



#startthediscussion

a #kindawesome case study in cross-platform audience campaigns

Joshua Nafman
Sr. Director, Digital/Social/Content
KIND Snacks

@jnafman #powerofPR



Who are you and
Why are you on stage?



Great!

Now what am I going to hear about?



#startthediscussion



April 14th, 2015

**The FDA publicly requested that
KIND Snacks make adjustments to
our labels and website.**



Department of Health and Human Services

Public Health Service
Food and Drug Administration
College Park, MD 20740

WARNING LETTER

MAR 17, 2015

VIA OVERNIGHT DELIVERY

Daniel Lubetsky, CEO
Kind, LLC
55 West 21st Street
New York, New York 10010-6809

Re: 437043

Dear Mr. Lubetsky,

The Food and Drug Administration (FDA) reviewed the labels for your Kind Fruit & Nut Almond & Apricot, Kind Fruit & Nut Almond & Coconut, Kind Plus Peanut Butter Dark Chocolate + Protein, and Kind Plus Dark Chocolate Cherry Cashew + Antioxidants products in August, 2014. The labels for these products direct the consumer to your website at the Internet address www.kindsnacks.com. We examined your website in October 2014. Based on our review, we have concluded that these products are in violation of section 403 of the Federal Food, Drug, and Cosmetic Act (the Act) [21 U.S.C. § 343] and its implementing regulations found in Title 21, Code of Federal Regulations, Part 101 (21 CFR 101). You can find the Act and FDA regulations through links on FDA's home page at <http://www.fda.gov>.

The significant violations are as follows:

1. Your Kind Fruit & Nut Almond & Apricot, Kind Fruit & Nut Almond & Coconut, Kind Plus Peanut Butter Dark Chocolate + Protein, and Kind Plus Dark Chocolate Cherry Cashew + Antioxidants products are misbranded within the meaning of section 403(r)(1)(A) of the Act [21 U.S.C. § 343(r)(1)(A)] because the product labels bear nutrient content claims, but the products do not meet the requirements to make such claims.

Under section 403(r)(1)(A) of the Act, a claim that characterizes the level of a nutrient which is of the type required to be in the labeling of the food must be made in accordance with a regulation authorizing the use of such a claim. Characterizing the level of a nutrient on the food labeling of a product without complying with the specific requirements pertaining to nutrient content claims for that nutrient misbrands the product under section 403(r)(1)(A) of the Act. Specifically:

a. The labels of your Kind Fruit & Nut Almond & Apricot, Kind Fruit & Nut Almond & Coconut, Kind Plus Peanut Butter Dark Chocolate + Protein, and Kind Plus Dark Chocolate Cherry Cashew + Antioxidants products bear an implied nutrient content claim, because they bear statements suggesting that the product may be useful in maintaining healthy dietary practices, and those statements are made in connection with claims or statements about nutrients. Specifically, the labels of the aforementioned products bear the claim "Healthy and tasty, convenient and wholesome" in connection with statements such as:



Issue

A snack food can't have more than 3g of total fat or 1g of saturated fat per serving



Kind Bars Aren't Healthy Enough for 'Healthy' Tag, FDA Says

by Dani Burger and Craig Giammona

April 14, 2015 – 12:16 PM EDT Updated on April 14, 2015 – 3:17 PM EDT



Must Reads: Women Lost the War on Women | Now Cops Are Cash Machines | We Need a Men's Rights Movement?

BLUE MARBLE

→ Food and Ag

PREVIOUS | NEXT

The FDA Has Some Bad News About Your Kind Bars

—By Inae Oh | Tue Apr. 14, 2015 2:41 PM EDT

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Nuts

Are a key ingredient in many of our snacks and one of the things that make fans love our bars. They contain nutritious fats that exceed the amount allowed under the FDA



Response

**A simple blog post, shared via social,
amplified with paid social media**

KIND Blog > [A note to our KIND community](#)



April 14th, 2015

A note to our KIND community

By [KIND Editor](#)

Something we're very proud of at KIND is the relationship that we have with our fans and the transparent and honest dialogue that we share, which is why we're making you aware of a correspondence we've received from the Food and Drug Administration (FDA).

