



The Brand Love Era

Turning Supermarket Products Into Online Tribes

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The New PR & Social Landscape in 2025

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Why Brand Love Matters Now

- Gen Z and Millennials grew up online
 - all their choices are visible
- Engage with brands that reflect who they are, or who they **aspire** to be

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Building Authentic Communities Online



CASE STUDY: TREE HUT®

Personify the Brand





TREE HUT

Telling a Lifestyle Story

- This style of marketing on Instagram means creating staged ‘brand autobiographical memories’ to tell a lifestyle story. This known to help people bond with a brand and the community surrounding it.

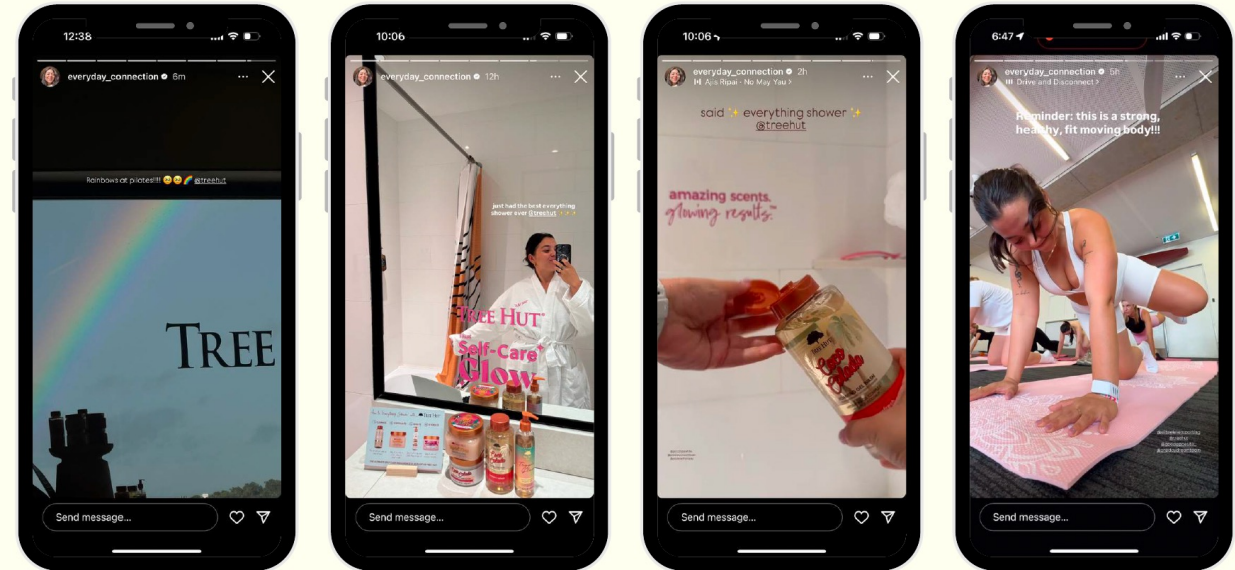
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- Maintaining **continuity of elements over time** allows a firm to align their brand with a **specific lifestyle theme** that the consumer can relate to.
- **Congruency** between the lifestyle portrayed by the brand on Instagram and the consumer's values drives genuine consumer connections.
- **Consumers choose brand companions that re-affirm their ideas of themselves.**

Using Community Generated Content

@everyday_connection/ IG: 133,000

Featuring consumer (or influencer) generated content allows brands to use their community as endorsers, which functions to further foster perceptions of authenticity due to endorser relatability.



In Summary:

How to get the most from Instagram for your brand

- Market brands on Instagram as if the brand was a person
- Use Instagram to **tell lifestyle stories** based on autobiographical memories.
- Maintain a **continuity** of elements over time to associate your brand with a lifestyle theme
- Recognise the **value of using consumer-generated content** to both make the brand relatable to consumers, and as a reason for consumers to tag the brand in the content they want featured, generating electronic word of mouth

Bringing it to Life Through Modern PR Tactics

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PR; the Why

PR is one of the most effective tools to gain mass reach and grow brand awareness.

It's an impactful story-telling tool that generates earned coverage opportunities and allows the brand to then amplify this activity to build authenticity and credibility with their audience.

