

TREND

Custom influencer content that  
converts and boosts ad ROI

CASE STUDY - KETTLE AND FIRE





**Kettle & Fire offers traditionally crafted, nutrient-dense bone broths. Their success depends on their ability to generate content and messaging that communicates their product's benefits to their customers.**



### **FAMILY FARMED INGREDIENTS**

We source beef and chicken bones from farms who raise their animals without any added hormones or antibiotics.



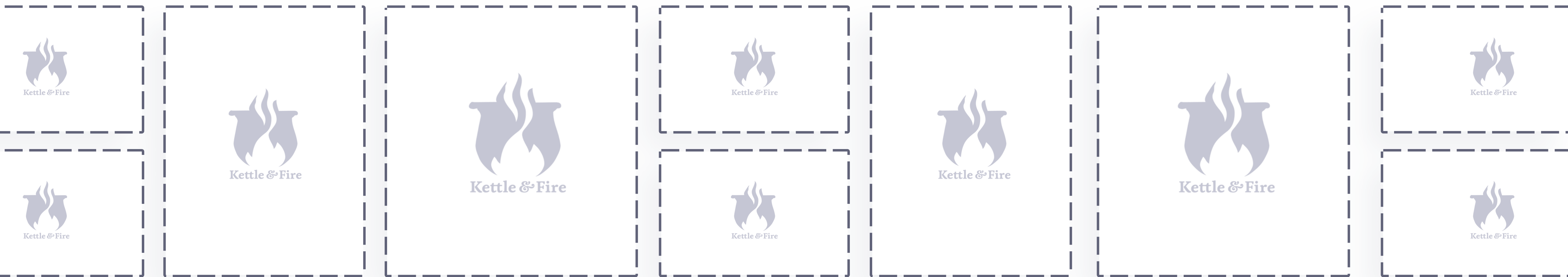
### **TRADITIONALLY SLOW-SIMMERED**

We combine 100% grass fed bones, premium ingredients, and filtered water into steel kettles then simmer up to 20+ hours.



### **SHELF-SAFE PACKAGING**

We package our broth hot in a vacuum environment so it has a two year shelf-life! The packaging is recyclable, sustainable, and made with natural materials.



**It takes a tremendous amount of time, money and resources to create content in-house. Now, more than ever, the need for high-quality content has put companies in a difficult place while trying to keep up with demanding performance goals.**

Aside of the time needed, it's extremely difficult to create content that actually resonates with your potential customers. It takes an army to deliver captivating content that is custom and on-brand.





**FILIP MERDIĆ**

**PAID ACQUISITION  
KETTLE & FIRE BONE BROTH**

TREND SOLVES THE CUSTOM CONTENT CREATION PROBLEM

**Meet Filip Merdić. He works on paid acquisition initiatives for Kettle & Fire. He approached Trend to help them solve the difficult problem of generating custom content to use in their Facebook ads.**

After a quick meeting to help us understand Filip's needs, he got started by creating a campaign on Trend. Within hours, Filip had a list of talented influencers eager to work with him to create content. Filip narrowed down his list and approved the ones he thought would bring him the most powerful imagery.



