



The Room

CASE STUDY

PRESS X THE ROOM

REACHING NEW AUDIENCES
THROUGH AUTHENTIC CONTENT

Objective

The aim of the campaign was for our members to produce authentic and inventive content for their social media channels to drive awareness and recognition of their plant-based hamper by discussing the health benefits and convenience of PRESS.





Opportunity

PRESS offered our members a delicious, healthy, plant-based hamper filled with juices, smoothies, shots, nut milks, soups and meals.

In return, advocates created authentic and engaging content that showcased their experience of trying the products as a way to kick start 2021 in a healthy way.



Strategy



Business Impact

By collaborating with true brand lovers, PRESS was able to eliminate any monetary exchange between the brand and advocate. This allowed them to deliver a **high earned media value of £8.4k**.



Quality Content

Each talent created multiple pieces of content, with a **total of 134 pieces of content**. This was a mixture of both **Instagram** grid posts, Stories, as well as a **TikTok** video.



Reach

Through using The Room, PRESS was able to tap into advocates with both small and large followings. The wide variety allowed them to **reach a total of 230K** from the accepted bids.

Key Metrics



90

Total Bids

23

Brand Lovers

134

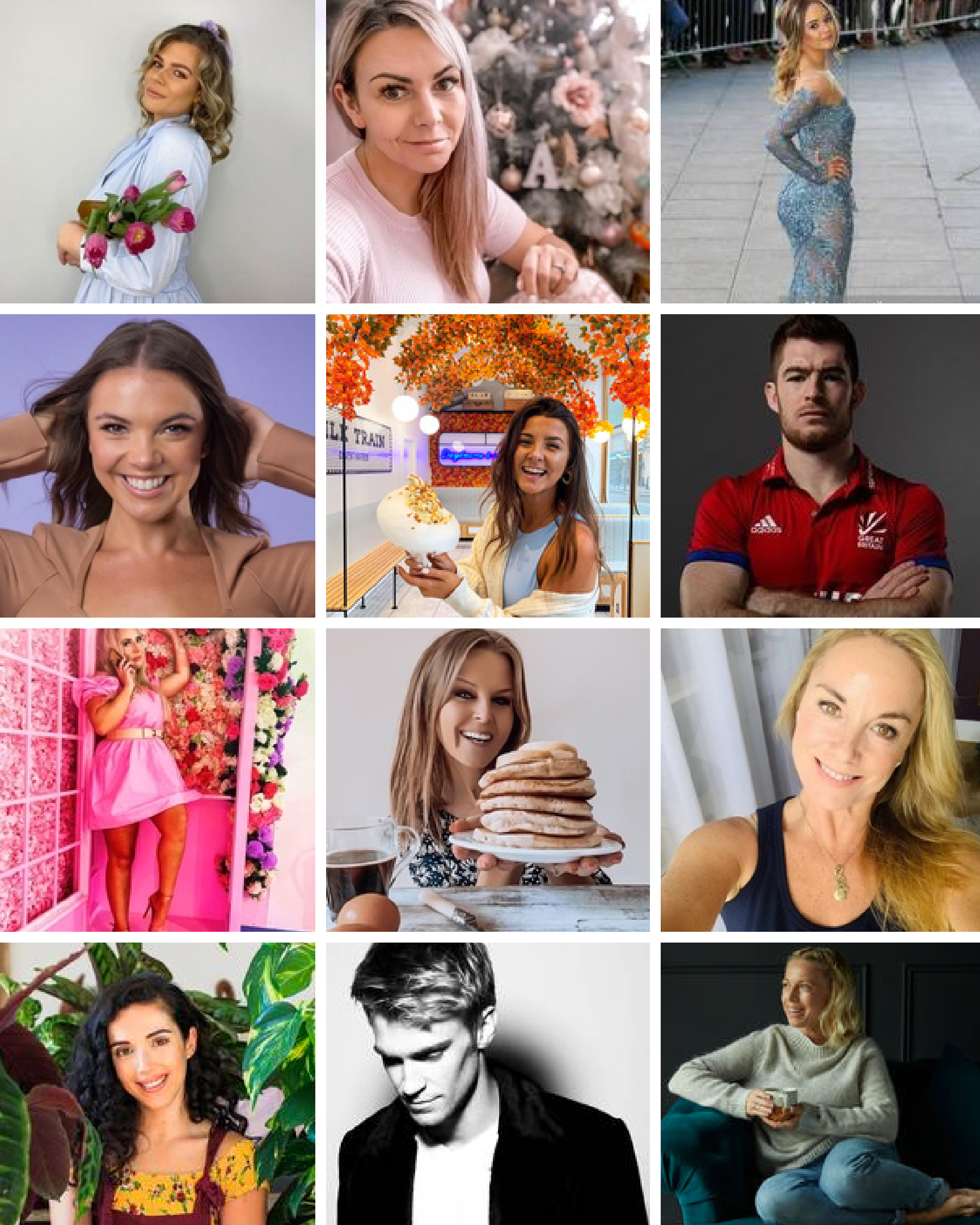
Pieces of Content

£8.4K

EMV

230K

Reach



Brand Lover Spotlight


The accepted talent was a range of content creators, actors, chefs and bloggers. The majority were lifestyle influencers, with an interest in food and drink, with a high proportion of these being micro-influencers. These influencers have high engagement rates as their audiences are highly engaged.

Top Performers



vodafone UK 4G 11:30 60%

< jazzfranks




1,777 Posts 179 k Followers 1,646 Following

Jazmine Franks
Actor
Adventuring actress represented by @urbantalentactors
PR enquires head to @weirdpublicrelations
www.yourtrustrochdale.co.uk/whats-on/events/trea...

