FRESHLY

MARKETING CREATIVE

Design Projects

EMAILS - LEADS WELCOME SERIES - TEST

EMAIL 1 (DAY 1) -LETTER FROM MIKE



EMAIL 2 (DAY 3) -MEAL FOCUS



EMAIL 3 (DAY 6) -LETTER FROM MEGAN (CX)



EMAIL 4 (DAY 10) -NUTRITIONAL FOCUS



EMAI L 5 (DAY 15) -TESTIMONIALS

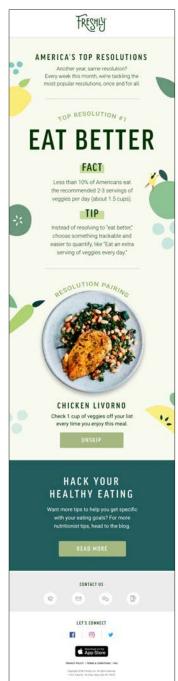


EMAI L 6 (DAY 21) -BENEF ITS OF FRESHLY



"No compared to an average of the prices of popular meals from national chains.

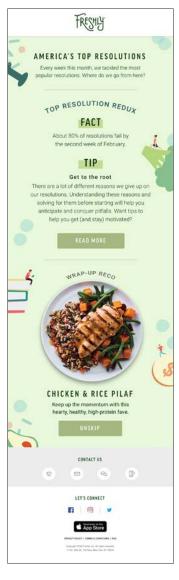
EMAILS - 2019 New Year's Resolution Campaign



