

CASE STUDY

AMINOFACTS

FOCUS:

Concept Development
Advocacy Campaign
Social Creation



aminoFACTS™

<https://aminofacts.org>

CHALLENGE

BSA was charged with creating an advocacy concept and fully integrated campaign, on behalf of a global biotech company, to tout the benefits of plant-based amino acids to health-conscious consumers.

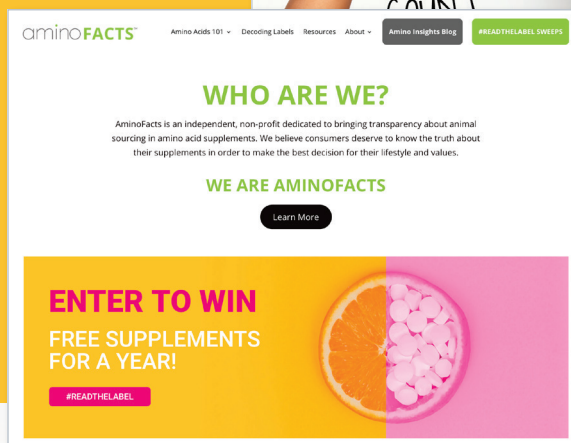
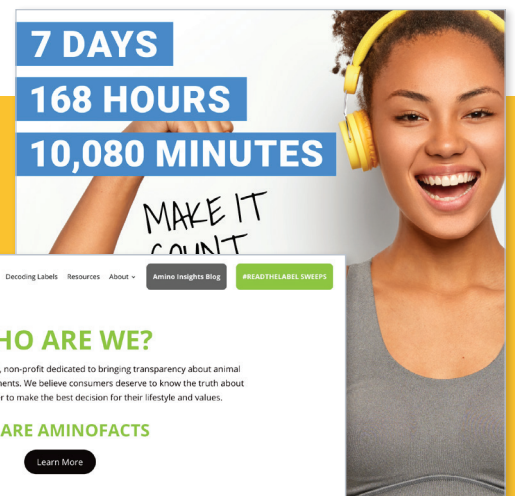


SOLUTION

From concept development and naming to implementing a fully integrated marketing campaign, BSA developed a nuanced advocacy program to educate consumers about the ingredients in amino acids. The program was fueled by an extensive market research initiative. Channels included earned, owned and paid media across public relations and digital channels, a robust influencer program, virtual events and webinars and a promotional sweepstakes. Part of the program strategy centered around truth in labeling – to that end, we managed the steady review of products produced around the world that conformed to the growing consumer demand for plant-based products.

RESULT

We created a brand identity, formed an advisory board of subject matter experts and launched the aminofacts.org website. Our team also created a social strategy, blog post series, email marketing, press materials, brand influencer outreach, a white paper and a sweepstakes program. The result was a multi-faceted advocacy program that highlighted the benefits of plant-based aminos vs meat-based amino acids.



Social Campaign



ROI



Increased Engagement



Cost Savings

The truth-in-labeling program achieved 5M+ impressions and hundreds of hand-raises by plant-based advocates and influencers, and also raised general awareness among key media influencers and set the stage for an international roll-out of the program.

COVERAGE BREAKDOWN - Over 3 months

- 1.3M earned media impressions
- 1.7M paid impressions
- 1.8M organic impressions
- Nearly 1M influencer impressions

ENGAGEMENT

- Increased social media engagement rates from 5.3% to 9.8% in 2 months.
- Boosted post engagements, which decreased to \$0.02 per result, with 127,700+ impressions.
- Drove client's original average engagement of 53 to 270 through organic social campaign .

SOCIAL ADS

- Decreased social media ad costs per result to as low as \$0.001 per video play, with ads played on Huffington Post, USA Today, Fox Business, Business Insider and other notable outlets.

EMAIL MARKETING

- Achieved email open rates of more than 50%.
- Decreased cost of securing email leads to \$3.75/lead, when an average cost is \$5-7/lead.