

CASE STUDY

Custom influencer-based content strategy drives QSR promo awareness



THE GOAL

Increase awareness of limited time offer

Slim Chickens partnered with AdParlor to strategize and execute on one of their inaugural influencer activations supporting the promotion of their dry rub wings. Their goal was to drive promotional awareness & engagement across younger demographics.

THE APPROACH

Educate consumers with creator content

Leveraging AdParlor's end-to-end influencer solution, Slim Chickens was able to activate 12 creators (a mixture of mid and mega) across TikTok & Meta. To drive a cohesive approach & engagement across individual creators we centered the briefs around the hashtag *#DiscoverYourWings*. Creators paired this with their own spin on a dry rub wing taste test for some mouth-watering content.

To further penetrate Slim Chickens' core demo we amplified this creator-based content across Meta, blending our strategic media buying with careful influencer selection for enhanced outcomes.

Platforms: Meta & TikTok

THE RESULTS

Core demo successfully reached across Meta & TikTok

72% of total engagements were driven by users 18 - 34, accomplishing Slim Chickens' goal of penetrating a younger audience while simultaneously driving awareness and engagement across creator posts.

7.6M

video views cross-channel

2.6M

post engagements cross-channel

4.9%

average engagement rate