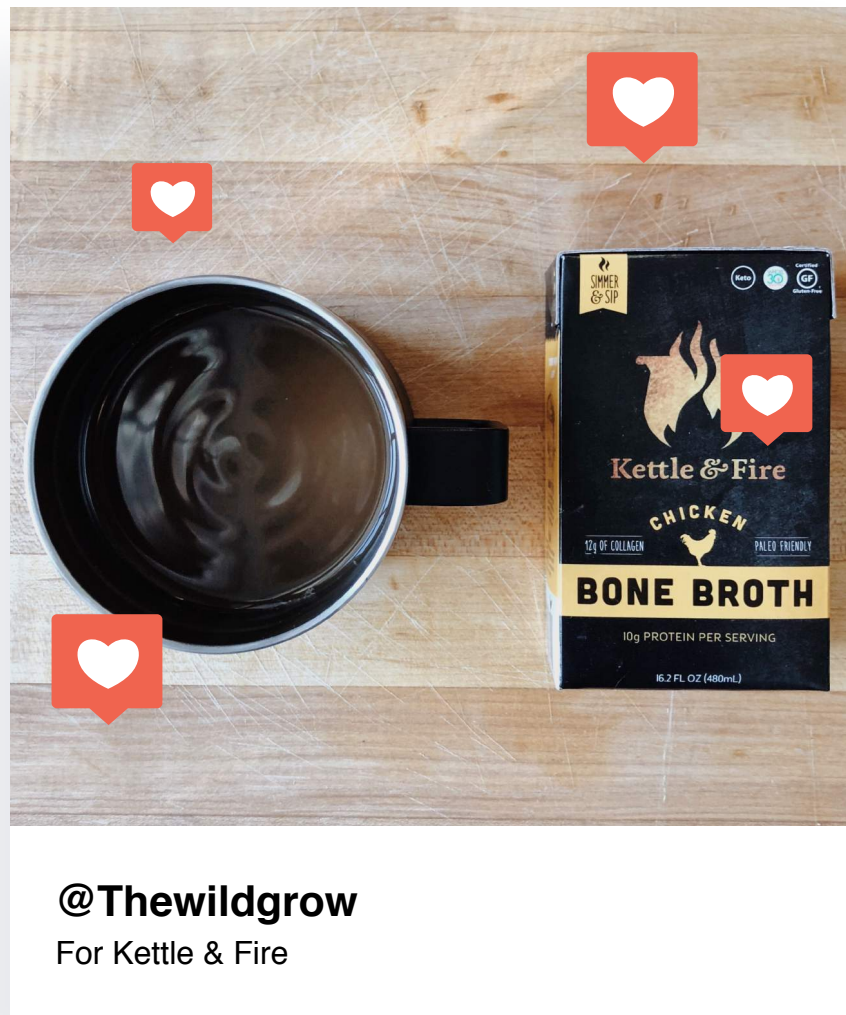


**The influencers went to work and created authentic posts on Instagram. They uploaded high definition versions of the photography for Filip to use with 100% repurpose rights.**



