

### Opportunity:

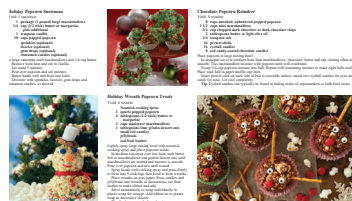
During the holidays, a national commodity promotion and research board asked Family Features to create a Feature program to help increase product awareness and usage of its product during the holidays.

### Approach:

The Family Features team worked directly with the commodity board to create a full-page Premium Feature with colorful, festive images and four sweet seasonal recipes that can be served for dessert or as quick, kid-friendly snacks. The hands-on recipes, which all used the same ingredient as a base, could be made as edible decor or gifts and included a variety of candies, toppings and classic holiday shapes.



**POPPING** Up a *Winter Wonderland*  
Edible, handmade holiday decor perfect for gifting



### Results:

When the Feature, along with its Release version and two recipes videos, were made available for download about five weeks before the holiday, Family Features distributed and promoted the content using its comprehensive network of more than 4,000 digital, print and social media partners to achieve quick, high-quality results. For under \$25,000, the program achieved:

- More than **2,400 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **250 million** total impressions
- More than **280,000 social media impressions** and **19,000 engagements**
- A total ad equivalency of more than **\$1.3 million** across all platforms
- An overall ROI of **65:1**

### 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.