

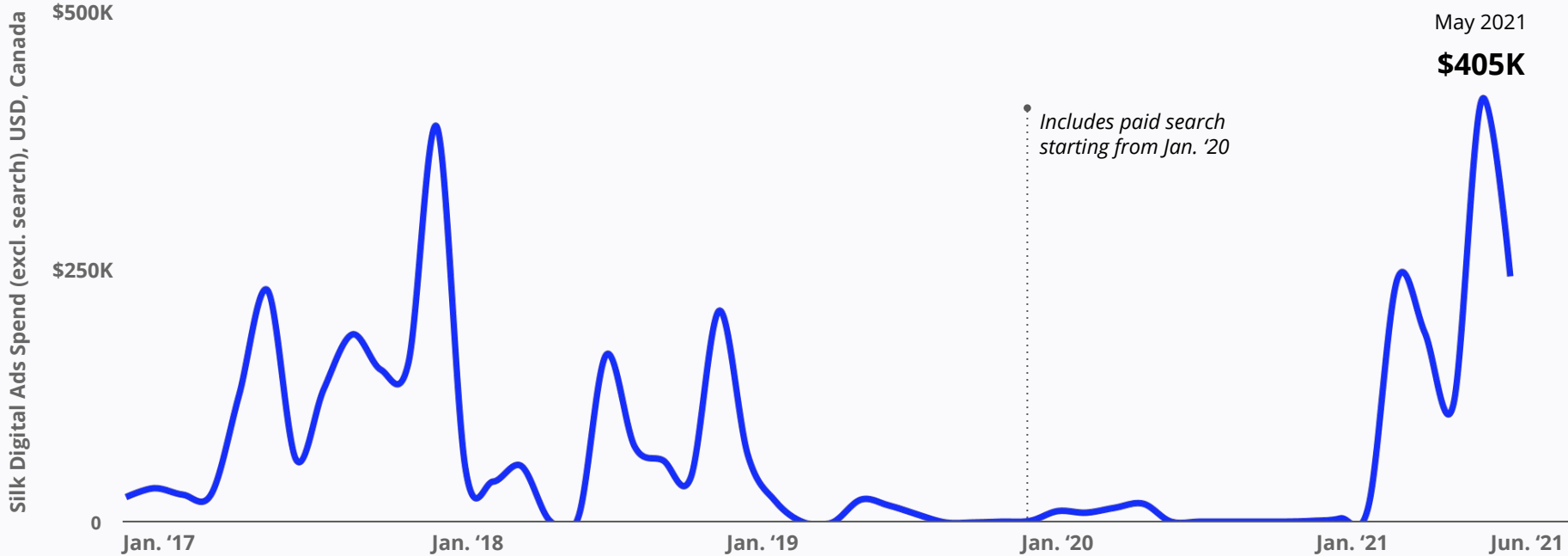
The image features a blue rounded square with a white border. Inside the square, the word "Silk" is written in a white, elegant cursive font. Below the logo, the text "Deep Dive Into Silk's Highest-Spend Quarters" and "Food & Beverage" is displayed in a white, sans-serif font.

Silk[®]

