

ALLRECIPES DESIGN TEAM

Engaging Through
Innovation



INNOVATION + INSIGHT = RESULTS

The digital landscape is constantly changing. Allrecipes needs to keep ahead of the game with products that make a big impact and that keep us moving ahead of the pack.



HOUSE ADS



FREE MEMBER INTERSTITIAL

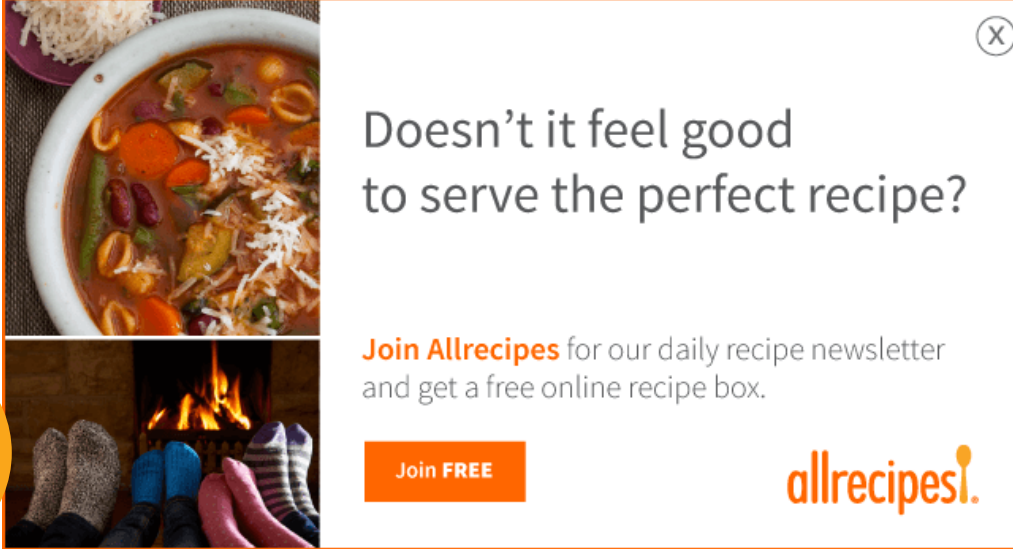
NEW CREATIVE

CHALLENGE

- Dated creative needed a design and copy refresh
- Increase CTR (Click Through Rate)
- Increase conversion rate
- Increase awareness of free membership
- Engage users that don't normally respond to our banners

SOLUTION

- Create an emotional connection
- Using imagery to tell a story
- Focus on benefit
- Clean design with negative space, gives a more open, calm feeling
- Using a .NEXT look
- Recipe photos increase engagement



Doesn't it feel good to serve the perfect recipe?

Join **Allrecipes** for our daily recipe newsletter and get a free online recipe box.

Join **FREE**

allrecipes!

Visually highlight benefits



FREE MEMBER INTERSTITIAL

METRICS

	Click Through Rate	Conversion/Million Impressions
Average (tablet/desktop combined)	1.83%	605
New Creative	2.12%	592



RECIPE BANNER

NEW CREATIVE

Simple “no nonsense” design



CHALLENGE

- Create awareness of recipes
- Achieve a high CTR
- Achieve a high conversion rate