Followed by daisymaycooper, theroomunlocked and 2 others

Follow Message Email


Training Ignite Adventures... Adventures...



Home Search Add Post Activity Profile

vodafone UK 4G 11:30 60%

< daisy_wood_davis



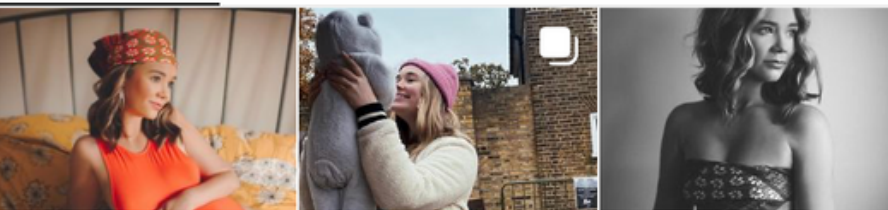
707 Posts 187 k Followers 1,489 Following

DAISY WOOD DAVIS she/her
Actor
Mummy to Asa
Fiancé to @lukejerdy
Actor, Singer, Foodie
Agent: @intertalentgroup... more

Followed by jakequickenden14 and theroomunlocked

Follow Message Contact


Parenthood Adverts 3. Pregnancy Restaurants Recip



Home Search Add Post Activity Profile

vodafone UK 4G 11:29 60%

< glamzin




4,020 Posts 312 k Followers 5,263 Following

Tamzin Outhwaite she/her
Actor
Honorary Doctorate
other account @tamzin_finds
Twitter @mouthwaite
bit.ly/TamzinTheWeekJuniorXmas

Followed by ollymurs, jessicaannewoodley and 6 others

Follow Message Email

Up cycle/INT Highlights Too much fun Highlights Skin ar



Home Search Add Post Activity Profile



Content Created

134

PIECES OF CONTENT

The content created was in multiple formats and across different platforms. All the created created was highly creative and authentic.



Instagram

Grid Posts



nuneaton, warwickshire

houseofstew I promised myself that this year I'll prioritise my well-being. I want to improve my fitness and get strong to help my fibromyalgia symptoms and I want to make sure I'm eating healthier. I hope it'll make me a better role model for our boys too.

My health kick well and truly started this week as I've been doing some online weights and yoga classes (usually whilst Teddy climbs through my legs or throws cushions at me) and I'm



dream1ncolour • Following

dream1ncolour AD • Healthy Changes

I absolutely love @press_healthfoods they have the best selection of juices and soups to get you feeling better than ever. Low in calories, good for you and they taste absolutely amazing!

They have so many options and something for everyone. I especially love the ginger shots to really make me feel better in myself.

