



**How Magic Spoon Disrupted the Cereal
Category & Targeted Millennials**

Food & Beverages



"Healthy cereal that tastes too good to be true."

Magic Spoon, a high protein low-calorie cereal product, officially launched in Canada in February 2021.

Magic Spoon targets the millennial demographic who seek the nostalgic flavours of their favorite childhood cereal but are looking for healthier breakfast options.



HIGH PROTEIN

13g complete protein per serving.

LOW CARB

Just 4g net carbs per serving, and keto friendly.

0G SUGAR

No cane sugar, corn syrup, or sugar alcohols.



GLUTEN FREE

No gluten ingredients.

GRAIN FREE

No wheat, rice, or soy.

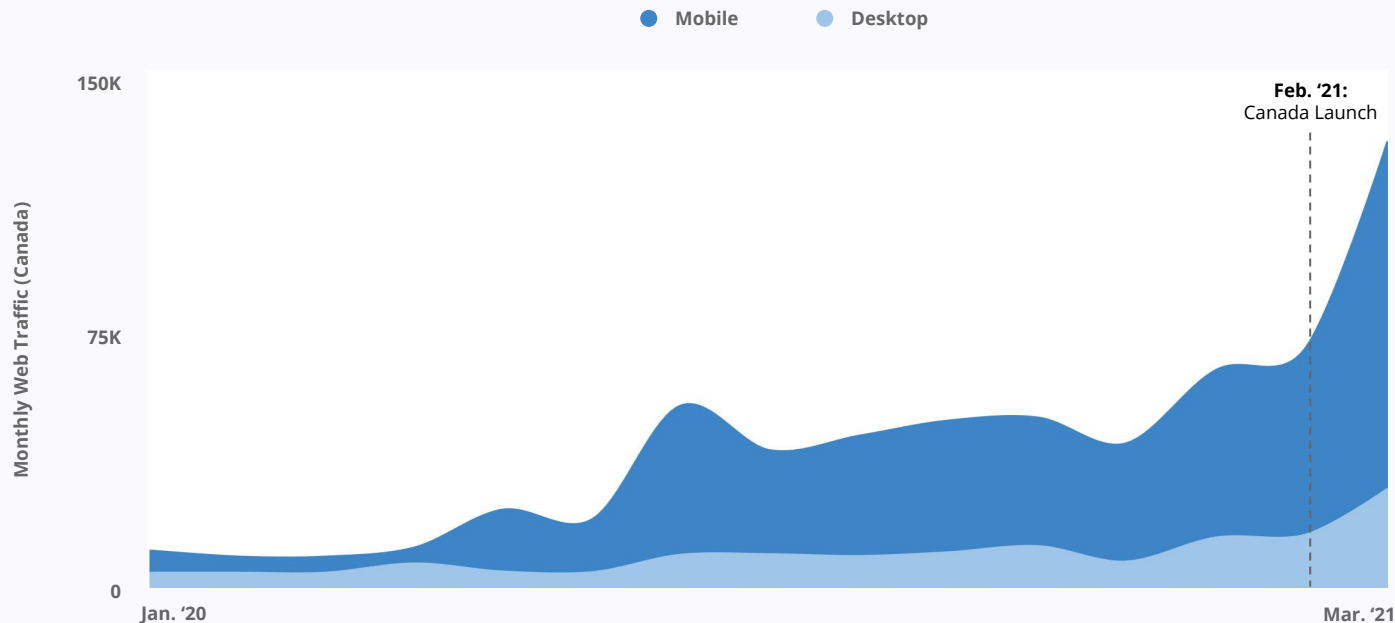
NATURAL FLAVORS

No artificial colors or sweeteners.