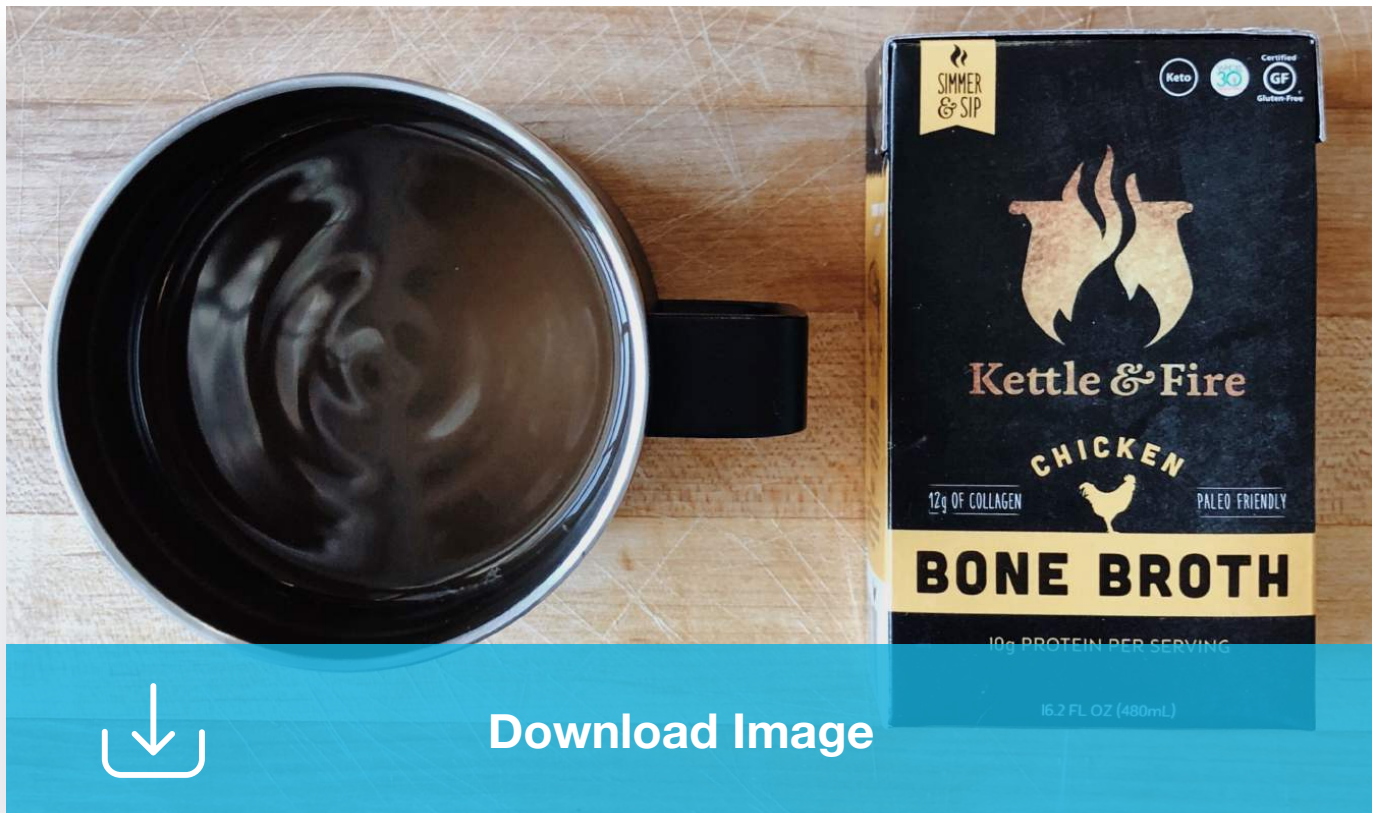
Filip took the HD versions of the posts and used them in his Kettle & Fire Facebook ads. The impact of the new influencer content was made crystal clear.

Post



Kettle & Fire worked with their dream team of influencer/content creators who made posts on Instagram and shared the raw image files with them.

Download Image



After each post went live on Instagram, they downloaded HD versions of their new content to repurpose in their facebook ads.

