

SOS ● ● ● TREATS™ ■ ■ ■ ● ● ●

SOS Treats Launch Campaign // Case Study





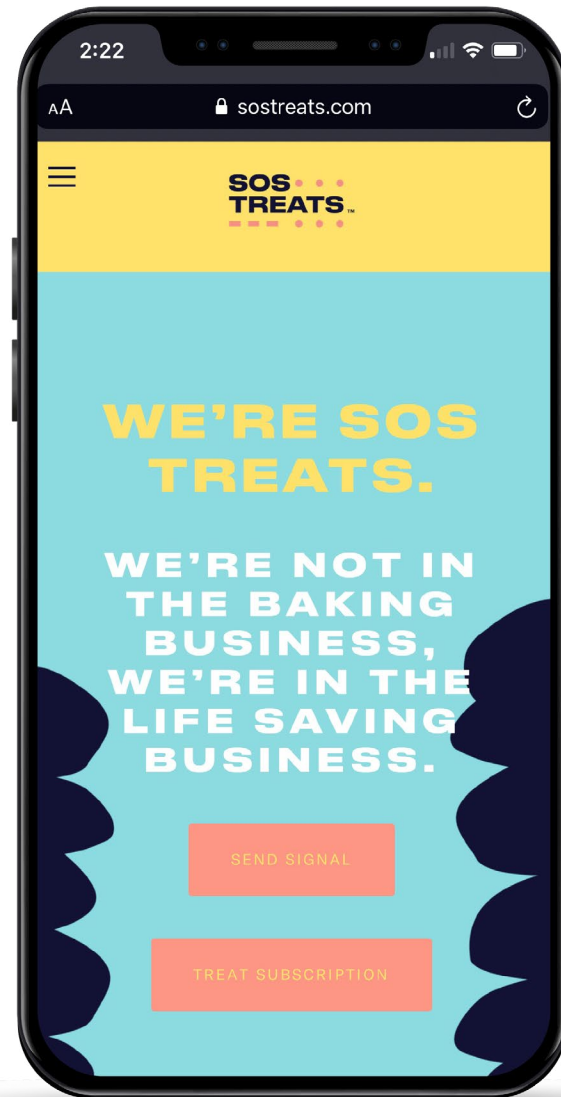
Overview

SOS is a Morse code distress signal, used internationally. It is a signal of three dits, three dots and another three dits spelling "S-O-S" and commonly decrypted to "Save Our Ship" or "Save Our Souls".

SOS Treats is the new cookie company on the block... and they're changing the cookie game. They're not just about the baking business, they're in the life saving business. Bringing you fresh-baked, scratch-made, life preserving treats. Delivered right to your door. You send the signal, they send the treats.

After months of carefully calculated measurements and preparations, the time had come to spread the word about about SOS. The mission was simple; send a strong unified signal to local foodies to spark interest in the brand and their offering.

On September 26th,
the signal was sent.



Introducing SOS Treats

You send the signal, we send the treats.

Strategy:

Leverage the meaning behind “SOS” to spark enough confusion to get our audience interested and engaged.

Goal: Spread awareness and drive traffic to the SOS Instagram + website and compile custom content.

How: Coordinate influencer blitz through I/G and collaborate with local media outlets and macro influencers for PR and giveaways.

When: September 26th at 6:00pm.

