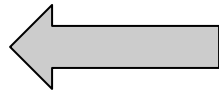


Case Study 2: Martha Stewart & Marley Spoon: Confident Cooking

Summary: Martha Stewart & Marley Spoon positioned itself in the market as the meal kit for foodies and more adventurous chefs. This worked great during lockdowns when people were frustrated in their isolation and routines. However, as lockdowns ended, we needed to rethink our position. Confident Cooking was a three-month campaign that aimed to bring in less-experienced chefs by upselling the skills a subscriber would gain by cooking with Martha Stewart & Marley Spoon. The campaign consisted of a series of blog posts, organic social creative on Instagram and Instagram stories, and a large paid advertising on Facebook, Instagram, and Pinterest.

Results: The campaign met its benchmarks and significantly contributed to the overall success of our Focaccia kits, which was one of our most successful recipes in 2021.

Case Study 2: Creative Examples



An example of a paid post, which would reach an audience of over 500,000 potential users and 50,000 active subscribers.

An example of an organic post. Our audience during my time of employment only about 20k followers and grew by 10,000 during my tenure.

