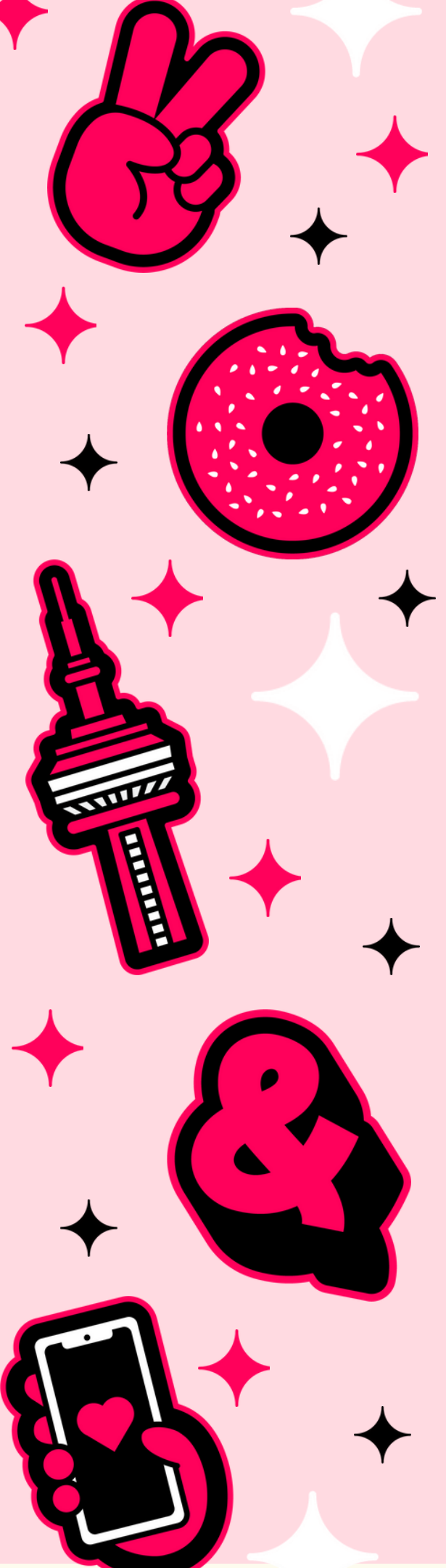


sfk&

A vertical decorative bar on the left side of the slide features a light pink background with a darker pink border. It contains several stylized icons: a hand making a peace sign, a donut with sprinkles, a spray nozzle, an ampersand, and a hand holding a smartphone with a heart on the screen. Small black stars and larger white starburst shapes are scattered throughout the bar.

CASE STUDY: BAGELS WITHOUT BORDERS

**Harnessing Organic Virality to Drive
Measurable Brand Growth**



THE MOMENT

Not all high-performing content starts inside a marketing calendar. When couple Lilianna Wilde and Sean Kolar flew from Toronto to Los Angeles with a suitcase packed entirely with Gryfe's bagels — 12 dozen in total — they documented the experience on TikTok and Instagram. From pickup to packing to freezing the bagels for the months ahead, the story was playful, practical, and entirely unscripted.

There was no brand partnership. No seeding strategy. Just genuine enthusiasm for a product worth transporting across the continent.