Who: Toronto based food & lifestyle influencers

| **Campaign Length:** 2 days



PHASE 1

SOS WE NEED MORE CONTENT



Photoshoot



Design

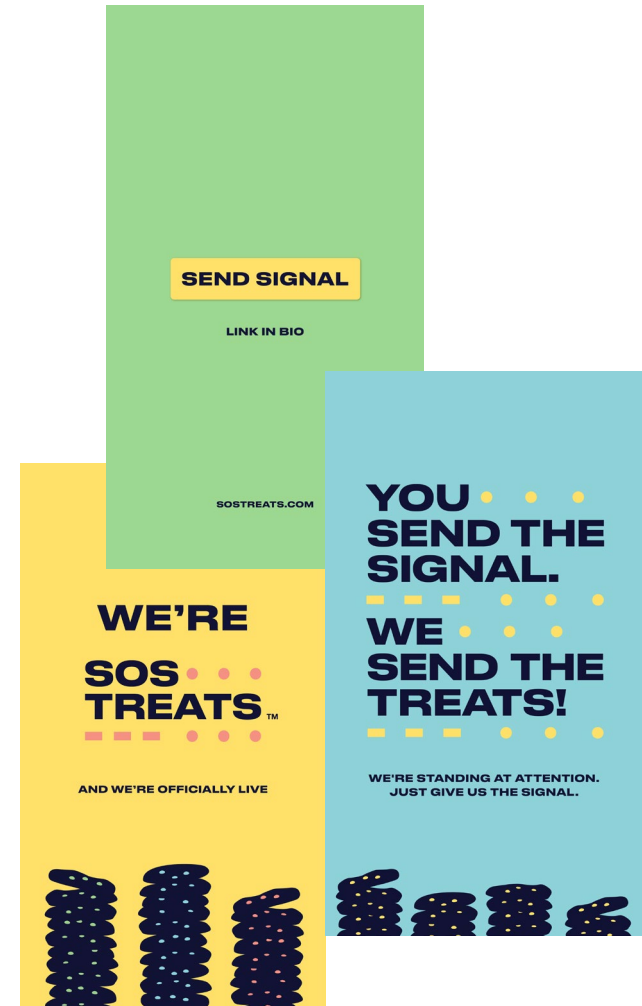
In order to communicate with our audience, we designed custom content to be used on launch day, with a curated flow, highlight bubbles, and stories.



