



CASE STUDY

Influencer Marketing Campaign





BACKGROUND

The Raisin Administrative Committee, a federal marketing group that represents California raisin growers, wanted a creative and impactful way to highlight the fruit and its benefits. Specifically, they wanted to **underscore the nutritional value and versatility of California Raisins while also driving awareness, favorability, and purchase intent**. To achieve these goals, The Raisin Administrative Committee partnered with Sway Group on a multi-wave influencer program over Instagram and TikTok using a stable of 10 influencers.

Understanding the holistic impact of the campaign was vital to The Raisin Administrative Committee. To that end, they wanted to **go beyond traditional metrics and measure how their efforts made people think and feel about California Raisins**.

To uncover these insights, **Group RFZ conducted a brand lift study** spanning the second half of the program. **The results not only crystallized the overall success of the program but provided insight into which channels and influencer approaches really moved the needle.**



Methodology

Group RFZ's brand lift study utilized a control/exposed methodology. The research included 900 people and encompassed the Raisin Administrative Committee's efforts on Instagram Organic, Instagram Paid, and TikTok.



450 EXPOSED: Everyone in the exposed groups saw a piece of content from the program via a custom clutter reel.



The **INSTAGRAM ORGANIC** audience was comprised of the influencers' followers.



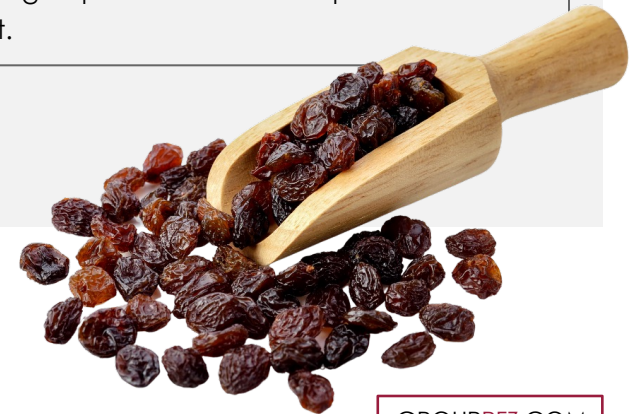
The **INSTAGRAM PAID** audience was the exact audience that the program was amplified to.



The **TIKTOK AUDIENCE** was a representative audience of heavy TikTok users who aligned with the influencers' followers' profiles on the channel.

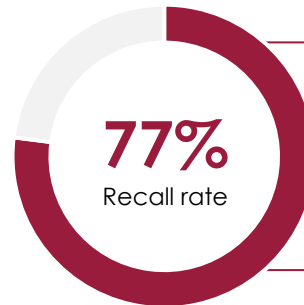


450 CONTROL: Three look-alike audiences to the exposed groups who were not exposed to the content.

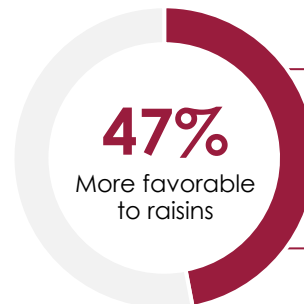


WHAT WE FOUND

The brand lift study showed the program positively impacted consumers, with strong recall, significant lift in awareness – both aided and unaided - and a large increase in favorability after exposure to the campaign. Moreover, several attributes saw significant lift and there were directional gains for raisin appeal and nutrition ratings.



Overall, the campaign was responsible for **marked increases in recall and awareness** with a 77% recall rate, and 12- and 6-point significant lifts in unaided and aided awareness respectively.



After exposure to the campaign, **favorability dramatically increased** with 47% of respondents saying they were more favorable to raisins.



Instagram Organic had the strongest impact on **awareness**



Instagram paid was responsible for the largest lift in **raisin appeal** and **nutritional rating**

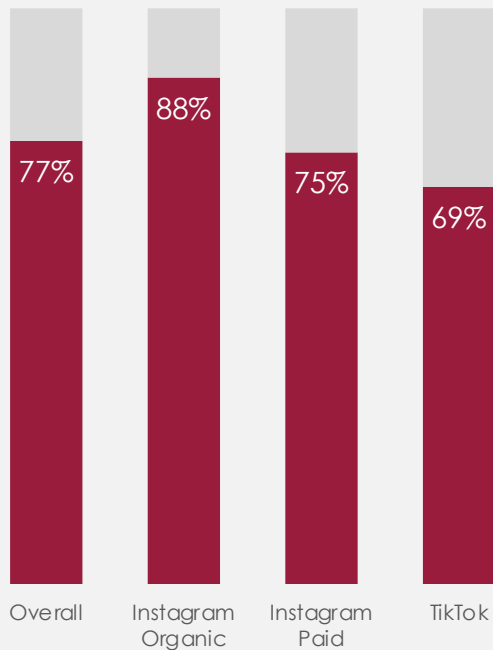


TikTok had the strongest performance in **brand attribute ratings**.

Six out of ten brand attributes had significant lift in the TikTok exposed group in either net agreement or "strongly agree."