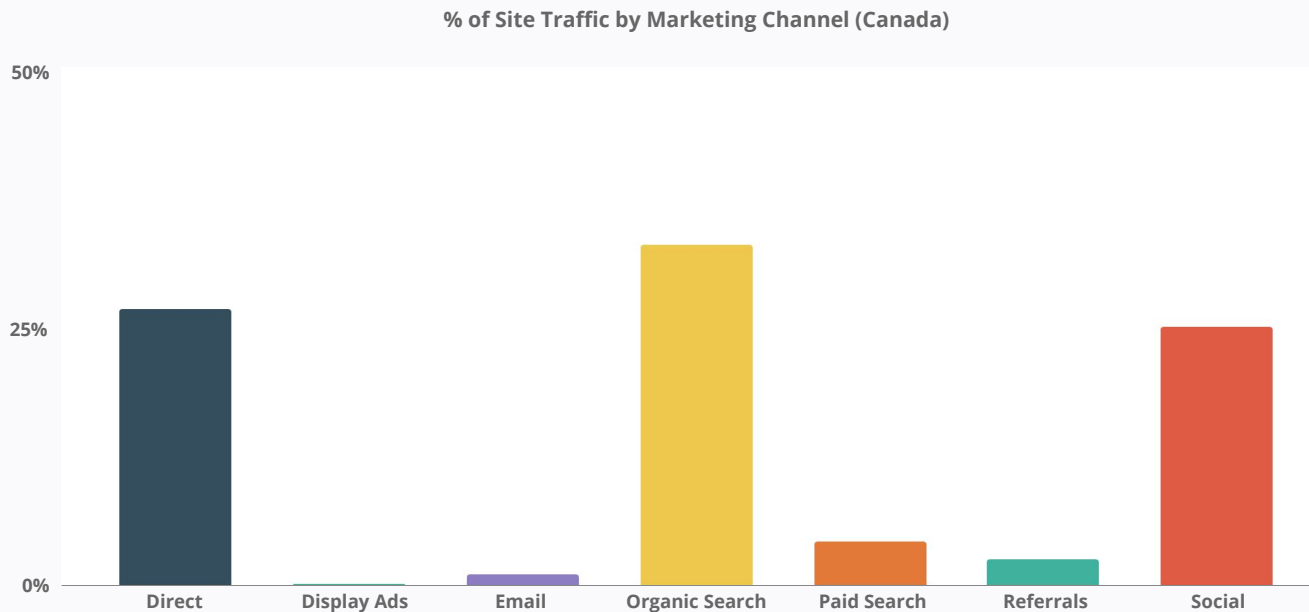


Since launch, monthly web traffic in Canada increased by **+85%** and hit an all-time high at 139K site visits in March 2021.

70% of total web traffic in Canada for magicspoon.com is driven by mobile devices.



Social media drives the highest percentage of site traffic at 27% after Organic Search and Direct.



Magic Spoon's top 3 marketing channels that drive brand awareness and customer acquisition are:

01

Social Media Marketing



Magic Spoon focuses their organic and paid social media marketing efforts on Instagram, followed by Facebook.

02

Podcast Advertising



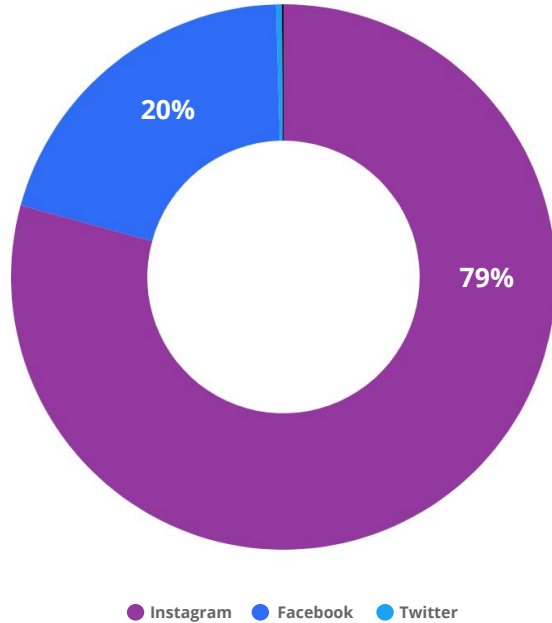
Co-founder Gabi Lewis said in an interview that podcast advertising is one of Magic Spoon's top acquisition channels.

