

ADD-TO-LIST

ADD-TO-CART

KEYWORD

ONE-CLICK RECIPE

KRAFT

One-Click To Inspire With Holiday Recipes

OVERVIEW

Kraft Heinz wanted to take the stress out of holiday celebration meal planning with a delicious easy-to-prepare dessert. Working with AdAdapted, the team launched a campaign that showcased inspiration for a yummy Dessert Salad that allowed busy shoppers to effortlessly add all dessert ingredients directly to their shopping list with just one click.

SOLUTION

- Shoppable media solution enabled consumers to seamlessly add all four recipe ingredients to their shopping list with one simple click.
- Intercepted shoppers as they were searching for “marshmallows”
- Engaged shoppers in a inspirational way to evoke creativity around holiday desserts with Kraft products.