**Deep Dive Into Silk's
Highest-Spend Quarters**

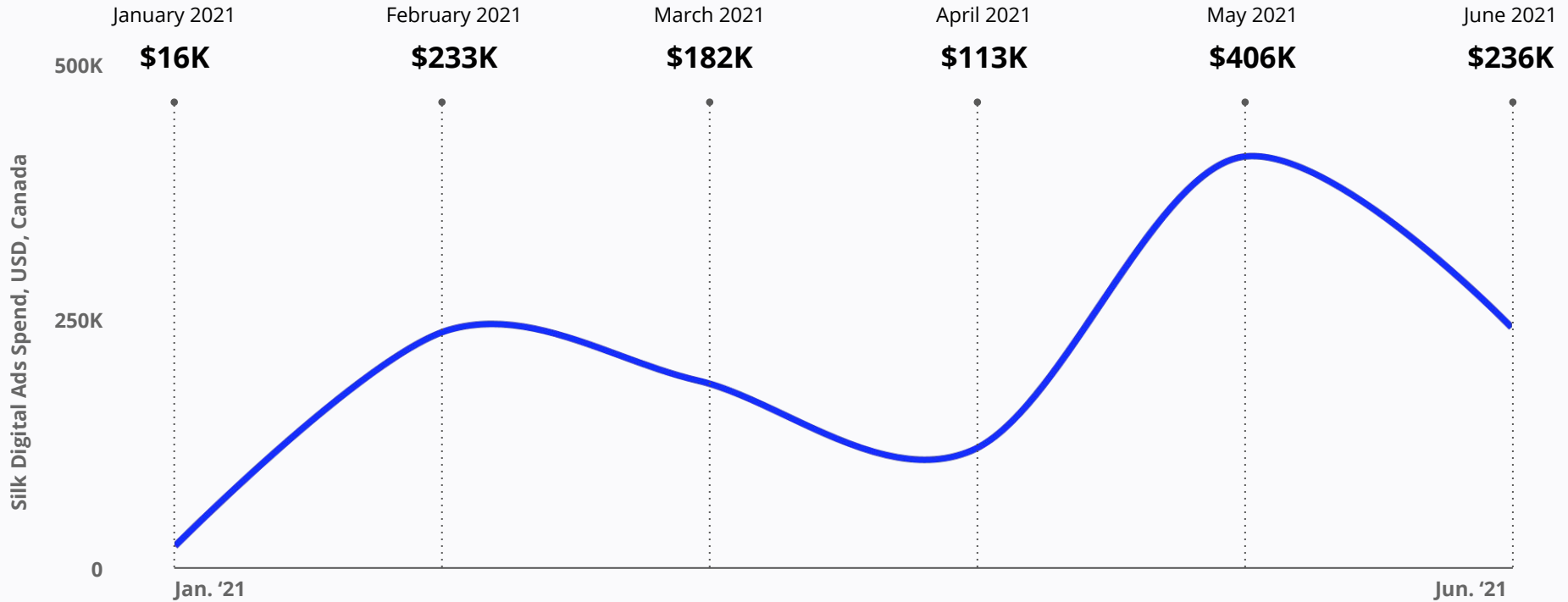
Food & Beverage

Silk significantly increased its digital advertising spending in 2021 after two years of minimal investments in digital ads. In the first 2 quarters of 2021 Silk Canada spend \$1.2M on digital ads.