03

Influencer Marketing & Product Seeding



Rather than paying influencers to create sponsored posts, Magic Spoon sends free products to various micro to macro-level influencers to spread brand awareness.



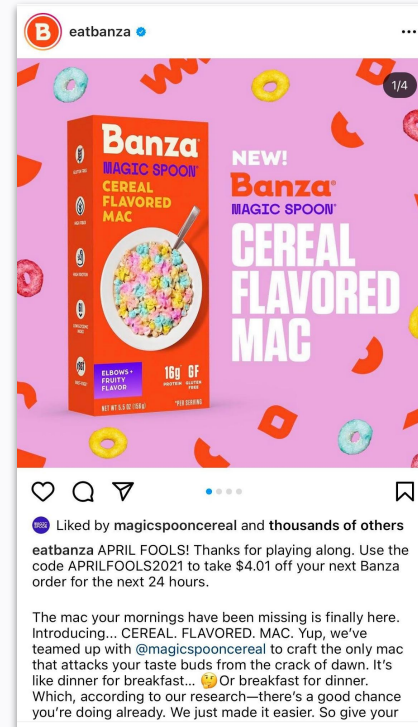
79% of Magic Spoon's organic social following is from *Instagram*, followed by *Facebook*.

Magic Spoon currently does not have a presence on YouTube or TikTok.

On Instagram, Magic Spoon partnered up with Banza, a plant-based chickpea pasta brand, for an April Fool's campaign. Vegan brands and Magic Spoon both target the health-conscious consumer, which presents an opportunity to tap into each other's audiences

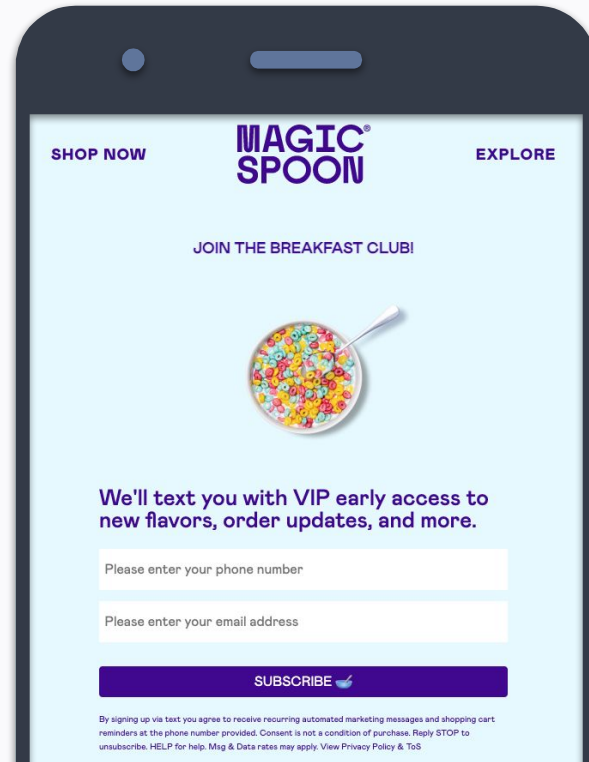
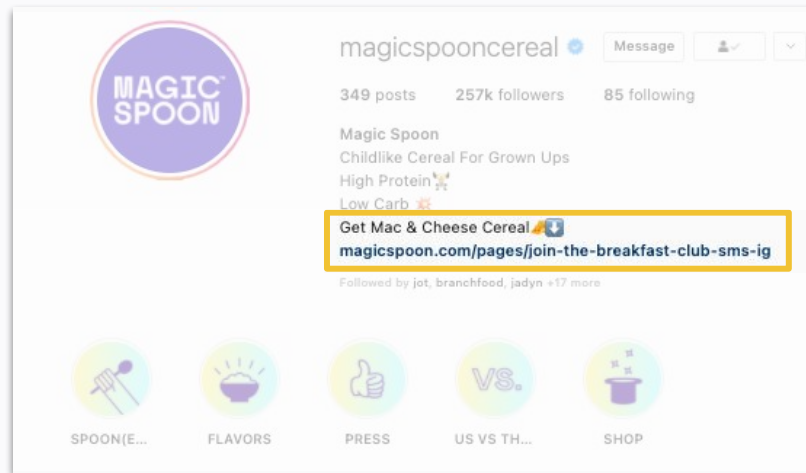


