



MEDIA RECAP  
JUNE 2018

PREPARED BY



# 3 DAYS 3 CITIES

## STOP 3

### DETROIT, MICHIGAN - JUNE 15

Kroger: 10951 Highland Rd. | 4,300 Visitors/day  
1 Food Influencer  
2 Live In-Studio Media



## STOP 2

### COLUMBUS, OHIO - JUNE 13

Kroger: 7345 State Rt. 3 | 4,500 Visitors/day  
3 Food Influencers  
1 Live In-Studio Media



## STOP 1


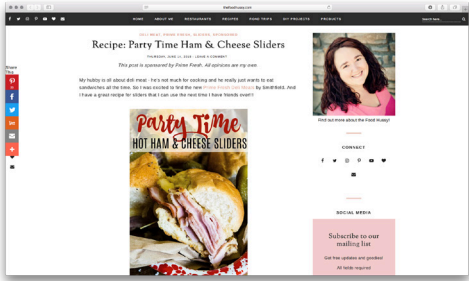

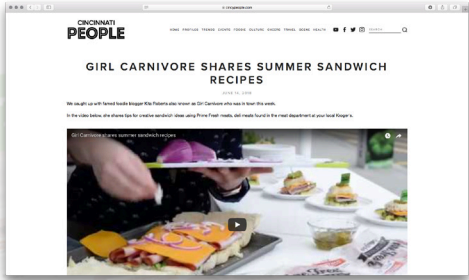



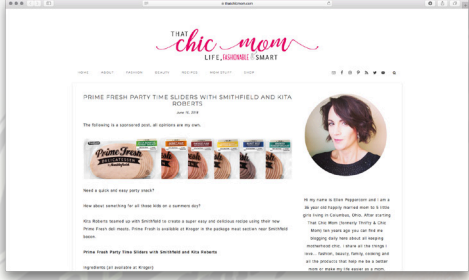

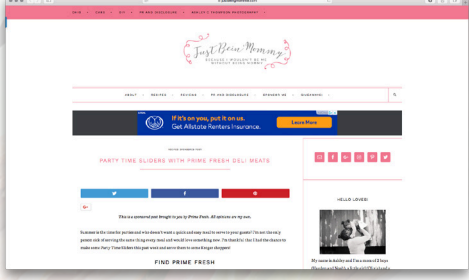
### CINCINNATI, OHIO - JUNE 12

Kroger: 4613 Marburg Ave. | 20,100 Visitors/day  
3 Food Influencers  
3 Live In-Studio Media



*Prime Fresh*  
DELICATESSEN™  
by **Smithfield**

# FOOD INFLUENCER MEDIA OUTREACH

BLOG	TOUR STOP	CONTENT	REACH
	Cincinnati		Facebook - 5K Twitter - 14K Instagram - 3K Pinterest - 6K
	Cincinnati		Facebook - 2K Twitter - 260 Instagram - 1K
	Cincinnati		Facebook - 5K Twitter - 25K Instagram - 7K Pinterest - 6K
	Columbus		Facebook - 7K Twitter - 230 Instagram - 7K Pinterest - 7K
	Columbus		Facebook - 6K Twitter - 14K Instagram - 1K Pinterest - 3K

**BLOG**

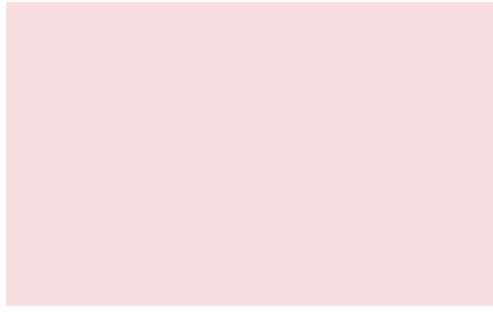
**TOUR STOP**

**CONTENT**

**SOCIAL**



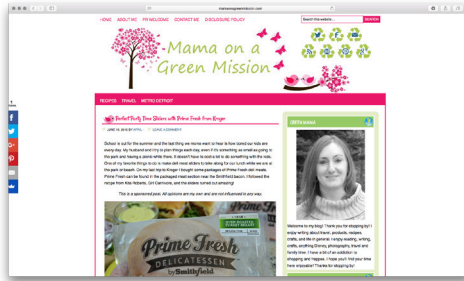
Detroit



Facebook- 8K  
Instagram- 3K  
Twitter- 8K  
Pinterest- 17K  
Email- 5K  
Monthly page views- 35K



Detroit



Facebook - 10K  
Twitter - 15K  
Pinterest - 3K



## LIVE IN-STUDIO MEDIA



WXIX-FOX Cincinnati



WSTR-MNT Cincinnati



WCPO-ABC Cincinnati



WCMH-NBC Columbus



WDIV-NBC Detroit



WMYD-TV 20 Detroit

## LIVE IN-STUDIO MEDIA TOTALS

8:44 (total time)

Earned Impressions (Audience): 129,404

Earned Media: \$95,070

## BRAND/PRODUCT VIDEOS



Product Shop Video



Kita General Video