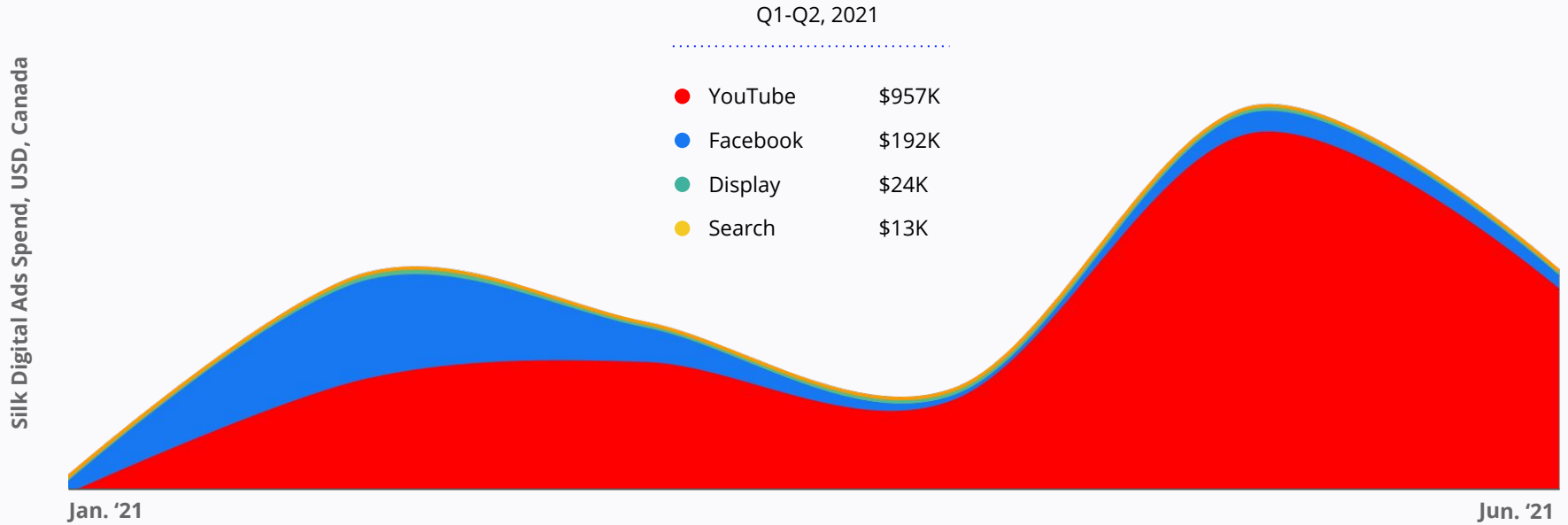
*Spend is directional and doesn't include retargeting and LinkedIn spend

In May 2021, Silk Canada invested \$406K in digital ads — the highest amount the brand spent on paid ads in the last four years.



*Spend is directional and doesn't include retargeting and LinkedIn spend

Silk Canada invested 73% (~\$1M) of its total Q1-Q2 2021 advertising budget to run video ads on YouTube.

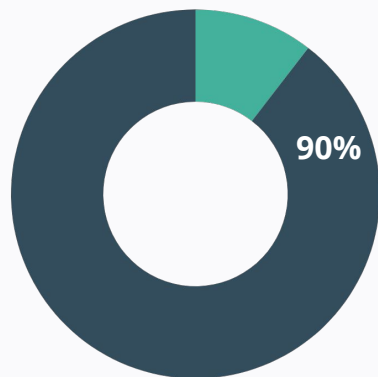


Silk split its \$957K YouTube budget between two 15-second ads aimed to drive brand awareness rather than focusing on a specific product.



Budget distribution by device

Q1-Q2, 2021



- YouTube desktop
- YouTube mobile

\$957,265

Total **YouTube** spend,
Q1-Q2 2021



Spend: **\$523,212**
Impressions: **45M**
CPM: **\$12.1**
[Click to watch](#)

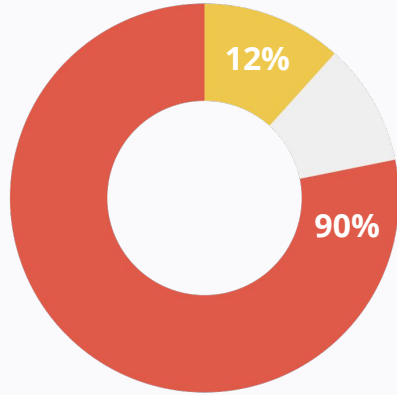


Spend: **\$334,323**
Impressions: **30M**
CPM: **\$11.4**
[Click to watch](#)

On Facebook Silk ran primarily product-focused ads. 50% of the total Facebook budget was invested into three video ads highlighting new almond & cashew milk (\$66K) and oat milk (\$16K) as well as oat yogurt (\$14K)