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How to Choose the Right PR Tactic:

Select from the following based on your objectives + target audience

- **Media Relations** – Earned Media still hits. Feature pieces, product placement, launch announcements. They all add brand credibility and recognition for your brand
- **Influencer Gifting** – Love or hate them, Influencer Gifting is effective
- **Events + Experiences** – Where Brand meets real world. Events have evolved, we're not just doing launches, we're creating cultural moments that can be captured and amplified
- **Brand Collaborations + Partnerships** – Working with a like-minded brand with a similar, relevant audience is an impactful, newsworthy approach

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Launch Event

WHY: We want guests to have the ultimate Tree Hut 'Everything Shower' and experience and provide an authentic way to drive content rich opportunities for people to connect with the brand and product range

HOW: Tree Hut Self-Care Staycation in Bondi Beach – for Influencers and their best friend, followed by a Pilates class in the morning. Think fluffy branded robes and room service

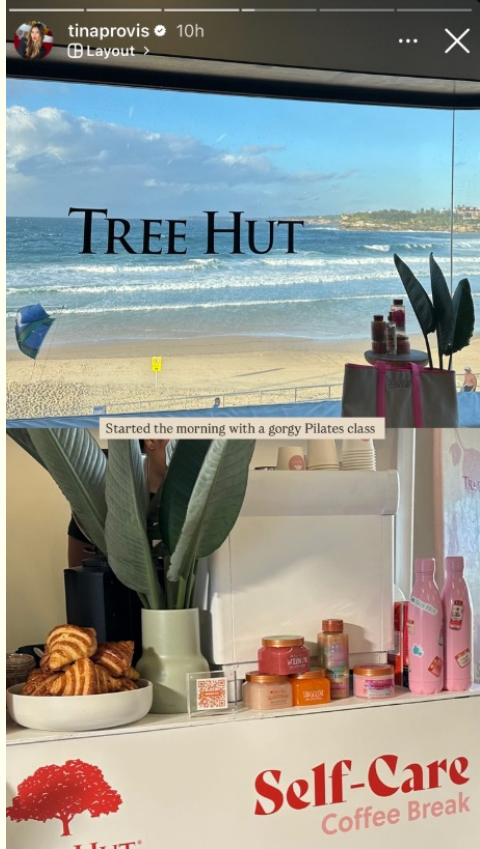
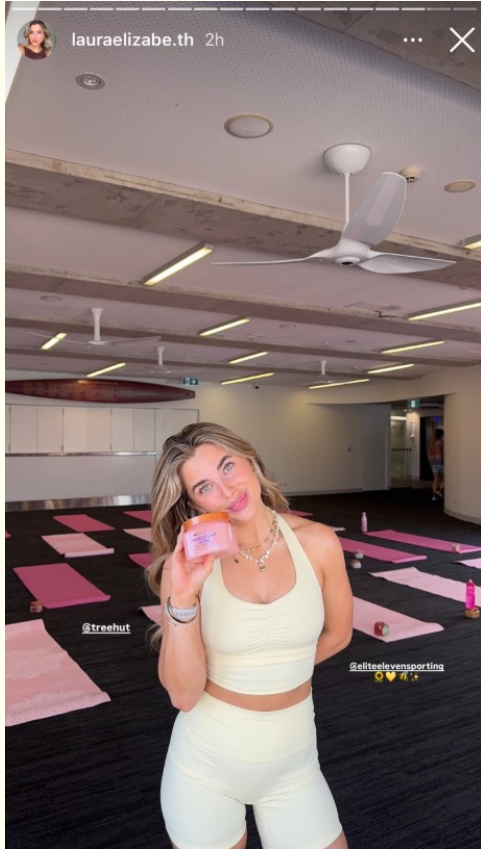
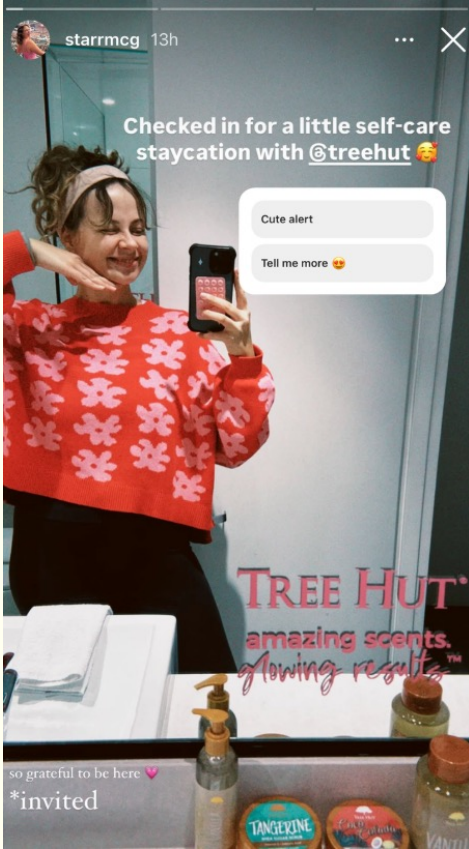
WHO: Gen Z and Millennial Creators



