

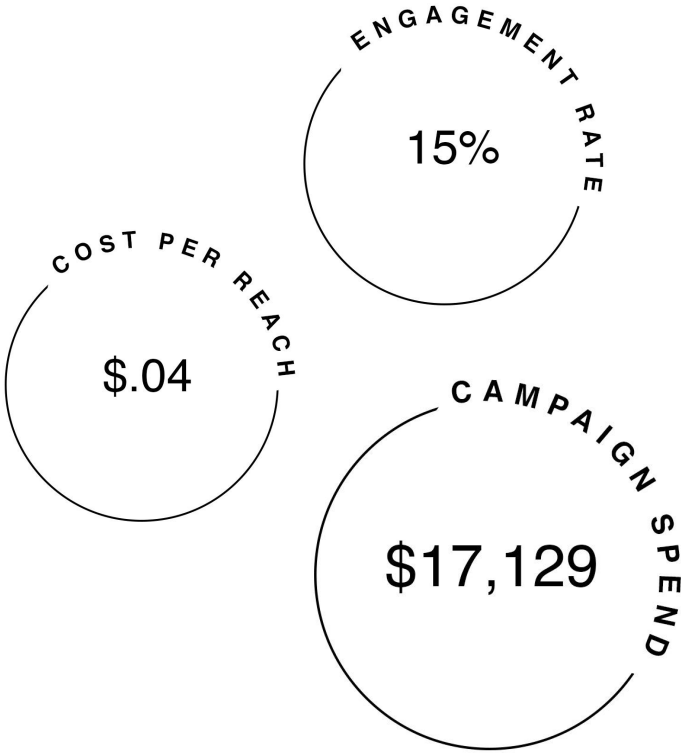


seasoned INFLUENCE

Collective Case Study



Collective Campaign Averages



Pacific Foods & Maxwell PR



837

AVERAGE ENGAGEMENT PER INFLUENCER

23%

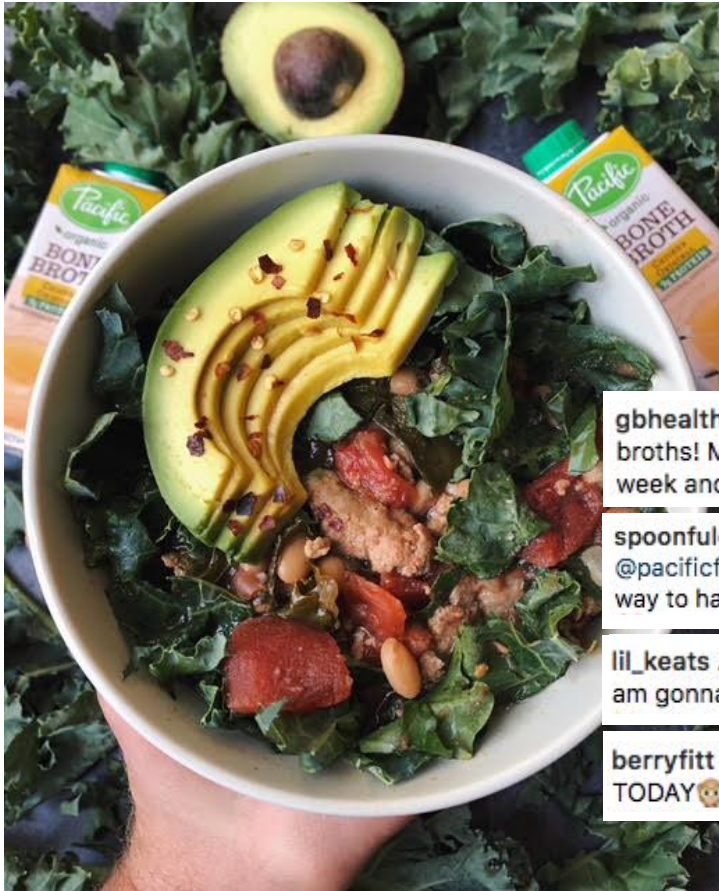
AVERAGE ENGAGEMENT RATE

Objective: Product Awareness

Now, more than ever, consumers are looking for products to help fuel their balanced lifestyle. Healthy eating is no longer a trend, but a way of life. Working with Maxwell PR, Seasoned Influence mobilized influencers to include Pacific Foods Single-Serve Organic Bone Broths in their daily routines, capturing the attention of consumers and positioning the product as an on-the-go drink or healthy additive to recipes that support a balanced lifestyle.

