

Musselman's Apple Sauce

Working as a social media and content marketing firm to help maximize Musselman's sponsorships through a multi-pronged digital media campaign.



The Situation

Musselman's Apple Sauce is the leading brand of Knouse Foods, an established, grower-owned fruit-processing cooperative with more than 60 years history of providing high quality fruit products.

Keeping families healthy is a key component of Musselman's mission. Its sponsorship of Disson Skating's figure skating events and long history of supporting the National Breast Cancer Foundation (NBCF) are important parts of the brand's commitment to families and the community.

For years, Musselman's had been working with Disson Skating as a sponsor of its nationally televised figure skating shows featuring celebrity skaters like Kristi Yamaguchi, Nancy Kerrigan, and Michael Weiss, and family-friendly musical artists including Chicago, Jewel, and Sara Evans. In 2011, Musselman's wanted to tie its relationship with the NBCF into its title sponsorship of the skating event to increase awareness and spur charitable donations. Musselman's also wanted to involve its online community through social media.

Integrating all of these elements and coordinating efforts with Musselman's many partners was a challenge, and Musselman's needed a versatile marketing firm with creativity, strategy, and execution power that would get results.

Musselman's wanted to tie its relationship with the NBCF into its title sponsorship of the skating event to increase awareness and spur charitable donations as well as engage through social media.

Challenges

- ➔ **Brand-awareness** of Musselman's on social media was low when the company launched its first digital media campaign in 2011.
- ➔ **Promoting Musselman's skating sponsorship** required the integration of a complex range of marketing strategies and partners, including a social media campaign, a sweepstakes, a live skating show, a pre-recorded TV broadcast, and the separate social media properties of the NBCF, the figure skaters and musical guests, and other partners.
- ➔ **Compelling content and consistent messaging needed to be created** not only for Musselman's digital campaign but also for the partner social media properties, the live event and TV broadcast, and the vignettes that aired during the show.

The Work

Right Source Marketing recommended a multi-pronged approach to achieve all of Musselman's goals. The first year, the firm conceptualized a Facebook promotion to tie all the various elements into one campaign and increase awareness of Musselman's on social media properties. The promotion was titled "You're the Inspiration," after the song by Chicago, the musical act headlining the 2011 skating show.

To build an audience, reward participants, and showcase stories, the promotion consisted of three components: a \$1 donation to the NBCF for each new "like" on [Musselman's Facebook page](#), a sweepstakes featuring grand prize trips to see the Skating Spectacular live in South Bend, IN, and a photo contest where community votes decided the winner of a trip to a future ice skating show.

In addition to building this digital marketing strategy, Right Source Marketing helped execute the plan by activating Musselman's existing social networks, as well as the social media networks of its partners to publicize the promotion. Right Source Marketing created a Facebook advertising campaign to encourage engagement with Musselman's and increase the reach of the promotion on Facebook.

Right Source Marketing helped each partner spread the word while keeping Musselman's core messaging consistent. This was truly an integrated promotion, with TV mentions and advertising driving traffic to Facebook, and Facebook activity driving traffic to the sponsored TV shows.

In 2012, the Celebrate Family Sweepstakes, expanded on the previous year's plan, growing to include Twitter and Pinterest, and aiming to further increase the number of Musselman's Facebook "likes" and the donation to the NBCF.

For the 2013 campaign, Right Source Marketing took a strong, content-driven marketing approach that would not only create awareness of Musselman's but also encourage engagement with the brand through increasing the volume of likes, followers, and fans on social media, as well as getting people to read, share, and comment on Musselman's content.

To this end, Right Source Marketing moved the promotion from Facebook to a new **Musselman's microsite** that included information about the sweepstakes and an entry form, an NBCF donation tracker, figure skaters' family photos, and a blog. The goal was to create compelling, quality, lasting content that continues to benefit Musselman's beyond the duration of the promotion.

Right Source Marketing provided Musselman's with a team of modern marketers who understand technology, social media, and marketing to help the brand combine and leverage all of its sponsorship assets into a cohesive digital media campaign that will last beyond a single event and develop a platform for ongoing engagement.



NBCF Donation



Microsite



Celebrate Family Sweepstakes

Results

Over the course of its three-year relationship with Right Source Marketing, Musselman's has transformed what was once a solid sponsorship into an annual opportunity to showcase the Musselman's brand to all of its core audiences, both online and offline. Specific results include:

30,000

Audience Engagement

In the first two years, the Musselman's programs generated more than 15,000 contest entries. The 2013 program exceeded 35,000 entries, marking the highest level of audience engagement since the program's inception.

\$150,000

Charitable Donations

Between 2011 and 2012, the program helped raise nearly \$100,000 for the National Breast Cancer Foundation (NBCF). The 2013 program raised an additional \$50,000, for a three-year total of \$150,000.

100,000

Facebook Likes

Over a three-year span, the promotion is directly responsible for a more than 100,000 gain in Musselman's Facebook "likes," expanding the social media footprint and brand awareness of Musselman's.

57,302

Microsite Traffic

In 2013, the "home base" of the program shifted from Facebook to the Musselman's Family Skating Tribute microsite. From its launch in mid-September through the end of the campaign, the site has attracted 57,302 visits.

Content Marketing All In 2013 Musselman's took some of its first steps towards a content-driven marketing approach, publishing and marketing dozens of blog posts designed to entertain and educate the public. Not only has this content program meshed seamlessly with the other components of the program, but it will generate lasting results long after the program ends each year.

Winning Formula Perhaps most importantly, Musselman's has been able to establish a social media and content marketing platform, framework, and measurement system for future shows and promotions.

“Right Source has proven to be exactly the type of marketing partner we were looking for. Not only have they come up with the creative ideas to fuel the program, but they've built an organized framework that allows us to improve what we're doing year after year. There is no question that — because of the program Musselman's and Right Source have created — we're getting far more value out of our sponsorships.”

— Bob Fisher, Vice President of Marketing at Knouse Foods

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