

Opportunity:

An international olive oil brand seeking to expand awareness of its line of vinegars tasked Family Features with creating a full-page Feature and Recipe Video highlighting its practical use for make-at-home dishes.



Approach:

Working with the brand's agency, Family Features' in-house video production team created a 60-second "Hands and Pans" recipe video featuring the client's product to make Balsamic Glazed Salmon. The step-by-step video walks viewers through the recipe, highlighting the use of the client's product in a main dish that can be prepared in less than 30 minutes. The completed video was featured on the YouTube channel of our proprietary consumer-facing site, Culinary.net, and was promoted via Culinary.net's established social media channels including Pinterest, Facebook, Instagram and Twitter.

Results:

For a budget of \$11,995, Family Features delivered more than **250,000 views** and **750,000 impressions**, including:

- More than **140,000 views** and **425,000 impressions** on Facebook
- More than **65,000 views** and **190,000 impressions** on YouTube
- More than **45,000 views** and **130,000 impressions** on Twitter

About Culinary.net:

Family Features' proprietary consumer-facing site, Culinary.net, gives clients a platform for sharing their content via an established, trusted online resource. The site gives consumers access to hundreds of client recipes, recipe videos and other content that is promoted across a variety of social media channels including Pinterest, Facebook, Instagram, Twitter and YouTube.

Recipe Video Production, Distribution and Promotion

With packages starting at \$11,995, our in-house video production team uses your brand's recipe to create a custom 60-90 second recipe video. Utilizing our consumer-facing site, Culinary.net, we'll distribute and promote the video across social media channels, delivering 1+ million guaranteed views.

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.