

Kraft teams with Seven

Kraft has struck a deal with Seven Media Group's *Better Homes & Gardens* for the next stage of its \$4 million Philadelphia campaign, "Try it on".

From 26 May, Kraft's cream cheese spread Philadelphia will feature in advertising, sponsorship and editorial in the Seven Network TV program and Pacific Publications magazine title and website.

The deal forms the next stage of a \$4 million campaign, the first major marketing push Kraft have embarked on for Philadelphia since launching the "Heaven" campaign 10 years ago.

Brokered by Mindshare Melbourne, the partnership sees Philadelphia as the exclusive sponsor of *Better Homes & Gardens*' "Fast Ed" food segment on the TV show. It also includes on-air product usage, an in-show consumer promotion in conjunction with Woolworths and in-segment product placement and recipe ideas. All creative components were developed by JWT.

Magazine integration includes a 32-page cookbook cover-mount, and a presence at The Good Food & Wine Show. Consumers will be driven to Philadelphia's TryItOn.com.au website created by Wunderman.



The "Try it on" campaign encourages consumers to eat Philadelphia in a variety of ways.

"The Heaven campaign has achieved great success in establishing our product as the dominant cream cheese offering in the market," said Kraft head of corporate affairs Simon Talbot. "'Try it on' represents the next phase of brand development – making people aware that Philadelphia is not just for spreading or baking cheesecake, but can be used in many other ways."

The campaign highlights the versatility of the brand by introducing consumers to a variety of recipe ideas, with a focus on pizza, potato and healthy dessert opinions.

Mindshare partner, client leadership David Angell commented: "Kraft has benefited from the cross-channel and talent opportunities offered by this highly trusted and successful property.

"The key strength of the Philadelphia product is its versatility. Combine this with huge love and familiarity with the brand, and you have a perfect platform to communicate everyday inspiration. We see *Better Homes & Gardens* as fitting perfectly with this approach."

Michelle Elliott