\$.01

COST PER REACH



Organic Chatter

For this campaign, we wanted to focus on creating an authentic conversation surrounding bone broth and how others choose to work the product into their daily routines since many consumers are still mystified as to how to enjoy bone broth.

By working in conversation starters such as “Have you tried bone broth? Tell me your favorite way to drink or eat bone broth in the comments below!” as well as using #bonebroth we were able to tap in to organic chatter surrounding the product.

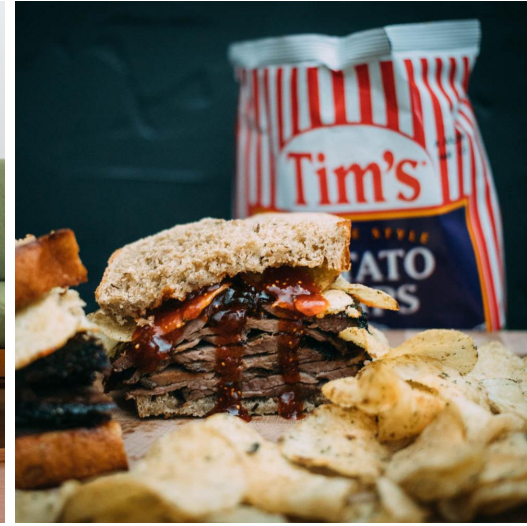
gbhealth_wellness I love those little bone broths! My mom just picked them up last week and they are so convenient 😊

spoonfuldelight I'm obsessed with these @pacificfoods bone broths!! My favorite way to have them is straight up like tea 🍵

lil_keats Awesome! I just bought some, and am gonna try all 3 things! Thank you! 🙌

berryfitt Omg legit had their bone broth TODAY 🤩 Def didn't look this pretty

Tim's Cascade Snacks



230

AVERAGE ENGAGEMENT PER
INFLUENCER

15%

AVERAGE ENGAGEMENT RATE

Objective: Regional Awareness

A favorite among those in the Pacific Northwest, Tim's Chips boast unique flavors and craft quality chips. Looking to engage with the region that knows them best, Tim's Cascade Snacks wanted to remind consumers about their specialty chips and how to pair them with various sandwiches to enjoy on the go. Additionally, the brand looked to increase awareness of their current social campaign, #CrunchedIt.

\$.08

COST PER REACH

Tim's Cascade Snacks



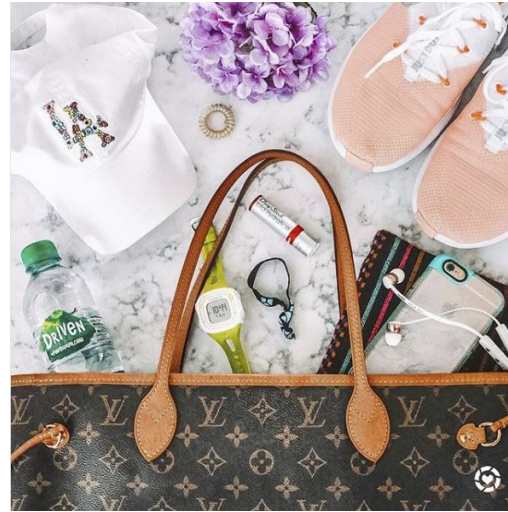
Authentic Voice

We asked influencers to create a speciality sandwich pairing with their favorite flavor of Tim's Chips. With some light messaging guidelines, such as what brand handles and hashtags to mention, we left the rest up to them. The results were nothing short of authentic.

