



# Kernel Season's Popcorn Seasoning Social Media Campaign



*"Almost every day I get a comment regarding the great quality of our social media pages. People ask, "Who manages your Facebook? It's great!" and I reply, "Gossip Genie."*

**Kernel Season's has grown from a few hundred followers to almost 50,000 in less than two years. Gossip Genie has developed an excellent feel for our brand and messaging and truly represents the spirit of our company.**

*I feel 100% comfortable having their team speak on our behalf to our most enthusiastic consumers. The Gossip Genie team is a fantastic extension of our marketing team. I would recommend them to any company looking to foster an engaged online community."*

- Brian Taylor, Kernel Season's CEO

## Strategy

- By monitoring keywords and phrases on Twitter, we were able to pinpoint individual users who would be more likely to purchase the products after a virtual engagement.
- Using social media, Gossip Genie connected Kernel Season's with the National Popcorn Board, a national commodity promotion and research program, resulting in ongoing shares, comments and likes from the Popcorn Board.
- Gossip Genie connected with retailers and movie theaters to enhance the relationship between Kernel Season's and their vendors and sought out new potential partnerships which resulted in an increase of overall sales.

RoseKnowsCoupon: @KernelSeasons Air popper blew up. Literally! Do your fans have a favorite air popper? In the market for a GOOD one! 1:54pm, Mar 13 from Web

KernelSeasons: @roseknowscoupon oh no! we enjoy this one! <http://t.co/6cRTjpLF> 4:14pm, Mar 13 from HootSuite

RoseKnowsCoupon: @KernelSeasons One Kernel Seasons Air Popper and Pick 10 later....my order is placed! Thanks! 4:27pm, Mar 13 from Web

An example of how social media leads to sales

Harkins Theatres @HarkinsTheatres @kernelseasons Thanks for the mention! And for the delicious popcorn seasoning!

Popcorn Central shared Kernel Season's Popcorn Seasoning's photo. 4 hours ago

Friday Fun! Check out this popcorn fact shared by Kernel Season's Popcorn Seasoning

FUN FACT! During World War II, sugar was sent overseas for U.S. troops, which meant there wasn't much sugar left in the States to make candy. Thanks to this unusual situation, Americans ate 3 times as much popcorn as usual!

## Special Initiatives

On January 19th, 2012, National Popcorn Day, Gossip Genie hosted the first ever World's Largest Virtual Popcorn Party on Facebook for Kernel Season's.

- The virtual event served to increase awareness for National Popcorn Day as well as demonstrate Kernel Season's strong brand connection with the snack itself.
- Over 740 attendees RSVP'd to the Facebook event. This was 3.75% of the fan base at that time; 3.68% higher than the average consumer goods engagement rate.
- 'Attendees' were encouraged to tweet using the hashtag #VirtualPopcornParty. HashTracking.com reported from this hashtag; 789 tweets generated 968,835 impressions, reaching an audience of 274,926 followers in 24 hour period, from the morning of 1/19/12 to the morning of 1/20/12. It also contributed to "National Popcorn Day" as a trending topic on Twitter.
- The metric, "People Talking About This" on Facebook analytics is the number of unique users who have created a "story" about a page in a seven-day period. On Facebook, stories are items that display in News Feed. In a five-day period before and during the promotion of the event, "People Talking About This" increased from 329 to 3,040.
- From Monday January 16, 2012 to Friday, January 20, 2012, Kernel Season's Facebook fans and Twitter followers increased by over 3,200.

Mentions (KernelSeasons)

Jenf007 Jan 19, 4:13pm via TweetCaster for Android RT @KernelSeasons: Lots of talk about our #virtualpopcorn party but don't forget to enter our Popcorn Cart Giveaway! <http://ow.ly/8zqHu>

itsall4fuunnnn Jan 19, 4:12pm via Web Celebrating #NationalPopcornDay with a #VirtualPopcornParty with @KernelSeasons !!! Sprinkle on a bit o' flavor! (or a lot o' flavor!)

swprlady Jan 19, 4:08pm via Web @KernelSeasons Showing the love popcorn deserves today! #VirtualPopcornParty

swprlady Jan 19, 4:07pm via Web @KernelSeasons would love to win a Popcorn Lovers Kit!!! #VirtualPopcornParty

TweetThisNice Jan 19, 4:07pm via Web @KernelSeasons It's a popcorn party!! And your seasonings are the confetti!! :D #VirtualPopcornParty

tannawings Jan 19, 4:07pm via Web @KernelSeasons Being in the MidWest too-popcorn brings a little fun during a snowy day! Pop on! #NationalPopcornDay #VirtualPopcornParty

United States trends - Change

#ArcherFX Promoted  
#WaysToGetOFFthePhone  
#youknowdamnwell  
#LiesBlackGirlsTell  
iTunes U  
Marianne Gingrich  
iBooks 2  
Happy National Popcorn Day  
Xtina and Britney Forever  
Best Companies to Work For

## Outreach

- To maximize exposure for a new Kernel Season's flavor launch, Gossip Genie implemented a Pinterest contest. The contest encouraged participants to promote the new flavor by creating a Pinterest board focused on recipes with the new flavor as the main ingredient. Each pin had to include the hashtag #KernelSeasons which significantly increased brand awareness and organic ranking for the company.
- Gossip Genie implemented a customized blogger outreach strategy to reach Kernel Season's target demographic of women ages of 18-35.
- As a result of Gossip Genie's efforts, Kernel Season's has been featured on many highly influential blog sites, podcasts, radio shows and Pinterest boards.



Pinterest Contest!

1. Start a Pinterest board with the picture of one of our new seasonings by repinning it from <http://pinterest.com/kernelseasons/new-flavors>

2. Pin pictures of the foods you want to try with the new seasoning and/or recipes.

3. Use the hashtags #popcorn and #KernelSeasons on each of your pins for that board.

4. Submit your board link to [Contest@KernelSeasons.com](mailto:Contest@KernelSeasons.com) by June 5th for consideration.

Great #Popcorn Seasoning from #KernelSeasons ! [kernelseasons.com](http://kernelseasons.com)

