

Social Media & Digital Campaign



Product Launch 2017

Client: Mundella Foods
Product: Lactose Free Yoghurt

Market: Young Women
Media: Facebook, Instagram, Website, Online

the cut.

Goals

- Launch** Campaign to launch the new Lactose Free range
- Target** Create a campaign to engage with young women
- Brand** Build & consolidate product & brand awareness
- Engage** Expand social media engagement & community
- Increase** Drive people to the website & increase traffic

Challenges

- Product** The launch of a new & untested product category
- Budget** Achieve ROI within a clearly defined campaign budget
- Channels** Campaign roll-out across social, influencers, content, contests etc.
- Integration** Maintaining consistency across digital & traditional media


Solutions

- Campaign Strategy**
- Campaign Design**
- Influencer Campaign**
- Integrated Promotions**
- Social Media**
- Contests**
- Blog Content**
- Review & Report**

Achievements

400,000 people reached 

15% increase in Facebook community 

40% increase in website traffic 

479% increase in new website visitors 

2,495 contest entrants 

Would you like to make your social media more effective?
Get in touch anytime **08 6364 0061** or hello@thecut.net.au