launch flow



highlight bubbles

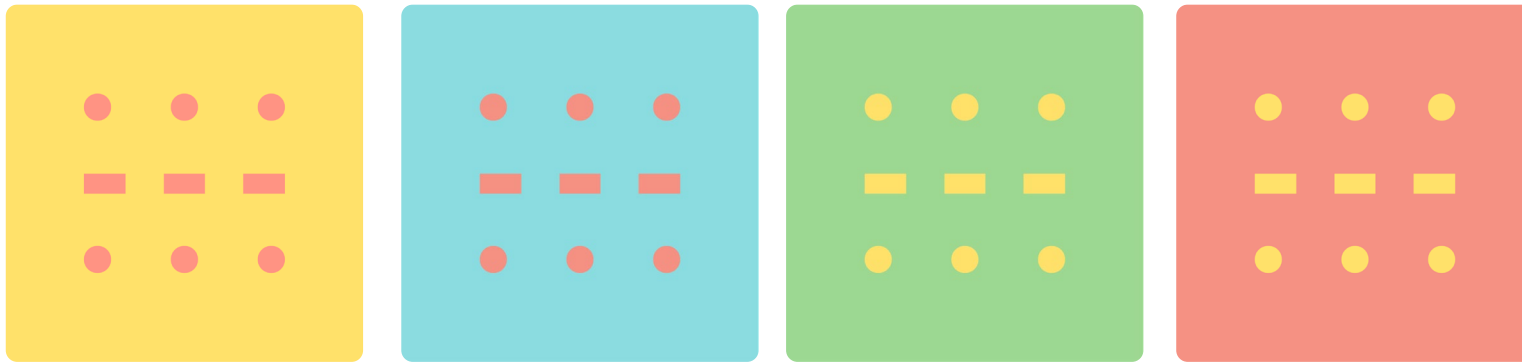


launch stories



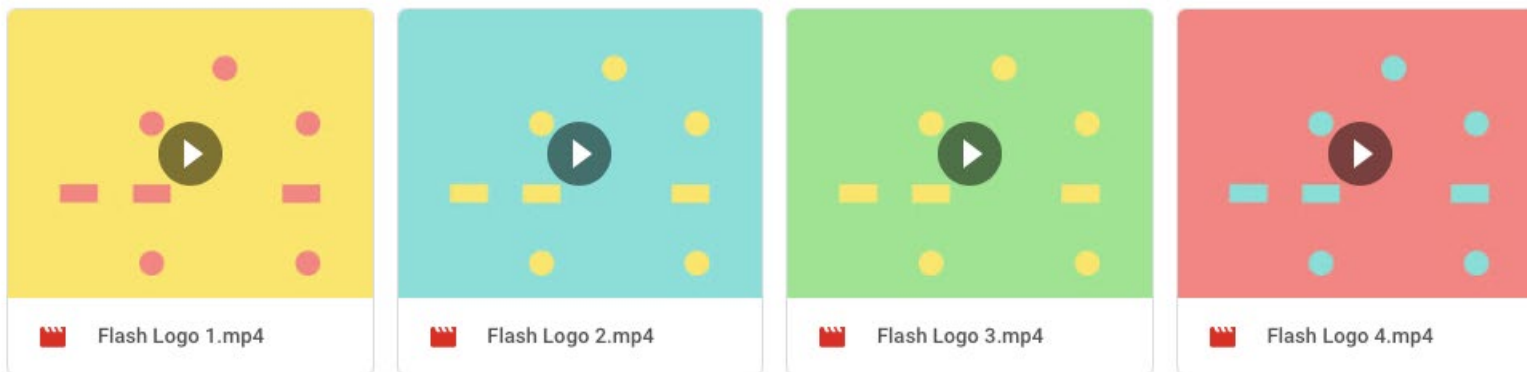
Design

The following are custom pieces of content that were provided to the influencers. They are variations of the SOS Treats logo in morse code.



static assets

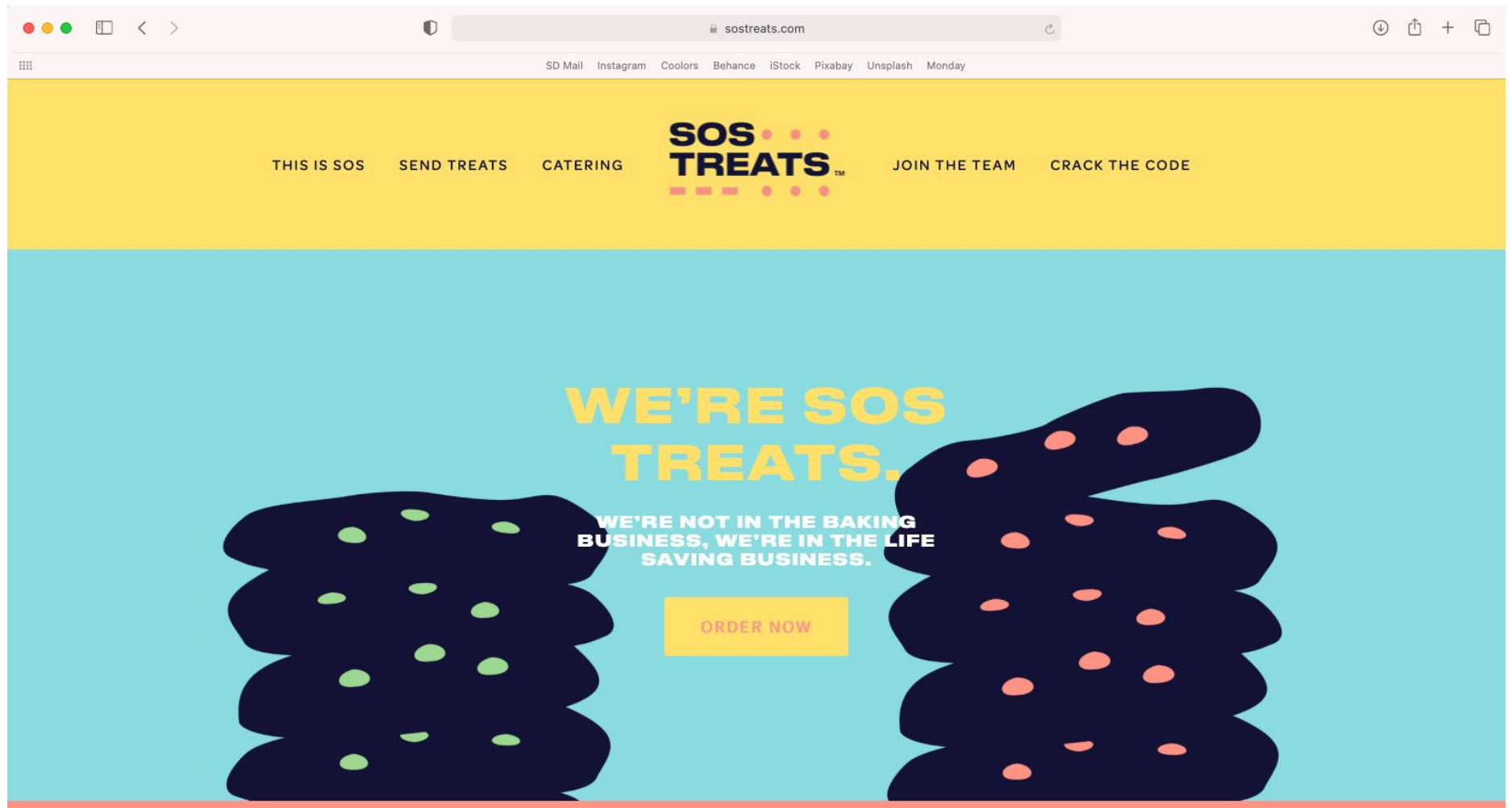
Files



note: the above are animated versions of the logos.



