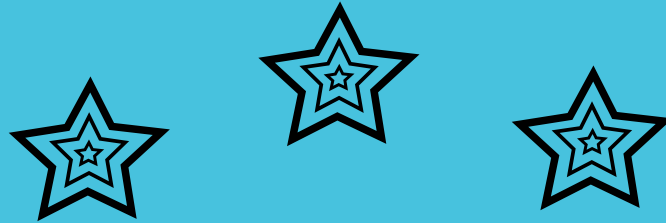


**SINCE 1948
DEPUIS 1948**



**MOUTARDE CANADIENNE
KOZLIK'S
CANADIAN MUSTARD**

Kozlik's Kits // Case Study





Overview

Kozlik's Canadian Mustard was established in 1948 and has remained family owned and operated to this day, producing hand-made mustard in small batches with 100% Canadian mustard seed.

With spring around the corner, the Kozlik's family wanted to find a fun, engaging way to take their followers on a culinary adventure and remind them of all the different ways that you can add Kozlik's to your meals.

By collaborating with Toronto based food and lifestyle influencers and sending them an interactive sandwich kit, we were able to tell stories and share inspiring recipes that reminded people that the perfect sandwich begins with you and ends with Kozlik's.



Just Add Kozlik's Campaign

Hungry for the perfect sandwich... and the perfect content?
The Kozlik's Ultimate Sandwich Kit has got you covered.

Goal: To spread awareness about the Kozlik's brand, build influencer relationships, and compile video-based content.

How: Design a branded, interactive influencer kit to be gifted to local influencers who can create engaging content and share unique recipes using Kozlik's products.

Who: Toronto-based food influencers, chefs and mom/ dad bloggers.

| **Campaign Length:** 4 weeks (May - June)



Strategy

Spreading the Kozlik's love was a top priority but before doing so we needed to create some custom content to be used for the Instagram page, influencer kit and other strategic marketing avenues.

Content Strategy:

- Instagram refresh
- Studio / Photography shoot
- REEL Shoot

Marketing Strategy:

- Influencer Kit Design
- Influencer Campaign
- Strategic Partnership

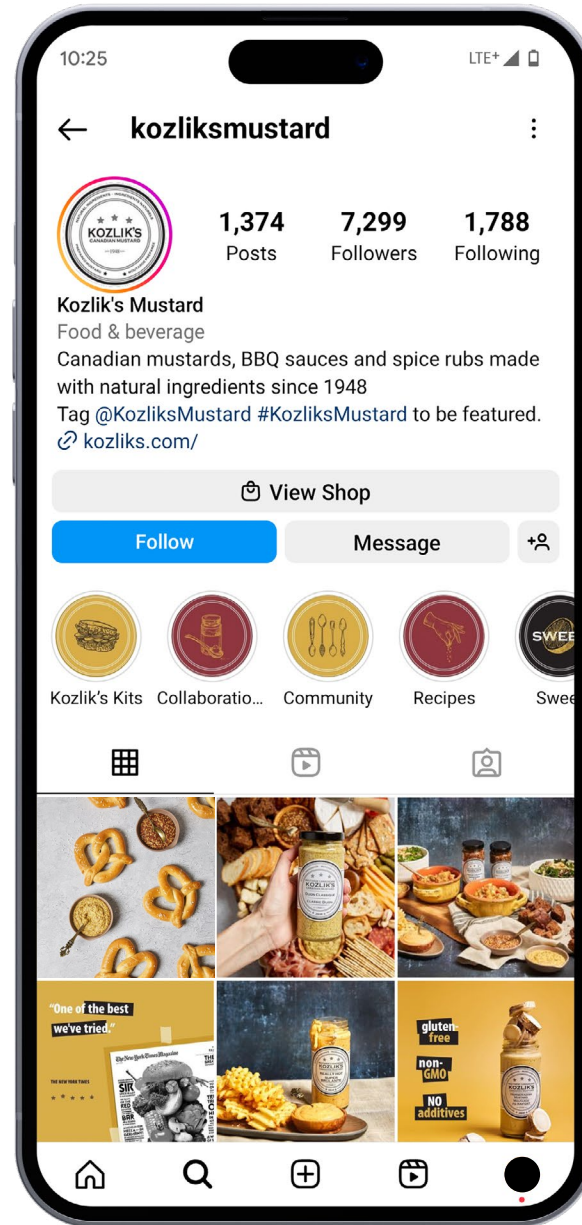


CONTENT STRATEGY

Instagram Refresh

The first step to the content initiatives was to give the existing Instagram page a bit of a makeover. By designing custom, branded content and carefully incorporating different aspects of the Kozlik's brand into different parts of the feed, we were able to level up the look and feel of the brand -> very important to do prior to investing into any campaign, promotion or collaboration opportunities.

