

CLIENT FEATURE

QUEEN ST. BAKERY

• GLUTEN-FREE COMMERCIAL BAKERY •

INFLUENCER PROGRAM
STRATEGY & EXECUTION,

PR STUNTS & EVENTS,

SOCIAL MEDIA &
ONGOING PR



01 Influencer Program Strategy & Execution

- Built a community of 100+ influencers and thought leaders in the wellness industry across Canada
- Signed a Celebrity Athlete as a Spokesperson, Alysha Newman (Olympic Pole Vaulter) for a 6-month campaign and partnership
- Designed and sourced influencer PR boxes for product launch



02 PR Stunts & Events

- Free Grilled Cheese Pop-Up
- Valentine's Day Pizza Hotline
- Secured media coverage from CTV, Sidewalk Hustle, Daily Hive, Streets of Toronto, HOLR Magazine
- All events generated a buzz through word-of-mouth, foot traffic, influencer posts, and organic social media coverage from the public



03 Social Media & Ongoing PR

- Created content for Instagram (photo, video, reels, stories, and graphic templates)
- Curated the Instagram feed for a more aesthetic and engaging look
- Worked with paid influencers to create content and giveaways to boost following
- Pitched the brand for media placements and secured content partnerships with various outlets
- Pitched founders for interviews on podcasts, print/digital, TV, and radio



Influencer

PROGRAM STRATEGY & EXECUTION

We built out a 3-tiered approach to leverage influencers effectively with minimal budget. Queen Street Bakery had used influencers in the past, but was doing so inconsistently just by sending product once and hoping for coverage. As a result, they weren't seeing an ROI and were not getting their key messages across!

BUILDING RELATIONSHIPS

Instead, we designed an ongoing influencer program and built relationships individually with over 100 influencers and thought leaders in the wellness industry (dietitians, trainers, gluten-free and vegan bloggers, etc), that genuinely liked the product and were willing to share our key messages in their own words on an ongoing basis.



PAID PARTNERSHIPS

We executed paid partnerships with macro influencers in order to create quality content and grow the brand's following. We executed giveaways which gained the brand approximately 700+ followers per giveaway. We executed ongoing content partnerships which resulted in not only the large exposure from the influencer's audience but content that was repurposed into ads, and recipe content for the blog.

PR BOXES FOR PRODUCT LAUNCH

To launch Queen Street Bakery's latest product: 1:1 Superfood Baking Flour, we designed and assembled PR boxes for over 100 influencers for Christmas and again for Valentine's Day. Each one contained a DIY Cookie Decorating Kit, using the Baking Flour, to provide our influencers with not only a beautiful package to open but an activity to complete that would create a memorable brand experience, and of course encourage product trial! Each campaign generated over 900,000+ impressions and over \$81,000 in earned media.

We also distributed product to influencers in the US as a soft-launch for the flour in the US market to gather feedback, and opened up several food service wholesale opportunities for the company using our own networks.



PR Stunts & Events

CREATIVE STRATEGY & EXECUTION

In an online world - sometimes the best way to cut through the noise is to go back to basics, with real-life events!

Events are a great way to earn media attention and attract new customers to your brand.

FREE GRILLED CHEESE POP-UP

We set up on Queen Street West with FREE grilled cheese sandwiches for the public, and for every 2 sandwiches eaten, we donated 1 loaf of bread to the Daily Bread Food Bank.

We secured media coverage for this event from several outlets including CTV, Streets of Toronto, Daily Hive, HOLR Magazine, and Sidewalk Hustle.



GIVE BACK TO GET NOTICED

This event generated a high amount of foot-traffic even in the dead of winter during the pandemic, and with over 1000 sandwiches eaten we were able to donate over 500 loaves of bread.

Everyone loves free stuff, and everyone loves charity, so this event garnered a ton of organic posts on social. Most importantly, this was a creative way to get over 1000 people to sample the product, and deliver the brand's key messaging to - in person.

