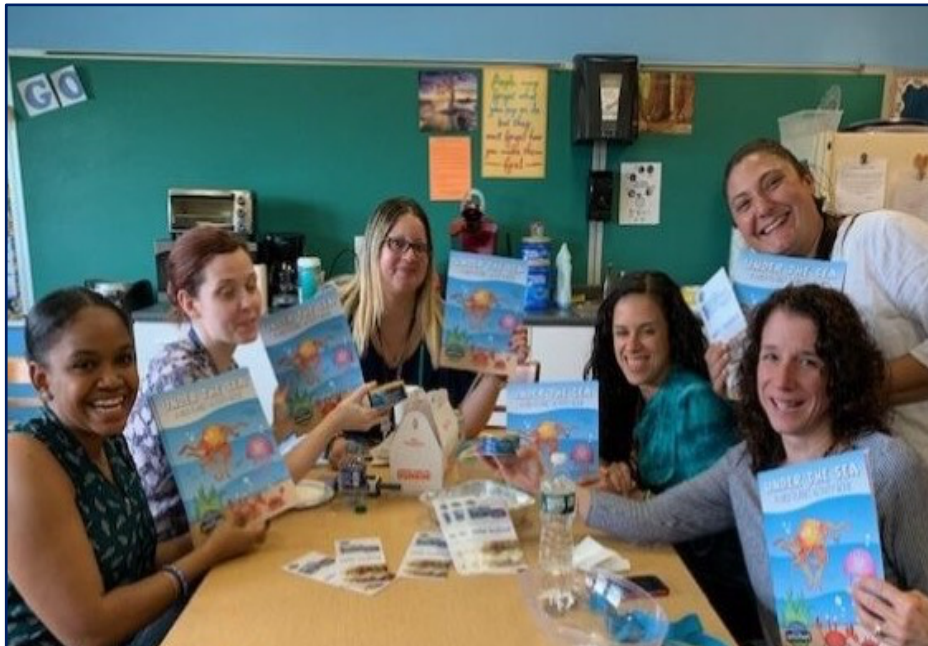




An online community of 2MM moms and caretakers with a shared interest in raising happy, healthy families.

Through in-home sample gatherings, I designed a program to put tuna in the mouths of 80,000+ key decision making moms annually



A Brand Building Success Story

- **As a result, brand familiarity increased from 28% to 55%**
 - **we received 3,500+ Five Star Product ratings**
- **Likelihood to purchase and/or recommend is in the 95% percentile year over year**

Featured reviews from moms about
Wild Planet Albacore Wild Tuna

Mom's Meet
★★★★★ based on 3574 reviews

★★★★★ 5/5

Our Moms were over the moon sampling Wild Planet Albacore Wild Tuna. We sampled it straight from can & found it absolutely delicious! We definitely recommend it & we've decided it will be on all of our shopping lists. Plus, it being "pole caught" tuna is a huge bonus.

"Best canned tuna ever! All the moms in my group are going to buy this brand from now on because they have the best practices beginning at fishing to cooking and packaging. You can taste the difference!"



"Thank you to Mom's meet for the opportunity to test this product. It's going to be a staple in my pantry from now on."

I created program enhancements to drive the brand message further with unique and targeted activations at Moms Meet consumer events



THINK OUTSIDE THE MAYO JAR:
Delicious, Easy & Healthy
Wild Planet Recipes