Branded Posts →



← Branded Highlight Bubbles

Your Instagram page isn't a brand fan page—it's a representation of who you are. To complete an Instagram refresh, we review your existing content and recommend ways to better infuse your profile with your brand elements. We provide an avatar, highlight bubbles, and branded posts to create a professional, credible page that shows your brand in the best possible light.



Instagram Refresh

Branded Highlight Bubbles



Spicy



Retailers



Savoury



Collabs



Sweet

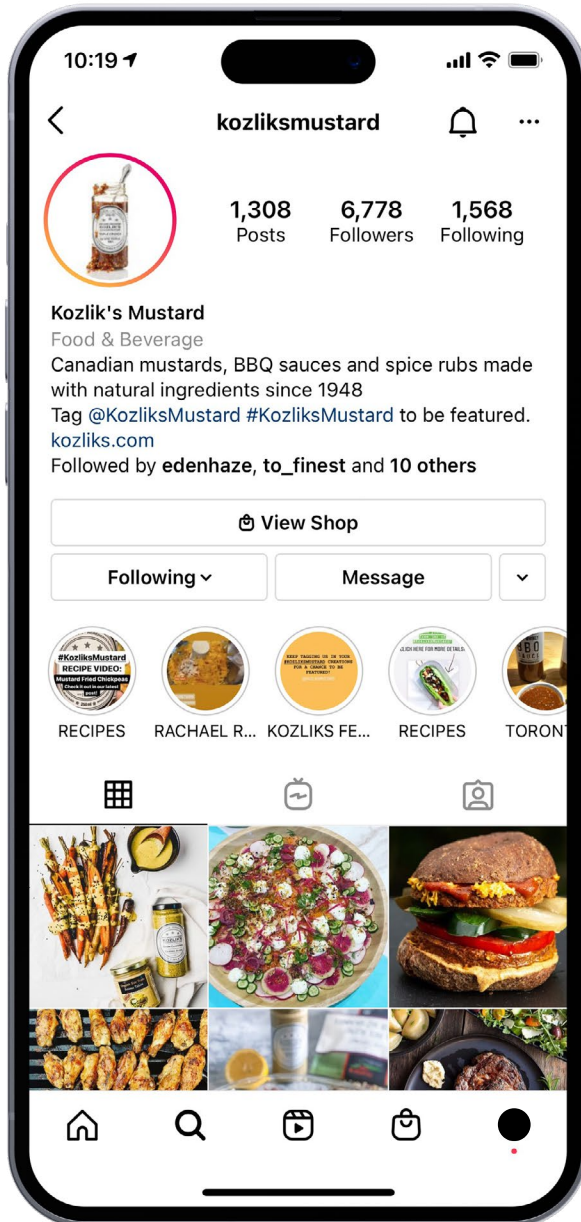


Recipes

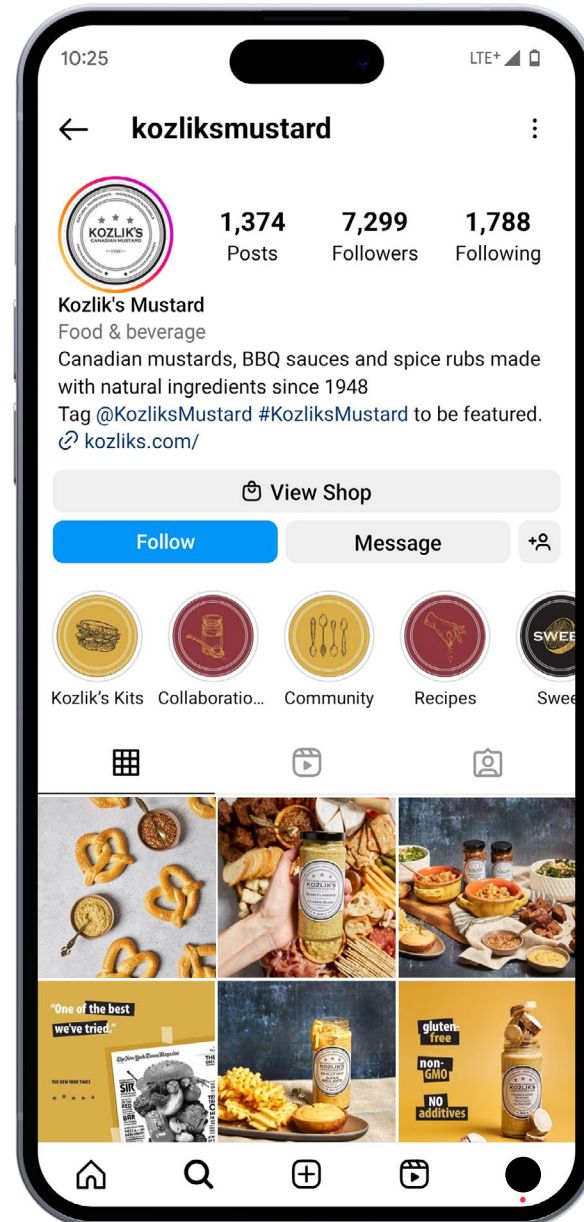
Branded Posts



Before



After



Studio / Photography Shoot

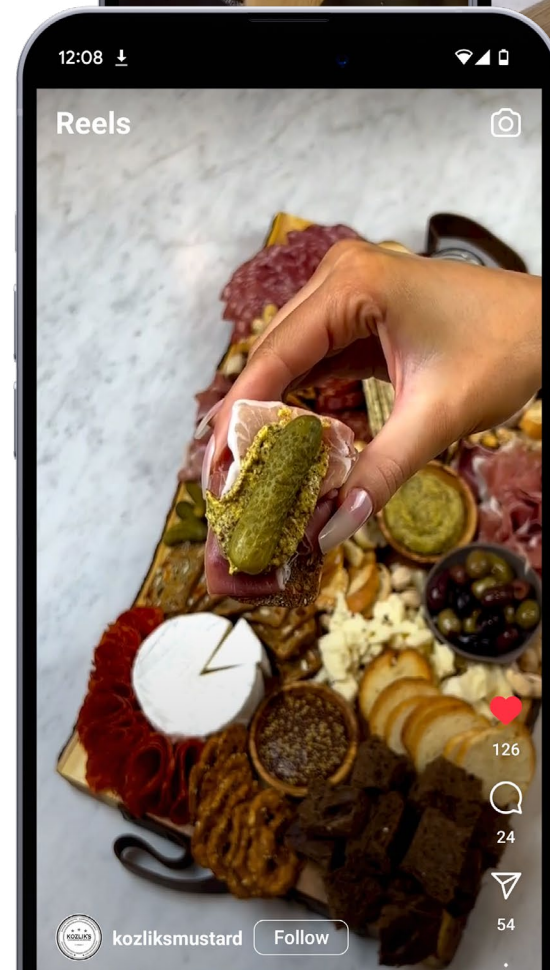
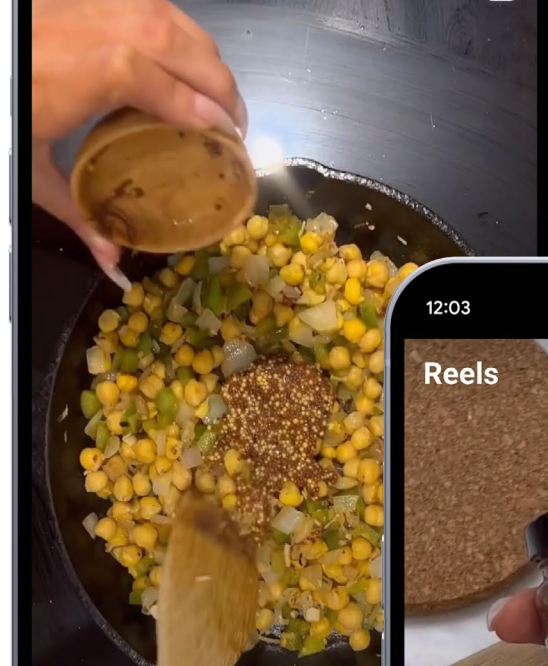
A studio shoot is a cost-effective way to capture the look and feel of your campaign and brand. It offers a controlled, private environment for collaboration between your team and ours, making it a great opportunity to come together on the campaign's vibe.

Our team coordinated a photoshoot with a curated shotlist, hand picked props, and custom backgrounds to compile photo based content to be used for the social campaign as well as the promotional material within the kit.



REEL Shoot

We planned and executed a REEL shoot to be shot alongside the photoshoot (same location and time) to create 3 custom REELS to be posted on the @kozliksmustard Instagram page and prime our audience to get ready for all the video content that was to follow.



