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# Reaching Out Through Social Media to Build Public Trust

*Steffen Janzen, Producer*

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## **What we're talking about today:**

Real-life case studies of how to tell stories online that build trust

## **What we're NOT talking about today:**

The mechanics of social media – how to post, schedule, moderate, set-up advertising or work with specific social channels

## **Before we get started...**

Social media is about two-way conversations.  
It is also an advertising platform.

Understand there's a difference.



**CONTENT  
IS KING**

**CONTEXT  
IS QUEEN**

# Online Storytelling That Builds Trust

1. Real
2. Proactive
3. Transparent
4. Leveraged

Stories that are:

**1.Real**

# The Magnifying Glass Principle



- **Social media magnifies what's already there**
- **Have something real to talk about – merge online & offline**

# 1. Real Stories

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# IN DE KAS KAN ALLES

HOME

2017

WAAR

KIDS

OUDERS

GROEPSBEZOEK

PERS

ACHTERGROND

CONTACT

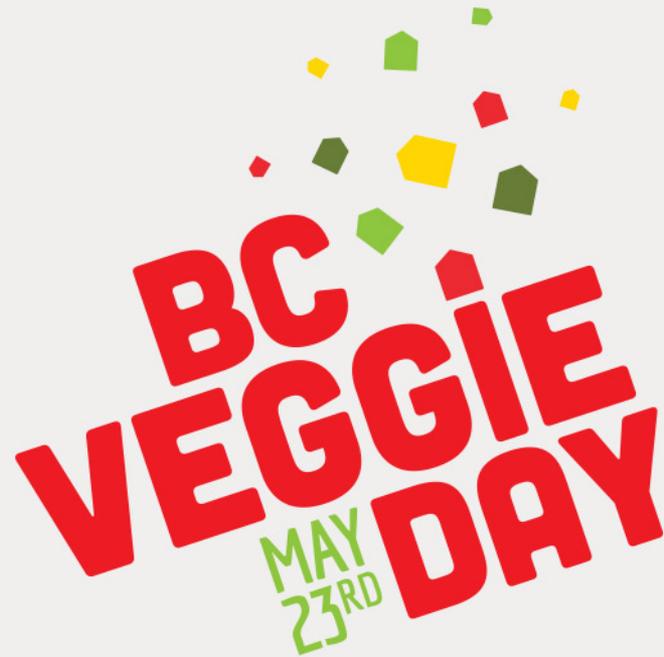


## HEB JE WEL EENS

Heb je wel eens in een zee van bloemen gezwommen, tropische planten zien groeien in Nederland of een tomaat gegeten zo groot als een skippybal? Nee? Dan ben je waarschijnlijk nog nooit in een kas geweest. Op 1 en/of 2 april 2017 kun je een bezoek brengen aan de kassen. Wil je eerder met een groep of de klas naar de kassen? Kijk dan bij [groepsbezoek](#).

Bekijk ons ook op 

Word vrienden van Kom in de Kas! 



# 1. Real Stories

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# 1. Real Stories



COMMUNITY MARCH 21, 2014

## BC VEGGIE DAY!

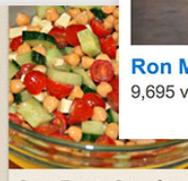
Spring has finally arrived, and with it came blue skies, bright flowers, fresh local produce and **BC Veggie Day!** To welcome the first harvest of the year, the BC Greenhouse Growers Association hosted the inaugural BC Veggie Day celebration on March 20<sup>th</sup> at the Vancouver Art Gallery. This celebration was in recognition of locally grown greenhouse veggies from 42 Greenhouse Growers across the Lower Mainland.



Martini



Vancouver Island Salad



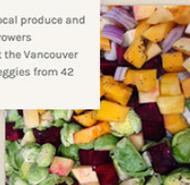
Grape Tomato Cucumber Chick Pea Salad



Ron Moes | Windset Farms  
9,695 views 3 months ago



Edith Gubiotti | SunSelect Produce  
8,676 views 3 months ago



Veggie Salad



VanFoodies.com



Good to see local greenhouse farmers!



Earls Kitchen + Bar opened their first ever pop-up restaurant to serve the hungry crowd. The smells alone were bringing people in!