The FDA is requesting adjustments to the labeling language on four of our bars and our website, and we're working now to bring all items to compliance. Please know that there are no quality or safety issues relating to our snack foods or their ingredients. KIND snacks remain a safe and nutritious choice for our fans and their families. The labeling adjustments are being made to these four flavors:



Nutrient Know-How: 5 Things to Know About Protein

[READ MORE >](#)



Making The World A Little Kinder – Detroit Edition

[READ MORE >](#)



Waking Up, the KIND Way

[READ MORE >](#)

September 20, 2015

HUFFPOST HEALTHY LIVING

Edition: U.S. ▾



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• Quiet Revolution • Third Metric

Why The FDA Action Against KIND Bars Doesn't Mean They're Unhealthy

The Huffington Post | By Anna Almendrala ✉️ 🐦 📌

Posted: 04/14/2015 8:27 pm EDT | Updated: 04/15/2015 4:59 pm EDT



KIND Snacks, the company behind fruit, nut and grain bars (tag line: “[ingredients you can see & pronounce](#)”) have been asked by the Food and Drug Administration to strip any mention of the term “healthy” from its packaging and website, as well as the “+” symbol.

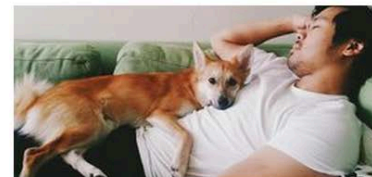
Why? It turns out that the FDA actually regulates which packaged foods get to use the word “healthy” and the symbol “+” for marketing purposes. Though these terms sound squishy in everyday use, they actually have very specific nutritional meanings when it comes to food regulation.

A letter explaining all of the FDA’s objections was posted on the [agency’s website Tuesday](#). For one, the term “healthy” means that the product has one gram or less of

FROM OUR PARTNERS

SUGGESTED FOR YOU

The Daily Habit That’s Hurting Your Liver



Kylie Jenner Bites Tyga’s Lip In Seductive Snapchat Video





Food Noise

Consumers are overwhelmed by the amount of information on food



Opportunity

Start a discussion about the anxiety and confusion around food



#startthediscussion

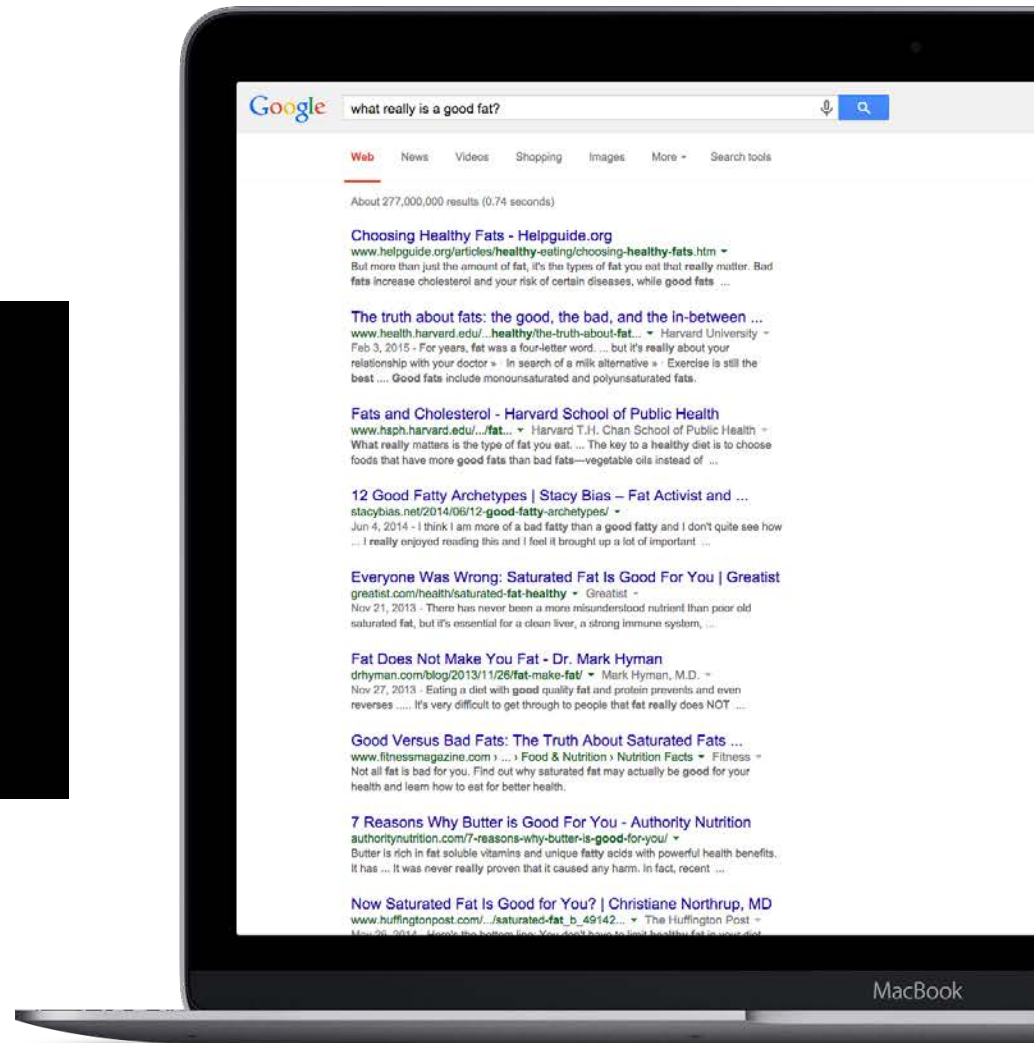
A social media conversation about food noise that is driven by posting questions, not answers



