

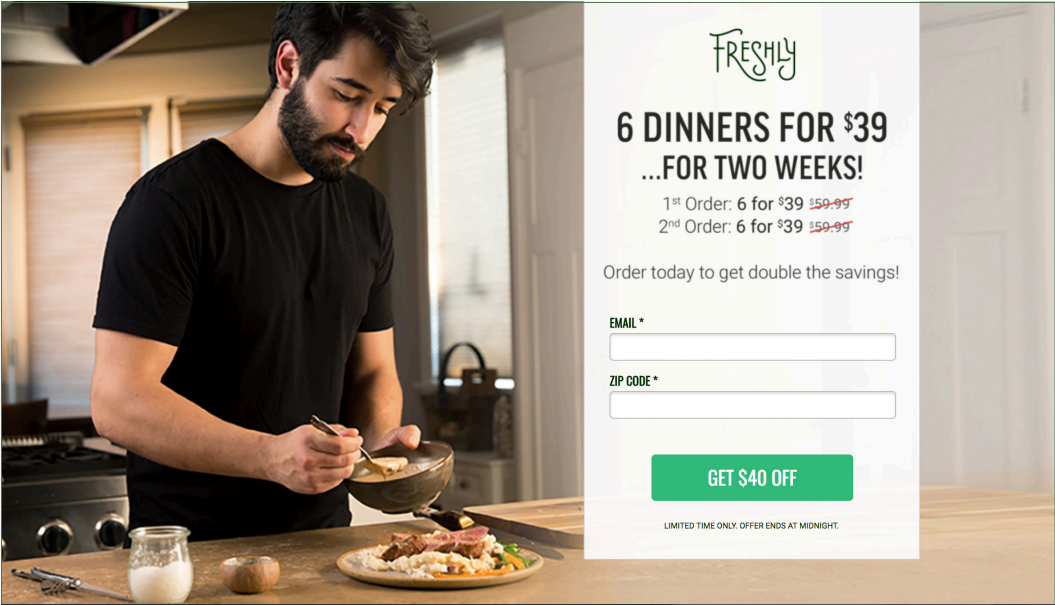
# CHEF MATT CAMPAIGN

DELIVERABLES





1. LANDING PAGE (ACQUISITION) - STATIC VERSION



FRESHLY

6 DINNERS FOR \$39  
...FOR TWO WEEKS!

1<sup>st</sup> Order: 6 for \$39 ~~\$59.99~~  
2<sup>nd</sup> Order: 6 for \$39 ~~\$59.99~~

Order today to get double the savings!

EMAIL \*

ZIP CODE \*


GET \$40 OFF

LIMITED TIME ONLY. OFFER ENDS AT MIDNIGHT.

See why this busy chef

EATS FRESHLY

Matt Broussard is an up-and-coming chef who's cooked with Marcus Samuelsson and been featured on Zagat's 30 under 30. And he's a Freshly fan. Here's why.




FRESHLY IS FAST.

"My schedule can be insane. Most nights, I don't get home until 1 AM, and I haven't even eaten. Instead of ending the day cooking another meal for myself, I pop a Freshly meal in the microwave for 3 minutes and dinner's ready."


FRESHLY IS DELICIOUS.

"There are so many options so I always have something new to try. Since they're cooked by chefs, every meal tastes like I made it myself—just super fresh and flavorful."



FRESHLY IS ALL NATURAL.


"The high quality of all the ingredients is obvious. I like knowing I'm eating the same whole foods I'd choose if I were cooking myself, and I feel good after eating Freshly."




FRESHLY IS DELIVERED TO YOUR DOOR.

"Skipping grocery shopping alone makes my life so much easier. The prep is done for me. The cooking is done for me. And they drop the meals right at my place."


Chef Matt's  
FAVORITE MEALS



STEAK PEPPER CORN  
Protein: 33g  
Calories: 500



SPAGHETTI SQUASH AND MEATBALLS  
Protein: 31g  
Calories: 470



BRUSCHETTA CHICKEN  
Protein: 46g  
Calories: 550

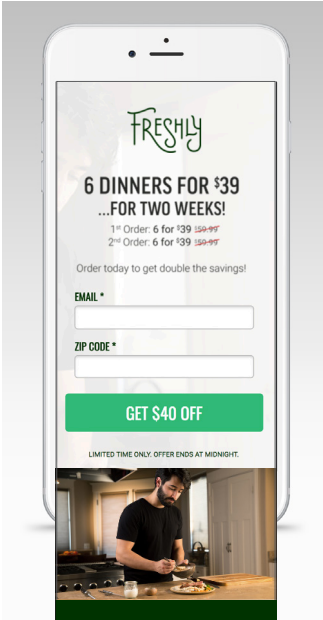
It's time to give yourself the week off. For first-time customers like you, Freshly has a limited-time offer.