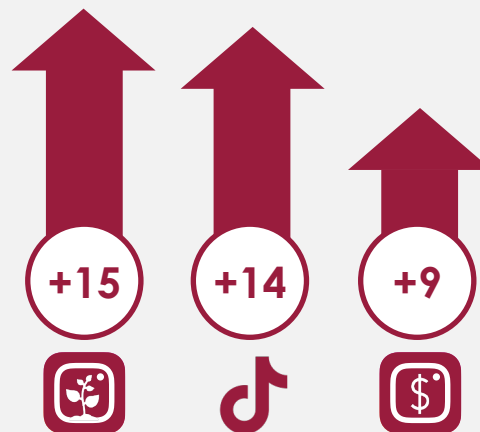
RECALL



Recall was strong on every channel.



AWARENESS



Unaided awareness of where raisins are grown and sold had significant lift in Instagram Organic and TikTok. Instagram Paid fell just short of the other channels but was still directionally improved with a 9-point lift from control to exposed.



FAVORABILITY

20% much more favorable

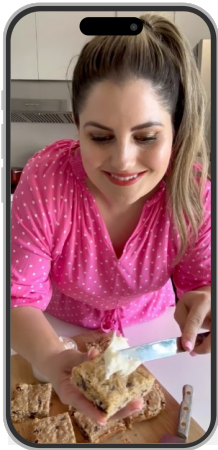


47% more favorable

Across all three channels, **consumers were much more favorable to raisins after watching the videos** with TikTok leading the way.

RAISINS MESSAGING

A crucial part of the Group RFZ brand lift study was to uncover how the campaign's messaging resonated. Did it shift or strengthen perceptions and attitudes towards California Raisins? Did some points stick while others missed the mark? The study measured 10 distinct attributes in all, ranging from messages around health, to utility, to sustainability. Below are a few of the highlights:

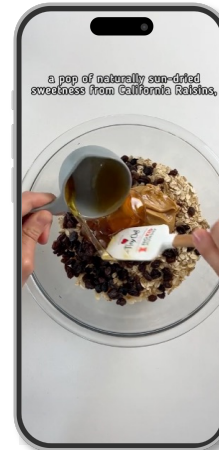


California Raisins have lots of uses in snacking, baking, and cooking



SIGNIFICANT 5-POINT LIFT

8-POINT STATISTICALLY SIGNIFICANT LIFT ON TIKTOK

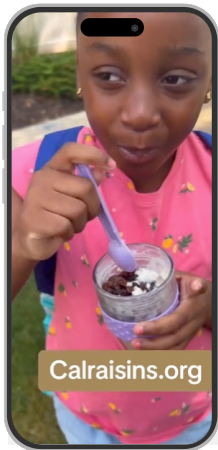


California Raisins have no added sugar



SIGNIFICANT 10-POINT LIFT

SIGNIFICANT LIFT ON EACH CHANNEL

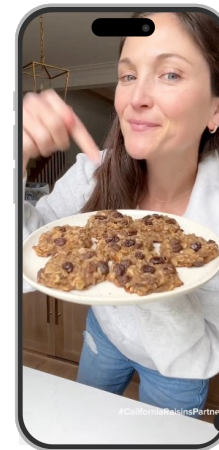


California Raisins have fiber (7% DV), potassium (6% DV), and iron (4% DV)



SIGNIFICANT 6-POINT LIFT

9-POINT SIGNIFICANT LIFT ON INSTAGRAM PAID



California Raisins are sustainably grown by family farmers



SIGNIFICANT 8-POINT LIFT

8-POINT LIFT ON INSTAGRAM ORGANIC

OUTCOME

Group RFZ's brand lift study gave The Raisin Administrative Committee the insight they craved around the program. Beyond proving success around its KPIs, the study illuminated how each channel, as well as organic vs. paid approaches, excelled in different areas. As a result of the research, the Raisin Administrative Committee will continue to use influencer campaigns in their world-wide marketing efforts.

We appreciate the support of Group RFZ in enabling us to document the strong appreciation that consumers have for California Raisins and the positive impact of our influencer campaign. We will utilize the insights to optimize our future campaigns.

TIM KENNY

Raisin Administrative Committee
VP of Marketing





Group RFZ helps leading brands and agencies measure the impact of their digital marketing campaigns against their specific goals. Utilizing custom-built brand lift studies, Group RFZ fills the measurement gap for our global clients so they can demonstrate success in a clear, relevant way, and optimize campaigns going forward.



ACHIEVE & DEMONSTRATE ROI

with custom metrics that align with your goals



UNDERSTAND YOUR AUDIENCE

and what they think of your content and brand



OPTIMIZE YOUR EFFORTS

and long-term strategy by knowing exactly what works and why



MAKE SMARTER DECISIONS

with comprehensive insights that don't leave you guessing



- ☑ **Compare and contrast audiences** based on behavior and demographics
- ☑ Get feedback from **niche or smaller audiences**
- ☑ Obtain **custom insight** based on your specific objectives
- ☑ Unearth more **candid, unbiased insights**

info@grouprfz.com
720.295.2043
Denver, CO 80202

GROUPRFZ.COM