

Opportunity:

To assist a national produce commodity board in increasing consumer awareness of its product, Family Features crafted a digital and print program highlighting the nutritional benefits of the fruit as a standalone snack or an ingredient in health-conscious recipes.

Approach:

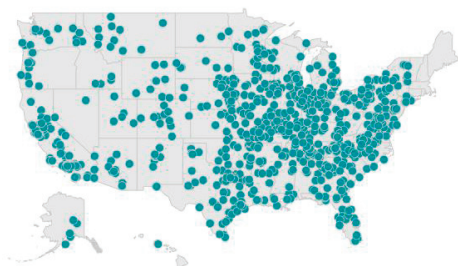
Working closely with the commodity board, Family Features developed a full-page Feature using client-owned materials, including key product messaging, recipes and high-resolution images. By including three recipes and a sidebar featuring the fruit's use as a flavoring for beverages, the project provided consumer appeal while capitalizing on the product's versatility and image-friendly pops of color.

Results:

The project tied the client's product to a nutrition theme that correlated with readers' New Year's resolutions while carrying into the spring season, allowing for a full six months of distribution through Family Features' comprehensive network of more than 4,000 digital, print and social media partners. For a budget of less than \$17,000, the program delivered high-impact results for the commodity board:

- More than **1,300 placements** in digital and print publications nationwide
- **100% brand retention**, including **83% of placements** as front-of-section coverage
- More than **175 million** total impressions
- A total ad equivalency of more than **\$1 million** across all platforms
- An overall ROI of **72:1**

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 professionally formatted half-page layout that helps deliver more placements and impressions.

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.