

ck

# CASE STUDIES

SEEING IS BELIEVING





**A PRODUCT LAUNCH  
REALLY BEEFS UP  
A TRUSTED BRAND**





## BEEFING UP A TRUSTED BRAND'S PRODUCT PORTFOLIO

### THE GOAL: LEAD GENERATION

Of course, lead generation was the key objective for a successful Proteus® launch, but it required a multi-faceted campaign approach—with the ability to increase brand awareness, educate the industry and communicate product benefits that would ultimately result in sample requests.

### THE RESULTS: PROOF POSITIVE

Proteus®'s successful campaign achieved a 115% YOY revenue growth for Kemin Food Technologies. The overall campaign results tell the story of how brand awareness and engagement drove a staggering improvement in overall and qualified leads.

## MEETING & EXCEEDING



### REVENUE

Revenue:  
**+115% YOY**



### LEADS

Leads:  
**+257%**  
Marketing Qualified Leads:  
**+850%**  
Sales Qualified Leads:  
**+600%**



### IMPRESSIONS

Brand Impressions:  
**+23%**  
Brand Engagements:  
**+24%**

## MUST-SEE EMAILS

### HubSpot Email Drip Campaign

This campaign featured carefully curated, tried-and-tested content and subject lines.

The **results** speak for themselves:

#### Click Rate

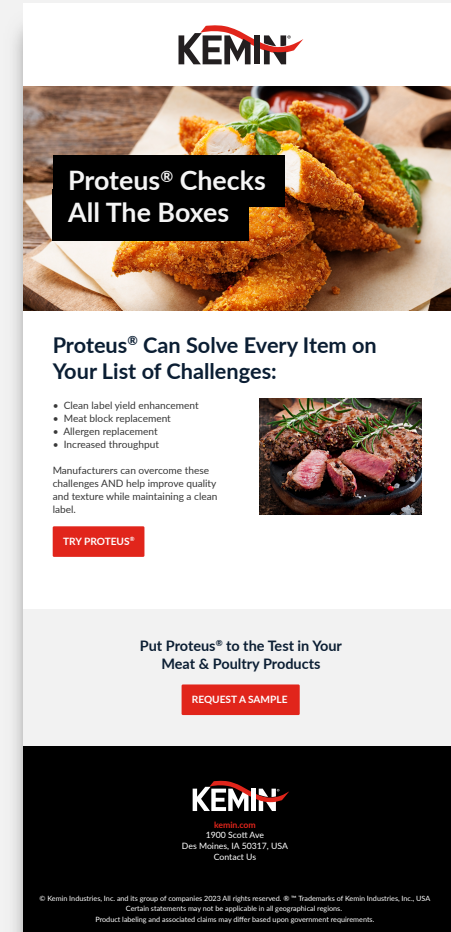
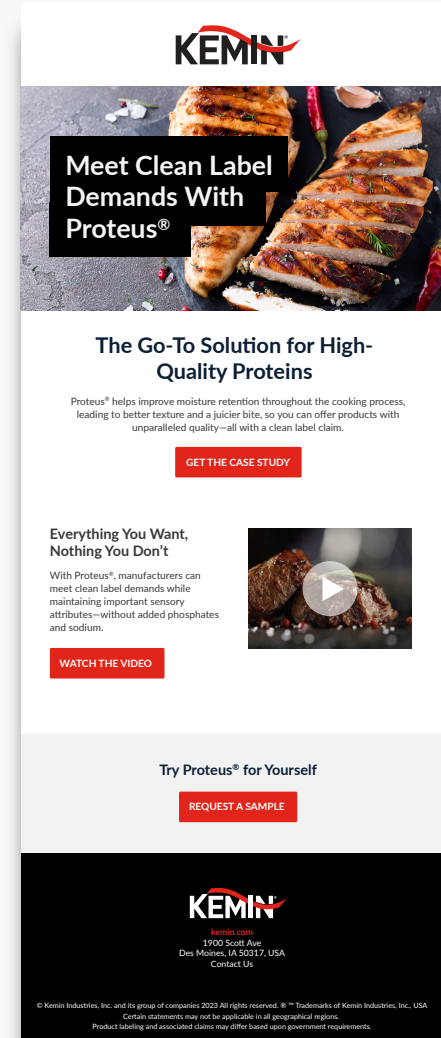
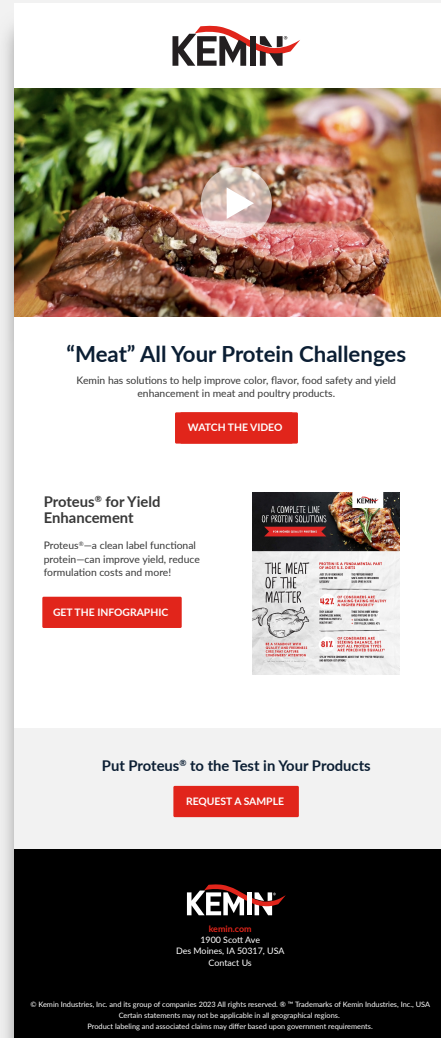
**217%** above the industry benchmark

