

Opportunity:

As part of its marketing efforts for the Easter holiday, a Fortune 1000 manufacturer of spices and seasonings worked with Family Features to create a full-page Feature program that increased awareness of the brand's product line and drive sales.

Approach:

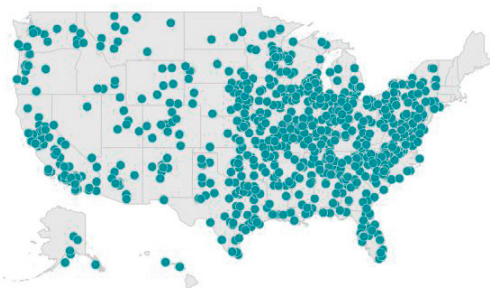
Working with the brand's agency, Family Features crafted a full-page Feature program utilizing the brand's existing messaging and recipes to focus on a popular theme: Easter brunch. The program combined multiple recipes and images that included a variety of the client's products used in an appetizing and aesthetically pleasing manner.

Results:

Family Features secured high-quality placements and impressions by promoting the content through its comprehensive network of more than 4,000 digital, print and social media partners. With a budget of less than \$17,000, the program delivered:

- More than **1,300 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **150 million** total impressions
- More than **315,000 social media impressions** and **11,000 engagements**
- A total ad equivalency of more than **\$1.2 million** across all platforms
- An overall ROI of **70:1**

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.