

Opportunity:

A leading weight loss program enlisted the help of the Family Features team to develop a program that would increase brand awareness and promote its newly released healthy lifestyle guide while also promoting its portfolio of seasonally relevant recipes.

Approach:

Working with the brand's agency, the Family Features team leveraged existing campaign messaging, scientific research and multiple recipes crafted to showcase the benefits of the weight loss program to create a full-page Feature and social media campaign. Focusing on fresh spring flavors allowed for colorful images that further illustrated the client's messaging in an eye-catching manner.

Results:

Taking advantage of a popular theme and timely appeal, Family Features promoted the content to its comprehensive network of more than 4,000 digital, print and social media partners throughout the spring season. The program was in distribution for 12 weeks and delivered high-impact results for the brand and its agency. For less than \$17,000, the program achieved:

- More than **1,200 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **125 million** total impressions
- More than **100,000 social media impressions** and **8,000 engagements**
- A total ad equivalency of more than **\$1.5 million** across all platforms
- An overall ROI of **92:1**

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.