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WHERE APPLES LOVE TO GROW™

## **GROWTH: Growing Michigan Apples Social Marketing**

**Parent Category:** Public Relations Communications

**Subcategory:** Strategic Programs

**Category Number:** 80c. Social Marketing Campaign

**Client:** Michigan Apples

**Agency:** Piper & Gold Public Relations

## **SUMMARY**

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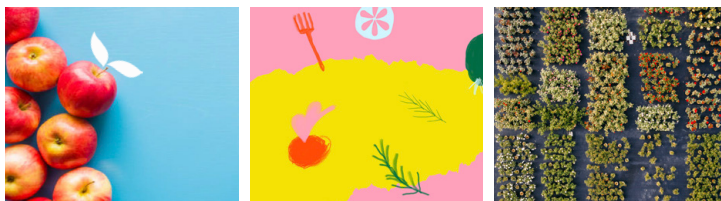
As the nation's third-largest producer of apples, there are more than 11.3 million apple trees covering 35,500 acres on 825 family run farms in Michigan. The Michigan Apple Committee represents the growers of Michigan. Merging nature with order, the 2019 campaign focused on growth. Growth for the industry, growers, varieties and for the stories each apple represents. The Growth campaign dug into apple statistics, highlighting the patterns in the apple industry, while remaining entertaining and relevant, growing overall fans across each social platform and driving sales through science for Michigan Apples.



## 2019 Harvest Campaign

As the nation's third-largest producer of apples, there are more than 11.3 million apple trees covering 35,500 acres on 825 family run farms in Michigan. The Michigan Apple Committee represents the growers of Michigan. Merging nature with order, the 2019 campaign focused on growth. Growth for the industry, growers, varieties and for the stories each apple represents. The Growth campaign dug into apple statistics, highlighting the patterns in the apple industry, while remaining entertaining and relevant, growing overall fans across each social platform and driving sales through science for Michigan Apples.

## CONCEPT



# Growth

**Informative. Bold. Action.**  
Merging nature with order, Growth will jump off the screen with a data-driven, challenge-based approach. Growth will dig into Michigan apples facts and stats, highlighting the numbers and patterns inherent in the apple industry.

### OBJECTIVES

1. Implement a social media campaign across multiple platforms; including Facebook, Twitter and Instagram, to increase sales of Michigan Apples.
2. Build brand awareness and increase consumer engagement through MAC social media platforms and micro-influencer initiatives.

**MEASUREMENT:** Engagement reports through metrics from each social network.

### GOALS

**CONNECT CONSUMERS WITH THE POWER OF IMPRESSIVE APPLE DATA.**  
Express the significance of the data and its impact on the economy. The data behind the harvest process is surprising.

**HELP CONSUMERS UNDERSTAND THE HUMAN INTERACTION BEHIND THE HARVEST PROCESS.**  
When someone makes something for you, it means a lot more; apples are no different.

**PROMOTE MINDFUL CONSUMERS.**  
Encourage customers to be mindful of the food they buy and where products come from.

**ENCOURAGE CONSUMERS TO BE A PART OF SOMETHING BIGGER THAN THEMSELVES AND MAKE AN IMPACT.**  
Visiting a farmer's market isn't always feasible, but you can get the farmer's market taste of Michigan Apples at the grocery store.



### VISUAL CONSISTENCY

Maintaining visual consistency across social platforms and keeping content aligned with existing Michigan Apples branding will create a cohesive, unique campaign.

- All strokes will be 15pt.
- Michigan Apples logo on graphics will be 2.025"h x 2.146"w (on 15" x 15" graphic).
- Track headline text (*Justus Pro Regular*) to 10.
- Each variety release post will be followed by a more in-depth fact post about the apple.