Budget distribution by post type
Q1-Q2, 2021



● Video ad ● Link ad

\$192,052

Total Facebook spend,
Q1-Q2 2021



Spend: **\$66K**
Impressions: **\$13M**
CPM: **\$5.0**



Spend: **\$16K**
Impressions: **\$3M**
CPM: **\$5.0**



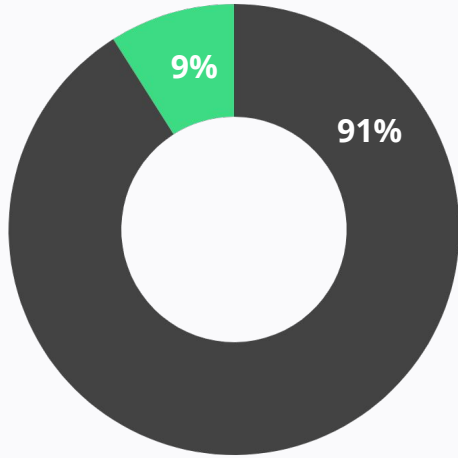
Spend: **\$14K**
Impressions: **\$3M**
CPM: **\$5.4**

91% of Silk's Facebook ads targeted iOS device users, who were predominantly female (63%)



Targeting by device type

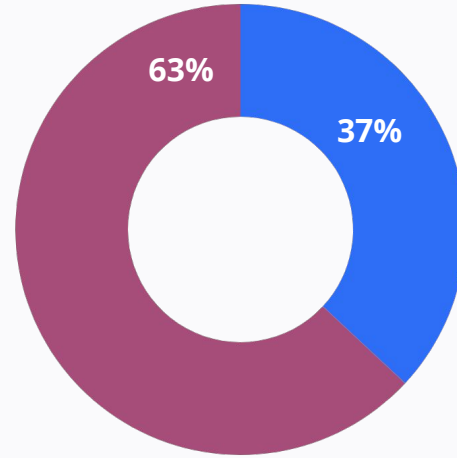
Q1-Q2, 2021



● iOS ● Android

Targeting by gender

Q1-Q2, 2021



● Female ● Male

When it comes to the geographical budget distribution, Silk ran most of its ads in the metropolitan cities — 12% of the ads targeted audience in Toronto, with both Montreal and Vancouver getting 9%



Toronto 12%

Montreal 9%

Vancouver 9%

Calgary 7%

Ottawa 4%



For its display ads, Silk leveraged the same 15-second videos as on YouTube, distributing them on news, Walmart and cooking websites.

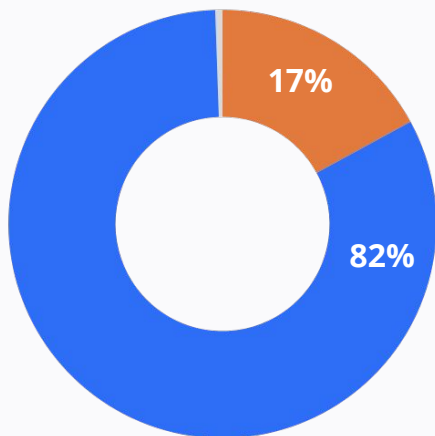


\$24,171

Total display* spend,
Q1-Q2 2021

Budget distribution by device

Q1-Q2, 2021



- Desktop video
- Desktop banners
- Mobile banners

Top 5 Placement Websites

Q1-Q2, 2021

cbc.ca	\$5,222
walmart.ca	\$4,256
ctvnews.ca	\$3,242
mlb.com	\$2,770
allrecipes.com	\$2,321

Top 5 website account for 90% of total display ad spend.

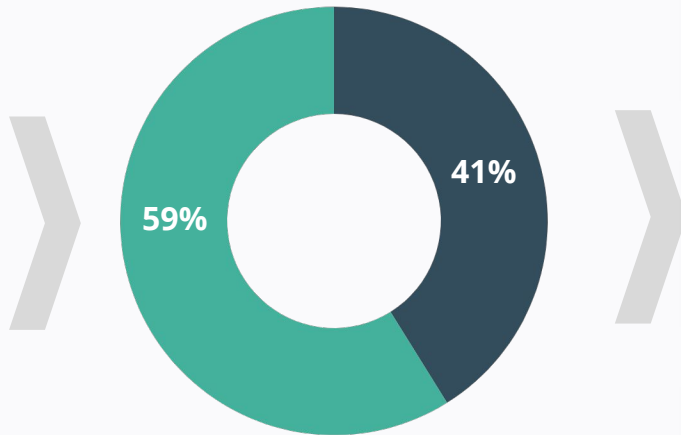
Includes mobile and desktop display banners and videos.

