

 **MARKERLY**

CASE STUDY



**Meow
Mix** cat
food
®



Part I –

MeowMix: Remixing a Cat Fan

Favorite

‘Meow, Meow, Meow, Meow’, believe it or not, is a well loved jingle by four legged felines and two legged cat lovers alike.

MeowMix partnered with Markerly to discover musical cats and help launch their new food line, Tasty Layers.

Markerly also helped with the launch of MeowMix’s vinyl album featuring the the cult classic jingle in multiple remixed versions.

CAMPAIGN GOAL



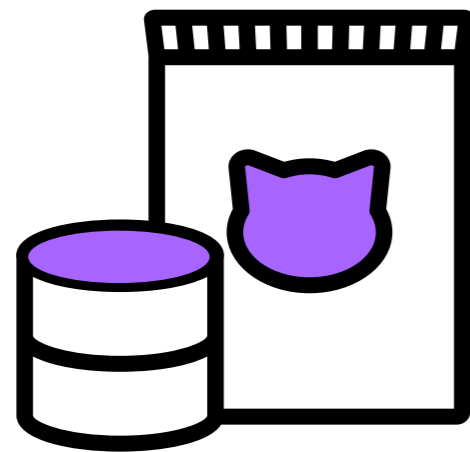
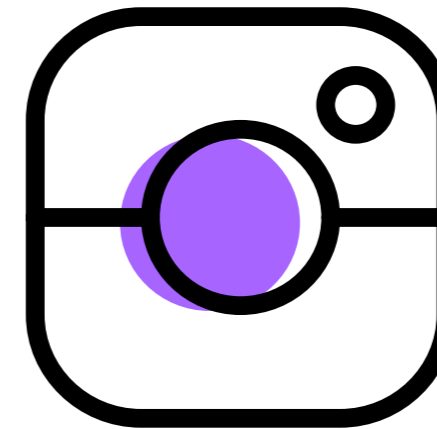
“To create cat generated content with a sub-specialty in cat talent that highlights the multifaceted taste of Tasty Layers’ clientele.”

WHAT WE DID



Collaborated with our client, MeowMix to create cat-generated content highlighting the new remixes of the world famous jingle we all love.

Encouraged influencers to take the cat-generated content concept and put their own twist on it, utilizing popular stylistic and music trends like ASMR.



Creatively incorporated both the MeowMix vinyl album and Tasty Layers food line into all campaign content.

Cover all music tastes, from jazz to rap and everything in between.



ROI BY THE NUMBERS

After hiring only **4 influencers** who created **29 posts**, we reached **8.2 million people** with **99.9 thousand engagements** across TikTok and Instagram.

CAMPAIGN RESULTS



INTANGIBLE ROI

From Calicos to Tabbies, Meow Mix's Tasty Layers are a fancy felines first choice. Thanks to Markerly's campaign, 8.2 million people saw Tasty Layers in action. Whether it was through a cat rapping music video or up close in personal in an ASMR feeding, Markerly found and filled every customer's needs.



Part II –

Under the Hood of Markerly's MeowMix Campaign

Every campaign is different.

But at Markerly, we have several linchpins.

LINCHPIN#1

Authentic Reach

Q: How does influencer marketing work best?

A: When we identify the most **authentic** influencers in your niche and help them promote your brand in the most natural way they see fit.

- These are influencers who will be happy to use your product.
- Who feel excited to tell other people about your product.
- And wield enough influence to bring you sales from their tribe.

We always reach for those influencers who will create max conversions. This means audience *size* is less of a factor compared to audience *engagement*. **A smaller, but more engaged audience will generate more sales** than a larger and less engaged one.

Consider:

Just 4 influencers reached 8.2 million people! This campaign's fun approach to a traditional CPG product launch had a profound impact on its success. Consumers became more energized and excited about purchasing a new product, all thanks to some musical cats and CGC (cat-generated content).

Controlling the Narrative

We want the influencer to decide how your company's product is best presented to his or her own audience. Why? It works. That being said, we highly encourage campaign collaboration between influencers and the brand they are presenting.

At least half of influencers want to be treated as brands will treat any 3rd party publisher. In other words, you're not going to pay off a reporter from the New York Times for a glowing review. Same for the influencer, no matter how niche he or she is.

Can influencers be bought? Yes! Most influencers (69.4%) are willing to take money to promote your product. That's why we steer brands to the influencers who will promote them with excitement, authenticity and trust. We assess our influencers and expect them to uphold acceptable standards throughout the life of every campaign.

LINCHPIN #2

Integrated Influence

Our MeowMix campaign used **content marketing and social media** to inspire people to take action. These are two parts of what we call integrated influence.

At Markerly, it's not enough to hammer a few posts together and blast them to the tribe. Whenever possible, we work with a *whole* brand. We help your company assemble an integrated influence campaign, which is powered by your existing:

- Social media
- Advertising
- Public Relations
- Agencies
- Campaigns
- Content
- Events
- and Corporate Responsibility Programs

Integrated influence is our signature approach.

We use the full “marcom matrix,” which amplifies an influencer campaign to reach your audience in the most effective way possible.



LINCHPIN #3

Doing Good

We help brands like yours design socially responsible campaigns. Usually this means doing extensive research on our influencers to ensure they are themselves socially responsible.

Social responsibility sells.

However, working with MeowMix, this idea had to be altered just a bit. We created positive and fun entertainment for cat owners across the nation. MeowMix and Markerly's social good was geared towards uplifting spirits and bringing smiles to others' faces.

Social good is also one step in a chain of brand influence.

If a brand can use an influencer campaign to help its community, the environment or a good cause—it's a win-win.

- You'll create a campaign that inspiring, and more shareable.
- Your brand will visibly associate with what your audience loves.
- You *become* the story that's told by people of influence.
- Your brand creates the news.

Because people like people who do good.





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