

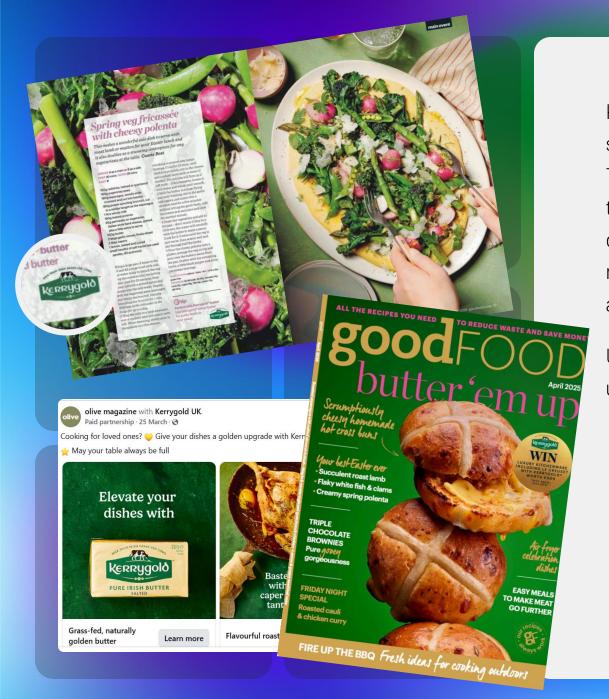
Kerrygold: Going Gold

Partnership Case Study • March-April 2025









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.









The brief in a nutshell

Kerrygold wanted to drive brand awareness and highlight the taste and quality of its salted butter, while also positioning it within everyday occasions to create an emotional connection with our food-loving audience.

Bringing it to life

We needed to give Kerrygold standout – and a super impactful Easter takeover was the perfect solution. The full-issue sponsorships of Good Food and olive offered premium brand alignment and allowed us to shine a spotlight on the brand, placing it at the forefront of the reader journey. The campaign included:

- Print sponsorships including logo on the front cover, a cook the cover recipe, DPS advertorial and display page, plus a mention in the editor's letter, and editorial boxouts within the main Easter recipe feature
- Good Food re-purposed native recipes
- Competition to win a premium bundle, including Le Creuset kitchenware, worth £500
- Digital display ads and newsletter slots
- Social traffic driving reach, video and native page views
- Video and stills shoot
- Impact Lite research







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 highperforming 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 1,426

Average native recipe dwell time

vs 30 sec benchmark

Saves of social video posts across GF and OLI