MEDIA HITS INCLUDE


NEWS

**STREETS OF
TORONTO**

H!
HOLR

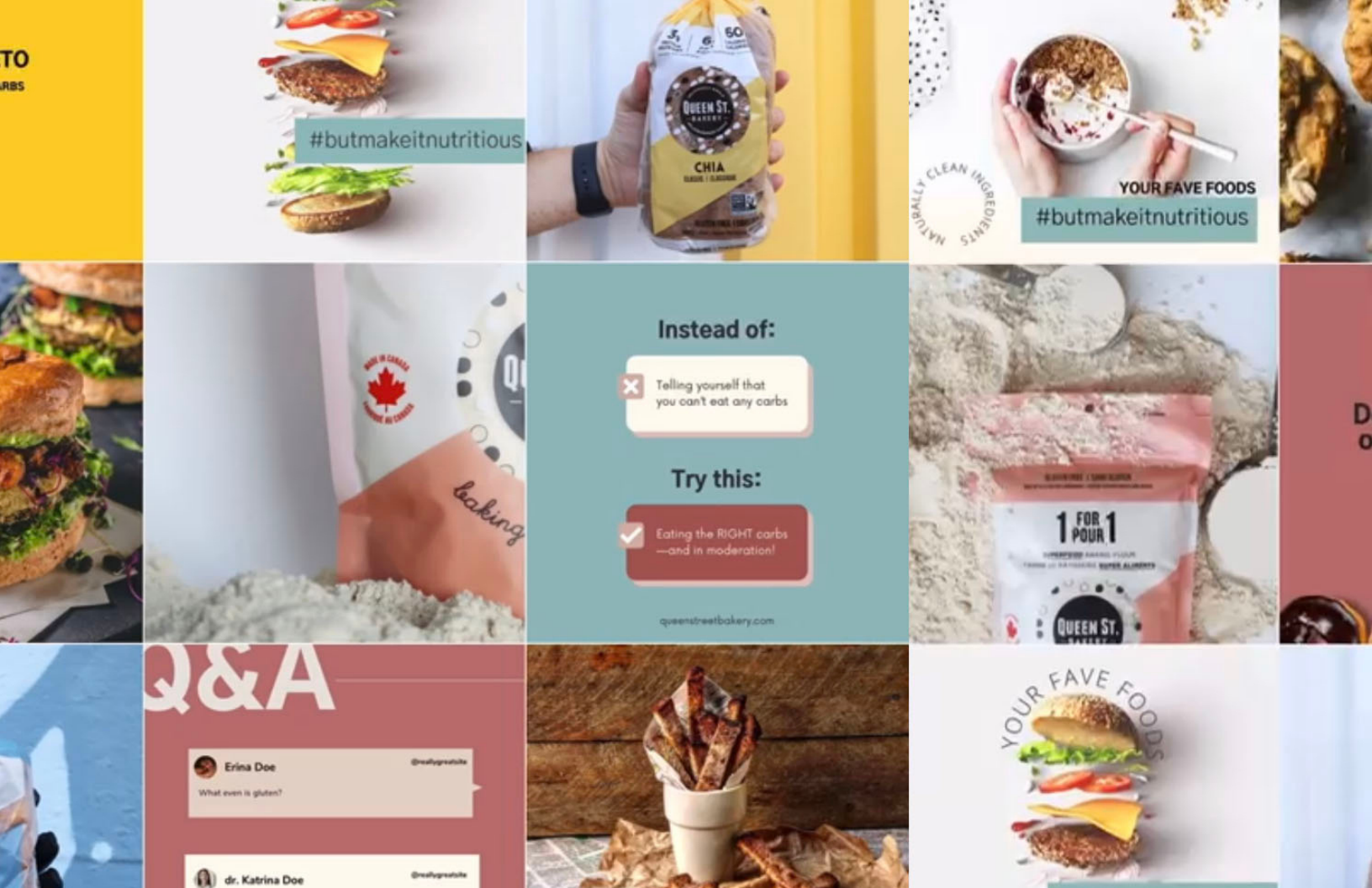
dished
BY DAILY FIVE

VALENTINE'S DAY PIZZA HOTLINE

For Valentine's Day 2021, AKA the loneliest Valentine's Day yet, we wanted to help Queen Street Bakery spread the love. We teamed up with a local pizzeria to create heart-shaped pizzas using Queen Street Bakery's gluten-free dough, in order to garner media attention and product trial in new markets. Customers could call the Pizza Hotline to order a pizza for themselves or loved ones on Valentine's Day, with the proceeds going to the LGBTQ+ non-profit organization, Get Real. We executed an influencer campaign to promote the hotline, earned media coverage from several outlets, and generated a buzz of user-generated content on social media.

MEDIA HITS INCLUDE





Social Media & PR

STRATEGY, CONTENT CREATION, PITCHING

From feed strategy, to template design, to photo and video shoots, we supported Queen Street Bakery's social media manager to elevate their social media channels. We pitched their brand and founders for ongoing media coverage and evergreen content partnerships.

STORY VS. PRODUCT

Previously, Queen Street Bakery's feed was very product-focussed, and lacked personality. There was no strategy, and wasn't resulting in the engagement or aesthetic they knew they could achieve with a little TLC.



EXTENSION OF YOUR TEAM

Queen Street Bakery is a small but mighty team, so their Marketing Director was the one handling social. For a small company, it made more sense for them to outsource social media support to us rather than hire a full-time employee. We pride ourselves on integrating right into our client's workflows so that it feels like we are a direct extension of your team, rather than a third-party agency.

CONTENT CREATION

We audited Queen Street Bakery's social media presence and developed a strategy and grid design based on their best-performing assets thus far. We designed templates so that anyone in the future managing social will be equipped to continue the strategy, and created catchy and engaging photo, video, and recipe content on an ongoing basis.

ONGOING PR

In addition to the PR Stunts we executed for Queen Street Bakery, we also pitched the brand for media coverage on an ongoing basis. We landed the founders interviews and coverage in Menu Mag, iHeart Radio's Eat This Podcast, Niche Lifestyle, Drift Travel, HOLR Magazine, and more.



CONTACT US

We can't wait to hear about your business and upcoming projects.

Email us to set up a discovery call:

Marlie@dropcreativeagency.com
Kaitlin@dropcreativeagency.com

dropcreativeagency.com