



grass run farms®

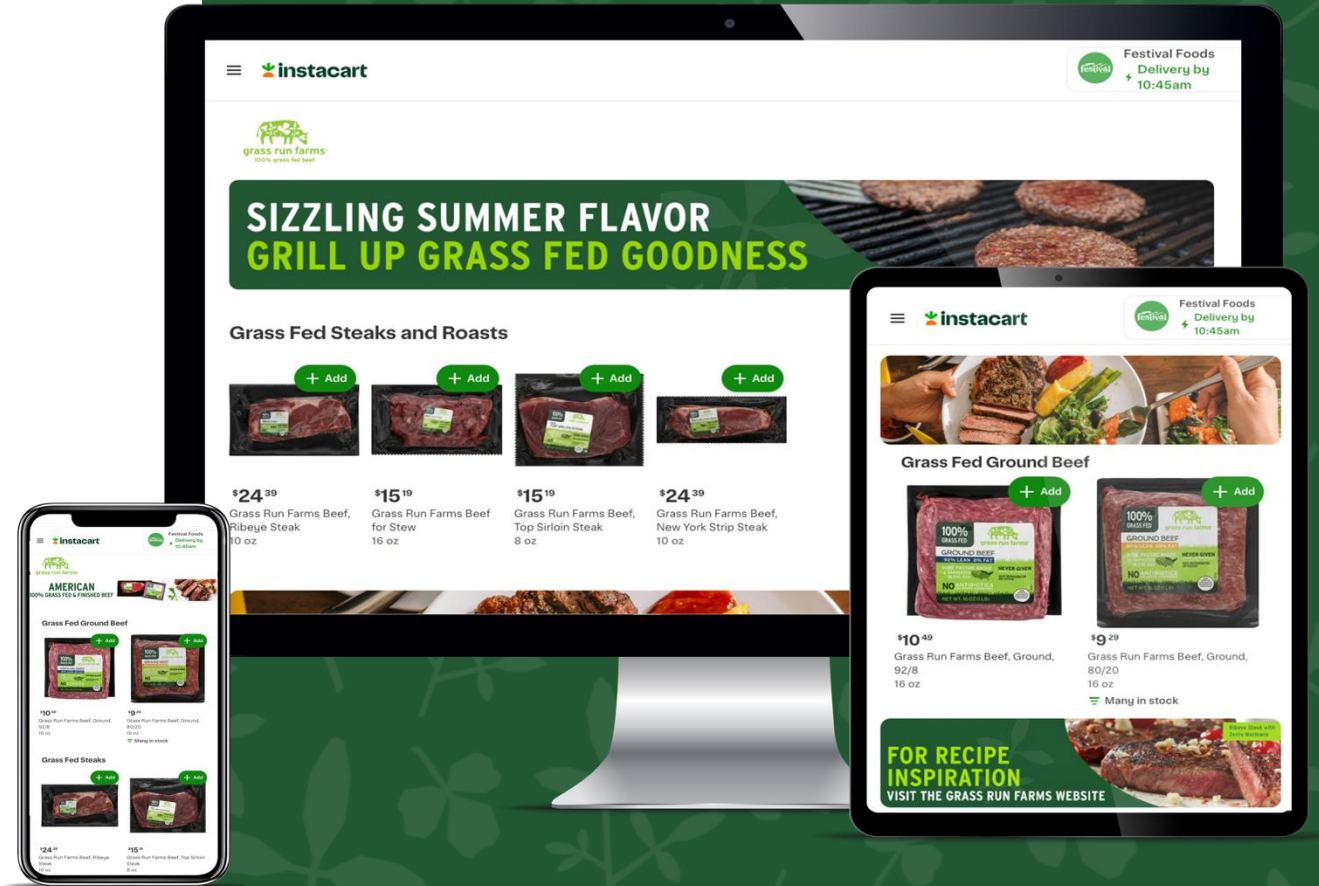
100% grass fed beef



THE SITUATION

BEEFING UP BASKET SIZES

Today's meat case is crowded, and grocery prices are rising. However, by leveraging a strategic direct-to-consumer digital marketing campaign that highlighted unique product benefits and limited-time offers, we successfully aligned with how today's consumers shop, resulting in increased sales.





THE STRATEGY

BOOST AWARENESS AND ENCOURAGE TRIAL

Element developed a direct-to-consumer digital marketing strategy leveraging online grocery platform Instacart.

- **The Right Products, the Right Offers, in the Right Place**
Analytics determined the optimal products to promote, brand knowledge helped us craft offers for cost-conscious shoppers, and in-app placements put the brand in front of customers at the point of purchase.
- **Delicious, Captivating Creative**
Stylized imagery combined with engaging copy pulled shoppers down the path to purchase. Imagery highlighted beef attributes shoppers want, while impactful, on-brand copy connected with the target audience.

HOW WE HELPED

Paid Digital, Social Media, Graphic Design, Photography, Copywriting, Data Analytics & Reporting





THE SUCCESS

FEEDING THE NEED FOR INCREASED SALES AND NEW CUSTOMERS

Driven by digital marketing acumen, compelling creative, and strategic alignment with the latest shopper trends and behaviors, Grass Run Farms' digital marketing campaign showed strong ROI and exceeded all set goals.

14.6
ROAS (RETURN ON
AD SPEND)

10.7%
INCREASE IN INSTACART
MARKET SHARE

11.1%
INCREASE IN
BASKET SHARE

52%
OF SALES WERE
NEW TO BRAND

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We've worked with Element for years, developing and running successful integrated marketing strategies. Our Instacart efforts have been an effective tool in increasing brand awareness and sales. Plus, this approach is easy to optimize in real time and provides meaningful data.

Trevlyn Carson, Marketing
Manager, JBS USA