TRY 6 DINNERS FOR ONLY \$39  
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Our goal is to convert customers via this landing page.

The first version will weave together Matt and our value props.



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2. LANDING PAGE (ACQUISITION) - VIDEO VERSION



SEE WHY THIS BUSY CHEF

EATS

FRESHLY

FRESHLY

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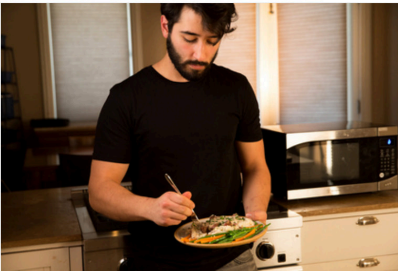
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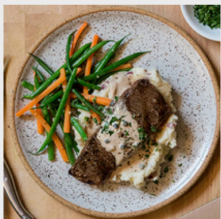


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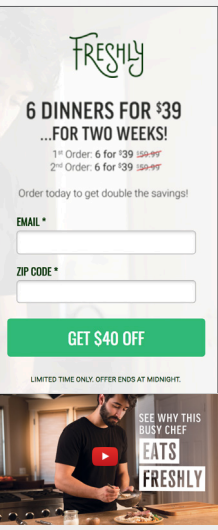
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This landing page will feature a hero video (full Matt video) at the top of the landing page, the rest of the landing page should match the design of Version A.



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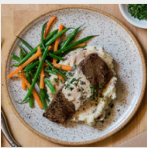
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Freshly is

FAST


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Freshly is

DELICIOUS



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There are so many options so I always have something new to try. Since they're cooked by chefs, every meal is super fresh and flavorful.

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EMAIL 1:

KEY TAKEAWAY: Wow, Freshly must REALLY be that delicious & healthy, if this popular, gourmet chef eats, loves, and lives by it.





*See why*

## THIS BUSY CHEF EATS FRESHLY

Matt Broussard is an up-and-coming chef who's cooked with Marcus Samuelsson and been featured on Zagat's 30 under 30. And he's a Freshly fan.

READ THE BLOG

WHEN WE CAUGHT UP WITH MATT, HE GAVE US THE RUNDOWN ON HIS BUSY SCHEDULE.

“

My schedule can be insane. Most nights, I don't get home until 1 AM, and I haven't even eaten. Instead of ending the day cooking another meal for myself, I pop a Freshly meal in the microwave.



CHEF MATT SHARED SOME TIPS ON TAKING FRESHLY MEALS TO THE NEXT LEVEL.

*To eat like a chef,*

### PLATING IS EVERYTHING.

“

As a chef, I know you eat with your eyes first. When I put the meals on a plate, it just makes the dish look as good as it tastes.



*It's easy to*

### MAKE THE MEALS YOUR OWN

“

All the meals are great as is, but sometimes I add some special elements to add even more flavor.

## HERE'S THE SPAGHETTI SQUASH AND MEATBALLS

WITH A LITTLE EXTRA OOMPH FROM CHEF MATT



CHOOSE MEALS



*show us*

### HOW YOU FRESHLY

Share your meal hacks using #eatfreshly on Instagram

FOLLOW US

EMAIL 2:

KEY TAKEAWAY: Emails drive to blog or youtube for additional hacks. Wow, Freshly has a great variety of meals and offers different ways to make it my own.







