Gettines



GOALS

Emphasis on FFM* positioning as the one-stop shop and hammer on its experience and USPs.

FRESH

FOOD

100K

Reach over 300K fan (A+/ A)



Increase brand awareness and induce positive sentiment.

Cross promoting offline activations on all FFM * channels. Increase fans engagement on FFM* social media channels.

Drive traffic to the stores and increase sales.

Provide live coverage of on Facebook and Instagram.

APPROACH



Create a strong buzz online through viral content, competitions, real-time and engaging posts.



Customized content and cover photos.

Create an online Menu app and album to ensure easy, online access to the menu.



ľ

Videos.

Collaboration with food bloggers (e.g. Matters of the belly) and Scoopempire.

...]

Food styling and photography.



SAN STEFANO OPENING CAMPAIGN

360° CAMPAIGNS





Fresh Food Market September 25, 2016 · @

139 Shares

#Throw back to our unforgettable San Stefano branch grand opening.



B Like ♀ Comment & Share Ola Khaled, Nadia Hesham and 897 others Top Comments *

19-

SAN STEFANO **OPENING** CAMPAIGN





Narket: Check out our Christmas program and join us for some festive fun. #FFM_Festive_December #FreshFoodNarket



NEW YEAR Mur Bat CELEBRATE CHRISTMAS ALL MONTH LONG AT FFM! COMJ ON THE I'ON ON FULDW. 2ND OF DICIMBER AT OUR POINT '90 BRANCH.

SANTA CLAUS I PM - 10 PM STORY TELLING 3 PM - 4 PM CHRISTMAS CAROLS 5 PM - 6 PM DIFININCE THE CHRISTMAS MAGIC

80.999 people reached Boost Part

COV Abert Wason Dee, Zeissk Mehnous en 24 ohers Top Comments Tälaheres Fresh Food Market Published by Dina All 111 - December 20, 2016 - G

We've heard your requests and we've listened! Fresh Food Market will spread the joy & warmth of Christmas and celebrate with you at Palm Hills branch on Saturday, 24th of December. Santa Claus: 1 PM - 10 PM Storytelling: 3 PM - 4 PM Christmas Carols: 4 PFM - 5 PM #reshFoodMarket #FFM_Festive_December #Christmas



CHRISTMAS CAMPAIGN

Fresh Food Market December 12, 2016 · Cairo · @

Non-stop Christmas fun continues at Fresh Food Market! We will be waiting for you all on Friday, 16th of December at Point 90 branch. Don't miss it! Santa Claus: 1 PM - 10 PM / Storytelling: 3 PM - 4 PM / Christmas Carols: 5 PM - 6 PM

#FFM_Festive_December #FreshFoodMarket



🖒 Like	💭 Comment 🔗 Share	9 -
00¥ N	adia Hesham, Dina Maher and 1.7K others	Top Comments *
308 Shares		

A Christmas video showing in-store activation (Storytelling/ Santa/ Christmas carols).

348, 187 people reached







CHRISTMAS CAMPAIGN

1- We asked the fans a Question" What would you like to Start your New Year's with? And Options will appear to choose from A Fresh Sushi, A Fresh Pizza, A Fresh Salad, Fresh Coffee, Fresh Cakes. They can either choose from a touch screen.

2- After Choosing their "Fresh Start", they will continue their normal shopping and we will be preparing their Gift whether "Sushi, pizza, ETC

3- While they are at the Cashier, paying for their items, The Gift they wished for will be put on the Cashier's roll out, with a coupon "4 Free Pizza" "Their option"



Share

65 140

NEW YEAR CAMPAIGN



We made a collaboration with Noha Serageldin (Matters of the Belly); a famous, creative food blogger to create 4 healthy recipes for Ramadan and Eid, exclusive for Fresh food Market.

