

Lamington Co.

Lamington Co. is a digital marketing agency specializing in food, beverage, and lifestyle brands.

Founded by Vicki Morton in 2014, Lamington Co. leverages its unique expertise to bring brands to life online. We act as a strategic and creative resource to our clients and combine beautiful imagery with compelling storytelling to create engaging brand experiences.

WE'VE WORKED WITH SOME GREAT BRANDS INCLUDING...

MaraNatha™



GG®
Exceptional
Fiber

SUNSPIRE

CHOPT
CREATIVE SALAD CO.



DOS TOROS
TAQUERIA



GLAZE
TERIYAKI



Chopin
VODKA



**CASA
LEVER**
RESTAURANT



GENERATION LOVE
NEW YORK

TERRA®
real vegetable chips

BANILA CO



DORDA
DOUBLE CHOCOLATE LIQUEUR

FELICE

JACK'S WIFE FREDA

BluePrint®

STADIUM



snackmagic



OUR WORK HAS BEEN FEATURED IN...

VOGUE

TRAVEL+
LEISURE

EATER

CONDÉ NAST
Traveler

InStyle

PureWow

edible

AVENUE

IN THE PAST, WE'VE...

Grown Chopt's Instagram audience by 75,000+

Produced a video for Dos Toros with over 25 million views

Generated \$180,000 in sales over one month for SnackMagic

Driven 21.7 million organic impressions for SunSpire

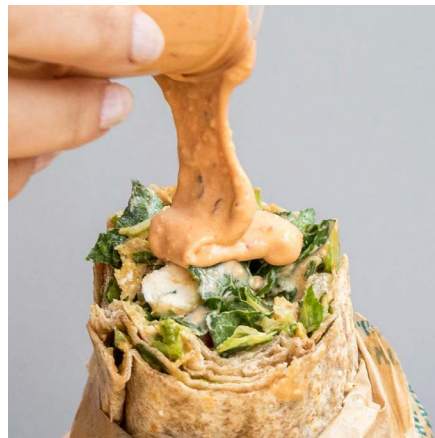
SELECTED WORK



SALAD YOU CRAVE

For years, Chopt Creative Salad Co. struggled to connect with their online audience—engagement remained low, followers grew slowly. Using knowledge of current trends and the product’s strengths – huge, delicious bowls filled with all the things people love – we doubled the initial following within six months and tripled within a year.

Paired with strategic influencer outreach and targeted paid social advertising, Chopt has reached millions and millions of salad-loving people through social media. Who knew salad could be so popular?



OWNED CHANNEL RESULTS over one year

18.2 million impressions	10.4 million reach
+33,100 follower growth	5,300 most liked photo
293,200 likes	13,100 comments

INFLUENCER IMPACT FOR CHOPT

When considering working with online influencers, there are many factors at play. Chopt is a restaurant chain, meaning both the influencer and their audience should live near the restaurants. We also consider fit, personal brand, authenticity, and engagement.

We carefully vetted 65 influencers to work with over the course of a year. By prioritizing in-kind partnerships, we kept costs at minimum. During campaigns, we strategically partnered with influencers with larger reach, and only then negotiating sponsored posts.

We drove almost six million impressions across more than 500 posts at a low cost.



INFLUENCER RESULTS

over one year

5.9 million
impressions

529
posts

\$2.29
CPM

87%
in-kind partnerships

ONLINE TO IN-STORE

For brick-and-mortar businesses, tracking online campaign results has been a fundamental challenge since the beginning of digital advertising. For our team, the question remains on our mind at all times: how will we measure ROI?

Chopt wanted to begin offering a student discount at one specific restaurant. We designed a campaign where we could attribute in-store redemptions directly to our online advertising activations before opening the campaign on other channels.

Over a two month period, we drove 2,235 transactions with the student discount, using online advertising as our only channel. We achieved a 5,800% return on ad spend with a 20% in-store redemption rate (based on the number of students reached).



