

# National Soyfoods Month



APRIL 2011



# Project Elements



- Soyfoods Month Website
- Public Relations Campaign
- Social Media Campaign
- ADA Spokesperson Outreach
- SmartBrief for Nutritionist Advertising Campaign
- Family Features Mat Release
- Spokesperson, Patricia Greenberg
- Retailer Promotional Kit



# Soyfoods Month Website



## 1 REAL FOODS. REAL DELICIOUS.

Find your favorite brands, delicious recipes and tasty treats. Follow them on Facebook, Twitter and more.



## 2 SHOPPING FOR SOY

From one little soybean, an astonishing variety of soy products are available to include in your healthy diet.

- ▶ [Find Soyfoods in your favorite supermarket](#)
- ▶ [Quick & Easy Recipes \(PDF\)](#)
- ▶ [Facts & Tips \(PDF\)](#)
- ▶ [Facts & Tips \(PDF/Spanish\)](#)

## 3 DIETARY GUIDELINES

- ▶ [Soyfoods and the 2010 Dietary Guidelines](#)

## 4 WHAT'S NEW?

- ▶ [Soyfoods Press Room](#)

- 837 visits to [soyfoodsmoonth.org](http://soyfoodsmoonth.org)
  - 100% increase from March 2011 and 39% increase from April 2010
- 2,180 page views
  - 39% increase from March 2011 and 4% increase from April 2010
  - Homepage (843), Products (170), Recipes (139), Healthy-kids (127), Shopping for Soy (125)
- Over 20 retailer kits requested

# Public Relations Campaign



- Kohnstamm Communications
- Current ROI (based on traditional media relations budget): 13.4:1
- Estimate Ad Value: \$644,346.16
- Estimated Overall Impressions: 15.85 million

## Big Wins

- **Broadcast:** The Today Show – Key influencer Joy Bauer raved about soymilk as a healthy, delicious, dairy-free alternative and featured Silk and WestSoy
- **Print:** Midwest Living – Edamame was featured in a food roundup, including reasons to try
- **Print:** Whole Living – Soymilk was featured in a dairy-free milk alternative roundup and highlighted WestSoy

# Public Relations Campaign



## More Big Wins

- **Online:** Parents (Online) – Soyfoods Month was featured on the Goody Blog, including a recipe and photo for Vegetable Enchiladas with Red Chili Sauce
- **Online:** Hungry Girl – Soyfoods Month was featured in daily food roundup newsletter
- **Online:** Pregnancy & Newborn (Online) – Soyfoods Month was featured on the Baby Buzz blog, including the benefits of soy and a recipe for Shelled Edamame Chicken Stir Fry
- **Online:** Supermarket Guru – Soyfoods Month was featured in a story about soyfoods decoded
- **Online:** Supermarket Guru – Key Lime WholeSoy & Co. yogurt was positively reviewed as a dairy-free probiotic, and one of the best key-lime flavored foods.
- **Short Lead Print:** Placements with Syndicate McClathy Tribune Column, Detroit Free Press, and The Miami Herald
- **Blog:** Feature on The Budget Smart Girl's Guide to the Universe
- **Blog:** Feature on Copy Kat



# SANA

@SocialSANA Washington, DC

April is National Soyfoods Month! Check with us for the latest soyfoods news, along with easy and tasty recipe ideas. [www.soyfoodsmonth.org](http://www.soyfoodsmonth.org)

<http://www.soyfoods.org>

# Engagement on Twitter

## Followers & Sponsors



**LoveMySilk** Silk

let us know how they turn out! RT @SocialSANA We're making these this weekend! Pear Cranberry Scones via @LoveMySilk [bit.ly/ePmJBk](http://bit.ly/ePmJBk)

17 Apr



**375ToGo** Graff Family

RT @SocialSANA Almond curry chicken recipe courtesy of Soy Dream - delicious! <http://bit.ly/dGH3RN> <http://375togo.com>