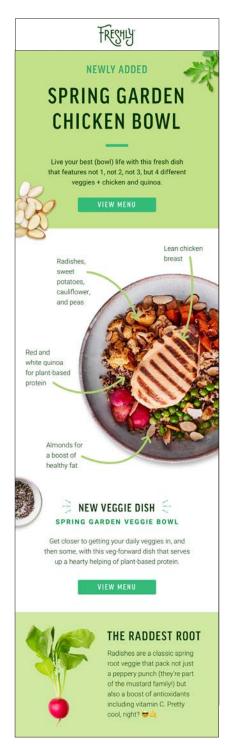


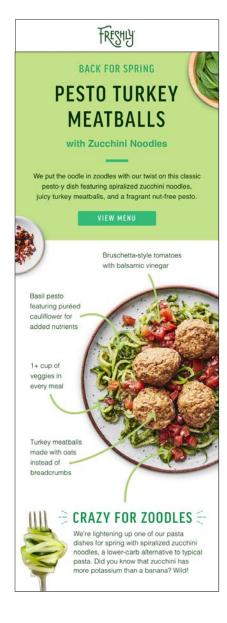


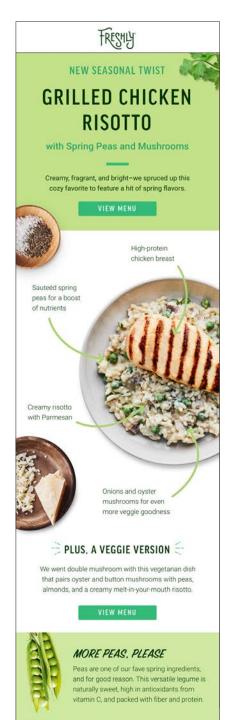


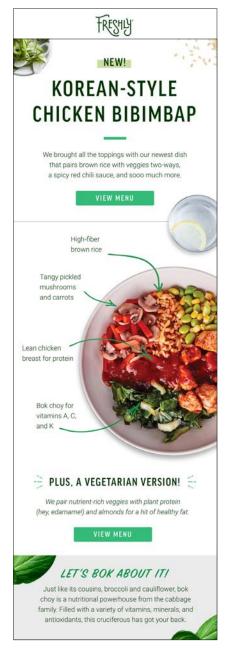


EMAILS - WEEKLY NEW MEAL - FRESHLY FACTOR HIGHLIGHTS





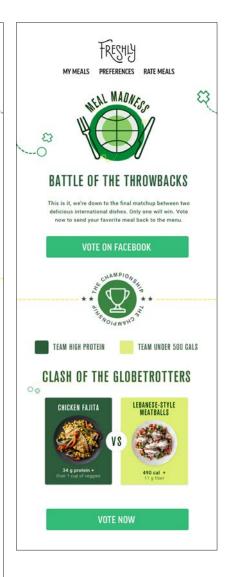


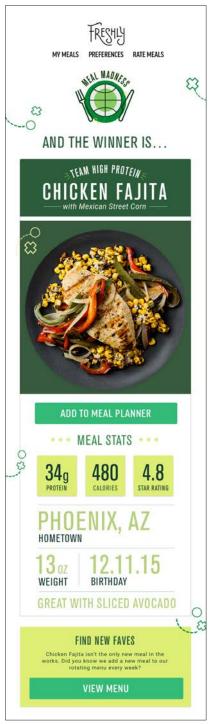


EMAILS - 2018 Meal Madness Campaign









2018-30 DAYS 30 WAYS NEW YEARS RESOLUTION CAMPAIGN (EMAIL)







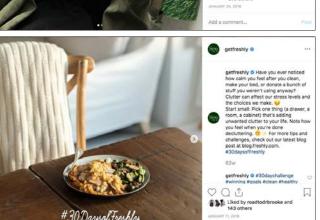


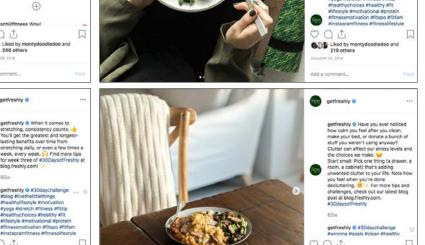
2018-30 DAYS 30 WAYS NEW YEARS RESOLUTION CAMPAIGN (SOCIAL POST)

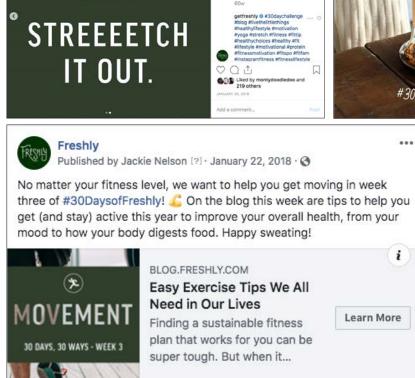


TIP No. 19

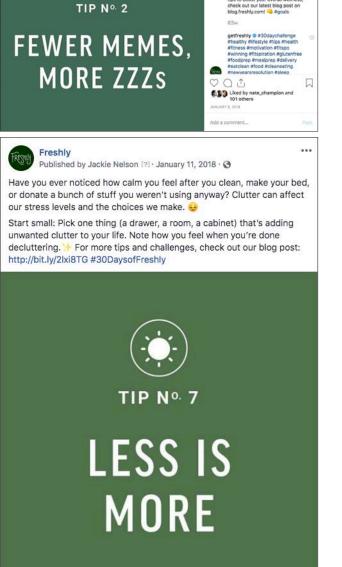








getfreshly o

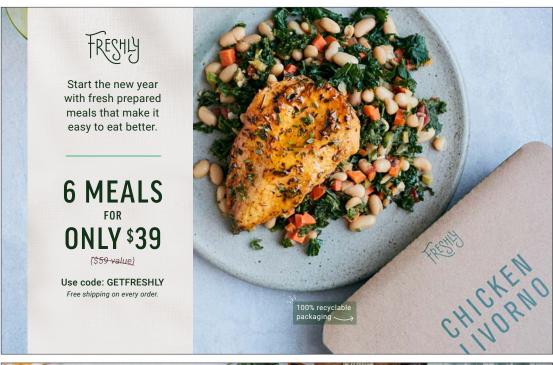


getfreshly o

There are lots of ways to get your sleep on track, from having a consistent bedtime and wake-up time (hint: set an alarm for both) to creating a wind-down routine.

tips to boost your overall wellness

2018-30 DAYS 30 WAYS NEW YEARS RESOLUTION CAMPAIGN (IN-BOX INSERT)