#### Open Rate

**34%** above the industry benchmark

Did you know: Video content boosts click-through rates by **65%\*** on average!

\*<https://www.campaignmonitor.com/resources/guides/video-in-email/>





## BEST PRACTICES FOR BEST RESULTS

### Google Ads

How do you develop brand awareness and gain web traffic? Google Ads—with strategic ad placement, meticulous management and carefully crafted content to ensure the best ROI possible.

The **result?**

**Engagement**  
**296%** above the  
industry benchmark

#### Sponsored

[www.kemin.com/proteus](http://www.kemin.com/proteus)

#### Increased Cooking Yields - Yield Enhancement Solutions

Learn How Proteus® Improves Quality and Yield for a More Natural, Juicy Bite. Make Your Product a Standout with Our Yield Enhancement Technology!

[Food Solutions](#) · [Get in Touch](#) · [Innovative Products](#) · [Our Mission](#)

#### Sponsored

[www.kemin.com/proteus](http://www.kemin.com/proteus)

#### Quality Clean Label Products - High Quality Proteins

Make Your Product a Standout with Our Yield Enhancement Technology! Proteus® is a Complete Line of Protein Solutions for Higher Quality Proteins.

[Food Solutions](#) · [Our Mission](#)

#### Sponsored

[www.kemin.com/proteus](http://www.kemin.com/proteus)

#### High Quality Proteins - Improved Bite and Texture

Make Your Product a Standout with Our Yield Enhancement Technology! Proteus® is a Complete Line of Protein Solutions for Higher Quality Proteins.

[Innovative Products](#) · [Food Solutions](#) · [Get in Touch](#)

#### Sponsored

[www.kemin.com/ingredient/solutions](http://www.kemin.com/ingredient/solutions)

#### Oxidation Control - Food Safety

Offering value-added ingredients, food safety options and extensive technical expertise. Protect baking and snack foods, inhibit microbial growth and maintain product integrity. Contact Us Today.

