



# Just Add Spice

## How much can WhiskAds influence a shopper's choice of brand?

Using WhiskAds to inspire shoppers to be more creative and spice-rich with their cooking, the leading spice brand Schwartz reached 3.4 million home cooks and saw 20% of shoppers retain a Schwartz spice in their shopping lists.



People Reached in the U.K.



Retained a Schwartz Spice in Shopping List

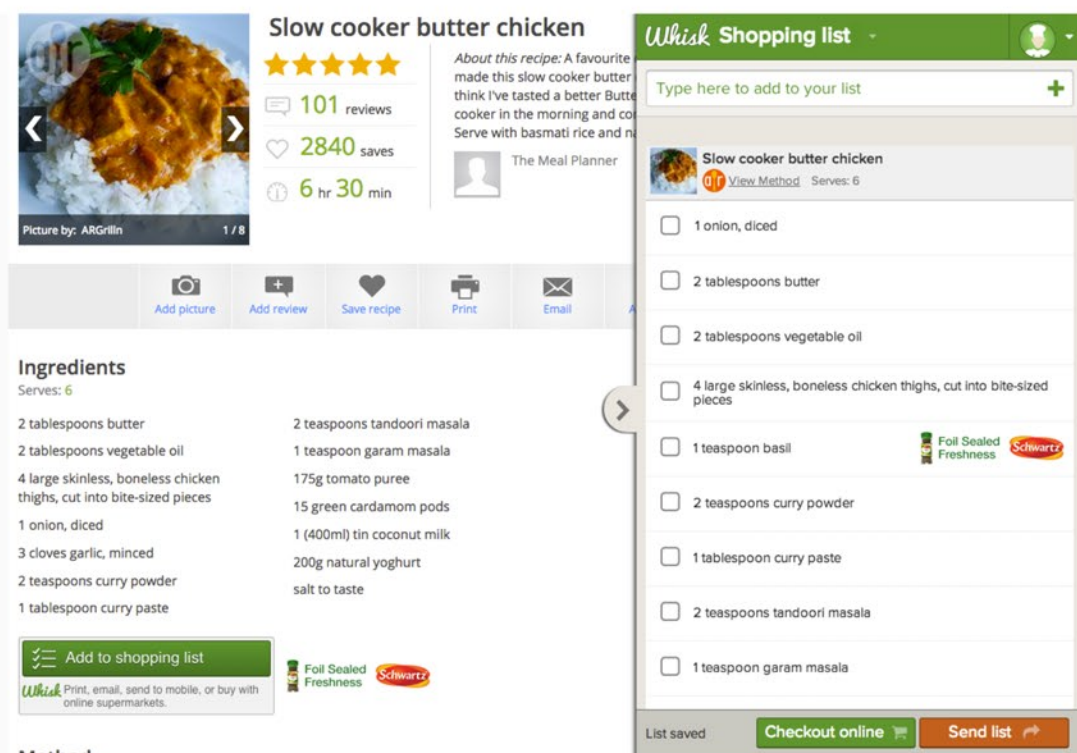


Increase in Ad Engagement over Campaign

### WhiskAds' relevant shopper advertising is displayed across our publisher network on:

- ✓ Recipes
- ✓ Store checkout list
- ✓ Mobile shopping list
- ✓ Offline shopping lists (email or print)

ADD TO SHOPPING LIST with Whisk



“Whisk is a game-changer for food brands who want to connect with highly-engaged consumers and effortlessly link recipes to their weekly shop.”



**Stuart Renshaw**  
Head of Digital, McCormick EMEA

#### STORY

### Spicing It Up

Schwartz is a market leader within the herbs and spices category. Their products range from commonly-used dry herbs and seasonings for recipes to more specialist ingredients and mix packets. In the UK, Schwartz has been a leading brand of McCormick since 1984 and is McCormick's second largest market in EMEA.

#### GOAL

### Increasing Awareness Across the Shopper's Path to Purchase

By reaching people as they search leading recipe sites, Schwartz aimed to drive awareness and encourage the purchase of Schwartz-branded spices.

#### SOLUTION

### Purchasing Schwartz

Schwartz was one of the first brands to run advertising on Whisk. Over a ten-month period in 2014, Whisk displayed testable mixed marketing messages on recipes that included key spices such as **oregano**, **paprika**, **cumin**, **chilli** and **cinnamon**. Whisk's partnership with leading recipe sites ensured that Schwartz sponsored ads reached thousands of home cooks ready to purchase.

Of the users who created a shopping list using Whisk, 20% made an offline or online purchase of a Schwartz spice versus a competitor.

Persistent ads across the shopping journey...

- Schwartz “Foil Sealed Freshness” ad was displayed alongside the Whisk “Add recipe to shopping list” button on the **recipe page**.

- Schwartz spices were inserted as the **default product in the shopping list** -- within online store checkouts, lists viewed in-store on mobile devices, or lists that were printed or emailed by the user.

Through data-driven optimisation and conversion measurement, Whisk was able to modify the ads to achieve a 2.5 increase in ad engagement over the course of the campaign. Whisk also delivered Schwartz detailed data on the spices that performed best alongside specific recipes.

With a current CTR of 0.50%, WhiskAds achieve a 833% higher engagement over average food ads (DoubleClick by Google CTR Standard Media rates are 0.06%). Whisk works with leading publishers and brands to make the content from more 300,000 recipes connected and transactional.

### Whisk's Smart Shopping List Technology is Found on Leading Recipe Sites