OUT OF HOME

TOP TRAIN CARDS









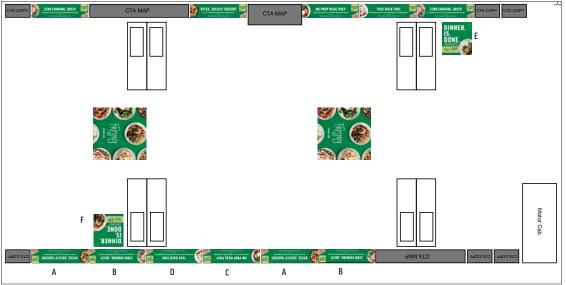
SIDE TRAIN CARDS



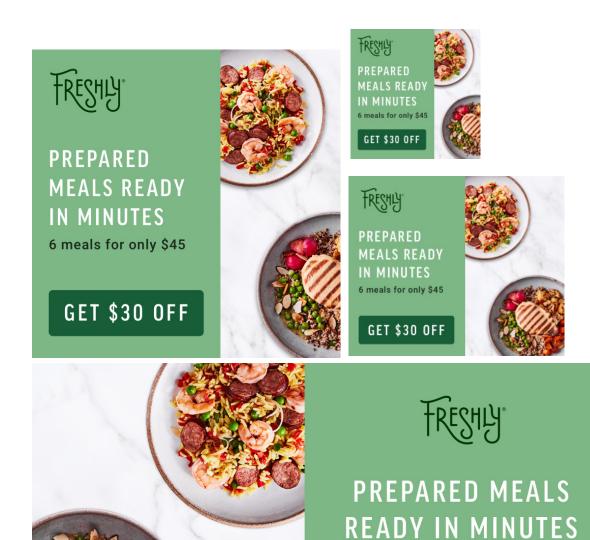
OUT OF HOME

TOP TRAIN CARDS



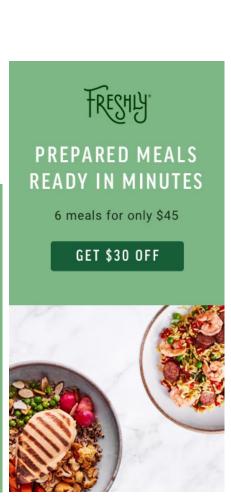


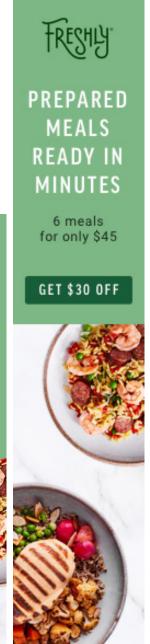
BANNERS



6 meals for only \$45

GET \$30 OFF





PHOTOGRPAHY

Staak Peppercom







Panne Bolognese







Labaneze Meatballa







PHOTOGRPAHY

Chicken Parm





Turkey Meatballs with Linguine







Teriyaki Samon Cakes







PHOTOGRPAHY - ON SITE CAROUSEL IMAGES

OVERHEAD PRODUCT SHOT



Note: This is a basic, lightly styled, minimally propped product shot. Only need silverware, linen, and water glass—no placemats for these.

CLOSE UP "TASTY" SHOT



Note: This needs to highlight all the delicious aspects of the meal—texture, cheese pull, shininess, etc. Additional propping and garnishes can be introduced.

HUMAN ELEMENT



Note: This shot can be at the angle deemed most appropriate for dish. Food needs to be styled in a way that hands make it into the crop. Closeups of food on fork also work.

PACKAGING- STYLED IN TRAY



Note: If shooting a meal in a 2-compartment tray, proteins should always be on the right. White seamless background for tray shots.