[Get in Touch](#) · [Food Solutions](#)



## WHERE INSPIRATION STRIKES

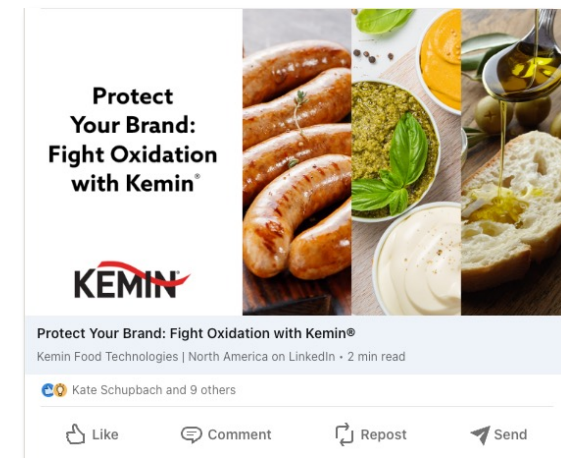
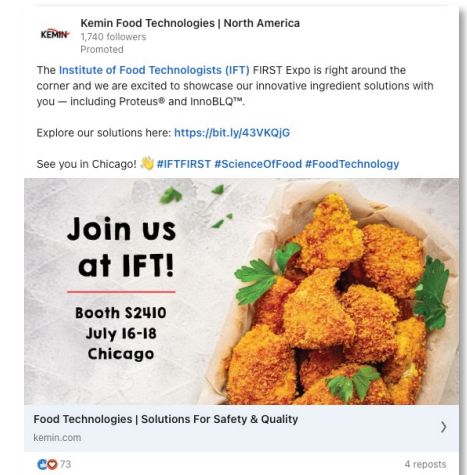
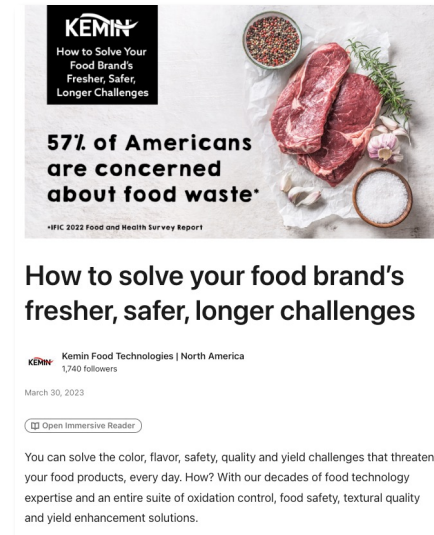
### LinkedIn Engagement

LinkedIn is where people in business—especially B2B—spend their time, logging in to find answers that solve their pain points, and inspiring them to:

- Gather new ideas
- Identify project resources
- Acquire market and competitive data
- Leverage ingenious thought leadership

This engagement—including newsletters and ads—delivers **results** with real meat to them:

A remarkable **325%** above the industry benchmark!





## A STRONG BRAND GETS BEEFED UP

Kemin has been using a variety of successful tactics to highlight their food safety, color and flavor solutions to potential customers.

For the Proteus® product launch, we incorporated both the 'tried and true' and a few new tactics to grab the market's attention.

**YOUR PROTEIN PROTECTOR**

When it comes to meat and poultry, it takes a real superhero to keep them safer, more appealing and with a longer shelf life. As the rising cost of meat production continues to narrow profit margins, it's crucial to make the best choice when it comes to processing solutions. Oxidation, food safety concerns and reduced yields are the enemy, but we know how to stop them in their tracks. We help you win over savvy consumers looking for options to satisfy their main concerns by providing label-friendly solutions that help maintain the quality and safety of your meat products. Doing food justice, every day. **Kemin to the rescue.**