Objective: Increase engagement and likes/followers on Facebook page and Instagram.

f

COLLABORATION WITH MATTERS OF THE BELLY



59,382 people reached	Boost Post	
🕼 Like 🗮 Comment A Share		
Natalle Ivankova, King Love Alahwa and 2.8K others	Top Comments "	
129 shares	68 Comments	
(11)		

Fans Reaction: High engagement rate and positive comments

59,362 people reached







COLLABORATION WITH MATTERS OF THE BELLY



FRESH FOOD MARKET

53 likes 2v scoppenger #35coop01flow Weve date #Alexandwik @HeePicotImaker, and now while backto have our #5chour gring here. Were not save where to start Terre Hindl juice? The full the objects? WERE HAWING IT ALLI #Epist #Fixed/RooMarket #Banodan

scoopempire San Stofano Mail



53 lives In Store State State

scoopempire

Following

71 likes

From 10:00AM till 3:00AM) and we just had to try it out for ourselves. We're not sure if we should start with their bakery, sushi station, Italian Dell, cheese section or WHAT ELSE? So many decisions. #Egypt

sarahachraf @farah_mahmoud7

shiraztshirts @ham161976

farah_mahmoud7 @sarahachraf Lazem nru7 tani Msh a2al mn 500 i.e

marwanfarah @moniquezabalfarah

Add a comment...

000

COLLABORATION WITH SCOOPEMPIRE



Halloween just got spookier and scarier at Fresh Food Market! Come by and join us for some Halloween fun. #freshfoodmarket Halloween2016[#]



245,329 people reached			Boost Post
85K Views			
pår Like	Comment	A Share	*
🕐 😝 ينك أبو حازم 😋 😜 Samaa Heshmat and 1.2% others			Top Comments *
362 shares			

Halloween

245,329 people reached



362 Share 🦂



VIDEOS

Sushi

654

68

Fresh Food Market shed by Dina All (?/ · November 10, 2016 · 🕞

Fresh & tasty sushi with top quality ingredients ... That's how we roll at Fresh Food Market! #freshfoodmarket



1,078,735 people reached			Boost Post	
380K Views				
ufr Like	Comment	A Share	*	
009	Top Comments *			
654 shares				



Share

€80 1,680

VIDEOS



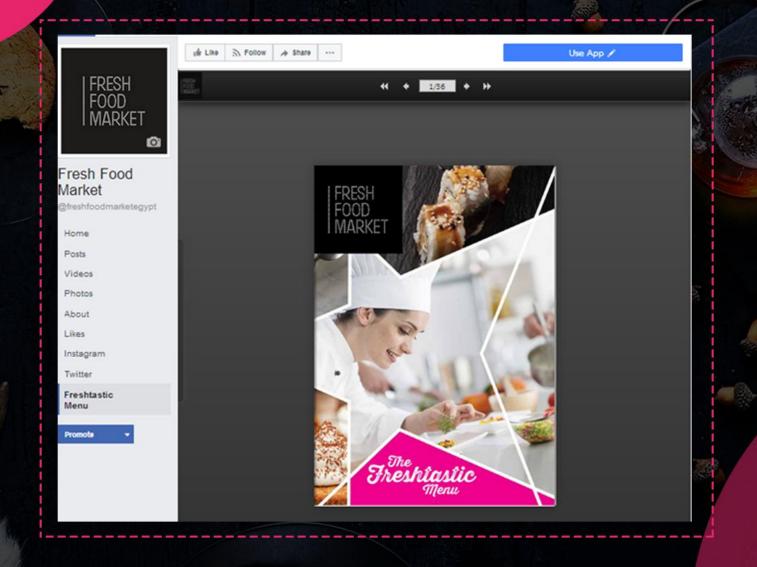
441 Comments (Very high engagement rate)

Fresh Food Market Published by Dina Ali (?] · July 13 · @

Are you quick enough to catch your favorite ice cream flavour? If you think you can catch the scoop in time, screen shot it and share with us your skills. Don't forget to come by and refresh your senses with Fresh Food Market's ice cream. #FreshFoodMarket

