We Partner With



Over a dozen VLOG*ers



We've been working toge the r since



BLOGGERS IDAHO POTATO COMMISSION







Tube

KITCHEN LIV NG with corganne

KitchenLivingwithCoryanne.com Fingerling PotatoSalad video has almost

 $300\mathrm{K}$ views.



has more than

views on the videos she's done for Ida ho® potatoes.

TOP-TEN REASONS WE WORK WITH BLOGGERS



Digital media is up. Social networking accounts for one in every five minutes spent on the internet.

It's an effective way to reach a younger audience.



- Builds awareness of Idaho® potatoes in new audiences and feinforces it with current customers:
- Working with bloggers is modern, hip and forward thinking.



...

They offera lot of bang for the buck.



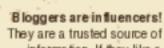
ALMOST RECIPES

have been created by the IPC bloggers!

Bloggers have their fingers on the pulse of what's hot and trending.



Bloggers are social media masters! Between posts on their websites and across various social media channels. POST our blogger content reaches 100's of thousands of consumers.



information. If they like a brand or a product, that goes a long way with their tans.





It's always better to have a third party boasting about your brand!