Magic Spoon announced that they would be releasing a mac & cheese cereal

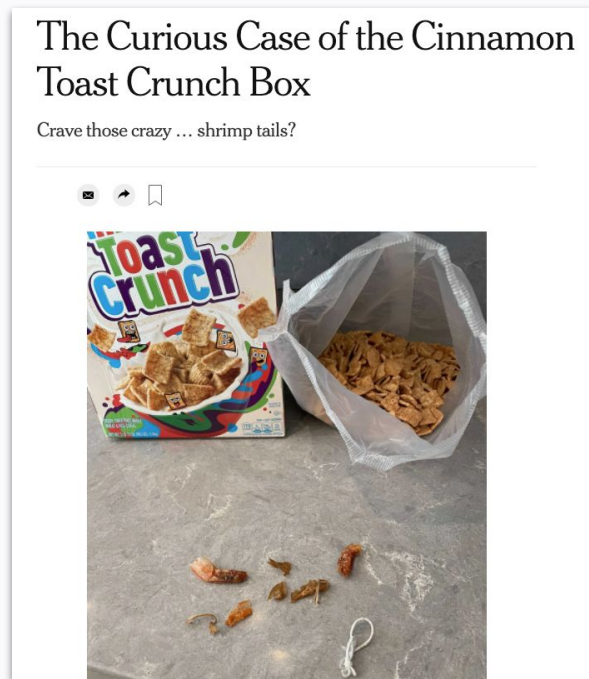


Banza announced that they teamed up with Magic Spoon to create a cereal flavored mac

As part of the April Fool's campaign, Magic Spoon launched an SMS marketing campaign that included a link in bio where followers could input their phone number to receive VIP early access to new flavors, order updates, and more.



Magic Spoon's organic social content is timely with an element of humour, which resonates with the millennial audience. When a story of a consumer who found shrimp tails in his cereal made headlines, Magic Spoon published a post with the caption "does not contain shrimp" the very next day.