SOLUTION

- Large recipe photo to whet appetite
- Humor-driven copy

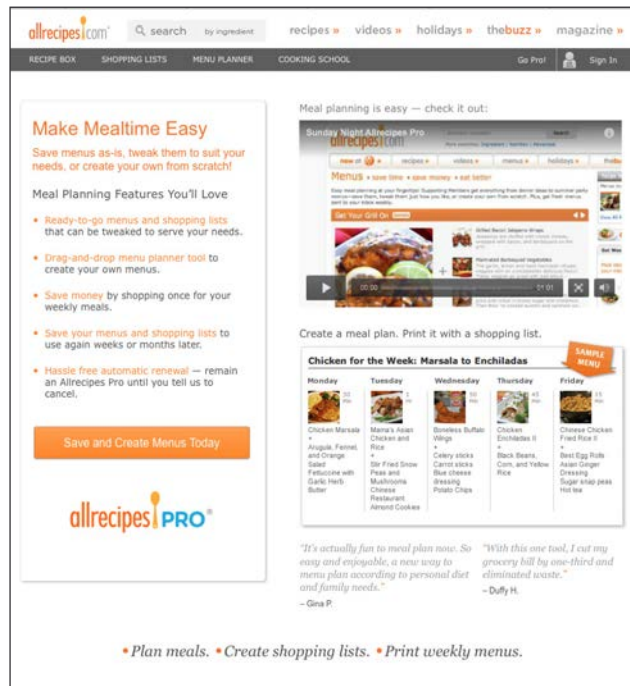
	Click Through Rate
Average (tablet/desktop combined)	.09 %
New Creative	0.47%



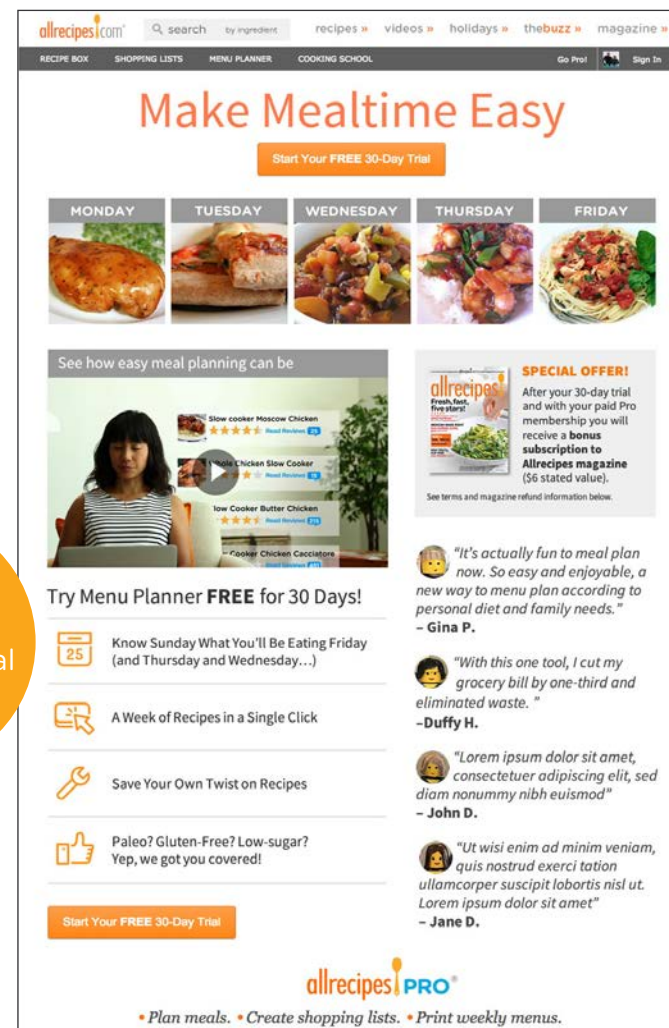
FREE TRIAL LANDING PAGE

NEW CREATIVE

BEFORE



AFTER



Use of icons creates a stronger visual impact

CHALLENGE

- Outdated design and copy
- Could not be used in Maximyzer

SOLUTION

- Clean layout for ease of use and understanding
- Prominent calendar to highlight benefits
- Eye-catching design
- Featured video

