

Opportunity:

With the holiday season approaching, a leading brand of fine cheeses and its agency partnered with Family Features to create content highlighting products ideal for home chefs to use in a variety of seasonal recipes.

Approach:

By combining the brand's key messages with recipes from a celebrity chef, the Family Features team created a full-page Feature with four distinct dishes to be served as appetizers, sides and desserts at holiday gatherings. The multitude of recipes depicted in eye-catching images allowed each product to be prominently displayed.

Results:

An efficient production process meant the content received three months in distribution while utilizing a seasonal approach, giving Family Features ample time to promote the content to its comprehensive network of more than 4,000 digital, print and social media partners. The Feature, with elegant recipes and images, delivered high-impact results for the brand and its agency. For less than \$20,000, the program achieved:

- More than **1,400 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **275 million** total impressions
- More than **100,000 social media impressions** and **6,000 engagements**
- A total ad equivalency of more than **\$1.8 million** across all platforms
- An overall ROI of **154:1**

Placement Map:



Holiday Entertaining Excellence



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.