

### Opportunity:

A leading manufacturer and marketer of major home appliances came to Family Features for assistance with creation and distribution of branded content that would reach homeowners and increase product awareness during the busy holiday season.



### Prepare Your Home for Holiday Entertaining



### Approach:

With the holiday season on the horizon, the Family Features team collaborated with the client's agency to develop a full-page Premium Feature that offered tips for preparing a home for hosting successful seasonal celebrations. The content focused on ways to clean, update and decorate for the festivities, by highlighting a new product offering that incorporated the latest technologies and innovations. The Feature visually presented the product in a party-ready home.

### Results:

Ready for distribution to Family Features' comprehensive network of more than 4,000 digital and print partners just before Halloween, the Feature received high-quality placements and delivered outstanding, cost-effective results for the brand and its agency in just 2 1/2 months. With a budget of less than \$20,000, the program delivered:

- More than **1,000 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **150 million** total impressions
- A total ad equivalency of more than **\$1 million** across all platforms
- An overall ROI of **67:1**

### 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.