RESULTS

New Free Trial landing page:
12.9% Lift in Conversions



SOCIAL MEDIA



INSTAGRAM CONTEST

BREAKFAST CAMPAIGN



GOAL

- Increase Instagram followers and engagement
- Drive traffic/impressions

SOLUTION

- Uses contextual imagery to explain process
- Simple, clean, modern design

RESULTS

Entries: **1,842**

Social page views via contest promotion: **15k**

Increase in Instagram Followers: **6%**



INSTAGRAM CONTEST

MOBILE HOME PAGE AD

Using warm colors to create an emotional connection



CHALLENGE

- Create awareness of new contest
- Achieve a high CTR

PROBLEM

- Abundance of legal copy

SOLUTION

- Tell a story
- Focus on benefit
- Eye-catching design

	Click Through Rate
Average (tablet/desktop combined)	0.19%
New Creative	0.48%



INSTAGRAM CONTEST

NEW MOBILE CREATIVE

Increase engagement through visuals



Great CTRs compared to Misc CTR benchmarks. Mobile phone image in 146x200 worked well on m.dot. Pancakes image was successful on desktop.

CHALLENGE

- Create awareness of new contest
- Achieve a high CTR

PROBLEM

- Abundance of legal copy

SOLUTION

- Tell a story
- Focus on benefit
- Eye-catching design

	Click Through Rate
Average (tablet/desktop combined)	0.15%
New Creative	0.49%



INFOGRAPHICS



SOCIAL MEDIA CONTENT MARKETING

INFOGRAPHICS



Descriptive visual imagery

CHALLENGE

- Useful shareable data
- Increase social media followers and engagement
- Increase brand awareness
- Attract millennials and health-focused cooks

SOLUTION

- Fun, useful data that is also visually appealing
- Eye-catching design
- Clear and easy to understand

RESULTS

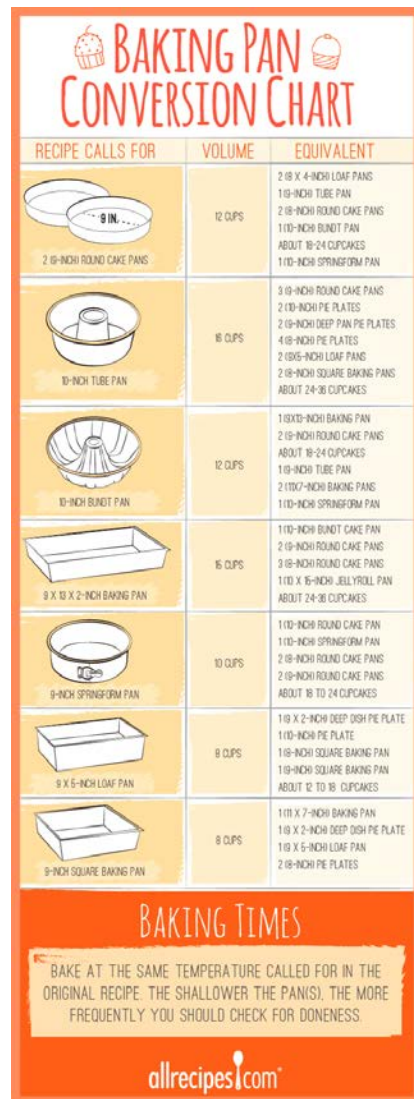
Breakfast Board: **204 Repins**

Shares via Dish: **855** (does not include pins)



SOCIAL MEDIA CONTENT MARKETING

INFOGRAPHICS



Descriptive visual imagery

CHALLENGE

- Useful shareable data
- Increase social media followers and engagement
- Increase brand awareness

SOLUTION

- Fun, useful data that is also visually appealing
- Eye-catching design
- Clear and easy to understand

RESULTS VIA SOCIAL

Top Pinned Infographic

184,000 Repins

Driving almost 18.9 million potential Impressions on pinterst

RESULTS VIA THE DISH

Shares: 41

Clicks: 689

Viral Lift: 1680%



NEWSLETTERS



NEWSLETTERS

MAGAZINE SUBSCRIPTION SCOOP

allrecipes.com
the **SCOOP** >>

**You'll eat 365 dinners in 2015.
For \$5, let us inspire a few.**




Full Year **\$5**

Limited Time Offer!

SUBSCRIBE NOW!