Reels are entertaining, immersive videos where you can creatively express your brand story, educate your audience, and get discovered by people who may love your business. People come to Reels to participate in cultural trends, collaborate with the community and discover new ideas.

MARKETING STRATEGY

Influencer Kit Design

The goal of this campaign was clear; spread the word about the different ways that you could incorporate Kozlik's into your meals. What better way to do that than by creating interactive sandwich making kits and gifting them to creators that have a passion for cooking!

The "Just Add Kozlik's" Influencer kit was designed to spread awareness about the Kozlik's brand and story but also presented in a way that would get influencers excited about storytelling through video-based content. It was an opportunity for them to bring their followers along for a culinary adventure while shining a spotlight on the top Kozlik's products!

Kit Items:

- 1 x Cutting Board
- 2 x Full size Kozlik's Mustard
- 3 x Sample size Kozlik's Mustard (limited edition flavors)
- 1 x Spoon
- 1 x Placemat
- 1 x Personalized Postcard



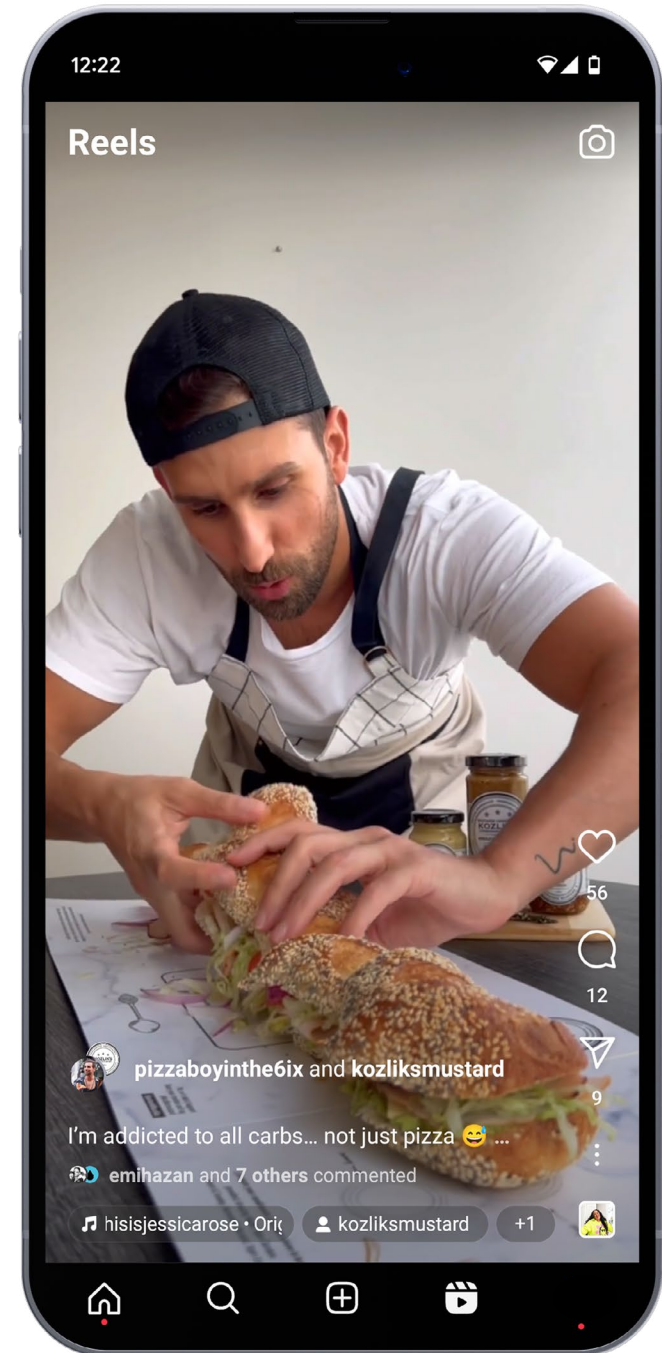
Influencer media kits have become our go-to marketing tool for elevating influencer campaigns, and for good reason. These kits allow us to better control the content of influencer campaigns and increase their impact on brand awareness. Our visually beautiful kits encourage influencers to show off branded content on their channels. We also focus on fun—the more creative and engaging the kit, the better the content it will inspire.

Influencer Campaign

After extensive vetting we reached out to 12 influencers across the GTA that were carefully selected based on their audience base as well as their unique content creation style.