Beautiful BC Breakfast



Grilled Veggie Stack



Lots of veggies!





## BC Greenhouse Growers Association

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [About](#) [Search](#)



### BC Veggie Day 2015

340 views 1 year ago

BC Veggie Day is on May 23, 2015. Celebrates the arrival of locally grown greenhouse vegetables. Meet the people who grow your food and discover how you can celebrate BC Veggie Day with recipes, events, contests and more at [www.bcveggieday.com](http://www.bcveggieday.com)

### Meet the Greenhouse Growers



#### Ruben Houweling | Houweling's Tomatoes

BC Greenhouse Growers Association  
10,230 views • 2 years ago



#### Edith Gubiotti | SunSelect Produce

BC Greenhouse Growers Association  
9,465 views • 2 years ago



#### Pardeep Atwal | Atwal Farms

BC Greenhouse Growers Association  
10,534 views • 2 years ago



#### Ron Moes | Windset Farms

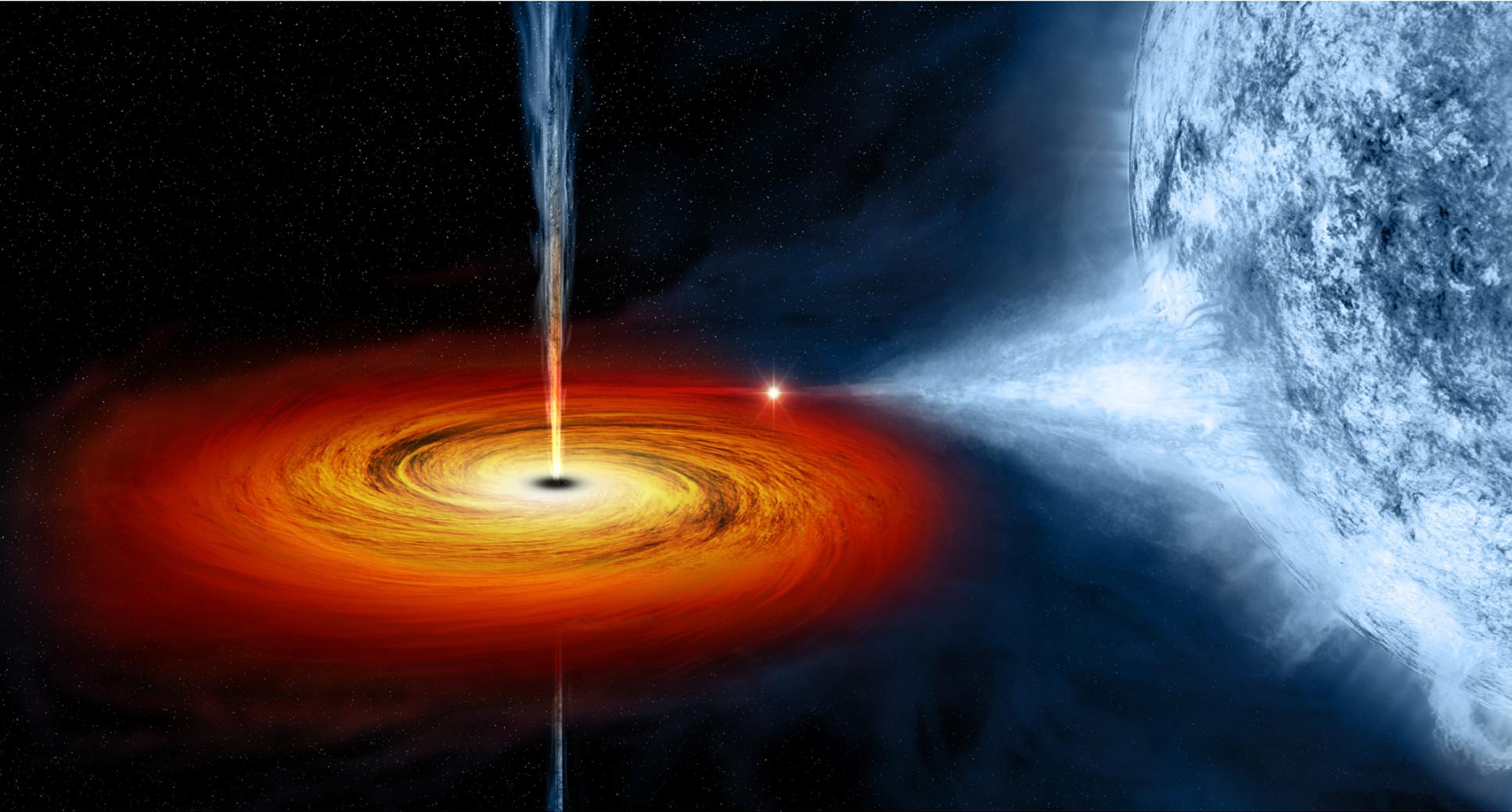
BC Greenhouse Growers Association  
10,343 views • 2 years ago