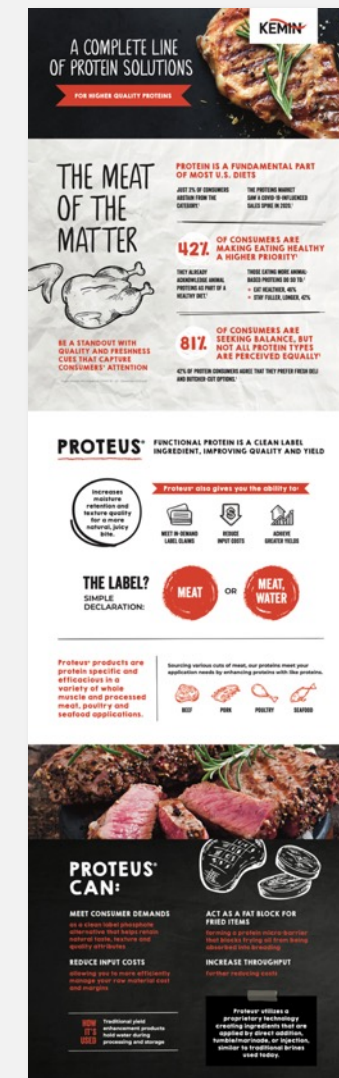
- ✓ COLOR
- ✓ FLAVOR
- ✓ FOOD SAFETY
- ✓ YIELD ENHANCEMENT

KEMIN.COM/PROTEINPROTECTOR

**KEMIN**

©Kemin Industries, Inc. and its group of companies 2021. All rights reserved.  
®/™Trademarks of Kemin Industries, Inc., USA

- Consumer insights
- Importance of clean labels
- Introducing Proteus® as effective AND clean label



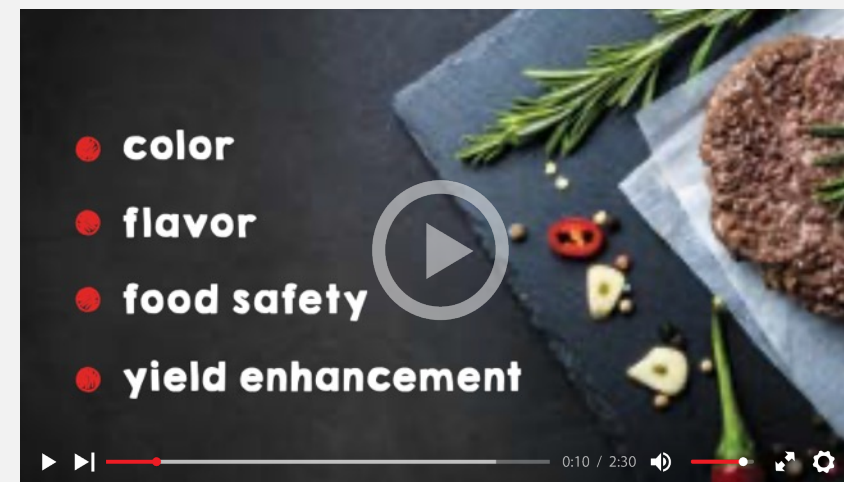


## SHOW...AND TELL

### MEATING THE CHALLENGE

Proteus® played a starring role in the Kemin 'Meating Every Challenge' video, as the final player in their portfolio of solutions.

[watch it now](#)



## MEATING CUSTOMERS WHERE THEY LIVE

With targeted email blasts from vertical and horizontal industry publications, Proteus® was introduced as a phosphate alternative to an audience hungry for clean label yield enhancement solutions.



**KEMIN**

**YOUR PROTEIN PROTECTOR**

- ✓ FRESHER
- ✓ SAFER
- ✓ LONGER

**BECAUSE MEAT & POULTRY STILL RULE**

Even though the world is curious about plant-based protein, worldwide demand for meat and poultry products continues to increase, and meat-based diets are still the norm.

