

New York Bakery Co. sponsorship of Friends resulted in significant improvement in average campaign and brand KPIs across key metrics

Both brands stand for fun, originality, and are distinctly American. Respondents felt Comedy Central, Friends and New York Bakery Co. were so well matched that the partnership could be deepened further and there was a 20% increase in viewers' agreeing with the statement that NYB Co. offers the real taste of New York, demonstrating an authentic connection between the brands.

+10pp

Brand
Awareness

+6pp

Brand
Likeability

+11pp

Brand
Consideration

