

CASE STUDY

# #LoveForKraft Influencer Marketing Campaign

How Kraft's Influencer Marketing Program Drove a  
Double-Digit Lift in Favorability and Intent

**Kraft***Heinz*



MAVRCK 

 GROUPRFZ





# About Kraft Heinz

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A globally-trusted producer of delicious foods, the Kraft Heinz Company is the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world, with eight \$1 billion brands.

Based in Chicago, the company houses more than 200 household brands and operates across 40 global markets. Its brand marketing team has worked with Mavrck since 2018.

## KEY TAKEAWAYS

# Lifts in Favorability & Purchase Intent

As a result of activating **macro and micro-influencers** to create **46 #LoveForKraft posts on Instagram** to increase awareness, favorability, and intent, the Kraft brand lift study indicated:



**+40 pt**

**LIFT IN BRAND FAVORABILITY  
AMONG NON-KRAFT USERS.**



**+15 pt**

**LIFT IN PURCHASE INTENT  
OF NON-KRAFT USERS.\***

 **GROUPRFZ**

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\*indicates not statistically significant, but directional.

# The Challenge

Kraft Heinz was limited in its ability to measure the impact its influencer campaigns were having on the following top-funnel metrics: recall, brand favorability, and intent to purchase.

Specifically, the *Kraft* Brand wanted to measure and understand how exposure to its #LoveforKraft Instagram campaign impacted perception of the Kraft brand and examine the impact of the Instagram posts on brand awareness, purchase intent and favorability.

# The #LoveForKraft Campaign Strategy & Brief

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To increase brand awareness, favorability, and intent, the Kraft Brand Team wanted to leverage influencers' authentic love, experiences, and passion for the brand. To highlight its core brand attributes influencers communicated how Kraft products take pressure off parents, provide moments of relief, and make parenting more joyful.

Kraft executed a tiered influencer campaign strategy to identify the top influencers for the Kraft Brand family. Kraft first recruited micro- and macro- influencers who are parents to showcase Kraft products and recipes on Instagram. Next, Kraft worked with Mavrck to identify the top performers across these campaigns based on content quality and adherence to brand standards. Kraft then invited them to apply to the #LoveforKraft ambassador program for the Kraft Brand family.

Accepted micro- and macro-influencer ambassadors were then instructed to purchase their favorite Kraft products (e.g. Kraft Mac and Cheese, Kraft Natural Cheese, Kraft Singles) to feature in their posts. Influencers created a static Instagram post twice per month with the hashtags #LoveforKraft, #FamilyGreatly, #Ad, the name of the product featured, and the @kraft\_brand tag. Influencers were incentivized with a \$75 Visa gift card.



# Measurement Methodology

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To measure how the #LoveForKraft campaign helped to increase top-of-mind awareness, purchase intent, and favorability, Kraft and Mavrck conducted a brand lift study with Group RFZ that compared those exposed to influencers' #LoveForKraft content on Instagram with an unexposed control group.

As traditional brand lift studies don't take into account the power of the influencers themselves, the study was designed specifically to measure the impact of influencer marketing by ensuring that the exposed group has some level of awareness of the specific influencer(s).

The study used a standard control/exposed methodology. The exposed group was recruited from an audience of individuals who had already engaged with one of the influencers' profiles, and were re-exposed to a #LoveForKraft post. The exposed group was comprised of 173 individuals and the control group was comprised of 200 individuals.

Exposed individuals were shown a re-created Instagram feed that included one of five influencer posts.



# Campaign Results & Insights

The results of the #LoveForKraft Group RFZ brand lift study revealed that exposure to the #LoveforKraft influencer campaign had a positive impact on Kraft's KPIs, particularly among specific subgroups (i.e., Kraft users vs. non-Kraft users; households with children vs. without children)

Compared to the control group, the exposed group:

- Is more favorable to Kraft.
- Has higher unaided and top-of-mind awareness of Kraft.
- Has higher brand attribute ratings among those without children and those who do not regularly purchase Kraft products.

Influencer posts also had a strong impact on those without children and those who do not regularly purchase Kraft products.

- Brand attribute ratings of Kraft saw high lift among those two subgroups and had improved lift on KPIs.



