



"I personally am a fan of Modern Table after serving the sample to my picky kids and they loved it! We have since tried other flavors and really like the product."

FSA President Jennifer Hong,
St. Raymond School,
Mt. Prospect, IL

Modern Table

Influencer sampling program helps launch healthy meal prep product

The Challenge

When Modern Table, a company started by moms for busy moms, wanted to encourage trial and awareness for its new, easy-to-prepare meal kits, it came to School Family Media. Our network of active school parent group leaders were the ideal brand ambassadors to try the product and get others talking about how tasty, nutritious, and simple to prepare it is.



The Solution

Parent group leaders are notoriously willing to share their opinions and provide feedback. School Family Media knew that by putting the meal packages into the hands of PTO and PTA board members, they would spread the word to hundreds of other busy moms and dads...the exact audience Modern Table wanted.



Based on Modern Table's retail distribution map, School Family Media identified schools in those key retail markets and secured registrations from 500 parent groups to participate in the program. Each agreed to distribute the meal kits at their board meetings, try the product themselves, and report back on their results.

Each package was accompanied by literature that highlighted product features busy moms look for in prepackaged meals: protein-rich, natural and healthy ingredients, and quick preparation time (15 minutes).

Results

Groups adhered to the program guidelines, distributing the meal kits to their board members. Feedback gathered through an online program survey from parent group leaders indicated the meals were a hit:

- **89%** had already or intended to purchase Modern Table meals after trying the product.
- **82%** of respondents recommended the meals to other parents. Leaders also shared their appreciation and approval on social media, widening their influence beyond school families to their entire social networks.

The survey also provided Modern Table with specific product feedback regarding product attributes which they have used to tweak ingredients for future products. All in all, a win-win for a company started by moms and for parent groups serving school families!

