



# Kerrygold: Going Gold

Partnership Case Study • March-April 2025



imagine

IMMEDIATE  
a Burda company





Kerrygold is the first brand to have simultaneously sponsored the Easter issues of both Good Food and olive. This high-impact takeover was at the heart of a partnership that featured strong creatives, a good mix of print and digital assets, including native recipes, and smart targeting, resulting in exceptionally strong audience interest and engagement.

Unsurprisingly, we hit all the KPIs, while also delivering uplifts across awareness, consideration and preference.

olive magazine with Kerrygold UK.  
Paid partnership · 25 March · 🌱  
Cooking for loved ones? 🍷 Give your dishes a golden upgrade with Kerrygold.  
★ May your table always be full

Elevate your dishes with

Grass-fed, naturally golden butter

Learn more

Baste with caper tant

Flavourful roast

ALL THE RECIPES YOU NEED TO REDUCE WASTE AND SAVE MONEY

**goodFOOD** April 2025

*Scrumptiously cheesy homemade hot cross buns*

*Your best Easter ever*

- Succulent roast lamb
- Flaky white fish & clams
- Creamy spring polenta

TRIPLE CHOCOLATE BROWNIES  
Pure gooey gorgeousness

FRIDAY NIGHT SPECIAL  
Roasted cauli & chicken curry

FIRE UP THE BBQ Fresh ideas for cooking outdoors

WIN LUXURY KITCHENWARE INCLUDING LE CREUSET WITH KERRYGOLD® NORTH £500

Air-fryer celebration dishes

EASY MEALS TO MAKE MEAT GO FURTHER

your recipes always work





## So, how did it do?

This campaign produced lots of great results, including uplifts in brand awareness, consideration and preference. The native recipes performed particularly well, significantly outperforming expectations.

*"This campaign was an absolute joy to work on! The brand's natural alignment with Good Food made the partnership feel authentic and the Kerrygold team were brilliant to work with. From stunning print features to high-performing digital and social content, every element performed really well. It's been incredibly rewarding to see such strong results and real engagement from our audience. I'm really excited to keep building on this momentum with a well-aligned Christmas campaign."* Clare Burger, Senior Client Services Manager



### Impact Lite research

Awareness +18% uplift

Consideration +16% uplift

Preference +21% uplift

# 129k

Total native recipe page views

177% above the booked KPI

# 2.02%

CTR on repurposed native recipes

vs 0.50% benchmark

# 3m19s

Average native recipe dwell time

vs 30 sec benchmark

# 1,426

Saves of social video posts across GF and OLI