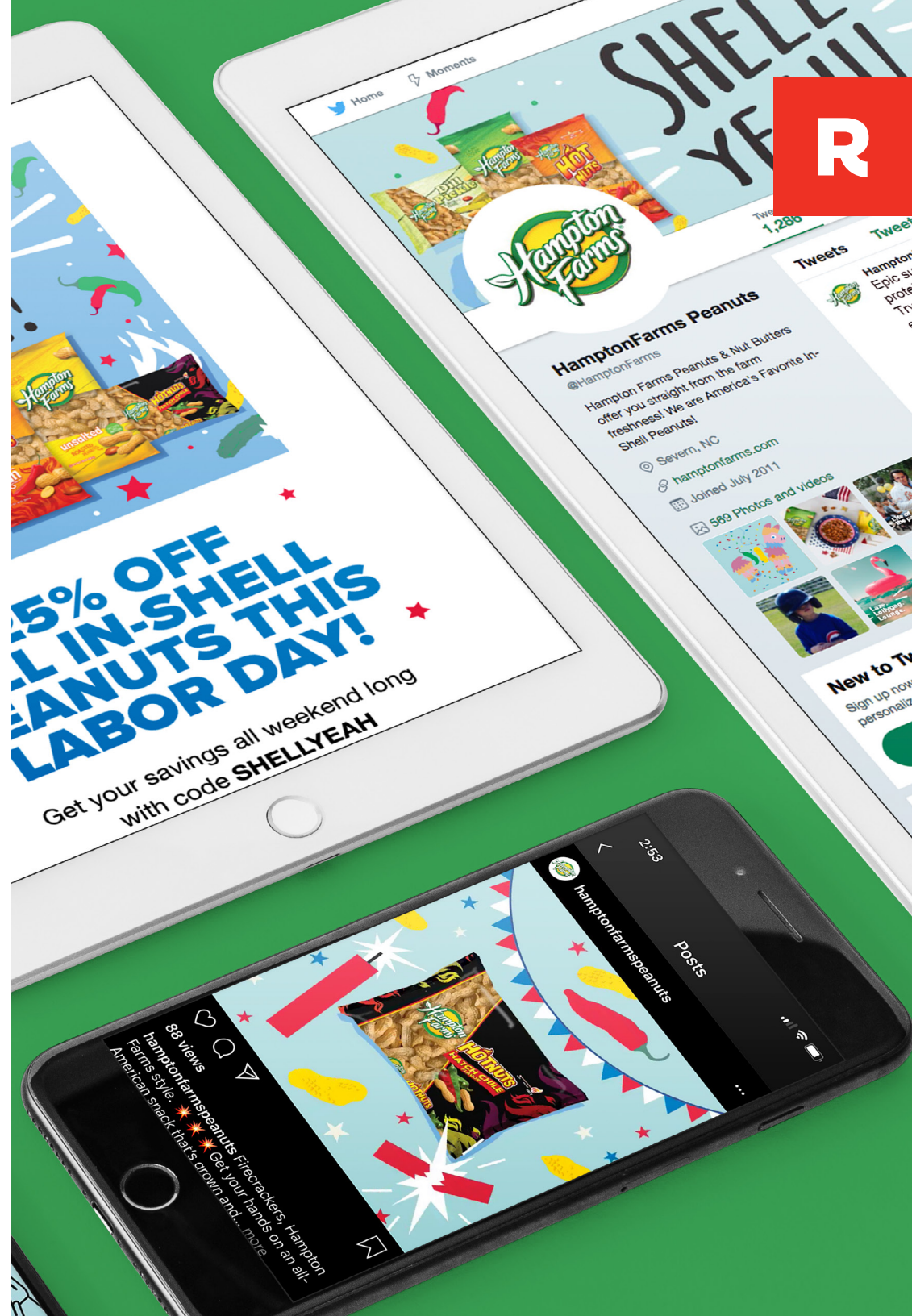


# Shell Yeah!

## Digital Marketing Campaign for Hampton Farms

# RIVERS

Rivers Agency  
601 West Rosemary Street  
Suite 108  
Chapel Hill, Nc 27516  
919-932-9985  
Riversagency.com



## The Project

Although Hampton Farms is the leading roaster of in-shell peanuts in the United States boasting 70 percent of the market share, its brand awareness lagged behind its market position.

