

# Healthy Choice

## Company Background

Healthy Choice is a brand of delicious frozen food that fuels a healthy lifestyle. The meals cater to people looking for healthy, fresh-tasting and convenient food at a great value. The brand has been in existence for 20 years and is owned by ConAgra Foods, owners of more than 50 different consumer-facing food products, in the frozen, snack, and ingredient categories.

## Objective

The primary goals of Healthy Choice's Facebook campaign were to engage consumers and increase the number of people connected to the company's Facebook Page, the free public profile that enables companies to share their business and products with Facebook users on an ongoing basis. The brand had an active, enthusiastic community of about 7,000 people, making Facebook an ideal platform to promote and trial a new line of lunch entrees.

Additionally, the company wanted to distribute coupons to its Facebook community in an effort to promote the brand's reputation for good value. "If there is one thing that we are constantly hearing from our community, both in Facebook and outside of Facebook, it is that value is king right now," explains Genevieve Mazzeo, Social Media Manager at ConAgra Foods. "We're looking for unique ways to deliver value to our consumers."

## Facebook Executive Summary

### Client:

Healthy  
Choice

[www.facebook.com/healthychoice](http://www.facebook.com/healthychoice)

**Objective:** Increase the number of people connected to the company's Facebook Page, increase engagement and reinforce the brand's reputation for value

**Solution:** Create a progressive coupon that increases in value the more people click to like the brand and sign up for the coupon, and promote the campaign through active engagement, Facebook Ads and email communication

### Key Lessons:

- Facebook's peer-to-peer communications can extend a campaign's reach to beyond its initial target audience
- Targeting allows companies to reach existing and potential customers simultaneously and with the same campaign
- Facebook can be an effective platform for a coupon campaign to support a new product launch

*"The buzz that we wanted to create, we definitely created that, and we did something different."*



**Genevieve Mazzeo, Social Media Manager, ConAgra Foods**

## Approach

Healthy Choice decided to use its Facebook Page (<http://www.facebook.com/healthychoice>) to distribute coupons – with a twist – and promoted them through status updates, community outreach, and a Facebook Ads campaign. The company offered Facebook users a “progressive” coupon. The number of coupons was limited, but as more people signed up for the coupon on Facebook, it would increase in value, from \$0.75 to \$1.50 to a buy-one-get-one-free deal. This of course encouraged users to share the coupon with their own Facebook communities and allowed Healthy Choice to tap into the viral, peer-to-peer promotion that Facebook affords.

Using the interaction tools inherent in Facebook, Healthy Choice, supported by public relations firm Ketchum, spread news of the coupon to the existing community and to bloggers with whom the brand already had strong relationships, as well as the brand’s email database. This outreach built on previous coupon giveaways executed by the brand and allowed bloggers to spread the word on behalf of the brand, while reaching existing consumers of Healthy Choice products.

Healthy Choice ran two series of Facebook Ads. Starting on October 12, 2010, Healthy Choice ran both Premium and Marketplace Ads for a week and another series of Premium Ads from October 20 to 22. The Ads publicized the progressive coupon offer and then brought people to Healthy Choice’s Page, where they could click to like it and then sign up for the coupon.

Healthy Choice took advantage of Facebook’s anonymized and aggregated data to target its desired audience. It reached people who might already be Healthy Choice consumers as well as people who were likely to become customers. This was achieved by using two keyword target segments: healthy eating keywords, such as



**Buy 1 Get 1 Free Coupon!** X

Like Healthy Choice & reserve your Buy One Get One Free Coupon. Hurry and get one while supplies last!

65,840 people like Healthy Choice.

Like



**Progressive Coupon Offer!** X

Like Healthy Choice & reserve your Progressive Coupon. The more you share, the more it's worth - up to buy one get one free!

‘vegetables’, ‘healthy living’, ‘healthy gourmet’ and ‘salads’, and convenience keywords, which included several popular, healthier fast-food brands. In addition, the company targeted women aged 18 and above and did not specify geographic location to reach as many people in its target group as possible.

When the coupon reached its maximum value, Healthy Choice changed the copy in the ads to remind people of the great deal available and encourage them to sign up.

It was important to Healthy Choice that people pass along the progressive coupon, which was designed to be shared. “That is what drives social media,” explains Genevieve. “You want to be the authority and bring that valuable content to your community.” On Facebook, people are able to both indirectly and directly promote the Healthy Choice brand through their engagement with the company’s Page. This authentic, peer-to-peer promotion enables companies to reach more people while generating greater brand awareness and brand equity.

## Results

- Approximately 6,800 people had connected to Healthy Choice's Facebook Page when the campaign began on October 12 2010. At the end of the two-week campaign, almost 60,000 people had connected – an increase of approximately 900 percent.
- Users' engagement with the Healthy Choice Page increased threefold. Now, each new post from Healthy Choice generates three times as many responses as it would prior to the coupon campaign.
- Healthy Choice distributed 50,000 coupons.
- The ads received 11 million impressions, in addition to 3 million organic and brand-driven impressions for Healthy Choice. The ads had an engagement rate of 0.261 percent.
- Users were given the option to sign up for Healthy Choice's email newsletter when registering for the coupon and 60 percent of users opted to join the mailing list. "That is above average for an email acquisition campaign and this was not necessarily designed as an email acquisition campaign. That was an unexpected and very exciting result," Genevieve explains.
- The company's progressive coupon campaign generated significant trade coverage and buzz outside of Facebook, including an article on the comeback of coupon clipping published in Advertising Age on November 1, 2010.

## The Future

Through the coupon campaign, Healthy Choice sparked an excited and engaged conversation with its Facebook community. The company is actively continuing that conversation, listening to and responding to consumers, and leveraging that engagement to help provide better products, services and value. Healthy Choice sees Facebook as a business partner for the future. "There are a lot of exciting things that we are planning, everything from different offers to ways of sharing news with our community. We are really trying to be a partner and be present," says Genevieve. "Facebook presents an incredible opportunity for brands – it is where consumers are."