## BC Veggie Day Results

1. Trended on Twitter
2. 250K video views on YouTube
3. Thousands got first-hand glimpse inside a greenhouse
4. Blogger & traditional media coverage

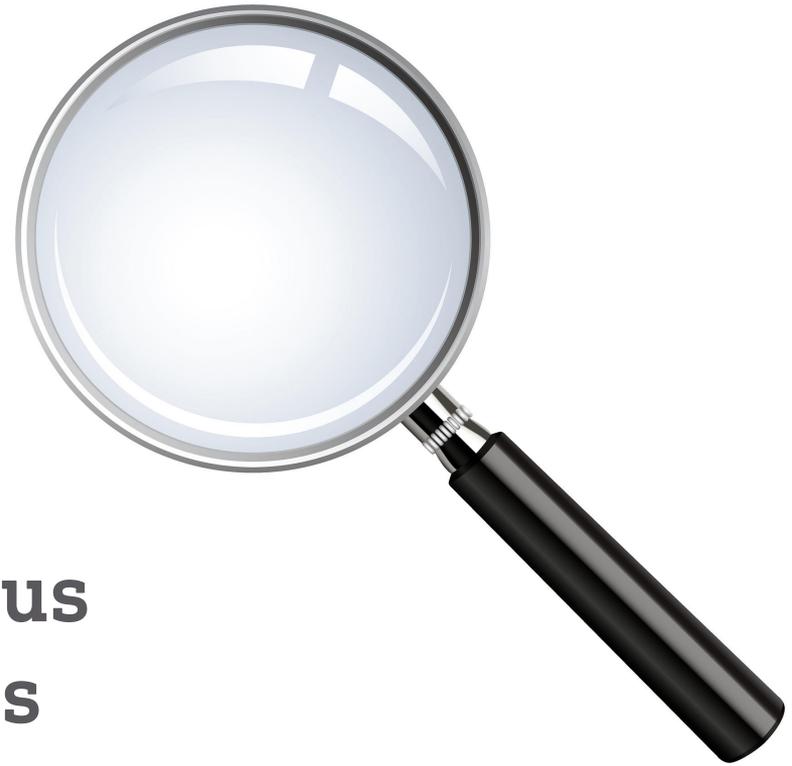
Stories that are:

# 2. Proactive



## The Magnifying Glass Principle

- You may need to focus the magnifying glass on something new



## 2. Proactive Stories

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## 2. Proactive Stories

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Stories that are:

