

### Opportunity:

A leading manufacturer of cabinetry and storage solutions looked to Family Features to create and deliver branded content that would appeal to homeowners looking to renovate their homes and increase product awareness during home upgrade season.

### Approach:

In collaboration with the client's agency, the Family Features team developed a full-page color Feature incorporating key messaging into a layout focusing on a variety of on-trend renovation ideas. With high-quality client photography to support the trends and new product offerings, the content provided both text-based and visual inspiration for remodeling-inclined homeowners.

### Results:

Made available to Family Features' comprehensive network of more than 4,000 digital and print content partners early in the spring season, the Feature was in distribution for a full six months. Working with a budget of less than \$12,000, the program delivered high-quality placements and cost-effective results for the brand and its agency:

- More than **950 placements** in digital and print publications nationwide with **100% brand retention**
- More than **100 million** total impressions, including **9 million** print impressions
- A total ad equivalency of more than **\$1.3 million** across all platforms
- An overall ROI of **116:1**

### 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.