EMAIL 2 - CONTENT BLOCK

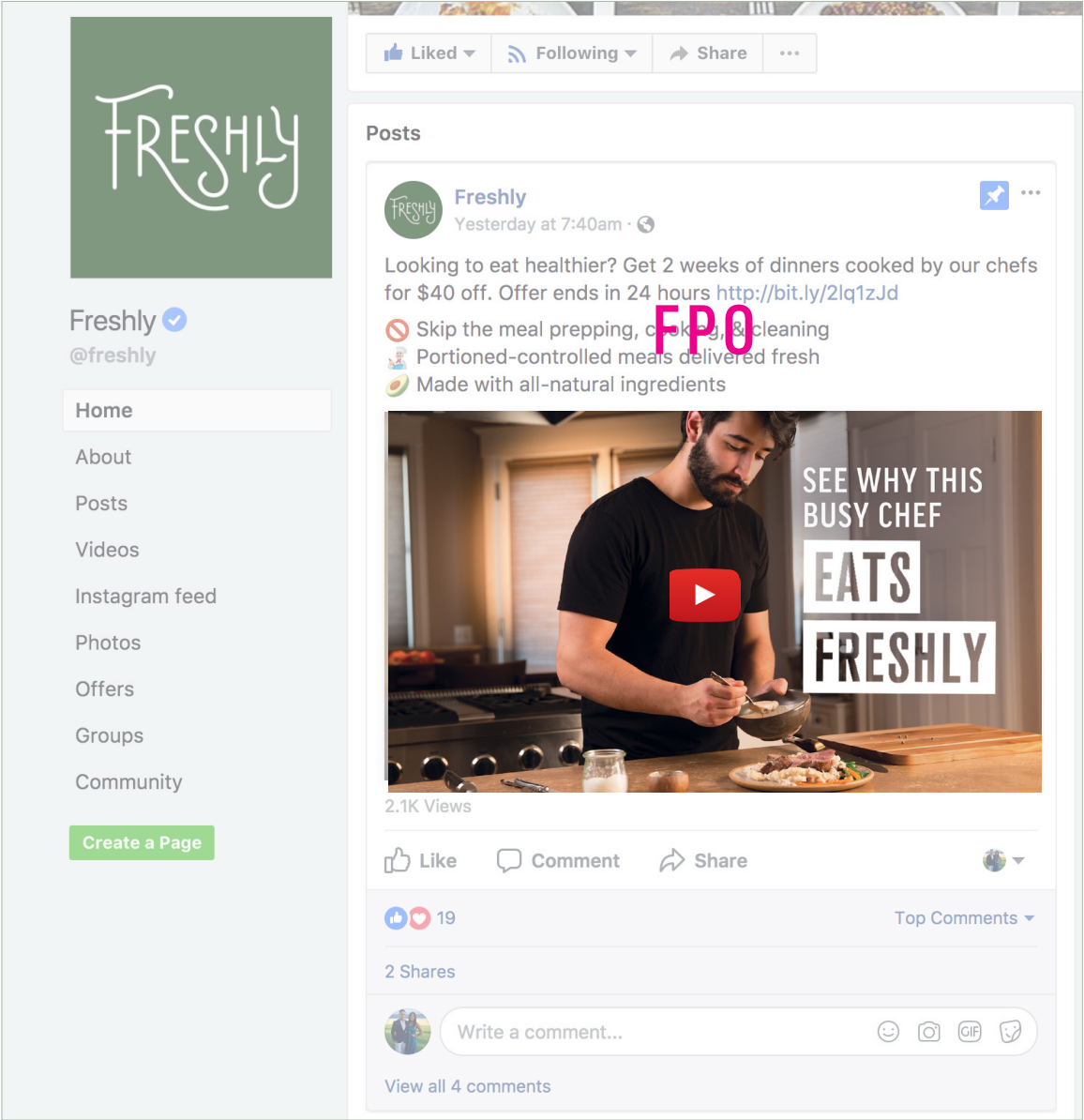
Highlight of Chef Matt video or GIFs

HIGHLIGHT OF CHEF MATT  
VIDEO OR GIFS



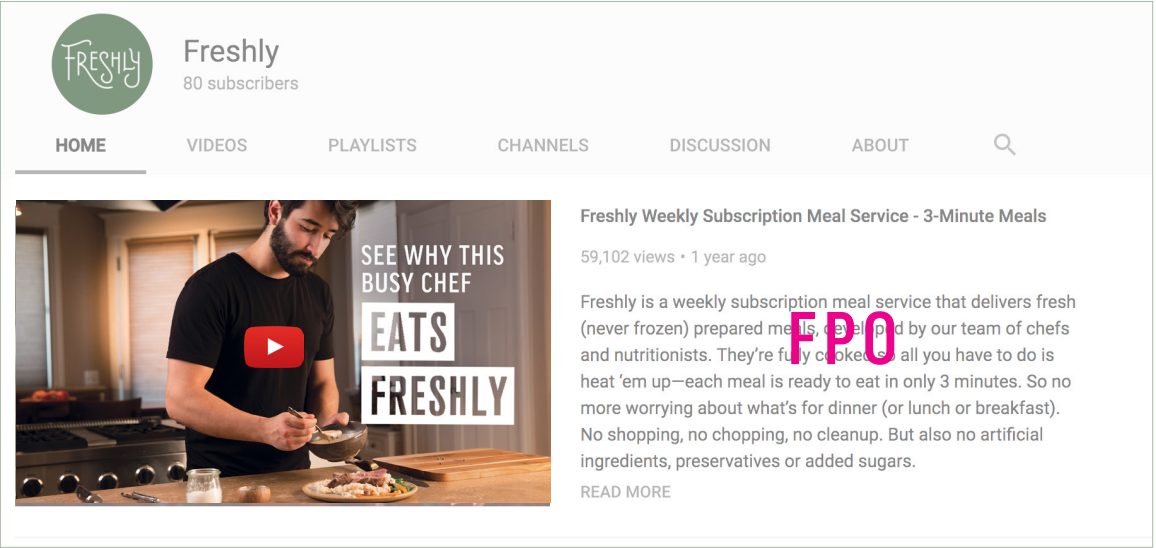


VIDEO

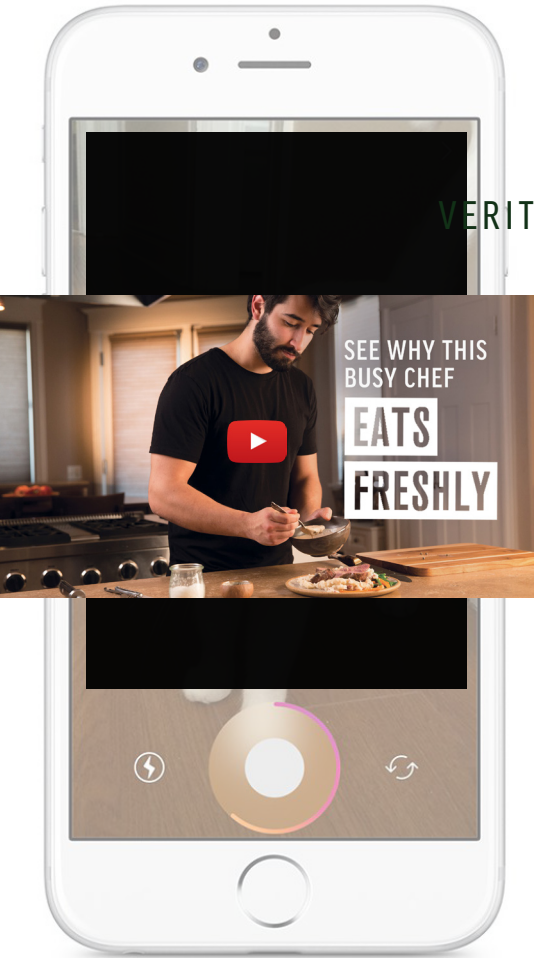


FACEBOOK: EDITED 2-3 VERSIONS OF AD, BOTH LEVERAGING VIDEO IN #1 ABOVE BUT WITH 2 DIFFERENT AD (TEXT) COPY VERSIONS.

- 1080 X 1080PX:
- Full length video: Between **90 to 180 seconds**.
- Acquisition Teaser: **24 seconds**



