



Edible Instagrams

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NEW CAMPAIGN LETS INSTAGRAM USERS EAT THEIR POSTS



RETAIL

Food processing company has partnered with a Brazilian marketing firm to allow Instagram users to eat the food they are admiring in posts.

Brands are posting an increasing number of videos and photos on Instagram, and with 200 million people watching Instagram Stories every day, this comes as no surprise. Now, Brazilian marketing agency [Africa](#) has come up with a way to advertise for [Heinz](#) by enabling Instagram users in Brazil to actually eat the food pictured in the food posts they were drooling over.

The 'Irresistible Posts' campaign was created with the support of Facebook Creative Shop, and uses geolocation to target local users in Sao Paulo who were looking at Stories in Instagram. Users looking at pictures of burgers from local [Underdog Meat & Beers](#) restaurant could swipe up to order the burger, which would be delivered by Heinz Brazil in a personalized box, accompanied by Heinz products. Heinz also sent videos and photos of the burger being made to each diner live via direct message.

Heinz Marketing Director Isabella Rizzo, explains, "We decided to turn people's craving into reality. Irresistible Posts innovate in the way people consume content: by eating it with Heinz." Although the campaign was only in operation for one two-hour lunch period, linking social media to real world rewards may be the way forward for advertising. We have recently seen this with [touchscreens](#) in bathrooms that let users 'chat' with brands as well as order products, and job applications that can be submitted through [Snapchat](#). What other ways might there be to creatively connect social media to real world goods and services?

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