Web Design



[view here](#)



PHASE 2
SEND THE SIGNAL



Influencer Marketing

We sourced, analyzed and reached out to **79 key influencers** (paid & non-paid) in Toronto and surrounding areas in the GTA to help us spread awareness about SOS Treats and their launch.

| Non-Paid Nano-Influencers:

Influencers received an SOS Package including: 6 cookies, t-shirt, mug, & \$25 SOS Treats gift card

| Non-Paid Micro-Influencers:

Influencers received an SOS Package including: 12 cookies, t-shirt, mug, & \$50 SOS Treats gift card

| Non-Paid Macro-Influencers:

Influencers received an SOS Package including: 24 cookies, t-shirt, mug, & \$100 SOS Treats gift card

| Paid Influencers:

Influencers received an SOS Package including: 24 cookies, t-shirt, mug, & \$100 SOS Treats gift card



Strategy:

Coordinated influencer blitz with local influencers to post and share custom content about SOS. The more signals that were sent, the more people it reached, the greater the chance of survival.

The campaign was split into two posting days and was designed to first confuse our audience and later educate them. Each influencer was responsible for posting on both Day 1 and Day 2 of the campaign.

...in exchange for:

1 x morse code post (static/animated)
1 x feed post
unlimited stories



Campaign Brief

Day 1 - Confuse & Gain Interest September 26th at 6 PM

All posts to go LIVE on September 26th at 6:00 PM

Choose and post 1 branded image for SOS Treats on your Instagram feed
(influencer will get to choose from 16 variations of branded posts, 12 of which are animated)

- no caption, no context
- only tag @sostreats in the photo

*Content was to be shared at this date and time in order to successfully send a strong coordinated signal.

Day 2 - Educate September 27th, anytime

As of September 27th, influencers were asked to educate their followers about SOS and share the content they created using the cookies they received.

- 1 product review (picture, video testimonial, REEL, etc.) - highlighting the different types of cookies, ordering process & announcement that SOS Treats was officially live.
- 3-5 stories explaining the delivery process & the treat options
- the use of the hashtag, #sendoversweets, and brand handle, @sostreats, on all content



RESULTS



SEPTEMBER 26th
DAY 1 = CONFUSE

79

INFLUENCER POSTS

16

VARIATIONS OF CONTENT

1

STRONG SIGNAL

Organic Influencer Reach - Day 1

The confusion:



nevereatwong What going on!!! I want to know 🤔

18w Reply



ohhhyaafood I'm so curious omg

18w Reply



deepaprashad1 What's happening?!

18w Reply



superherofoodies So very very intrigued 🤔

43m Reply



kristinerella54 Seeing this all over

8m Reply



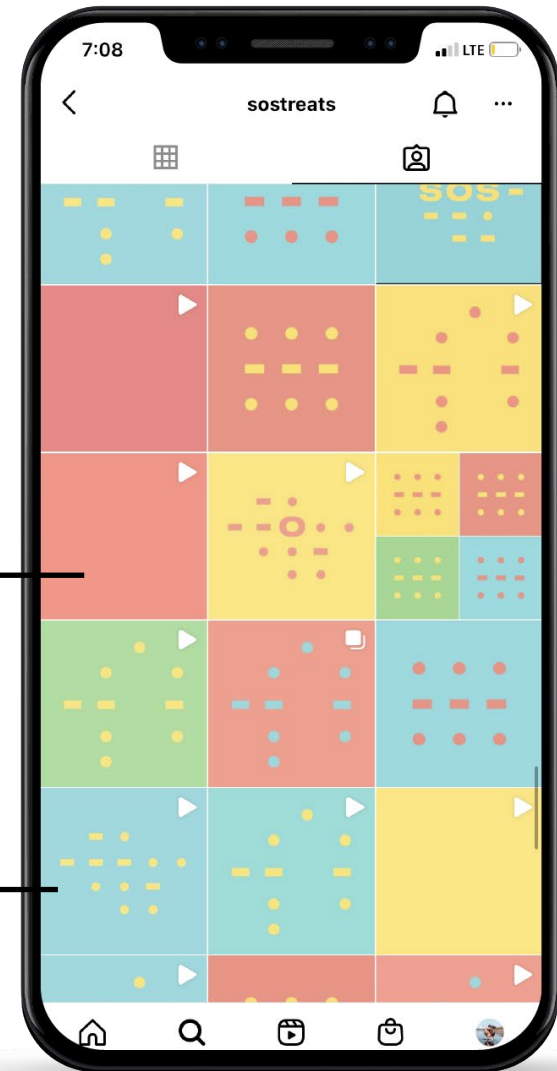
eatdrinketc Now I need to know what this is about!