### TYPOGRAPHY

Justus Pro Regular  
Justus Pro Bold

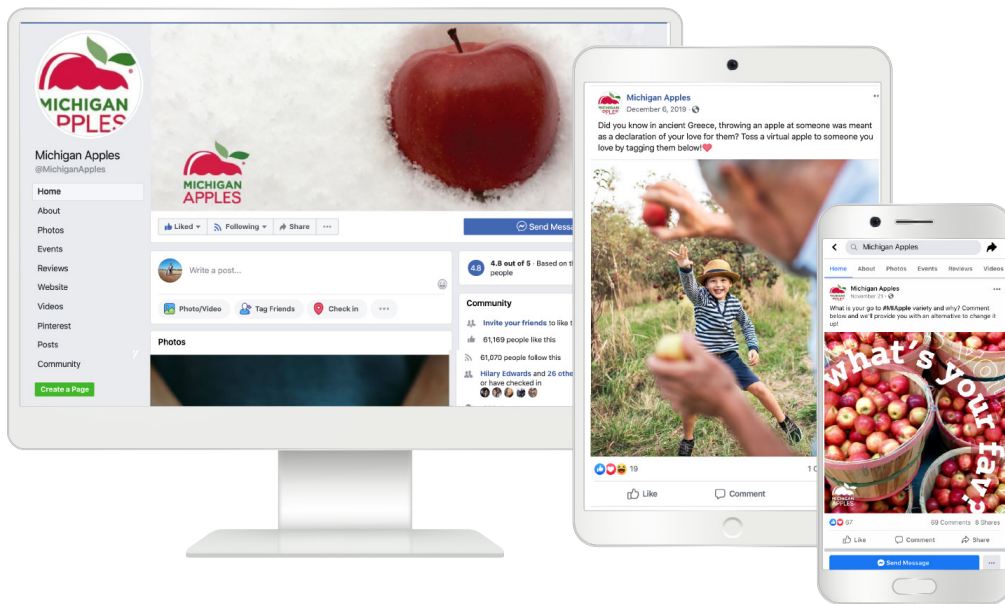
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Gotham Narrow Light  
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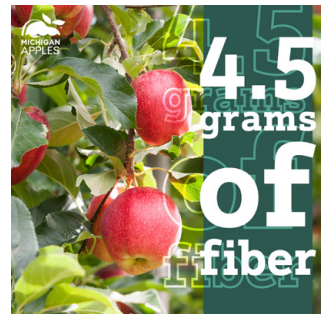
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@%&\*

### COLOR PALETTE





## SOCIAL MEDIA GRAPHICS



# INTERACTIVE

 Michigan Apples created a poll.  
August 29, 2019 · 🌐

Poll time: What are you going to do with the first #MIApple of the season?



**eat it.** 80%  **make something.** 20% 

Eat it! 📌       Make something delicious!

This poll has ended. 59 Votes

 Hillary Edwards and 27 others 4 Comments 2 Shares

 Like       Comment       Share



Michigan Apples

Home About Photos Events Reviews Videos

 Michigan Apples  
November 25 · 🌐

Oh yeah, this Apple Tortellini recipe has our mouths watering 😋 Check it out 🍏 #MIApple



**italian sausage**

 17      2 Comments 4 Shares 315 Views

 Like       Comment       Share



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 Michigan Apples  
November 25 · 🌐

Oh yeah, this Apple Tortellini recipe has our mouths watering 😋 Check it out 🍏 #MIApple



**tortellini**

 17      2 Comments 4 Shares 315 Views

 Like       Comment       Share



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 Michigan Apples  
November 25 · 🌐

Oh yeah, this Apple Tortellini recipe has our mouths watering 😋 Check it out 🍏 #MIApple



**diced apples**

 17      2 Comments 4 Shares 315 Views

 Like       Comment       Share

# INTERACTIVE: GIFS



# INFLUENCERS AND PARTNERS


**Michigan Apples**  
November 20 at 10:00 AM

Gala apples are perfect for cooking and baking! Take a look at Shari Steinbach's latest Facebook Live to get inspired at ways you can use Gala apples.

<https://www.facebook.com/MichiganApples/videos/457860521744116/> #MIAApple

**Michigan Apples** was live.  
October 24

We are LIVE with Shari Steinbach who is making healthy fall recipes!



0:06 / 8:40

**987** People Reached    **16** Engagements    Boost Unavailable

11    2 Shares

## Baked Squash with Apples and Chicken Sausage



**Baked Squash with Apples and Chicken Sausage**  
Makes 4 hearty servings

Michigan Apples suggestions: Braeburn, Cortland, Empire, Gala, Ida Red

- 2 medium-sized acorn squash
- 2 tablespoons olive oil (divided)
- 3 links precooked apple-chicken sausage, sliced into bite-sized pieces
- 1 small sweet onion, chopped
- 2 small Michigan Apples, cored, peeled and chopped
- 1 cup cooked brown rice
- 1 teaspoon dried thyme
- 1/2 teaspoon dried sage
- 1/2 teaspoon ground black pepper
- 1/2 cup shredded part-skim mozzarella cheese, plus 1/4 cup for sprinkling on top

Preheat oven to 375°F. Halve squash from stem to point and scoop out the pulp. (Note: to make the squash easier to cut, pierce with a knife and microwave for two minutes first.) Drizzle baking pan with 1 tablespoon olive oil, then place squash cut side down on pan and bake for 30-45 minutes, or until squash is tender. Remove from oven and let cool. Meanwhile, sauté onions in 1 tablespoon of olive oil over medium heat until softened, about seven minutes. Mix cooked onions with sausage, apples, brown rice, thyme, sage, pepper and cheese in a large bowl. Scoop out all but 1/2 inch of flesh from each squash half. Place squash in the bowl with the sausage mixture and blend well. Divide stuffing between the 4 squash shells, packing firmly and mounding slightly to fit. Top with additional cheese and place on a baking sheet. Return pan to the oven and bake for 20 to 30 minutes, or until cheese is melted and filling is hot. Serve immediately.