42 w

Liked by lifeofcharliejames and 738 others



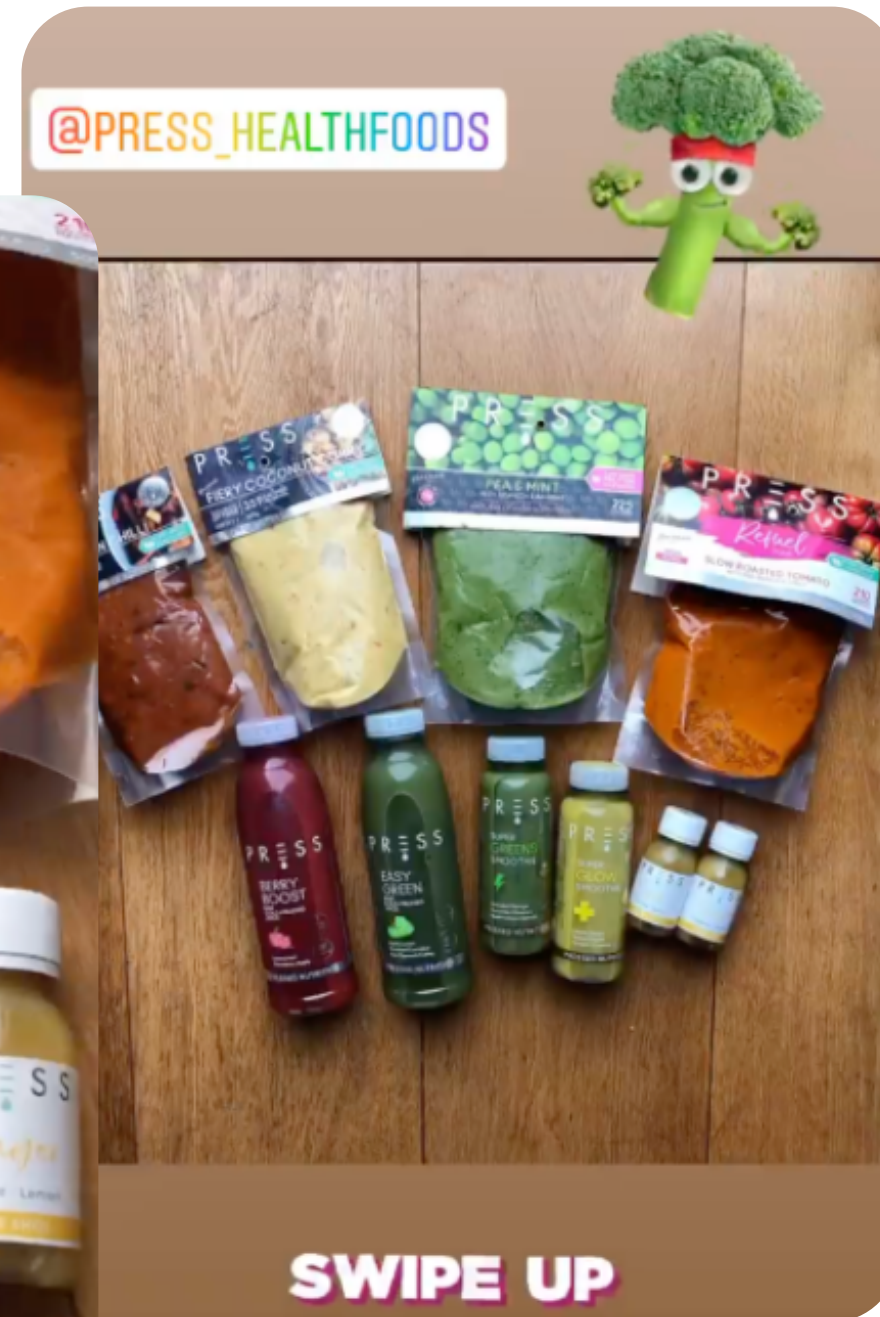
12

STATIC POSTS



Instagram

Stories



121

STORIES

Stories are a quick, easy and most authentic way for advocates to engage with their followers. It is a less staged and more effective way to engage with the audience as it allows influencers to discuss the products as well as create a poll.

Takeaways

- Working collaboratively with a range of macro and micro influencers allowed PRESS to reach a wider and more engaged audience
- Putting trust into these advocates and giving them the creative freedom to create the content that works best, allowed for a more authentic campaign
- Exchanging in kind, not currency allowed PRESS to deliver a high Earned-Media-Value of £8.4K
- Creating video content, such as Instagram Stories were the most effective method to engaging the audience in the products.





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TEEZER



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L'ORÉAL

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