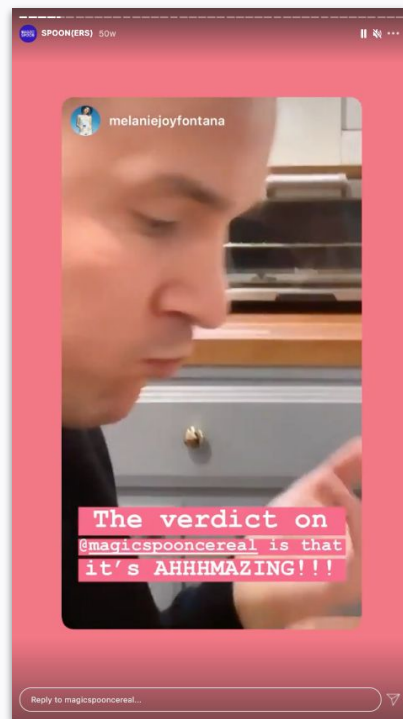


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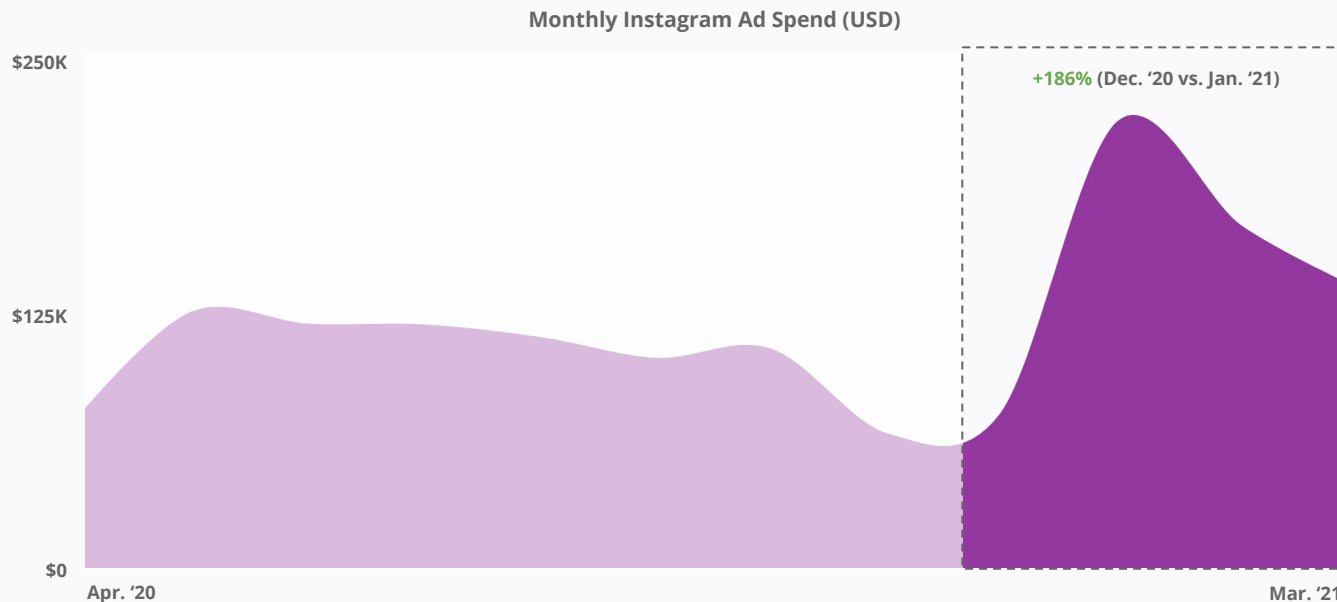


[This](#) post generated 3X more engagement compared to product posts on Magic Spoon's Instagram.

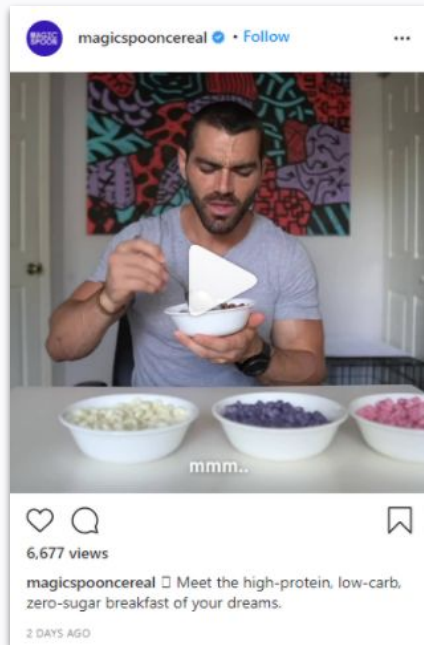
Magic Spoon refers to their consumers as spoon(ers), and the brand consistently reposts user-generated content via Instagram stories, creating a sense of community.



Magic Spoon allocates 100% of their ad budget towards Instagram ads. In January 2021, the brand increased their monthly budget significantly by **+186% MoM from \$79K to \$227K.**



Top Instagram ads include live video testimonials of consumers eating a bowl of cereal as well as testimonials in the form of a quote.

