



KILNER[®]
ESTD 1842

SOCIAL MEDIA

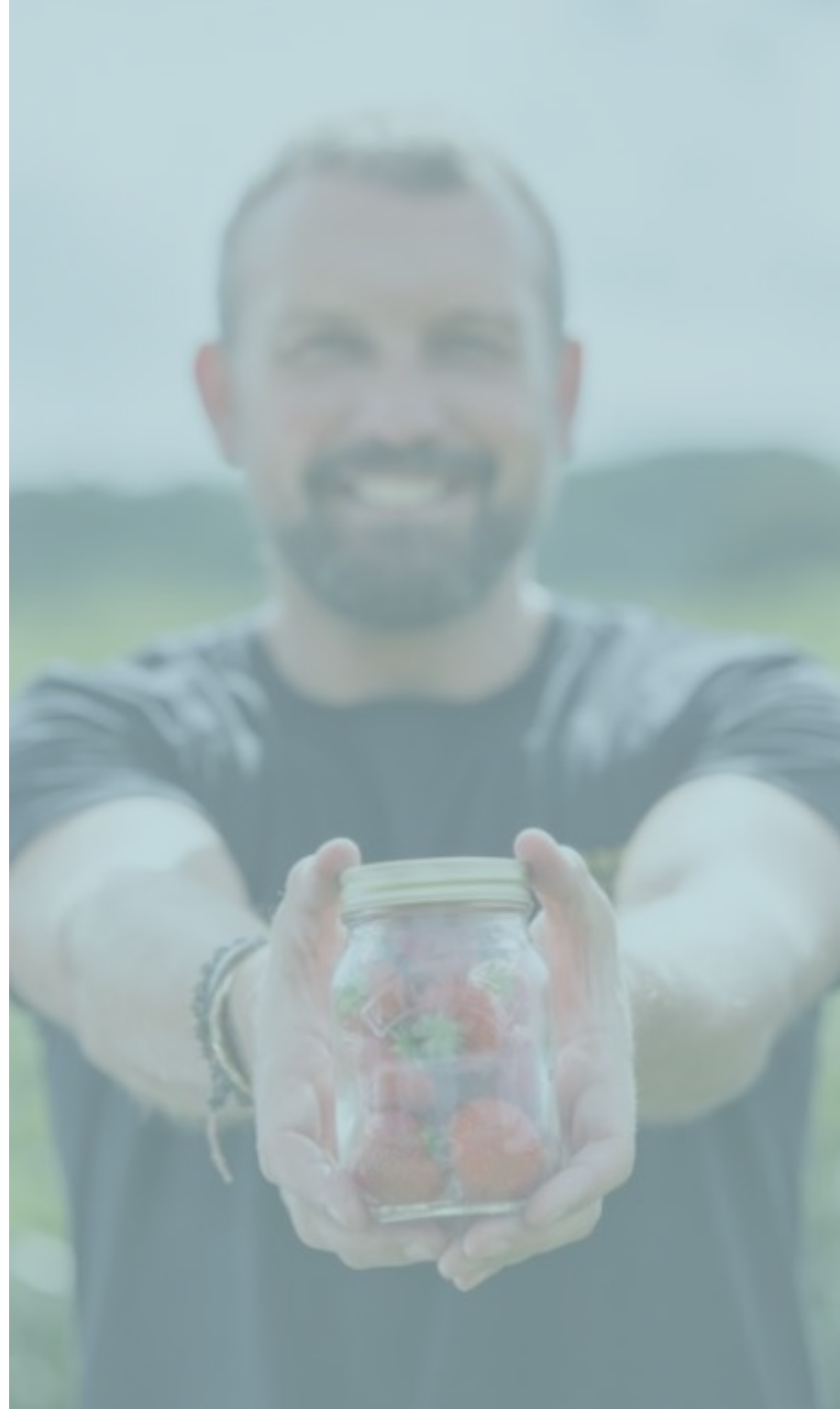


BENEFITS OF SOCIAL MEDIA

Social media is an important part of our marketing plan at Kilner® for a number of reasons.

