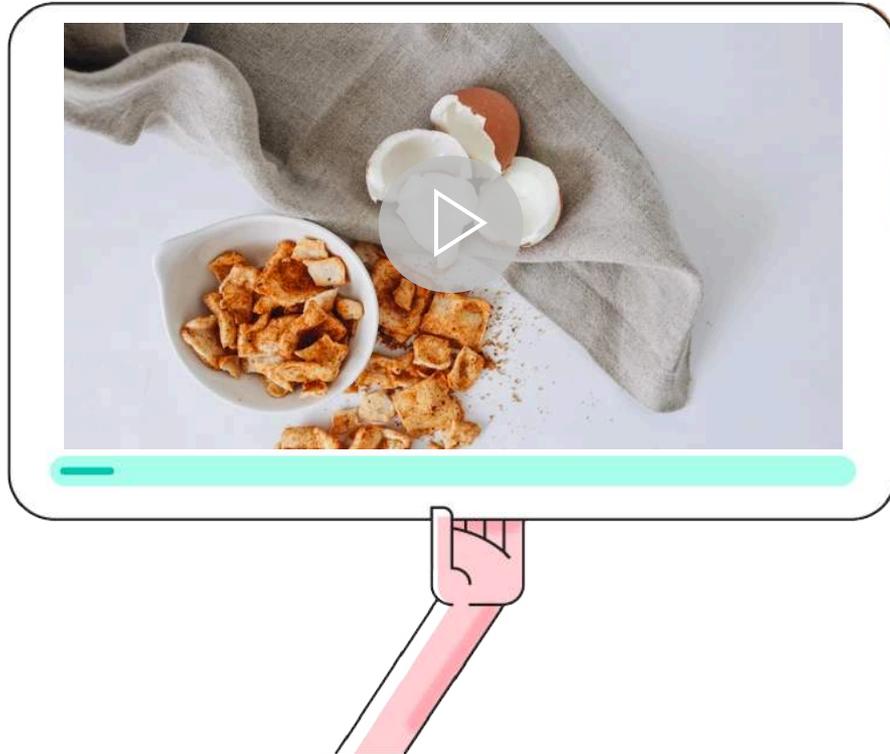


Campaign Teardown

Quevos



Quevos

Quevos

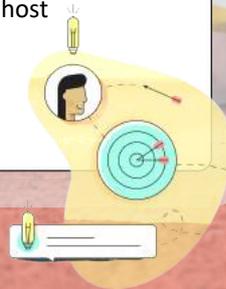
The story behind Quevos keto chips all began with Zack, a Type 1 Diabetic looking for the perfect low-carb snack. Inspired by the crispy leftovers of an egg-white omelet, Zack made it his mission to develop a low-carb egg white chip alongside his sister Carly and friend Nick.

Experimenting tirelessly for two years to try to get pure protein to crunch like a chip, the trio finally created the product of their dreams. From all this hard work, Quevos keto chips were born!

Now, Zack could enjoy a crunchy and boldly flavorful chip that delivers the nutrition of an egg-white omelet. In their product line, Quevos currently offers 6 different flavors that consumers are already familiar with while staying keto-friendly. **These include “Quevos” Rancheros, Dill Pickle, Sour Cream and Onion, Sweet Barbecue, Cheddar, and Honey Mustard.**

Campaign Objectives

To promote their brand on social media, Quevos aimed to target [micro and nano-influencers](#) in the health food category. Specifically, their team wanted to direct attention to Keto influencers, fitness influencers, and health and wellness influencers based in the United States. **Quevos' goal was to earn high impressions and reach, to get as many people to hear about their new high-protein, high-fiber healthy snack, keto-friendly Quevos chips.** To do so, they recruited influencers to take product displays, video reviews of the product, and host giveaways on their accounts.



Campaign Breakdown

Besides partnering with athletes, dietitians, trainers, and yoga instructors, Quevos Keto knew they wanted to work with influencers to help support their launch.

1

Product Samples

Influence Hunter sent out multiple 6-packs of Quevos Egg Whites with a variety of flavors worth around \$15 to treat activated influencers.