# #LoveforKraft Macro- & Micro-Influencer Campaign Performance



**46**

#LoveforKraft Influencer Instagram Posts

**2.3M**

Total Estimated Impressions on Influencer Posts

**186.8K**

Estimated Engagements on Influencer Posts

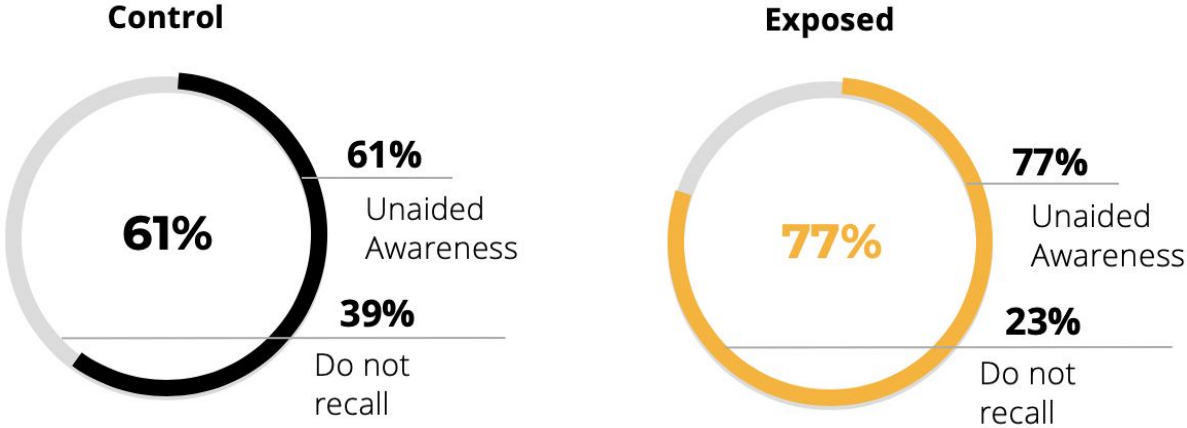
**\$0.09**

Average Influencer CPE





# Lift in Unaided Awareness of Kraft



% Aided Awareness of Kraft	Control	Exposed
	97%	96%

While aided awareness of Kraft was nearly universal, **unaided recall** of Kraft within products with cheese was **16 points higher** among the exposed group



Q5: Thinking about food brands that make various types of products with cheese, what comes to mind?

# #LoveforKraft Performance: Lift In Brand Awareness



5

#LoveForKraft Influencer Instagram Posts



173

Consumers Exposed to #LoveforKraft Instagram Posts



+16 pt

Lift in unaided brand awareness



+8 pt

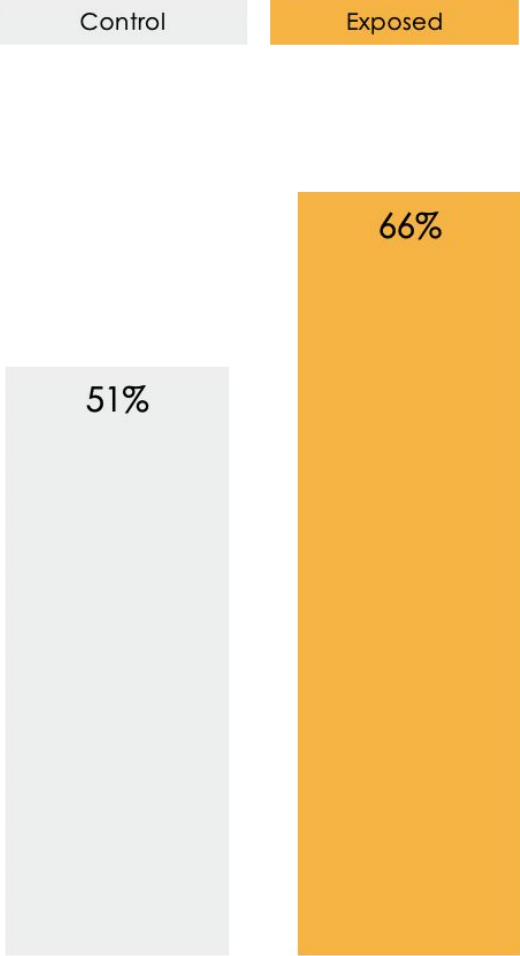
Lift in attribute "gives me a moment of relief"

\*Indicates not statistically significant, but directional.

