



ALETHEIA
MARKETING & MEDIA

CASE STUDY

INFLUENCER GIVEAWAYS CREATE BUZZ FOR GROCER

CHALLENGE

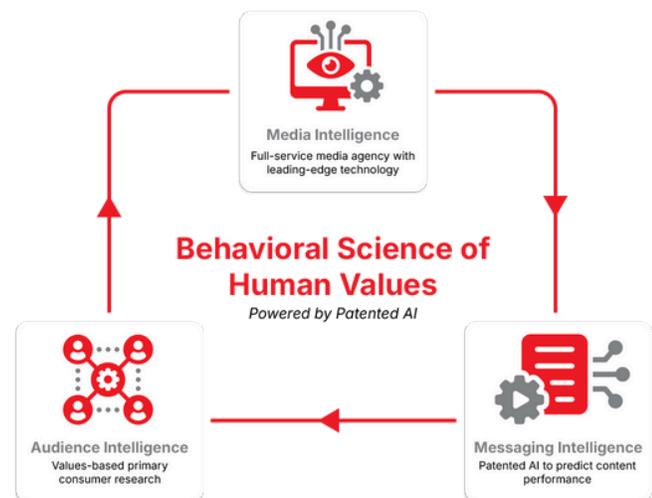
DRIVE AN INCREASE IN ENGAGEMENT THROUGH
TOP OF FUNNEL AWARENESS

As an agency partner to a regional grocery chain, Aletheia ignited our strategic approach to generate awareness of their Stocking Spree promotion through our Influencer engagement.

Leveraging our audience and influencer relationships, Aletheia social media experts identified 5 influencers most likely to impact the client's target markets.

While offering exclusive savings and buying promotions both in-store and online, our influencers engaged shoppers with an opportunity filled with discounts on participating with Pepsi, Mondelez, P&G and Kraft products. Influencers produced static and video content highlighting their experience with Stocking Spree by offering a \$100 store gift card giveaway on Instagram and TikTok.

Organically, **our influencers drove 4 times greater overall engagement rates** compared to the paid media industry average. By further layering on **paid media**, boosting each influencer's content on Instagram exceeded the client's delivery goals.



RESULTS

ENGAGEMENT
IMPROVED

2x

TOTAL
IMPRESSIONS OVER

3,300,000