

CASE STUDY

NEW PRODUCT LAUNCH

BACKGROUND

A nutritional supplement company enjoyed tremendous success with their green superfood blend in Canada, and they sought to sell their product internationally. They partnered with Kaspien Agency to build their US channel from the ground up. While popular in Canada, the brand was still largely unknown to US consumers. We were tasked with changing that.

OUR STRATEGY

Our first goal was to start growing their brand exposure with US shoppers. To do that, we needed to go beyond Amazon. We collaborated with the brand to launch influencer campaigns and social media ads that targeted specific demographics, ensuring that they reached the most relevant audiences.

As we spread the word off-site, we also began offering coupons and giveaways to place their products on two of the most viewed pages on Amazon.

RESULTS

In just two months, our marketing efforts dramatically increased brand awareness with US shoppers.

500K

shoppers reached

88%

sales increase
over 3 mo.

7,000

social engagements