**Nutrition information per serving:** Calories: 470, Fat: 19.9g, Carbohydrate: 57g, Protein: 20g, Fiber: 12.5g, Sodium: 70mg

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**Michigan Apples**  
October 16

We are proud to partner with Michigan State University on many efforts, including research that helps #Mapple growers produce the best tasting apples in the world. Cheering on the Michigan State Spartans is just part of the fun! #Gogreen #spartanswill #nogreenapples



**Go Green!**

**54,643** People Reached    **1,798** Engagements    Boost Post

82    5 Comments 18 Shares

Like    Comment    Share

**Michigan Apples**  
Published by Gretchen Mensing · September 24

We have had a great partnership with Michigan State University who has provided research & resources for the #MIAApple industry over the years. We've also partnered with Michigan State Football for a number of years & love cheering on the #Spartans. Help us cheer them on this Saturday at Meijer Fan Fest at Munn Field starting at 12:30pm! Look for the Michigan Apples tent and grab some free apples...while they last! #GoGreen



**TAILGATE WITH US**

**44,506** People Reached    **875** Engagements    Boost Post

48    3 Comments 30 Shares



Harvest 2019 Campaign Identity Plan

# Growth

*Informative. Bold. Action.*

Merging nature with order, Growth will jump off the screen with a data-driven, challenge-based approach. Growth will dig into Michigan apples facts and stats, highlighting the numbers and patterns inherent in the apple industry.

## OBJECTIVES

1. Implement a social media campaign across multiple platforms; including Facebook, Twitter and Instagram, to increase sales of Michigan Apples.

**MEASUREMENT:** *Increased sales of apples, as reported by Nielsen.*

2. Build brand awareness and increase consumer engagement through MAC social media platforms and micro-influencer initiatives.

**MEASUREMENT:** *Engagement reports through metrics from each social network.*

## GOALS

### CONNECT CONSUMERS WITH THE POWER OF IMPRESSIVE APPLE DATA.

*Express the significance of the data and its impact on the economy. The data behind the harvest process is surprising.*

### HELP CONSUMERS UNDERSTAND THE HUMAN INTERACTION BEHIND THE HARVEST PROCESS.

*When someone makes something for you, it means a lot more; apples are no different.*

### PROMOTE MINDFUL CONSUMERS.

*Encourage customers to be mindful of the food they buy and where products come from.*

### ENCOURAGE CONSUMERS TO BE A PART OF SOMETHING BIGGER THAN THEMSELVES AND MAKE AN IMPACT.

*Visiting a farmer's market isn't always feasible, but you can get the farmer's market taste of Michigan Apples at the grocery store.*





Harvest 2019 Campaign Identity Plan

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Justus Pro Regular  
**Justus Pro Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@%&\$

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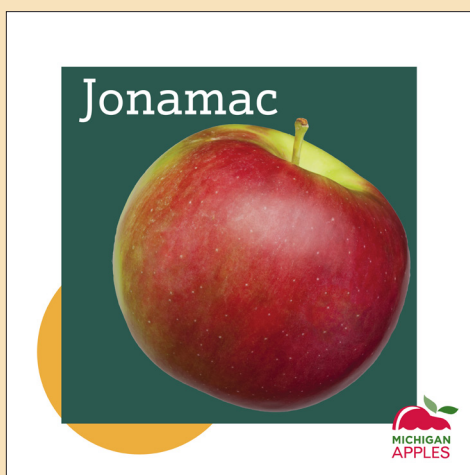
Gotham Narrow Light  
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## COLOR PALETTE





**VISUAL EXAMPLES**





# GROW WITH

**Michigan Apple Committee**

**Social Media Analytics  
August - December 2019**

*Prepared by Piper & Gold Public Relations*





# SUMMARY

## Michigan Apple Committee

2019 Growth Campaign

As the nation's third-largest producer of apples, Michigan is passionate about apples. There are more than 11.3 million apple trees covering 35,500 acres on 825 family-run farms in Michigan. Growers pride themselves on a rich heritage of producing an array of fine apple varieties. The Michigan Apple Committee represents these growers and works tirelessly to make Michigan Apples a staple in homes across the nation.