Repurpose Content in ads



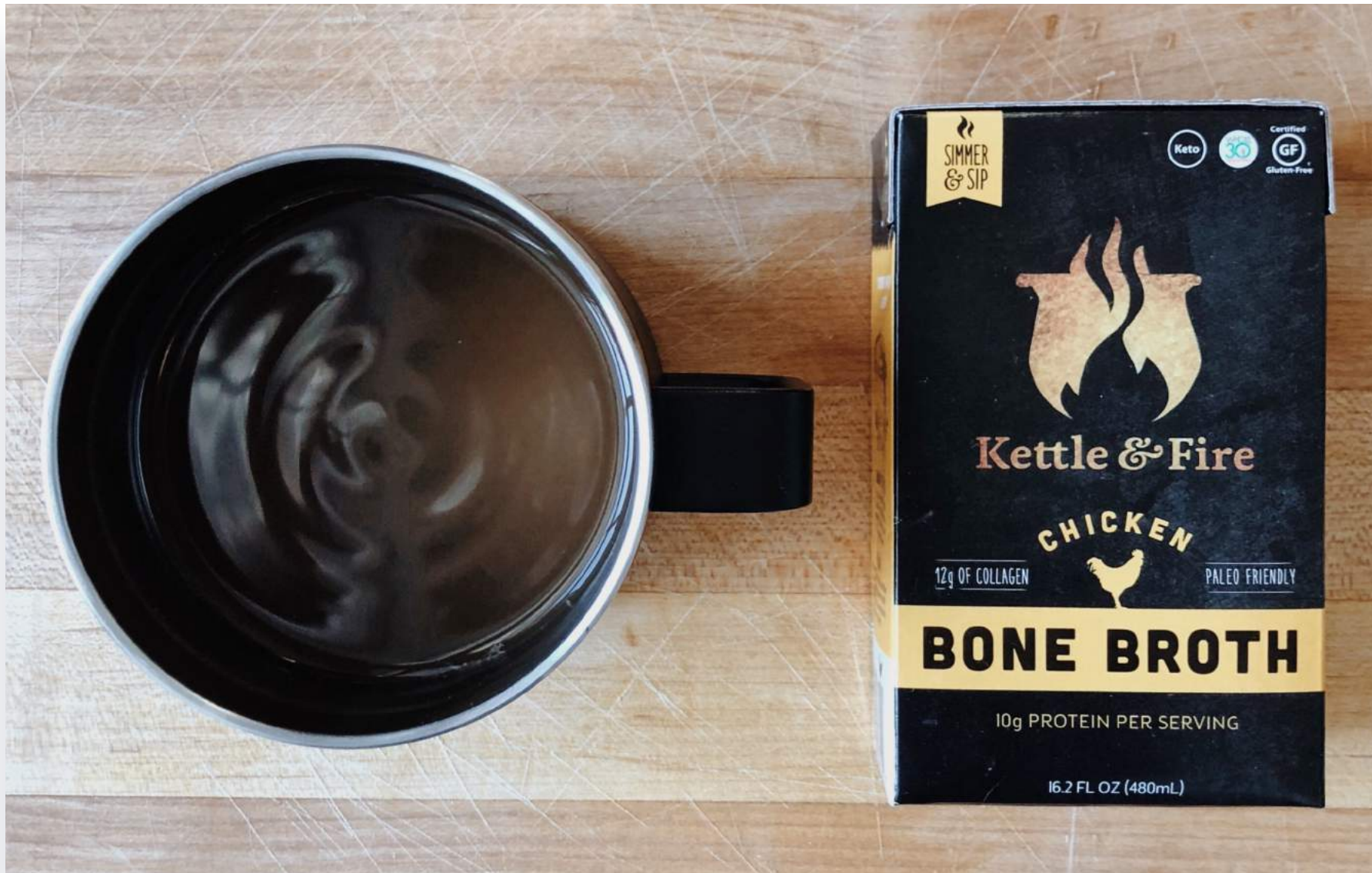
Kettle & Fire cruised past their previous ad metrics with content designed to connect with their audience and drive real ROI.



**Filip put the previously highest performing piece of content up against an image created on Trend for a controlled test. The results proved the monetary value of Trend’s content.**