PHOTOGRPAHY - FOOD "HACKS"

TERIYAKI SALMON CAKES - LETTUCE WRAPS



THREE BEAN CHILI - ADD-ONS



SLOW-COOKED BEEF CHILI - NACHOS, STUFFED PEPPEERS



BUFFALO CHICKEN



PHOTOGRPAHY - SUMMER TABLESCAPE SHOOT (FRESHLY + SUMMER ADD ONS)

BLACK BEAN BURGER - LETTUCE WRAPS



CHICKEN PESTO + SUMMER DRINK



PHOTOGRPAHY - ON SITE CAROUSEL IMAGES

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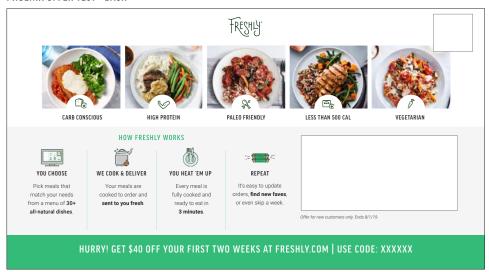
Note: If shooting a meal in a 2-compartment tray, proteins should always be on the right. White seamless background for tray shots.

DIRECT MAIL

PHOENIX OFFER TEST - FRONT



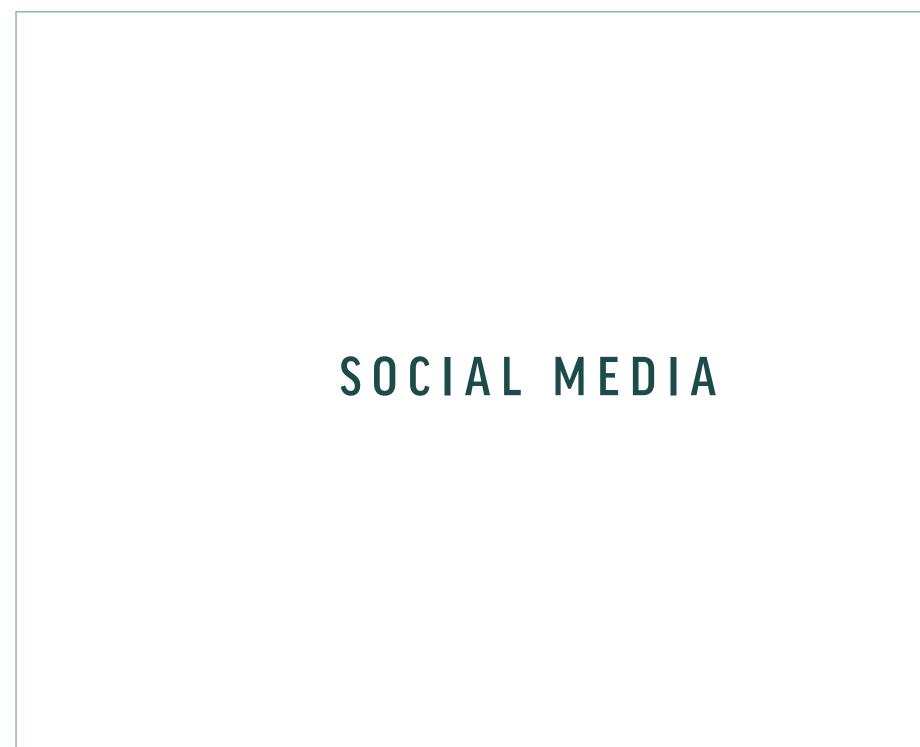
PHOENIX OFFER TEST - BACK