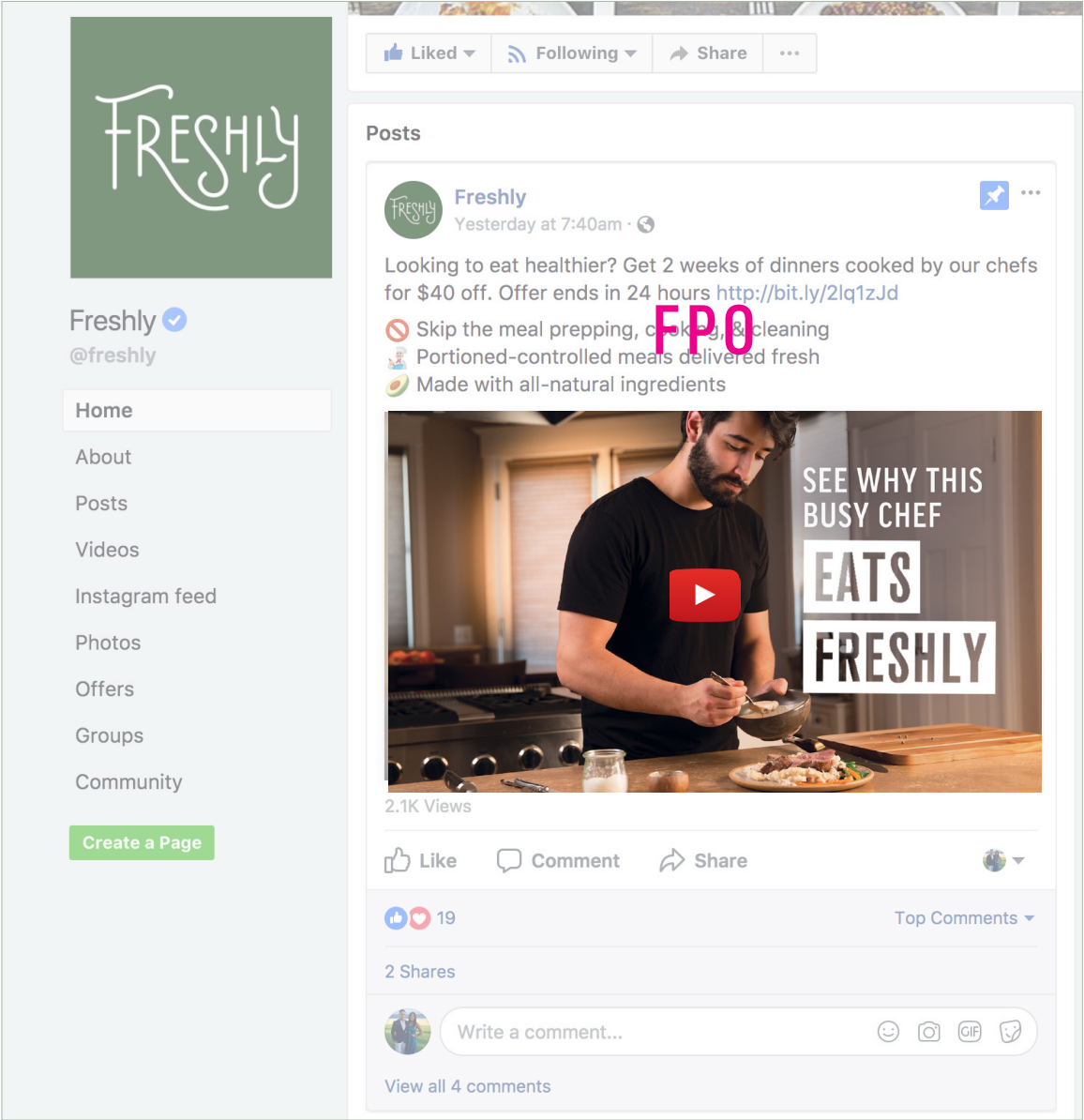
- YOUTUBE
- 1080 X 1080PX:
  - Full length video: Between **90 to 180 seconds**.
  - Acquisition Teaser: **24 seconds**



- INSTAGRAM STORY TEASER
- 900 X 1600PX:
  - Full length video: Between **90 to 180 seconds**.
  - Acquisition Teaser: **24 seconds**
  - **swipe up to learn more**

