

AdVisible & Naked Foods - (2021) | Multi-Channel Digital Strategy & Brand Authority Scale

Project Overview:

During the unprecedented COVID-19 lockdowns, national health and wellness bulk-food retailer Naked Foods partnered with AdVisible to pivot their traditional brick-and-mortar retail success into a high-performance e-commerce operation. Their primary objective was to capture rapid shifts in consumer behaviour toward home delivery, scale online brand authority, and maximise Return on Ad Spend (ROAS) in a highly competitive digital landscape.



Strategic Objectives

- **Traffic Acquisition:** Capture high-intent, top-of-funnel users searching for organic bulk food delivery alternatives.
- **Conversion Optimisation:** Boost site credibility, lower Cost-Per-Acquisition (CPA), and scale ROAS within a strict 6-month timeframe.
- **Brand Authority:** Establish market leadership in the highly competitive online health and wellness space.

Category Content Strategy: To align Naked Foods' digital presence with the demands of the lockdown climate, I executed a dual-layered content and technical optimisation strategy across owned and paid channels:



1. High-Volume E-Commerce Content Optimisation:

- Developed and deployed keyword-enriched, sensory, and benefit-driven copy across all major food category pages, seamlessly blending technical SEO parameters with an engaging, wellness-focused brand voice.
- Transformed the raw, tactile in-store "bulk-buying" experience into persuasive digital narratives that emphasised freshness, sustainability, and effortless home delivery.

2. Technical Brand Infrastructure

- Audited and restructured site-wide metadata, customised URL paths, and internal linking frameworks to maximise indexing and crawling efficiency.
- Partnered with performance marketing specialists to align high-volume Google Ads paid search copy with optimised landing page messaging, creating a seamless, high-converting user journey.

The Results (6-Month Campaign)

By tailoring multi-channel messaging to the specific cultural and economic climate of the lockdown period, the integrated campaign delivered explosive commercial growth:

- **+900% Growth in Organic Revenue** achieved within the six-month campaign lifecycle.
- **73.3% Increase in Digital Visibility**, accelerating average daily impressions from **7.5K to a staggering 13K**.
- **Decreased CPA & Increased ROAS** across all targeted non-branded and Smart Shopping product categories.