

### Opportunity:

A food commodity board tasked Family Features with creating a program to introduce consumers to the healthy side of its products and deliver impactful digital, print and social media impressions.

### Approach:

Family Features worked directly with the advisory board and its marketing team to develop a Premium Release program that combined a formatted half-page layout, unformatted Release version, an infographic featuring the product's nutritional benefits, a salad recipe and tips from a celebrity fitness trainer on how to stick with healthy fitness and lifestyle goals.

### Results:

Family Features delivered high-impact impressions and results through our comprehensive network of more than 4,000 digital, print and social media partners with the distribution of the half-page layout and unformatted version. For a budget of less than \$9,000, the program achieved:

- More than **1,100 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **250 million** total impressions, including more than **2.3 million** print impressions
- More than **170,000** social media impressions and **5,500** engagements
- More than **5.5 million** Content Amplification impressions and **5,000** clicks
- A total ad equivalency of more than **\$940,000** across all platforms
- An overall ROI of **104:1**

### Placement Map:



Contact us at [sales@familyfeatures.com](mailto:sales@familyfeatures.com) or 800.800.5579

### 3 Steps to a Healthier You

Starting with an additional vegetable serving to each day. **Step 1: Add a vegetable to your plate.** This is a simple step that can be done in a variety of ways. You can add a vegetable to your plate, or you can swap out a portion of your plate for a vegetable. For example, you can swap out a portion of your plate for a vegetable, or you can add a vegetable to your plate. This is a simple step that can be done in a variety of ways. You can add a vegetable to your plate, or you can swap out a portion of your plate for a vegetable. For example, you can swap out a portion of your plate for a vegetable, or you can add a vegetable to your plate.



**Step 2: Add a protein to your plate.** This is a simple step that can be done in a variety of ways. You can add a protein to your plate, or you can swap out a portion of your plate for a protein. For example, you can swap out a portion of your plate for a protein, or you can add a protein to your plate. This is a simple step that can be done in a variety of ways. You can add a protein to your plate, or you can swap out a portion of your plate for a protein. For example, you can swap out a portion of your plate for a protein, or you can add a protein to your plate.

### 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.