



TATE'S BUILDS AN ASSET OF 28,000 BRAND FANS TO CHAMPION THEIR COOKIES

28,900
Tate's Insiders

40%
Conversion Rate

32,500+
Pieces of UGC

2,000,000
Organic Reach/Quarter

OVERVIEW

In 1980, Tate's Bake Shop opened in Southampton, New York, baking each crispy cookie from scratch. Quickly captivating the public, Tate's began to grow beyond their flagship store. Fast forward to today where Tate's can be enjoyed by cookie lovers nationwide, and continues to thrive with its iconic, homemade taste.

With fans as passionate as they come, they needed a way to connect with their brand champions and activate them to help grow the brand.

A warm and welcoming brand, Tate's wanted an intimate and innovative new way to engage their most passionate brand fans. They partnered with Crowdly to build an army of loyal Tate's Bake Shop consumers and activate them through various digital Missions. Powered by Crowdly's all-in-one customer engagement platform, they built the Tate's Bake Shop Insiders program.



Tate's is known for our signature thin-and-crispy, taste of homemade cookies baked with simple, real ingredients. Passionate about our brand's identity, we were looking for a way to grow our brand that felt authentic to who we are. We knew we had die-hard fans from the get-go, but needed an avenue to connect with them and harness that brand love at scale to spread awareness and excitement of our fast-growing cookie brand.

Jessica Koscialkowski, Senior Marketing Associate, Tate's Bake Shop

The Tate's Bake Shop Insiders program activates the Tate's Insiders around 3 key pillars

1. Fostering loyalty among existing brand fans and Tate's cookie lovers
2. Gaining awareness and consideration through authentic word-of-mouth advocacy and UGC
3. Generating rapid insights to inform product and marketing decisions



APPROACH

Tate's launched their white-labeled Insiders Hub with a rotating set of Missions that engage their Insiders to create content, participate in sampling programs, take surveys, and more from a robust library of ready to launch templates. The Insiders share their responses out into their own network of family and friends on social media, reaching new potential customers with the Tate's brand. Leveraging the robust segmentation and marketing automation engine inside the platform, Tate's is able to easily reactivate their always growing base with new Missions as they go live, and through set-and-forget sequences that drive evergreen engagement across existing Missions.

BY ACTIVATING THIS CUSTOMER BASE ONLINE, TATE'S IS:

Surprise and delighting brand Ambassadors for high-quality content - Crowdly manually screens and handpicks 50 brand Ambassadors each quarter to surprise & delight with cookies and gift baskets. Crowdly follows up with the Ambassadors to create and share high-quality photo and video content on social media, tagging Tate's Bake Shop. With this authentic content, the Tate's brand reaches new potential customers and generates awareness.

Generating UGC at scale that Tate's can repurpose across channels - Tate's engages their Insiders to create authentic text and photo UGC, and share those moments with their network spreading word-of-mouth. At the same time, Tate's is building a library of content that they can repurpose across channels.

Getting rapid feedback and insights - Tate's creates custom surveys to generate feedback on their consumers' shopping habits and preferences, competitive considerations, new cookie flavors, and more.

RESULTS



28,900+ Tate's
Insiders



2MM+ in organic
reach per quarter



40% avg Mission
conversion rate



We are so happy with the Tate's Bake Shop Insiders program. We now have a direct channel to tens of thousands of Tate's fans, and Crowdly has made it easy to activate them. Our Insiders program is a powerful asset for executing our strategies around organic user-generated content, contests and giveaways, surprise & delight programs with our brand Ambassadors and more, helping Tate's continue to grow as an authentic household food brand.

Jessica Koscialkowski, Senior Marketing Associate, Tate's Bake Shop