



# White Wave Rides The Long Tail Of Content Marketing And Drives Sales During Meatless Monday Nights

**OPPORTUNITY:** The study concentrated on an influencer marketing campaign WhiteWave Foods conducted through the TapInfluence platform for its Silk® brand of plant-based beverages. As part of the campaign, more than 250 top fitness and food influencers were selected to create unique content referencing Silk products and the brand's "Meatless Monday Nights" campaign, and share that content via their social networks.

250+ top fitness & food influencers

1 million pageviews & counting...

tapinfluence

The infographic illustrates the campaign flow: influencers create content, consumers view it, and purchase Silk products. It features images of various Silk products (Cashew, Dairy-Free Simply Plain, Almond) and a TapInfluence logo.

**STRATEGY:** By tracking the offline purchases of consumers who viewed these influencer posts, the study revealed significant ROAS sales results: exposed consumers bought Silk® products 9 percent more frequently than the control group, noticeably gaining "share of fridge" from traditional milk. Most importantly, the return per engagement reported at the time of this case study will improve over time, as the TapInfluence's evergreen content continues to proliferate through the web.

## RESULTS

**\$285** Incremental Sales per 1k Pageviews

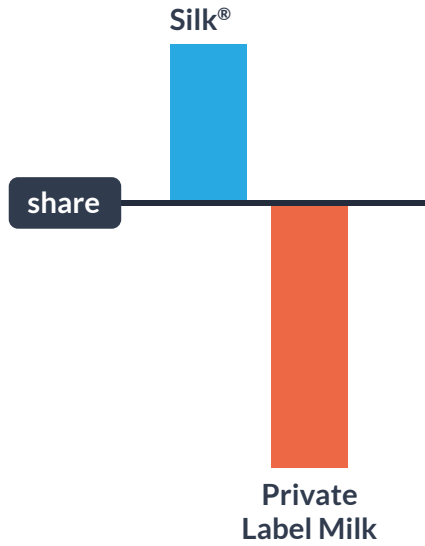
**10%** Incremental Sales Lift

**198% ROAS**



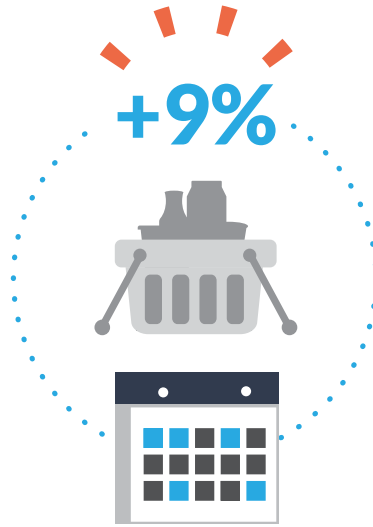
### Shifting from Milk to Silk®

Exposed consumers were making Silk® products a larger part of their milk purchase mix at the expense of private label milk

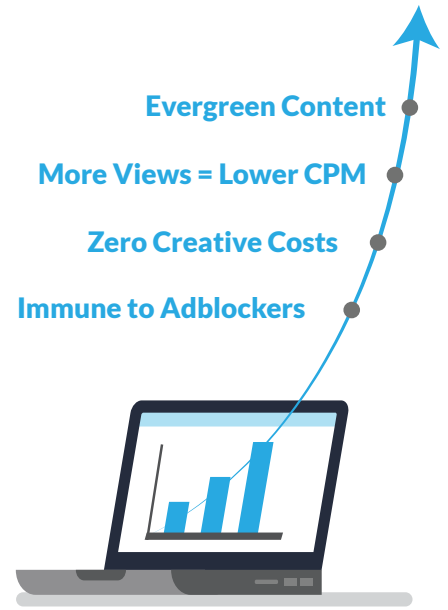


### Purchase Frequency

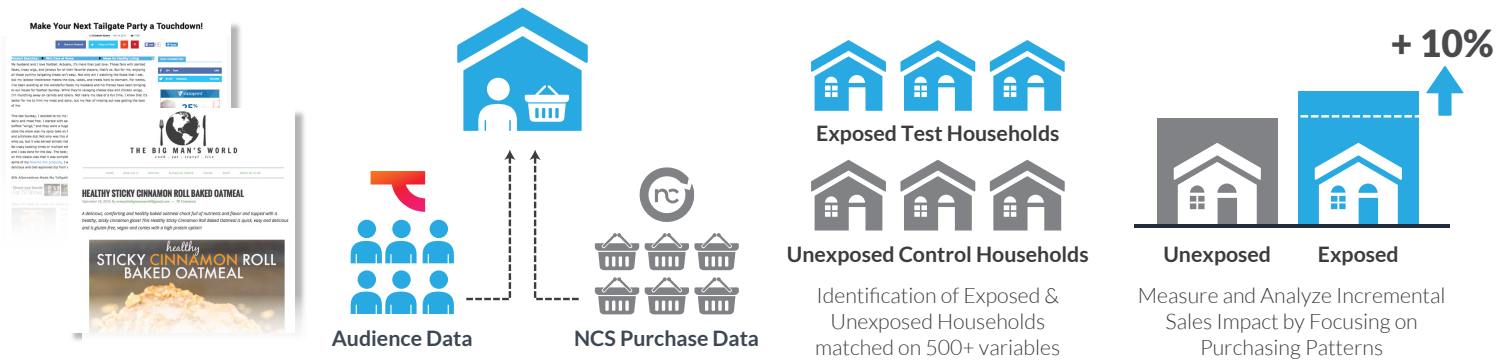
Buyers in the exposed group purchased Silk® more frequently than those unexposed



### Influencer Marketing, the Gift that Keeps On Giving



## METHOD & RESULTS



Any questions? Get in touch:

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