# 3. Transparent

## The Magnifying Glass Principle

- Don't be afraid to be vulnerable



### 3. Transparent Stories

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### 3. Transparent Stories

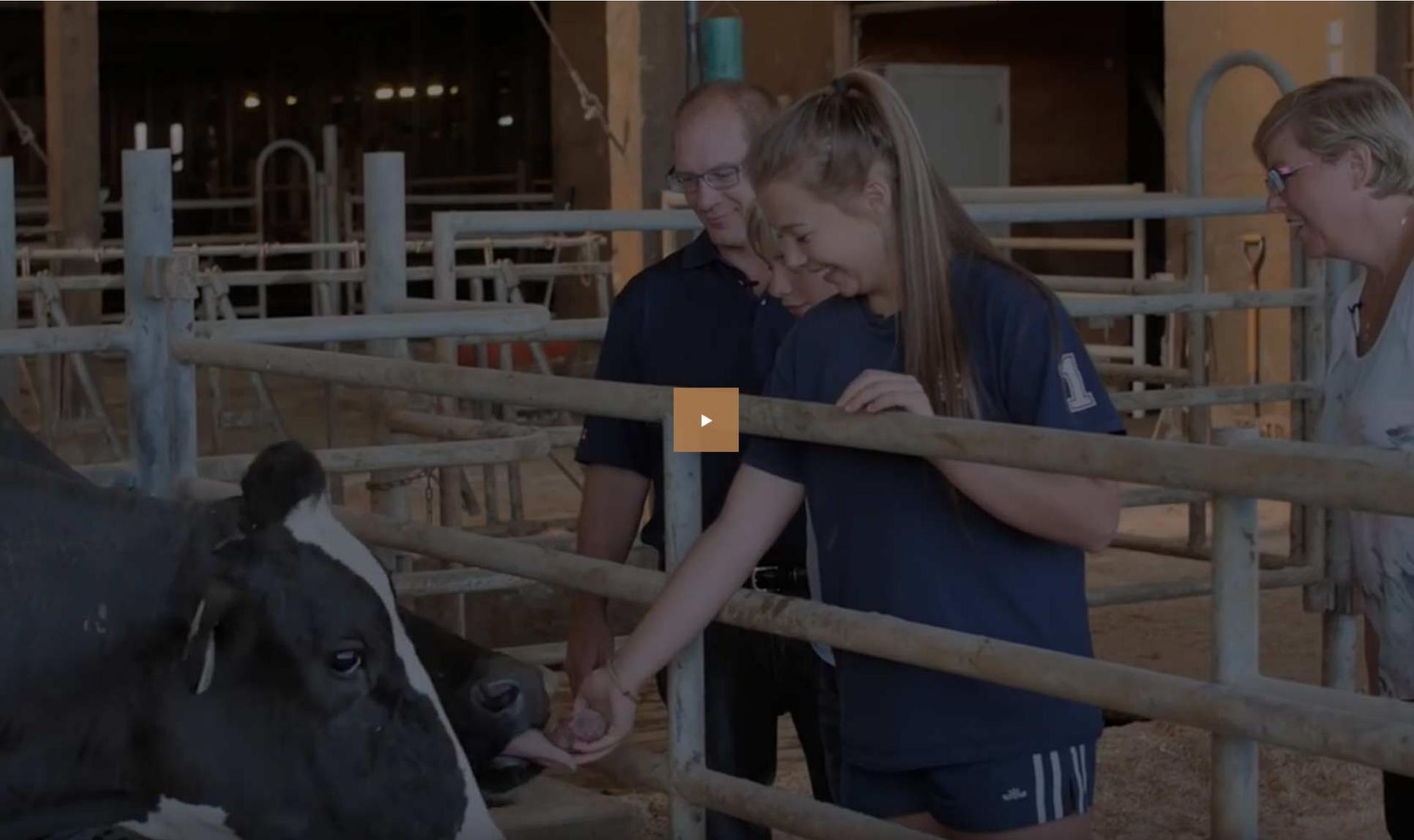
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### 3. Transparent Stories

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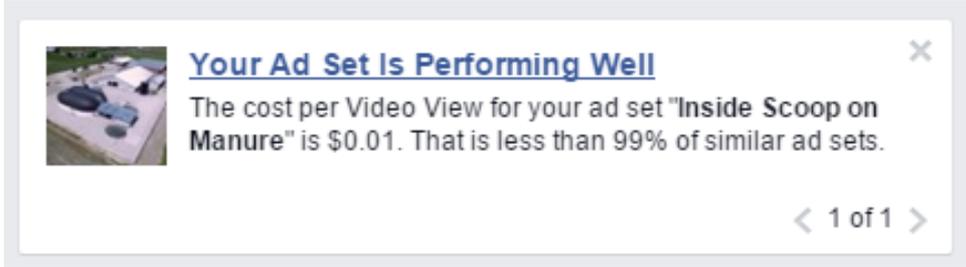


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## Delta Facebook Results

- Reached 30,000 unique adults (1/3 of Delta's population) with a \$840 spend
- Videos received 686 likes, 51 comments and 434 shares

# 3. Transparent Stories



**Your Ad Set Is Performing Well**

The cost per Video View for your ad set "Inside Scoop on Manure" is \$0.01. That is less than 99% of similar ad sets.

