**StackAdapt Success Story**

Progresso, a General Mills brand, is an American food company that produces canned soups and other food products. In 2016, Progresso launched an award-winning video mini-series called “Behind the Bowl.” They worked with TakePart to reach maximum audiences with their new content. “Progresso was trying to change the way people look at canned soups,” says Mitch Wapner, Senior Account Manager at TakePart. “They were trying to have people think of Progresso in a more organic and healthy way.”

The objective of the campaign was to get people who are more organic-leaning to consider their soup.

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**The Agency: TakePart**

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**Execution**

To reach relevant audiences Progresso tasked TakePart with hosting the video content on their site in order to reach all organic visitors and to drive users to their content via native advertising.

To accomplish the latter, TakePart chose StackAdapt’s native advertising channel, which aligned well with their objectives and allowed them to reach audiences on contextually relevant sites in the Food & Drink vertical.

“I think our objective really was to get the video in front of as many people as possible because we knew that once the video was out there it would blow up—because it’s really good content. My original goal was to focus on one demographic at a time, but the campaign performed so well that we didn’t need to.”

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**The Agency: Progresso**

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**Contact your StackAdapt Representative to get started.**

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