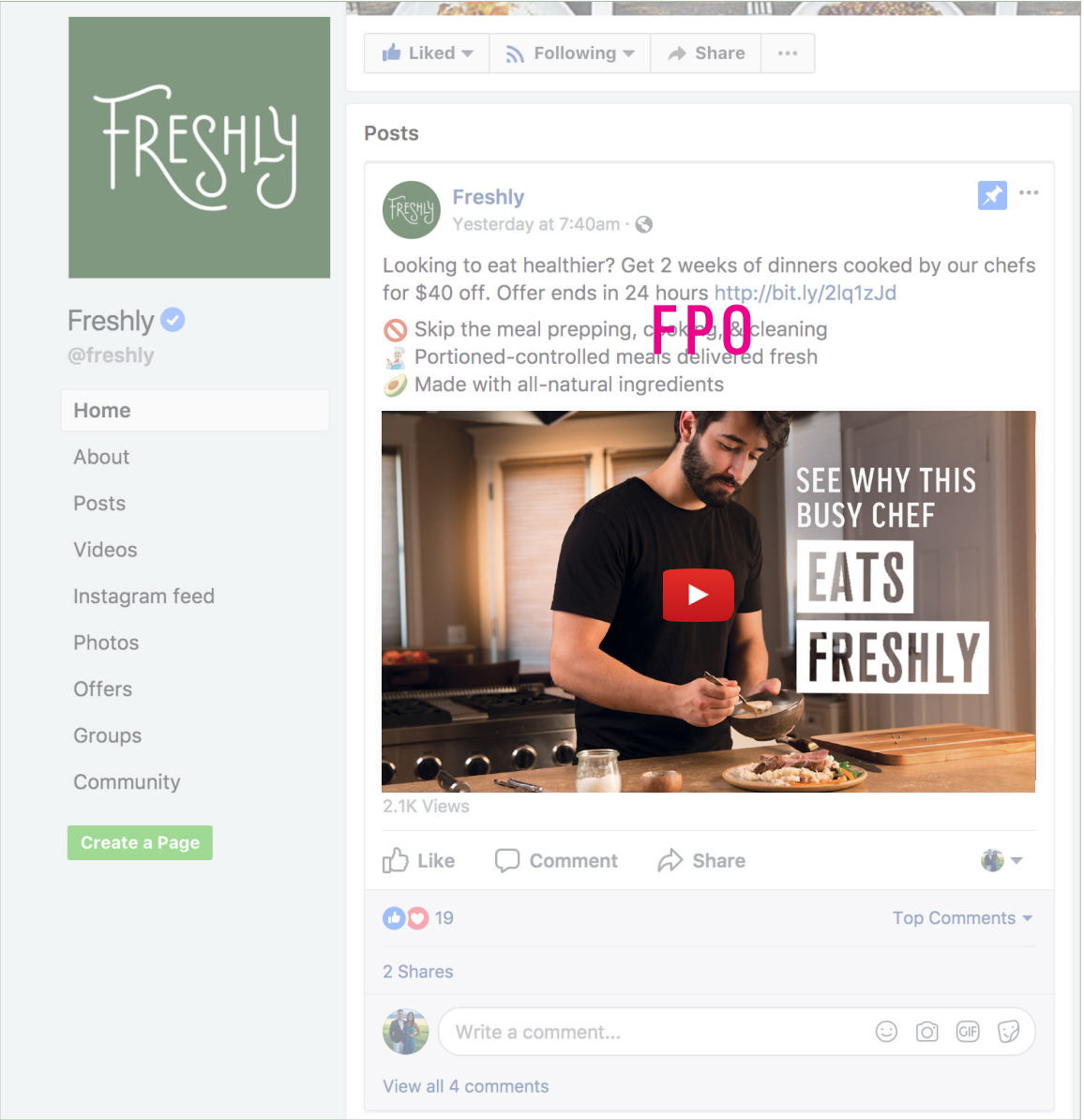


FACEBOOK VIDEO AD



FACEBOOK AD - VIDEO 1

- 1080 X 1080PX:
- Copy version 1



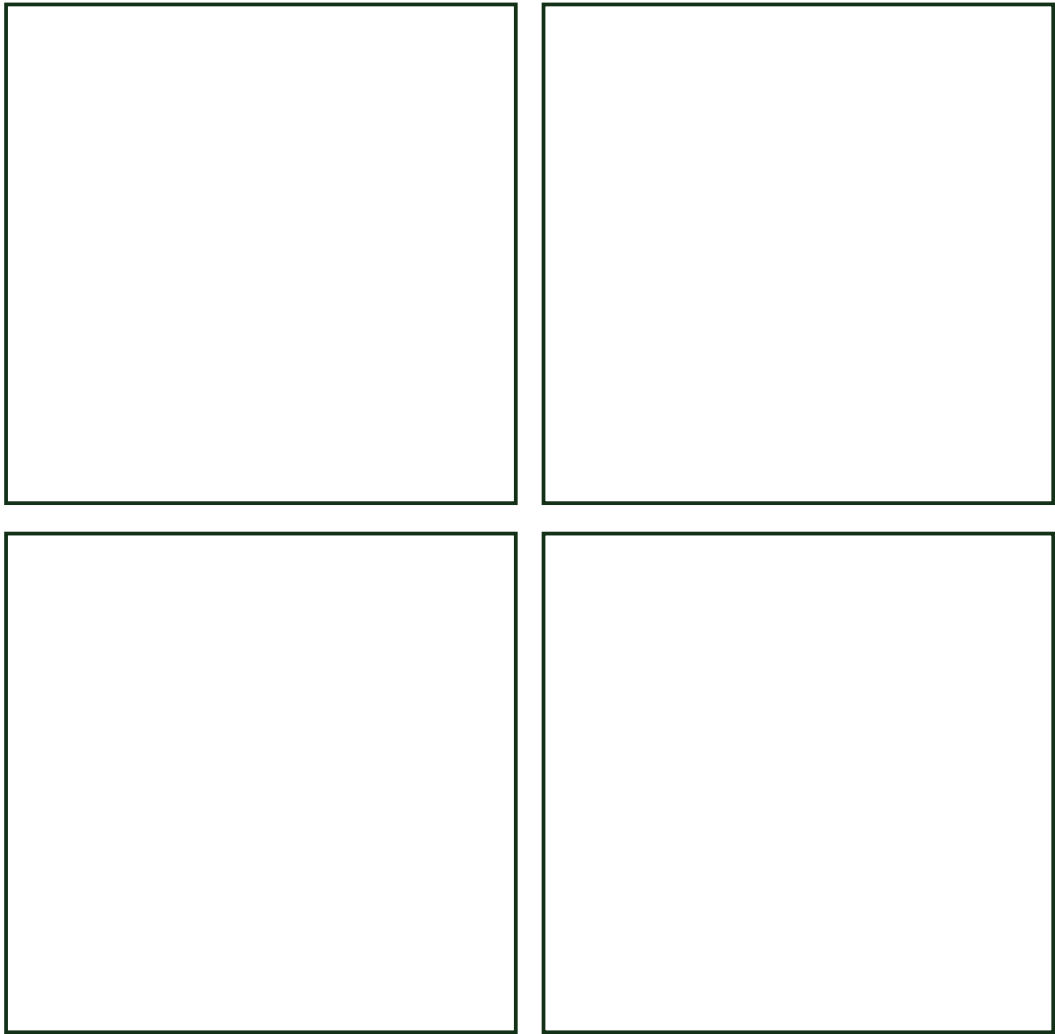
FACEBOOK AD - VIDEO 2

- 1080 X 1080PX:
- Copy version 2

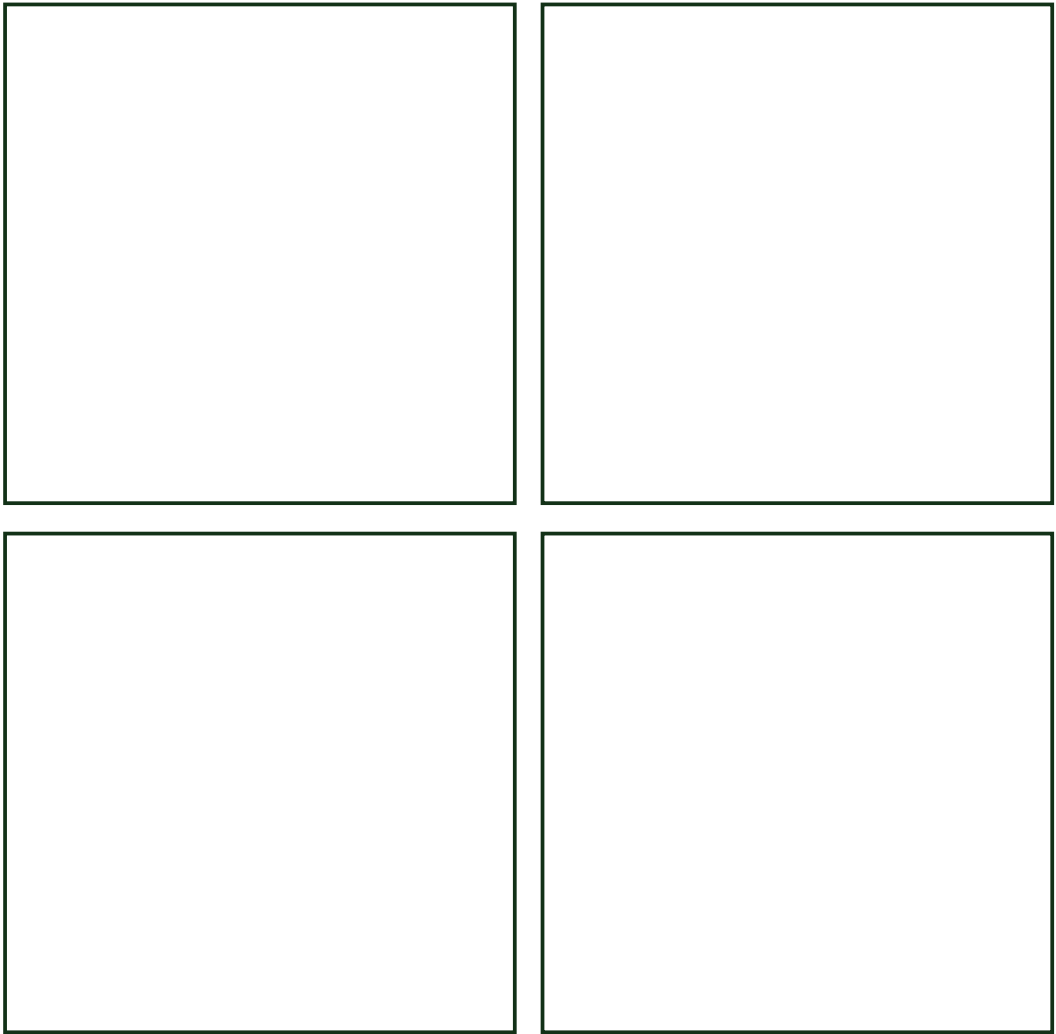


SOCIAL MEDIA - FRESHLY  
1080 X 1080 FB • 1200 X 627 INSTA • 900 X 1600 TWITTER, CONTENT