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The Details:

Content Opportunities + Branded Moments

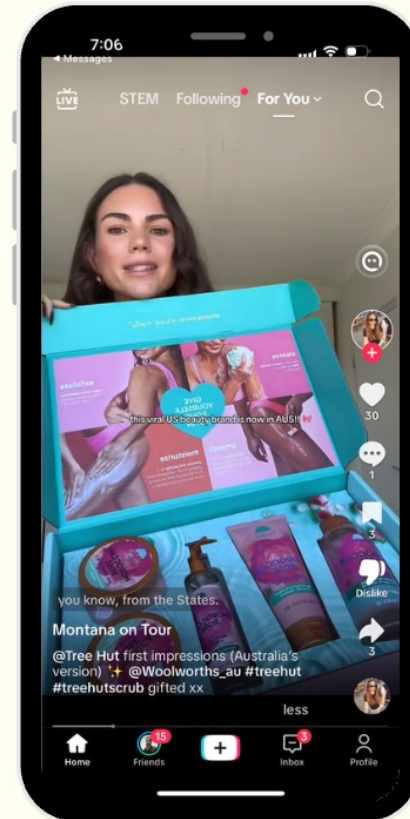
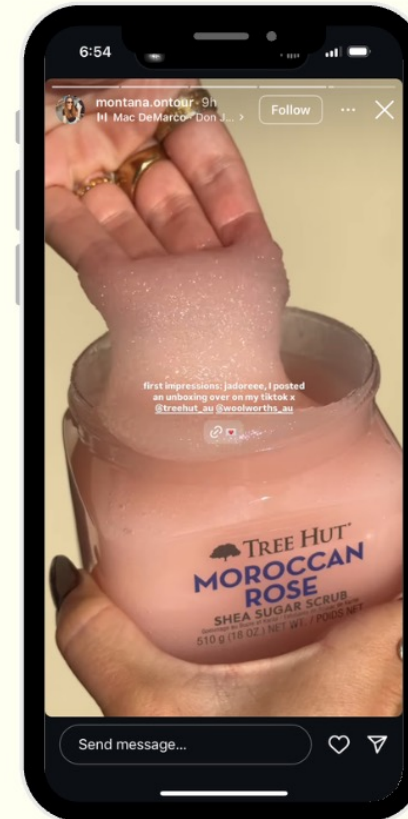
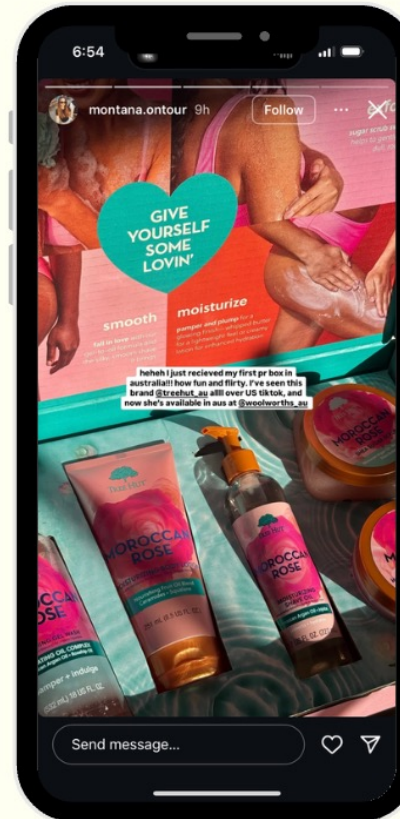


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Influencer Mailer

- With Mailers, simple is often best
- Generate a list of relevant recipient targets
- Provide a full brand experience with Key Message and Call to Action inclusion