what really is a good fat?



#startthediscussion





Kevin Chan
@nahcnivek

TWEETS 407 FOLLOWING 485 FOLLOWERS 343

Trends · Change

#firstdates

This Is What It's Like To Date As A Transgender Woman
10.3K Tweets about this trend

#EarthDay

730K Tweets about this trend

David Price

David Price leads Tigers against Yankees Wednesday
2,387 Tweets about this trend

#DinahDefenseSquad

132K Tweets about this trend

#WITW

Toyota USA on Twitter
Just started trending

Barry Bonds

Barry Bonds Obstruction Conviction Overturned by 9th Circuit
Just started trending

Gowanus

Environmental Activist Swims Gowanus Canal on Earth Day
3,352 Tweets about this trend

#selfieforseb

21.7K Tweets about this trend

Mirza

Brooklyn Nets activate Mirza Teletovic for Game 2 versus Atlanta Hawks
7,673 Tweets about this trend

Google Fi

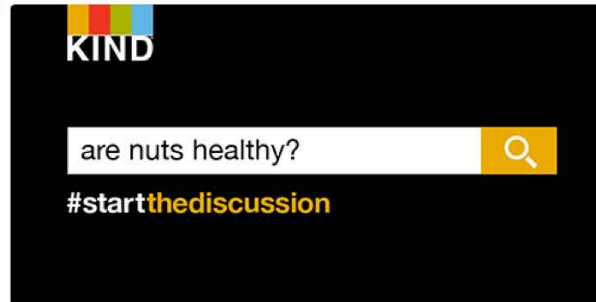
How does Google Fi's coverage compare to AT&T and Verizon?
Just started trending



What's happening?



KIND Snacks @KINDSnacks · 3m
#startthediscussion bit.ly/1PI9rD0



Promoted by KINDSnacks

View photo

5 16



Fast Company @FastCompany · 9m
This is what your workout will look like in 2020: f-st.co/bQVloeN

View summary



Jason Rabinowitz @AirlineFlyer · 10m
What an odd story. Happily, all were ok & no mx issues // Miscommunication in Air Causes Skywest Emergency Landing nbcnews.com/nightly-news/v...

View summary



Andrew Zimmern @andrewzimmern · 10m
chefamandaf and @conantnyc checking out the goods #sniupfront @ Alice Tully Hall instagram.com/p/1zBKEoK_v/

View summary



FWA @fwa · 11m
FWA Site of the day: Coors Altitude go.thefwa.com/1PkP09a

View summary



TAXI @designtaxi · 12m
Photographer captures intimate moments between lesbian couple and their children ow.ly/LX3GY



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 [Match Machine](#)
[Games Feed](#) 20+

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What's on your mind?



