



PACIFIC  
FOOD  
CASE STUDIES

# Best Practice Commercial Video

- Together, Foodiful and Woolworths are creating best practice video content based on seasonal campaigns, trends and insight.
- Our content creators tap into all data points to ensure effective, efficient and engaging video content for clients.
  - Social listening
  - Audience Insight
  - Editorial Consumer Connection
  - Content response metrics



Best practice and performance

## Results

285,000 reach  
100,000 video views



# New Idea Social Listening: Fast and effective video content

- New Idea editorially led food content
- Picked up on a new trend for 'Cloud Eggs' talked about on Sunrise and DailyMail.
- Turned around a video within a few hours, explaining and demonstrating how to.
- And delivered impressive results;
  - 2,718,000 reach
  - 1,754,000 video views
  - 66,000 engagements

# Philips & Facebook Live

## Case Study

### Objectives:

- Educate audience on the product and how it's used
- Engage the audience via an integrated consumer promotion through the Facebook Live platform
- Encourage two-way conversation with consumers
- Leverage Philips brand ambassador

### Execution:

Foodiful Editor, Alix, along with Philip's Expert Gabrielle held a Facebook live to demonstrate how to cook three recipes using the Philips Airfryer. As a first for Pacific we integrated a consumer promotion within the FB Live to heighten consumer engagement throughout the duration of the broadcast. Alix & Gabrielle were able to get feedback from viewers in real-time and answer their questions/comments while they cooked!

### Results:

- ✓ 370k reach
- ✓ 493k impressions
- ✓ 90k video views
- ✓ 1500 reactions
- ✓ 550 peak live viewers

### Outreaching the competition

The highest rating program on subscription TV reached less than half of that of the Philips Facebook Live that night.