Allrecipes Magazine: Year-Round Inspiration



Fresh Recipes
We've packed every issue with seasonal, top-rated recipes you'll want to make again and again.

Trendy Tips
See helpful tricks that make life easier in the kitchen and save money at the grocery store.

Real Kitchen Stories
Meet the friendly home cooks behind our most popular recipes.

SUBSCRIBE NOW!

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You are currently subscribed to The Scoop as: jif@allrecipes.com.

CHALLENGE

- Entice users to the purchase an AR magazine subscription

SOLUTION

- Use of animation to grab users' attention
- Fun & whimsical
- Highlights magazine covers

Campaign	Orders
Magazine Subscription for \$5	6,959
Free-trial MSA	1,400 - 1,600
Cooking School MSA	1,700 sample course signups +100 paid orders
Valentine's Day 2014 Pro Offer	~4,000
January 2015 Pro Offer	~4,700



NEWSLETTERS

COOKING SCHOOL SCOOP TEST



Introducing...
allrecipes!
cooking school

Get meals on the table with less fuss and more fun!

From cooking the perfect egg to mastering roast chicken, Allrecipes' new online cooking school is everything you need to take your cooking to the next level.

Now is the time to become a better cook. **For a limited time, the complete fundamentals package is 20% off!** Just use promo code ARschool at checkout.

[Try a Sample Lesson](#)

For more info, [watch the video](#)

CHALLENGE

- Create awareness for Allrecipes Cooking School
- Increase sales

SOLUTION

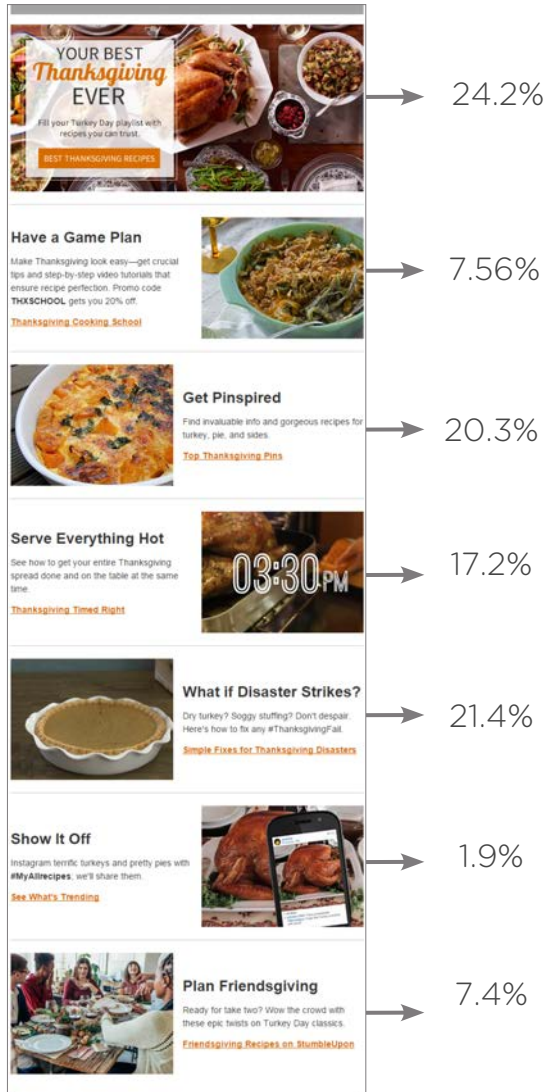
- Design creates an impact
- Imagery is appetizing and creates desire for action

Campaign	Sent	Opens	Open Rate	Clicks	CTR
Cooking School	4,278,723	893,693	20.89%	47,088	5.27%
3-for-1 Magazine	3,717,454	702,213	18.89%	22,200	3.16%
Pro Free Trial	4,397,273	1,029,350	23.41%	53,437	5.19%
Pro (20%, 30%, 40% off)	3,823,328	779,447	20.39%	47,312	6.07%



