



# Summer Begins with Boursin

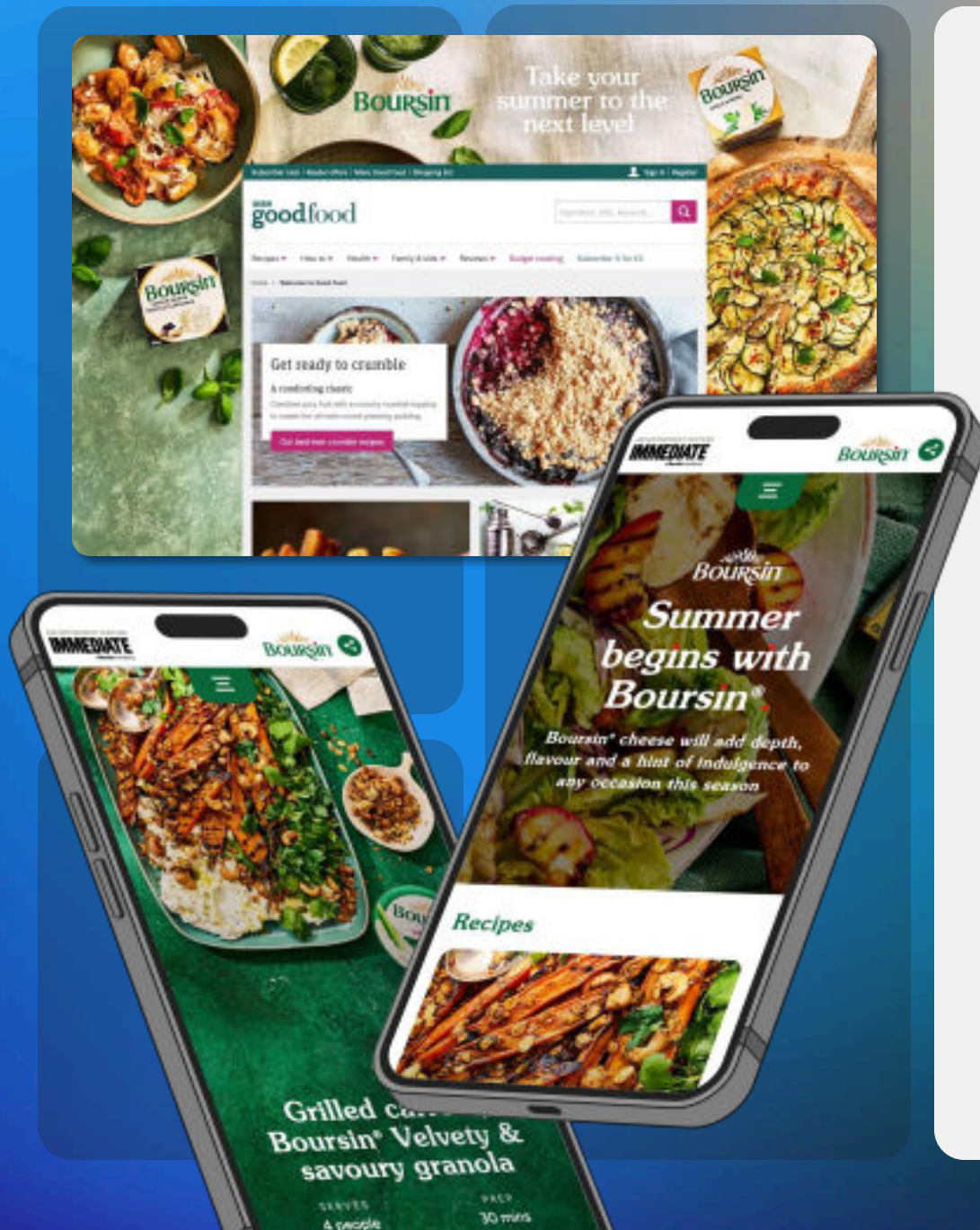
Partnership case study • May-July 2024

Boursin

imagine

IMMEDIATE  
Burda Company





What do you get when you combine beautiful, inspiring content, exciting creative activations and true collaboration with our editorial team? A truly effective, 360 campaign for Boursin, loved by our highly engaged foodie audience.

We accessed home cooks through a range of touchpoints, including events, social, recipe creation and even a magazine cover. It was also one of the first times we worked directly with Good Food's editorial team, following a brand refresh and the removal of the BBC blocks from the Good Food logo. Happily, not only did this partnership achieve its primary objective of increasing awareness of the much-loved French cheese, but it also led to an uplift in intent to purchase, consideration and more.





## The brief in a nutshell

Boursin, traditionally seen as a festive favourite, wanted to boost its summer appeal by positioning itself as a premium, versatile brand suited to a variety of occasions. The aim was to inspire food lovers aged 25–54 to use Boursin to elevate everyday meals and highlight its range.

