

**sfk&**

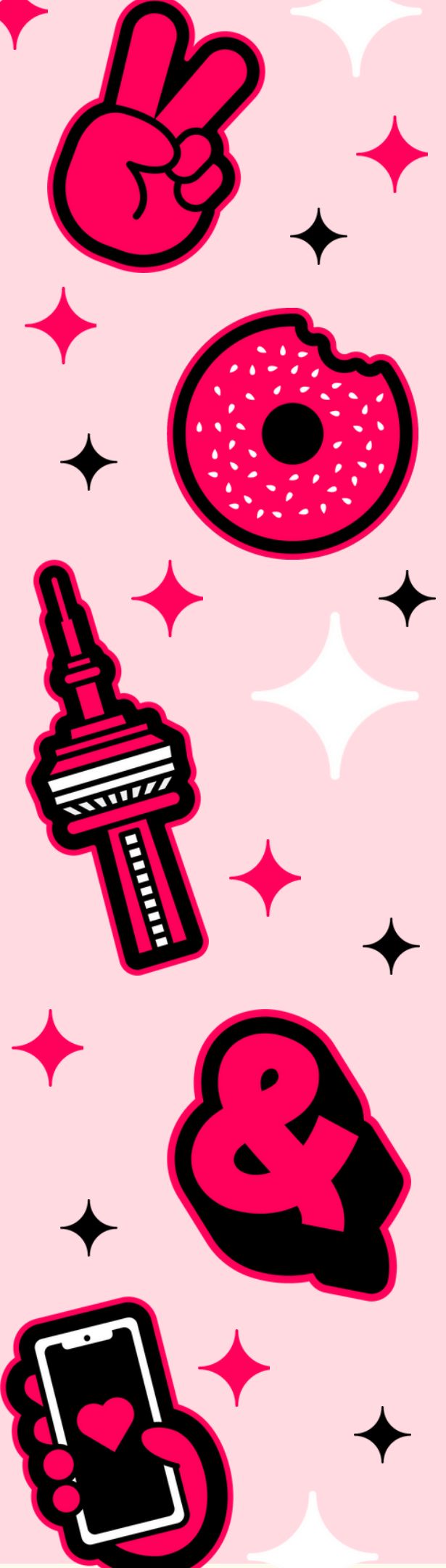
A vertical decorative bar on the left side of the slide features a light pink background with a pattern of white and pink stars and sparkles. It contains several red icons: a peace sign at the top, a donut with sprinkles, a red spray nozzle, a large ampersand, and a hand holding a smartphone with a heart on the screen at the bottom.