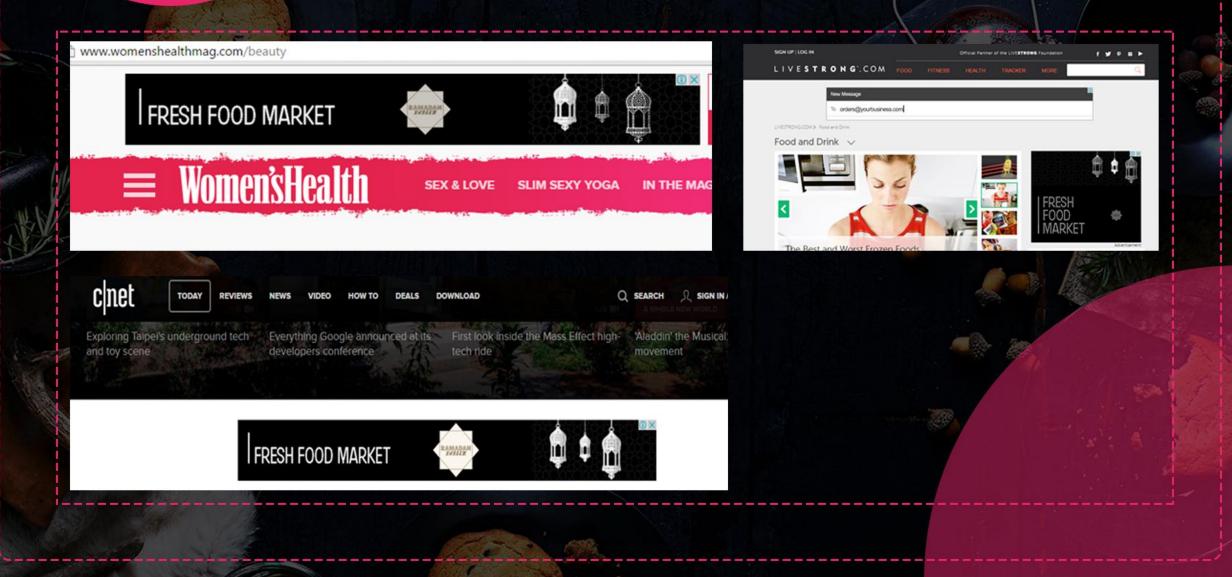
> ENGAGING POSTS

APPS



MENU APP

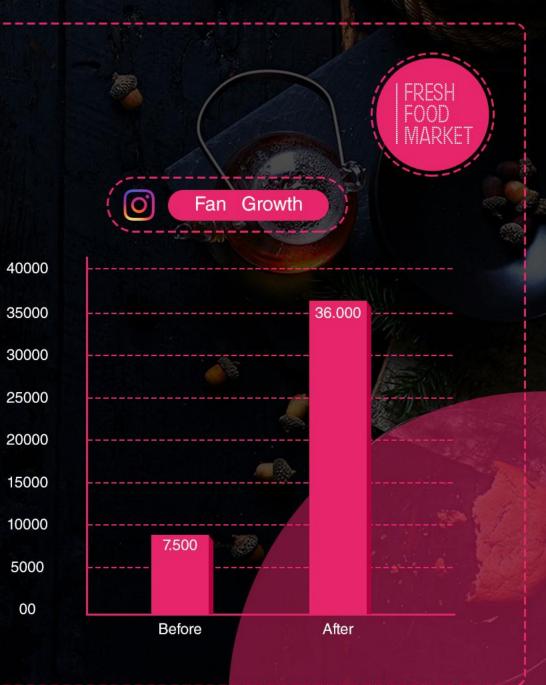
DIGITAL PLACEMENTS



RESULTS

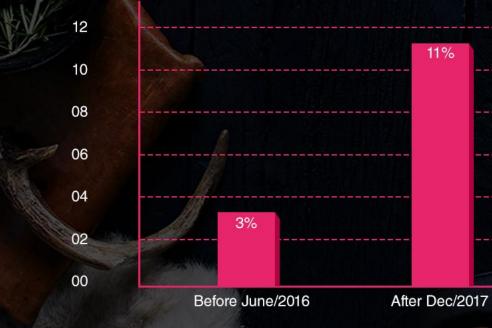


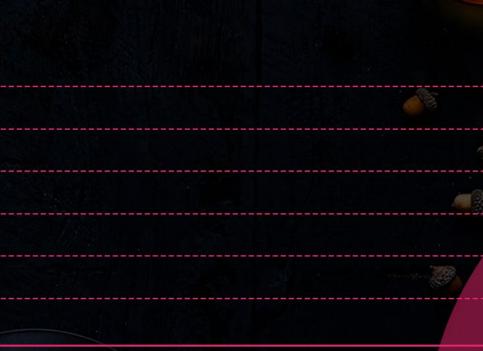






Avg. Engagement Rate





FRESH FOOD MARKE

Thanks! Any questions?