To increase national brand awareness, we launched a digital campaign that paired summer festivities with Hampton Farm's flavored in-shell peanuts around the rallying cry, "Shell Yeah!"

Paid advertising (search, rich media display ads and product listing ads) and organic social media posts brought the brand campaign to life. Throughout the engagement, we optimized every aspect of the campaign to maximize Hampton Farms' ROI.

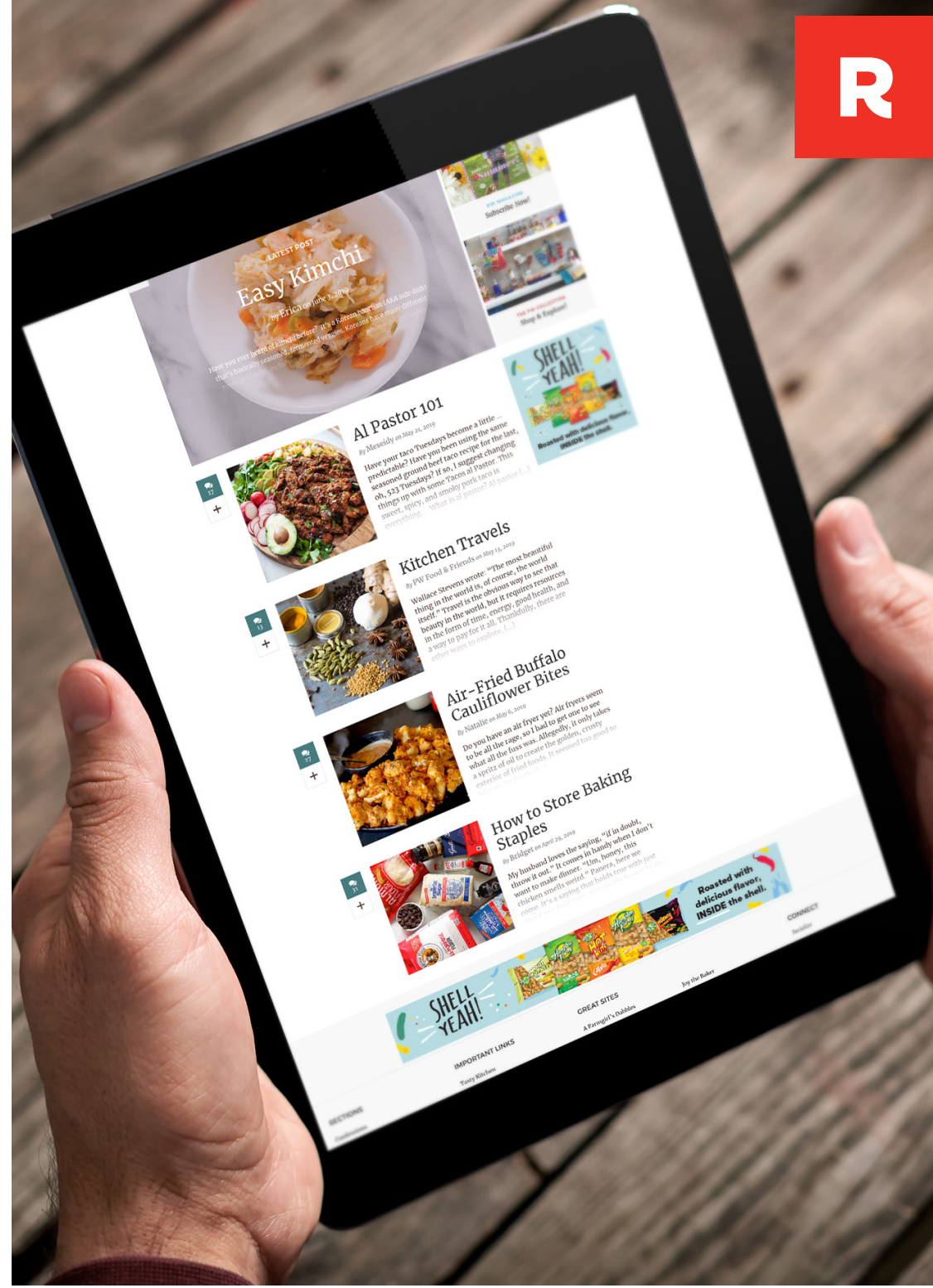
A large, stylized yellow peanut is the central focus of the right side of the page. It has a textured surface with small brown spots. The words "SHELL YEAH!" are written across the middle of the peanut in a bold, black, hand-drawn font. White motion lines radiate from the sides of the peanut, suggesting movement or excitement.

