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TheDailyMeal.com Unveils Groundbreaking Guaranteed Results Program

New York, NY (October 12, 2011)—Spanfeller Media Group (SMG) food website TheDailyMeal, the fastest growing site in its category, today announced the launch of a Guaranteed Results Program, a bold new initiative guaranteeing marketers successful branding campaigns or their money back.

“Numerous studies show that click-through rates are not an accurate measure of success for digital brand advertising,” said Jim Spanfeller, President and CEO of SMG. “Our Guaranteed Results Program, the first of its kind in the food space, will instead look at the ad campaign’s total brand lift, the appropriate metric to assess the extent advertising has shifted consumer perception. Marketers today demand accountability as well as empirical results, and that’s exactly what our new program delivers.”

TheDailyMeal will partner with Web analytics firm Vizu. Participants in the Guaranteed Results Program choose to test any three of five metrics that best align with their campaign’s primary objectives. The five brand lift metrics are:

- Awareness—Who has heard of the brand
- Attitudes—How people feel about the brand
- Favorability—Do people like the brand
- Intent—How likely are people to purchase the brand’s offerings
- Preference—Do people favor the brand over others

Vizu then leverages a concurrent test/control methodology that employs a classic experimental design. Web polls are conducted evenly and randomly throughout the campaign’s duration to assess consumer sentiment.

To participate in the program, marketers must commit to a minimum of \$200,000 worth of advertisements over 90 days. TheDailyMeal will underwrite the cost to analyze the impact of the online campaign. If there has not been a statistically significant increase in at least one of the three metrics tested after 90 days, then the marketer’s full advertising spend will be reimbursed.

Launched in January 2011, TheDailyMeal now boasts Web traffic of over 1.6 million unique visitors per month. As the fastest growing site in the food and drink category, TheDailyMeal sets itself apart with its large and growing amount of quality content and a user base that leads the pack in factors such as affluence and purchase influence.

About The Daily Meal

[The Daily Meal](#) covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-

between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site's multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America's Most Successful Chefs, 101 Best Restaurants in America and 150 Best Bars in America. Additionally, The Daily Meal Shop, an online cookware store, offers over 7,000 kitchenware and specialty foods tailored specifically to The Daily Meal's hungry following of savvy food enthusiasts. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on [Facebook](#); follow us on [Twitter](#).

About Spanfeller Media Group

Founded in June 2010 by Jim Spanfeller the Spanfeller Media Group brings media into the digital age through premium subject-specific content. Its first site, The Daily Meal launched in January 2011 and already is among the largest food sites on the Web. The venture-backed company plans to launch a second vertical content site before the end of 2011, with a third one slated for the second half of 2012.

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