



CASE STUDY



Women's Choice Award Strategies Outperform Previous Digital Campaigns



SITUATION

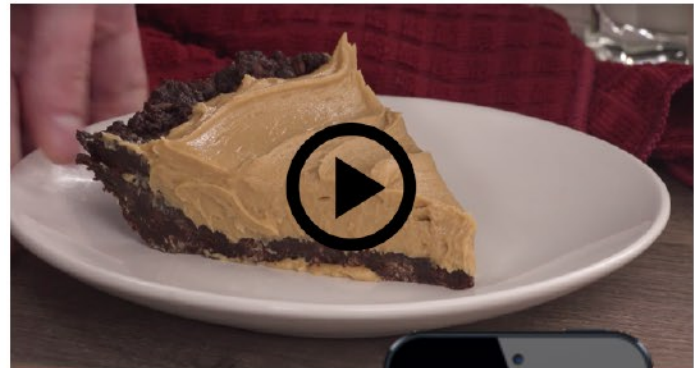
Based on consumer research, Fiber One was viewed as a healthy, fiber bar traditionally targeted to an older audience. Fiber One was looking to reposition themselves as a delicious and healthy snack option that anyone could enjoy—not just those looking to increase their fiber intake. Additionally, they wanted to reach a younger audience with their new flavors.

Fiber One earned the Women's Choice Award '9 out of 10 customer recommended' designation for their dessert/fiber bars.



SOLUTION

The Women's Choice Award team proposed a 1-month digital campaign incorporating memes, banner ads, branded content and videos in order to increase awareness and grow engagement with a younger audience.



SUCCESS

After just one month, the results outperformed previous digital campaigns that Fiber One had conducted without the Women's Choice Award.

"The whole process from start to finish was super easy and we knew we could trust the Women's Choice Award and their team to create engaging content that aligned with our brand and customer values. The team was very helpful and provided quality work and report-outs throughout the campaign. Best of all, **the results exceeded our expectations and outperformed many of the other digital campaigns we've done.**"

-Sara Keeney, Marketing



To learn how we can support your success, please call (954) 922-0846

or email info@womenschoiceaward.com