

FOOD52

Food52 is a next-generation cooking and home company, founded in 2009 by *New York Times* alum Amanda Hesser and food editor Merrill Stubbs. Home to thousands of inspiring recipes and articles, and a massive online store, Food52 has grown from humble beginnings in its founder's kitchen to a modern brand with a monthly reach to more than 25M people.



13+

years with Vimeo



2,300+

videos



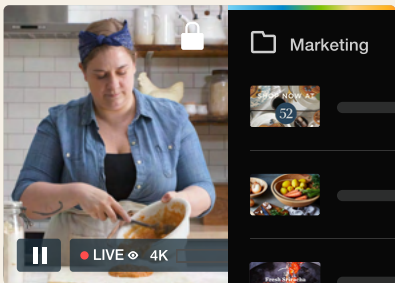
24%

avg. engagement rate
on interactive videos



14M

annual video views

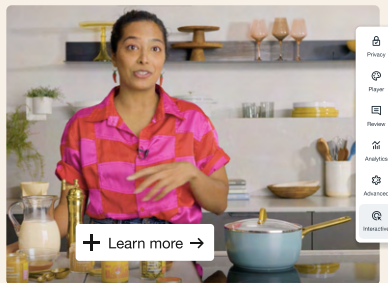


Challenge

Vimeo has been a mainstay tool for Food52 ever since its early days back in 2009. Amanda and Merrill first used Vimeo to host and distribute their home videos. “When [Food52's shop pages](#) started to grow, Vimeo was built in, product-wise, to host videos,” says Gabriella Mangino, Executive Producer. “We could skin the video into a perfect little player, and that's why we continued using it.”

But as Food52 leaned into brand partnerships as a new source of revenue, they found they needed innovative and interesting ways to attract clients. Slapping a logo on a video with cleverly-placed products simply weren't going to cut it.

Even as Food52 grew into ecommerce, home and garden, and a cooking community, its production team remained agile: working across product, social, and partnership channels. Inevitably, the team began using multiple video products to keep things moving, which created tangled workflows and crossed wires of communication.



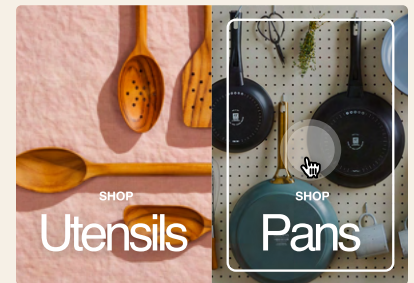
Solution

When Food52 discovered interactive video, they knew it was the key to unlocking vital new revenue streams. “It helped us create engaging storytelling elements for our clients,” says Gabriella.

Hotspots and branching features offer seamless e-commerce CTAs within Food52's usual handy, helpful, and beautiful “how-to” videos. Since then, Food52's investment in interactive video for partnerships has locked in deals with household names like Belgioso Cheese and Behr Paint.

And because interactive video is now part of the Vimeo ecosystem, Food52 was also able to better streamline their workflows into fewer systems.

“Previously, it was a much more complicated process,” she says. “We were really excited to be able to bring it in-house. The ease of it was really, really appealing.”



Outcome

Now that interactive video is built into Food52's Vimeo account, they're dreaming big with what's next. “We're interested in experimenting with interactive for editorial purposes, because we've never had access to a tool like that until now,” says Gabriella.

“The content-to-commerce connection is so important for our brand, and interactive makes it a smooth experience,” she says. “We're excited to build awareness of our products, and serve our community with a more seamless shopping journey.”

“Interactive video offers a standout experience that allows us to add an extra level of creativity and fun that partners have come to expect from Food52.”

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Gabriella Mangino, Executive Producer