

Food porn and rich data combine for results at Kraft

Posted By [Denise Yohn](#) On September 10, 2013 @ 12:57 PM In [Opinions](#) | [No Comments](#)

by [Denise Lee Yohn](#) ^[1]

Mouthwatering food photography and rich customer data may not seem a likely match, but they make a powerful combination at [Kraft Foods](#) ^[2].

Kraft's Associate Director [Dana Shank](#) ^[3] tempted the audience at the [2013 iMedia Brand Summit](#) ^[4] with tantalizing images and sales results from her work on content marketing. Her mission, she explained, is to "create delicious amazing food stories that drive sales and create value for Kraft Foods."

To do this, Dana taps into over 1 million subscribers to Kraft's print magazine, over 5 million email subscribers, and a loyal following on Pinterest, Twitter, and other social media channels. She and her team fill these channels with content that covers recipes, news items, advertising and more. And she's positioned her group within the organization as a publisher that the brands hold accountable for results just as they would any other media. Results are measured by ROI, click-through rates, and viewability. Kraft is usually ranked by CommScore within the top five of its category for engagement.

Emphasizing the importance of **beautiful and useful content**, Dana declared, "Content beats media." But she also encouraged the audience to be diligent in selecting the right channels and methods to distribute and share the content. "Great content will travel but you need to look for sparks and keep fanning flames."

As she reviewed mini case studies from JELL-O and Philadelphia Cream Cheese, Dana showed how Kraft's content marketing not only benefits the brands, it also provides a strongly-desired service for customers and provides customer insights back to the corporation. Kraft uses analyses on customer data, syndicated studies, trend reports, and more to help determine what content to create and curate and what KPIs/results to target. And the data enables them to provide to the brand teams actionable insights in real time which they use to inform new product development, marketing campaign design, and creative strategy.

Closing with a stunning photo of JELL-O Chocolate Pudding Fudge, Dana let the audience in on a secret: dessert content works really well in social media – not only does it look delicious, but it's also data-based.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, [Denise Lee Yohn](#) ^[1] is a leading authority on building and positioning exceptional brands. Follow [Denise](#) ^[5] on Twitter.

URLs in this post:

[1] Denise Lee Yohn: <http://deniseleeyohn.com>