[Post](#)


KIND
 April 23 at 1:00pm ·  · Sponsored
[#startthediscussion](#) <http://bit.ly/1DCTvDJ>




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 1,823 people like this.
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 339 shares







Susan Anderson Richardson I just read what the FDA has to say about 4 of the KIND bars. Seriously, saying that the saturated fat from nuts is bad? Yet, GMOs and food sprayed with poison is the norm in the United States and the FDA is ok with it. Where is the logic in that? G... See More
[Like](#) · [Reply](#) ·  151 · April 14 at 8:41pm · Edited
[12 Replies](#)


Kristen Walsh Richardson 🙄 nonsense! Oh, yes, the FDA has a problem with the saturated fat from coconuts, but not the aspartame, sucralose, & GMOs in 90% of the crap they approve?? Whatever. We ❤️ Kind!!
[Like](#) · [Reply](#) ·  110 · April 14 at 11:05pm
[15 Replies](#)

[View more comments](#)


The New York Times
 4 hrs · 

YOUR PAGES

 22 **4 events** this week
 **Priscilla Lam** and 1 other

TRENDING
[Art Institute of Chicago](#): Private Art Collection Worth Over \$400 Million Donated to Museum
[Gowanus Canal](#): Man Swims in Brooklyn Canal to Draw Attention to Water Pollution
[Nexus 6](#): Google Launches Wireless Service 'Project Fi' for Smartphone
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are nuts healthy?



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Besides being packed with protein, most **nuts** contain at least some of these heart-**healthy** substances: Unsaturated fats. It's not entirely clear why, but it's thought that the "**good**" fats in **nuts** — both monounsaturated and polyunsaturated fats — lower bad cholesterol levels. Omega-3 fatty acids. Feb 19, 2014

[Nuts and your heart: Eating nuts for heart health - Mayo Clinic](#)
www.mayoclinic.org/diseases-conditions/.../nuts/art-20046635 Mayo Clinic ▾

[Feedback](#)

Best and Worst Nuts for Your Health - Health.com

www.health.com ▸ Home ▸ Health AZ ▾

Nuts are packed with heart-healthy fats, protein, and disease-fighting vitamins and minerals. Still, some **nuts** are healthier than others.

8 Nuts That Are Crazy-Good for Your Health - Diet and ...

www.everydayhealth.com/...nutrition/...why-you-shoul... ▾ Everyday Health ▾

Nov 11, 2013 - Nuts are a healthy, filling snack that can help you lose weight, lower your cholesterol, prevent dementia, and more. Here's why you should ...

Are Nuts And Seeds Healthy? | Paleo Leap

paleoleap.com/are-nuts-and-seeds-healthy/ ▾

Nuts and seeds are a favorite choice of snack among many people who follow a paleo diet, but are they really a healthy source of fat and protein?

Nuts and your heart: Eating nuts for heart health - Mayo Clinic

www.mayoclinic.org/diseases.../heart.../nuts/art-20046635 ▾ Mayo Clinic ▾

Feb 19, 2014 - Besides being packed with protein, most nuts contain at least some of these heart-healthy substances: Unsaturated fats. It's not entirely clear why, but it's thought that the "**good**" fats in **nuts** — both monounsaturated and polyunsaturated fats — lower bad cholesterol levels. Omega-3 fatty acids.

5 Nuts That Can Revolutionize Your Diet - Bodybuilding.com

www.bodybuilding.com/.../5-nuts-that-can-revolution... ▾ Bodybuilding.com ▾

Mar 24, 2015 - Healthy fats are now considered a pillar of any healthy diet, and leading the charge into this new era are **nuts**. Every year seems to bring new ...

7 Nuts That Help You Live Longer - Huffington Post

www.huffingtonpost.com/.../foods-that-help-you-liv... ▾ The Huffington Post ▾

Jan 20, 2014 - Certified nutritionist and dietician Janet Brill, Ph.D., R.D., L.D.N., concurs that **nuts** are crucial for a healthy diet, especially for people over 50.



KIND is discovered, not marketed



Results

Over 50K Engagements

Swing from – Sentiment to + Sentiment

Increase in Brand Awareness

Increase in Brand Association with Health

Increase in Brand Trust



How we did it



Monitoring

DASHBOARD + GROUP + STREAM

ACTIVITY

Brian Garrepy 4h
Please tell me you're NOT discontinuing the Roasted Jalapeno Strong & Kind bars... Are you?? Please don't! I love them!

Michelle Card 13h
Thanks for supporting Together We Rise!

