



## Taylor Farms Branches Into Social Commerce IAN Award Submission

December 2025 - January 2026



## case study



### mediabrief

Drive new sales and validate a new social commerce channel by creating a seamless, end-to-end shopping experience.

### solution

Participate in a first-of-its-kind TikTok and Instacart alpha program, transforming social content into immediate purchase. The program integrated Instacart audience data with TikTok ad targeting capabilities. This led to the first time the brand could reach consumers directly through social media and drive them to purchase.

**29,046**  
purchases through  
the program

**+4.7%**  
incrementality lift for  
purchases

**+20%**  
increase in ad recall

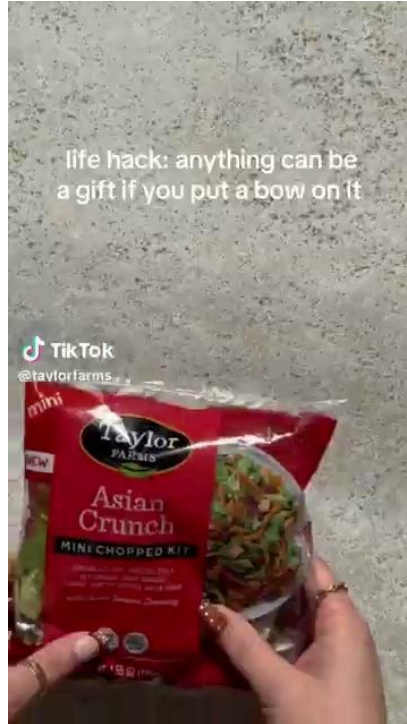
**+11%**  
increase in preference





# Product Set Strategy & Seasonal Creative

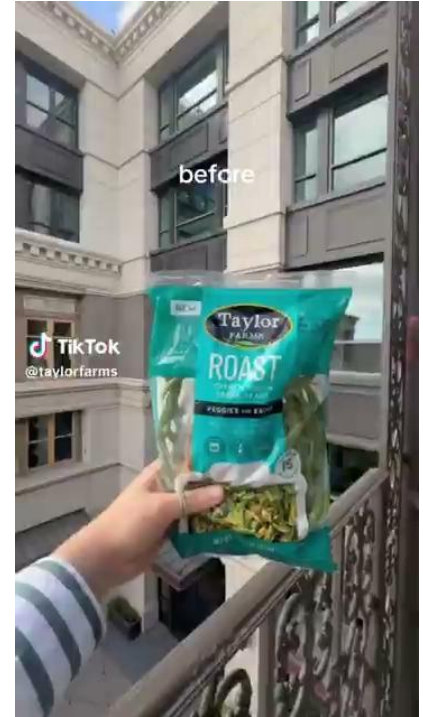
Creative was developed to align with key seasonal moments, shifting from shareable, occasion-based holiday messaging to health-forward New Year positioning. A mix of influencer and organic brand content was leveraged, with product sets tailored to each creative approach and assets continuously optimized based on performance to ensure top-performing creative drove conversion while maintaining seasonal relevance.



Chopped Kits



Costco Products

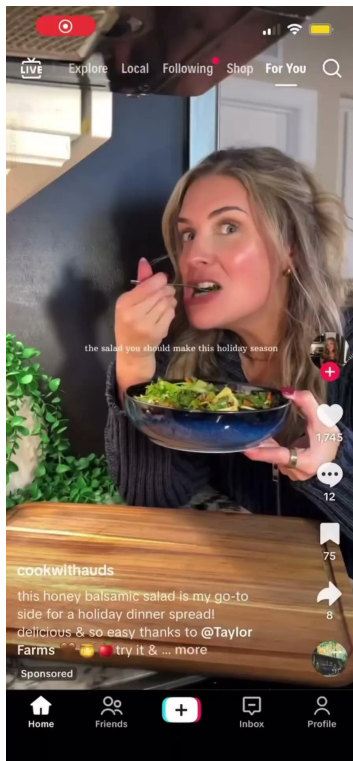


Roasting Kits



# Product Set Strategy & Seasonal Creative

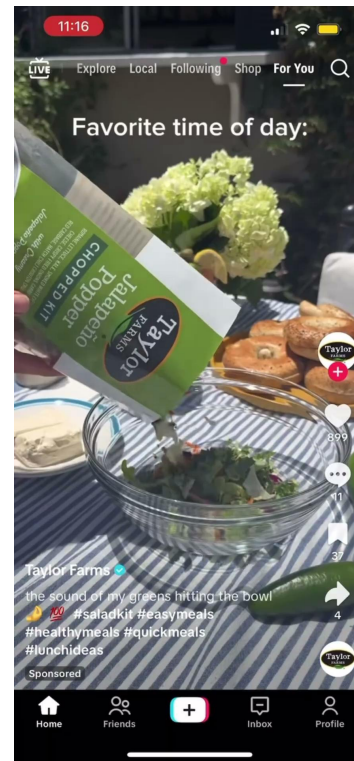
The user experience was designed to create a seamless path from discovery to purchase, connecting social content directly to product availability. A custom Instacart brand page enabled immediate action, with product sets organized for easy navigation and selection, allowing users to move from discovery to purchase in just a few steps.



Influencer Creative - Audrey Rogers



Holiday Creative



Organic Creative