

MEDIAWEEK

Gorilla Nation Launches Series for BakeSpace.com

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-By Mike Shields

Digital rep firm Gorilla Nation has rolled out a new branded entertainment series for the Mediterranean foods brand Sabra on the social media–infused cooking site BakeSpace.com.

The three-part video series features BakeSpace host Babette showcasing healthy recipes using Sabra Hummus. The instructional videos are part of a broader campaign for Sabra, which includes a custom section on BakeSpace featuring articles on Mediterranean diets and cuisine, along with recipes and and a user-submitted recipe contest.

The Sabra-branded videos are the latest original content churned out by Gorilla Nation, which represents sites ranging from Marvel.com to Momtastic.com and also manages several owned-and-operated sites—including the women’s portal SheKnows.com and the entertainment-centric Crave Online.

For example, this month SheKnows launched SheKnows Chat Pack, a branded entertainment talk show sponsored by Midol. That weekly series features a panel of 4 women—including former E! Network correspondent Diana Jung and soap actress Sara Michaels—discussing topics such as parenting, finance and health with expert guests.