Each of our influencers tied the content back to their own unique perspective, such as Lauren from A Dash of Cinema who creates recipes inspired by her favorite movies. Lauren created a delicious pastrami and rye sandwich inspired by the movie "When Harry Met Sally", staying true to her original content voice while working in sponsored content.

Another influencer who typically pairs wine with her recipes rounded out her sponsored content with a wine pairing, while lifestyle influencer, Jenn from Hello Rigby, kept the recipe simple with a ham and cheese baguette, and instead spoke about her go-to flavor that she never strays from, Dill Pickle.

Volvic Water



50

INFLUENCERS GIFTED

12%

AVG ENGAGEMENT RATE

\$57K

EARNED MEDIA VALUE

Objective: Social Campaign Amplification

We partnered with Volvic Water to mobilize influencers who aligned with the adventurous spirit of their brand to bolster their current social campaign, #FindYourVolcano. We created a unique gifting strategy that left each influencer excited to take on the day, sharing their own organic content in their true authentic voice.

With this program, came the challenge of promoting a product as common as bottled water. By learning what makes the brand, and the product, stand out among competitors, our team was able to craft an influencer communication strategy that conveyed this difference, linking a unique perspective with Volvic Water, which ultimately led to a successful campaign outcome!

Cheribundi



534

AVERAGE ENGAGEMENT PER
INFLUENCER

24%

AVERAGE ENGAGEMENT RATE

Objective: Content Creation

Looking to increase awareness and educate the consumer about cherry juice, we mobilized influencers who could speak to the immense benefits of tart cherry juice while simultaneously bolstering Cheribundi's delicious 100% Tart Cherry Juice as their go-to cherry juice. In order to provide diverse user-generated content for Cheribundi to repurpose on their own channels, we worked with a mix of lifestyle, health-conscious and recipe influencers who all shared a speciality summer beverage made with Cheribundi 100% Tart Cherry Juice.

\$.12

COST PER REACH

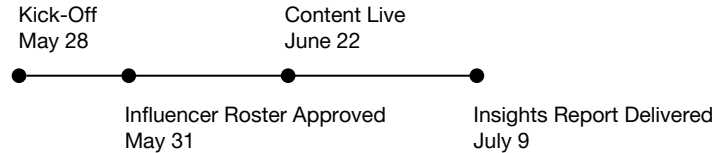
Cheribundi



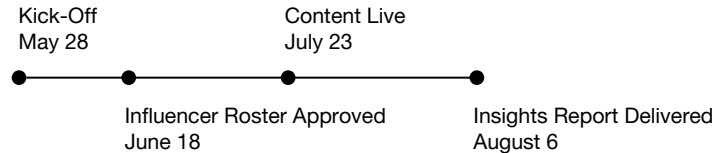
Expedited Timeline

Cheribundi wanted to produce influencer content in time for an upcoming food show where they would be meeting with potential retailers. They wanted to keep their social profiles fresh and updated leading up to the show to demonstrate the growing need and interest in Cheribundi. To do so, we expedited our typical timeline from 12 weeks to 6 weeks.

Cheribundi Timeline



Typical Timeline



Big Red Soda



6%

AVERAGE ENGAGEMENT RATE

24

PIECES OF CONTENT DELIVERED

Objective: Brand Awareness

With barbeque season upon us, Big Red wanted to remind consumers that an ice cold Big Red soda is the perfect compliment to a southern barbeque. Seasoned Influence mobilized barbeque and meat-focused influencers with audiences in the Midwest and Southeast regions to create authentic content that featured Big Red alongside southern barbeque staples with the goal to keep Big Red top-of-mind during the busy summer shopping season.

875

AVERAGE ENGAGEMENT PER INFLUENCER

Big Red Soda



Influencer Spotlight

Robert Sierra is a barbecue pitmaster based out of San Marcos, Texas, who is the purveyor of the “Texas Bold & Spicy” BBQ Sauce that is bottled and sold by Heinz.