NEWSLETTERS

2014 THANKSGIVING SCOOP



CHALLENGE

- Educate on all Allrecipes has to offer for Thanksgiving meal prep

SOLUTION

- Minimalist design—less is more
- Animation is eye-catching and engaging

Campaign	Open Rate	CTR
2014 Thanksgiving Scoop	28%	16%
2013 Thanksgiving Scoop	23%	11%
Average Scoop	24%	5%




NEWSLETTERS

SOCIAL SIGN-IN SCOOP TEST

allrecipes.com[™]
The Scoop



>>October XX, 2013

Too. Many. Passwords.
Tired of passwords? So are we.



...

Now you can use just one.

Sign in with Facebook or Google+ and you **never have to remember** your birth date (but backwards!) or your first dog's name ever again!  

[See How](#)

allrecipes.com[™]
The Scoop


>>October XX, 2013



1 Click.
1 Account.
All the Recipes

Sign in to Allrecipes with your Facebook or Google+ account and forget that old password forever.

[See How](#)

 It's super-easy to sign in on all your devices-just one click and you're ready to upload pics, write reviews, and add to your recipe box.

CHALLENGE

- Create awareness for social sign-in

SOLUTION

- Fun, whimsical design
- Engaging copy
- Easily digestible layout

Campaign	Sent	Opens	Open Rate	Clicks	CTR
Social Sign-In	4,285,457	1,090,597	25.45%	105,232	9.65%
3-for-1 Magazine	3,717,454	702,213	18.89%	22,200	3.16%
Pro Free Trial	4,397,273	1,029,350	23.41%	53,437	5.19%
Pro (20%, 30%, 40% off)	3,823,328	779,447	20.39%	47,312	6.07%



NATIVE CONTENT



NATIVE CONTENT

DISH IMAGES

Dish images are designed to be eye-catching and visually descriptive. The goal is to showcase useful, relevant and fun information that is shareable across all social media platforms.



NATIVE CONTENT

DISH QUIZ COVERS

Dish images are designed to be eye-catching and visually descriptive. The goal is to showcase useful, relevant and fun information that is shareable across all social media platforms.

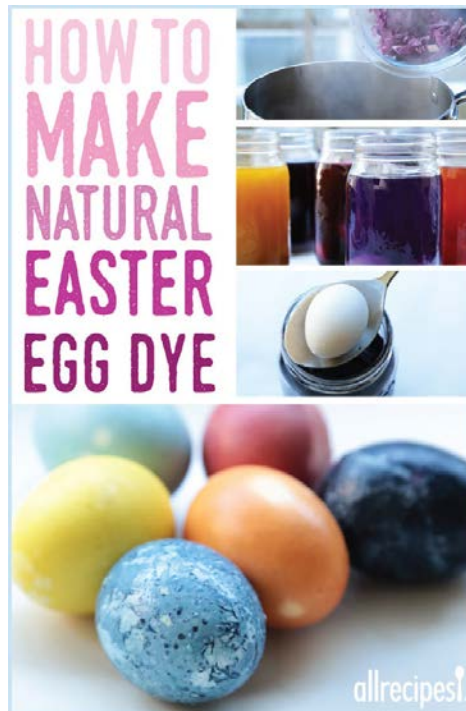


NATIVE CONTENT

SEASONAL IMAGES



Seasonal images are used across all of the Allrecipes digital channels. These are also designed to highlight beneficial, relevant and fun content that is shareable across all social media platforms. This campaign was used on Allrecipes, Instagram, Facebook and Pinterest.



RESULTS

XXXXXXXXXXXXXXXXXXXXXX



SALES PITCH



SALES PITCH

MINIONS MOVIE/SWIFFER CAMPAIGN



The design team regularly has to develop concepts for the sales team to pitch to partners.

