

Opportunity:

A manufacturer of custom-built kitchen appliances and its agency tasked Family Features with creating a program that featured selections from its product suite while also providing consumer-friendly tips for remodeling an older home with its unique character.

Approach:

Utilizing a popular, evergreen theme, Family Features created a Basic Release program that took advantage of colorful, eye-catching client-provided images and practical tips for blending functionality and charm in a high-usage area of the home: the kitchen.

Results:

Using Family Features' comprehensive network of more than 4,000 digital, print and social media partners, and presenting design tips for capturing the nostalgic feel of older homes with photographic examples, delivered big results for the brand and its agency. Taking advantage of a four-month distribution window and working with a budget of less than \$3,500, the Release program delivered:

- More than **1,000 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **120 million total impressions**, including more than **7 million print impressions**
- A total ad equivalency of more than **\$630,000** across all platforms
- An overall ROI of **187:1**

Placement Map:



Contact us at sales@familyfeatures.com or 800.800.5579



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.