

# At-Home Coffee Experience

## CASE STUDY

A leading premium coffee brand faced the challenge of convincing consumers to skip takeout coffee and instead create high-quality, café-style beverages at home using their premium products.



## STRATEGY

Postmedia's strategy focused on enhancing brand awareness and engaging consumers through a sponsored content series that included educational articles and a recipe video.

We rolled out a three-article content series for our client, with the second article featuring a recipe video. This video, highlighting a Colombian Choco Latte recipe, was seamlessly embedded in the article to offer a visual guide on how to easily recreate a premium coffee experience at home.

### Campaign Strategy:

- Sponsored Content Series
- Interactive Quiz
- Recipe Video
- In-Feed Ads
- Point of Entry
- Social Media Amplification
- Interscroller Ads

## RESULTS

The campaign delivered outstanding results, far exceeding expectations and surpassing all key performance benchmarks. By implementing a comprehensive strategy that integrated content, video, social and interactive elements, the brand effectively engaged its audience, driving significant interaction, longer time spent on page and impressive video views. These results highlight the effectiveness of a multi-channel approach in boosting brand awareness and encouraging consumers to enjoy premium coffee at home.

### 20K+

TOTAL PAGE VIEWS  
(ARTICLES 1, 2 & 3)  
\*12K guaranteed

### 20K+

UNIQUE VISITORS

### 3:44

AVERAGE TIME SPENT ON  
PAGE (ARTICLES 1, 2 & 3)

### 889K+

SOCIAL MEDIA  
IMPRESSIONS

### 750K+

INTERSCROLLER  
IMPRESSIONS  
\*750K planned, CTR 0.77%

### 1.5K+

VIDEO VIEWS