



CASE STUDY:

BiteMe Nutrition

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WEBSITE:

<https://biteme-nutrition.com/>

INDUSTRY:

Snacking industry

COUNTRY:

Croatia
Slovenia

PLATFORMS:

Instagram

USE CASE:

New Product Launch
Cross-border marketing

SNACKING INDUSTRY AND BITEME

BiteMe provides healthy, energy-sustaining snack products that combat bad habits, fight busy lifestyles, and fuel everyday activities. BiteMe snacks are organic, gluten-free, vegan, and have no added sugar or additives.

The health-snacking industry has experienced tremendous growth in recent years, driven in part by the demands of a busy, on-the-go lifestyle. With people leading increasingly fast-paced lives, snacking has become a convenient and practical way to stay fueled throughout the day. However, with concerns about health and wellness on the rise, there has also been a growing demand for healthier snack options. As a result, many companies have started to introduce new, more nutritious snack options.

MARKETING NEED

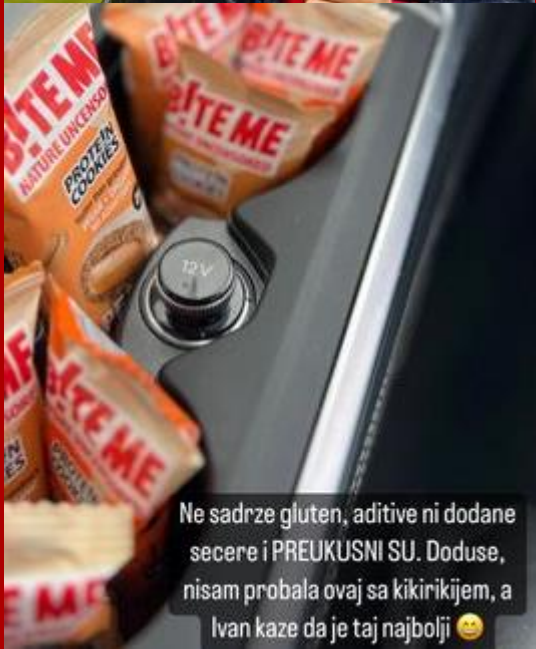
Despite the numerous health benefits associated with healthier food options, they still struggle to gain widespread popularity. The main concern in question is the taste of the product, which is BiteMe's big advantage.

BiteMe wanted to introduce a new, tasty product in their assortment - a protein cookie. As BiteMe entered several big retail chains in two countries, they prepared a marketing strategy to let people know about the benefits of their product and where they could buy it.

"Previously, we managed influencer marketing internally, but then decided to give Hypefy a try. We had faced challenges in selecting from the large pool of available influencers, but Hypefy's algorithm and automation have solved this problem for us. They have shown us that the best-fit influencers are sometimes not the ones we would have initially chosen. Additionally, we have successfully collaborated with influencers we previously thought were out of our reach. I must commend the Hypefy team for their swift and dedicated support!"

- Luka Mujkić, CMO & Co-founder @ BiteMe

CONTENT EXAMPLES:



TARGET AND GOALS

The target audience for healthier snacks is diverse, and BiteMe decided to target several groups: fitness enthusiasts, busy young professionals, and working parents balancing work and family.

The goal of the marketing campaign was to successfully introduce a new product into the Croatian and Slovenian market and increase its visibility by focusing on its availability in specific retail store chains.

TARGET

Fitness/Business/Parents
Croatia, Slovenia

GOAL

Present new product
Reach & Brand awareness

In turn BiteMe used two metrics to evaluate Hypefy's performance: Reach and Tag/Link clicks to measure interest for the product

THE FINAL RESULT



3k
clicks



301k
reach

3500€
Budget

86
Reach/EUR

BiteMe noticed a significant increase in Instagram traffic during and after the campaign. They successfully launched their new product in the Slovenian and Croatian retail markets, exceeding their launch sales targets.