

The Chia Co



Prelude

The Chia Co. is a popular Australian health food brand committed to sustainability through positively impacting public health, environmental management systems and providing great quality chia to all. The Chia Co. was on the hunt for a short-term PR partner to help launch their newest product for little mouths, Chia Pod Smooth, just in time for Back to School as well as creating extra brand buzz around the growing company.

Stories told

Mkt. successfully seeded the new product in fun kits aimed for kids and parents, which included convenient, fun activities and items which would be great over the school holidays. Mkt. established relationships with our influencers, and introduced them to the new product.

Mkt. also executed an intimate influencer event – a fun brunch for influencers and their children to come and learn all-things nutrition. We invited our host Renee Enright and nutritionist Joyce Haddad to discuss eating behaviours and school lunches. Beautifully styled by Style Social, everyone enjoyed brunch and celebrated the end of school holidays.

Happily Ever After

- The stories we've told: **69**
- Those who have heard and seen: **3,369,279**
- The events we've hosted: **1**
- Examples of chiaful friends we've made: **Renee Enright, Kylie Fraser, Anna Strode, Krystle Brant, House of Harvee, Three Little Chaps and many more...**



Mkt.