 **Kettle & Fire**  
CONTROL IMAGE



**TREND**  
TEST IMAGE



THE RESULTS

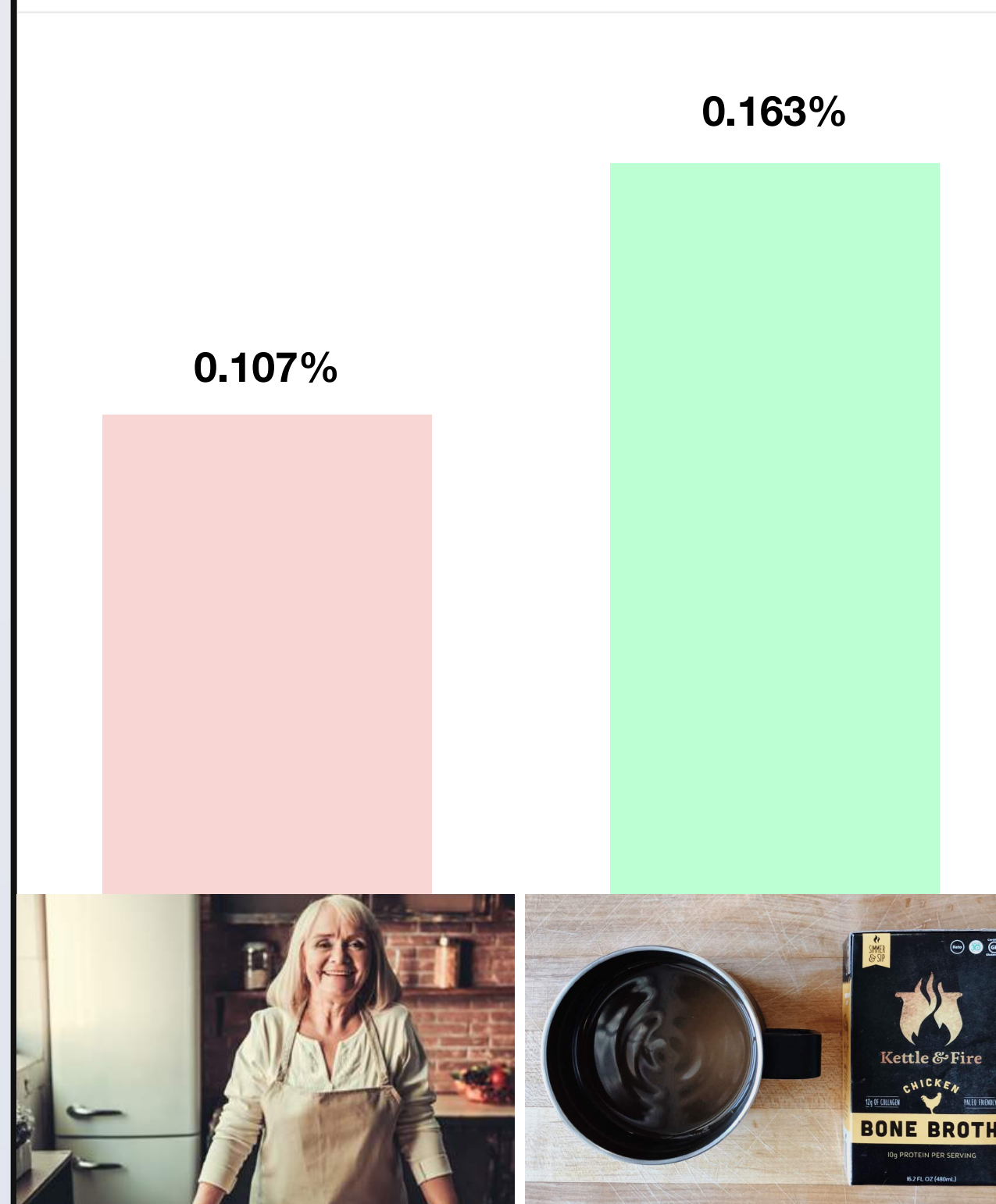
**Kettle & Fire generated \$4 in revenue for every \$1 spent on their Facebook ads which was a 61% improvement on the previously highest performing Facebook advertisement.**

