

FACTOR \_ x  first media

## How First Media Helped Factor Become The #1 Ready-To-Eat Meal Kit Company in 2021



### Overview

First Media has been a longstanding marketing partner for HelloFresh, the leading provider of meal kits in the world, therefore after a 2020 acquisition of ready-to-eat meal company, Factor75, it was only natural for them to tap into First Media's performance marketing expertise.

With Factor joining HelloFresh and counterparts, Every Plate and Green Chef, **the goal was to unlock new scale and growth via social media advertising** without competing with the other HelloFresh brands.

Our in-house performance team took a data-driven approach to produce innovative creative and leveraged smart media strategies that would engage new audiences and position Factor as the market leader for fully-prepared, nutritionally-balanced meals.

**Our content strategy was focused on driving the challenging lower-funnel conversion metrics from ad discovery, while still building higher-funnel awareness and consideration.** The series of over 700 ads, published by our food-focused publisher page, So Yummy, made Factor stand out amongst competitive social media feeds full of skippable content throughout 2021. With our primary distribution channel, Meta (Facebook + Instagram), being disrupted by the iOS 14 update, we saw an opportunity to diversify distribution and launch content on TikTok and Instagram Reels. **So Yummy's established channels proved to be a successful avenue for Factor to unlock new audiences, strengthening our ongoing partnership.**

### Goal

The primary goal was to convert new customers at a sustainable rate to facilitate Factor's growth by leveraging the So Yummy brand page and First Media's expertise in creating viral, engaging content, and performance marketing best practices to create innovative data-driven content and conversion driving ads.



### Challenges

- Create innovative content that does not compete with Factor's own advertising, but instead leverages user-driven data insights and the First Media best practices to unlock new audiences
- Compete in a saturated market
- Continuing to maintain and build the brand's awareness while still focusing on conversions
- iOS14 launch causing data reliability issues in ad manager
- Changing behaviors of consumers amongst the ongoing pandemic

### Results

Meta (Facebook & Instagram) spend increased **87%** more in January 2022 vs January 2021

TikTok platform grew **73%** Month-over-Month for the past 8 months