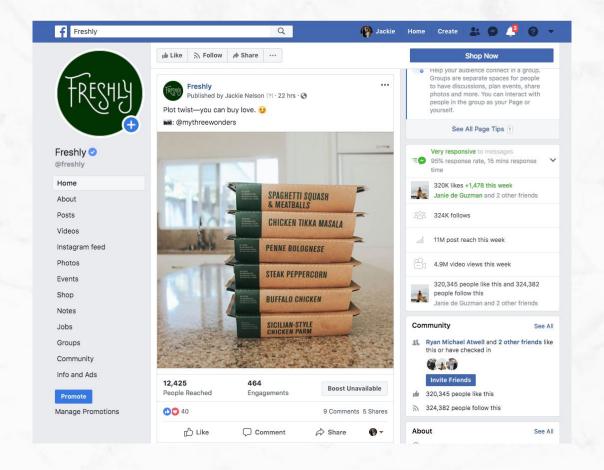
DIRECT MAIL

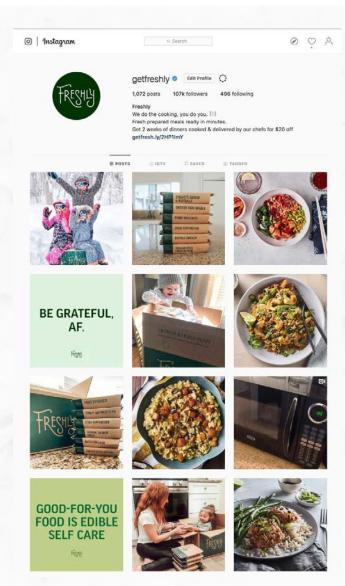




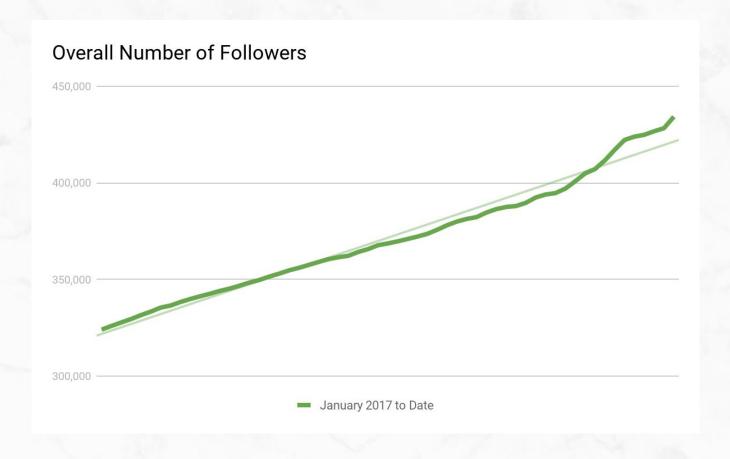


ACTIVE PLATFORMS: CONTENT





ACROSS PLATFORMS: FOLLOWERS



Instagram: 107,790

• Facebook: 320,413

• Twitter: 3,170

Pinterest: 2,659

YouTube: 263

• Total: 434.23K

ACTIVE PLATFORMS: COMMUNITY

- Instagram
 - DMs (Social)
 - Proactive Community Engagement (Social)
- Facebook
 - Comments (CX)
- Private Messages (CX)
- Comments (CX) Twitter
 - Mentions & DMs (CX)
 - Proactive Community Engagement (Social)
- Pinterest
 - Weekly Re-pin to maintain (Social)



THE EVOLUTION: AESTHETIC





















VS.















