

FY21 KITCHENMAID CORDLESS COLLECTION WRAP REPORT



WHAT YOU ASKED FOR

For this campaign our objective was to partner with three (3) Established Influencers within the Cooking, Family & Lifestyle verticals to demonstrate how the new KitchenAid Cordless Collection & Smart Oven available at Best Buy can improve and simplify life in the kitchen. The goal was for the Influencer to showcase the benefits of **KitchenAid** products including their size and power all while being cordless.

WHAT **WE** DELIVERED

We tapped **three (3)** Established Cooking/Lifestyle Influencers to share how their **KitchenAid Cordless** products allow for more flexibility in the kitchen. Influencers promoted their **Best Buy** partnership through an In-Feed post on Instagram with an accompanying Instagram Story. The Instagram Story included one (1) standalone frame that was boosted through paid media.

PERFORMANCE HIGHLIGHTS

- ▶ Brianna Koehler is a returning partner for Best Buy and continues to prove to be a great partner to work with. Her content resonated well with her audience as it lead with the highest completion rate on Instagram Stories at a 95.98%. Her content highlighting the KitchenAid Cordless Collection proved to be an authentic integration within her existing content style.
- ▶ Rachel Mansfield was a new partner for Best Buy and proved to be a great partner to work with. Her content resonated well with his audience also garnering a high completion rate on on Instagram Stories at 80.46% This is especially significant given that Rachel posted 16 frames and still managed to retain a large portion of her viewers.
- ▶ While Rachel's IG In-Feed content did not hit benchmark we did some digging into her other sponsored posts and it seems this ER is on par with her last 5 sponsored posts. Additionally, the highest performing content on her feed always include pictures of food and not lifestyle imagery, we should lean into this if we partner with her again.
- ▶ Mike Greenfield was also a new partner for Best Buy and was able to integrate the products seamlessly into his content. Although his performance did not hit benchmarks the content highlighted the products well and delivered on the messaging goals set forth by Best Buy and Kitchenaid.
- ▶ We learned once the content launched that Rachel's Instagram Story Paid Frame was unable to be promoted since it was a static post and the media buy was a video buy. Moving forward, we should align on the type of media buy being used to ensure our assets meet the requirements needed by StarCom.



ORGANIC INFLUENCER CONTENT RESULTS

TOTAL CROSS-PLATFORM PERFORMANCE RECAP

INSTAGRAM

Total Social Reach:
10,824,000

Total Views (Stories):
830,648

Average View Rate:
10.59%

Total Engagements:
13,949

Performance and Social reach data pulled
on flight end date of 11/23.



3X
IG IN FEED POSTS

41X
IG STORY FRAMES

@BITSOFBRI

171K
followers

BRIANNA KOEHLER

ESTABLISHED - FAMILY / LIFESTYLE

Brianna is a stay-at-home mom who does it all! She creates engaging motherhood and lifestyle videos to encourage fellow moms to live a balanced life. With two kids and one on the way, Brianna tries to find new activities for the whole family to do. For this campaign, Brianna and her kids had a relaxing, holiday cookie baking day, featuring KitchenAid's Cordless Hand Mixer which helped her better mix that chunky flour to create a soft, lightweight mix for some delicious cookies!



CONTENT PERFORMANCE

- 1X IG In-Feed Post
- ▶ 5,902 Engagements
- ▶ 3.45% Engagement Rate

- 7X IG Story Frames
- ▶ 199,623 Views
- ▶ 16.68% Average View Rate ●
- ▶ 95.98% Completion Rate ●

- On par or above 2019 Fullscreen/Best Buy Benchmarks
- On par or above Shareablee Industry Benchmarks
- Fullscreen's 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

Performance and
Social reach data
pulled on 11/23.



