

MARIE'S DRESSINGS

Influencer Marketing Campaign

CASE STUDY - AUGUST 2017

3 HEALTHY-ISH WOMEN BECOME KITCHEN ARTISTS FOR MARIE'S DRESSINGS



The Roasted
Root



Love & Olive Oil



Rachel Cooks

CAMPAIGN GOALS

Three healthy-ish Influencers from the Mediavine Network were selected to become Kitchen Artists and create masterpieces using seasonal, local ingredients inspired by Marie's Dressings' new flavors: Garlic Parmesan Italian Vinaigrette, Roasted Tomato with Parmesan & Basil Vinaigrette, and Chunky Blue Cheese.

Marie's Dressings sought to focus on traditional salads, and showcase the versatility of the product to bring seasonal and healthy ingredients to life. The campaign was meant to be lighthearted, innovative and creative.

GOING LIVE

Influencers were asked use their custom blog content, recipe and photography to drive awareness and sales of Marie's products. The posts were meant to inspire experimentation in the kitchen.

Influencers published the custom content in August, and promoted it across Facebook, Twitter, Instagram, and Twitter.

INFLUENCERS

Mediavine selected 3 influencers based on the client's specific target to women who aren't afraid to try new things in the kitchen. Mediavine suggested female talent with authority and confidence in the kitchen, who regularly post content and recipes related to healthy eating with a focus on whole food ingredients.

The influencers selected for this campaign were: The Roasted Root, Love & Olive Oil, and Rachel Cooks.

RESULTS

Over 1.3 Million Total Reach | Nearly 2K Page Views
Nearly 700 Instagram Interactions | Nearly 200 Facebook Interactions

"Love the Roasted Tomato with Parmesan & Basil Vinaigrette!! Store-bought dressings very rarely impress me and I was blown away at how fresh this one tasted...it can seriously be used on any type of salad!"

"Love that you can make this in just 15 minutes!"