# Lift in Brand Favorability

## Brand Favorability: % Very Favorable\*

On a scale of very unfavorable to very favorable



Exposure to Instagram posts led to a substantial **15 point lift in favorability** for Kraft



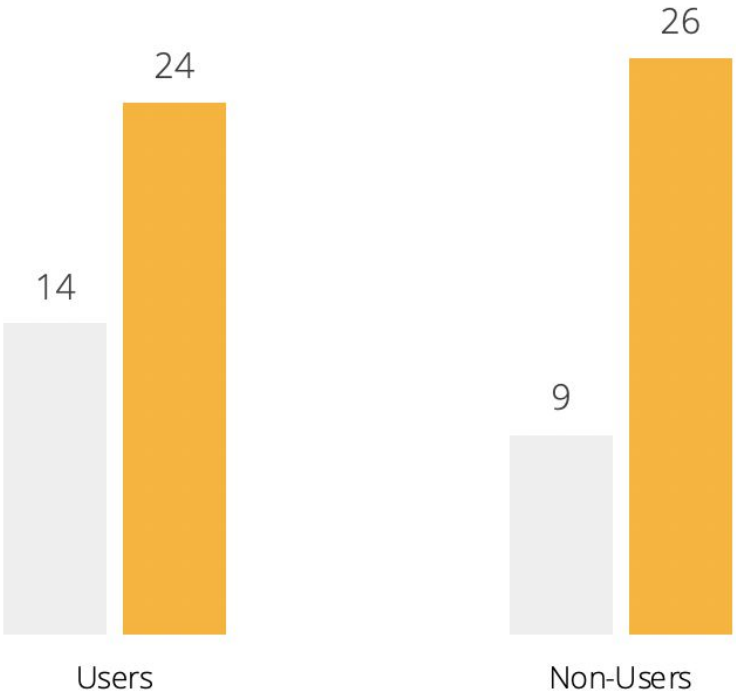
Q8: How favorable are you to each of the following brands?

\*among those aware

# Lift in Brand Attributes Among Non-Kraft Users

## Gives Me a Moment of Relief: Describes Kraft Completely

Among Kraft and non-Kraft users



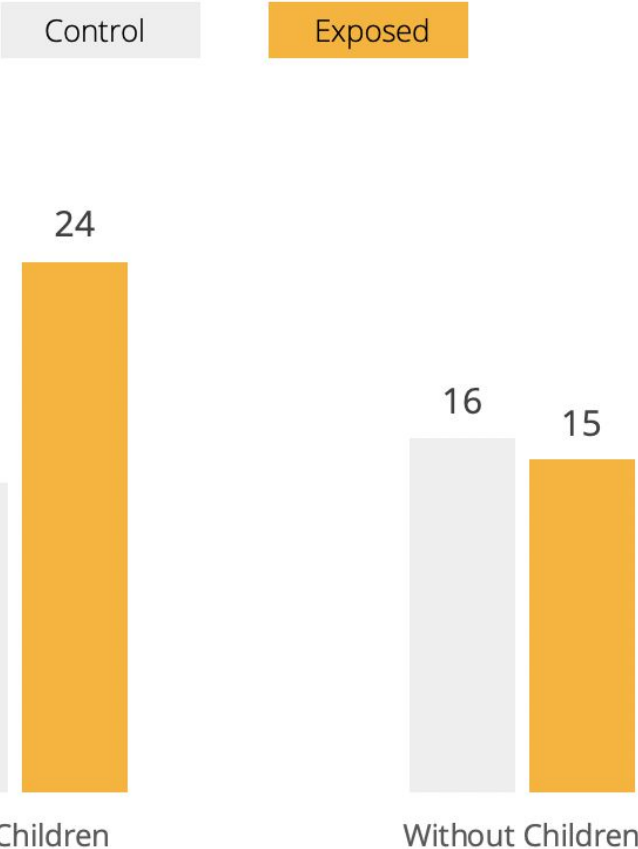
The attribute "gives me a moment of relief" saw a **17-point lift** between control and exposed groups for non-Kraft users.



# Lift in Brand Attributes Among Those With Children

## Gives Me a Moment of Relief: Describes Kraft Completely

Among those with and without children



The attribute "gives me a moment of relief" resonated with exposed individuals with children, seeing a **10-point lift**. Those without children were flat in this attribute.



