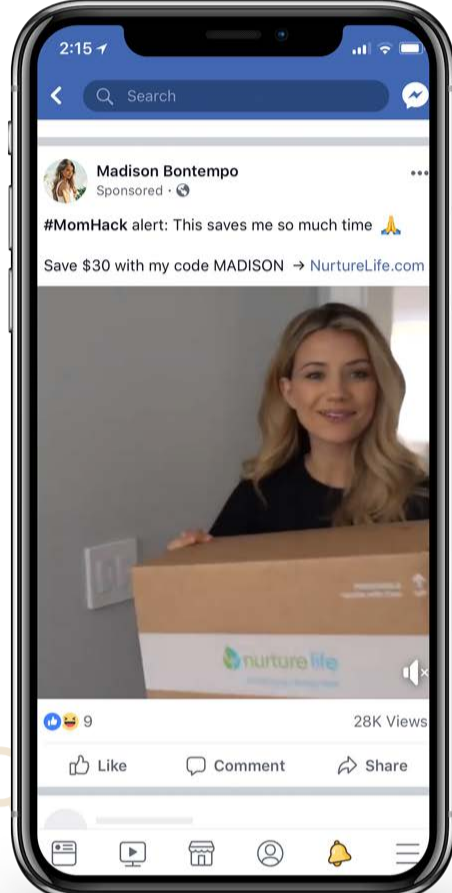


The Story

Nurture Life is the go-to brand for high quality, nutritious and convenient meals designed for children and based on their needs and tastes. The company approached FamePick to design and launch a celebrity endorsement campaign that would target their core demographic (moms 25-45 years in age, US based). Thanks to the first campaign's success, Nurture Life has since run multiple subsequent campaigns with different celebrities, driving sign ups and sales.



Celebrity Research

FamePick worked with the Nurture Life team to match their brand's look and feel, plus target audience, to celebrities best suited to their marketing goals. The initial celebrity matches (Meghan Edmonds, Tamra Judge) and all subsequent matches had fanbases with three common top-interests: Friends, Family and Relationships; Restaurants, Food and Grocery; and Toys, Children and Babies. It is important to note that said "top interests" are not based on approximate data, but averages of celebrity fans' actual liking and commenting habits.

Campaign Strategies



Goals: Sign Ups = Sales

Nurture Life's biggest hurdle in their sales funnel was sign-ups. Historically, if a prospective customer created an account, conversion from that point onward had a high probability. This in mind, FamePick's account management team worked with Nurture Life's leadership to craft unique campaigns with 6 different female celebrities, each using their own unique sign-up call to action, coupon code, and custom unboxing photos.



CPA Based Campaign

- Mobile Video
- Carousel Ads
- Mobile News Feed
- Instagram Stories



54% Drop in CPA

Overall drop in Cost per Purchase across all campaigns.



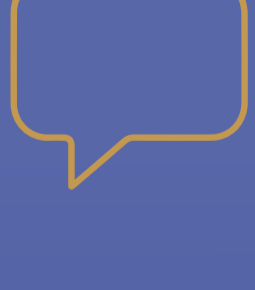
5.6 Million

Total Facebook & Instagram Impressions.



4.5x Increase Ad Reach

Avg. increase in Click Through Rate across all ad sets.



6.2X Increase in Engagement

Avg. increase in ad engagement across all ad sets.



2.5x Increase Ad Reach

Verus their normal Facebook and Instagram ads.