

Kallø collects social media influencers for brand awareness campaign

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SUMMARY

Natural food brand, Kallø, owned by Wessanen UK has launched the Kallø Collective - a group of high profile social media influencers - to raise awareness of the brand using social media.

Kallø, the natural food brand owned by **Wessanen UK**, has recruited three brand advocates to raise awareness through tactical, digital marketing.

The Kallø Collective is a new group that will share recipes and beautiful imagery using Kallø's products on Instagram. It is made up of three highly influential Instagram users who are passionate about the Kallø brand and embody its philosophy and desire to keep things simple in their day-to-day lives.

With a combined targeted following of over 260,000 people, the brand is working closely alongside food photographer and stylist Bea Lubas, Instagram influencer and growth mentor Dominique (also well-known by her Instagram name, allthatisshe) and fitness, food and lifestyle blogger, Tara London.

To launch the Kallø Collective, each influencer will take over the brand's Instagram page for one day over the next few weeks to introduce themselves to Kallø's followers.

For the remainder of 2017, the Kallø Collective will create credible user content including recipes, rice cake topping ideas and attractive photography, both on Kallø's channels and on their own profile. The aim is to raise brand awareness amongst Kallø's target audience and increase the brand's online following.

The group will also actively support the brand's new product launches throughout the year.

Beth Roxburgh, Kallø Brand Manager at Wessanen UK, comments:

"Our focus for this year is to drive brand awareness amongst consumers that make educated purchasing decisions about the foods they eat, but perhaps aren't aware that Kallø can help meet their needs.

"When it came to a decision whether to invest in traditional advertising or to take a more targeted digital approach via key influencers, we felt that the latter approach was best suited to our brand and our audience. Many of our target consumers are using Instagram to search for inspiration on their life

and food choices, so it made sense to capitalise on this. Through strategic partnerships with key social media influencers, we are able to introduce consumers to our brand and give them more interesting and varied content.”

This latest drive follows a targeted mobile advertising campaign launched earlier in 2017 to raise awareness of Kallø’s on-the-go snacking range with London commuters. Adverts popped up on their phones during the daily commute into and out of the capital, to raise awareness of the Kallø chocolate topped rice cakes as a natural and delicious on-the-go snacking product.

Kallø’s low calorie snacking portfolio features a range of rice cakes and corn cakes based on simple, natural ingredients with no artificial colours, flavours or preservatives while their stock cube offering is the UK’s number one Organic Stock Cube brand (IRI Total Market 52w w/e 25th February 2017).

The brand experienced an 8% increase in value sales in rice and corn cakes, and 15% increase in value sales in stock cubes in the last 52 weeks (source: IRI w/e 22nd April 2017. 3.8 million UK households are now buying Kallø products (source: Kantar w/e 26th March 2017).

Kallø’s digital marketing agency, Exposure has been working with them on this latest campaign.



QUOTES

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ABOUT WESSANEN UK

About Wessanen UK – www.wessanenuk.com

Wessanen UK is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



Wessanen UKnewsroom