

Hi all – Happy Friday!

As the week closes out, we wanted to share an update on our Eggoji outreach efforts. As of today, we've surpassed 140MM impressions, with some exciting new placements since the last update. This includes profiles from [Guilty Eats](#), [Brand Eating](#), and lifestyle network [NBCLX](#), an impressive 23 local television and radio mentions, and social posts from "leaker" channels including [Candy Hunting](#), [Junk Food Mom](#), [Markie Devo](#), and [Dad Bod Snacks](#).

With earnings quickly approaching, we are in the middle of earned media blackout period due to the earnings announcement, so we are on pause with our outreach. We will ramp things back up when the blackout ends on August 6 with more Melissa Joan Hart and Eggoji media outreach along with product outreach in advance of back-to-school, since we know that many of our media contacts are already thinking of Eggoji for their back-to-school coverage!

Have a great weekend!
Olivia & team

Subject line: Eggoji Waffles // EOW Recap

Hi all—

On the cusp of World Emoji Day 🧑🏻🧑🏻, we're thrilled and as *Elite Daily* put it, frankly "eggo-motional" to close out the week with some more great earned coverage surrounding the Eggoji launch. A sampling of the coverage we've earned is below, along with some of our favorite quotes. We're already tracking at more than 1/3 of our media impressions goal with just one week "in the kitchen."

Media have 😊 for Eggoji:

- [Elite Daily](#) said "it might be the most fun with waffles you've ever had." (syndicated to [Flipboard](#))
- [Mashed](#) thinks Eggoji waffles "are bound to be a hit, especially among children."
- [Chew Boom](#) included all the key details on Eggoji waffles and the No Kid Hungry donation.
- [Food Beast](#) noted that Eggoji waffles make for "a breakfast readily built on smiles."
- [Trend Hunter](#) highlighted the No Kid Hungry partnership, showing how Eggoji is "helping to bring happiness beyond households that purchase the product"
- Additionally, local market coverage included the [Grand Rapids Business Journal](#) and [WWMT \(Battle Creek, MI\)](#) (syndicated to [MSN](#) and [News Break](#))

Media are singing MJH praises 🧑🏻🧑🏻:

- [ABC Radio](#) reported "Melissa Joan Hart is doing her part to ensure every child is able to eat the most important meal of the day -- breakfast. To celebrate World Emoji Day, which is July 17, the actress is teaming up with Eggo to launch a waffle with a cause: the Eggoji waffle." (syndicated to 30+ local affiliates)

- **NBC LX** and **Sirius XM** still to come next week!

We're seeing media pick up their back-to-school coverage, so that's an angle we'll be working into our pitching next week along with some additional MJH photo pitching to the entertainment outlets. We'll also be on the lookout for more coverage over the weekend and into next week. In the meantime, hope everyone has their box of Eggoji to celebrate World Emoji Day tomorrow!

Thanks,
Lindsey & team

Subject line: Eggoji Waffles // Launch Day Recap 🤗🍴🤗

Hi all—

With World Emoji Day just around the corner, we are super excited to officially launch Eggoji waffles this week. 🌟 We kicked off the celebration of what might just be our new favorite holiday today with the [press release](#), Melissa Joan Hart's awesome [Instagram post](#), and widespread outreach this morning.

We're sure in the days to come there will be even *more* small wins to celebrate as Eggoji waffles are shared across media outlets and social, and fans put #EggojiNoKidHungry to good use! 🧑🌟

Talent content is feeling the 🤍

Melissa Joan Hart's [in-feed video](#) dropped just this morning, and in that time, it's already garnered **31.5k+** views (without paid support), not to mention all of the #EggojiNoKidHungry mentions in the comments of her post!

Eggo's own post got lots of 🤗 this morning as well, earning **1.7k+** organic views today across all its social channels. Fans are loving the playful twist on the Eggo waffles they already know and love, as well as the partnership with No Kid Hungry. This [tweet](#) just about sums it up (the emojis speak for themselves).

Melissa Joan Hart's media day was full of small wins 🏆🏆



Melissa incorporated the Eggoji messaging effortlessly into each of her four interviews, not to mention her sweet breakfast setup. Her interviews spanned several verticals, including parenting, entertainment and consumer lifestyle. There's something about Eggoji waffles for everyone to ❤️! See below for an overview of the outlets and when we can expect to see the coverage.

- [So Mini Ways, YAHOO! Life](#) – Melissa's feature on YAHOO! Life's So Mini Ways series focuses on the trials of parenting during the pandemic, and how her partnership with Eggo and No Kid Hungry is the perfect way to give back to those in need during these trying times. She also mentioned her favorite emojis, of course (😂 and 😊, if you're curious!).
- **ABC Radio's** feature is expected to drop later today, and Melissa's features on **NBC LX** and **Sirius XM** will be coming later this week.

This is only the beginning... 📈

We expect to see lots more heart-eyes rolling in over the next few days and into next week. Between the remaining outlets covering Melissa's interviews and our pitch efforts this week—not to mention the added incentive of the #EggojiNoKidHungry campaign running until August 1—the momentum behind Eggoji waffles is full steam ahead! 🚂👉

- **RedTricycle** is planning on featuring Eggoji waffles not once, but twice! 🙏 First for World Emoji Day, and again as part of a back-to-school roundup posts on quick breakfasts for busy mornings.
- **Guilty Eats** also thought these would be perfect for back-to-school: *“These look amazing! With school coming up, I think these would be a hit with the kiddos...can include these in a back-to-school roundup.”*
- **FoodBeast** and **FoodSided** were both super excited to hear the news about Eggoji, and both requested mailers.
- **Elite Daily**, **Chewboom** and **Thrillist** have also expressed interest in learning more about Eggoji waffles.

Additionally, we’ve got a great lineup of media who will be receiving their media mailers later this week, including **Yahoo!**, **Parents**, **MyRecipes** and **FoodSided** among others.

We’ll share top coverage highlights as they come in and will plan to send another recap on Friday.

Thanks!

Lindsey + team