



INVESTOR TOOLKIT: I LOVE BREAD

APRIL 2016

I LOVE BREAD Video Promotion

We created the I Love Bread animated video to capitalize on Oprah's declaration of love for bread and champion the message that you can eat bread everyday.

To help spread this message, we've compiled a set of GIF animations and images that can be shared on social channels in anticipation of the video's release on Tuesday, April 19.

Included in this deck are suggested posts to be utilized leading up to the video being posted. Please be sure to use the hashtag #ILoveBread when posting.

Feel free to reach out with questions.

RECOMMENDED PLATFORMS



Facebook is a social networking site that connects friends, family, and brands. With respect to GFF, this is the main forum for multiple points of interaction – from photos to edutainment. GFF's Facebook page can be found at www.Facebook.com/GrainFoods



Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what the GFF audiences find interesting. GFF maintains two Twitter handles: [@GrainFoods](https://twitter.com/GrainFoods) for a more general, consumer audience, and [@GrainsRD](https://twitter.com/GrainsRD) which provides information for the RD community.

The background of the slide features a close-up photograph of several slices of golden-brown, toasted bread. The bread is arranged on a dark, rustic wooden surface, with a piece of light-colored, textured burlap fabric visible in the upper right corner. A semi-transparent white horizontal band runs across the middle of the image, containing the text.

#ILOVEBREAD

Suggested Social Posts

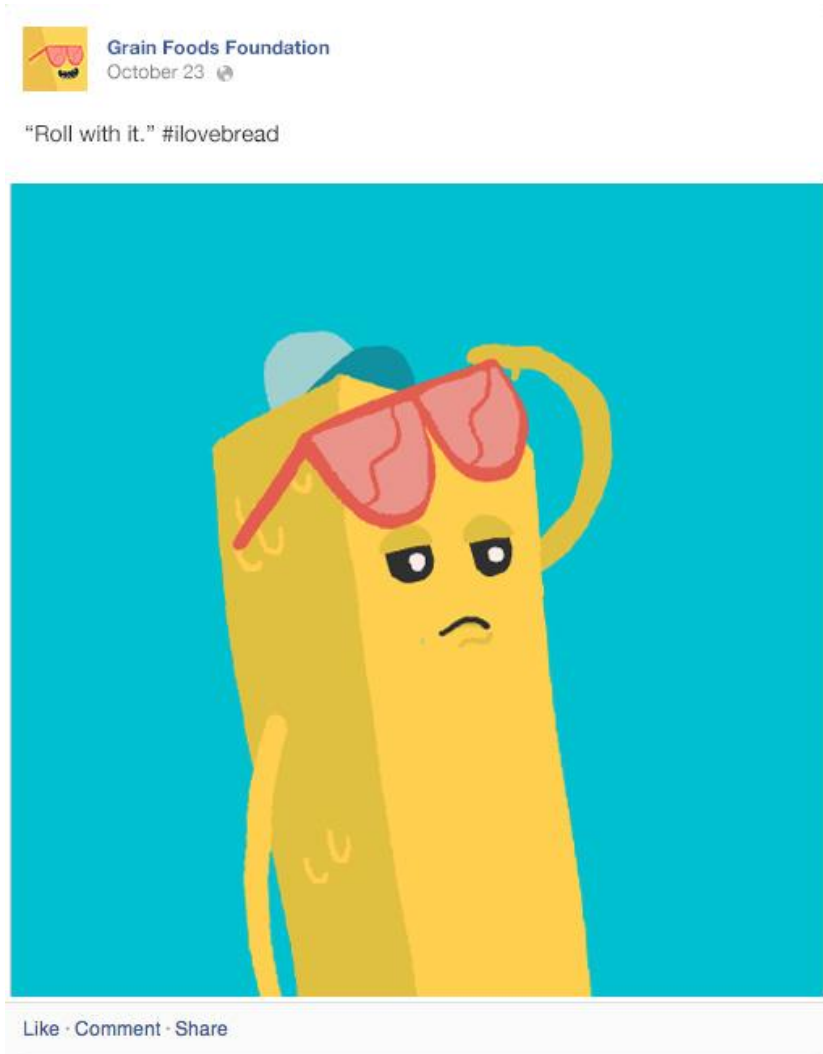
Suggested Cover Image



Download the images via the link below and update your social channel cover photos:

<https://fileexchange.mullenlowe.com/message/laLoXk2CeHYVF76n2QGEH5>

Suggested Teaser Content

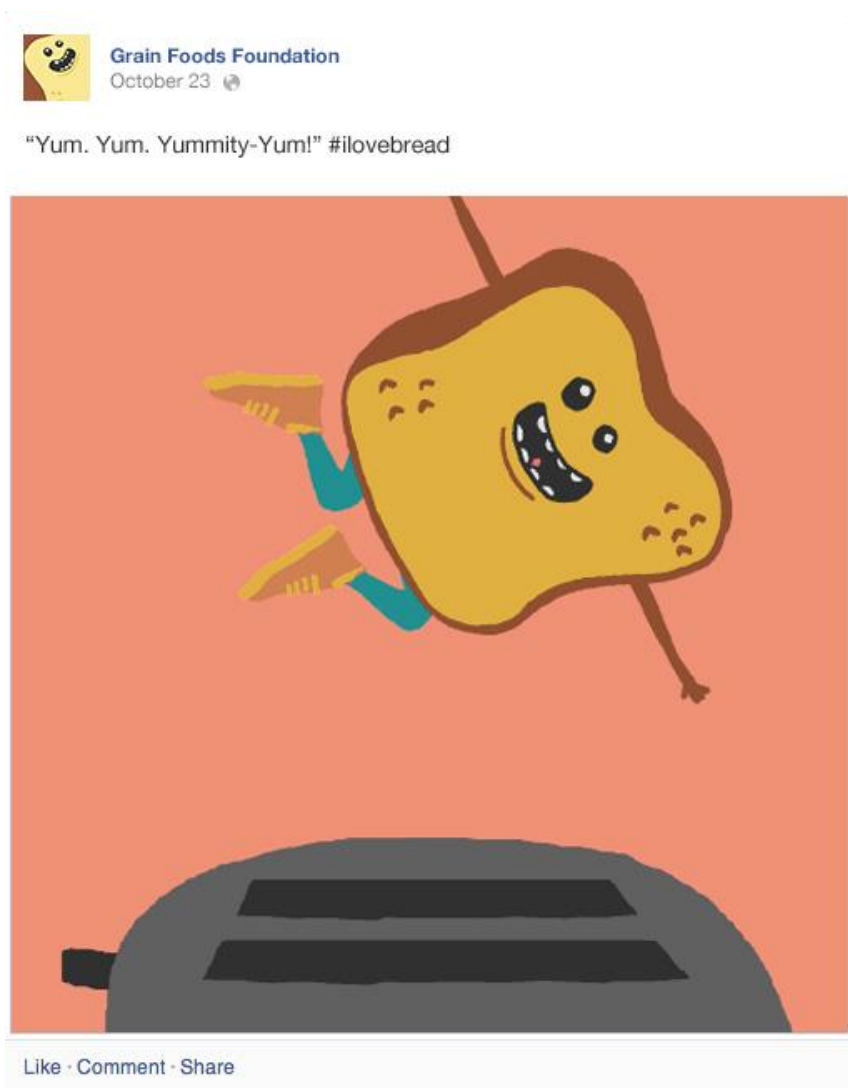


Suggested Copy:

Roll with it. #ILoveBread

<https://giphy.com/gifs/bread-ilovebread-rollwithit-26AHsuvCicOs9bwSQ>

Suggested Teaser Content

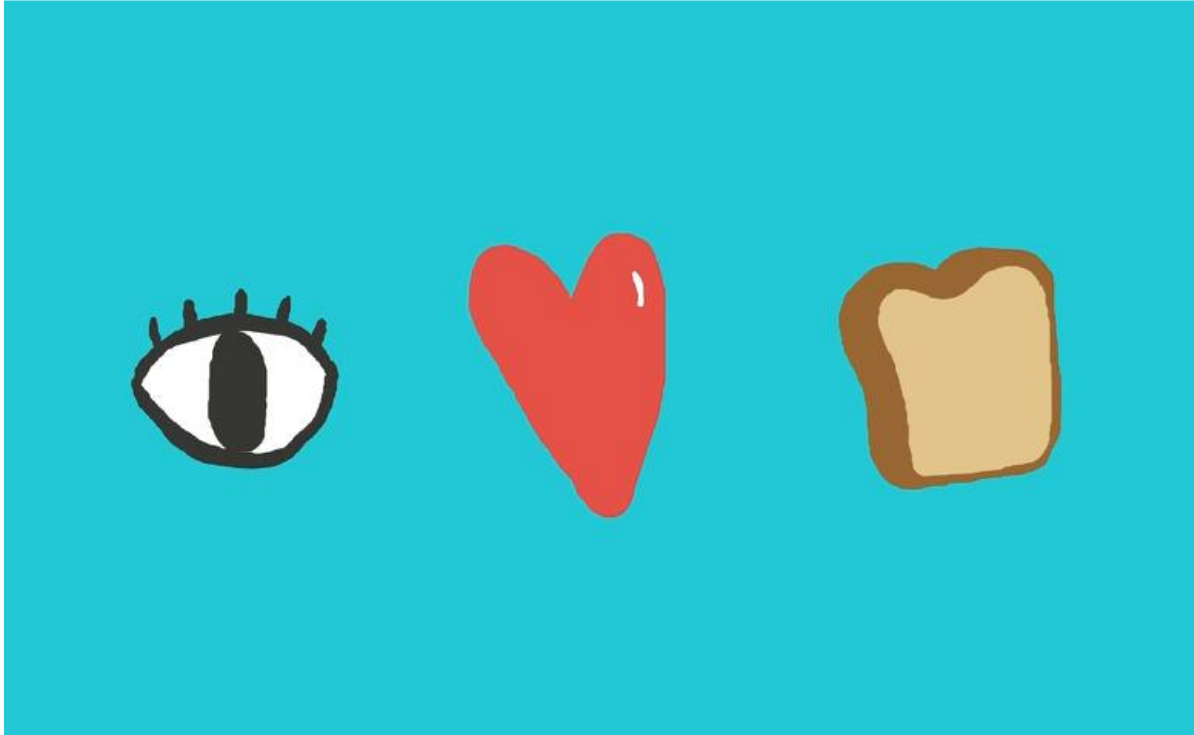


Suggested Copy:

Yum, Yum. Yummity-Yum. #ILoveBread

<http://giphy.com/gifs/bread-toast-yum-eat-flip-frenchtoast-ilovebread-26AHA3X6eluV4MBIS>

Tuesday, April 19



Suggested Copy:

It's OK to love bread! #ILoveBread

<https://www.youtube.com/watch?v=ZtV9Vi6tSVk>

Engage with GFF

Prefer to share this content rather than post it?
Feel free to engage with GFF's social channels!



[Grain Foods Foundation](#)



[@GrainFoods](#)

Questions, comments or concerns?
Contact Becky Brand at Becky.Brand@MullenLowe.com