**THE PROOF IS IN THE NUMBERS:**

Category	Reached Sales Of	In
RED MEAT CATEGORY	\$47B	2018*
POULTRY CATEGORY	\$25.8B	2018*

You'll find out:

- Where the opportunities are
- How clean and simple labels resonate with consumers
- How to protect your meat or poultry product—with a clean label
- How Kemin helps solve color, freshness and safety challenges

With Kemin shelf-life, oxidation control and food safety solutions, you can protect your product—and please consumers at the same time.

[DOWNLOAD INFOGRAPHIC](#)

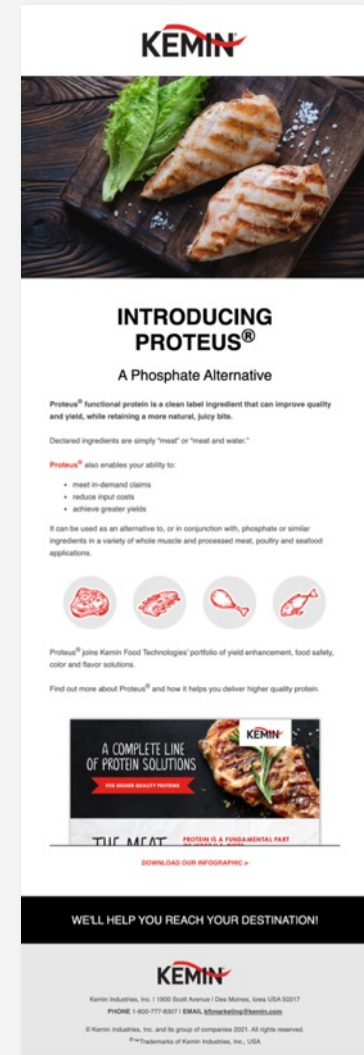
[LEARN MORE](#)

\*Packaged Red Meat, U.S., Meat, March 2019  
\*Poultry, U.S., Meat, December 2019

**WE'LL HELP YOU REACH YOUR DESTINATION!**

**KEMIN**

Kemin Industries, Inc. | 1800 Scott Avenue | Des Moines, Iowa USA 50317  
PHONE 1-800-777-8307 | EMAIL [info@kemin.com](mailto:info@kemin.com)  
© Kemin Industries, Inc. and its group of companies 2021. All rights reserved.



**KEMIN**

**INTRODUCING PROTEUS®**

**A Phosphate Alternative**

Proteus® functional protein is a clean label ingredient that can improve quality and yield, while retaining a more natural, juicy bite.

Declared ingredients are simply "meat" or "meat and water."

Proteus® also enables your ability to:

- meet in-demand claims
- reduce input costs
- achieve greater yields

It can be used as an alternative to, or in conjunction with, phosphate or similar ingredients in a variety of whole muscle and processed meat, poultry and seafood applications.

Proteus® joins Kemin Food Technologies' portfolio of yield enhancement, food safety, color and flavor solutions.

Find out more about Proteus® and how it helps you deliver higher quality protein.

**A COMPLETE LINE OF PROTEIN SOLUTIONS**

**THE MEAT** **PROTEIN IS A FUNDAMENTAL PART**

[DOWNLOAD OUR INFOGRAPHIC >](#)

**WE'LL HELP YOU REACH YOUR DESTINATION!**

**KEMIN**

Kemin Industries, Inc. | 1800 Scott Avenue | Des Moines, Iowa USA 50317  
PHONE 1-800-777-8307 | EMAIL [info@kemin.com](mailto:info@kemin.com)  
© Kemin Industries, Inc. and its group of companies 2021. All rights reserved.  
\*Trademarks of Kemin Industries, Inc., USA



## PROOF POSITIVE

**Consumers' appetite for chicken is undeniable, along with their expectation that it's always plump, juicy and tender.** This case study highlighted how Proteus® improved both quality and yield over untreated chicken—without relying on artificial ingredients such as traditional phosphates.