Breathe Deeply and S... 15h
Enjoying all the #sundayfunday drinks and fun at Ryleigh's Oyster Federal Hill in Fed Hill with Gundalow Juice Diamondback Beer Pixilated KIND Snacks

Dawn Taggblom 15h
Thank you, KIND Snacks, for creating genuinely delicious snacks that do not make any part of me sick. You add happiness to my life! (hug)

Julie Brisson 18h
My friend gave me my first KIND healthy grain bar - pumpkin seed- and it was amazing. I'm allergic to almonds, so I kind of have given up on bars. Love the flavor and wicked crunch. Just had a Dark Chocolate Mocha made with coffee and it was delish, too. Thank you again for making a bar without any kind of nuts. (My almond allergy is not so severe that have to worry about items that might be made on the same line.) You have gained a new customer!

Kalynn Dresser 19h
Thanks for donating snacks to Together We Rise! I liked your page because of that :)

MESSAGES

Lisa Truskowski Pepper 1h
Hi Lisa! Sure!
1 serving size = 2 bars. There are 220 calories.
Hope this helps!
Michelle Chelle Renee B... 1d
Hello,
I'm starting a YouTube channel dedicated solely to product reviews. I'd be happy to...
Shannon Hollar Tulloch 3d
Hi Shannon! You can make your donation request at kindsnacks.com/donations. Thanks!
Sindy Seurattan Singh 4d
Good Day, can you please advise if you have a distributor in Trinidad or the Caribbean for...
Jon Lynn 4d
Thanks, Jon! Our Customer Service team will be in touch!
Chris Peters 5d
Thanks, Chris! Our Customer Service Team will be reaching out. Again, we're so sorry that ...
Jeane Marie 6d
Of course! Thanks for sending this over. Our Customer Service team will be reaching out!
Kathi DeYoung 6d
Thank you, Kathi. Your information has been passed along to our Customer Service team. Aga...
Stephanie Canepa Trainor 7d
Thank you, Stephanie! Again, we're so sorry about this. Sending your information over to ...
Hallie Fuhrman 7d
Hi Hallie, we're so sorry again that you experienced this =(Your information has been pa...
Rebecca Beckybomber ... 7d

SEARCH: #LETSRECONNECT

healthyheartworks retweeted
Greatist @greatist @ 17d
7 ways to start eating healthier with minimal effort: bit.ly/1JsbOkZ @KINDSnacks #letsreconnect pic.twitter.com/UznJZpB1w

Gourmet @TiaraRowla... 3mo
For personal future reference "KINDSnacks: What are nutrient rich foods? bit.ly/1EovSPz #startthedisussion pic.twitter.com/nUai1KQBDR"

maire george retweeted
Greatist @greatist @ 16h
7 ways to start eating healthier with minimal effort: bit.ly/1JsbOkZ @KINDSnacks #letsreconnect pic.twitter.com/wQmVfKQmF

BlackPrince retweeted
Greatist @greatist @ 16h
7 ways to start eating healthier with minimal effort: bit.ly/1JsbOkZ @KINDSnacks #letsreconnect pic.twitter.com/wQmVfKQmF

Emily Chau retweeted
Greatist @greatist @ 16h
7 ways to start eating healthier with minimal effort: bit.ly/1JsbOkZ @KINDSnacks #letsreconnect pic.twitter.com/wQmVfKQmF

SEARCH: #STARTTHEDISC...

fiona thwaites @isthis... 3mo
#startthedisussion MosaicUp Acknowledge the user is smart and communicate accordingly in context with your brand @jnafman @KINDSnacks

Gourmet @TiaraRowla... 3mo
For personal future reference "KINDSnacks: What are nutrient rich foods? bit.ly/1EovSPz #startthedisussion pic.twitter.com/nUai1KQBDR"

Amanda Greenberg @... 3mo
RT @KINDSnacks: What does healthy mean? bit.ly/1RloXRf #startthedisussion pic.twitter.com/kw1WTDdRdR

rachel @rachelf... 3mo
NONE IF U DONT HAVE CELIAC~@KINDSnacks: What are the benefits of eating low gluten food? bit.ly/1KraYnD #startthedisussion

Amanda Greenberg @... 3mo
RT @KINDSnacks: What are the benefits of eating low gluten food? bit.ly/1KraYnD #startthedisussion pic.twitter.com/UluprPGEf0

ACTIVITY

Kaylie Killian @kaylieki... 12h
@gabsssalot I tried this today and it was so good omg

May Ho @mayyy_ho 17h
@zoeho_

Milk & Honey Nutritio... 18h
This sounds delicious!