Silk primarily targeted mobile users with its search ads. The brand opted for text-based search ads and didn't run any product ads.



\$13,296

Total search spend,
Q1-Q2 2021



- Desktop text ads
- Mobile text ads

<https://www.silkcanada.ca/>

[Lait d'amandes Silk® - Découvrez les boissons Silk](https://www.silkcanada.ca/)

Découvrez la variété de boissons Silk sans produits laitiers et à base d'amandes. Plongez dans les noix sans culpabilité. Découvrez toutes nos saveurs. Essayez Silk! Sans gluten. Types: Amande Original, Amande Original non sucré, Amande Vanille.

<https://www.silkcanada.ca/>

[Silk® Coconut Milk - Tempting Taste Of Coconut - silkcanada.ca](https://www.silkcanada.ca/)

Slip The Rich, Flavourful And Creamy Silk Coconut Beverage Into Your Everyday Routine. Bring In the Taste Of The Tropics To Your Fridge. Try This Delicious Beverage Today! Gluten Free. Types: Original, Unsweetened, Vanilla.

<https://www.silkcanada.ca/>

[Silk® Almond Milk - Your Cereal's New Best Friend](https://www.silkcanada.ca/)

Every Delicious Glass Packs Just As Much Calcium As Dairy Milk. Try Tasty Little Almonds! Without Cholesterol Or Saturated Fat, That's The Power Of Plant-based Nutrition! Gluten Free. Types: Vanilla, Original, Dark Chocolate, Unsweetened Vanilla, Unsweetened Original.

Overall during Q1-Q2, Silk chose to invest 73% of its total paid advertising budget to drive general brand name awareness. The remaining part of the budget was spent on supporting the following products:

Products



Silk Brand

\$1M



Silk Almond & Cashew
(8g protein)

\$82K



Silk Oat

\$51K



Silk Almond Yogurt

\$15K



Silk Almond Milk

\$7K



Silk Soy Milk

\$4K

Key Takeaways

Silk Canada aggressively tapped into paid advertising in the first two quarters of 2021. In May alone, the company spend \$406K to run paid advertising. When it comes to ad formats, Silk opted for short 15-second brand awareness videos. The company focused on uplifting brand awareness rather than advertising specific SKUs. \$1M dollars was invested in general brand ads, while the remaining \$159K was allocated to support specific products.

Budget Distribution — Silk Invested 73% of its Advertising Dollars into YouTube. The brand allocated \$957,265 to the YouTube platform, which was split between two 15-second video creatives. 90% of the budget supported the desktop distribution of these videos.

Budget Distribution — Silk Spent \$192K to Run Product-Focused Ads on Facebook. The brand deployed a different strategy on Facebook – Silk double-downed on short videos promoting specific products rather than investing in general brand recognition. The company allocated \$66K to promote its new Almond & Cashew high-protein milk, as well as oat milk (\$16K) and oat yogurt (\$14K). It's worth mentioning that that Silk didn't run any Instagram ads during the first two quarters of 2021.

Budget Distribution — Silk Invested \$24K Into Display Advertising. Silk used the same two 15-second videos it ran on YouTube to capture the attention of news and cooking websites audiences. Cbc.ca and walmart.ca received the largest allocation of Silk's display advertising budget, \$5K and \$4K respectively.

Budget Distribution — Search Was the Least Priority Channel for Silk Canada in Q1–Q2 2021. The brand allocated \$13K to capture relevant search traffic, mainly targeting those browsing on mobile devices (59%).