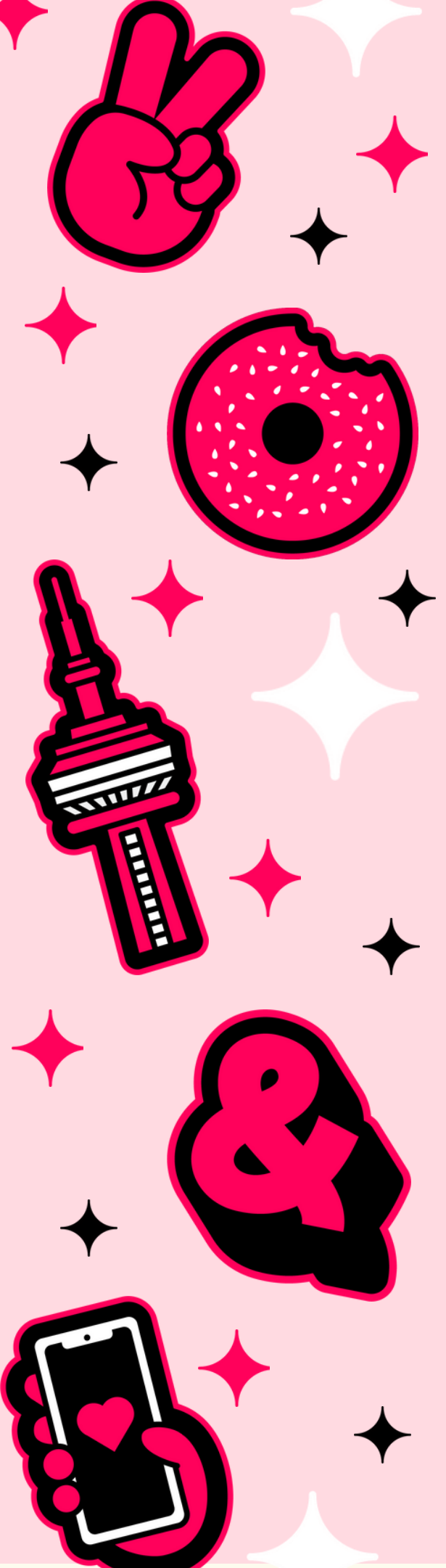
RESULTS



Platforms: TikTok, Instagram

Results:

- **1,200+ new Instagram followers**
- **1,100+ interactions**
- **1,658% increase in profile activity**
- **Earned media coverage from blogTO**



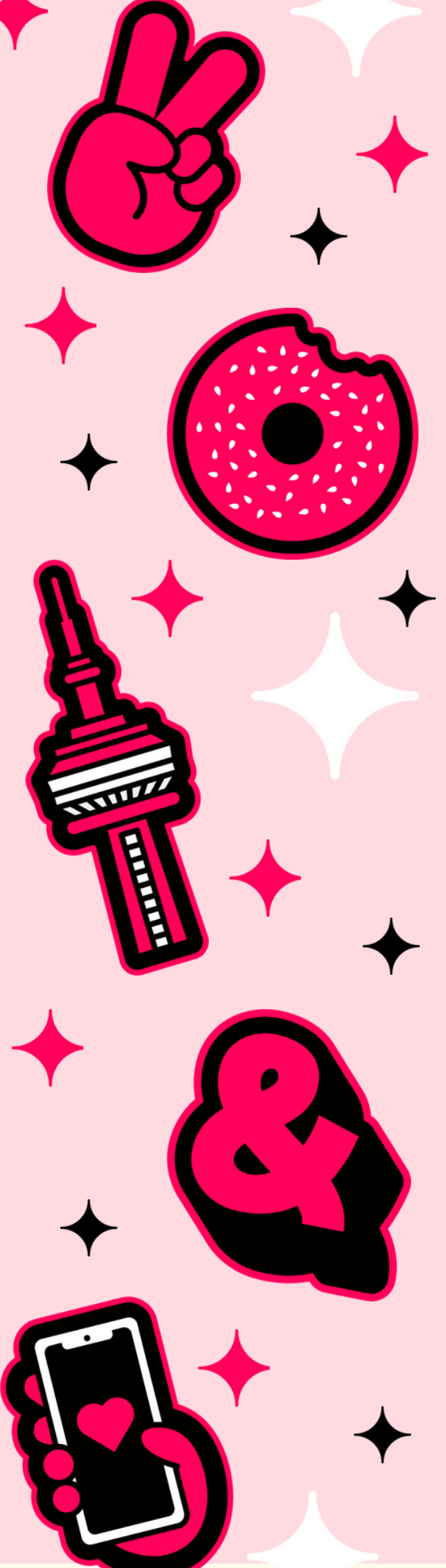
THE OPPORTUNITY

Organic content like this presents a choice: treat it as a passing novelty, or recognize it as a powerful signal of brand affinity.

We moved quickly to embrace the moment — amplifying the story, engaging with the creators, and ensuring the increased attention translated into meaningful platform growth rather than a short-lived spike.

