



# Hungry Girl<sup>®</sup>



# WHO IS HUNGRY GIRL?

She's not a doctor or nutritionist; she's just hungry.

**The Original Influencer** – Lisa Lillien is a digital pioneer. Even before blogs & social media, she was on a mission to help people eat the foods they love and still fit into their pants. Her groundbreaking daily emails set the stage for the digital influencer era.

**3 Million Strong** – What started as a daily email has turned into a multimedia phenomenon:

- \* 1 million+ daily email subscribers
  - \* 2 million+ social media followers
  - \* 13 bestselling books
  - \* A nationally distributed magazine
  - \* A successful new podcast
- ... and more!**



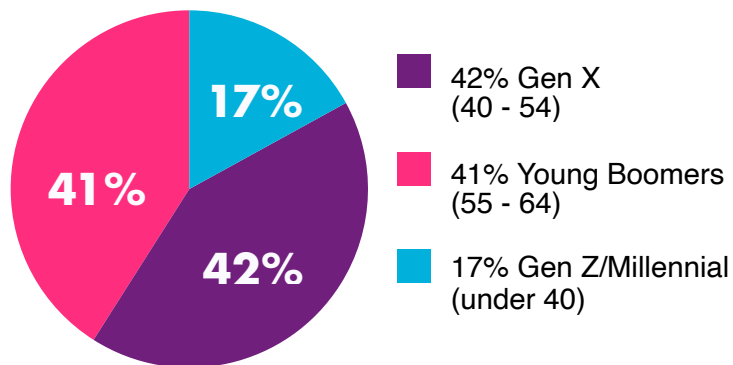


# WHO'S HUNGRY?

Millions of fans regularly await Hungry Girl's recipes, food finds, and tips and tricks...

## DEMO

Our fans are primarily women interested in better-for-you foods & smart lifestyle strategies.



\*based on 14,000 survey respondents aged 18 - 64.

## EMAIL

1 million+  
daily email  
subscribers

## SOCIAL



1.5 million



225K



210K

## WEBSITE

650K  
monthly unique  
visitors

2 million  
monthly page  
views

## MAGAZINE

325K copies at  
retailers nationwide:  
Walmart, Kroger,  
Barnes & Noble  
and more

## COOKBOOKS

13 bestselling books at retailers nationwide.

## PODCAST

2 million+ listens since Spring 2018 launch



# HUNGRY GIRL IS EVERYWHERE!

- **100s of national TV appearances** (*The Dr. Oz. Show*, *Good Morning America*, *The View* & more)
- Content on **People.com**
- **National supermarket presence** (retail events, marketing campaigns & more)



# HUNGRY GIRL FANS

Loyal and Emotionally Connected

**Our 3 million+ highly engaged fans eat up Lisa's authenticity and trustworthy advice.** Hungry Girl diehards live by her better-for-you food finds, smart lifestyle strategies, and great grocery shopping tips.

**The emotional connection is real, and our fans respond in a big way.** They are the ultimate brand ambassadors and mini influencers in their own right.