In the past 13 years, Sierra’s team has competed and won multiple awards in the barbecued meats categories in multiple states, as well as winning two Texas state titles.

Although not your typical influencer, Robert’s love for Big Red and BBQ was undeniable. He frequently posted Big Red with his plates of meat, so when we reached out to work with him, Robert couldn’t say yes quick enough.

Working with Robert on this partnership was seamless, and created some of the most authentic interactions for the brand. For our campaigns, we place a high importance on selecting the right type of influencers for your brand, and pitmaster Robert Sierra is a shining example of that.

dj_big_ant_ Now that's my type of eating
With a Cold Big Red 🍷 @sspitcrew

sykesj653 I stopped drinking soda but this
is gonna make me go buy a big red!!



sspitcrew

Following

...

2,544 posts

19.7k followers

2,066 following

Robert Sierra Brand Ambassador 🍷 Heinz Texas Bold and Spicy 🍷 Green Mountain Grills 🍷 Char-Griller Grills 🍷 Anderson Bean Boot Co.
#EatMoreBarbecue #RobertSierra
www.facebook.com/sspitcrew

Lagostina



237

AVERAGE ENGAGEMENT PER
INFLUENCER

7%

AVERAGE ENGAGEMENT RATE

Objective: Retailer Awareness

Lagostina is known around the world for its craftsman quality cookware that is both stunning and strong in the kitchen. With the launch of their new cookware set, the Lagostina Nera Collection, the brand desired content that would communicate the cookware's beauty in an approachable setting, with messaging that would direct customers to shop the set nationwide at the preferred retailer, Macy's.

2x

PIECES OF CONTENT DELIVERED
VS. PIECES OF CONTENT ASKED

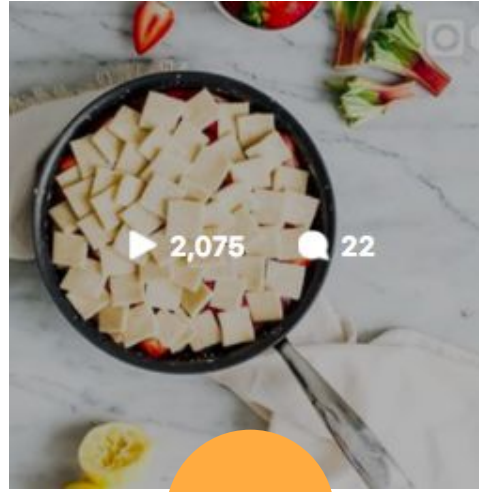
Lagostina

Our Influencer Go The Extra Mile

Quality products receive quality content, plain and simple, and our influencers know quality product.

For this campaign, we kept our eye out for influencers who would appreciate specialty cookware such as the Lagostina Nera Collection and wouldn't view it as just another gifted product.

The result? 50% of our influencers posted more than requested, many of them including video, a mix of photos that detailed the features of the cookware, as well as content in other forms such as Instagram Stories.



Types of Programs

We offer customized campaigns that cut through the clutter of spammy posts and disingenuous partnerships. Each of our campaigns are strategically designed to best fit your needs, whether that be through paid content, encouraging organic content, or both.

A typical influencer program lasts between 6 to 8 weeks although we recommend creating a long term strategy to consistently engage influencers to share your brand. We offer campaigns with both paid content providing guaranteed deliverables, and organic content stemming from product gifting aimed at encouraging unique content.

Paid Content

Blog & Social Campaign

All encompassing content across all social and digital channels.

Instagram Amplification

Drive content on the social platform of your choice with focused brand messaging.

Organic Content

Product Seeding

Send gifted product to hand-selected influencers.

READY TO SEE WHAT WE CAN DO FOR YOU?
CONTACT US TODAY FOR YOUR CUSTOM PROPOSAL

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