### THERE'S A REAL APPETITE FOR CHICKEN

**FEED IT**

Consumers continue to demand lean protein options—such as chicken breasts—with clean labels. At the same time, they want them to be plump, juicy and full of flavor.

**CHICKEN CHECKS ALL THE BOXES**

**86% OF CONSUMERS** eat chicken (the most likely and frequently consumed protein)<sup>1</sup>

**TOP 3** Chicken hits the top food choice drivers: taste, freshness, cost<sup>2</sup>

**CONSUMERS WANT TO EAT CLEANER**

**21% SAY** they are practicing more mindful eating<sup>3</sup>

**50% OF CONSUMERS** are extremely or very interested in clean labels<sup>4</sup>

<sup>1</sup>Super Protein, U.S., Market, December 2020  
<sup>2</sup>Tasting and Shopping During a Global Pandemic, International Food Information Council, September 2020  
<sup>3</sup>HealthWatch, 2019

**THE GOAL**  
Lean and 'clean' poultry products with great taste and texture, a juicier bite—and better yield.

kemin.com/FOODS

© Kemin Industries, Inc. and its group of companies 2021. All rights reserved.  
\*\*\* Trademarks of Kemin Industries, Inc., U.S.A.

### IMPROVE QUALITY AND YIELD

**WITHOUT RELYING ON ARTIFICIAL INGREDIENTS**

Phosphates and other traditional yield enhancement products hold water during processing and storage. Phosphates have been used to help retain juiciness and flavor in leaner cuts of meat, but their use has declined due to the increase in clean label processing.

**WHAT IS PROTEUS®?**  
An innovative functional protein from Kemin, Proteus® is a clean label alternative to phosphate. It utilizes a proprietary technology, creating ingredients that are applied by direct addition, tumble/marinade, or injection, similar to traditional brines.

It can be used to more naturally retain moisture and yield—and lower raw material costs—all without relying on artificial ingredients.

**Proteus® improves moisture retention throughout the cooking process, leading to better texture and a juicier bite, so you can:**

- meet in-demand label claims
- reduce input costs
- achieve greater yields

**THE FRESHER, SAFER, LONGER (AND JUICIER) EXPERTS**

kemin.com/FOODS

© Kemin Industries, Inc. and its group of companies 2021. All rights reserved.  
\*\*\* Trademarks of Kemin Industries, Inc., U.S.A.

### MEAT PROTECTION AND ENHANCEMENT SOLUTIONS AND SERVICES

Kemin understands proteins and how various processing techniques, ingredient interactions and packaging can impact consumer appeal and shelf life.

Our complete line of solutions provides color, flavor and microbial stability, as well as yield improvement. Let Kemin help extend your product's quality and shelf life, maximize its consumer appeal, and deliver cost savings.

**Solutions**

- ▶ **YIELD ENHANCEMENT**  
Proteus®
- ▶ **FOOD SAFETY**  
BactoCEASE®  
Propionic acid  
BactoCEASE® NV  
Buffered vinegar
- ▶ **FLAVOR**  
FORTUM® R  
Rosemary extract  
FORTUM® RGT  
Rosemary and green tea extract
- ▶ **COLOR**  
FORTUM® A  
Acerola extract  
FORTUM® R  
Rosemary extract  
FORTUM® RGT  
Rosemary and green tea extract

**SERVICES**

Our **Customer Laboratory Services (CLS)** team specializes in trouble-shooting your challenges and conducting analytical tests to compare efficacy of different solutions, as well as sensory attributes.

**KEMIN TEAM**

With deep technical expertise and an ongoing commitment to innovation, our experienced technical team creates groundbreaking blends to give you the best food safety, shelf life and yield enhancement solutions.