Reach-to-Purchase

Massive Improvement in Reach-to-purchase metric

↑ 52%

Reach to purchase improvement



 Kettle & Fire  
CONTROL IMAGE

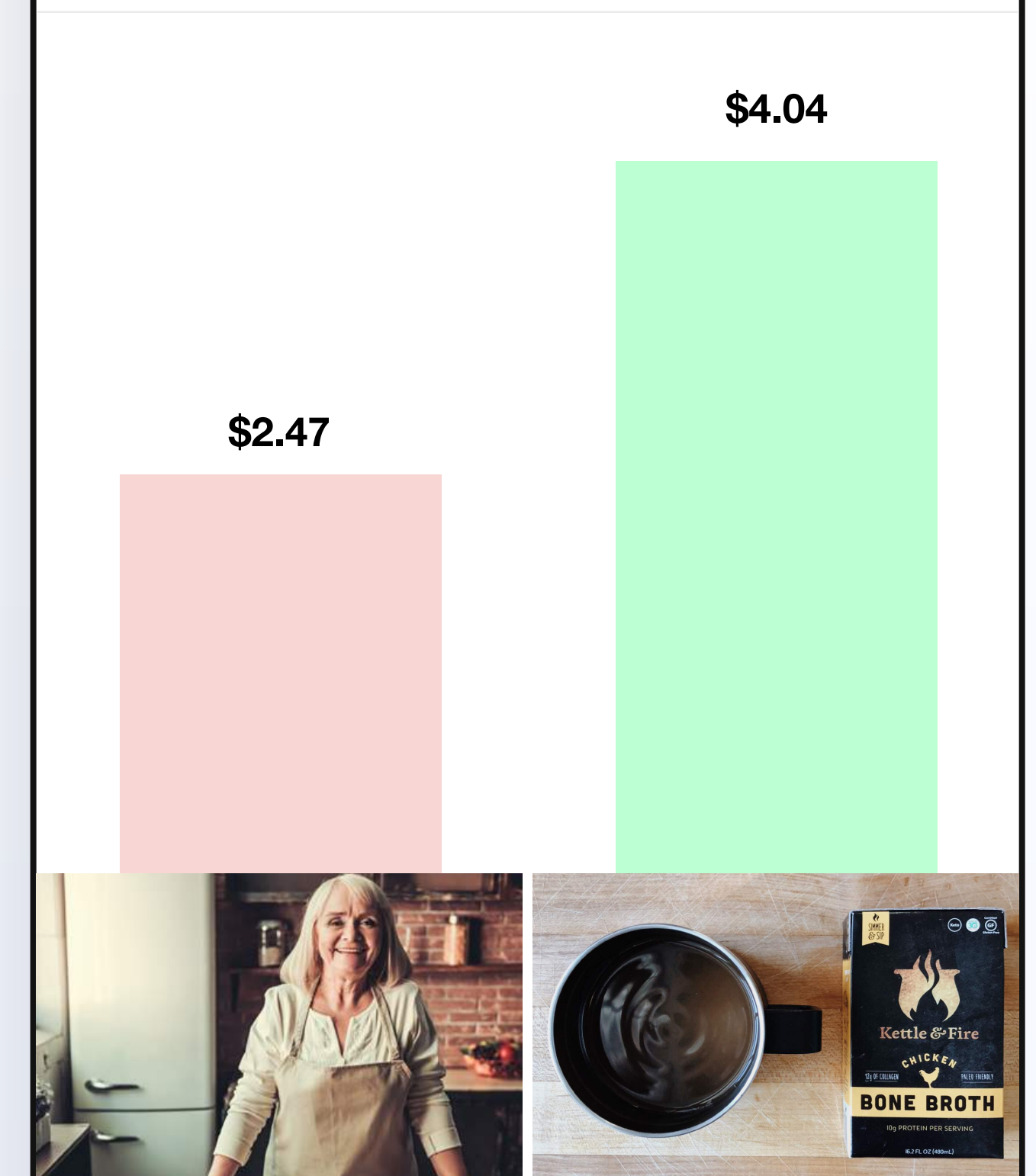
TR  ND  
TEST IMAGE

Return on Ad Spend

\$4 in revenue for every \$1 spent on Facebook ads

↑ 61%

Return on ad spend improvement



 Kettle & Fire  
CONTROL IMAGE

TR  ND  
TEST IMAGE



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## Start creating your on-brand content today

If you have further questions about how Trend can work for you, please reach out to [Ramon@trend.io](mailto:Ramon@trend.io)

Generate 1M+ impressions every month

Select any products you specifically want to increase sales for

Generate High-quality repurposable content

Strengthen your social prescence

Drive traffic to your websites

Improve conversion rates with UGC

Build consumer trust in your brand

Reach more customers