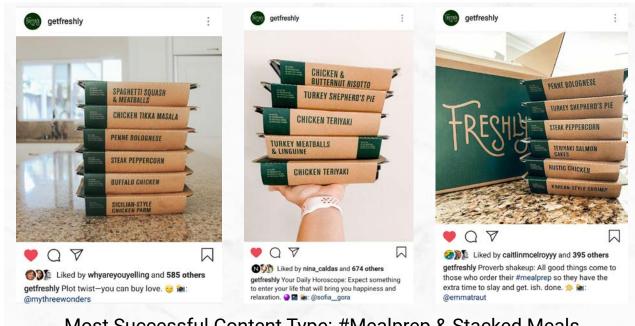


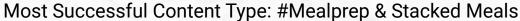


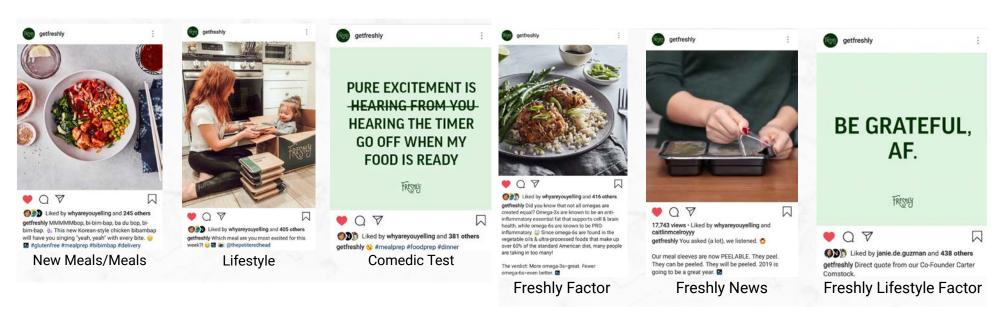
repruary 2017

repruary 2019

THE EVOLUTION: CONTENT







THE EVOLUTION: TONE

2017

getfreshly The key to surviving the day after a long weekend? Our Homestyle Meatloaf. Alongside creamy baked potatoes and spinach, it's the perfect comfort food for any day!

getfreshly Just like George Washington, we can't tell a lie — our Southwestern Veggie Bowl is a delicious blend of flavors!

getfreshly Whether you've got a big night planned or just trying to stay warm at home, you'll love our Paleo Beef Chili! Fresh ground beef is simmered with a flavorful blend of carrots, onions, and red bell peppers, and served in a thick ancho chili sauce.

getfreshly Kale isn't just for hipsters. Enjoy the leafy veggie with our Chicken Livorno, which is paired with a hearty Great Northern bean stew simmered with fire-roasted tomatoes, smoky bacon and garlic. getfreshly Nothing puts you in a good mood like good food—especially our Seafood Risotto! Topped with poached shrimp and roasted lemon pepper scallops, this meal will impress the most discerning palates.

getfreshly Toss that takeout order to the curb — our Chicken Parm with Broccoli is healthier and yummier!

getfreshly Health is the greatest wealth!

getfreshly Chase away the winter blues with our Ancho Chicken. It's paired with a rich bed of quinoa and lentils and topped with a flavorful pesto. VS.

getfreshly We're going to break it down for you. That hour you may spend every day cooking and cleaning adds up to 8 hours a week (AKA a standard work day). Let's seeee... If there's 4 weeks in a month, that's 32 hours, which is 8 more hours than 24. Which is like, 4 work days. That's the equivalent of 32 workout classes. Or reading about 6 300-page books. Or running 213 nine minute miles. How about taking 42 45-minute naps? Mind. Blown.

getfreshly Tag a friend that refuses to say, "when." #glutenfree #penne #veggies

getfreshly Our meal sleeves glowed up so hard.

2019

getfreshly Happy Hour: the time you get back every day not having to worry about cooking dinner and cleaning your kitchen afterwards.

getfreshly MMMMMbop, bi-bim-bap, ba du bop, bi-bim-bap.

↑ This new Korean-style chicken bibambap will have you singing "yeah, yeah" with every bite.

getfreshly Not having to cook dinner every day may cause feelings of elation, unexpected stress relief, and increased participation in hobbies and/or physical activities. (To name a few. (2)) 📸:

getfreshly Teriyaki salmon cakes: 10/10 would recommend to a friend, acquaintance, random stranger or passerby.

5 + #foodporn #teriyaki #salmon #protein

THE EVOLUTION: OVERVIEW

IF I HAD ONE WISH, I'D SWAP THE NUTRITIONALS ON CELERY & PIZZA



- Gradual shift of social channels from strict acquisition tools into brand building platforms
 - Tone of voice
 - Content Diversification & Testing Content
 - Influencer Campaigns
 - User-Generated Content
 - Instagram Stories
 - Test Posts
- Aesthetic shift to combat 2018's algorithm changes and Facebook fiasco
- Boosting Strategy

STRATEGY: GENERAL

Goal of organic social is to drive the Freshly story & persona through compelling & engaging content—meals, lifestyle, Freshly Factor, value props—with distinct aesthetic & voice.