**Kemin Industries, Inc.**  
1900 Scott Avenue | Des Moines, Iowa USA 50317  
Phone 1-800-777-8307 Email kftmarketing@kemin.com

kemin.com/FOODS

© Kemin Industries, Inc. and its group of companies 2021. All rights reserved.  
\*\*\* Trademarks of Kemin Industries, Inc., U.S.A.

## A REAL STAND-UP SALES TOOL

A leave-behind sales tool performs double duty with an eye-catching, at-a-glance design that makes an impression and sticks with prospective buyers.

- Straightforward, simple gatefold stand-up design
- Product introduction tool for Kemin salesperson
- Effective leave-behind to keep product top of mind





# PAID AND EARNED MEDIA

## WEBINAR

The webinar “Overcoming Quality and Manufacturing Challenges Post-2020” hosted by Meat + Poultry, sharing ways to increase product quality without negatively impacting formulations or manufacturing costs.

## ADVERTORIAL

A timely advertorial in Meat + Poultry showing how Proteus® functional protein ingredients improve yield and keep labels clean and simple, at the same time.

## E-ZINE

A six-page e-zine in a horizontal publication, chockful of information about Kemin solutions and highlighting how Proteus® improves quality.

### OVERCOMING QUALITY AND MANUFACTURING CHALLENGES POST-2020

THE MEAT OF THE MATTER

Be a standout with quality and freshness cues that capture consumers' attention

**PROTEIN IS A FUNDAMENTAL PART OF MOST U.S. DIETS**

JUST 2% OF CONSUMERS ASK FOR THE PROTEIN MARKET SINCE A COVID-19 INFLUENCED SALES SPIKE IN 2020.<sup>1</sup>

**42% OF CONSUMERS ARE MAKING EATING HEALTHY A HIGHER PRIORITY<sup>2</sup>**

THEY ALREADY ACKNOWLEDGE ANIMAL-BASED PROTEINS GO SO TO:<sup>3</sup>

- EAT HEALTHIER, 40%
- STAY FULLER, LONGER, 42%

**81% OF CONSUMERS ARE SEEKING BALANCE, BUT NOT ALL PROTEIN TYPES ARE PERCEIVED EQUALLY<sup>4</sup>**

42% OF PROTEIN CONSUMERS AGREE THAT THEY PREFER FRESH DELI AND BUTCHER-CUT OPTIONS.<sup>5</sup>

KEMIN

**Keep it Fresh. Keep it Simple.**

Explore clean label ingredient solutions for tortillas and flatbreads, meat and poultry, plant-based alternatives and salty snacks.

With all the options available for tortillas and flatbreads, it's important to choose the right one for your application. Kemin's Proteus® functional protein ingredients can help you choose the right one for your application. Proteus® functional protein ingredients can help you choose the right one for your application. Proteus® functional protein ingredients can help you choose the right one for your application.

**Making mindful snacks.**

With all the options available for snacks, it's important to choose the right one for your application. Kemin's Proteus® functional protein ingredients can help you choose the right one for your application. Proteus® functional protein ingredients can help you choose the right one for your application. Proteus® functional protein ingredients can help you choose the right one for your application.

**Meeting the demands of the refrigerated plant-based case.**

With all the options available for plant-based products, it's important to choose the right one for your application. Kemin's Proteus® functional protein ingredients can help you choose the right one for your application. Proteus® functional protein ingredients can help you choose the right one for your application. Proteus® functional protein ingredients can help you choose the right one for your application.



As we continue expanding this new business and introduce products to the market, the team has been agile and innovative with their ideas. **There is no doubt, the launch of Proteus would not have been near as successful without the help of ColinKurtis. We truly view them as an extension of our team.**

COURTNEY SCHWARTZ, MARKETING DIRECTOR



colinkurtis

**PARTNER SMARTER**

Get in touch with Mitch Robinson  
*[mitch@colinkurtis.com](mailto:mitch@colinkurtis.com)* to find out  
what the marketing and creative  
experts at ColinKurtis can do for you  
and your business.