

Rachael Ray and Uncle Ben's Ready Rice "Hey, Can You Cook?! 4"

Uncle Ben's "Hey, Can You Cook?! 4"

- Uncle Ben's sponsored the four-week cooking contest with brand mentions, billboards and product integrations
- "Disney Cruise Ship" elimination challenge featured "Whole Grain Brown Rice," "Original" and "Whole Grain Medley" varieties
- "Basmati" and "Jasmine" rice brands used as the key ingredients in "final showdown" challenge
- Winner selected by celebrity chef Tyler Florence who complimented challengers on their use of Uncle Ben's rice

Online

- RachaelRayshow.com homepage displays Uncle Ben's advertisements exclusively on contest airdates
- Co-branded microsite includes photo and video galleries
- Uncle Ben's sponsorship of the "Food" section features its brand logo on all pages
- Weekly "Club RR" e-newsletter included prominent brand messaging
- Customized "FoodFlipFlop" game incorporates Uncle Ben's Ready Rice products and messaging

Results

- Online campaign is expected to deliver nearly 100 million impressions for Uncle Ben's over 6-month campaign
- "FoodFlipFlop" game received over 20,000 plays and nearly 7 minutes average engagement time within first 2 months of going live

The screenshot shows the website for the "Hey, Can You Cook?! 4" contest. The main heading is "HEY, can you COOK?! 4" with "Brought to you by Uncle Ben's" next to it. Below the heading is a video player showing a contestant in a kitchen. To the right, there are several promotional banners, including one for "club RR" newsletters and another for "become a fan of the show on facebook".

The screenshot shows the "FOODFLIPFLOP" game interface. It features a grid of food icons, a score of 0, and a timer of :63. The interface includes buttons for "NEW GAME", "HIGH SCORES", "HOW TO PLAY", "HINT", "PAUSE", and "MUTE".



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