

How fishbat Drove Sales & Consumer Demand for Quorn in the U.S. Through Highly Creative Marketing Campaigns

Quorn, a well-established UK-based brand in the meat substitute category, faced a significant challenge: despite its popularity in other markets, it struggled to gain traction in the competitive U.S. landscape. The goal was clear: to build brand recognition and consumer trust while expanding distribution across retail channels. Our strategic approach focused on leveraging Quorn's international assets to create a cohesive marketing program that would resonate with U.S. consumers and encourage retailers to stock its products.

Quorn

fishbat executed a comprehensive national social media strategy and tactical plan aimed at increasing sales in over **3,000 retail locations**, including major chains like Target and Stop & Shop. The results were remarkable, showcasing the effectiveness of our efforts:

87% increase in social media fan base

11% increase in overall website traffic

10% increase in unique visitors to the website



Our Objective

Our primary objective was to establish Quorn as a recognized leader in the meat substitute category in the U.S., enhancing brand visibility and fostering consumer engagement. We aimed to create a marketing program that not only increased sales but also built trust among consumers and retailers alike, paving the way for long-term success in the competitive landscape.



Our Strategy

To achieve these goals, we developed an all-encompassing strategy that included coupon promotion programs, location-based marketing initiatives, and seasonal promotions. By capitalizing on Quorn's existing retail presence and executing a national social media push, we effectively engaged consumers, driving awareness and demand while reinforcing Quorn's reputation as a trusted choice for meat alternatives.