CHALLENGE

- Conceptualize a new product for a large partner
- Must be interruptive
- Fun and informative
- Highly product driven

SOLUTION

- Use of animation grabs users attention
- Fun & whimsical
- Interruptive while being entertaining

RESULTS

Aided in a \$430,000 sale



CONCEPTS

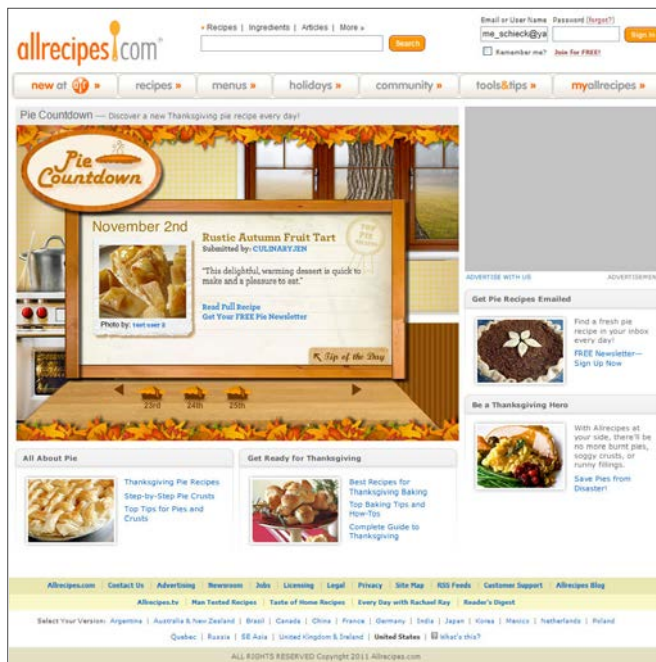


CONCEPTS

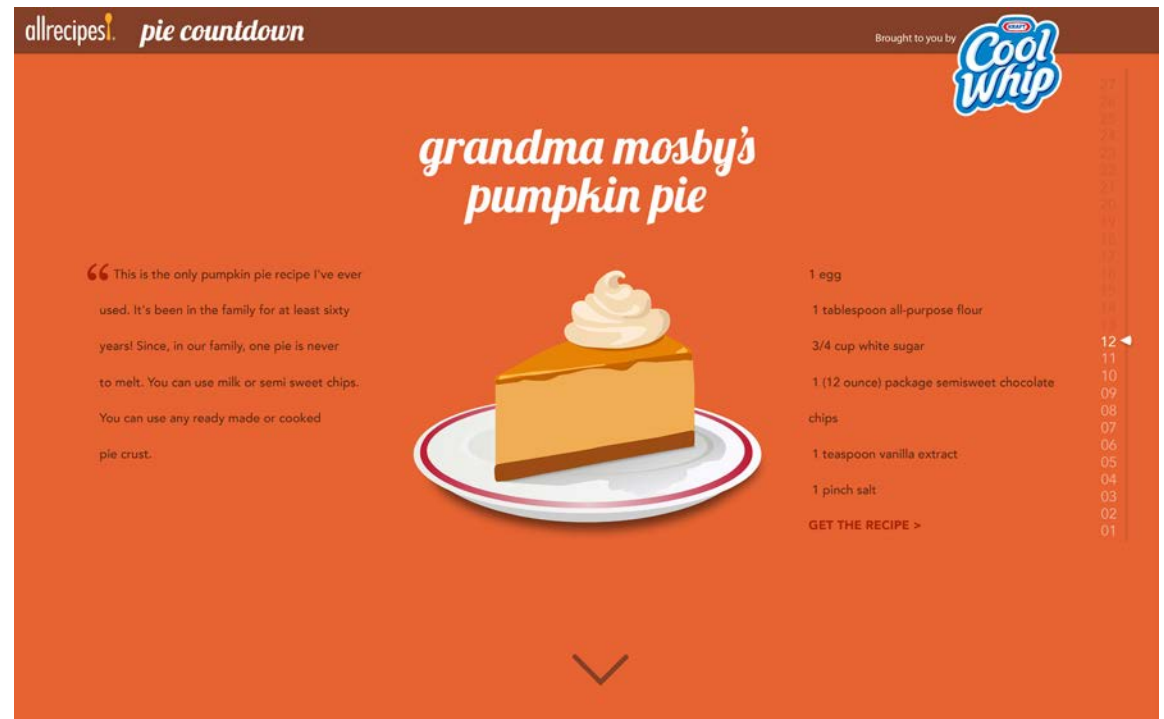
PIE COUNTDOWN

At times the design team must work on concepts for other parts of the marketing team. This was an idea to update the old pie countdown landing page.

