

**KraftHeinz** x **So yummy!**

How First Media Created the Most Viral Branded Food Videos on Social for Kraft Heinz this Game Day.



Overview

Create wow-worthy co-branded content that breaks through the social noise and drives purchases to Kraft Heinz products through Walmart.

In order to drive awareness and action for Kraft Heinz’s brands, So Yummy created content highlighting fun and approachable recipe ideas to inspire our audience for the big game. Once we capture our audience’s attention, we captured their intent through effective paid shoppable content.

Organic Content

Goal

Distribute 2 organic videos to drive awareness and engagement for Kraft Heinz brands and introduce the shoppable destination to the So Yummy audience.

Distribution



Results

**167K**  
Clicks

**66.8K**  
Saves

**687K+**  
Engagements

**38K+**  
Shares

**37.4M+**  
Video Views

**1.8%**  
Engagement Rate

With more than 167K clicks on the organic videos, it is estimated that the **organic content drove an additional 10,860 conversions** through Walmart.

Action-Driven Content

Goal

Create 8 videos driving targeted audiences to the So Yummy shoppable destination to drive orders of Kraft Heinz products at Walmart.com, delivering the most efficient ROAS for the client.

Results



**120K+**  
Clicks

**2.2M+**  
Views

**9,956**  
Conversions

**7.4M+**  
Impressions

**4.04x**  
ROAS

**8.2%**  
Conversion Rate

The paid shoppable videos through Walmart drove over **9.9K orders of Kraft Heinz products** and delivered a 4x+ return on ad spend.