17w Reply



tasteofthe6ix The suspense 🤔

17w Reply



The following is a screengrab from the "tagged section" on the SOS Treats Instagram profile, of the content that was posted within the first hour of Day 1.



SEPTEMBER 27th
DAY 2 = EDUCATE

65

INFLUENCERS POSTED

312

CUSTOM CONTENT

1

STRONG SIGNAL

Organic Influencer Reach - Day 2



canspiceitup OMG! @sostreats are amazing would grab s'mores and stuffed nutella first 🥰

17w Reply



kristinerella54 Love the concept and yes Fresh cookies are the best

17w Reply



foodtographyviews I'm drooling at these cookies! Can't wait to try 🥰

17w Reply



skinny.2.fit Need an sos

17w Reply



micheatsmuch Now this was the signal I needed 🥰

18w Reply



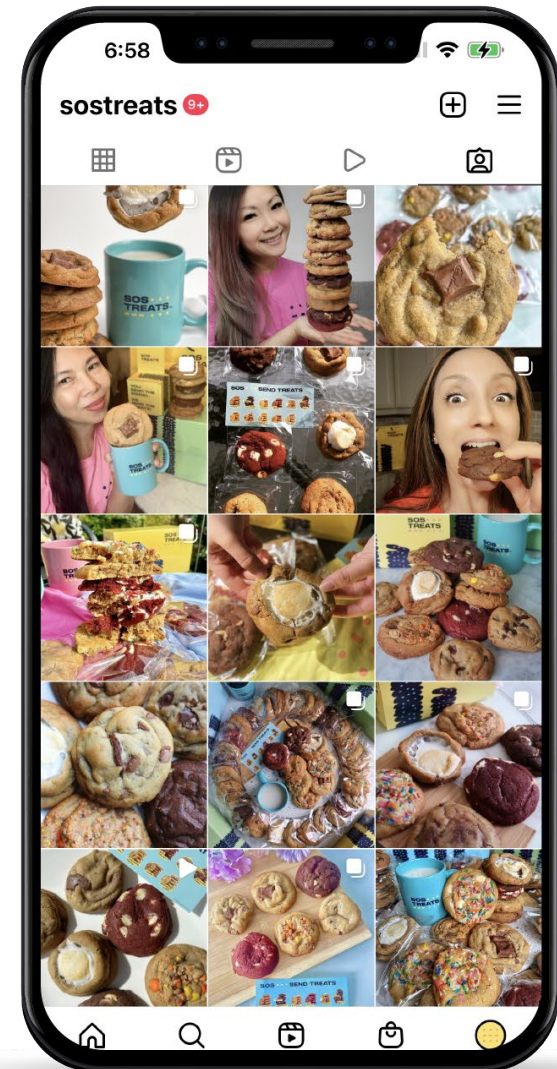
vancityh This is a good kind of emergency 🥰

18w Reply



eathere416 These cookies just took over me feed 🔥

18w Reply



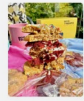
The following is a screengrab from the "tagged section" on the SOS Treats Instagram profile, of the content that was posted on Day 2.