The goal was not to control the narrative, but to support what made it compelling in the first place: its authenticity.

RESULTS



Reel insights

absolutely worth it to loose an entire suitcase to ba...

liliannawilde
January 5 · Duration 1:31

16K 311 6.8K 72 3.3K

Views ⓘ

Views
549,374

● Followers	0.8%
● Non-followers	99.2%

RESULTS

Insights

Jan 6 - Feb 4

Views

↗ 125.2K >

Interactions

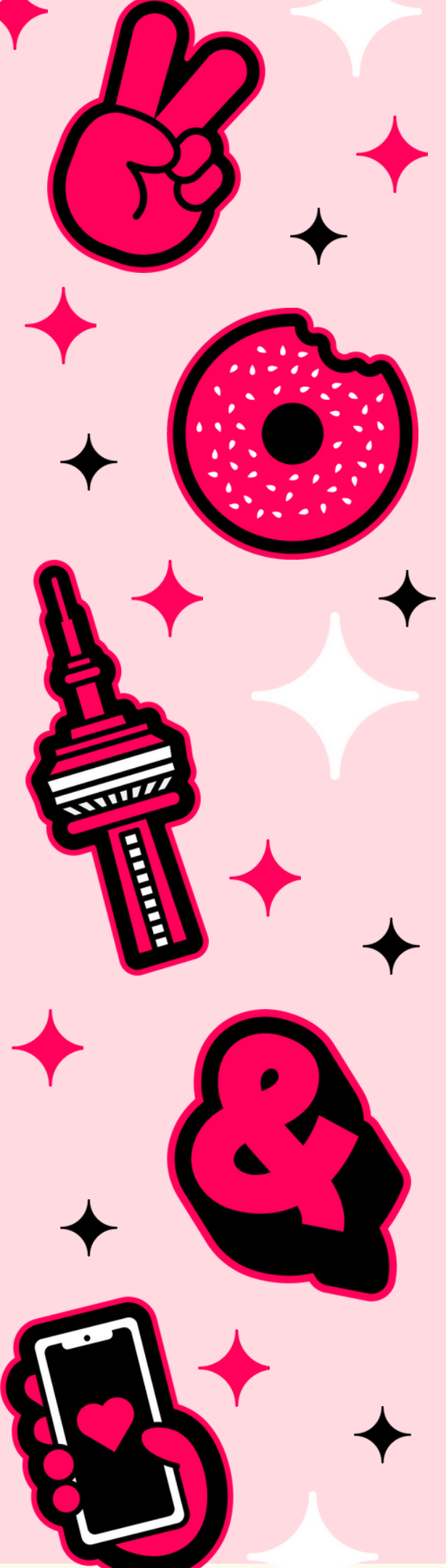
↗ 2.2K >

New followers

↗ 1.5K >

Content you shared

49 >

