



Shorebird Media helped Project7 successfully pivot from wholesale to Ecommerce.

108%

Increase in Website Revenue

2.2X

Return on Ad Spend

101%

Increase in Conversion Rate

Their Story

Project7 is a specialty candy brand based in California carried in retail partners including Starbucks, Target, and Whole Foods, . Their name comes from their social mission; which is to use part of their profits to help support 7 areas of basic humanitarian need .

Campaign Goal

Project7's desired outcome was to drive purchases of their newly launched Low Sugar Gummies and Clean Gum. Most importantly, the brand wanted to prove the viability of their website as an ECommerce platform to reduce their reliance on wholesale.

Our Strategy

Project7 engaged with Shorebird Media to develop a campaign on Facebook and Instagram that would drive sales of their newly launched products exclusively on the Project7 website.

To find new customers, the team targeted its video and carousel ads to audiences with expressed low sugar and Keto diet interests. They broadened their customer base further with Lookalike Audiences of website purchasers.

To engage loyal customers, the team created a Custom Audience of customers who were already active on the Project7 site and a Custom Audience of previous customers.

The playful ads captured the packaging and product in a bright and dynamic way. The ads included a mix of illustration and lifestyle videos highlighting the candy itself. The creative proved effective with new and old audiences alike.

Our Tactics

- Custom & Lookalike Audiences
- Core Audiences
- Remarketing
- Video Ads
- Image Ads

*Ads Manager: April 2020

