

Opportunity:

A nonprofit nutrition partnership asked Family Features to create a budget-friendly program that highlighted the health and nutritional benefits of the partners' products while compelling consumers to use the products in at-home recipes.

Approach:

Taking advantage of a timely editorial theme and an appetizing recipe, Family Features developed a Basic Release program that provided awareness of the essential nutritional benefits of eating the partners' products during Lenten season.

Results:

A detailed, chef-provided recipe and appealing image plus seasonally relevant product messaging allowed Family Features to capture high-impact results for the organization in just under three months of distribution. Using our comprehensive network of more than 4,000 digital, print and social media partners and working with a \$3,000 budget, the program delivered:

- More than **950 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **120 million total impressions**, including more than **6.5 million print impressions**
- A total ad equivalency of more than **\$560,000** across all platforms
- An overall ROI of **189:1**

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.