@LIFEBYMIKEG

121K
followers

MIKE GREENFIELD

ESTABLISHED - COOKING

Mike is a cooking guru who shares with followers his delicious recipes and pro tips for learning how to cook at home. His fans live to see his mouth-watering cooking creations for them to try out as well, making him a perfect fit for this campaign. Mike had a blast showing fans his new KitchenAid Countertop Oven with air fryer capabilities. Fans loved seeing how Mike made his sweet bakery style blueberry muffins, air fried some crispy Korean style wings, baked brioche buns, and even used the dehydration setting on his favorite fruits - bananas and apples!

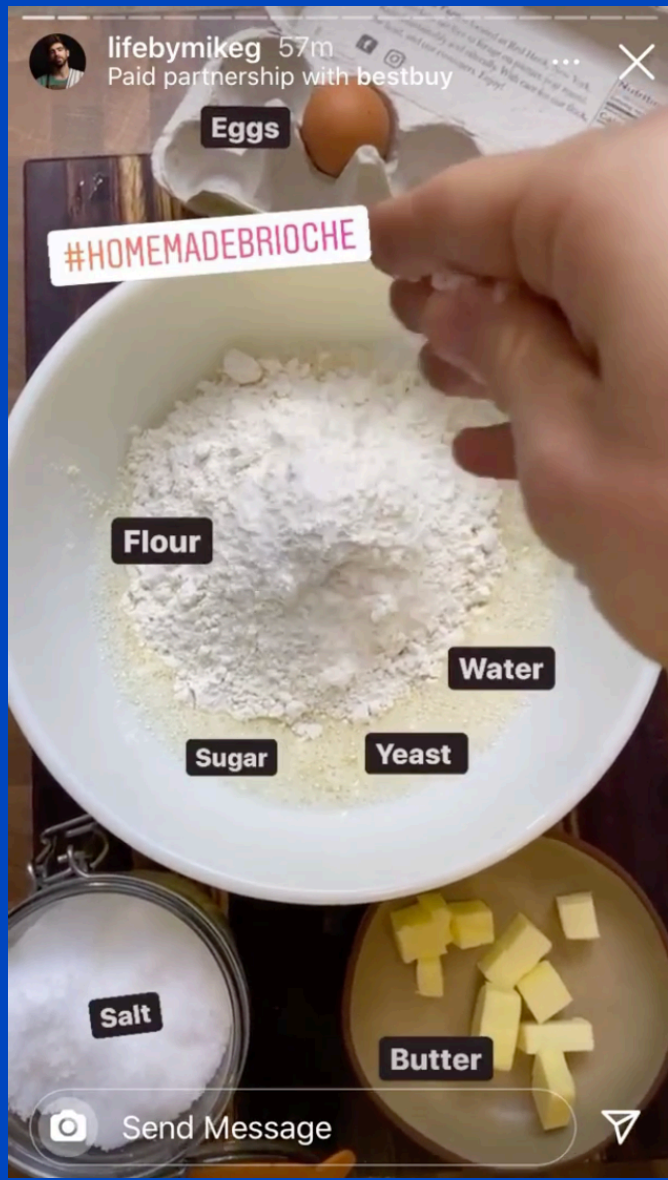
CONTENT PERFORMANCE

1X IG In-Feed Post
▶ 2,529 Engagements
▶ 2.09% Engagement Rate

18X IG Story Frames
▶ 284,771 Views
▶ 13.07% Average View Rate ●
▶ 67.75% Completion Rate

- On par or above 2019 Fullscreen/Best Buy Benchmarks
- On par or above Shareablee Industry Benchmarks
- Fullscreen's 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

Performance and
Social reach data
pulled on 11/23.



@RACHLMANSFIELD

421K
followers



RACHEL MANSFIELD

ESTABLISHED – FAMILY / COOKING

Rachel is a mom with a passion for cooking and finding new recipes that she and her family can enjoy. She is best known for her baking creations and made her savory Vegan Peanut Caramel Candy Bars from her very own cookbook for this campaign. Rachel featured her new KitchenAid 5 cup cordless chopper, hand mixer, and hand blender – which made it so much easier for her to cook at her mom’s house. Rachel encourages fans to checkout these game-changing cordless appliances!