Merging nature with order, the 2020 harvest campaign focused on growth. Growth for the industry, growers, varieties and for the stories that each of these exquisite apples represents. The Growth Campaign jumps off the screen with a data-driven, challenge-based approach. This campaign digs into Michigan Apple facts and stats, highlighting the numbers and patterns inherent throughout the apple industry.

Harvest season is a time of growth with Michigan Apples leading the way and it was imperative that the visuals matched the data. The statement font helped to drive home the impactful numbers, and the palette inspired energy, excitement and, ultimately, action. The imagery is saturated and powerful. The Growth Campaign featured bold calls to action and a little humor to help reach campaign digital engagement goals leading to more Michigan Apples in the hands of consumers nationwide.

# GOALS

## PRIMARY

- Increase national sales of Michigan Apples.
- Position Michigan Apples the first choice when purchasing apples.
- Increase engagement and awareness of Michigan Apples on social media.

# EVALUATION

**Thanks to the 2019 campaign, MAC experienced growth on each social media platform.**

*Notably, the 2019 advertising budget was decreased by 37.5% from the 2018 advertising budget, yet the active engagement across all social platforms increased.*

- A total increase of 2,547 fans.
- Facebook grew more than 4%, with 2,316 followers.
- Twitter grew more than 4%, with 68 followers.
- Instagram grew more than 5%, with 182 followers.



# COMMENTS

**That looks really good 👍**

*I was just wondering today, what type of apples to use for a dish I want to make! Perfect timing!*

**I LOVE THAT FOR US**

*the triple threat is what makes it even better !*

**Oh, that looks amazing!!**

*Just absolutely WONDERFUL and thank you for SHARING!! They look so crisp and yummy!!*

*Love worm free apples that are crisp and hard from the north. Hard to find in Florida.*

**Awesome job Michigan.**

*I bake a lot of pies. And Michigan apples are great.*

**I love Michigan apples!**

*I Baked A Pie with Gala Michigan Apples , Delish and Tart*

**Nothing better than fresh picked apples!**

*Why eat your apple when you can drink it! #drinkmichiganapples*



## Growth Campaign Results

# FACEBOOK

### FOLLOWERS

CAMPAIGN POSTS	129
STARTING FOLLOWERS	58,279
ENDING FOLLOWERS	60,595
NET CHANGE	+4%
AVERAGE DAILY GROWTH	+16.4
TOTAL INCREASE	2,316 followers

### REACH

TOTAL REACH	859,315
ORGANIC REACH	462,540
PAID REACH	398,527

### ENGAGEMENT

REACTIONS	36,814
SHARES	3,932
COMMENTS	2,207

### ENGAGEMENT



**85% WOMEN**    **15% MEN**

*50% of all fans are between 35-54 years old.*



**Detroit, MI** (1,844 fans)

*Grand Rapids, MI (1,665 fans)*

*Chicago, IL (1,614 fans)*



## TOP POSTS



REACH	16,096
ENGAGEMENT	2,460



REACH	36,916
ENGAGEMENT	1,918



REACH	9,813
ENGAGEMENT	1,567



# INSTAGRAM

## FOLLOWERS

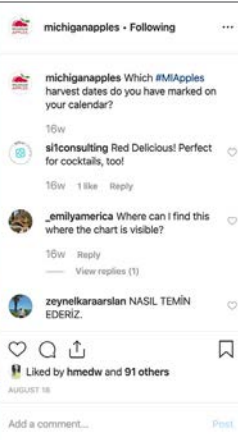
CAMPAIGN POSTS	107
STARTING FOLLOWERS	3,003
ENDING FOLLOWERS	3,185
NET CHANGE	+6.1%
AVERAGE DAILY GROWTH	+1.3
TOTAL INCREASE	182 followers

## ENGAGEMENT

LIKES	5,043
COMMENTS	172



## TOP POSTS



REACH	959
ENGAGEMENT	108



REACH	529
ENGAGEMENT	551



REACH	753
ENGAGEMENT	85

## Growth Campaign Results

# TWITTER

### FOLLOWERS

<b>CAMPAIGN POSTS</b>	<b>109</b>
<b>STARTING FOLLOWERS</b>	<b>1,694</b>
<b>ENDING FOLLOWERS</b>	<b>1,776</b>
<b>NET CHANGE</b>	<b>+4.8%</b>
<b>AVERAGE DAILY GROWTH</b>	<b>+0.58</b>
<b>TOTAL INCREASE</b>	<b>82 followers</b>

### ENGAGEMENT

<b>LIKES</b>	<b>431</b>
<b>RETWEETS</b>	<b>147</b>
<b>REPLIES</b>	<b>9</b>



## TOP POSTS

**Tweet**

Michigan Apple Comm  
@Michigan\_Apples

Why do #MIApple growers think Michigan is the No. 1 state to grow apples? The diverse geographic and agricultural regions, the climate of the Great Lakes and the timely lake-effect rain, are just a few of the reasons!