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Spend: **\$42K** | Imp: **5.7M**
CPM: **\$7.46**

[Click to view](#)

Spend: **\$20K** | Imp: **2.9M**
CPM: **\$6.86**

[Click to view](#)

Spend: **\$32K** | Imp: **4.7M**
CPM: **\$6.66**

[Click to view](#)

Spend: **\$12K** | Imp: **1.9M**
CPM: **\$6.80**

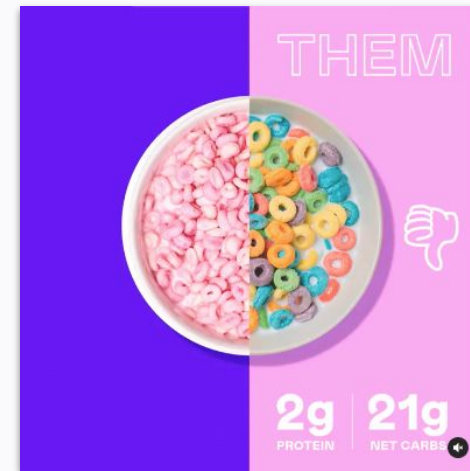
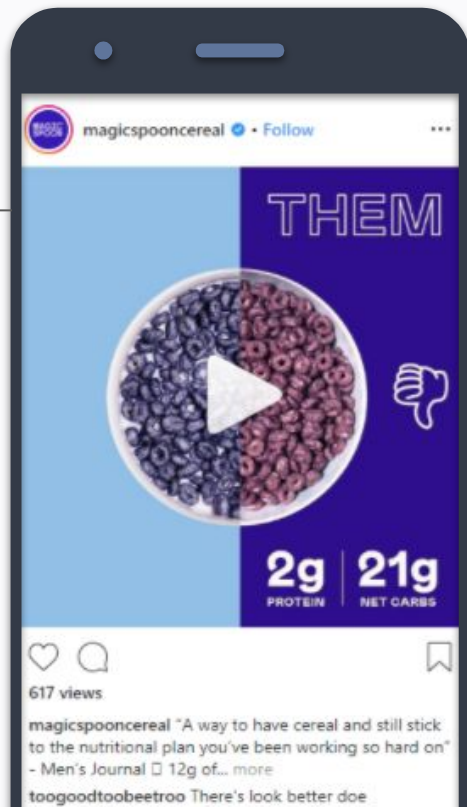
Instagram ads directly compare Magic Spoon's protein and net carbs with competitor products to educate new consumers.

Ad Spend:
\$9K

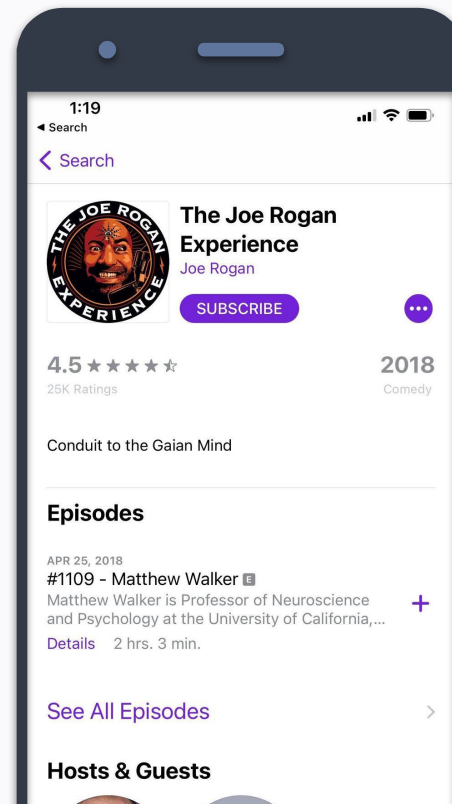
Impressions:
1.4M

CPM:
\$6.63

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According to co-founder [Gabi Lewis](#), podcast marketing is one of their top acquisition channels. Magic Spoon runs ads on podcast channels such as The Tim Ferriss Show and The Joe Rogan Experience.



