

# MULTICAMPAIGN CASE STUDY

# CPG FOOD BRAND

# FM

## OBJECTIVE

To drive awareness and consideration for the major CPG food brand's product line and increase penetration among target audiences, including millennials.

## STRATEGY

Federated Media crafted two custom content campaigns, underpinned by native content ad units and display media. Our influencers in the food space focused on creating informative cooking content, while highlighting the product's ability to take any meal to the next level. One set of content focused on kitchen essentials and how to use them through easy recipes, and the other set of content focused on how the brand's new product elevated every day dishes. To continue audience engagement, influencers posted recipes and content to their social media channels, specifically Instagram. By providing educational content, our influencers were able to engage audiences who are not as experienced in the kitchen, but want shortcuts for easy dinners.

## RESULTS

The content from both programs overperformed, with listicle headlines garnering the most social referrals. Social Engagement Rates in general were high with Instagram Engagements averaging 969 (13x better than the benchmark). The Native Collection Unit was the top distribution method.

**10,381**

AVERAGE  
PAGEVIEWS

FOOD BENCHMARK: 5,720



**0.25%**

NATIVE COLLECTION CTR

BENCHMARK: 0.17%



FOOD BENCHMARK:  
804

**1,955**

AVERAGE SOCIAL  
REFERRALS  
PER POST