CONTENT PERFORMANCE

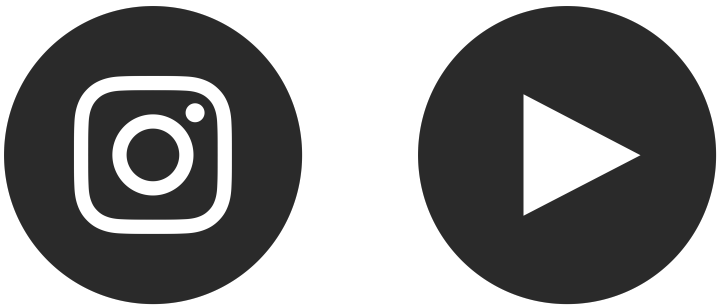
1X IG In-Feed Post
▶ 3,035 Engagements
▶ .72% Engagement Rate



16X IG Story Frames
▶ 346,254 Views
▶ 5.14% Average View Rate
▶ 80.46% Completion Rate ●

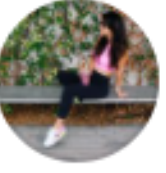

- On par or above 2019 Fullscreen/Best Buy Benchmarks
- On par or above Shareablee Industry Benchmarks
- Fullscreen’s 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%


Performance and
Social reach data
pulled on 11/23.

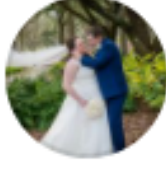

Followers and viewers were excited by the tips and the collaborations between Best Buy and the Influencers!






 **briannatraynor** So fun! Love handheld mixers! ... 



 **lovealwaysanika** Chopper is the best appliance 🙌 

 **blackradon** Sweet, Looks like a great unit! 

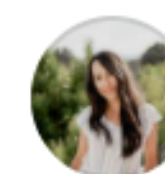

 **cteseniar** @steseniar @courts_mum I need this air fryer 

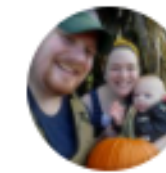

 **oatsbymichelle** NEED that cordless mixer 😍😍 

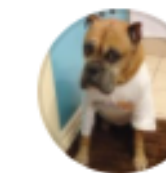

 **hannahharvestinghealth** these layers 🥰🙌 best buy has it all! 



 **barbarajune26** I almost purchased one a year ago. Now that I've seen results first hand, this may be a Christmas gift to myself 😊 Thanks. 

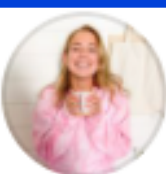

 **utopialife12345** I didn't know you can get these kinds of things @bestbuy ! I had a great customer experience with @bestbuy at the beginning of this year so will def check out these items!! 



 **melissas_healthykitchen** Yummmmy 😊 I love that this is cordless 🙌🙌 

 **julieannegay** Love these pictures and love KitchenAid!!! 😍🎄 

 **jdrwilson13** I need a new hand mixer for Christmas- this one would be perfect!! 

 **naturallyminty** ooooh im intrigued by this chopper! need to check it out 

 **eatwellwithsari** Omg that cordless hand mixer!!!!!!!!!!!! 

 **yourfavoriterecipe** Finallyyyyy!!! So excited to try these appliances out 🙌 

BEST BUY FY'20 INFLUENCER ORGANIC BENCHMARKS

INSTAGRAM

	organic in-feed	organic stories
engagement rate	5.38%	-
view rate	8.39%	8.13%

- ▶ Industry Q4 2019 avg. engagement rate = 3.62%
- ▶ Fullscreen's 2020 Internal Benchmark for Multi-Frame Story Completion Rate is 80%

SOURCE: INDUSTRY AVERAGES VIA SHAREABLEE 2019
 BEST BUY DATA BASED ON CAMPAIGNS COMPLETED DURING JUNE 2019 - JAN 2020

THANK YOU!

