

Opportunity:

To promote its line of sinks, a manufacturer tasked Family Features with creating a program highlighting for consumers the importance of using quality materials when renovating a home while detailing the attention given to sink material and styles.

Approach:

Using key materials, product messaging and client photography, the Family Features team worked directly with the manufacturer to develop a full-page Feature program. By including applicable, consumer-friendly tips for renovations along with a sink-specific sidebar and colorful, appealing home photography, the project made material selection a simpler process for readers.

Results:

With hands-on tips for readers to use in their own renovations, the Feature provided valuable information to consumers throughout spring. The distribution window allowed Family Features to promote the content to our network of more than 4,000 digital, print and social media partners. For a budget of less than \$14,000, the program delivered high-impact results for the manufacturer:

- More than **1,100 placements** in digital and print publications nationwide
- **100% brand retention** with front-of-section placements making up **51%** of the total
- More than **270 million** total impressions
- A total ad equivalency of more than **\$1.3 million** across all platforms
- An overall ROI of **184:1**

Placement Map:



About Family Features:

For more than 40 years, Family Features, the industry leader in food and lifestyle content creation and distribution, has aided top agencies, brands and commodity boards in sharing their messages with millions of consumers through relevant, branded content. Fast, easy and cost-effective, Family Features leverages its comprehensive network of digital, print and social media partners to deliver high-impact results. The team at Family Features works with brands and their agencies to create scalable content marketing programs tailored to meet their unique needs, including:

Features

Our most popular format among editors, Features are promoted across our digital, print and social channels. Exclusive to Family Features, the Feature program offers the highest deliverables and includes 750-1,000 words, multiple images, a full-page layout, social media amplification and cost-per-click content amplification.

Premium Releases

Offering increased digital and print impressions, higher impact print coverage and both social media and cost-per-click content amplification, Premium Releases include a traditional 300-500-word Release as well as a professionally formatted half-page layout that helps deliver more placements and impressions.

Releases

A turnkey, budget-friendly option, 300-500-word Releases are offered unformatted to our digital and print partners to maximize brand exposure and garner high-quality placements.

Social Media Amplification

The social amplification program adds scalable social media impressions and engagement across Facebook, Pinterest, Instagram and Twitter to any campaign.