# CASE STUDY: MEGA SCHMEAR

**Turning a Simple Product Into a Viral Moment**

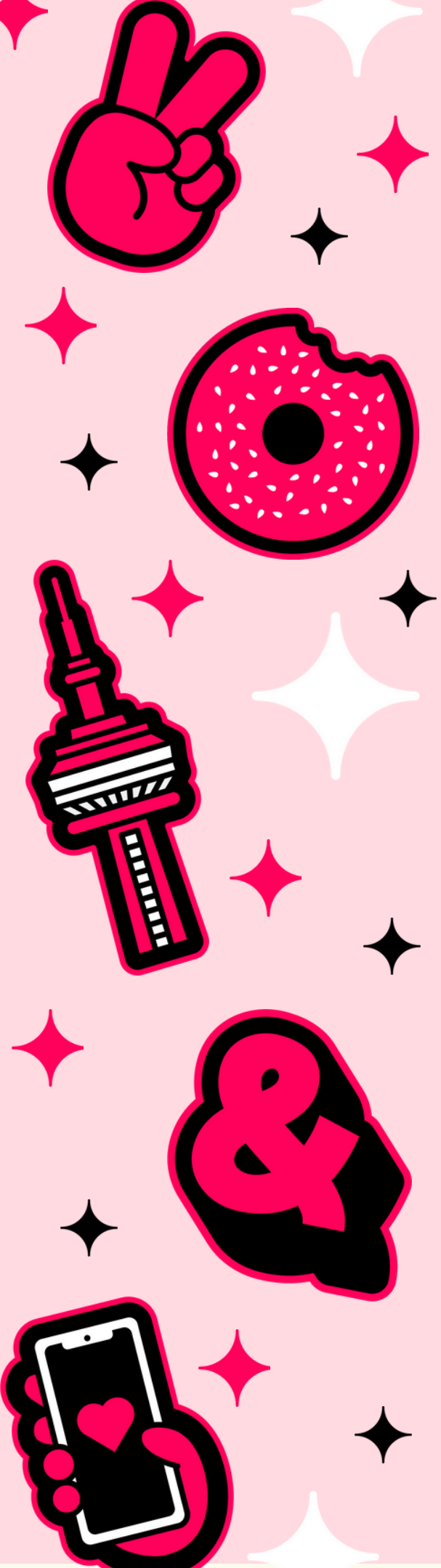
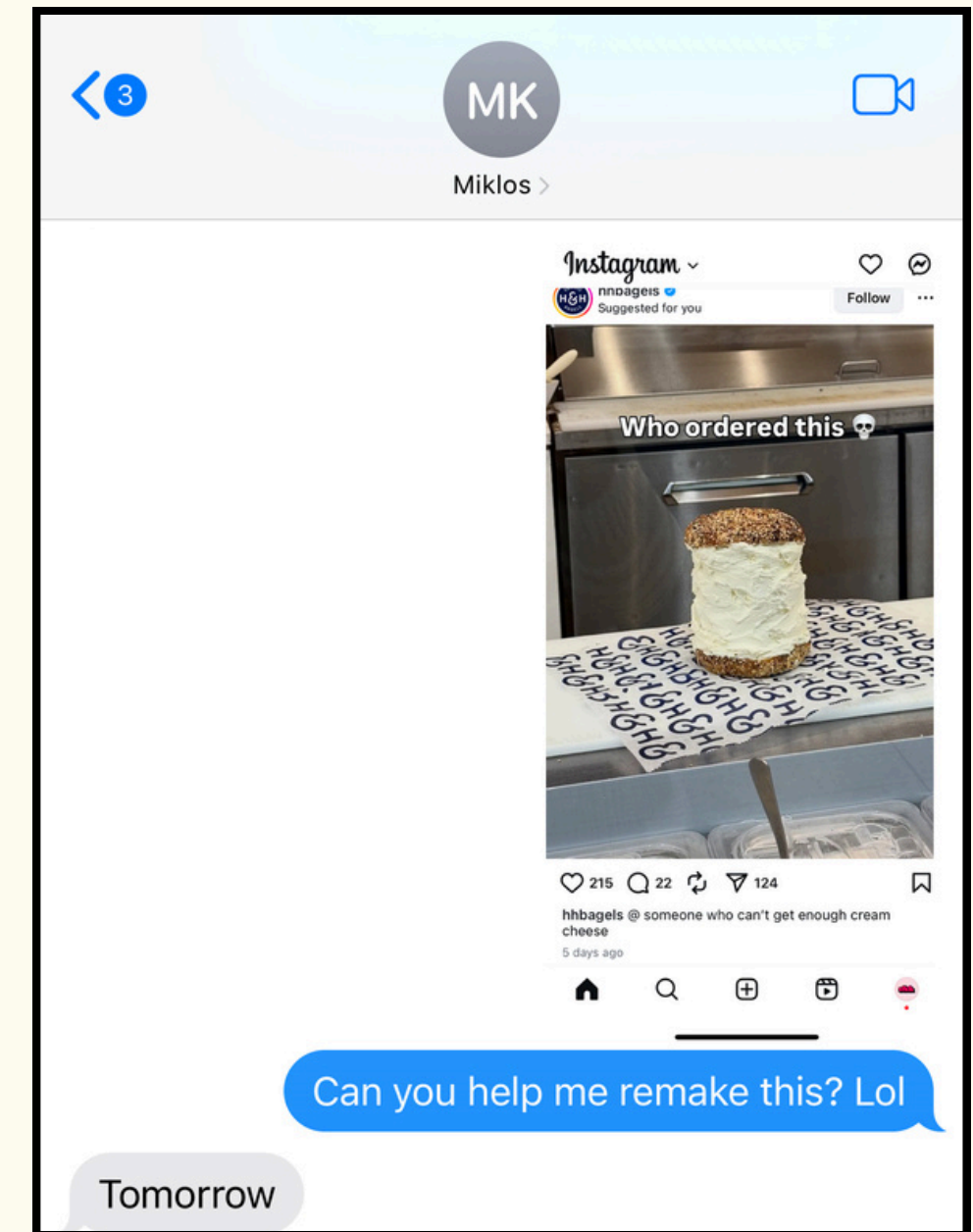
# ABOUT GRYFE'S