It allows us to:

- Tell stories, especially seasonal stories which include the key trends that people are talking about
- Reach our target audience with tailored content
- Engage with our consumer
- Strengthen brand awareness
- Support customer activities (instore & online)
- Create brand recognition
- Improve brand loyalty
- Convert fans/followers into customers
- Humanise the brand
- Create a higher brand authority
- Increase inbound traffic to our website
- Better search engine rankings



PERFORMANCE ANALYSIS

As we aim to grow our social media channels, we are constantly reviewing, changing and monitoring our performance.

We use these findings to adapt our messaging to create more engagement to grow our followers.

Facebook

We have seen a 43% increase in the number of followers on our Kilner® Facebook page in the past year

Instagram

There has been a 48% increase in our Instagram following

Twitter

In the last 12 months we have experienced a 20% increase in the number of Twitter followers



+43%

Facebook increase

+48%

Instagram increase

+20%

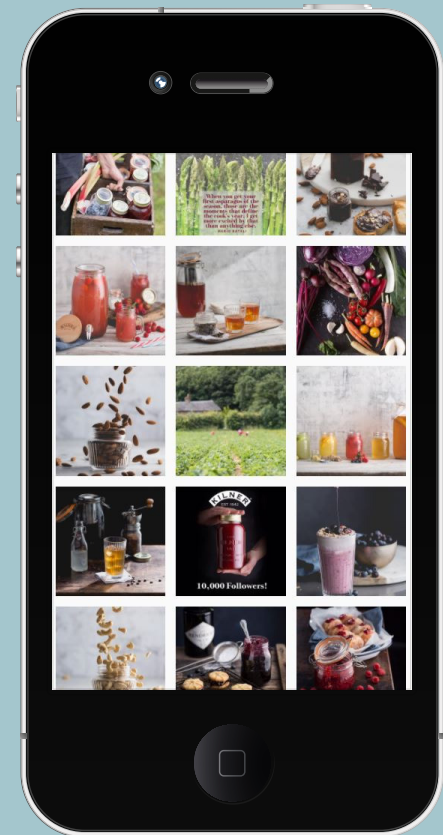
Twitter increase

INSTAGRAM

We are working hard on creating a library of images on Instagram that is more lifestyle-focused, and less product heavy to appeal to a younger, trend-focused audience.

We developed this new style earlier this year and from the performance analysis we can see that there has been a positive impact on followers, with a growth of 10% in just over 2 months. We have also seen a spike in the number of positive inbound messages i.e. people commenting positively on the imagery shared.

This is all very encouraging news and we will continue to work on our image style to reach new audiences.



BLOGGERS

- ★ Our blogger outreach programme is an important part of our branding strategy. Working with select influential individuals or brands can have a positive impact on our brand awareness resulting in an increase of social media followers.
- ★ Choosing the correct bloggers to work with on our brand will help us to reach targeted audiences and grow our follower base.
- ★ Strategically we are trying to target a younger consumer across all of our brands, whilst still appealing to our older, more established consumer base. Bloggers will help us achieve this goal, as they have a huge influence on the younger generation.
- ★ We work hard to research and identify the bloggers and micro-bloggers who we can work with to fit our brand values and spread the Kilner® message.