30 Apr



**TheBakkheia1** That Skye-I-Am

RT @SocialSANA: Bruschetta with tofu spread and summer vegetables recipe on @Oprah via @SherylCrow: <http://bit.ly/e5Tw5d> #SoyfoodsMonth

20 Apr



**SOYJOYUS** SOYJOYUS

Delish!!/Recipe of the Day: refreshing Coconut Lime Cooler via @SOYJOYUS <http://bit.ly/eZujNZ> /via @SocialSANA

7 Apr



**WholeSoy** WholeSoy & Co.

RT @socialsana: Tired of boring macaroni? Mix it up w/ Jalapeño and Roasted Red Pepper Mac N Cheese: <http://bit.ly/e2bJy0> #SoyfoodsMonth

5 Apr

## Media Contacts



**SocialSANA** SANA

@KeriGlassman Hi Keri! Hope you're doing well today! Are you going to talk or write about National #SoyfoodsMonth at all this April?

6 Apr



**Skinnytaste** Gina Homolka

@SocialSANA @katydid344 thanks!

28 Apr



**SocialSANA** SANA

See what @SupermarketGuru thought of the new @WholeSoy Key Lime soy yogurt! <http://bit.ly/eZXhCy> #SoyfoodsMonth

25 Apr



**SELF**magazine SELF Magazine

April is National Soyfoods Month! Here's a list of some delicious soy recipes, perfect for #dinner! <http://ow.ly/4HwRQ> @SocialSANA

26 Apr



**SocialSANA** SANA

Hey @HungryGirl, thanks for the shout out in today's newsletter! Happy #SoyfoodsMonth.

29 Apr



facebook



Maintained a regular stream of content from SoyfoodsMonth.org, soyfoods.org, additional news sources and recent soyfoods-related coverage to establish credibility as a brand on Facebook.

During the month of April, the number of user "Likes" on Facebook increased by 211 percent



#### Soyfoods Association of North America

Happy Soyfoods Month! To kick it off, check out our brand-spanking new website and these quick tips on how to celebrate soyfoods month by incorporating soyfoods into your diet: <http://bit.ly/g1x2k5>



#### Soyfoods, Good for You and Good for Your Wallet [www.soyfoods.org](http://www.soyfoods.org)

Washington, April 1, 2011– April is National Soyfoods Month, and finding delicious soy-based foods at affordable prices has never been easier. During April

April 1 at 8:06am · Like · Comment

Stacey Becker Krawczyk likes this.



#### Soyfoods Association of North America

Thinking about switching to soymilk? Check out this great info from Phil Lempert about milk alternatives -- soymilks like Silk come out on top! <http://bit.ly/d5LS20>



#### Alternative Milks, The 101 - Health & Wellness - Supermarket Guru [www.supermarketguru.com](http://www.supermarketguru.com)

Milk means much more than just cows milk these days. Educate your staff on the varieties available on the shelves.



#### Soyfoods Association of North America

Happy Friday -- and Happy Earth Day! Celebrate both with this delicious recipe for bruschetta with tofu spread and summer vegetables from Sheryl Crow: <http://bit.ly/e5Tw5d>



#### Sheryl Crow's Bruschetta with Tofu Spread and Summer Vegetables Recipe - Oprah.com [www.oprah.com](http://www.oprah.com)

Sheryl Crow's personal chef Chuck White shares his recipe for Bruschetta with Tofu Spread and Summer Vegetables.

April 22 at 8:41am · Like · Comment

Kimberly Eastham likes this.

# SmartBrief for Nutritionist



## What is it?

- Over 23,000 subscribers
- An opt-in daily e-mail newsletter, read by engaged dietitians and health professionals
- A concise, comprehensive news briefing of the day's top nutrition specific stories delivered to inbox 5 days a week.

## Our Campaign

- Ran 7 banner ads during month of April
- Reach: 26,139
- Click-throughs : 350 ([www.soyfoodsmonth.org](http://www.soyfoodsmonth.org))
  - Titles: Pediatricians, Nutritionists, Clinical Dietitians, Nurse Practitioners, Registered Dietitian.