Why is podcast marketing so effective?

Trusted Hosts



Ads are read by the host themselves rather than an unknown actor that you would typically see in a commercial.

Engaged Listeners



Podcast listeners are less likely to skip ads, especially when the ad is in the middle of the podcast as they are a highly engaged audience that does not want to miss out on any part of the show.

Long-Term Exposure



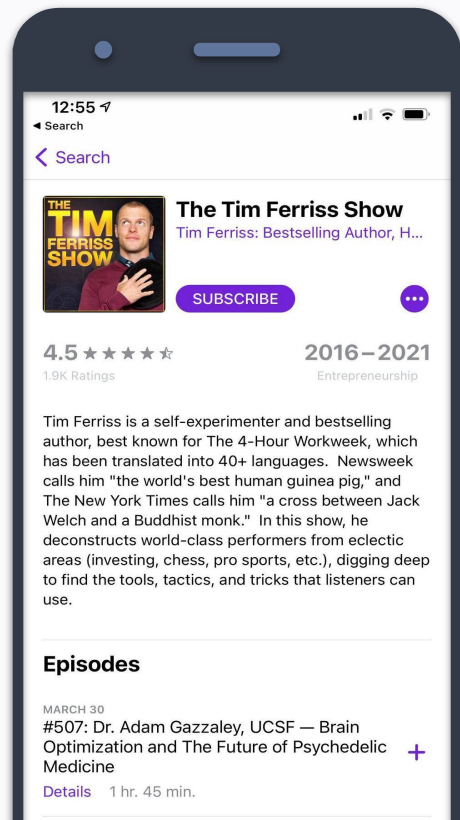
Podcast ads are permanently embedded into the episode unlike a pre-roll ad on YouTube which will disappear.

Targeting



There is a wide variety of podcasts from health/fitness to parenting allowing brands to serve ads to their target audience.

Magic Spoon provides their podcast partners with an affiliate code where listeners can receive free shipping and a 100% happiness guarantee.



“This episode is brought to you by Magic Spoon Cereal! Magic Spoon is a brand-new cereal that is low carb, high protein, and zero sugar. It tastes just like your favorite sugary cereal. Each serving has 12g of protein, 3g of net carbs, 0g of sugar, and only 110 calories. It’s also gluten-free, grain-free, keto-friendly, soy-free, and GMO-free. And it’s delicious! It comes in your favorite, traditional cereal flavors like Cocoa, Frosted, and Blueberry.

Magic Spoon cereal has received a lot of attention since launching last year. *Time* magazine included it in their list of Best Inventions of 2019, and *Forbes* called it “the future of cereal.” My listeners—that’s you—get **free shipping and a 100% happiness guarantee when you visit MagicSpoon.com/TIM and use code TIM.”**

Magic Spoon currently runs search ads mentioning podcast partners such as Tim Ferriss and Joe Rogan. Search ads include keywords such as “Recommended by Tim Ferriss” and “Featured on the JRE” to add credibility to the testimonials.

Tim Ferriss

Ad · <https://ca.magicspoon.com/> ▼

Tim Ferriss Cereal - As Recommended by Tim Ferriss

Now You Can Have Your Cereal & Eat It Too. Perfect for Anyone on a Keto or Low Carb Diet. Healthy Cereal That Tastes Like Your Childhood Favorites. Low Carb, High Protein, Keto. Nothing Artificial. Gluten Free. 100% Money Back Guarantee. High Protein. Grain Free.

[Click to view landing page.](#)

Joe Rogan

Ad · <https://ca.magicspoon.com/> ▼

Magic Spoon Joe - Featured on the JRE - magicspoon.com

Now You Can Have Your Cereal & Eat It Too. Perfect for Anyone on a Keto or Low Carb Diet. Healthy Cereal That Tastes Like Your Childhood Favorites. Low Carb, High Protein, Keto. Grain Free. Gluten Free. Nothing Artificial. High Protein. 5-Star Reviewed On Yotpo.