# #LoveforKraft Performance: Lift In Brand Favorability



5

#LoveForKraft Influencer Instagram Posts



173

Consumers Exposed to #LoveforKraft Instagram Posts



+15 pt

Lift in overall brand favorability



+27 pt

Lift in brand favorability among people without children



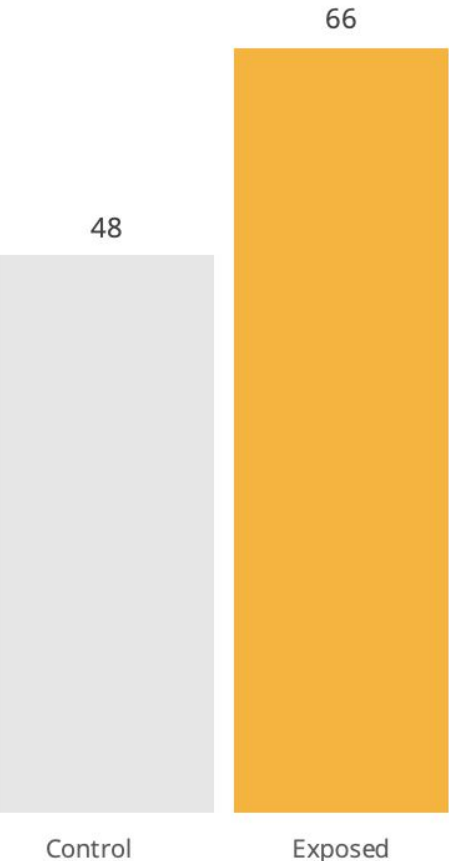
+40 pt

Lift in brand favorability among non-Kraft users

# Lift in Purchase Intent Among Those Without Children and Non-Kraft Users

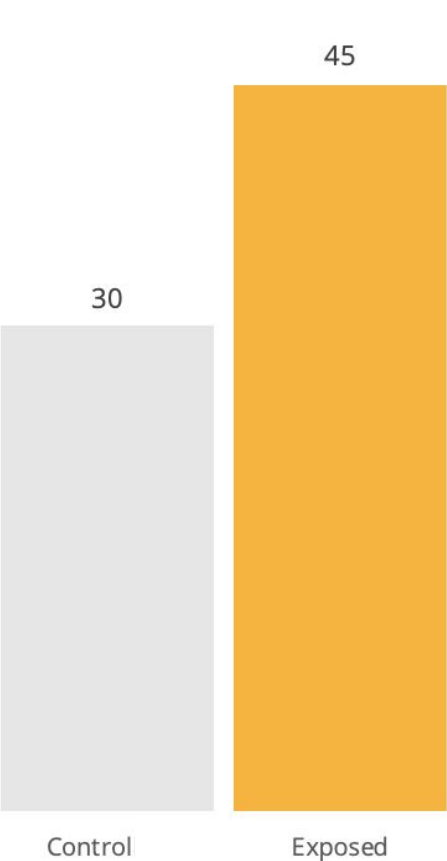
## Lift in Purchase Intent

Among those without children

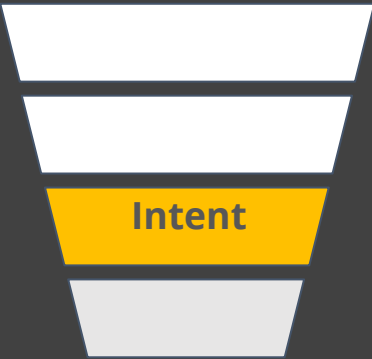


## Lift in Purchase Intent

Among non-Kraft users



Exposed respondents without children and exposed respondents who were non-Kraft users saw the biggest **lifts in purchase intent.**



# #LoveforKraft Performance: Lift In Purchase Intent



5

#LoveForKraft Influencer Instagram Posts



173

Consumers Exposed to #LoveforKraft Instagram Posts



+18 pt

Lift in purchase intent among people without children\*



+15 pt

Lift in purchase intent of non-Kraft users\*



“With Influencer Marketing Brand Lift Studies, Mavrck’s Customers can measure top-funnel metrics such as awareness, perception, and intent.”

**Jeff Melton**  
**Chief Marketing Strategy Officer, Mavrck**





## ABOUT MAVRCK

Mavrck is the leading all-in-one [influencer marketing platform](#) enabling companies such as P&G, Kraft Heinz, and Express to harness the power of ideas people trust. Marketers use Mavrck to identify and activate influencers, influential employees and customer advocates to create authentic insights and content for customer experience touchpoints at scale. Using its self-service influencer manager, marketers can take an automated and performance-based approach to influencer marketing.

Founded in 2014, Mavrck is headquartered in Boston, MA, with offices in Denver, New York City, and Chicago, has 60 employees, and has raised \$13.8M in venture capital. The platform has been recognized for its superior offering by the Shorty Awards, Retail TouchPoints' Retail Innovator Awards, and earned 'Best Influencer Marketing Platform' by Digiday in 2018. Mavrck was also named a "Strong Performer" among the top emerging influencer marketing platforms in Forrester's evaluation, [The Forrester New Wave™: Influencer Marketing Solutions, Q4 2018](#).

Mavrck's first textbook, [Influencer Marketing Center of Excellence](#), is now available for purchase.



# Thank You



SALES@MAVRCK.CO  
MARCOM@MAVRCK.CO



WWW.MAVRCK.CO

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