< 1 of 1 >

-  **Rob Voaden** Thanks for raising our awareness of local farmers  
Like · Reply · Message · January 20 at 7:15am
-  **Brenda Besth** Ive been a Delta girl since I was 2, I've grown up with this generation of farming kids.. please don't loose your passion as to how inportant you are to this planet!  
Like · Reply · Message · January 20 at 5:11pm
-  **Brenda Besth** Ive been a delta resident since I was 2, please don't forget how important you are to this planet.  
Like · Reply · Message · January 20 at 5:13pm
-  **Barbie Bleiler** Great video clip!!! 😊  
Like · Reply · Message · January 20 at 7:10pm
-  **Deb Wilson Dobrilla** Awesome  
Like · Reply · Message · January 21 at 2:32pm
-  **Jim Irving** Great piece . Let's keep it local !  
Like · Reply · Message · 🍊 1 · January 21 at 3:22pm

-  **Michelle Pepin** Way cool!!!  
♥️ our local farmers and will always support them and their products 🍊  
Like · Reply · Message · February 1 at 2:40pm
-  **Darcie Walz** Super interesting!  
Like · Reply · Message · February 1 at 8:10pm
-  **Debbie Slagter** Always stop and watch them harvest in between Crescent and Greystone in the fall.  
Like · Reply · Message · February 2 at 7:17pm
-  **Angeliqua Dubreuil Bender** What an awesome video and family in the video. Beverley Smith  
Like · Reply · Message · 🍊 1 · February 3 at 11:45pm  
↳ 1 Reply
-  **Rosemary Alexander** Interesting hearing about the needs of the Cranberrues to flourish. Well, you have the ideal location here in Delta wth water from the Fraser river mixed with Pacific Ocean. I love Cranberries!  
Like · Reply · Message · 🍊 1 · February 4 at 7:57am
-  **Rosemary Alexander** Makes you proud to live in Delta! Very interesting agricultural tour. I can see why it's the ideal place to produce Cranberries!  
Like · Reply · Message · February 6 at 1:17pm
-  **Cecelia Hart** Cecelia Hart very interesting  
Like · Reply · Message · February 8 at 12:34am

### 3. Transparent Stories

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Stories that are:

# 4. Leveraged

Leverage your assets  
across mediums and  
channels

### Make your content go further

- Combine photo and film shoots to build a library of images/video to use in social media, website & print
- Double up: Shoot extra testimonials, alternate edits, behind-the-scenes
- Transcribe video interviews for use in blog articles

**CHICKEN SQUAD**

The logo consists of the words "CHICKEN SQUAD" in a bold, black, sans-serif font. The letter "I" in "CHICKEN" is replaced by a detailed illustration of a chicken feather. The entire text is framed by two thick, horizontal black bars, one above and one below.

### **THE INSIGHT:**

64% of British Columbians believe that hormones and steroids are added to the chicken they eat. In reality the use of hormones and steroids in Canadian poultry has been banned for over fifty years with a stringent provincial and federal licensing and inspection regime to enforce those laws.

Distrust of chicken farmers is highest among young, urban consumers, aged 18-34.

At the core is an issue of trust. People don't know where their food comes from. They don't see the people behind their food.

### **THE CHALLENGE:**

Increase consumer confidence in BC Chicken and its farmers among 18-34 year olds by combating the myth of hormones and steroid use.

### **THE STRATEGY:**

Endear BC Chicken Farmers to a young, urban audience by creating a humorous parody-style online campaign featuring the Real Chicken Farmers of BC.

# 4. Leveraged Stories

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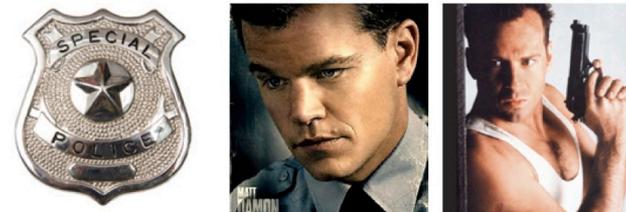
## Campaign Direction.



