

Funky Fields



Prelude

Funky Fields was founded in 2017 by the internationally-awarded Danish food innovator, Naturli Foods, with a view of bringing delicious, plant-based staples to Australian kitchens. Out to challenge the milk and meat category as we know it, Funky Fields uses science and premium natural ingredients to explore the wonders of nature like no one has before.

In 2018, Mkt. was engaged by Funky Fields to launch the brand and its two products, a mince-like product called Minc'd and a vegan butter named Organic Spreadable. As Funky Fields PR partner, Mkt. supported the brand with traditional PR activity, circle of influence and social media.

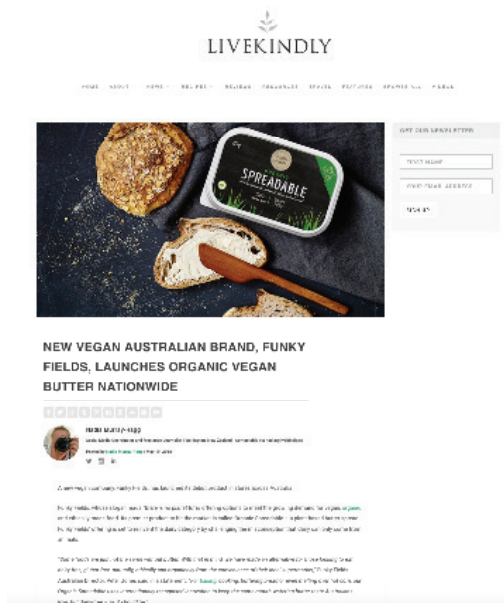
Stories told

As Funky Fields communications partner, Mkt. supported the brand by generating positive media and influencer coverage for Funky Fields' launch into both Australia and New Zealand. Alongside traditional and non-traditional PR activity, Mkt. also supported Funky Fields with social media, organically growing the brands Facebook and Instagram channels.

Via a strategic and tailored circle of influence program, Mkt. encouraged the trial of Funky Fields products and forged authentic influencer collaborations to generate positive sentiment for the brand on social media. Alongside our ongoing COI activity, Mkt. collaborated with media on seasonal activity, recipe development, new product launches and beyond.

Happily Ever After

- The stories we've told: 152+
- Those who've read our stories: 150million +
- Coverage highlights: The Guardian, ABC News, ANC Radio, news.com.au, Seven Sharp (NZ), Daily Mail, Pedestrian, Herald Sun, Stuff.co.nz, New Idea, Triple J Hack, Good Food, Delicious
- Grew Instagram followers from 0 to 3,400
- Grew Facebook followers from 0 to 5,200



Mkt.