

# New and Improved DIGITAL OFFERINGS



**23k**

**FOLLOWERS,  
ALL ORGANIC**

We're able to track likes, views, and shares. The average likes for a photo are 350, while average views for a GIF are 800 and 2,054 for a video.

Check out an example [here](#).

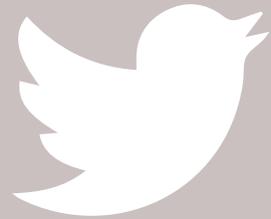


**102k**

**FOLLOWERS,  
ALL ORGANIC**

Our Facebook community is strong and they love this sort of visual content! Our Facebook posts typically reach 2,000 people with 15 likes, while videos average 1,500 views.

Check out an example [here](#).



**15.6k**

**FOLLOWERS,  
ALL ORGANIC**

Twitter is a great way to share the content we create for you, especially photos and links to recipes or stories. Our Twitter posts typically reach 900 people with an average of 18 post interactions.

Check out an example [here](#).

*When you purchase recipe or pairing development featuring your product(s), we can track the engagement with the post in a variety of ways. We offer a follow-up analytics email for your Digital Offerings recipe/pairing development post approximately 48 hours after we've posted.*

## DIGITAL OFFERINGS YOU ALREADY KNOW AND LOVE

Our existing [2019 Media Kit](#) contains options for recipe or pairing development with accompanying photos, and optional sharing to **culture's** social media platforms. We capture your recipe or pairing so it's ready for social media, according to the style guidelines you'll approve based on a mood board we send you before production starts. This way, you'll get a photo that looks good enough to eat and it will be perfect for the look and feel of your company. Check out [this photo](#) of "Fancy Toast" with Red Pepper Jam and Toasted Pine Nuts recipe we developed, photographed, and shared for Interval, or [this photo](#) of a cheese + wine pairing we created for Beehive Cheese Co.



**culture**  
the word on cheese

### FOR MORE INFORMATION, CONTACT:

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# BY POPULAR DEMAND

## GIFS BY CULTURE

A GIF is a super short video that will loop endlessly, creating a playful and simple visual. Check out an example of one we made for Effie's Homemade [here](#). These are great for posting to your brand's Instagram or Facebook account.

We'll create a GIF featuring your product and post across our social media platforms for \$750. Don't care about us posting? We'll create it for you and you can do what you want with it for \$500.

## VIDEOS BY CULTURE

Last but certainly not least, **culture's** video offerings. Like with photos, we create and share a mood board for you before production, along with a shot-by-shot proposal for your approval. Here's a cheese + cocktail [pairing video](#) we made for Glenglassaugh.

### YOU'VE GOT OPTIONS:

**Stop Motion:** These are typically 10-15 second videos that highlight your product with an eye-catching, fast-paced editing style. Check out an example [here](#). Stop Motion videos are great for posting to your brand's Instagram and Facebook accounts, or even on your website--this video offering packs a punch. (\$2,500)

**Feature (for recipes only):** Culture's Feature videos are 30 second max. They are fluid motion, featuring your product and the hands preparing the recipe we've developed for you. We still post your recipe to our site, so you can think of this video as an added bonus that lives on social media. (\$5,000)

***Custom options are available for all the above, just ask us!***



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