SHELL  
YEAH!

# Rich Media Display Ads

[CLICK TO VIEW SAMPLES >](#)

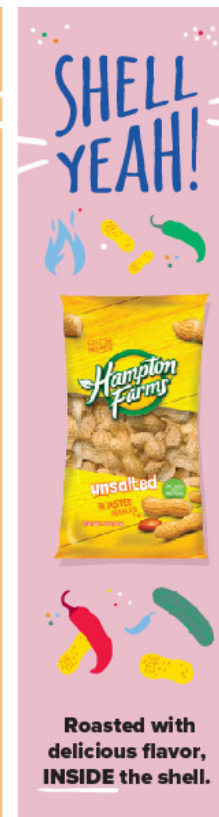
R



# Rich Media Display Ads

To increase engagement with our brand campaign, we built all display ads in HTML5 for elegant, smooth animations. [CLICK TO VIEW SAMPLES >](#)

R



# Social Posts

[CLICK TO VIEW SAMPLES >](#)



# Paid & Organic Social Posts: Instagram, Twitter

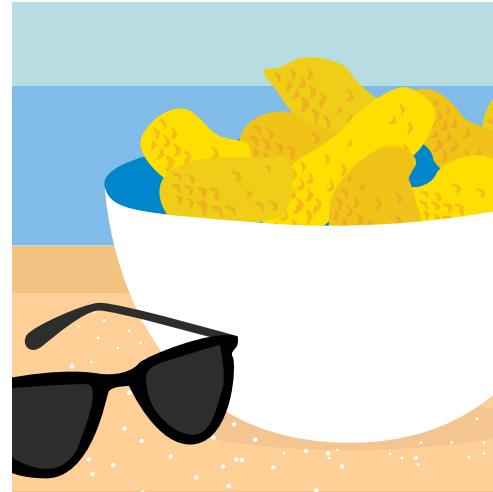


We created colorful branded illustrations to represent the flavors in the product line and capture the essence of summer fun. [CLICK TO VIEW SAMPLES >](#)



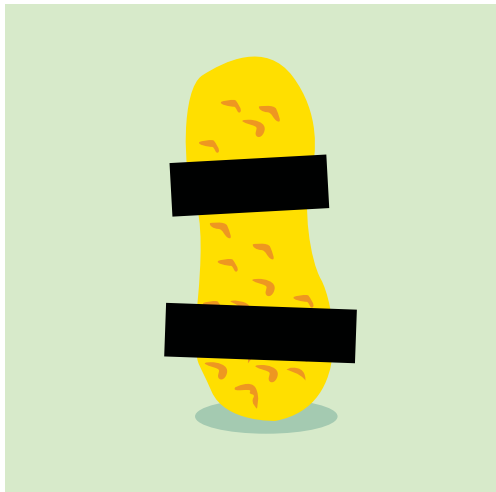
## NOW it's a party.