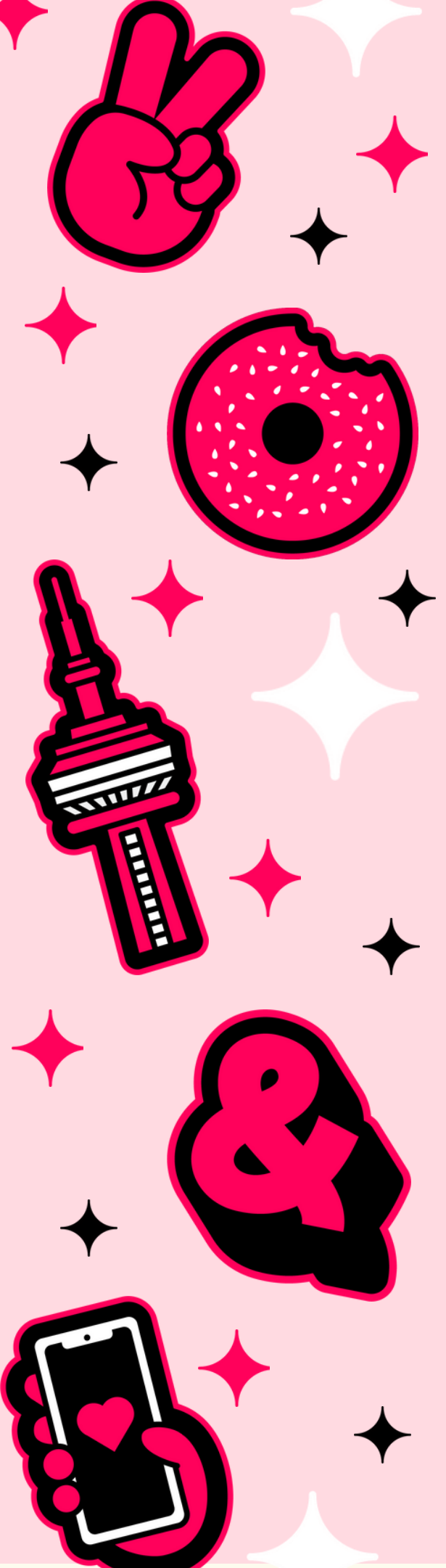
- Longstanding Toronto institution (since 1915!)
- Beloved for its personality, authenticity, and consistency (same recipe)
- Audience: broad local community, food lovers, bagel fans
- ALWAYS ON THE PULSE!!!



# INSPIRATION

**My text to plant manager:**





# THE OBJECTIVE

**Gryfe's Bagels has long been a Toronto institution, but like many legacy food brands, the challenge was staying culturally relevant in an increasingly trend-driven digital landscape. The goal was to create a piece of content that felt native to social media while remaining authentic to Gryfe's identity: simple, high-quality food done exceptionally well.**

