

Mix it up

Recipe Contest

Program Overview

The **Mix It Up Recipe Contest** is a social cross-promotion that challenges the combined fans of four food brands to compete for a chance to Win \$500 in a recipe contest using the four featured products as ingredients (your product, plus three others).

Excite and Reward Your Own Brandfans

- **Chance to WIN \$500!** Recipe Contest Featuring Your Product
- **Exclusive Content** User-Generated Recipes / Usage Ideas
- **Valuable Coupons** From Other Complimentary Foods Products

Reach and Engage Fans of Other Food Brands

Your product will be PROMINENTLY FEATURED as one of four (4) recipe ingredients, and cross-promoted directly to social fans of three (3) other participating food ingredient brands. Benefits for YOUR product Include:

- **Exposure** Fans of Complimentary Food Brands
- **Engagement** Recipe Contest / Chance to WIN \$500!
- **Demand Generation** Your Product Featured As Key Recipe Ingredient
- **Purchase Driver** Coupons / Offers for Your Product

MIX IT UP! - Recipe Contest

Mix it up

Recipe Contest

GREY POUPON
DILSON MUSTARD

Lyson
Bacon

Spicely

Kellogg's
CORN FLAKES

Create an original recipe using the ingredients above for your chance to

Win \$500

Plus get valuable coupons

Compete Recipes Coupons

Return To Facebook Page

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One Promotion Shared By Four Products

Shared Exposure

- Your product is paired with three (3) other complimentary food products for social cross-promotion and cross-brand fan engagement

Shared Content

- MIX IT UP contest
- User-generated recipes



Shared Value

- Coupons & Offers
- \$500 prize

Shared Costs

- Program costs are shared four-ways

Exclusive Audiences + Shared Assets = High ROI!

Product Categories

- Food products
- Recipe ingredients

Program Timing

- Thanksgiving 2013**
(Oct/Nov)
- Holiday 2013**
(Nov/December)

Cost Per Brand

\$2,000

Note: Introductory Test Program Pricing

Results Reporting

- Reach
- Engagement
- Participation
- Coupons Printed

Reach FOOD BRANDFANS

- Reach varies for each program according to partner brands selected, and the size of their respective fan communities
- Reach will be defined and guaranteed prior to commitment

Minimum Promotion Requirements

- One (1) promoted post on Facebook brand page (\$500 budget), plus two (2) regular posts over a two (2) week period.**

Note: This is the MINIMUM promotion requirement. We encourage all brand participants to further leverage the MIX IT UP Recipe contest by leveraging across other appropriate social and digital communication channels to maximize brand engagement and fan participation results.

- Provide creative elements for integration with Facebook app, including: product image, logo, ad and coupon