Spice up your next soir ee with our Hatch Chili-flavored in-shell peanuts. From the Southwest to South Florida, they're always a hot hit.  
[#shellyeah](#) [#hatchchile](#)



## Feeling salty?

Maybe you're just hangry. Crack open a Hampton Farms slated roasted peanut before you go nuts.  
[#shellyeah](#) [#salty](#)



## Plain genius.

Delicious nutritious peanuts roasted in-shell. Eat them anywhere this summer, even in your birthday suit.  
[#shellyeah](#)



## Nuts with a Cajun accent.

The power snack you need, the Cajun flavor you want, roasted INSIDE the shell. Crack. Eat. Repeat. Y'all.  
[#shellyeah](#)  
[#cajun](#)

# Paid & Organic Social Posts: Facebook

Nostalgic summer imagery brought the Shell Yeah! campaign to life in our organic posts.

[CLICK TO VIEW SAMPLES >](#)



## Life of the Party? Shell Yeah

Shake up your next summer party with Hampton Farms flavored in-shell peanuts. In five fabulous flavors available at grocers everywhere. [#shellyeah](#)



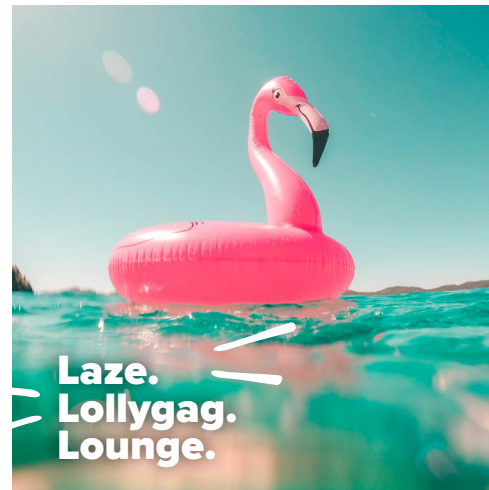
## Got summer game? Shell Yeah

Tap into a fresh bag of Hampton Farms flavored in-shell peanuts and it's game on. Five tasty flavors, available everywhere fun happens. [#shellyeah](#)



## Epic summer road trip? Shell Yeah

Nothing travels better than high protein, high taste Hampton Farms flavored in-shell peanuts. Try all five delicious flavors, available everywhere you are and everywhere you're headed this summer. [#shellyeah](#)



## Laze. Lollygag. Lounge. Shell Yeah

This summer add R-E-L-A-X to your agenda, then stick to your plan. Restrict activity to cracking open shells to score the fantastically flavored peanuts inside. Crack. Eat. Repeat. [#shellyeah](#)

# Email Blasts





# Emails

A series of Email blasts, with and without discounts, reinforced the Shell Yeah campaign.



**25% OFF  
ALL IN-SHELL  
PEANUTS THIS  
LABOR DAY!**

Get your savings all weekend long  
with code **SHELLYEAH**

VALID AUGUST 30, 2019-SEPTEMBER 2, 2019

[SHOP NOW](#)



Copyright © 2019 Hampton Farms. All rights reserved. Thank you for signing up for Hampton Farms email!



Cast your vote now for your favorite flavor! Fans get **30% off** the winning flavor August 27-29, plus one lucky winner will receive a flavor-themed prize pack valued at **\$150**.

[VOTE NOW](#)



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# SHELL YEAH!

Roasted with delicious flavor,  
**INSIDE** the shell.

Nuts with a  
Cajun accent.

