

Behind the Wrapper:

The Short-Form Video Series That Can Help Your Brand Grow

Circana and Better For You Media (BFY) have partnered on a new multi-platform short-form video series for any branded product that wants to tell its story: [Behind the Wrapper](#).

Sponsorships Start At

\$50,000

As we launch this interactive, original programming, we are also offering segment sponsorship opportunities that put **your** product in the spotlight.

Guaranteed Exposure for Your Product

As a Behind the Wrapper sponsor, your product will receive guaranteed exposure across multiple deliverables that are fully licensed to you, including:

- A three to five minute episode in 16x9 format
- A three to five minute episode in 1x1 format (Instagram)
- A 60 second episode cut-down in 16x9, 1x1, and 9x16 (Instagram stories) format
- A 20 to 30 second cut-down in 9x16 format for TikTok
- Behind-the-scenes still photos

This package covers **all expenses and complete content creation** from concept to delivery, including:

Production by BFY master content creators with 40+ years of experience

In-program integration of **your brand's talking points** along with Circana data

A fast production timeline, with pre-production starting just 45 days after the engagement letter is signed



CELEBRITY HOSTING FROM MARC SUMMERS
of Nickelodeon and Food Network

4M-6M

UNIQUE VIEWERS
targeted internationally across platforms

Learn More.

To find out more about this unique brand-building opportunity, contact Circana Executive Vice President, Sally Lyons Wyatt at sally.lyonswyatt@circana.com today!

