



ARLA CHEESE

Influencer Marketing Campaign

CASE STUDY - APRIL 2017

3 INFLUENCERS | 3 ARLA CHEESE PAIRINGS



JOYFUL HEALTHY EATS |
CREAM CHEESE STRAWBERRY
BRUSCHETTA BITES



FOODNESS GRACIOUS |
MONTE CRISTO BURGER WITH
MUNSTER SLICED CHEESE



EAT GOOD 4 LIFE |
CAPRESE GRILLED
CHEESE SANDWICH

3 INFLUENCERS | 9 ARLA CHEESE PAIRINGS | 9 VIDEOS



BUNS IN MY OVEN



NATURALLY ELLA



THE NOVICE CHEF



CAMPAIGN GOALS

The Arla Cheese Campaign sought to utilize "Healthy-ish" influencer to demonstrate the versatility of the product in the kitchen. Influencers were asked to create "pairings" with Arla Cheese products for quick, family friendly mealtimes and snacks.

Arla encouraged influencers to demonstrate their personal style into the photography and videos. Visuals should appear human and not overly styled - a glob of cheese on the counter is welcome!

INFLUENCERS

Six influencers were selected to create meal pairings and "Hands-in-Pans" videos featuring Arla Cheese.

Influencers were asked to focus on family-friendly, accessible recipes to target moms and families searching for quick, fresh, easy-to-prepare dishes. Pairings were ideal for weeknight meals and on-the-go lunches, and addressed the meal preferences of the entire family.

GOING LIVE

Influencers were divided into 2 categories: Recipe Only and Recipes + Videos.

Recipe Only influencers created 1 pairing within their blog post and amplified the content via their social channels.

Recipe + Video influencers created 3 pairings within their blog post. This blog post also featured the 3 "Hands-in-Pans" videos. Influencers amplified each pairing + video separately, across 3 flights.

RESULTS

Nearly 12K Page Views across 6 influencer websites.

Nearly 7K Facebook Shares of content.

"I love Arla cheese...one of my favorites for sure. These crostinis look superb!!"

"Do you know if Raley's carries Arla products? I'd love to try them!"