- Top Priority: Instagram
- Posting Cadence:
 - o IG: 4-6 posts per week
 - o IG Stories: 2-3 times per week
 - FB: 3-5 posts per week
- Content Calendar
- Grid ratio of in-house/reposted content fluctuates—most content is UGC/IGC
- Current Instagram Audience: 65% female, 35% male—almost 75% between the ages of 25-44



KPIS & PERFORMANCE

- Weekly Analytics
 - Top Posts
 - o Platform Measurement:
 - Instagram: almost every number
 - Facebook: most numbers
 - Twitter, Pinterest, YouTube: the basics
- Monthly & Quarterly Reporting
 - Annual Report
- Quarterly KPIs per channel & overall
 - Determining KPIs: projections based on previous year
- How we define success:
 - Consistent growth of specific analytics (i.e. average engagements, overall reach)
 - o Per channel: Engagement in relation to reach
 - Overall: Followers & Total Reach/Impressions



2018 TOP POSTS

Instagram:





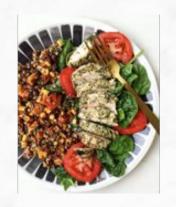






Facebook:



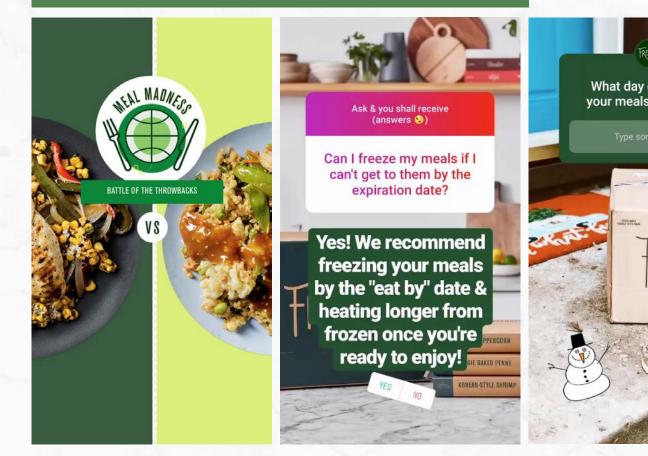


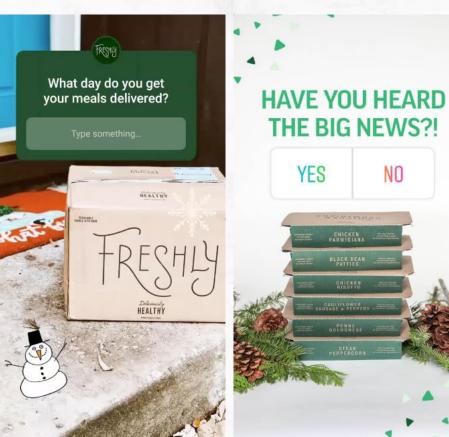






ENGAGING THE #FRESHLYFAM





Meal Madness

Voting & Answer Oriented Instagram Stories

NO

INFLUENCERS



- Platform: AspirelQ
- Capability to run 4 different campaigns at one time
- Partnering with about 100-150 influencers a month (new/long-term)
 - Current Campaign: Nationwide Launch (Launched in Dec. 2018)
 - 352 Posts Total / 9.4M Potential Impressions / Media Value \$36.8K
- Multi-purpose: brand awareness, acquisition, content creation
- Reposted content that performs successfully, influences in-house creation
- Narrowed down influencer "genres" to use

INFLUENCERS CONTENT







208 likes

lisaaamot | #ad | Can I tell you a secret? I hate cooking...at least most of the time. I'm just not great at it, and I feel like it is one more thing that takes up my time. I was so excited when I saw @getfreshly opened a second kitchen and is shipping their fresh meals nationwide now! These are simple, healthy, never frozen meals that I can send with Kyle for lunch, or plate for my kids on a busy night! .







930 likes

jalisaevaughn Round TWO of my bomb @getfreshly shipment! It's been so great not having to cook after finishing a long day of work and being able to eat something healthy, well seasoned and actually filling! They ship nationwide too! Check them out and place your orders so you can stop eating out every day too

Use promo code "nocook639" and use link http://bit.ly/2IIBhv7 for \$20 off your first 6 meals!!!



