

Opportunity:

A Fortune 1000 manufacturer and distributor of food products asked Family Features to develop a program to help drive sales of their products during the holiday season and increase awareness of the variety of uses for the product line.

Approach:

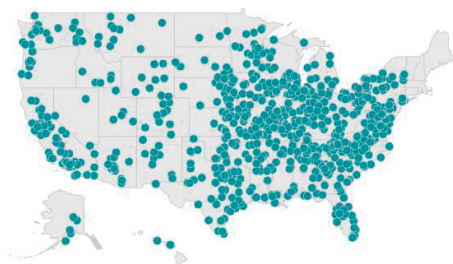
The Family Features team worked with the brand's agency to leverage existing campaign materials and create a full-page Premium Feature program that included ideas for a pre- or post-Thanksgiving (Friendsgiving) potluck including multiple recipes and images that featured the client's products used in a variety of unique ways.

Results:

When the Feature as well as its Release version and Social Amplification language launched about six weeks before Thanksgiving, Family Features promoted the content using its comprehensive network of more than 4,000 digital, print and social media partners. The program ran for eight weeks but delivered high-impact results for the brand and its agency. For under \$25,000, the program achieved:

- More than **2,400 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **500 million** total impressions
- More than **215,000 social media impressions** and **18,000 engagements**
- A total ad equivalency of more than **\$2.3 million** across all platforms
- An overall ROI of **100:1**

Placement Map:



Contact us at sales@familyfeatures.com or 800.800.5579



A Friendsgiving Feast

Sides, drinks and leftovers perfect for sharing with friends



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.