



## What we did:

Generated awareness of the Athenos brand among millennials while inspiring kitchen creativity with feta cheese.

## How we did it:

We connected Kraft with Wattpad's top chick-lit writer Rebecca Sky, who brought Athenos to life through an original story—Food for the Heart. The story follows Mia Sanchez on a journey of self-discovery and touches on themes of adventure, travel, food and romance. Delicious and enticing recipes using feta cheese were seamlessly integrated into the campaign.

## The Results:

The campaign resulted in measurable sales increases for Athenos among millennials who engaged with the brand on Wattpad.

**90k**

users read *Food for the Heart*

**1.5M**

minutes were spent  
engaging with  
Athenos content

**25.6%**

of users purchased an  
Athenos product after  
reading commissioned  
content