

VIDEO INTERVIEW

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Connect with *Perfumer & Flavorist*+'s audience by including your brand among industry experts.

Facilitate intimate video conversations with F&F leaders discussing the ingredients, trends and technologies defining the industry today.

CHOOSE YOUR PREFERRED METHOD OF EDUCATING THE INDUSTRY:

- Sponsor provides an industry expert to participate in a 5-minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

WHO YOU REACH

Qualified Beauty Professionals across multiple media channels.

- 10,000 Magazine Subscribers
- 14,000 Newsletter Subscribers
- 13,000 Dedicated E-blast Subscribers
- 22,000 Registered Website Users
- 36,000 Monthly Website Visitors
- 62,000+ Social Media followers

THE PROGRAM

4-week Lead Generation and branding ride along.

The Video Interview campaign includes the following:

- Posted 3x in the newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

DIRECT LEADS & REPORTING

- Anyone who selects "Watch" to see the videocast will generate a lead
- Daily updated leads report for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

MATERIAL NEEDED

Logo (300 dpi) & Company Name to be listed. Please include name and title of the speaker(s).

SPONSORED

HOME > MULTIMEDIA > VIDEO

[video] How Beyond Acacia Can Simplify the Application Process

May 21st, 2024 | From Farbest Brands

How Beyond Acacia Can Simplify the Application Process

Sponsored by:

Farbest
BRANDS

ALLAND & ROBERT



Michael Sutich



Dr. Isabelle Jaouen



PERFUMER & FLAVORIST MANAGING EDITOR JENNA TROYLI, CONNECTS WITH FARBEST BRANDS AND ALLAND & ROBERT ON THE TWO SENSE VIDEO CAST

perfumer
& flavorist

Listeners will discover the differences between traditional gum acacia and Beyond Acacia, the key customer benefits and even footage of Beyond Acacia in comparison to standard instant gum acacia.

THIS VIDEO IS SPONSORED BY: **Farbest Brands**

Through a partnership with **Alland & Robert**, **Farbest Brands** now offers **Beyond® Acacia**, an innovative new gum acacia product manufactured using a process that produces high-