



Freshlay Farms: The Golden Touch

Partnership Case Study • February-June 2025

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GOLDEN YOLKER™

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We've been hatching egg-cellent campaigns with Freshlay Farms for three years now, so how did we hero their delicious Golden Yolkers this time? By giving special meal occasions, including Pancake Day, Mother's Day and Easter, a golden touch.

We worked closely with the Good Food editorial team and refreshed our existing hub with new on-trend recipes and accompanying stills, including a super-delicious nduja, sage and ricotta raviolo. In addition, we created more functional content for Instagram and TikTok, to maximise audience interactions.

These evolutions led to increased engagement times – both on the hub refresh and native recipes – as well as impressive view-through rates on social.



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The brief in a nutshell

Freshlay Farms wanted to position its Golden Yolkers as an affordable upgrade for celebration meals starring eggs. It was also keen to capitalise on the continued social virality of egg-based recipes.

Bringing it to life

The Golden Yolkers were front and centre in every piece of content, from recipe stills to native dishes and social:

- We shot six new recipe stills for the hub, based on insights from our editorial experts.
- Another successful UGC competition ran, encouraging users to share their eggy creations with us for the chance to win a £500 supermarket voucher.
- The campaign was boosted further with highly engaging social-first videos featuring Good Food talent.



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So, how did it do?

The simple yet appealing presentation of such a humble ingredient resonated well with our foodie audiences, with the torta pasqualina proving the most popular recipe in terms of dwell time.

"Partnering with Immediate was once again a fantastic experience. Their innovative thinking and creative direction helped us deliver a campaign that really stood out. The visuals and recipe hub they developed seamlessly captured our brand identity and ensured our Golden Yolkers were truly heroed. The results exceeded expectations, and we're absolutely delighted with the outcome."

Holly Walters,
Junior Brand Manager, Freshlay Farms



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We leant on all our expertise when deciding which recipes to feature across native and social, leading to impressive view-through rates.

40 sec

Average engagement
time on the hub
vs 30 sec benchmark
+7 seconds YOY

67%

VTR on Meta
vs 55% benchmark

4.45%

CTR on the takeover
vs 0.49% benchmark

2m 5s

Average native recipe
sec time
vs 30 sec benchmark