

CPG FOOD PRODUCT CASE STUDY

Growing Market Share in a Highly
Competitive Category.

The Problem: Maintaining Market Share in a Competitive Category With Limited Resources.

Our client was a mid-sized food company struggling to increase their brand awareness against larger companies with more resources and marketing dollars. While advertising had proven effective in the past, their marketing reach limited their ability to maintain market share. At the same time, they needed a way to grow their current marketing database to reach new potential customers.

THE SOLUTION

Focused and Results-Driven Advertising That Was Efficient and Cost-Effective.

Future Flow Media knew that the company couldn't compete on brute marketing dollars alone, so we developed online direct marketing campaigns focused on customer interests such as cooking and their food preferences. We also targeted customers based on gender, age, and geographical location. Competitive messaging was developed and distributed based on specific markets, all while using online testing and optimization to improve campaign effectiveness.

THE RESULTS

Increased Brand Awareness. Increased Web Traffic. Increased Market Share and Sales.

As a result of working with Future Flow Media, the client experienced:

- An increase in retail sales and market share
- 50% increase in brand awareness
- Significant growth in consumer subscriptions
- 400% increase in overall website traffic
- A free tote bag giveaway went viral and exhausted all available inventory