WORKING WITH FOOD COMMUNITIES

Tastemade featured our Kilner® Butter Churner in a video

Number of Tastemade followers: +26.5 million likes

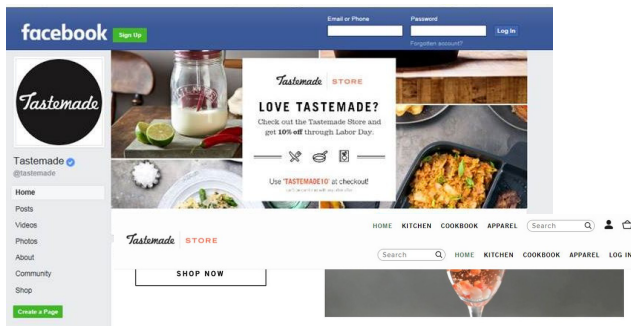
No of video views: +5.9 million

No of reactions: +31,000

No of comments: +4,500

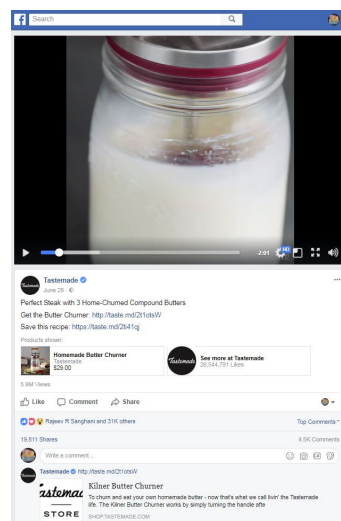
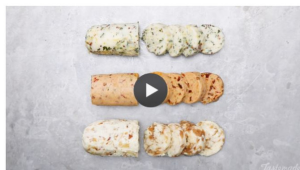
No of shares: 19,811

They have also featured the Butter Churner on their Facebook cover photo, promoting their 'Tastemade store' online and on their website homepage with a "Why we love this product" blog.



Butter Churner

Why We Love This Product
Fresh, made-with-love butter is as little as two minutes! What's not to love?



Food52 featured video with a Kilner® bundle to buy

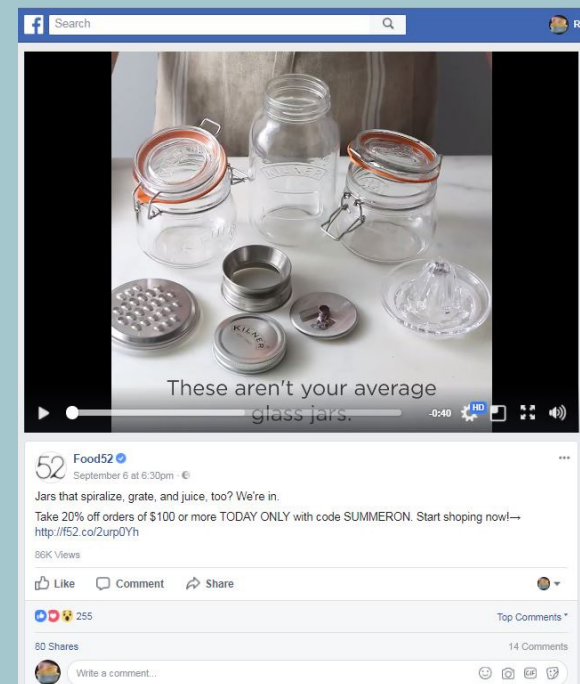
Number of Food52 followers: 1,033,521

No of video views: 86,194

No of reactions: 255

No of shares: 80

They continue to feature Kilner® regularly in their newsletters, which is a fantastic platform for the brand and a huge audience reach.



KILNER® CLUB

We have a large consumer mailing list of people who have actively subscribed to our Kilner® Club.

Members can join the Club through our website and social media channels, but they also have the option to join by completing the insert which is included in every Kilner® product purchased.

We send out regular newsletters and e-mails to our subscribers to keep them informed about the products we have on offer, giving them inspiration and ideas on how to use the products, including recipes and other activities such as crafting and gifting.

This Club is a way for us to increase brand loyalty and send targeted messaging to an audience who is already engaged and interested in the Kilner® brand and they are a fantastic resource for us to call upon for market research and product development ideas.

317%

Increase in number of subscribers to Kilner® Club in the past year

>100k

No of Kilner® Club members