Paid Influencer Reach

@to_finet

Giveaway

47,301 Accounts Reached
3,544 Interactions
1615 Likes
1775 Comments



September 27 at 4:51 PM

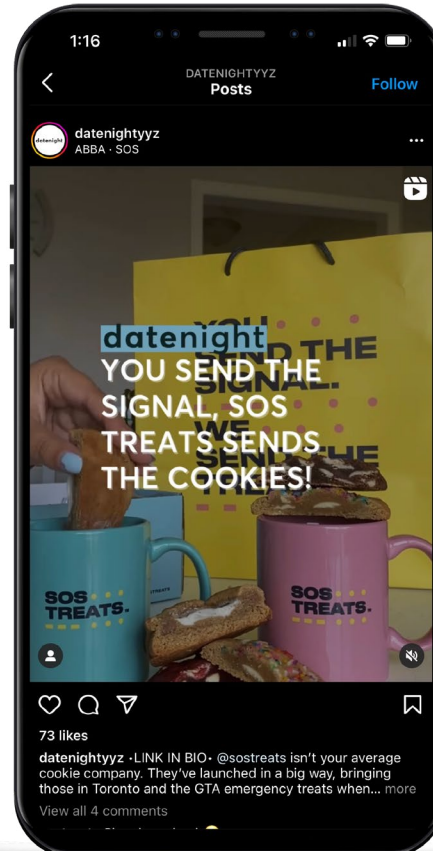
1615 Likes, 1775 Comments, 89 Shares, 65 Saves

Overview

Accounts Reached	47,301
Content Interactions	3,544
Profile Activity	375

Reach

47,301
Accounts Reached



@datenightyyz

Giveaway

25,290 Accounts Reached
2,439 Interactions
791 Likes
1548 Comments



September 27 at 2:07 PM

791 Likes, 1548 Comments, 48 Shares, 52 Saves

Overview

Accounts Reached	25,290
Content Interactions	2,439
Profile Activity	243

Reach

25,290
Accounts Reached



PR PROMOTIONS


Daily Hive

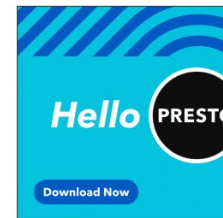


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FOOD DESSERTS FOOD NEWS

This Toronto cookie delivery service offers monthly subscriptions

 Karen Doradea | Oct 4 2021, 4:09 pm



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SOS Treats

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PR PROMOTIONS

Date Night YYZ

datenight


travel

food & drink

people

events

lifestyle

cities 

Food & Drink, Toronto

You Send the Signal, SOS Treats Sends the Cookies!

September 27, 2021



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PR PROMOTIONS

View The Vibe

SUBSCRIBE

VIEW *the* VIBE

Facebook Twitter Instagram Pinterest

COOL VIBES ▾ BEST IN THE 6IX ▾ CITY LIFE ▾ EVENTS ▾

EATS+DRINKS

Toronto's Pi Co Launches Cookie Subscription Service

SHADAI SCOBURGH · OCTOBER 2, 2021 · 1 MINUTE READ



A delicious delivery always makes the day more exciting. The creators of Pi Co created [SOS Treats](#), a direct-to-consumer concept which will allow people in the Greater Toronto Area to have access to high-end artisan baked cookies. Who doesn't love a good cookie!?

NOVEMBER FEATURE

Meet The Makers behind King West's Sustainable Hotel: 1 Hotel Toronto
#VIBefeatures



