



Whisps
CHEESE CRISPS

CAMPAIGN DELIVERABLES

1. IG Story

(1-3 slides)
– Unbox your sample box and introduce the products and their tasty flavors to your community.

2. IG Carousel In-Feed post

(3 images min.)
– Share the product, plus one healthy, balanced way that you eat Whisps.

OR

3. Youtube video

talking about how Whisps are made and including a recipe or talk of how it incorporates into your lifestyle.
Plus 1G In-Feed post.

OR

4. Blog post about the product, with a focus on recipes or real life use cases, such as its roll in your workout routine.

#CheeseTheDay

Concept

Who doesn't love snacking? Everyone wants to indulge in a tasty, crunchy treat every now and then. The proof is in the numbers, with one 2019 study by the International Food Information Council's Food Insight resource reporting that 97% of people report snacking weekly. But it can still be hard to find a snack that is both healthy and clean label in an era where health and nutrition has taken on new importance in people's lives.

Enter Whisps Cheese Crisps.

America's #1 Selling Cheese Crisps that's made of 100% real cheese for a delicious keto-friendly and gluten free snack that's a good source of protein, and sure to beat even your cheesiest cravings.

Why Whisps?

In a snacking world filled with artificial ingredients, processed fillers and a lot of sugar, Whisps are a different approach to cravable snacks. They are free of the unhealthy ingredients that so many snack foods are packed with—because they don't need additives to taste great. 100% real cheese with a variety of cravable flavors creates a nutritious snack that people can go back to again and again.

What are Whisps made of?

We're glad you asked. Whisps keep things simple. The makers of Whisps believe that the shorter the ingredient list, the better. That means Whisps are made from 100% cheese. Their masterful cheesemakers craft every artisanal wheel to perfection before baking them into a flavorful, airy and crunchy crisp.

Are Whisps healthy?

You better believe it. The milk for the cheese is sourced from four local family farms in Wisconsin (the cheese capital of the United States) that never use growth hormones in their cows. From cow to crisps, the Whisps are then made from 100% handcrafted cheese and pack a powerful nutritional punch for guilt-free snacking, including up to a whopping 13 grams of protein per serving.



#CheeseTheDay

Whisps are:

- 100% cheese crisps ONLY (Parm, Cheddar, APJ)
- 3g carbs or less
- 1g sugar or less
- Good Source of Protein
- Gluten Free
- Excellent Source of Calcium
- Keto Friendly

**Tangy Ranch, Hot & Spicy and Nacho flavors are not lactose free due to the the flavoring. All other flavors are lactose free.*

Who would love Whisps most?

- Parents looking for healthy and clean snack options for their kids
- Fitness gurus who are looking for a tasty protein source

- Foodies looking to bring new life to cheeseboards and other recipes
- People on the keto diet who want a delicious, low carb diet friendly and high in protein snack.

Products:

- Parmesan
- Cheddar
- Asiago & Pepper Jack
- Tangy Ranch
- Hot & Spicy
- Garlic Herb
- Nacho
- Barbeque
- Tomato Basil

Campaign Dos and Don'ts

CONTENT REQUIREMENTS:

- DO** show us your excitement for the product and how you incorporate it into your daily routine.
- DO** mention the health benefits of the product in your caption, specifically that they are low carb diet friendly and high in protein.
- DO** include the product clearly in the image.
- DO** show label facing forward – as naturally as possible, of course!
- DON'T** feature any other brands in the foreground or background.
- DON'T** use the term cracker or chip. Snack or crisp is just fine!

HASHTAGS AND @MENTION REQUIREMENTS:

@whispsnacks @newhopenetwork
#paid #CheeseTheDay

Note: the "#paid" must appear early-enough in your post, that it is clearly visible without the viewer having to click on anything to see more of your text or content.

