

# Land O'Lakes Dairy Foods Looks to Technology Partner to Engage Consumers via Facebook Live

Farmer-owned since 1921, Land O'Lakes, Inc. is one of the world's premier agribusiness and food companies. The Fortune® 200 co-op has partnered with Astute since 1998 to help manage consumer engagement while keeping its more than 95-year commitment of providing members with a strong, collective voice, access to the marketplace, and technological support. Land O'Lakes integrated the Astute social media monitoring software, Astute Social™, into its comprehensive CRM to capture invaluable consumer feedback, sentiment, and trends.

**LAND O'LAKES, INC.**

## The Challenge

Bringing Test Kitchen experts to new households everywhere via live video

The Land O'Lakes Test Kitchen is a team of experts who offer inspiration, innovation, and a passion for good food through recipes, nutritional information, and cooking tips. The Test Kitchen team partners with Land O'Lakes' Consumer Affairs team and an advertising agency to develop web and social media content to connect more deeply with consumers. Besides recipe creation, Test Kitchen experts conduct a variety of events—from local TV appearances to visiting with bloggers—building a community of food lovers across the nation.

Land O'Lakes wanted to capitalize on Facebook's new live streaming feature and conduct their first-ever Facebook Live event, connecting their team of Test Kitchen experts with Facebook fans everywhere ahead of the biggest football game (and party-planning event) of the year! Land O'Lakes wanted to bring these experts to loyal snack makers on the new platform, with the chance to be discovered by millions of potential new food-loving fans through Facebook Live's News Feed. The brand needed to make sure their team would be able to interact with fans in real time to share demonstrations of their most-pinned recipes, menu prep ideas, suggestions for staging, and more!



## The Solution

Inspect what we expect

Land O'Lakes' Consumer Affairs team turned to their long-time technology partner for the 30-minute video segment. Astute Social's flexibility allowed Land O'Lakes to listen to, monitor, engage with, and integrate the needs and interests of viewers during the live event, connecting their social media agency team and Test Kitchen experts to the fans in real time. Wanting to capitalize on the new broadcast platform, Land O'Lakes reached out to Astute to conduct several tests to measure response time, question and comment presentation, and real-time reply capabilities in preparation of the event.

Land O'Lakes wanted to make sure they would be able to capture questions and comments from viewers and provide answers and suggestions during the broadcast. The event was streamed live to the company's Facebook fans using the #gameday hashtag and cross-promoted on the @LandOLakesKtchn Twitter account.



## The Results

Land O'Lakes' favorite game day recipes reach over 26K views with help from Astute Social™

The initial venture into live video was a success, with more than 100 viewers given the opportunity to interact live with Test Kitchen experts during the broadcast. The video has since reached over 26K views to date. All consumer interaction from the segment was seamlessly integrated into the Land O'Lakes CRM, Astute's ePowerCenter™, allowing them to continue engaging with their consumers after the event. By utilizing the Astute product suite, Land O'Lakes is able to capture consumer feedback and personally connect with their customers.

Astute Solutions provided a platform for Land O'Lakes to open a new channel to communicate with loyal consumers and extend their reach to new audiences. Land O'Lakes now knows they can depend on Astute Social to help bring their Test Kitchen program to new households via live video, providing new opportunities for future engagement with consumers everywhere.



15-20 minute response time in most situations

*"Astute Social helps us develop deeper consumer relationships with our brands and serve new fans and followers. Plus, we get lots of praise for our responsiveness. Consumers are always surprised at the speed—typically 15-20 minutes—with which we respond."*

– Vicky Cherne,  
Manager of Consumer Affairs & Customer Concerns



*"Since beginning our relationship with Astute in 1998, we've seen an increase in the number of customer contacts we receive. We integrated Astute Social to our platform in 2015 to connect personally with consumers using their preferred channel and as a result, our internal team and our business partners are even more agile in responding to our consumers via social media."*

– Vicky Cherne, Manager of Consumer Affairs & Customer Concerns