# Family Features Mat Release



## What is it?

- A 300-500 word, lightly branded, themed article
- Promotes content to more than 10,000 newspapers, magazines and online outlets, combined circulation is more than 350,000,000
- Runs in food and lifestyle sections

## Our Campaign

- \$26,561 ad equivalency
- 16 % increase year-over-year in placements
  - 70 orders (circ. 1,369,797)
  - 28 tear sheet placements (circ. 428,494)
  - 61% were on front page
  - 68% were full color
- 463 online placements and 260 newswire placements

# Spokesperson

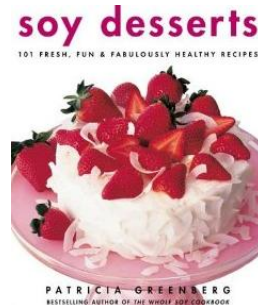
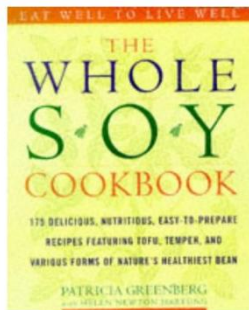


## Patricia Greenberg

## Promotional Activities

- *The Fitness Gourmet*
- 20 years experience as a nutritionist and chef
- Author of *The Whole Soy Cookbook* and *Soy Desserts*

- Family Features
- Content for social media
- Promoted Soyfoods Month in interviews with various reporters



Fitness Gourmet and certified nutritionist Patricia Greenberg suggests incorporating easy soyfoods into family meals for excellent nutrition and taste, soyfoods are quick, healthy and tasty!

# Retailer Outreach



- 1,750 stores received Soyfoods Month promotional kits
  - 75% increase from 2010, 250% increase from 2009
- Over 20 Retailer Kits were requested from Soyfoods Month website

## DOWNLOADABLE PROGRAM ELEMENTS

- ▶ [National Soyfoods Month Logo with Tagline](#)
- ▶ [NSM Logo Usage Guide \(PDF\)](#)
- ▶ [Circular Ad \(ZIP\)](#)
- ▶ [Program Overview Sell Sheet \(PDF\)](#)
- ▶ [Quick & Easy Recipes \(PDF\)](#)
- ▶ [Facts & Tips \(PDF\)](#)
- ▶ [Facts & Tips \(PDF/Spanish\)](#)



# Engage with Retailers



- SANA staff reached out directly to food retailers throughout the campaign
- SANA staff is working with sponsors to arrange a meeting with Whole Foods at NPEE in Baltimore in September
- National Soyfoods Month will have a table at the Consumer Affairs and Communications Seminar in Washington, DC, October 17-19<sup>th</sup> 2011



