

How Country Harvest Built Brand Affinity with "Bread Lovers"

Country Harvest wanted to increase awareness and support their national brand campaign focusing on "Bread Lovers." The key focus was to drive engagement and build affinity for the Country Harvest brand.

To achieve this, they launched a creator program showcasing recipes for bread lovers through static and video content to encourage engagement. The campaign delivered strong results. It generated 23.7 million campaign impressions and achieved 426% video view attainment, with TikTok driving over 976K 6-second video views. Brand familiarity increased by 10 points.

"The #Paid team was fantastic to work with for our Country Harvest campaign. We loved this program and felt the team executed it flawlessly," said Victoria Perrotta, Brand Manager at Wonderbrands.



#paid

23.7M

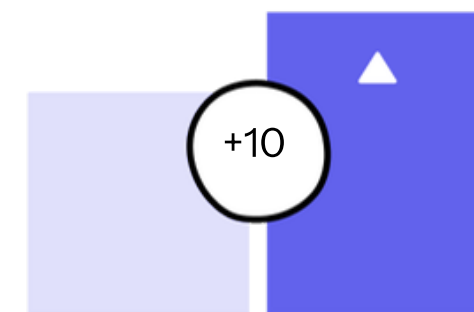
Campaign
impressions

426%

Video view
attainment

976K+

6s TikTok video views



Brand Familiarity