Cinematic Experience



Heroic



Under Cover Cops



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## Parody Movie Trailer



# 4. Leveraged Stories

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**10 Episode  
Documentary  
Making-Of Video  
Series**

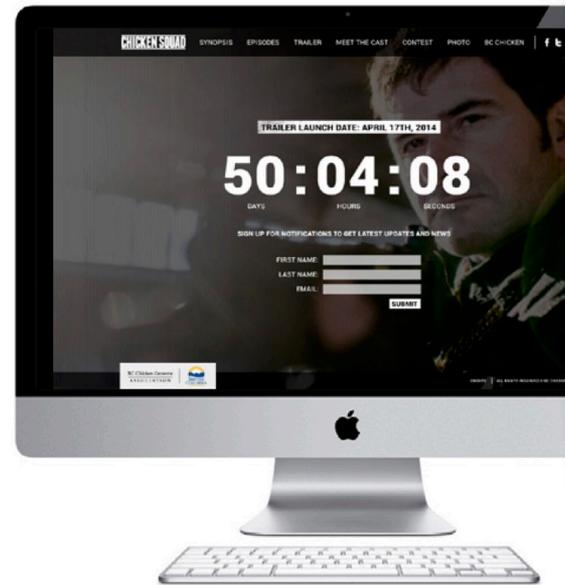


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# 4. Leveraged Stories

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## Website



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# 4. Leveraged Stories

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## Contest & Emails



### Sweepstakes

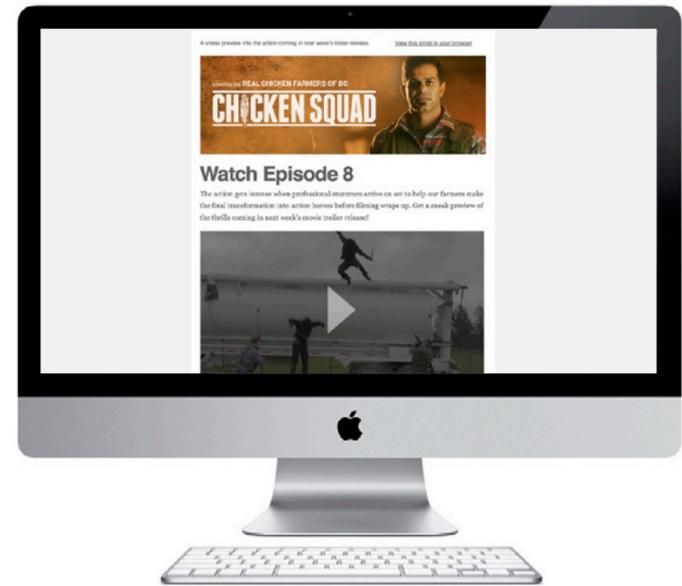


Page Views: 727  
Entries: 364  
Conversion Rate: 50%

### Newsletter Subscribers



180



# 4. Leveraged Stories

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## Event



## Visiting the Farm



## Dinner

## Movie Trailer Premiere

## VIP Experience



## Live Entertainment



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# 4. Leveraged Stories

## Twitter & Twitter Party



### TWITTER

**@BCChickenSquad**



Followers



**#ChickenSquad**



### TWITTER PARTY

**#ChickenSquad**



**@BCChickenSquad**



Top Bloggers Impressions



Most Retweeted Tweets

[BCChickenSquad](#): Help us spread the truth about BC Chicken with this link PLS RT [goo.gl/xMIVBf](http://goo.gl/xMIVBf) [#ChickenSquad](#)