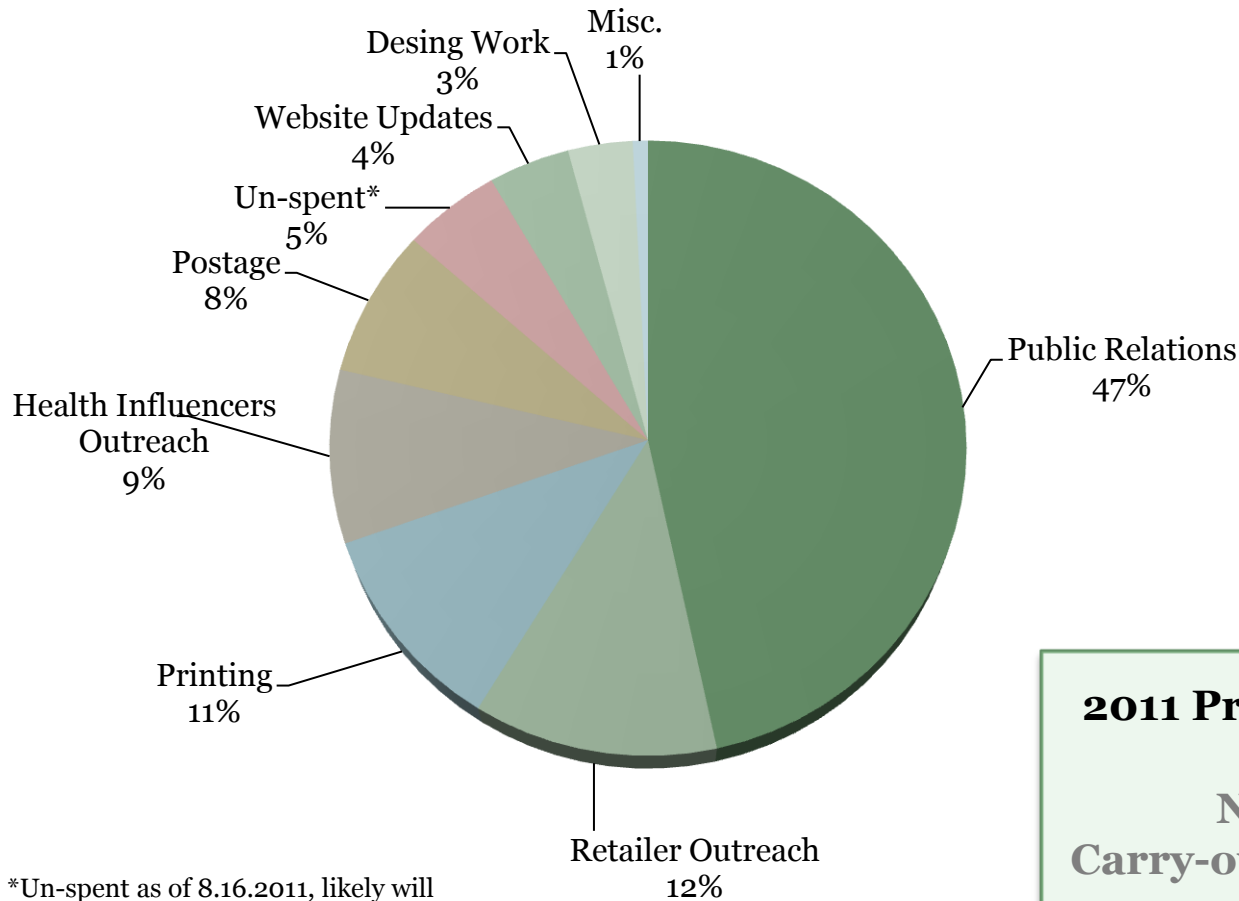


**“The materials you provided us definitely played a role in increasing awareness of soyfoods.”** – *Andrea Leatherman, GreenAcres Market, Kansas City, MO*

**“Consumers are getting mixed information about soy right now, anything we can provide them to educate will be helpful.”** – *Emily Reedy, Strawberry Fields, Urbana, IL*

- **What are retailers saying about Soyfoods Month materials?**
  - Retailer kit materials increased awareness in April
  - Could use higher quantities of items
- **What would retailers like to see as a part of next year’s program?**
  - Increased social media interaction
  - More coupons and recipe ideas

# Budget Breakdown



\*Un-spent as of 8.16.2011, likely will account for final reporting staff time

**2011 Project Budget = \$213,618**

**New Revenue = \$195,987**

**Carry-over from 2010 = \$17,631**

# Program Insights



- Increased social media paired with blogger outreach could yield big results and engage retailers
- Sponsor engagement makes a difference!
- Engaging retailers is a challenge
- Must take into consideration varying lead-time/planning schedules for retailers



# Opportunities for 2012



- Expand outreach to health influencers through blogger outreach
- Engage with consumers
- Partner with retailers for social media campaigns
- Track retailer participation and build relationships
- Create more original content
- Build off of marketplace knowledge
- Increase support from SANA members



# Thank you, Sponsors.