Each influencer was gifted one Kozlik's kit in exchange for custom content to be posted between May 12 - 24th tagging the Kozlik's Mustard page. 12 Kits translated into 12 very different pieces of content as each of the creators took a completely different approach to showcasing the products. A variety of meals prepared at different locations with very different vibes made for content that was appealing to a wide range of audiences.

All influencer content was scheduled and carefully monitored.



Influencer Campaign

The Ask:

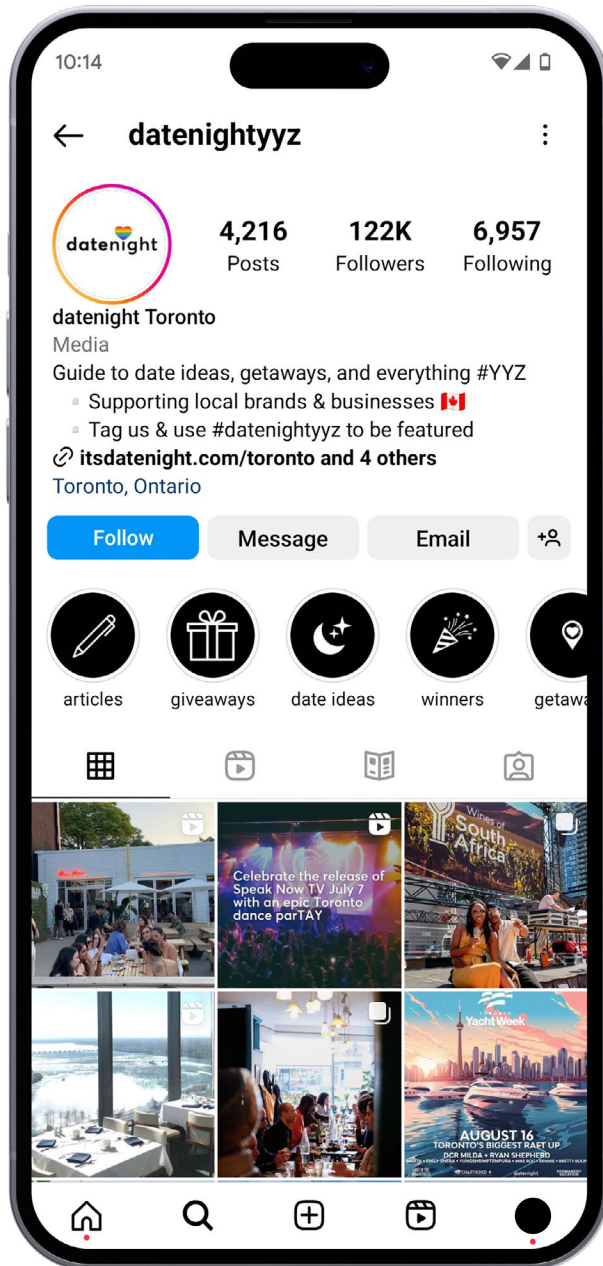
- 1 x Instagram REEL
- 3 - 5 x Instagram Stories
- Showcase the Kozlik's brand, story and products

Messaging:

- Infuse the Kozlik's brand story
- The mustard being a great household condiment
- The versatility and ease of using the product and the many ways it can be incorporated into different meals
- Use the hashtag #JustAddKozliks