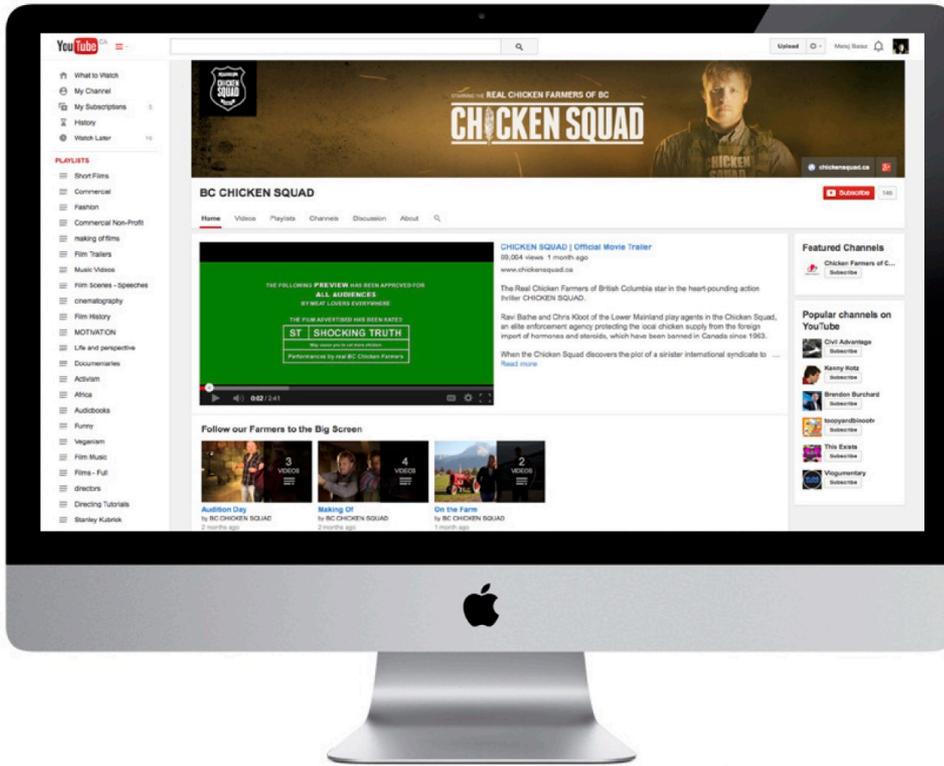
[BCChickenSquad](#): Adding hormones and steroids to chicken has been banned in Canada since 1963 [#mythbuster](#) [#ChickenSquad](#)

[BCChickenSquad](#): Q1: What's your reaction to knowing NO hormones or steroids are given to Canadian chicken? Surprised? Suspicious? Reassured? [#ChickenSquad](#)

# 4. Leveraged Stories

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## YouTube Channel



Lifetime Channel Video Views **1,047,873**

Lifetime Channel Minutes Watched **1,502,341**

Lifetime Subscribers **511**



- Ep. 1 | 24,086
- Ep. 2 | 13,226
- Ep. 3 | 13,926
- Ep. 4 | 32,736
- Ep. 5 | 52,829
- Ep. 6 | 6,743
- Ep. 7 | 12,228
- Ep. 8 | 41,038
- Ep. 9 | 4,244

Movie Trailer **738,978**

13% of BC men aged 18-34 saw our videos online.  
- Ipsos Reid Survey

# 4. Leveraged Stories

## Promotional Work



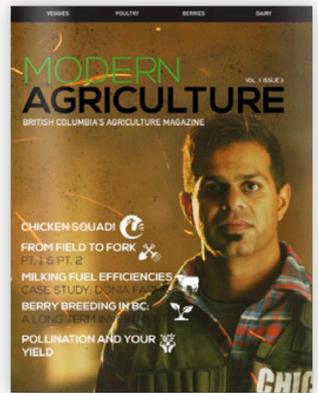
## Publicity – Bloggers & Mainstream Media

### Bloggers

- More Than Your Average Mom
- Vancouver is Awesome
- Robert Kemp
- Dai Manuel
- Daddy Blogger
- Vancouver We Love You
- Vancity Buzz
- Chasing Tomatoes
- Hello Van City
- Mom on the Go
- BC Food Security Gateway
- Good Life Vancouver
- Cooking by Laptop
- Robert Kemp
- 30 Day Adventures
- Treasures and Travels (In-Progress)

### Mainstream Media

- Global TV
  - May 12 (2 Hits - Morning and Evening News)
- CKNW
  - Simi Sara Show - May 12
  - Bill Good Drive Home Show - May 16
- The Province
- Chilliwack Times
- Kelowna Daily Courier
- Modern Agriculture
- Vancouver Sun (In-Progress)
- Epoch Times Weekend Edition (In-Progress)



# Chicken Squad Results

**After three years of independent measurement by Ipsos Reid, 2015 saw men 18-34 in BC (our target audience) surpass the general population and older demographics in terms of their trust in local BC chicken farmers for the first time.**

# Online Storytelling That Builds Trust

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# Q&A

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