2

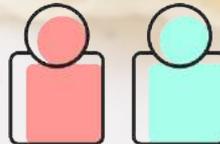
Brand Ambassadors

As brand ambassadors, influencers would get paid upfront as well as earning commission and being provided with the products.

3

Hashtag Performance

they were also able to track performance by creating the hashtag “#eatquevos” and by instructing influencers to send viewers directly to the Quevos website via [Instagram Story](#) Swipe-Ups.



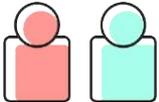
Strategy

The influencers activated for the campaign were diversified in that they made content in various categories, had different audience sizes, and reached different demographics of viewers. This way, Quevos and Influence Hunter could ensure that the campaign achieved its goal of reaching a vast new online audience.

The majority of influencers that Quevos chips worked with were young wellness-loving women, health-conscious mothers, and family-friendly influencers that are always in search of healthy snacks for their children.

Mickey

is a travel, food, and lifestyle blogger from Los Angeles. She often posts about new, healthy food snacks she discovers for her audience, which made her a perfect fit to promote Quevos and take product displays.



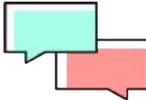
45.5K

Followers



591

Likes

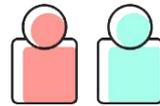


58

Comments

Courtney Michelle

is an Instagram influencer whose niche is both the mom and health/wellness category. She is another influencer who is a keto advocate, and much of her feed involves her sharing delicious looking, keto-friendly snacks.



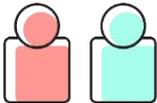
23.8K

Followers



Orie

is a certified aromatherapist that helps moms and dads care for their families with all-natural products and remedies. Like other influencers in her category, Orie often promotes healthy snacks with her children to encourage her audience to eat superfoods.



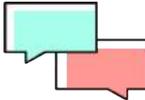
22K

Followers



1.4K

Likes

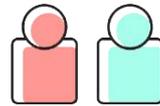


133

Comments

Kristi Davis

is a keto-friendly YouTube influencer whose large following engages with her diet-advice posts. An ideal influencer for a product like Quevos chips, Kriki drove engagement by recommending the product on one of her many posts about how to enjoy a keto diet.

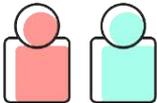


93.2K

Subscribers

Uche Madson

is a motherhood and lifestyle blogger based in Virginia. As a mother, Uche is always looking for all-natural, delicious snacks for her kids while also promoting a healthy lifestyle.



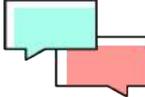
15K

Followers



1.7K

Likes

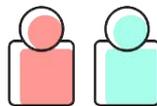


162

Comments

Stephanie Lablanc

is an Instagram influencer who serves a variety of niches. She is a lifestyle and home/decor influencer primarily, and her feed is filled with pictures of her day to day life, from her adorable puppy to her perfect home aesthetic.

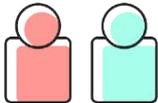


27.1K

Followers

Kelsea Cozadd

is a travel, style, home, and family blogger that loves to share nutritious recipes, pantry picks, and healthy habits with her audience.



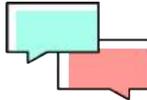
12.9K

Followers



637

Likes

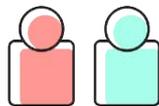


44

Comments

Kenzie Clark

is a multi-faceted lifestyle influencer who shares posts about family, health and wellness, and positivity. Her brand is all about a well-rounded life, of fitness, eating well, and spending quality time with loved ones.

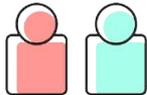


15.8K

Followers

Campaign Results

Influence Hunter took over Quevos' influencer program in June 2020 and was able to track campaign performance across Instagram, YouTube, and TikTok to find a pattern with new sales. Overall, Influence Hunter estimates that for every sale brought onto the website, 2 additional sales were made through Amazon.

In the first 3 months of working with Quevos Keto, Influence Hunter:				
				
280 Activated Micro-Influencers	2X Quevos' Instagram Following	15K Unique Website Visits	25K Total Revenue	550% Increased ROI