



MEDIAFORCE CASE STUDY:

CPMA 



CPMA WANTED TO CREATE AN ENGAGING SOCIAL MEDIA CAMPAIGN TO EMPOWER ALL CANADIANS TO ADOPT HEALTHY EATING HABITS.

THE COMPANY

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada from the farm gate to the dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruits and vegetables for its members.



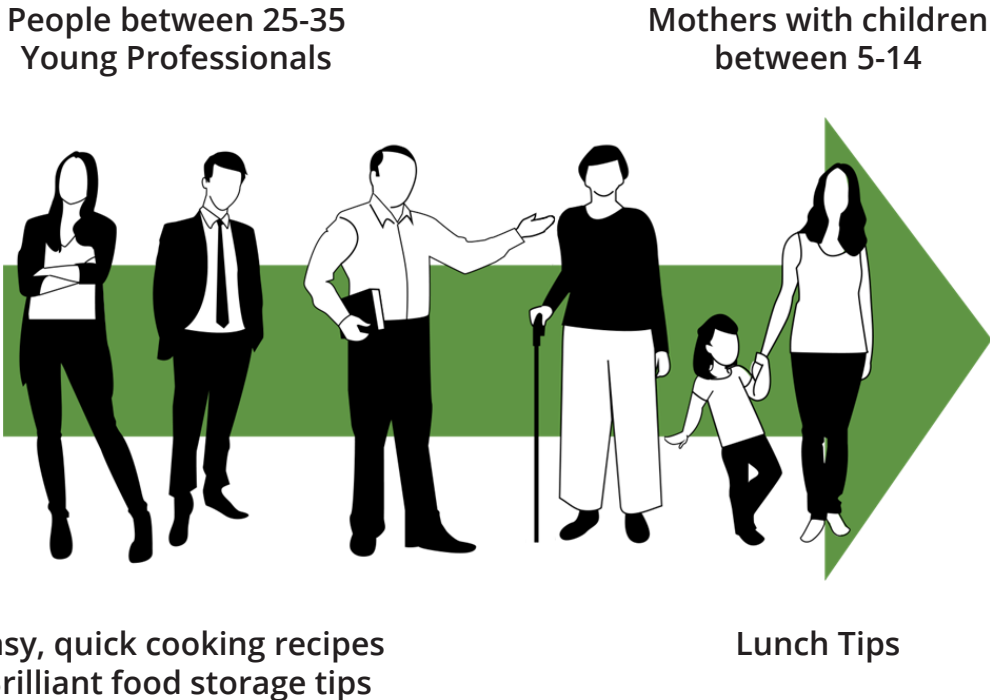
This new campaign called “#halfyourplate” would encourage people to incorporate more fruits and veggies in their daily diet. CPMA needed to reach their desired audience, create a conversation and influence Canadians to change their habits, and measure the progress and success of the campaign.

IMPLEMENTING & EXECUTING SOLUTIONS

Mediaforce executed a detailed research phase in order to develop strategic social tactics for reaching individuals in unique ways to influence them to change their diet. Canadian household structures were studied to identify how each individual plays a different role when it comes to making or influencing meals or food decisions and the potential challenges they might face.

BUILDING AWARENESS

From this information, segments were created based on demographic and psychographic factors. These segments would allow for customized targeting methods, in order for the right people at the right time to see the most engaging content. For each segment, a message would be crafted specifically to address a collective need.



CREATING CHANGE

To truly influence people to change their habits, a team of advocates was built for the #halfyourplate campaign. This social army comprised a careful selection of influential Canadian bloggers who are directly (nutritionists, chefs) and indirectly (parents, celebrities) relevant to the topic. Mediaforce helped to amplify their endorsements and provide engaging content on social media platforms to their followers and other like-minded people, using both organic and paid exposures.

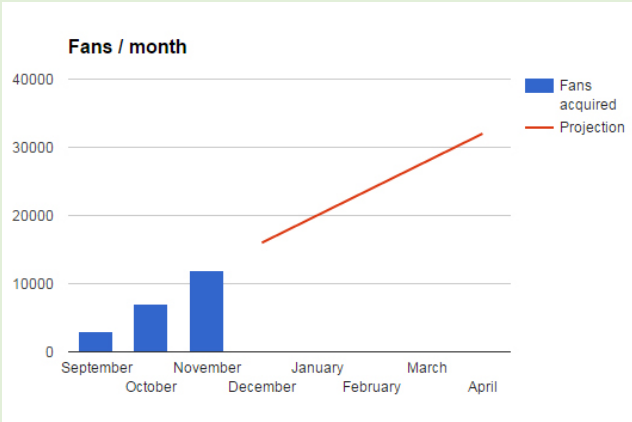
MEASURING SUCCESS

Mediaforce social analytics engineers developed a holistic measurement plan including objectives, goals, KPIs, and advanced segments to monitor the campaign's progress in real time. Furthermore, a detailed analysis with actionable insights was provided on a weekly basis to construct future content based on data. In collaboration with CPMA, Mediaforce was able to set clearly defined metrics to track progress and to continuously update the campaign from the insights gained.



RESULTS

- ◆ 20 000 Facebook Fans
- ◆ 1.5 M People reached
- ◆ 4,492,593 Impressions



The social media strategy resulted in a very strong, positive reaction on social platforms. The campaign received an amplification rate that was 800% higher than that of the industry benchmark of a successful Social Media Campaign example in Canada.



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