IN STORE RESULTS

over two months

2,235
transactions

5,800%
return on ad spend

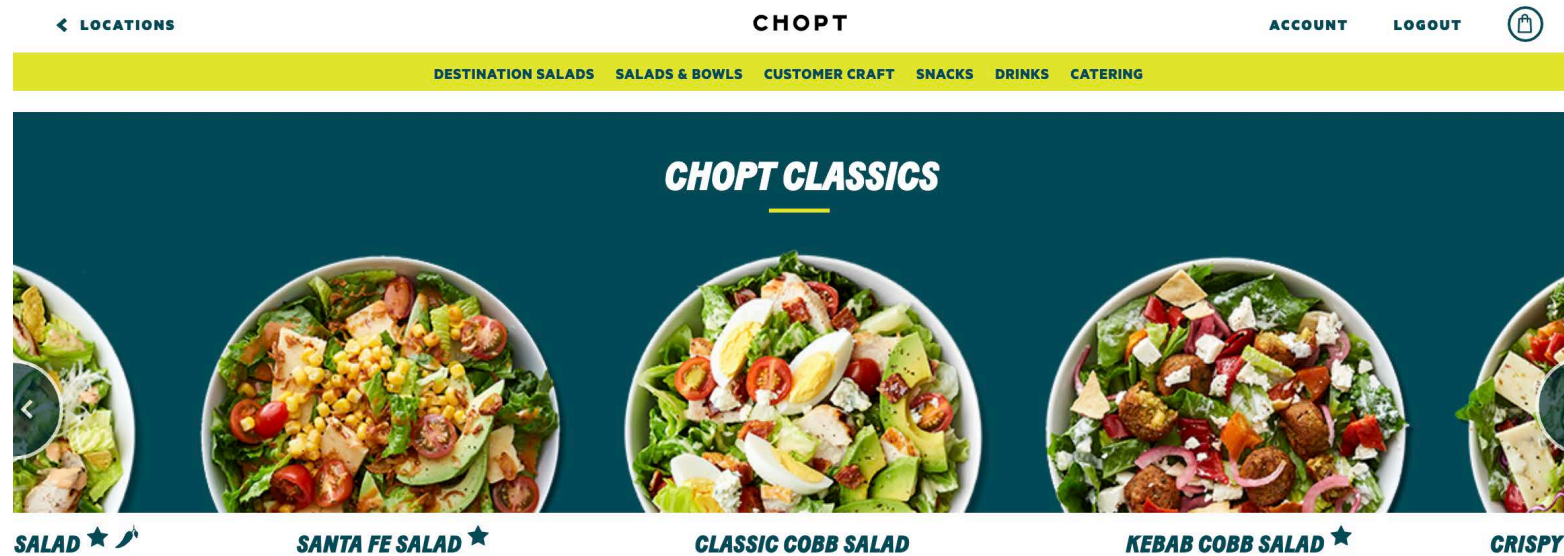
11,000
students reached

20%
redemption rate

LAUNCHING CHOPT ONLINE ORDERING

Chopt launched a brand new online ordering platform this winter, and our team designed several paid social campaigns to drive customers to order on the new website.

Some campaigns were designed to move current customers from third party ordering platforms, and other campaigns encouraged new customer trial. Over five months, our efforts resulted in a significant volume of transactions through the new platform. We converted 1.5% of the audience that viewed our paid social ads to order online with a \$14:1 return on ad spend.



ONLINE SALES RESULTS over five months

21,127
transactions

\$14:1
return on ad spend

\$1.19
cost per purchase

1.5%
view-through conversion rate

COOKIES GOING VIRAL

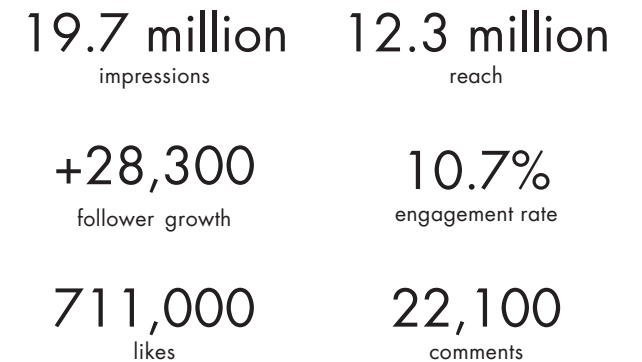
When SunSpire approached us, the brand faced a significant awareness problem. Our challenge: build social accounts from the ground up and make the brand memorable. We set out to create a social media strategy hinged on interesting, educational content, drawing upon core brand values and current social media trends.

