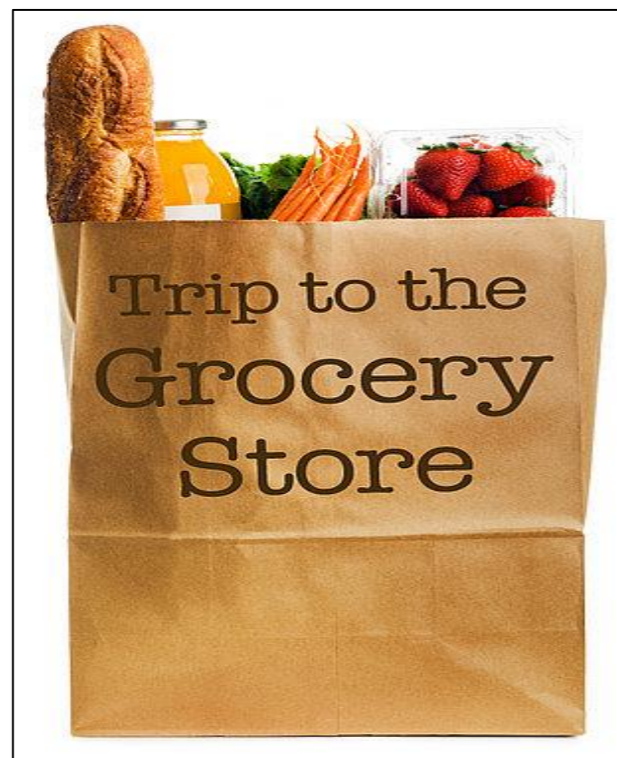


FACEBOOK RECIPE VIDEOS REPRESENT A HUGE UNTAPPED OPPORTUNITY FOR INCREMENTAL STORE TRIPS AND BRAND SWITCHING

36% of consumers are making incremental trips to the store for ingredients or products seen in recipe videos.



39% of consumers would switch brands from what they normally purchase based on a different brand/product being featured in a recipe video.



Sample: n=919 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 2 of 10 survey questions.

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