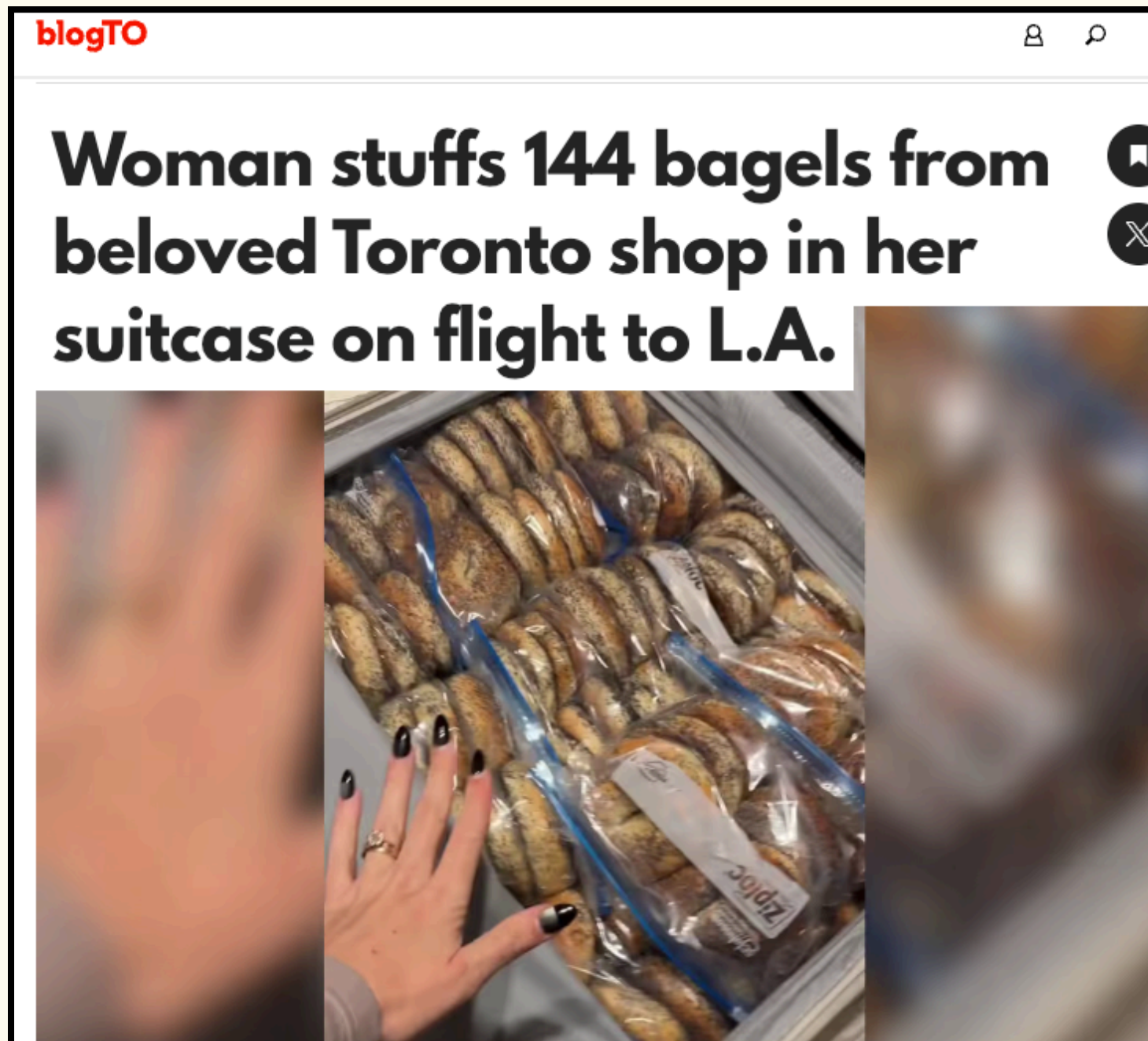


WHY IT WORKED



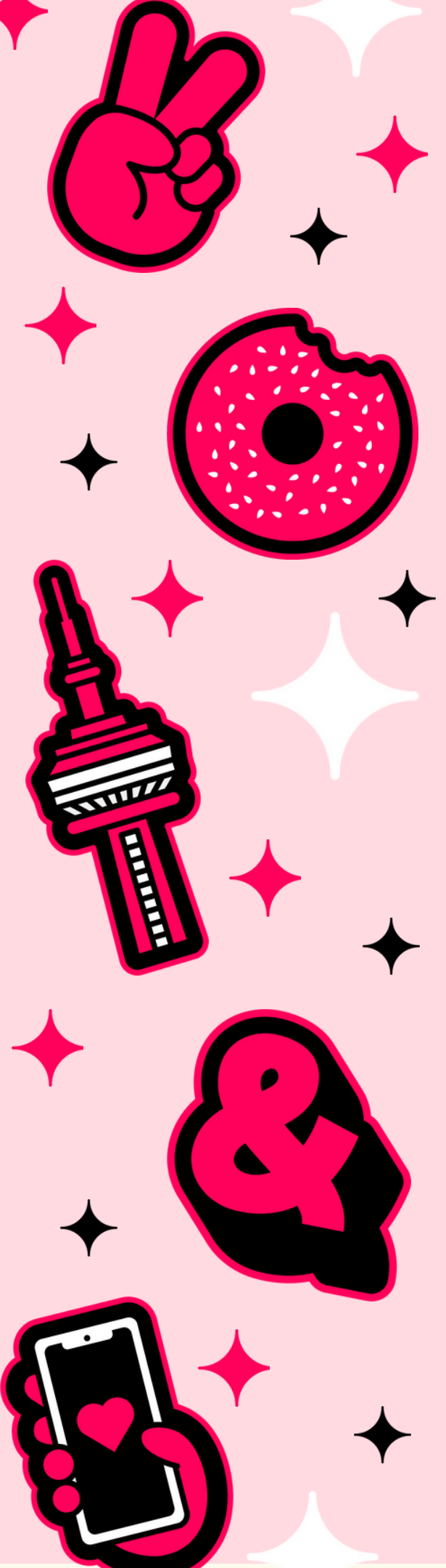
- **Loyalty you can see:** Flying home with 144 bagels signaled a level of brand devotion that no campaign could manufacture.
- **Unscripted credibility:** Real customers, real behavior, no brand orchestration, the kind of authenticity audiences immediately trust.
- **Built for conversation:** Unexpected, slightly absurd, and highly relatable, the story naturally invited shares, media pickup, and word-of-mouth.