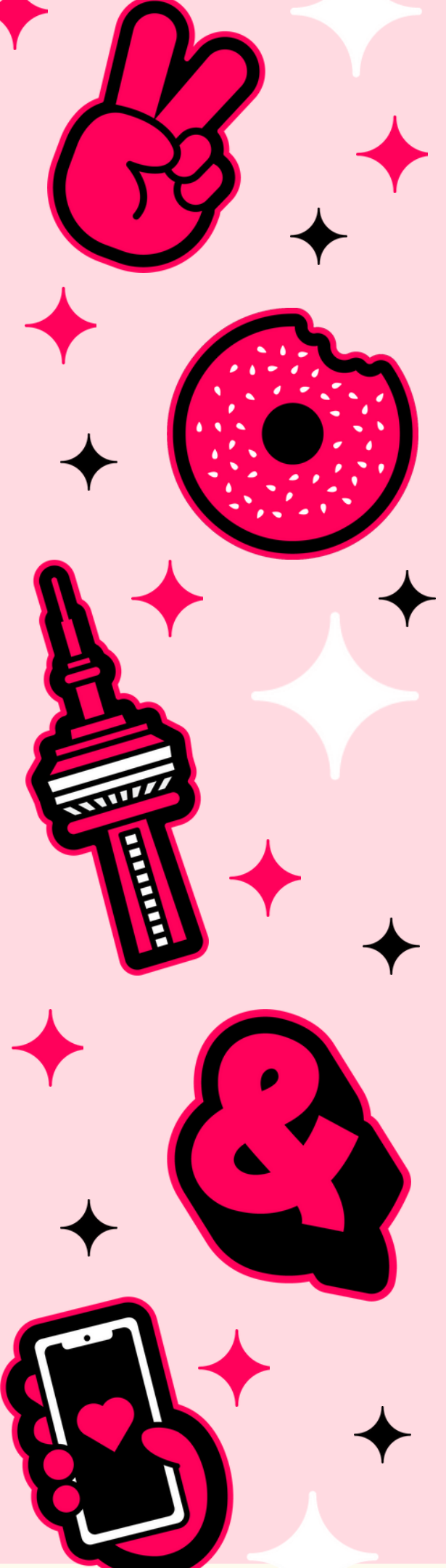
**We weren't chasing virality for its own sake. The focus was on capturing attention quickly, sparking conversation, and reminding both loyal customers and new audiences why Gryfe's continues to stand out.**

# OUR TAKE (KEY POINTS)

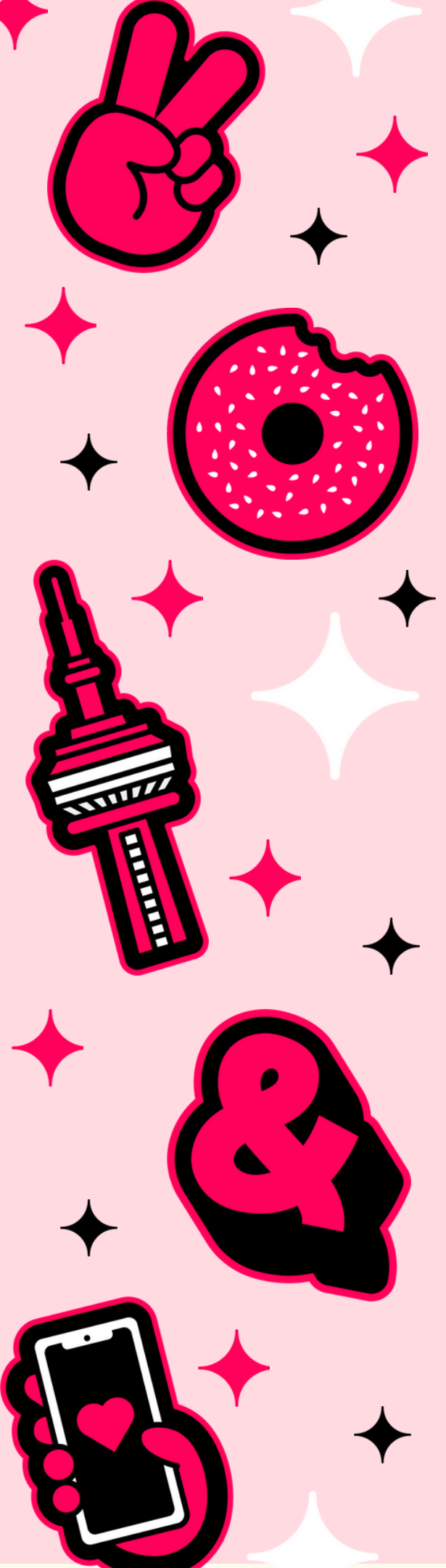


- **Instinctive, playful creative choice**
- **Reflects Gryfe's personality naturally**
- **Universally relatable**
- **Timely**


