

Q2 2020 Activation



- Newsletters (4/28, 4/30, 6/15)
- Native Articles (5/25)
- Ad Placements (4/22 – 6/30)
- Articles/Press (always on)
- Video Ads All Screens (4/17 – 6/30)

- Social Media (always on)
- Influencers: health & consumer (always on)
- Produce for Better Health (5/1 – ongoing)
- Today's Dietitian CEU Course (5/28 – ongoing)
- Health Professional Webinar (6/30)

- Paid Search (always on)
- Shoppable Display (4/22 – 7/5)
- Geo-Fence Ads (4/22 – 6/5)
- Ibotta (4/22 – 5/21)
- Shopkick (5/6 - 7/5)

DELIVERY THROUGH THE FOLLOWING AND MORE



POPSUGAR.



85 MILLION CONSUMER IMPRESSIONS