



JIF's Influencer Marketing Campaign

Case Study By SushiVid

SushiVid x JIF

Are you smooth or are you crunchy? Personally, I prefer the smooth peanut butter but this particular campaign for JIF we wanted to focus on the JIF crunchy peanut butter. It is personally a favorite campaign for me as I too am a foodie and I got to learn so much about what we could do with just peanut butter!



Concept :

During the MCO period, everyone picked up a skill or two and cooking was one of them. We wanted to use this opportunity to share with our target audience how to use JIF's crunchy peanut butter to recreate local recipes. Think rojak sauce but using peanut butter instead of frying peanuts from scratch!



Execution & KOL Selection:

In this campaign, SushiVid was involved in the recipe curation, the PR kit, the KOL selection as well as the delivery, shipping and logistics. The campaign was a month long, featuring 1 macro influencer, and a few micro influencers. As we featured mainly influencers who cook and bake, we didn't mind that some of them could not create good videos, so this campaign was a mix of IG reels and IG Carousel photos. We chose the carousel as you could upload more photos to showcase the process.



Sample Storyline for IG Carousel Post:

Our macro influencer for this campaign, Wana Kamal created Apam Balik with Peanut Butter as a [IG Carousel post](#). The first image, she showcases the final product which is the successful apam balik she created and the JIF Peanut Butter.



Sample Storyline for IG Carousel Post:

In the following image, she showcases all the ingredients in the image below. The more detailed instructions were written in caption.



Sample Storyline for IG Carousel Post:

She ends it with the last final image which is an image of the JIF PR Kit we created with the promotion in the caption





Sample Storyline for IG Reels:

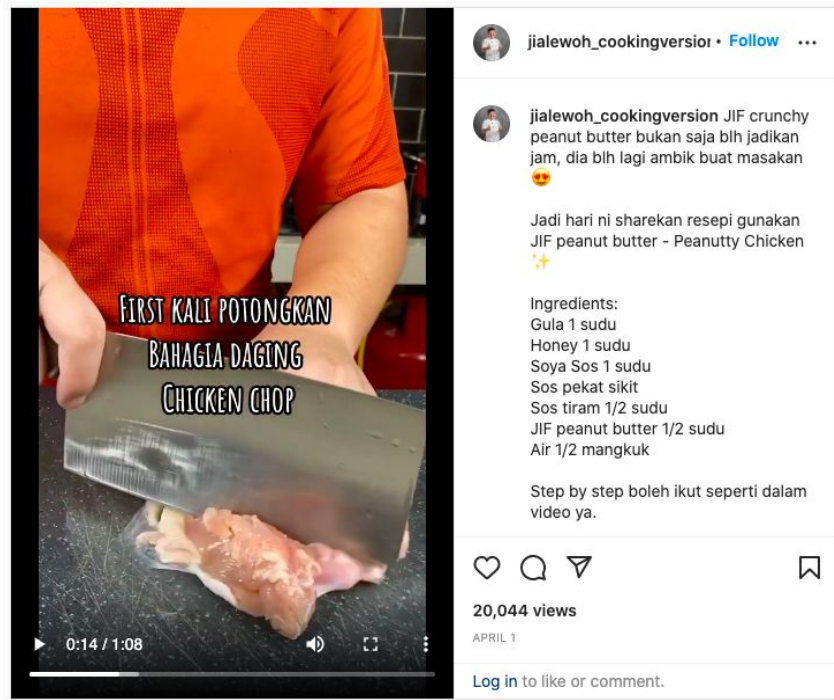
For this campaign, we also got our influencers to create IG Reels, and in this case study, we will showcase Jialewoh's content which can be found [HERE](#)

Jialewoh is a Chinese foodie influencer who speaks fluently in Malay. For his recipe, he created Peanuttty Chicken (I'm guessing he created the name by himself)

Sample Storyline for IG Reels:

He starts the video by telling his audience that they too could create this recipe in 5 minutes.

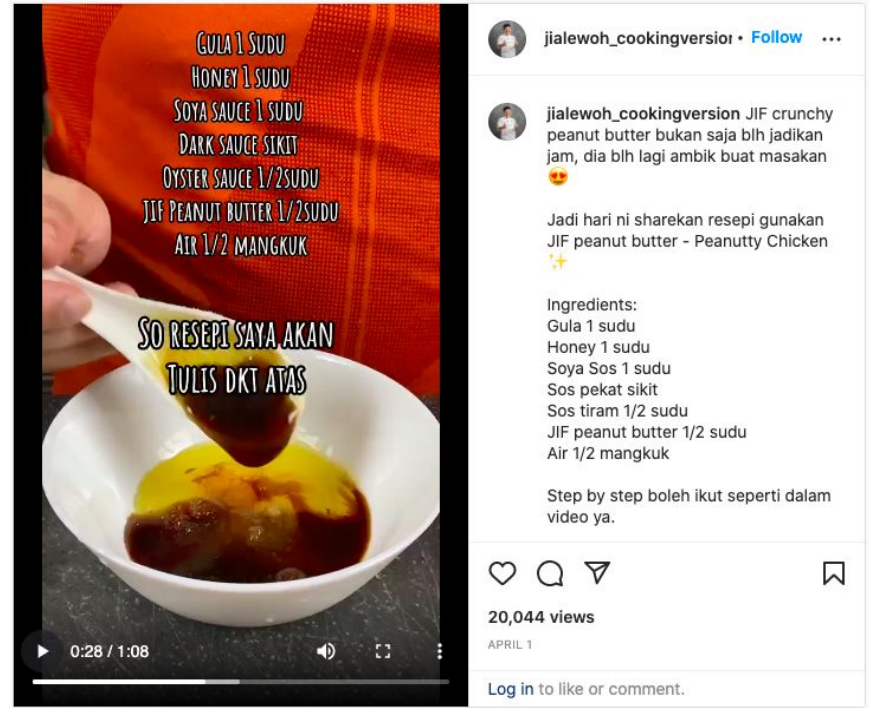
He starts by cutting the chicken and then leaving it to marinate.



Watch [Jialewoh_cookingversion's](#) IG reels

Sample Storyline for IG Reels:

He then creates the sauce



Watch [Jialewoh_cookingversion's](#) IG reels

Sample Storyline for IG Reels:

He puts the chicken and sauce together on top of rice.



Watch [jialewoh_cookingversion's](#) IG reels

Sample Storyline for IG Reels:

Et voila! There you have it! Peanuttty Chicken using JIF crunchy peanut butter!



Watch [Jialewoh_cookingversion's](#) IG reels



Results:

In terms of results, IG Carousel will have more action (as people need to swipe left to see the next image) while IG Reels have more views (and little engagement as people don't usually stop to like a video).

Wana Kamal's IG Carousel had over 700 total actions but the impressive one worth mentioning is the 150 saves in 1 week. It goes to show that people saved the recipe in hopes they will create it again later.

JialeWoh's content had over 20,000 views which is almost half of his audience size (at the time of engagement) and over 600 saves within 7 days.

Some KOL link you want to refer:



IG Reels from
[jjalewoh_cookingversion](#)



IG Reels from
[_ansonng_](#)



IG Reels from
[kampungboyecitygal](#)

Thank you

We hope you found this E-Book to be useful!

Overall, the campaign was a true eye-opener for us, and we believe this will shape how we create content for our brands in the future. If you have any questions for us, please feel free to reach out to me at wen@sushivid.com.

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