

Inspiring a Premium At-Home Coffee Experience

Engaging consumers through content, video, and interactive elements

OVERVIEW

A leading premium coffee brand aimed to encourage consumers to skip takeout and craft café-style beverages at home. The campaign focused on boosting brand awareness and engaging audiences through a sponsored content series featuring educational articles, a recipe video, and interactive elements.

APPROACH

The campaign featured a three-article sponsored content series, including a Colombian Choco Latte recipe video embedded in the second article. Complementing this content, the brand leveraged an interactive quiz, in-feed and interscroller ads, social media amplification, and strategic points of entry to ensure broad reach and engagement.

This multi-channel approach drove strong results across all platforms. The articles collectively received 20K+ page views with 20K+ unique visitors, and readers spent an average of 3:44 minutes on the pages. Social amplification generated 889K+ impressions, while interscroller ads delivered 750K+ impressions at a 0.77% CTR. The recipe video garnered 1.5K+ views, providing an engaging visual demonstration of the at-home coffee experience.

CONCLUSION

By combining content, video, interactive elements, and social amplification, the brand successfully engaged its audience, drove meaningful interactions, and reinforced the value of crafting high-quality coffee at home, demonstrating the power of a coordinated, multi-channel strategy.

20K+

TOTAL PAGE VIEWS
Articles 1-3

20K+

UNIQUE VISITORS

3:44min

AVG TIME SPENT ON PAGE

