

Progresso Cooks Up Outstanding Campaign Results Through Native Advertising

StackAdapt Success Story

The Agency

takepart



Progresso, a General Mills brand, is an American food company that produces canned soups and other food products.

In 2016, Progresso launched an award-winning video mini-series called “Behind the Bowl.” They worked with TakePart to reach maximum audiences with their new content. “Progresso was trying to change the way people look at canned soups,” says Mitch Wapner, Senior Account Manager at TakePart. “They were trying to have people think of Progresso in a more organic and healthy way.”

The objective of the campaign was to get people who are more organic-leaning to consider their soup.



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Senior Account Manager at TakePart

Execution

To reach relevant audiences Progresso tasked TakePart with hosting the video content on their site in order to reach all organic visitors and to drive users to their content via native advertising.

To accomplish the latter, TakePart chose StackAdapt’s native advertising channel, which aligned well with their objectives and allowed them to reach audiences on contextually relevant sites in the Food & Drink vertical.

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The campaign performed really well. YouTube is great for distribution, but you can’t really associate ‘views’ to any specific people—and we drove millions of views. We actually saw an increase in views on Progresso’s channels. They were happy with it and we were happy with it. StackAdapt really helped us achieve our goals!

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Senior Account Manager at TakePart