STRATEGIC PARTNERSHIP



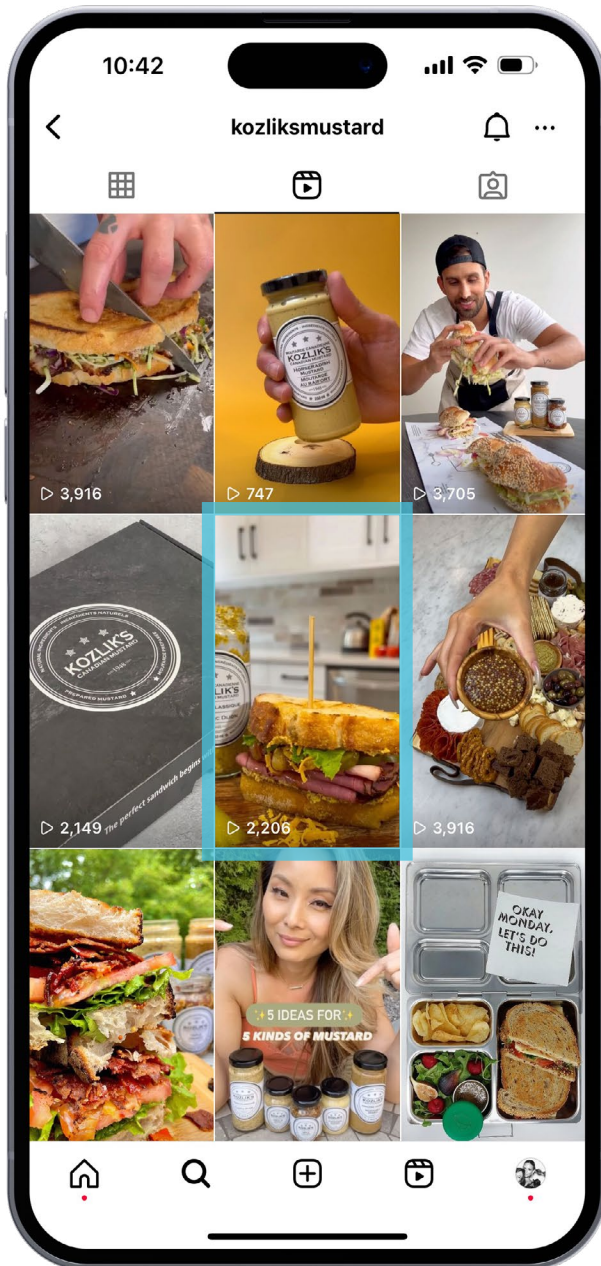
Strategic Partnership With DateNight YYZ

Date Night YYZ is a Toronto-based media outlet that specializes in supporting local brands and businesses by showcasing experiences, products and unique services across Canada. They can be found on multiple social media platforms such as Instagram, TikTok, Youtube, etc and their audiences are geo targeted to specific regions.

We collaborated with Datenight YYZ on the following initiatives:

- Writing a custom article and e-blast
- Producing an Instagram reel





Custom Instagram Reel

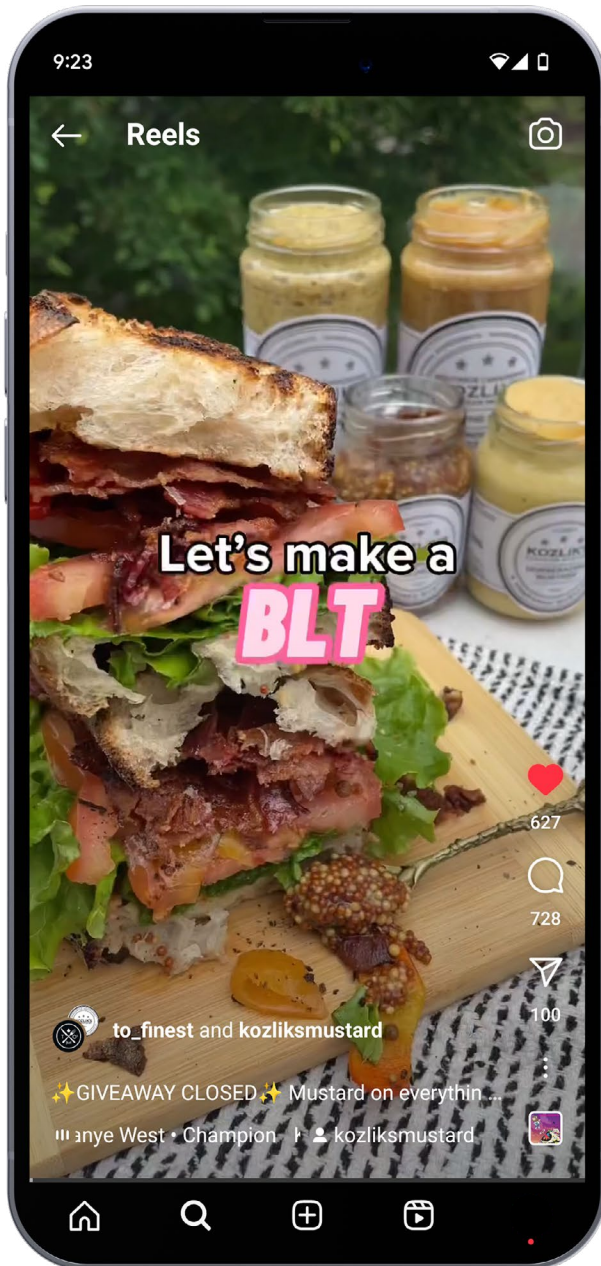
DateNight created an Instagram REEL filmed at the kitchen of one of their founder's homes. The REEL showed the Kozlik's kit and products as well as the process of prepping, making and slicing a sandwich.

