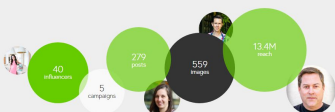




You've been waiting for the big game all year long. It's a time for heroes to shine both on-screen and off. Who's the halftime hero in your house during the big game? For this program 20 diverse food & parenting influencers answered that question. They engaged in three waves of social promotion.



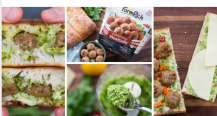
Featured Posts

Wafflized Mozzarella Sticks with Salsa ~..



Wafflized Mozzarella Sticks with Salsa The big Game Day is fast approaching and I have you covered for more snack ideas! These Wafflized Mozzarella Sticks with Salsa start out with frozen mozzarella...

meatball & pesto panini



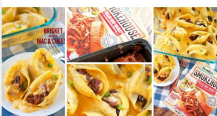
meatball & pesto panini Recipe by Bobby Parrish Cooking Time: 30 minutes Serves 8-10 people Ingredients: For the sandwich: 1 package of FarmRich Italian Style Meatballs 1 loaf of ciabatta bread 1...

Jalapeno Meatball Ring ~..



Jalapeno Meatball Ring This Jalapeno Meatball Ring is the perfect game day food to feed a hungry crowd! "This #HalftimeHero creation is brought to you by Farm Rich. All opinions expressed..."

Brisket Stuffed Mac and Cheese



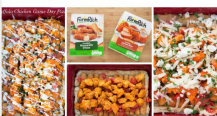
We are smack dab in the middle of summer. Did you know that there are 99 days between Memorial Day and Labor Day? That means we have 99 days to celebrate with BBQ this summer! Woohoo! Today we are...

Giant Mozzarella Stick Grilled Cheese...



Giant Mozzarella Stick Grilled Cheese Sandwiches This #HalftimeHero creation is brought to you by Farm Rich. All opinions expressed are my own." The "Big Game" is just two weeks away...

Be a Halftime Hero with my Game Day...



Be a Halftime Hero with my Game Day Buffalo Chicken Pizza #HalftimeHero January 20, 2017 by Chef Dennis Littley Leave a Comment This is a sponsored post on behalf of the Farm Rich. All opinions, text...

Authentic Content



Part 1

First, influencers created a blog post highlighting how they used Farm Rich foods to be the #halftimehero in their house, sharing that post on their largest-reach social channels and driving to a game day landing page on FarmRich.com. A group of influencers also created video content of their creations.



Part 2

Next, influencers prompted followers to share their own #halftimehero snacks leading up to February 5th. This call-to-action promoted a Farm Rich giveaway, getting followers excited to join in the action. When followers/readers shared their #HalftimeHero snack/app idea via Twitter, Facebook, Instagram or Pinterest using the hashtag (via photos or text), they were entered for the chance to win a year's supply of Farm Rich snacks for all their game day needs



Part 3

Finally, on the day of the Super Bowl influencers re-shared their #halftimehero creations and continued to encourage followers to share their own real-time during the game for a chance to win. (Select influencer posts were promoted leading up to the game)