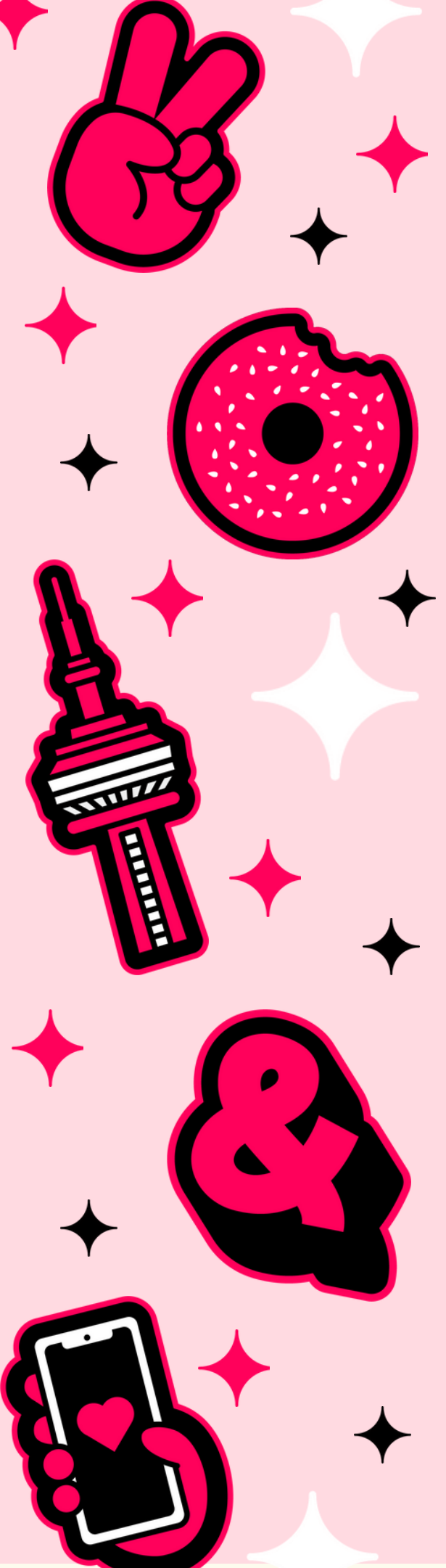
THE IMPACT



The surge in profile activity and follower growth reflected more than curiosity – it indicated conversion from awareness into ongoing interest.

Just as importantly, the moment reinforced Gryfe's cultural position. This is a brand people don't just enjoy locally; they miss it when they leave, plan for it, and quite literally make room for it in their luggage.





STRATEGIC TAKEAWAY

Virality is often associated with spectacle, but this moment proved something equally powerful: devotion scales.

When brands stay attentive and responsive, organic advocacy can become one of the most credible growth drivers available. The role of modern brand stewardship is not always to create the story — sometimes it is to recognize one unfolding in real time and give it the space to travel further.

Because when customers carry your product across the continent, they are doing more than transporting bagels. They are transporting your brand.



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