1,102 likes

nicole_thenomad Want a bite?! 😥 #ad I've basically been living in the pool since I've been home & thanks to @getfreshly I can make a meal in 3 minutes & have re time in the water. 👌 💪 These meals have save my life during busy seasons because if I don't have time to cook, I know I can have a fresh dish, loaded with nutrients, ready in no time. . I'm blown away b how tasty their meals are & they even offer allergy free ones as well, so if you decide to check it out, use nicole639" at checkout & you'll get \$20 off your first 6 meals! #DoStuff #getfreshly #eatfreshly





OOA

britt eisele Friday Feels * FRESHLY is here! My life now revolves around convenience and I'm so glad that my friends @getfreshly can provide that for me! Now I can eat a gourmet lunch with only 3 minutes of prep. Moms, no more settling for a cup of noodles. I love this meal subscription because I don't have to cook a thing, and it's still gluten-free so I'm not compromising my health! .

> Use promo code DLVR639 and the link in my bio for \$20 off your first order of 6 meals. #getfreshly #eatfreshly #ad #sponsored Trust me, it's worth it!! The chicken parm is 🔬 and the Shepard's pie 🧼



1,203 likes

kissmywheatgrass_ Last @getfreshly meal I had was chicken terryaki & it was bomb!! My fave is still the pesto chicken & zoodles but this one came pretty close #ad #getfreshly #eatfreshly





OOA

lifeinbeverlyheels Taking full advantage of our last

summer weather weekends...decided to take my @getfreshly feast to the patio today 69 69 69 http://liketk.it/2x5Vu @liketoknow.it #liketkit {Use promo code: style639 for \$20 off your first order of 6 meals) #LifeinBeverlyHeels



OOA

mrs.aubreywilliamson I constantly feel like I'm juggling 10 things at once and I don't think that's

I know how important it is to fuel my body with wholesome food but usually have such a hard time making it happen! I decided to give @getfreshly a try and am so happy I did! Freshly delivers fresh, never frozen, chef prepared meals that are ready in 3 minutes to my door. As a busy morn it makes a such a difference to my energy levels and overall quality of life when I am actually feeding myself quality meals! #getfreshly #eatfreshly



OOA

841 likes

ourgrowingstorey This chilly weather has me craving all the comfort food....who's with me?? @getfreshly not only makes this happen, BUT also takes out all of the shopping, chopping, prep, and cleanup! # 6 #yesplease #ad #getfreshly

CONTENT CREATED IN-HOUSE



Liked by whyareyouyelling and 439 others getfreshly Freshly has officially been certified glutenfree by the Gluten Intolerance Group, making us one of the largest producers of fresh, certified-gluten-free prepared meals in the U.S. 😌 Yeah, we're preeetty excited. Nothing has changed about our meals and ingredients. We just added a cool new badge to the back of our packaging and get a new set of bragging rights. 6 #glutenfree



getfreshly Hey #NYC. Cooking dinner every night?

O A



Liked by whyareyouyelling and 173 others Fuhgettaboutit. 😇 🕽 📓 Have you pre-ordered your first box yet?! #getfreshly



O A

(Liked by whyareyouyelling and 379 others

getfreshly Season's eatings from the Freshly fam to

yours. 😻 🖈 #mealprep #glutenfree #foodprep

getfreshly



Liked by whyareyouyelling and 161 others getfreshly Hey, #Boston. What's cookin', good-lookin'? Not you, soon enough! () - Have you pre-ordered your first box yet?! | #getfreshly.





(Same and 605 others) getfreshly They say that good things come in three (minutes). 🔀

Celebrating National Greasy Foods Day with betterfor-you chicken teriyaki with brown rice & veggies! 3



Liked by whyareyouyelling and 256 others getfreshly The last thing you probably want to see right now is food so here's a fun image of our packaging instead.



♠ Liked by whyareyouyelling and 439 others getfreshly #DaylightSavings comes and goes, but time saved not having to #mealprep is forever.





FINDINGS

- Content/aesthetic that audiences prefer:
 - Packaging & #Mealprep Stacks
 - "Cheat Meal" style food
 - Rustic-chic, realistic, attainable aesthetic
 - UGC/IGC
- Positive response to blog content
- Audience is eager to engage with polls/questions
- Increase in engagement/video views with packaging & meal prep focused video content
 - Shot vertically