[Click to view landing page.](#)

Magic Spoon has implemented a product seeding strategy where they send free samples of their product to both micro and macro-influencers.

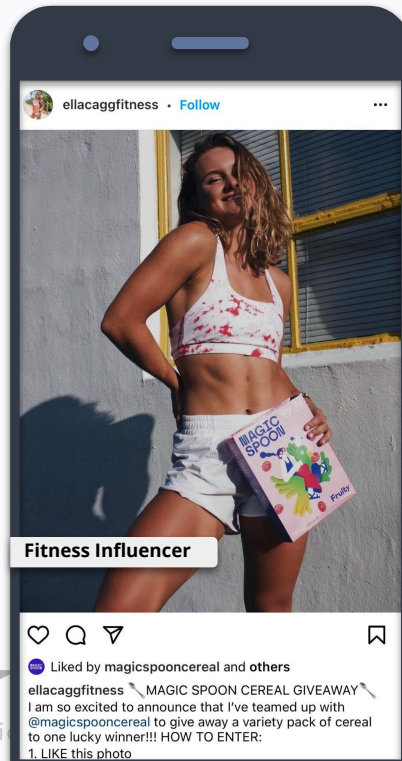


“We typically don’t pay influencers, at least not upfront. Instead, **we send boxes of cereal out to influencers of various sizes** and it’s a product with so much appeal we get a uniquely high response rate with that strategy.

For us, whenever we ask someone if we can send them some tasty cereal, nobody says no. ”

- [Gabi Lewis](#), Cofounder of Magic Spoon

Magic Spoon sends products to a variety of influencers, including fitness, fashion and kid influencers. The brand also partners up with bloggers to host giveaways.



Celebrity fans have helped strengthen brand awareness for the brand. Questlove, a professional musician, posted about his love for Magic Spoon cereal on Instagram. Shortly after, Magic Spoon got in touch and [Questlove became an investor](#) in the company.



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Key Takeaways

Organic Social Tactic — Partner with Brands that Target the Same Consumer: Consider partnering with brands outside of your product category or industry who have the same target audience to launch campaigns or host joint giveaways. Magic Spoon partnered up with Banza, a plant-based chickpea pasta brand, for an April Fool's campaign. Vegan brands and Magic Spoon both target the health-conscious consumer, which presented a great opportunity to reach new consumers.

SMS Marketing Tactic — Provide Product Updates via Text: As part of Magic Spoon's April Fool's campaign, the brand asked consumers to input their phone numbers to get VIP early access to new flavors, and order updates. When launching an SMS campaign, make sure you get permission from your customer base before sending texts. Since SMS is an intimate and immediate form of communication, make sure the content you are sending is valuable such as VIP deals or exclusive content. Open rates for text messages can be as high as [98%](#), showcasing a whitespace opportunity.

Podcast Advertising Tactic — Provide Podcast Hosts with Affiliate Links: Magic Spoon provided their podcast partners with affiliate links where listeners received free shipping and a 100% happiness guarantee. Podcast marketing is an effective way to acquire new customers as the ads are read by trusted hosts, and podcast listeners are highly engaged and therefore less likely to skip ads.

Podcast Marketing Tactic — Search Ads: Magic Spoon runs search ads mentioning their podcast partners such as Tim Ferriss and Joe Rogan. Search ads include keywords such as "Recommended by Tim Ferriss" and "Featured on the Joe Rogan Experience" to add credibility to the testimonials.

Influencer Tactic — Product Seeding Strategy: Rather than paying influencers upfront, Magic Spoon executes a product seeding strategy where they send free boxes of cereal to micro and macro influencers. The brand works with a variety of influencers including fitness, fashion, and kid influencers as well as celebrities such as Questlove.