## Bringing it to life

Imagine's stills and video shoot anchored the campaign's super-premium, summery feel, showcasing Boursin's signature style and versatility. The campaign included:

- The Summer Begins with Boursin microsite with six new recipes (three with videos featuring Good Food's Ailsa Burt), three articles with top tips for summer hosting, and a competition to win a luxurious hamper.
- Print advertorials and display pages in *Good Food* and *olive*, and sponsorship of *olive*'s August issue, including a 'Cook the Cover' recipe.
- Targeted, contextually relevant digital takeovers on both brands' platforms.
- Social traffic drivers, including three TikTok recipe videos, also made with Ailsa.
- Sponsorship of the Summer Kitchen at the Good Food Show, where live Boursin recipe demos were seen by 100,000 visitors.





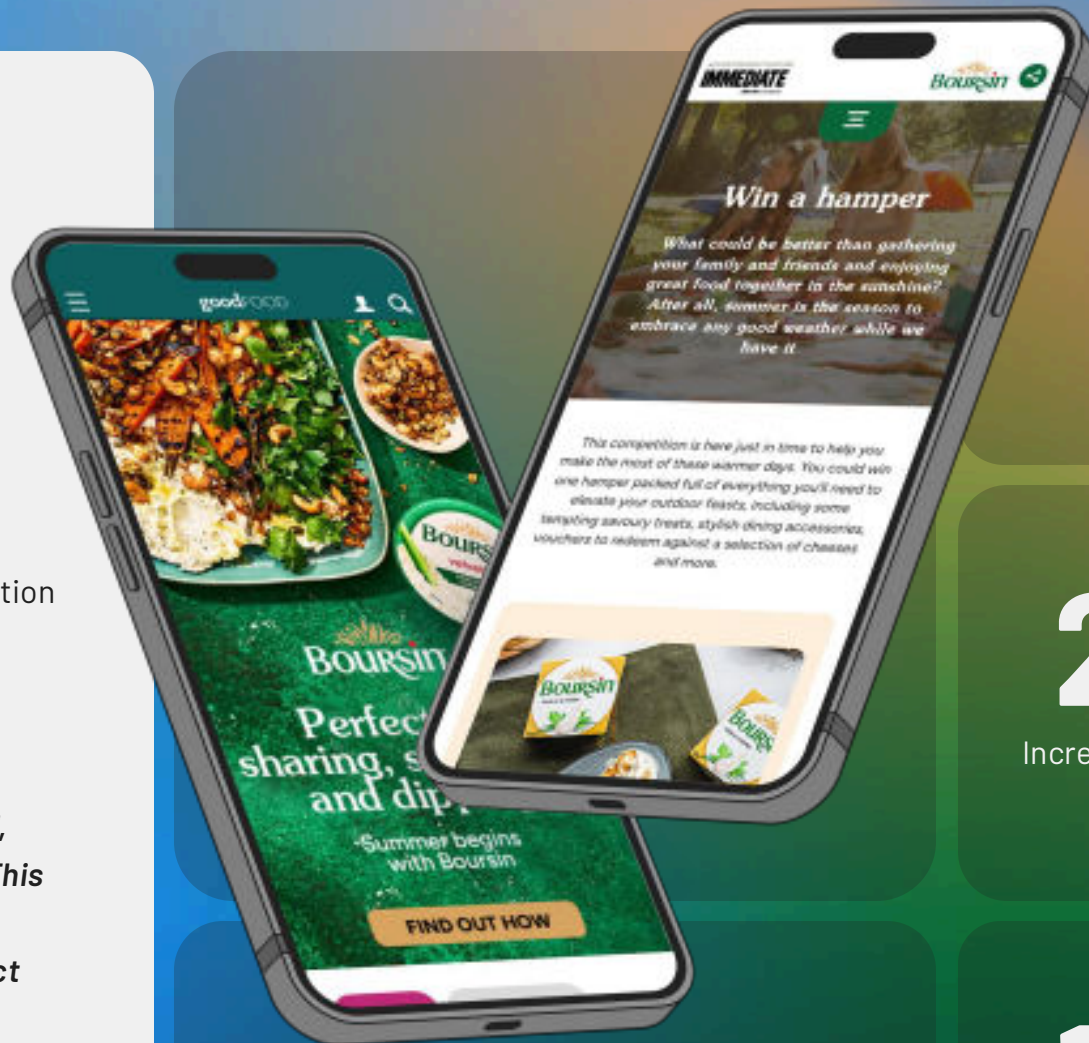
## So, how did it do?

This partnership was highly engaging, and our audiences were super receptive to the campaign.

We found that users browsed our microsite for 4x longer than the benchmark dwell time (73.15 secs vs 18 secs). In addition, we had more than 5,000 people enter the competition to win a luxury picnic hamper.

*"I loved working with the Immediate Media team – they were professional, collaborative and creative experts. This campaign brilliantly showcased Boursin's versatility, making it perfect for summer gatherings with visually stunning and delicious content."*

Anna Petsi  
Senior Brand Manager, Boursin



**Boursin**

Post-campaign Impact Lite research with 1,170 people (583 control, 587 test) revealed the following uplifts among those who recalled the campaign...

**21%**

Increase in prompted awareness

**17%**

Increase in intent to purchase

**16%**

Increase in consideration

**12%**

Increase in preference