

**CHEFSTALK**

**CASE STUDIES**



**MOLDBROTHERS**  
FOOD

# CASE STUDY

# MOLDBROTHERS

## GOAL

MoldBrothers and Chefstalk started cooperating to increase the awareness and interest in their products. We started a 4-months campaign focussing on reels, showcasing their products in use.



# STATISTIC

CHEFSTALK INSTAGRAM CAMPAIGN FOR MOLDBROTHERS - 24 POSTS IN 4 MONTHS

**4.182.975+**

Reach on MoldBrothers  
content

**150.200+**

Average views per Reel

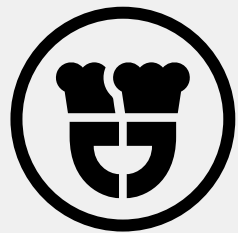
**4.324.991+**

Reel views of MoldBrothers content



# CHEFSTALK VS. AIRBNB

BRAND AWARENESS #HASHTAG INDEX ON INSTAGRAM



**CHEFSTALK**

Total Marketing investment  
**\$0.0**



**#CHEFSTALK**  
**3,401,831**

POSTS WITH # ON INSTAGRAM



Total Equity Funding  
**\$4.4B** in 15 Rounds



**#AIRBNB**  
**8,881,399**