The REEL was posted as a collaborative post to boost audience engagement and maximize visibility.

The following accounts shared the reel:

- @datenightyyz (toronto)
- @datenightcanada (canada)
- @datenightcapital (ottawa)













IG Giveaway w/ @to_finet

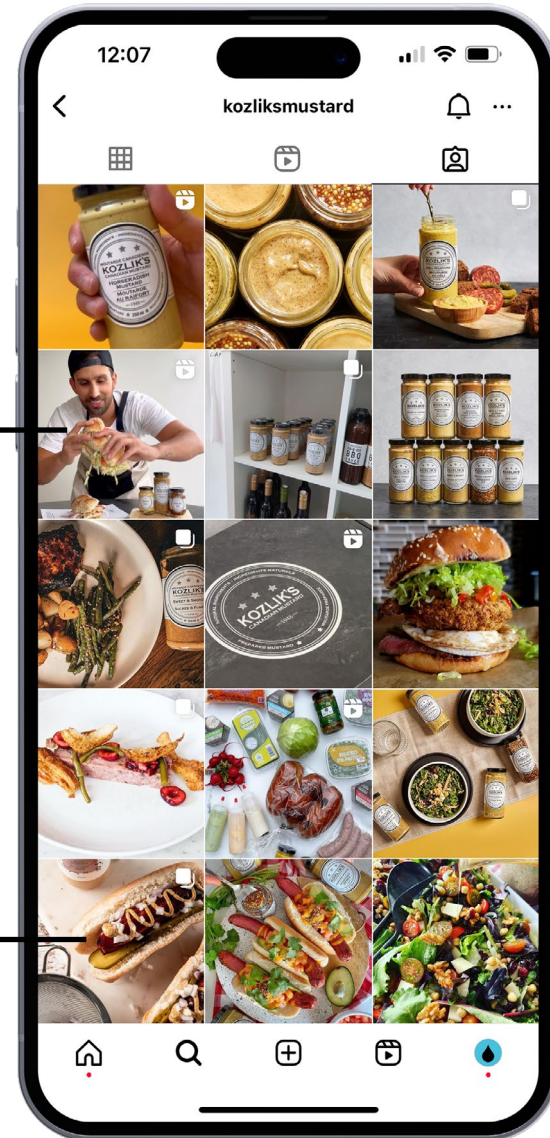
One of the top partnerships for this campaign was a giveaway collaboration hosted by @to_finet who is one of the largest, food focused accounts within the GTA. They host giveaways quite often so their audience is primed to engage with giveaway posts when they are posted. The post displayed the kit and its components and motivated users to comment on the post tagging a mustard-loving friend for a chance to win a kit of their own.



THE RESULTS

The Organic Engagement

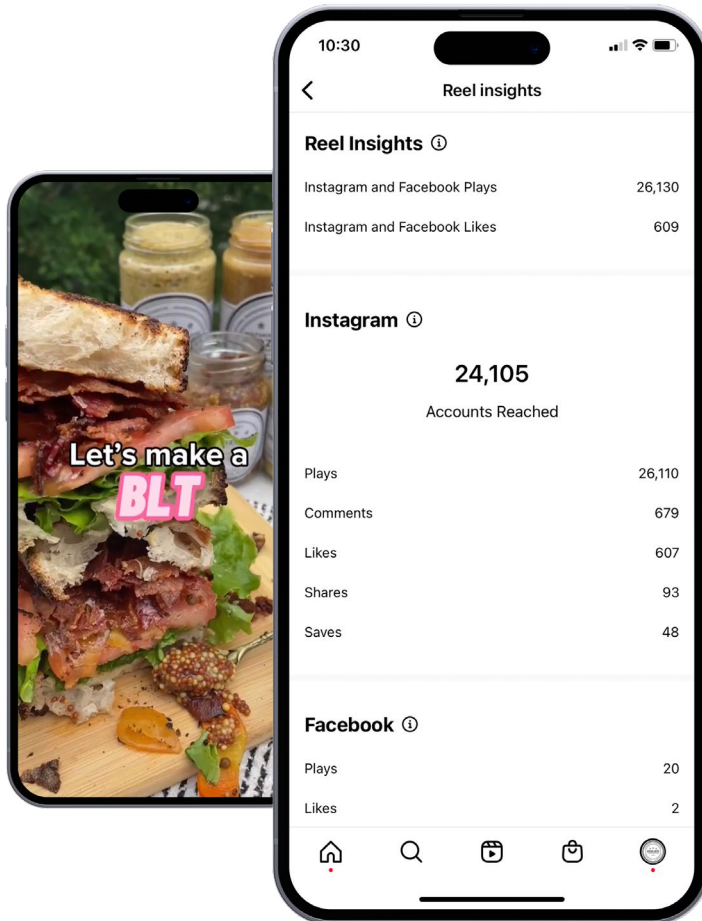
-  **basicfood_girl** 49w
I love using your mustard in my cooking 🔥 go-to mustard for Greek salad dressing and souvlaki 🥰
Reply
-  **theeverydayfoodie** 48w • Pinned
Now this was a damn good sandwich thanks to the bomb mustard! 🔥
Reply
-  **thefeastygirls** 55w
Omg fully loaded sandwiches are the only way to go 🥰
1 like Reply
-  **tamara_atzenwiler** 56w
Oh what a sandwich I need to try this mustard! 🤤
1 like Reply
-  **outwithlauren** 47w • Pinned
Thank you 🥰 Love this mustard!
Reply
-  **kaya_malinowska** 34w
Ehmmm so now because of u guys I've to run to the store to get stuff to make a sandwich... Watch this being the only thing I eat for a while 🤤
1 like Reply
-  **littlekateats** 34w
Omg the perfect sandwich 🥰
1 like Reply
-  **canspiceitup** 56w
Wow this is soooooo good 🤤🤤
1 like Reply