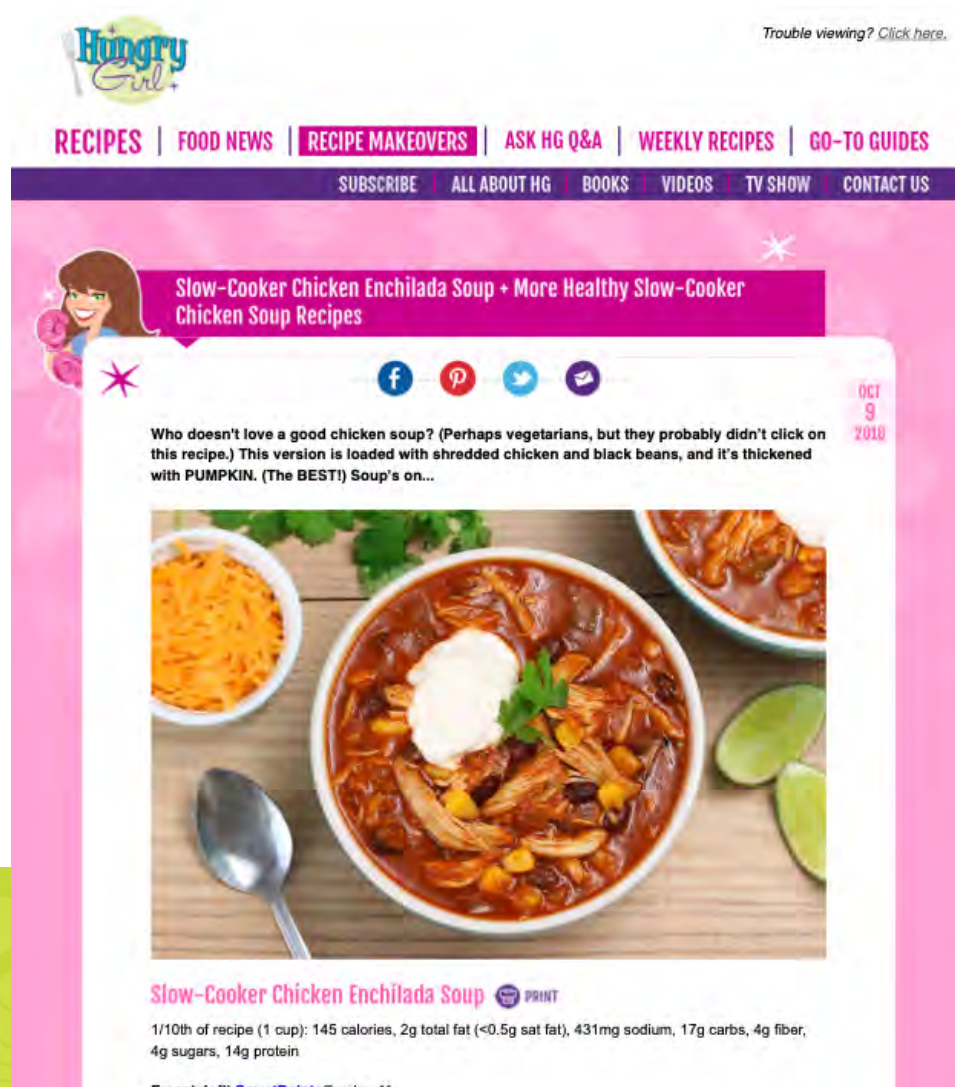
**When Hungry Girl speaks...  
Her fans TAKE ACTION!**



# HUNGRY GIRL DAILY EMAILS

Our free daily newsletters are at the core of the Hungry Girl universe.

- **1 million+** loyal subscribers
- More than **80% active subscriber list** (850,000+)
- Recipes, tips, tricks, food finds & seamlessly **integrated sponsored content** that brings added value to our audience.





# HUNGRY GIRL SOCIAL MEDIA

**Our social media inspires sharing and offers branded content (video & more!) unparalleled access to a right-fit audience.**

**Over 2 million social media followers!**

 FACEBOOK

 INSTAGRAM

... AND MORE!



# HUNGRY GIRL PODCAST

**Hungry Girl's *Chew the Right Thing!* podcast offers an exciting way to reach our fans.**

Our podcast has received over 2 million all-time listens since our 2018 launch and is frequently the #1 podcast on iTunes within the food category.



**Hungry**  
*Girl*  
**CHEW**  
**THE RIGHT**  
**THING!**



# ON THE ROAD WITH HUNGRY GIRL!

**Hungry Girl is hitting the road with our very own food truck!**

With events at over 400 Walmart and Stop & Shop locations, we're sharing delicious samples and valuable coupons from our partners!



# EVEN MORE HUNGRY GIRL...

**HUNGRY GIRL BOOKS** – Lisa has 13 bestselling books, six of which debuted at #1 on the *New York Times* Best Sellers list!

**HUNGRY GIRL MAGAZINE** – In partnership with Meredith, the nation's largest magazine publisher: 324,000+ copies per issue; national distribution at Walmart, Whole Foods, Target, Kroger, and more!