READ NOW

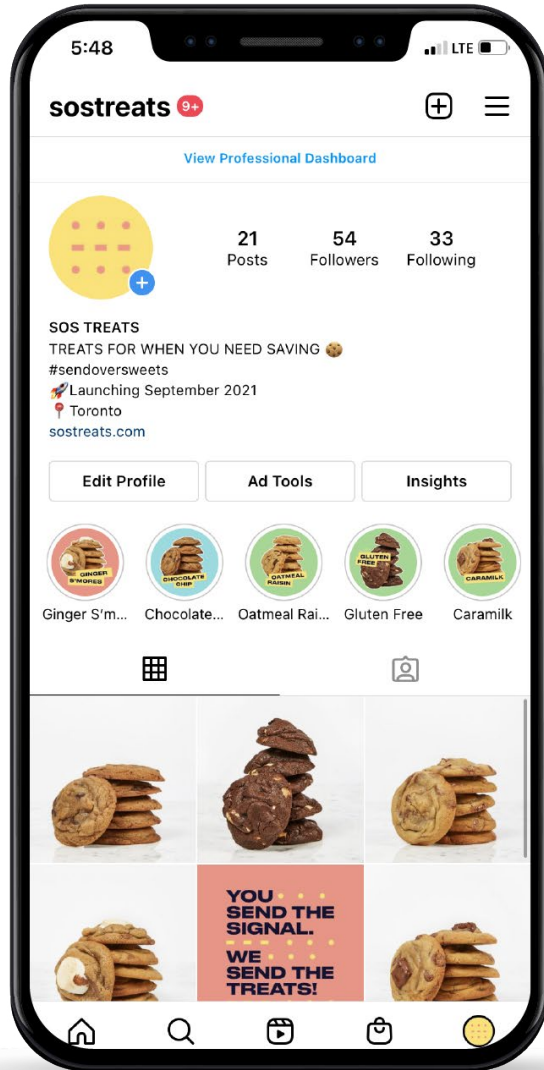
LATEST VIDEO

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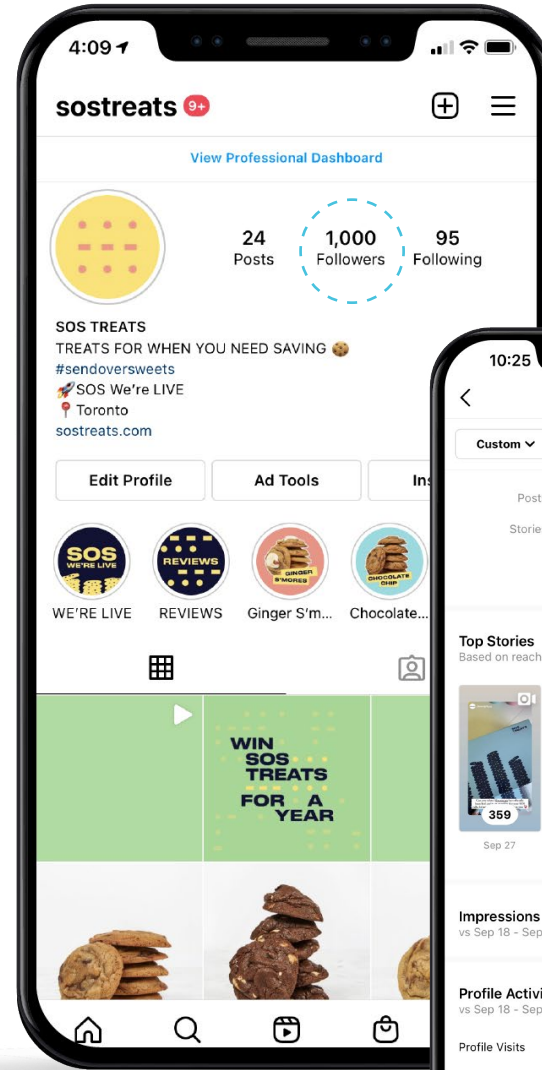


SOS Instagram Profile

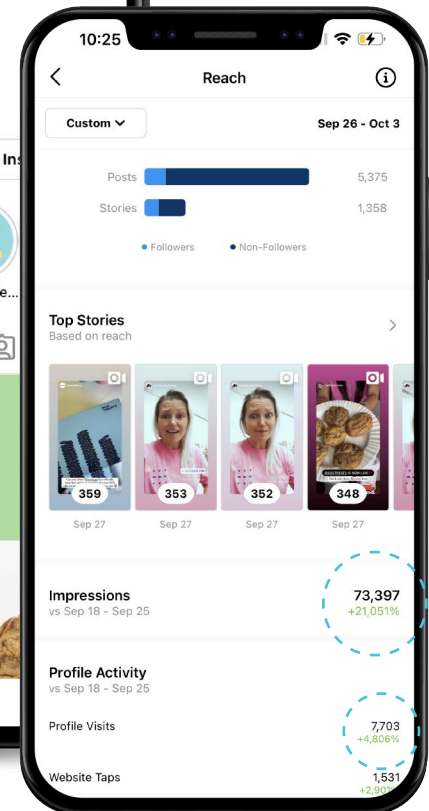
The following are before and after screengrabs, as well as analytics, of the SOS Instagram page a week after the campaign launch.



before



after



Content



Content



IMPACT



The signal successfully reached **1.3 MILLION** people

79

Influencers

1.3M

Reach

96

Feed Posts

18,786K

Likes & Comments

255

Stories







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