BEFORE



AFTER



This is a parallax scrolling landing page. As the user scrolls, it changes the perspective of the the content.



CONCEPTS

AD PRODUCT: WHAT'S COOKING NEAR YOU?

People are becoming increasingly aware of the benefits of buying locally grown foods. This fun native advertising product uses location-based information on seasonal foods, and populates recipes to the consumer.

PRODUCT BENEFITS

- Functions seamlessly as an Allrecipes integrated tool
- Utilizes UGC and integrated recipes
- Diverse platform options
- Fun and engaging



Desktop Landing Page

Mobile Landing Page

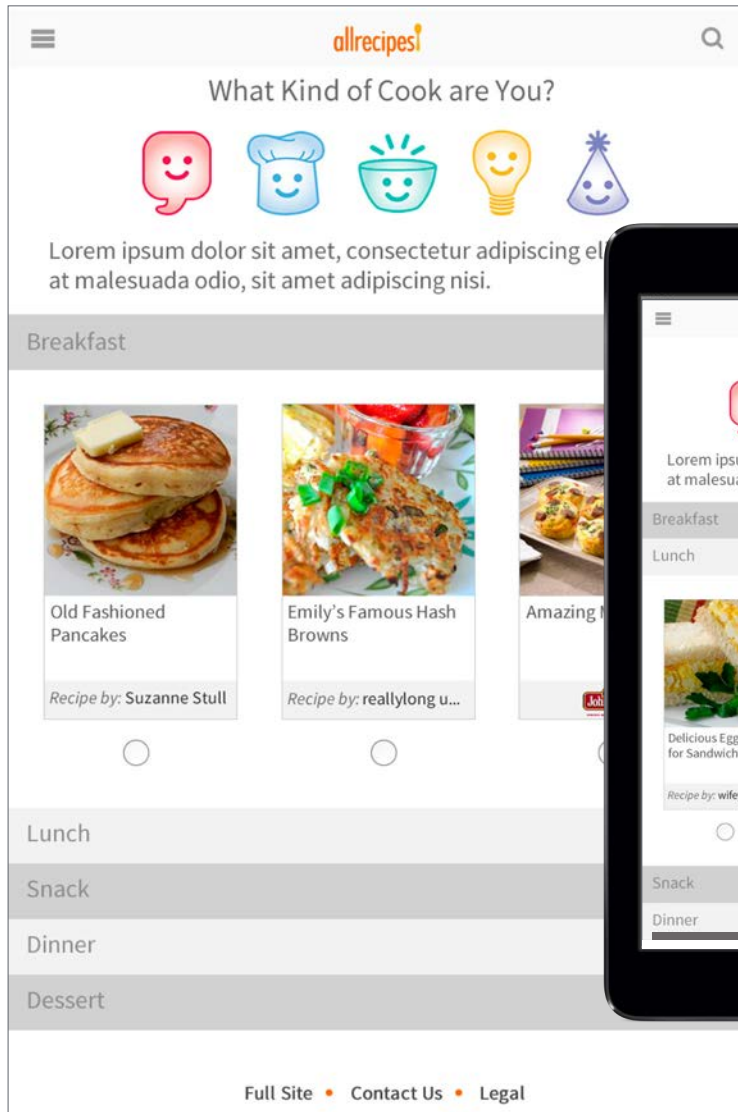


Portrait Unit

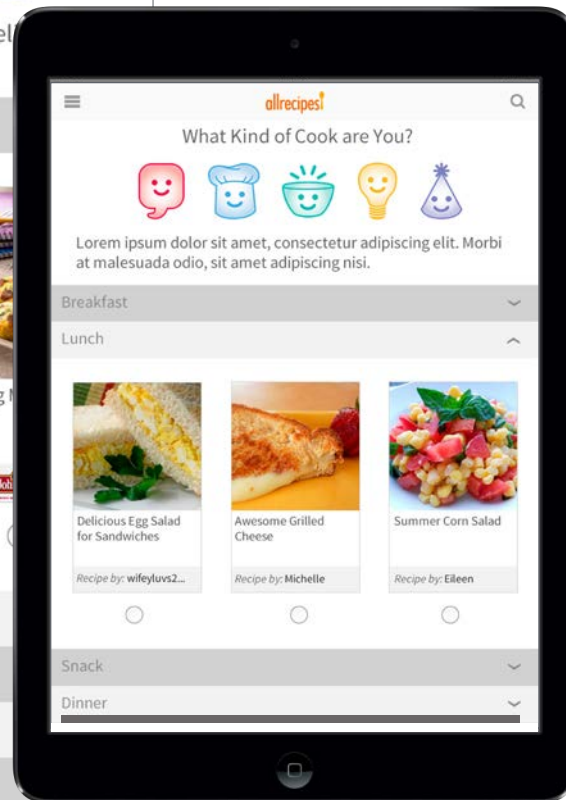


CONCEPTS

QUIZ: WHAT KIND OF COOK ARE YOU?



Desktop Landing Page



Mobile/Tablet
Landing Page

Quizzes are great ways for a brand to connect with users. They are fun and engaging and help users learn more about themselves.

PRODUCT BENEFITS

- Easily customizable
- Utilizes UGC and integrated recipes
- Entertaining
- Shareable
- Can be customized for endemic and non-endemic



CONCEPTS

THANKSGIVING TIMELINE

The screenshot shows the Campbell's Kitchen.com Thanksgiving Timeline app. At the top left is the Campbell's Kitchen.com logo. To its right are three small images of Thanksgiving dishes: a bowl of stuffing, a glass of bread, and a plate of turkey legs. Below the logo is the title "Thanksgiving Timeline" and "181 ratings / 141 reviews". On the right side, there is a "Kitchen Timer" set to "00:00:00". The main content area features a large video player showing a roasted turkey on a platter with autumn leaves and berries. Below the video is a description: "Fluffy mashed potatoes are one of the favorites at the Thanksgiving table. We're using a Slow Cooker recipe to help free up some stove-top space! To get started, skin and cut 5 pounds red potatoes into chunks, submerge in water and cover with a cloth. Make sure you cut the potatoes into equal-size chunks for even cooking!". Below the description are social media sharing icons for Pinterest, Facebook, Twitter, Google+, and Email. At the bottom, there is a timeline of recipe cards with their respective start times: 9:00 AM (Slow Cooker Mashed Potatoes), 9:15 AM (Stuffing, Casserole, and Turkey), 9:30 AM (Stuffing, Casserole, and Turkey), 9:40 AM (Mom's Pumpkin Pie), 9:50 AM (Homestyle Turkey), 10:00 AM (Stuffing, Casserole, and Turkey), 10:10 AM (Stuffing, Casserole, and Turkey), 10:20 AM (Mom's Pumpkin Pie), and 10:30 AM (Mom's Pumpkin Pie).

Thanksgiving is the biggest day of the year for any home cook. There are lots of things to juggle, and this timeline helps users by planning the day for them.

PRODUCT BENEFITS

- Utilizes UGC and integrated recipes
- Highly relevant to user
- Diverse platform options
- Functions seamlessly as an integrated tool
- Simplifies the busiest cooking day of the year
- Potentially keeps brand top of mind for users all day.
- Can integrate photography or video
- Add partner product to shopping list