*"anyone order extra cream cheese?"*



# RESULTS



Post insights



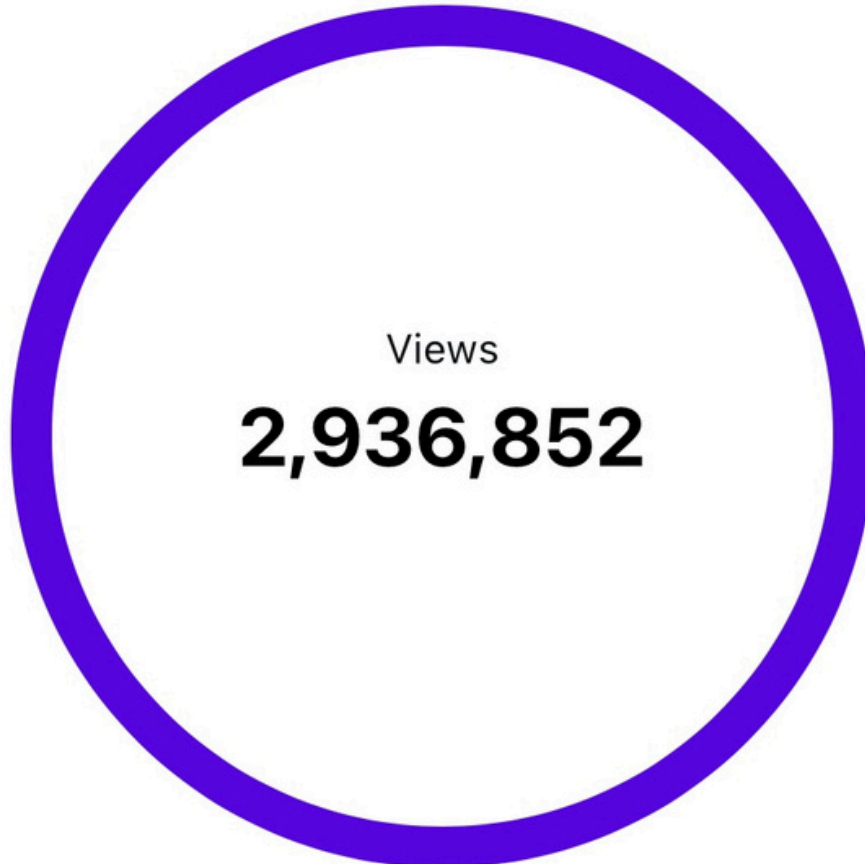
October 24 at 10:48 AM

60K 373 56K 2.2K 2.8K

**Overview** ⓘ

Views	2,936,852
Interactions	119,910
Profile activity	4,466

Views ⓘ



Views  
**2,936,852**

● Followers	0.2%
● Non-followers	99.8%

# RESULTS

## Insights

Oct 26 - Nov 24

Views

↗ 3.1M >

Interactions