Monica @surferayo 18h
@taylorstarkk

Tara Milhem @thewhol... 18h
@reflexiworld I haven't before! Thank you

GeauxTigas @randy_r... 18h
Kind energy bars coming soon

Tara Milhem @thewhol... 18h
Aaaah love it! Tag me :)

mikayla @mikjosephin... 19h
@d1sgusts

Lisa Comstock @lisac... 19h
@amcomst01

Hailey Bettencourt @b... 1d
This is my favorite one!

Bella Garcia @bella_g... 1d
LOL @z_barno_ I NEED TO TRY THIS

Melissa Kottmann @... 1d

ACTIVITY

theblackgirlphenom ... 21m
When the KIND university ambassador got you... @KINDSnacks pic.twitter.com/vXV6B86QLY

Patrick @Sox_Pats82 1h
@KINDSnacks honey smoked BBQ almond protein bar to start the morning. #NomNomNom

MySuperFoods @MyS... 1h
School lunch: @Applegate turkey and cheddar sandwich, @KINDSnacks blueberry granola to sprinkle on... in.is/instagram.com/...

MySuperFoods @MyS... 1h
School lunch: @Applegate turkey and cheddar sandwich, @KINDSnacks blueberry granola to sprinkle on... instagram.com/p/75FsD4w5Xn/

HBO PR @HBOPR 8h
Thx our sponsors @BaxterOfCA @blinkbrowbar @CycleHouseLA @deborahippmann @EasternCo @EmJayline @GODIVA @KINDSnacks

MESSAGES

Ryan J. Shaulis @RyanSh... 1h
Hi Ryan, thank you so much for sending. Again, we are so sorry that you experienced this. Our Customer Service team will be reaching out.

Michaela Meehan @mich... 4d
It's my pleasure!

Alix Cayce @alixcayce 4d
Thanks, Alix! This has been passed along to our Customer Service team. They'll be reaching out! Again, we're really sorry that you experienced this =(They'll be in touch soon!

richard @tradevp 4d
Thanks, Richard! This has been passed along to our Customer Service team. Again, we're really sorry that you experienced this =(They'll be in touch soon!

jo... @johannalessig 4d
Of course! Thank YOU for being a customer =)

NOODLE @madsmontgo... 4d
Love kind bars!!

Sierra t @skrantwashi 5d
angeline lee choi @angeli... 5d
Thanks!

@coitlippen_ 7d
Hi! I have sent Customer Service your updated email address. Thanks!

eshahina @ShahinaMoh... 10d
Thankst I look forward to hearing from someone soon.

Jeff @olajeffreylo 10d
I have you a inactive email on accident m

SSSS @66owenb 10d
Thank you! We're really sorry about this. Our Customer Service team will be in touch!

tri_sarah_tops @SarahHa... 11d
Thank you Sarah! Again, we're so sorry that you experienced this. Our Customer Service team will be reaching out.



Community Management
Dedicated Resource + Process for
Team Members To Contact





Monitoring
Percolate, Sysmos,
TrueSocialMetrics



**Social Team +
PR Team +
Legal Team +
Brand Team +
Customer Service +
Senior Leadership =
An Integrated Team**



Content Calendar

MAY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11 What is good fat? http://bit.ly/1PuXRmS 	12	13 What are nutritious ingredients? http://bit.ly/1lmvZCw 	14	15 Are all calories equal? http://bit.ly/1EV9DnS 	16
17 Do nuts have protein? http://bit.ly/1Kql4E4 	18	19 What does nutritionally rich mean? http://bit.ly/1dSHW6h 	20	21 Is calorie counting outdated? http://bit.ly/1Kqlg6h 	22	23
24	25 Can fats be healthy? http://bit.ly/1P6fEWG 	26	27 Do nuts affect metabolism? http://bit.ly/1zKongq 	28	29 What makes a balanced diet? http://bit.ly/1cvO0kB 	30
31						



= Photo post



= Link-only post



Paid Social Media

Facebook Sponsored Stories

Twitter Promoted Tweets

Google Ad Words

Outbrain

Highly Targeted

A/B Message Testing

Using only their Self-Serve Platform



Ongoing Medium Instagram Graphics



Key Takeaways



Integrate with other departments
Seriously!



**Social Media w/o paid media
isn't that social**



Social Media isn't in a vacuum
Don't forget other marketing tools



Do not over plan
Reaction is as important as Action



Video

Our campaign wasn't video based so we missed out on Instagram, Facebook, Twitter and Google optimizing the algorithm for Video



**Thank
You**