POST (4) - 4 Chef Matt-focused posts that will be boosted to amplify campaign and drive traffic to landing page. This will require images featuring Chef Matt and Freshly:



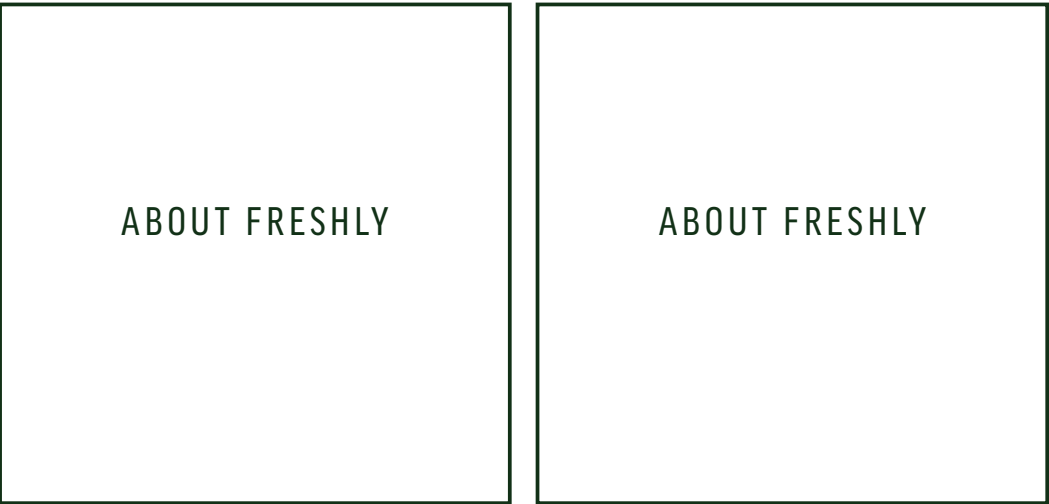
HACKS (4) - 1 posting per week on IG and FB x 4 weeks. This will leverage video developed for hacks and plating, but will require separate copy to be developed. Post can drive to either blog or YouTube for additional hacks. Posts will also invite users to submit UGC with their own hacks using “How do you #EatFreshly”.





SOCIAL MEDIA - FROM CHEF MATT  
1080 X 1080 FB • 1200 X 627 INSTA • 900 X 1600 TWITTER, CONTENT

- POST (4) -
- 2 posts on Freshly (need copy to send to Chef Matt; Freshly to repost)
  - 2 posts featuring online sweepstakes (need copy to send to Chef Matt)
  - Chef Matt posts video on his YT channel



- VIDEO -
- Post video on Chef Matt YouTube channel

