



## Strategic America / Veria

### Challenge

Veria is a natural health and wellness company combining Veria TV, a lifestyle-focused website and an all-natural product line. Veria's guiding principle is that "wellness begins with understanding natural ways of living and a desire to live in harmony with the natural world."

Veria contacted SA to assist with an integrated marketing campaign to promote one of its newest shows, "Hot on the Trail with Sunny Savage", which features Sunny as a wild foods expert.

### Strategy and Action

SA recommended Taste of Chicago, one of the largest free admission food and music festivals in the U.S. with annual attendance soaring over three million individuals. SA implemented media relations, advertising, social media and secured a Veria Showcase vehicle to drive around downtown Chicago.

### Results

- The overall goal of attracting 350,000 unique website visitors was surpassed with 400,167 page views. There were more than 588 stories among Chicago media, local bloggers and online media
- Web analytics include:
  - 101,884 sweepstakes/giveaway entrants
  - 73,083 page views on veria.com/hot (landing page for all outbound communication, advertising and print media)
  - 400,167 page views on online promotion
  - 140,331 unique visitors to the promotion
  - 40,898 registrants signing up