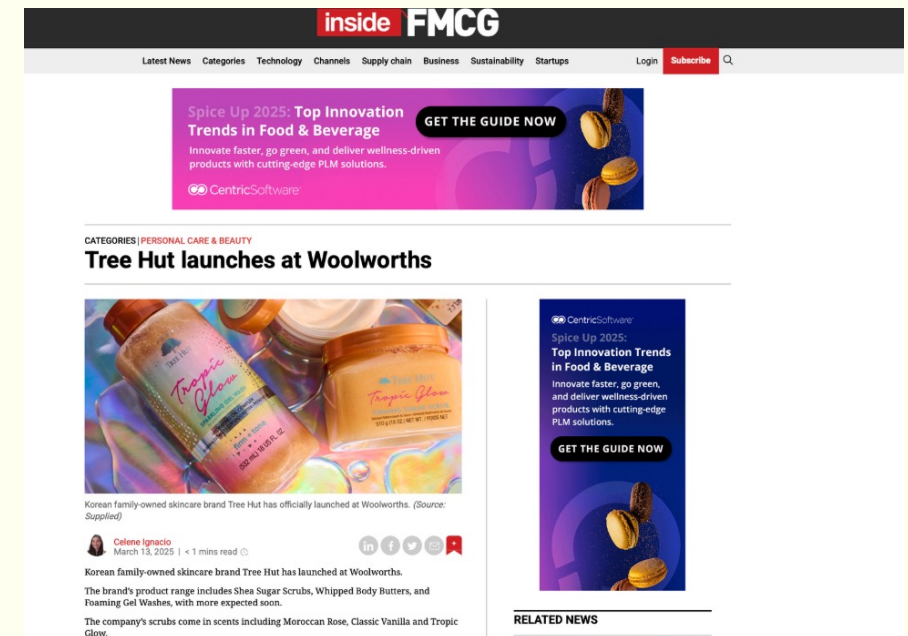
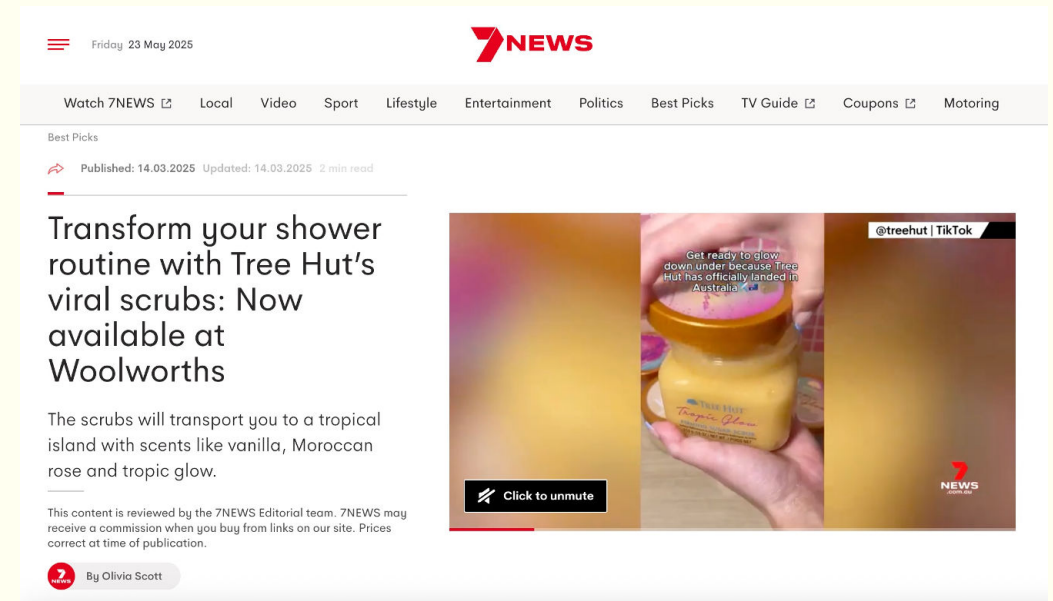
@montana.ontour / IG: 30,600 TikTok: 75,100



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Media Relations

- Collate a **Media Release**
- Compile a **Distribution List of Media Targets** – Lifestyle, Trade, News, Beauty etc.
- Share the news with Targets and **WHY** they would be interested along via a tailored pitch, along with imagery and Media Release



**So, do we need to
advertise it?**

Social; Paid vs Organic with the Big Platforms?

- As Meta algorithms have matured, Instagram & Facebook have become true 'pay to play' platforms.
- Frequent posting of organic content is no longer a viable strategy to build smaller brands on Meta; and infrequent paid posting is the best strategy to maximise reach for brands.
- Conversely Tik Tok, with it's new engagement-based virality model has emerged as the platform offering new brands with tight budgets the biggest opportunity for using organic content to engage consumers.
- Regular organic posting is the best strategy here with small 'test and learn' bursts of paid.



