

CASE STUDY

**MY MUSCLE
CHEF**®

My Muscle Chef pairs with local Sydney influencers to demonstrate how brand and publisher fit is crucial to a campaign's success.

About My Muscle Chef

My Muscle Chef is a leading Australian meal and snack food company that provides healthy, ready-to-eat meals using fresh and high-protein ingredients. The company targets time-poor and health-conscious individuals who want a convenient, healthy meal.

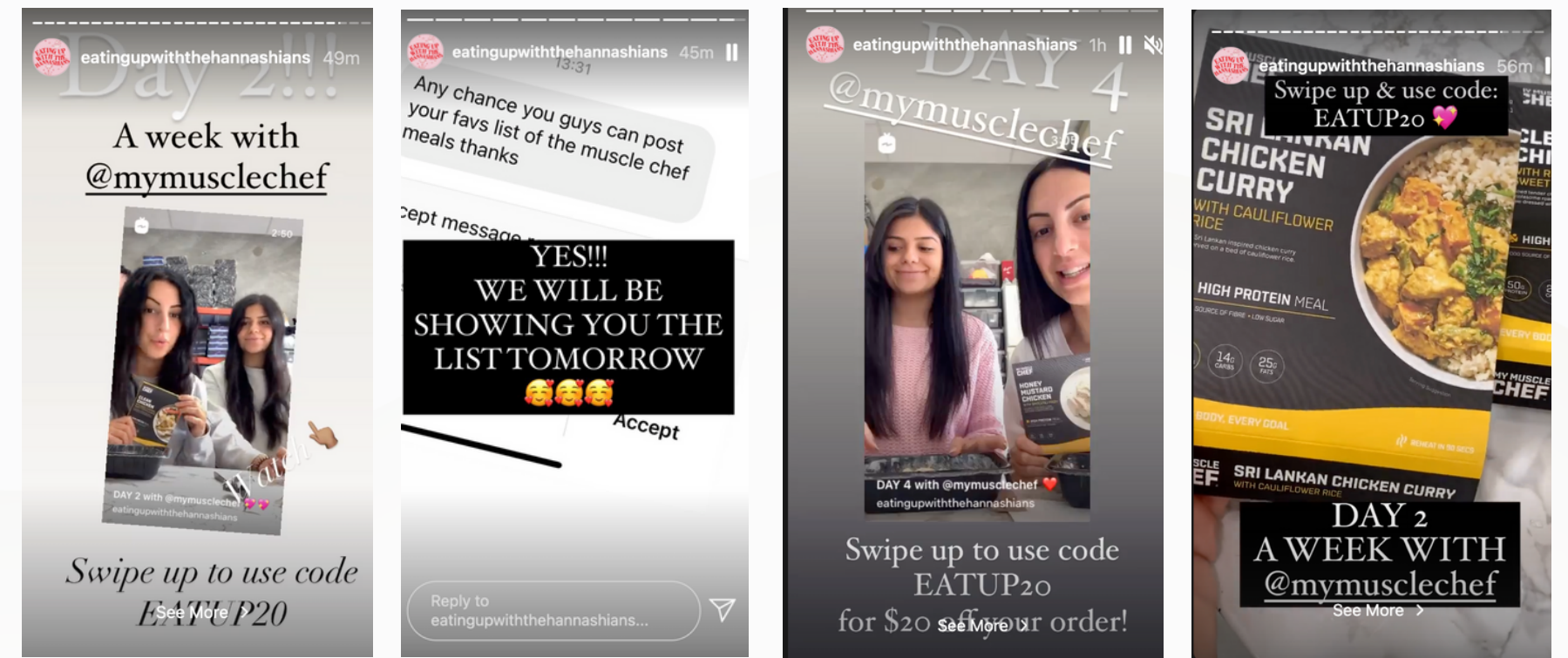
Objective

Acquiring new customers and increasing market share was a big objective for the company. Therefore, My Muscle Chef required an affiliate strategy that could achieve the following goals:

1. Trial an 'outside the box' campaign in the affiliate space.
2. Partner with an affiliate in the social vertical to deliver results that are comparable to in-house My Muscle Chef brand ambassadors.
3. Increase their affiliate program's overall revenue by 20 per cent quarter on quarter.

Solution

Commission Factory designed a campaign called A week of My Muscle Chef meals. The campaign strategy involved My Muscle Chef sending '@eatingupwiththehannashians' various meals of their choice for one week to review via Instagram video posts. The social publisher's videos were posted during the peak lunch break each day, focusing on advocating My Muscle Chef's convenient and healthy meal options.



Results

Each video from [eatingupwiththehannashians](#) received 5k to 10K views in the first week of it being live. It also received many positive comments from followers, who tagged their friends to spread the word and shared their satisfaction with My Muscle Chef meals in their personal Instagram stories.

Within hours of the social publisher's first video and 48 hours of the campaign going live, [eatingupwiththehannashians](#) became the brand's top ten performing affiliates and surpassed their KPI's. Additionally, the publisher outperformed over 200 in-house ambassadors average target by +600% across all digital channels for two consecutive fortnights.

The 'A Week with My Muscle Chef' campaign contributed to a 33.55 per cent quarter-on-quarter uplift of sales revenue on the affiliate program for the brand. [eatingupwiththehannashians](#) had accounted for 5.8 per cent of new customers and 17.3 per cent of new customer revenue in the period that they have been live for My Muscle Chef.

For more information about the campaign [visit our blog](#) or [contact us](#).