



RETAILER WIN



**ASPEN
RIDGE**
NATURAL ANGUS BEEF

Partnership with Aspen Ridge® Brings New Customers and Boosts Brand Awareness

The Challenge

Launching a new line of products is exciting, but driving consumer awareness and product trial while exceeding sales goals can take a number of efforts. A large retailer on the east coast was looking to launch Aspen Ridge® Natural Angus Beef and wanted to ensure their customers would understand how the new products would meet their needs while inspiring them to try the new product and recipes.

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The Results

The retailer's new product launch was widely successful, driving a sizeable increase in in-store traffic—so much so that the retailer has had to expand its inventory of Aspen Ridge® Natural Angus Beef products by approximately 150%. Most importantly, the retailer experienced expanded brand recognition among new and existing customers, reaching over 574k social users via Aspen Ridge's social media channels and driving 2,407 users to click for a coupon.



1.16M+ Impressions



574K+ Reach



2,407 Link Clicks



3,238 Reactions



19.7% Brand/Ad Recall

Going Beyond the Beef: Strategy and Tactics

Aspen Ridge worked as a strategic partner to help the retailer achieve sales goals and drive brand awareness among shoppers. First, Aspen Ridge armed the retailer with point of sale materials, exclusive recipes, and other marketing collateral for product promotion and building consumer confidence in meal prep.

Then, Aspen Ridge launched the cornerstone of the campaign, a robust **digital and influencer strategy** that included social media, organic and paid promotions, sweepstakes, recipe and content creation, and more to create high-level awareness while driving customers to retailer locations throughout their region.



Strategic Marketing Support

- Influencer connections
- Social media campaigns
- Blog development
- Recipe creation and tutorials
- Sweepstakes and giveaways
- POS and in-store support
- Paid digital advertising
- And more

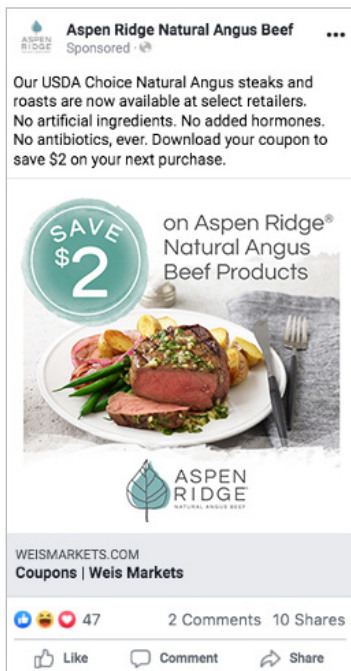
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Going Beyond the Beef: Execution

Aspen Ridge® engaged two influencers that aligned with the retailer's shopper demographics and geographic locations, with a combined follower count of 36,000. Influencers purchased Aspen Ridge products in-store and documented their journey on Instagram, where they also promoted recipes and cooking tutorials featuring Aspen Ridge products. Further, each influencer created blog posts outlining the product attributes and how to purchase it at the retailer. Aspen Ridge then boosted those posts to create additional exposure.

Paid Social Media

Boosted social media posts ran on Facebook and Instagram to accomplish three goals: create awareness of the new products, drive product trial, and create excitement around the launch. Users were encouraged to like, comment, and share posts, which expanded post reach and awareness of both the retailer and Aspen Ridge products.



Aspen Ridge Natural Angus Beef Sponsored

Our USDA Choice Natural Angus steaks and roasts are now available at select retailers. No artificial ingredients. No added hormones. No antibiotics, ever. Download your coupon to save \$2 on your next purchase.

SAVE \$2 on Aspen Ridge® Natural Angus Beef Products

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NATURAL ANGUS BEEF

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47 2 Comments 10 Shares

Like Comment Share



Aspen Ridge Natural Angus Beef Sponsored

We're giving away a \$100 gift card to 5 lucky winners so you can try our mouthwatering, Natural Angus beef! Simply like our page and tag one of your friends in a comment below to enter for your chance to win. We'll be announcing the winners on 11/17/2020.

\$100

Enter to Win NOW!

Aspen Ridge Natural Angus Beef
To ensure that we're encouraging a healthy on...

519 664 Comments

Like Comment Share



Beef Raised the Natural Way



USDA Choice Natural Beef



No Antibiotics Ever
or Added Hormones



Verified Angus Genetics



Born, Raised, and Harvested
in the USA

Partner with Aspen Ridge®
to discover opportunities
for your store.



NO ANTIBIOTICS EVER OR ADDED HORMONES
ANGUS GENETICS • VEGETARIAN FED

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Natural beef is defined as minimally processed, with no artificial ingredients added.

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