Entertain & Engage - Key Virality (& Madness) Channel



Look Like An Art Book - Key Brand Building Channels



Connect, Engage & Relate - Key B2B Relationship Channel



Inform, Intrigue & Inspire - Key Sales & Awareness Channels

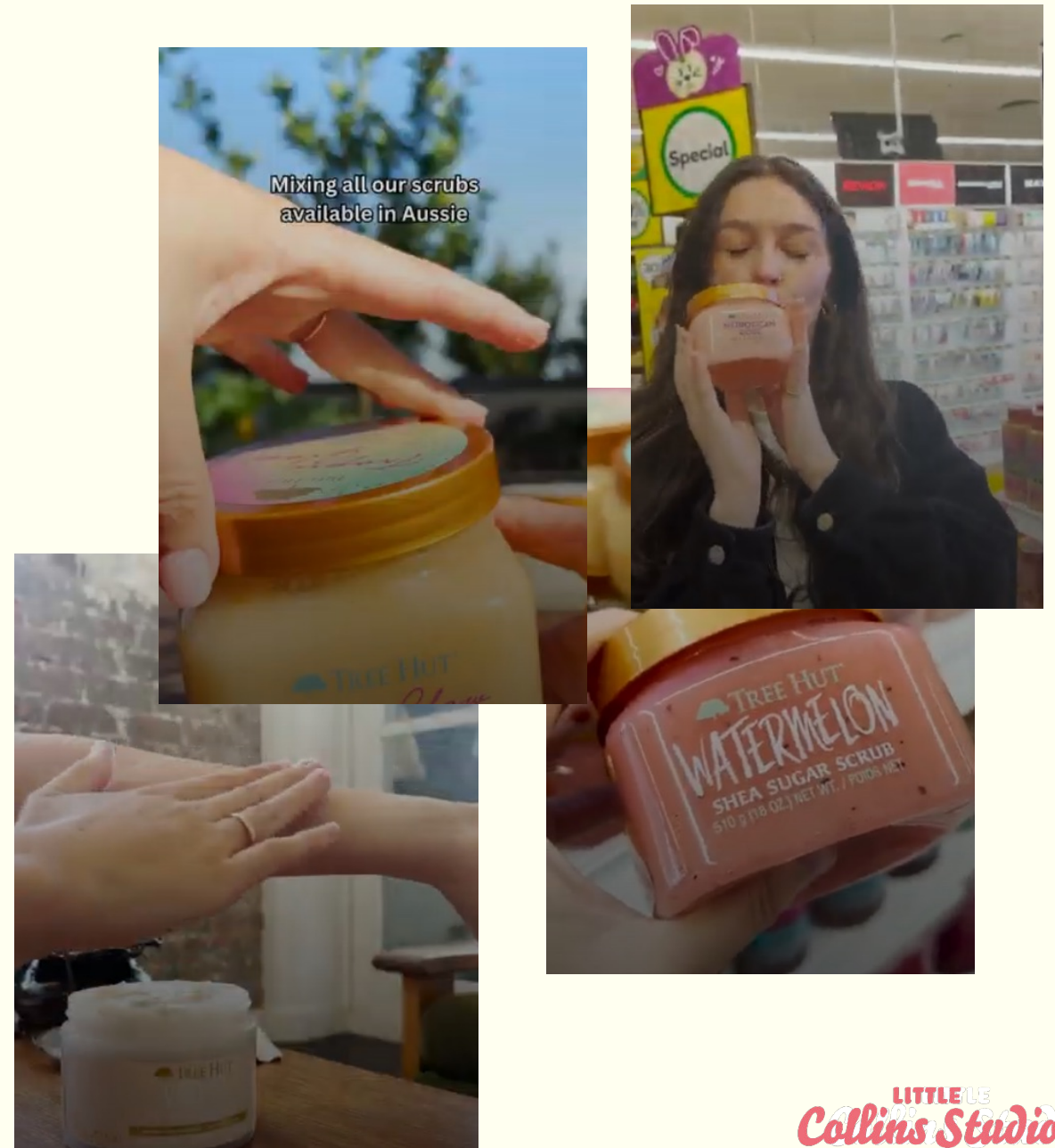
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Localised Content with Paid Media Spend

Tip: Building your online community through an always-on paid advertising strand is also a key part of the growth journey to drive the necessary reach and scale for your content online.



Amplifying PR Activity to Increase ROI:

If you're investing in PR activity that looks amazing – it is critical to expand the reach of those activations beyond the immediate in-person audience to maximise the ROI.

We do this via activation playback, tasting videos, and strategic influencer 'invite-downs', and paid influencer content to ensure we're driving reach as hard as possible.



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+ Linking it up at Point of Purchase with Geotargeted OOH





Thank you. Further Questions?

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