# BRAND PARTNERSHIPS

Hungry Girl's successful brand partnerships are a true collaboration that can deliver:

- Custom Hungry Girl recipes
- Package and design consultation
- On-pack promotion
- In-store promotion
- National book-tour sponsorship
- HQ visits
- Press tours
- Custom research and insights
- Event sponsorship
- National media exposure





# BRAND PARTNERSHIPS



Join my pal @HungryGirl TODAY! She's taking over the #StarKist #Facebook page. Be there for fun tips, prizes & more. [pic.twitter.com](http://pic.twitter.com)

Reply Retweet Favorite



11:25 am - September 18 - Details

StarKist



Green Giant



Dunkin' Donuts



The Laughing Cow

Booth #2531

**Flatout**  
FLATBREAD

**Lisa Lillien**

MONDAY, OCTOBER 17  
BETWEEN 11:30 AM AND 1:30 PM

**FREE**  
AUTOGRAPHED COPY OF...

**CLEAN & HUNGRY**

Book available in stores & online. [HungryGirl.com](http://HungryGirl.com)

Limited to the first 300  
Must pre-register  
Sign up at booth #2531  
to secure a wrist band  
Limit one per person

**Flatout**  
Foldit

for **Max TASTE**  
Just Foldit!

Flatout



# FLATOUT PARTNERSHIP

## National Media Campaign

- Co-branded product line
- Custom recipe development
- On-pack promotion
- Daily newsletters
- Website
- Social media
- Personal appearances



# FIBER ONE PARTNERSHIP

Our long-standing partnership with General Mills brands included custom recipe development, on-pack promotion, in-store appearances, and promotional support through Hungry Girl newsletters and social media.







"Every time we run a Hungry Girl campaign, we see a big spike in visits to our site and, most importantly, coupon downloads. **Hungry Girl absolutely drives trial of our products and is a key piece of our marketing initiatives.**"

– **Green Giant**

## BRAND LOVE

"We've seen tremendous results in our partnership—**Hungry Girl has helped build not only brand awareness but real brand love.** Plus, they are just so much fun to collaborate with!"

– **Enlightened**

"WOW. My head is spinning by the traffic/conversion today's feature delivered! I am in awe and humbled with gratitude. **The lift to the business is hands down the greatest lift the brand has ever seen** – and we have been on the pages of Oprah, Men's Health, People Style Watch, PopSugar, etc. **NOTHING** drove conversion like Hungry Girl."

– **Good Zebra**



**"She knows exactly what her audience likes,"** said Yoko Difrancia, marketing manager for House Foods, maker of tofu shirataki noodles. Hungry Girl catapulted the noodles to fame. In the last four years, United States sales have more than doubled.

— House Foods America, New York Times

## BRAND LOVE

**"Hungry Girl's feature on GemWraps more than doubled** our Amazon sales."

— New Gem Foods

**"Hungry Girl speaks with an authentic, real consumer voice,** and that's one reason she's able to capture the attention of so many highly engaged readers. **Her readers listen to her and buy products."**

— General Mills

# AVAILABLE FOR LICENSING

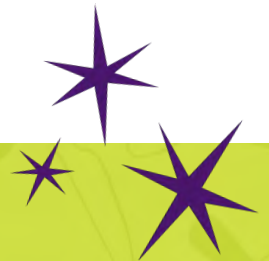
Included but not limited to...

## Home Goods

- \* Kitchen Accessories
- \* Kitchen Tools & Gadgets
- \* Meal Prep Containers &  
Other Kitchen Storage
- \* Cookware & Bakeware

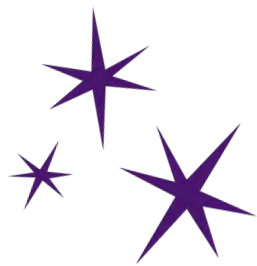
## Consumables

- \* Meal Kits
- \* Snacks & Snack Bars
- \* Desserts & Confections
- \* Seasoning Mixes
- \* Frozen Meals





Harness the power of **Hungry Girl**  
to reach **our massive audience of**  
**engaged consumers and**  
**influencers.**



## Licensing Opportunities

# THE B<sup>®</sup>AND LIAISON

OPENING DOORS. CLOSING DEALS.

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