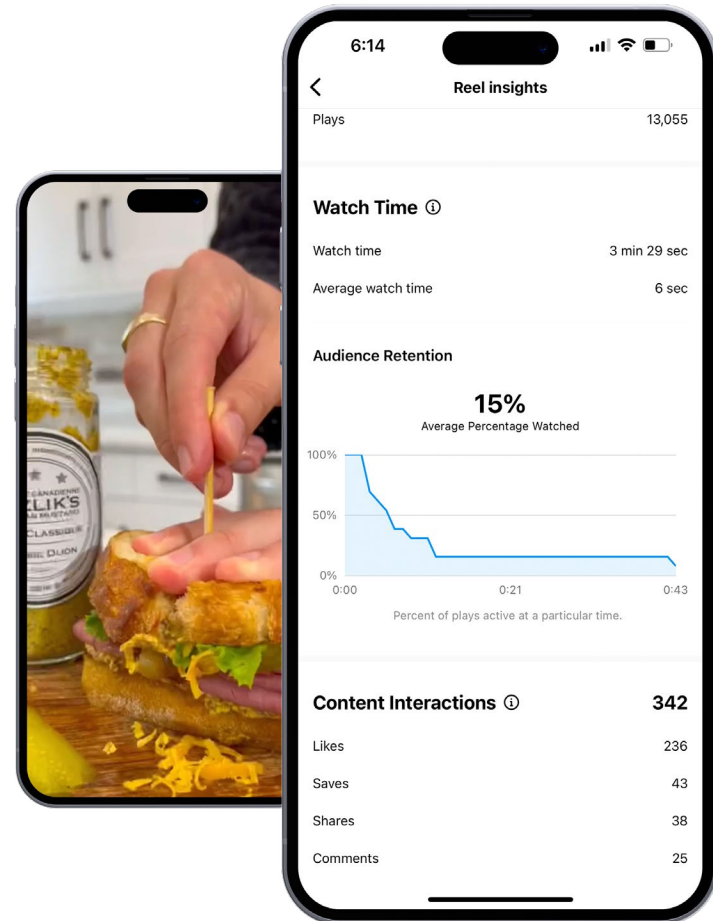
The following is a screengrab of the “tagged section” on the Kozlik’s Instagram profile.



Paid Influencer Results



@to_finst



@datenightyyz



THE IMPACT

14 INFLUENCERS

=

589k

Reach

216k

Impressions

14

Feed Posts

1,687

Comments

4,364

Likes

40

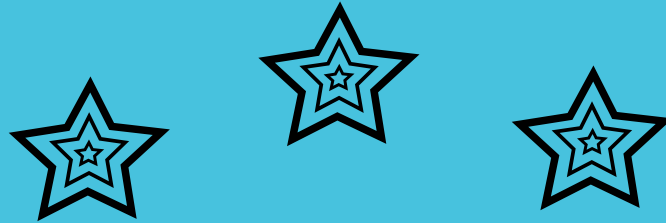
Stories







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