

delish

HANDS AND PANS VIDEOS

There is no better way to engage consumers than through Delish Recipe Videos

- Delish's engaging and shareable co-branded videos visually showcase your brand to **increase awareness and drive purchase intent**
- Shot in Delish's all-new format leveraging **split screen technology** to accentuate the deliciousness of the recipe while showcasing **step-by-step directions**. Find an example [here](#).
- VAPs accompany video content for **seamless integration** into our digital presence
- Recipes include **Shoppable Recipes functionality**
- **Leverage content on O&O properties** for up to 1 year with attribution
- Promotion via **Hearst's paid Video Distribution plan**, guaranteeing video views