[SHOP NOW](#)



# PLAIN GENIUS

[SHOP NOW](#)



# DILL Y



R

RIVERS



R

## The Results



# The Results

R

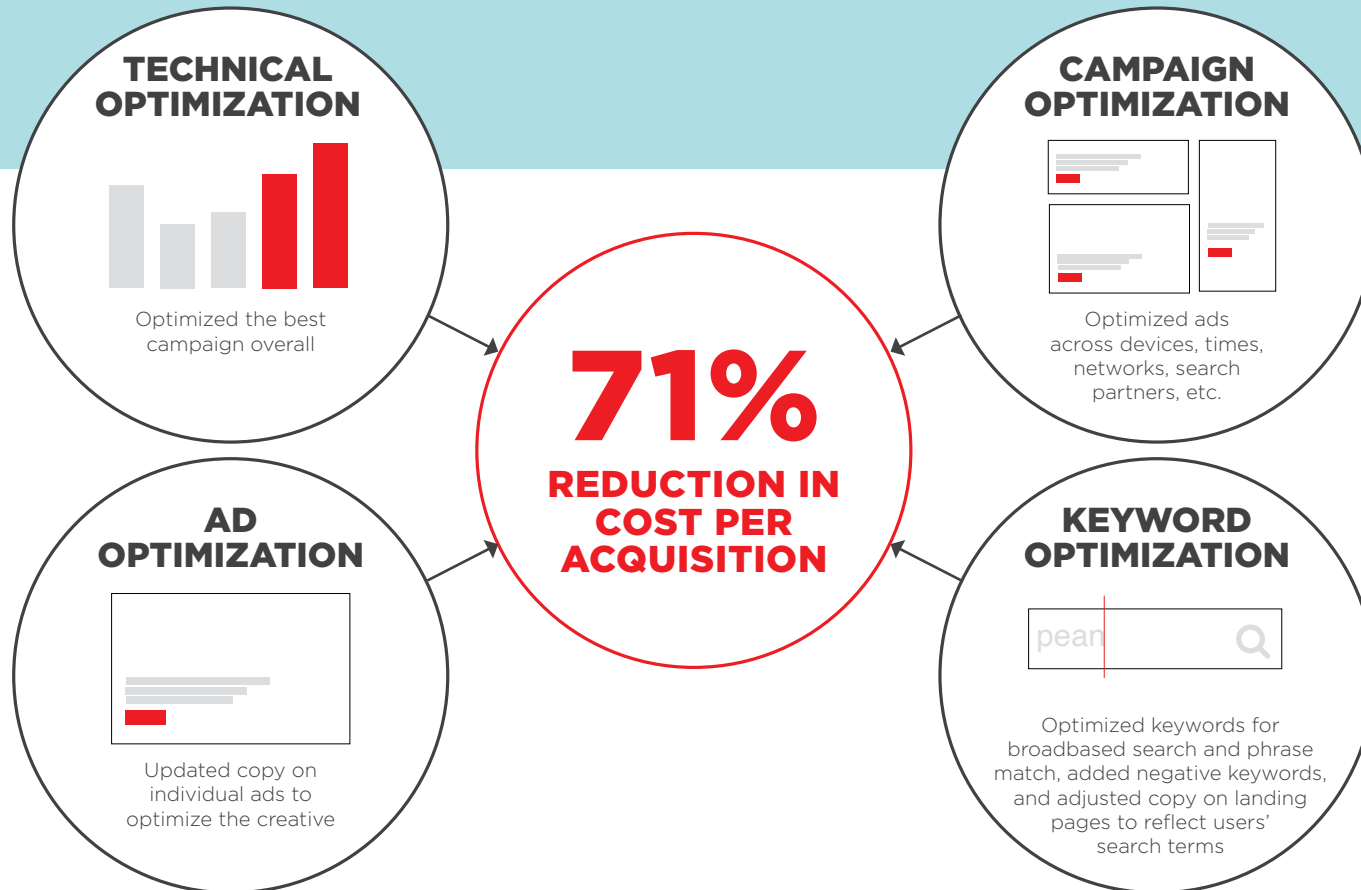
Without increasing previous ad spending levels,  
in just 3 months we:

Reduced average cost per  
acquisition from **\$.99 to \$.56**

Increased average  
impressions by **1,000 a day**

Increased branded  
search **48%**

Grew website hits from  
**11,400 to 15,800**





# **Thank you** **RIVERS**

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