On SunSpire’s own organic channels, we successfully drove over 19.7 million impressions to an audience of more than 12.3 million people. Our content is so universally appealing that it has been reposted to dozens of highly influential Instagram accounts. The combined following from all these accounts is over 30 million – all for free.

The “Oops! You Added Too Much” post even gained traction as a meme, with hundreds of people making modifications. It even has its own page on a meme database, knowyourmeme.com.



OWNED CHANNEL RESULTS over one year



DRIVING GROWTH FOR MARANATHA

When we first started working with MaraNatha, there were many other players in the nut butter space with significantly more awareness and fans on social media. We were able to stand out from the crowd by highlighting the breadth of the product line while growing the social following very quickly. Now, our social following is on par with some competitors, and we're growing significantly quicker.

With a strong influencer strategy and partnerships approach, we more than quadrupled the Instagram following with an industry-leading engagement rate in just nine months.



OWNED CHANNEL RESULTS

over nine months

22.1 million
impressions

18.3 million
reach

+26,900
follower growth

8.46%
engagement rate

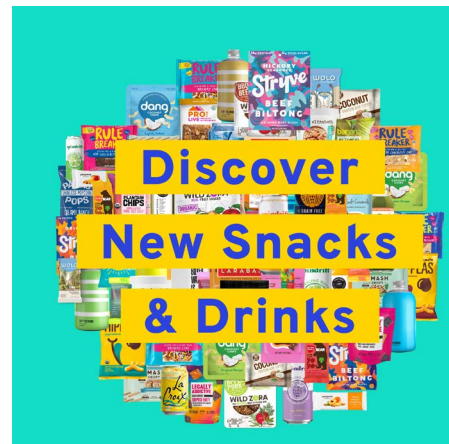
349,600
likes

87,600
comments

EARNING FIRST \$200,000 IN SALES FOR A STARTUP

When STADIUM, an office lunch delivery service, shut down due to Covid-19, they pivoted to a new concept: customized snack delivery boxes. We developed the digital launch strategy for the new brand, SnackMagic, focused on paid social and influencer partnerships.

Currently, at just one month in, we have driven over \$200,000 in sales with a relatively small investment. We've also earned over 400,000 impressions across influencer posts through gifting alone. We can't wait to see what we can do from here!



SALES RESULTS over one month

\$204,500
sales driven

\$14:1
return on ad spend

934
purchases

1.5 million
impressions

DRIVING CONVERSATION AROUND VODKA

Americans believe vodka is just vodka - it's flavorless, odorless, and the perfect spirit to make sweet, delicious beverages into adult libations. Chopin Vodka from Poland aims to change that perception with their single-ingredient, estate-distilled vodkas. Our team helped define the brand positioning (“to elevate the conversation around vodka”) and brought it to life in a social media campaign.

We focused on encouraging conversation around our customer’s favorite drink – the Chopin martini. We achieved a 197% increase in comments over the one month period, and drove 40% higher engagement and nearly doubled our follower growth rate. We’ll drink to that!



RESULTS over one month

+197%
in comments

+40%
in average engagement

+178%
follower growth rate

10%
engagement rate

CAPABILITIES



HERE'S WHAT WE CAN DO FOR YOU...

SOCIAL MEDIA MARKETING & CONTENT CREATION

- Develop and execute social media strategy
- Guide brand strategy and overall marketing approach
- Define look & feel and tone of voice
- Develop content series to support brand pillars
- Report key metrics monthly
- Maintain a robust content calendar
- Grow the online community on key platforms
- Brainstorm social media content with key stakeholders
- Organize and execute photo and video shoots
- Create short-form content including graphics and videos
- Monitor and respond to customer posts

COLLABORATION STRATEGY

- Identify paid and organic social media collaborators
- Cultivate relationships with social media influencers
- Manage a budget for sponsored posts
- Collaborate with external creative content partners
- Organize giveaways and contests with brand partners

DIGITAL CAMPAIGN IMPLEMENTATION

- Manage Facebook & Instagram advertising campaigns
- Plan & execute email campaign strategy
- Design creative content for advertisements
- Optimize campaigns with in-depth audience analyses



LET'S WORK TOGETHER

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