

Opportunity:

A spice and seasoning manufacturer tasked Family Features with developing a program that highlighted its annual report identifying some of the top food trends and ingredients, and inspired home cooks and professional chefs to use its line of ingredients in creating dishes based on the findings of the reports.

Approach:

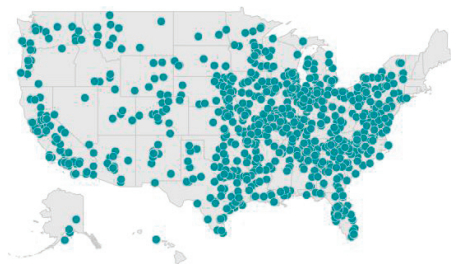
The brand and its agency provided the Family Features team with the full report to develop content that highlighted one of the most popular trends identified in the report as part of a full-page Premium Feature. The project featured three on-trend recipes that incorporated the full range of the client's product offerings within the ingredients lists as well as appealing imagery.

Results:

This project went into distribution to Family Features' comprehensive network of more than 4,000 digital, print and social media partners shortly after the release of the full trends report, maximizing the impact of the content for the brand and its agency over the course of a six-month distribution window. For less than the budgeted \$25,000, the program achieved:

- More than **2,400 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **625 million** total impressions
- More than **350,000 social media impressions** and **17,000 engagements**
- A total ad equivalency of more than **\$2.8 million** across all platforms
- An overall ROI of **123:1**

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 spotlight placement surrounded by non-competitive, relevant content within a full-page, formatted layout.

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.