

MAILER:

Whole Foods

OBJECTIVE:

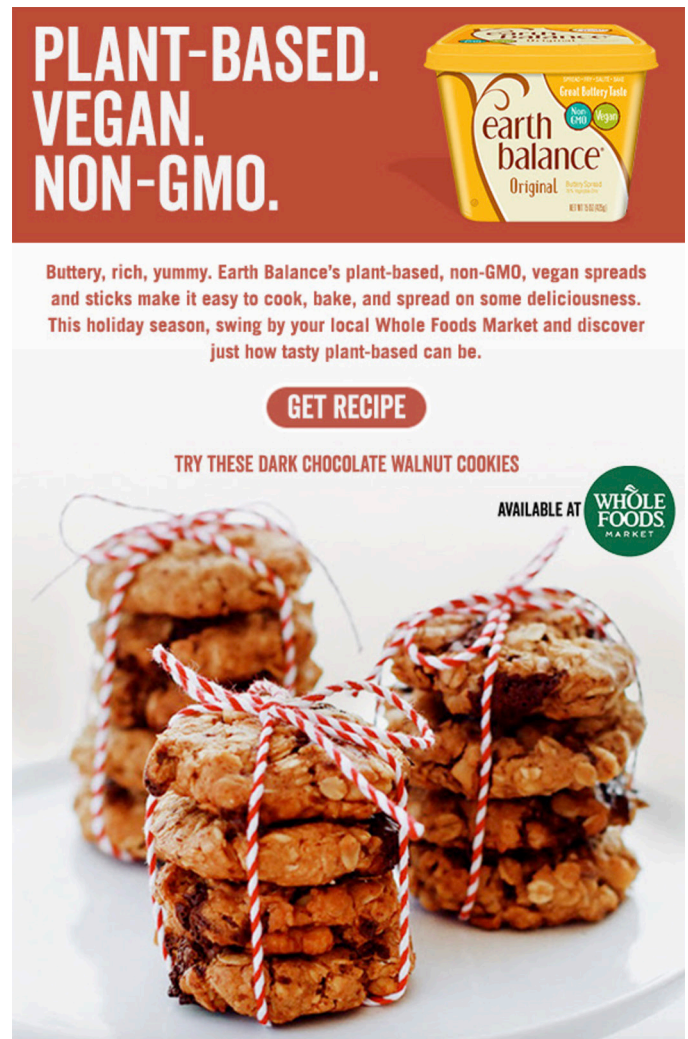
Whole Foods faced the challenge of promoting Earth Balance's plant-based non-GMO, vegan sticks and spreads during the holiday season.

SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign that reached dedicated vegans, vegetarians and organic food enthusiasts who have chosen to follow a strictly vegan or vegetarian lifestyle. The campaign reached vegan and organic conscious consumers who have opted to go dairy free and have chosen a plant based lifestyle but don't want to sacrifice the taste or deliciousness of foods. The campaign was geo-targeted to a 10-mile radius around Whole Foods stores in targeted zip codes. The creative promoted Earth Balance's plant-based, vegan, non-GMO buttery spread as the perfect addition to any holiday recipe as it is easy to cook with, bake with, and spread on foods. The creative also featured a free recipe for Dark Chocolate Walnut Cookies that was only available on the Whole Foods website.

OUTCOME:

The email campaign produced outstanding results. The campaign delivered a high open rate and an exceptional click through rate which led to an increase in recipe downloads.



Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com