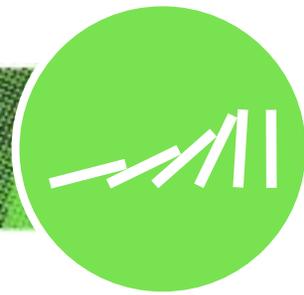


SYNDICATION: RECIPE REHAB



OUR PROCESS

Building upon our refined methodology, the Recipe Rehab brand extensions were built before Season 1, even faster than The Biggest Loser and MasterChef.

OVERVIEW

Nominated for a 2013 Daytime Emmy, Recipe Rehab is the first program to cross from a YouTube original channel and premiere on broadcast television. The goal of the show is to educate and inspire children and their families to cook better and to live healthier lives.

To date, Populus has driven over seven figures from sponsors, and delivered a six figure cookbook publishing deal with Harper Collins.

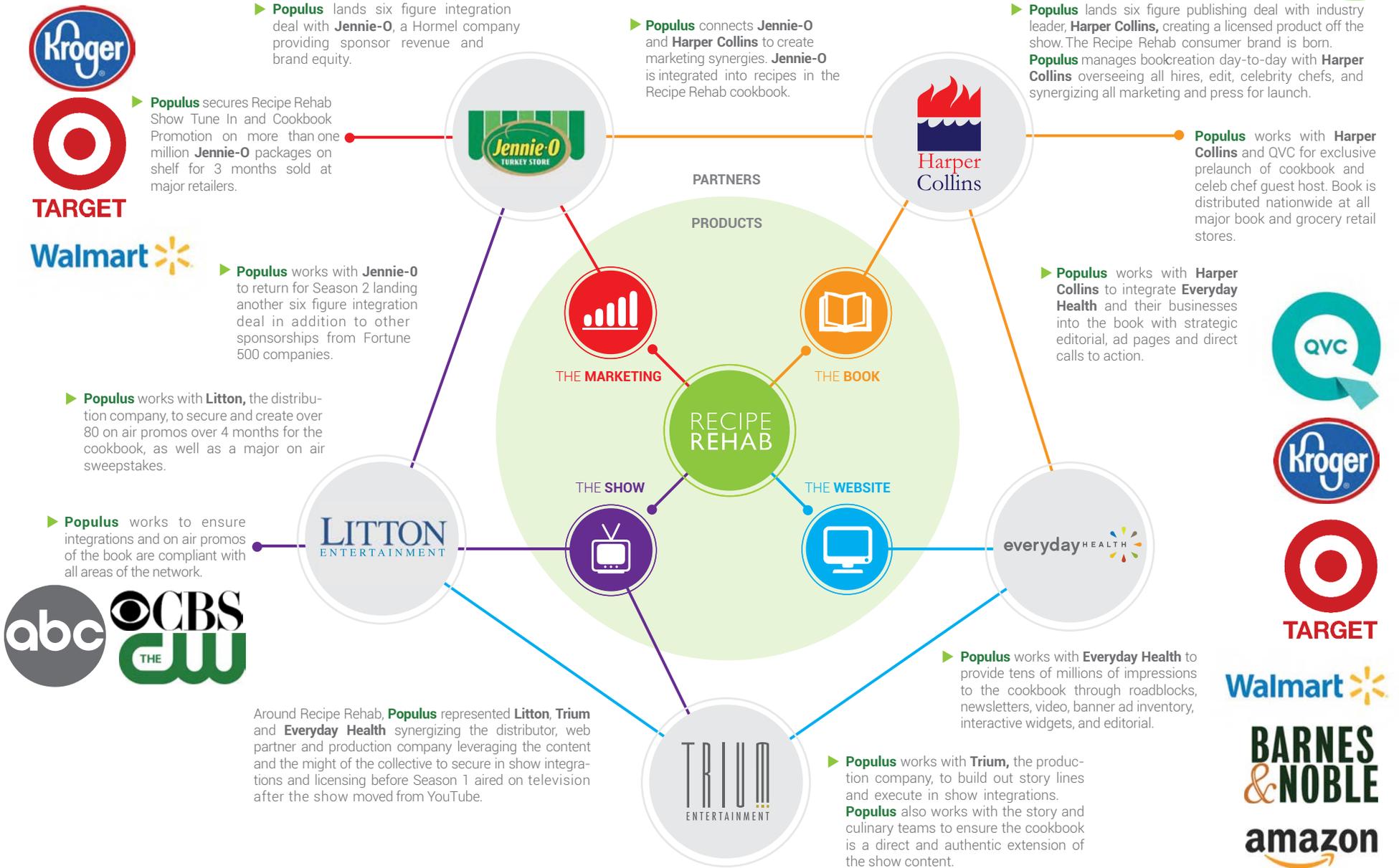
ACHIEVEMENT

- ▶ Emmy nominated for Outstanding Cooking Program.
- ▶ 1.2 MM households per week viewership.
- ▶ Over 177 million PR impressions to date.
- ▶ Winner of two Parents' Choice Awards.
- ▶ Winner of two Bronze Telly Awards.

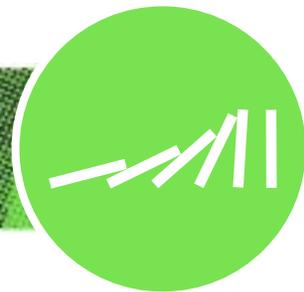


[Click here for Recipe Rehab integration examples](#)

RECIPE REHAB - SEASON 1 SYNERGY MAP



RECIPE REHAB - INTEGRATION



- 

Launched new **Green Giant Veggie Blend-In** product, that saw **300% lift in sales**.
- 

Integration partner since Season 1 with **more than 24 episode airings** to date. Integrations included pack cross promotion and Recipe Rehab cookbook.
- 

Integrated into multiple episodes, focusing on breakfast and lunch recipes, with air dates tied to January's back to school and New Year, New You.
- 

Woven into the fabric of multiple episodes and used as a key tool by the chefs.
- 

Integrated multiple products across many episodes. **Cross promotion included a full microsite** build out with exclusive behind-the-scenes content.
- 

Integrated as the main cooking tool for both chefs in the show.



Veggie Blend-In getting verbal mentions



PAM used as a key tool during the show



Ninja Cookware being used by the chefs