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KIN

**FLUFFY AND DELICIOUS!
SO.DA AND KIN TEAM UP WITH PHILADELPHIA CREAM CHEESE
FROSTING IN A ONE-OF-A-KIND CAMPAIGN**

so.da Indulges in its Third @FoodNetworkCA Twitter Series #SweetSomethings Starting May 7

Canada's Most Notable Bakers Anna Olson and Yolanda Gampp Showcase the Best Tips and Tricks with Delightfully Sweet Content



Photo of Anna Olson in #SweetSomethings. Courtesy of Food Network Canada

Watch the promo for #SweetSomethings, [here](#).

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For Immediate Release

TORONTO, May 3, 2019 – so.da and Kin are set to delight audiences with the ultimate baking experience from pastry chef and beloved **Food Network Canada** personality **Anna Olson** and **Kin's How to Cake It's Yolanda Gampp**. Presented by **Philadelphia Cream Cheese Frosting**, so.da, Kin and Twitter have developed an

extensive multi-platform campaign that utilizes the first-of-its-kind refrigerated cream cheese frosting, made with real ingredients and the authentic taste of Philadelphia cream cheese that Canadians know and love.

Continuing to indulge audiences with engaging mid-form content, Food Network Canada and Twitter combine forces for the third time with the latest Twitter series **#SweetSomethings** (4x4-6min). Starring pastry chef Anna Olson, the series will focus on delectable sweet cakes and indulgent little treats right from her kitchen. In each episode, Anna Olson creates divine desserts from London Fog cupcakes to Pink Velvet sandwich cookies to a Maple Bacon Waffle cake, showcasing the versatile qualities cream cheese frosting can offer for any baking needs. Produced by Corus' in-house social content studio so.da, the first episode of #SweetSomethings launches on [@FoodNetworkCA](#)'s Twitter starting **Tuesday, May 7 at 7 p.m. ET** for four weeks. Comprehensive content across the network's linear, social, and digital platforms including on-air lower thirds, recipe vignettes, and for the first time in a sponsored campaign, autonomous sensory meridian response (ASMR) [content](#), will be used to inspire the baker within to frost and decorate with ease.

Further celebrating the launch of Philadelphia Cream Cheese Frosting is Canada's most subscribed YouTuber in baking*, *How to Cake It's* Yolanda Gampp. Producing heavenly custom Instagram recipe videos for [Easter](#) and Mother's Day, *How To Cake It* will also surprise thousands of Yolanda's engaged Canadian fans with a glossy mailer containing the inspired recipes, and a coupon for the product, to drive people in store to purchase. Come this July, *How To Cake It* will present their widely popular Camp Cake event on Facebook Live where thousands of participants will spend a whole day with Yolanda learning how to make novelty treats from scratch with an advanced shopping list of ingredients, including Philadelphia Cream Cheese Frosting.

Also creating custom content for the campaign are Kin creators **Siya Zarrabi** from [Hopscotch the Globe](#), **Joanna Venditti** from [Nesting Story](#), and **Christina Dennis** the [DIY Mommy](#), who will create easy and relatable baking videos using the product, appealing to the product's different consumer segments.

"This partnership with Philadelphia Cream Cheese Frosting highlights the power of Corus, and how together with Twitter we can extend a brand's promotional footprint in an engaging and impactful way," said Dervla Kelly, Senior Vice President of Marketing for Corus and Head of so.da. "In addition to the mid-form Twitter series, the campaign will incorporate social trending content such as ASMR videos, an interactive Facebook Live event that lends seamlessly to the product and promotion, inclusive of promotional television spots, on Food Network Canada. We are leveraging the strength of our Corus brands, the social expertise of so.da, as well as the clout and amplification from tapping into Kin's premium creators – which together is guaranteed to engage the audience of passionate bakers Philadelphia is looking to reach."

* Source: Tubular Labs: March 28: Food and Drink, Baking, Influencers, Canada, Subscribers

SOCIAL MEDIA LINKS:

Join the conversation: #SweetSomethings

Follow Food Network Canada on Twitter [@FoodNetworkCA](#), Facebook [Food Network Canada](#) and Instagram [@FoodNetworkCa](#)

Follow Corus PR on Twitter: [@CorusPR](#)

Food Network Canada is a Corus Entertainment Network.

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 44 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About so.da

so.da is a full-service, specialized social digital agency offering strategy, community management, content production, analytics and social listening, talent and influencer integration. In addition to managing Corus' vast portfolio of brands in the social space, including Food Network Canada, HGTV, Global TV, Slice and W Network, so.da works with many of Canada's leading brands to support their social strategy and content production. The agency's deep understanding of the space has led to above average engagement rates, watch times and lower CPEs. Last year alone, so.da content was viewed over four billion times. For more information about so.da and its services, visit: soda.corusent.com

About Kin Community

Kin Community Canada are experts in influencer marketing and social media strategy and represent many of Canada's top lifestyle creators including **How to Cake It** (7.2+ million), **The Domestic Geek** (1.8+ million) and **hot for food** (1.1+ million). Working in conjunction with Corus, Kin uses data and trends to help brands develop cohesive campaigns that leverage their creator's highly-engaged audiences. Kin was acquired by Corus Entertainment in Spring of 2019. For more information visit: <http://www.kincommunity.ca>

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