10:01 AM · Oct 12, 2019 · Hootsuite Inc.

7 Retweets 14 Likes

REACH	2,097
ENGAGEMENT	30

**Tweet**

Michigan Apple Comm  
@Michigan\_Apples

Today is quite possibly our favorite day of the year ... that's right, it's National Apple Day! (It's like our birthday and Christmas all rolled into one!) #MIApple



10:02 AM · Oct 21, 2019 · Hootsuite Inc.

6 Retweets 14 Likes

REACH	2,390
ENGAGEMENT	34

**Tweet**

Michigan Apple Comm  
@Michigan\_Apples

In the past 13 years, over 12 billion #MIApples have been harvested. That's enough to give every person on earth four or five apples.



10:02 AM · Sep 30, 2019 · Hootsuite Inc.

6 Retweets 13 Likes

REACH	1,330
ENGAGEMENT	38

**Michigan Apples**  
November 20 at 10:00 AM · 🌐

Gala apples are perfect for cooking and baking! Take a look at Shari Steinbach's latest Facebook Live to get inspired at ways you can use Gala apples.

<https://www.facebook.com/MichiganApples/videos/457860521744116/> #MIApple

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We are LIVE with Shari Steinbach who is making healthy fall recipes!



0:06 / 8:40

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Makes 4 hearty servings

\*Michigan Apple suggestions: Braeburn, Cortland, Empire, Gala, Ida Red

- 2 medium-sized acorn squash
- 2 tablespoons olive oil (divided)
- 3 links precooked apple-chicken sausage, sliced into bite-sized pieces
- 1 small sweet onion, chopped
- 2 small Michigan Apples®, cored, peeled and chopped
- 1 cup cooked brown rice
- 1 teaspoon dried thyme
- 1/2 teaspoon dried sage
- 1/2 teaspoon ground black pepper
- 1/2 cup shredded part skim mozzarella cheese, plus 1/4 cup for sprinkling on top

Preheat oven to 375°F. Halve squash from stem to point and scoop out the pulp. (Note: to make the squash easier to cut, pierce with a knife and microwave for two minutes first.)

Drizzle baking pan with 1 tablespoon olive oil, then place squash cut side down on pan and bake for 30-45 minutes, or until squash is tender. Remove from oven and let cool.

Meanwhile, sauté onions in 1 tablespoon of olive oil over medium heat until softened, about seven minutes. Mix cooked onions with sausage, apples, brown rice, thyme, sage, pepper and cheese in a large bowl.

Scoop out all but 1/2 inch of flesh from each squash half. Place squash in the bowl with the sausage mixture and blend well. Divide stuffing between the 4 squash shells, packing firmly and mounding slightly to fit. Top with additional cheese and place on a baking sheet.

Return pan to the oven and bake for 20 to 30 minutes, or until cheese is melted and filling is hot. Serve immediately.

**Nutrition information per serving:** Calories: 470, Fat: 19.8g, Carbohydrate: 57g, Protein: 20g, Fiber: 12.6g, Sodium: 70mg

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October 16 · 🌐

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**Go Green!**

**MICHIGAN APPLES**  
PIC-COLLAGE

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👍❤️ 82      5 Comments 18 Shares

👍 Like      💬 Comment      ➦ Share

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**TAILGATE WITH US**

**MICHIGAN APPLES**

**44,506** People Reached      **875** Engagements      Boost Post

👍❤️🍏 48      3 Comments 30 Shares



## Growth Campaign Results

# INFLUENCERS

### RESULTS

#### **Sheri Steinbach**

*MAC's registered dietitian, Facebook Live videos results:*

<b>POSTS</b>	<b>5</b>
<b>REACH</b>	<b>63,780</b>
<b>LIKES</b>	<b>208</b>
<b>COMMENTS</b>	<b>8</b>

# PARTNERSHIPS

### RESULTS

#### **Michigan State University**

<b>POSTS</b>	<b>2</b>
<b>REACH</b>	<b>99,149</b>
<b>LIKES</b>	<b>130</b>
<b>COMMENTS</b>	<b>8</b>



**MICHIGAN  
APPLES**

**FALL 2019**

**GROWTH**

**Michigan Apple Committee**  
**Social Media Analytics**  
*August - December 2019*

Prepared by Piper & Gold Public Relations