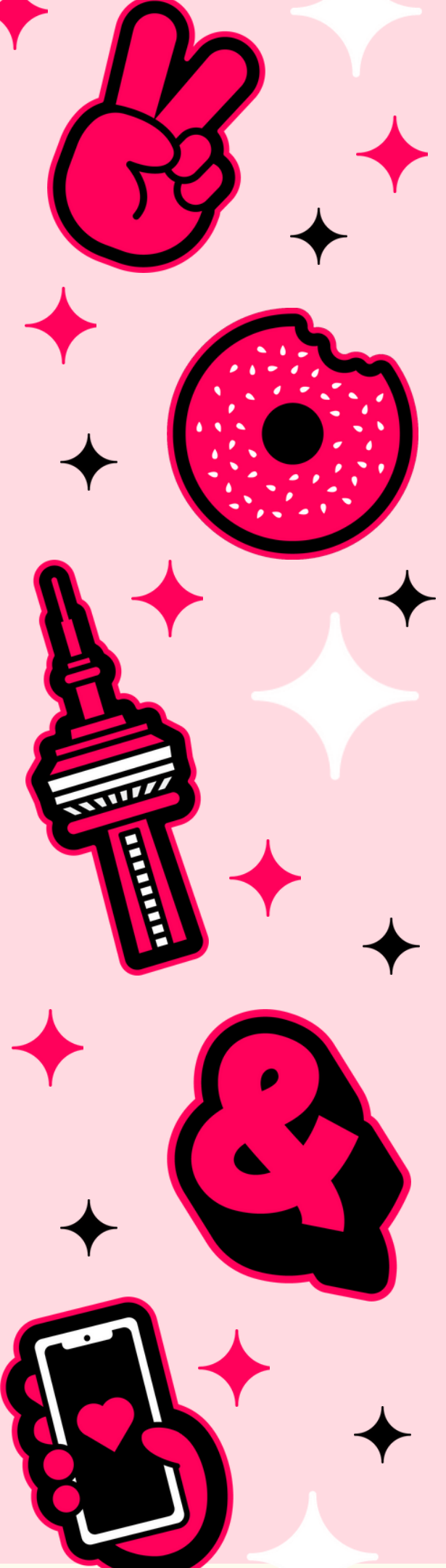
↗ 179.7K >

New followers

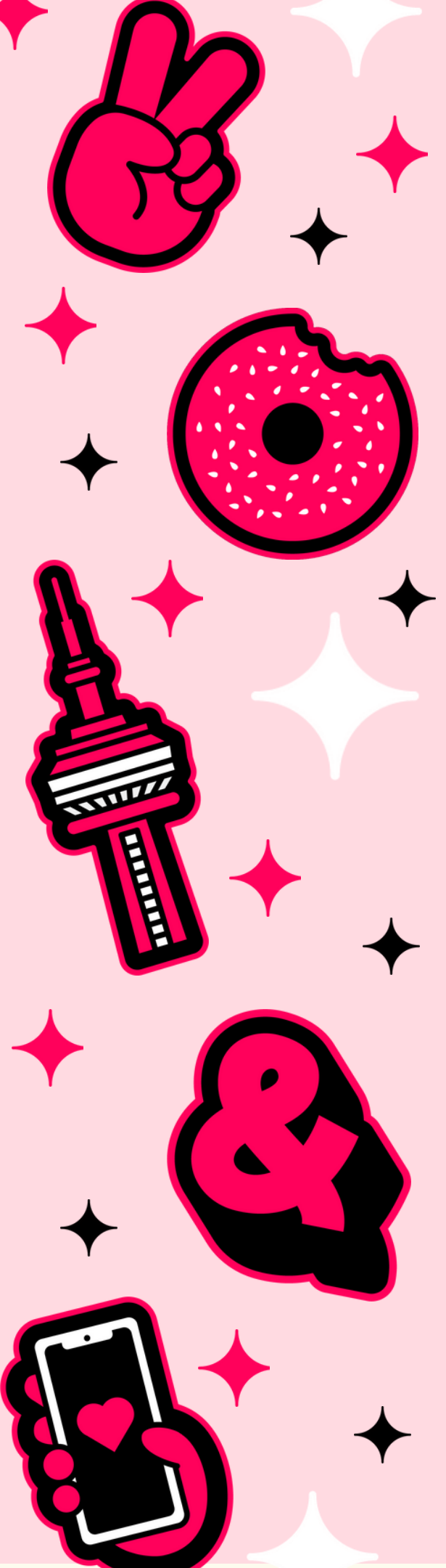
↗ 243 >




Content you shared



44 >










# RESULTS







 **amysedaris**  • Follow 






 **amysedaris**  #tuesdee @gryfesbagels  
Did someone order extra cream cheese?  
[#gryfesbagels](#) [#since1915](#) [#extracreamcheese](#) [#bagelgoals](#) [#gojaysgo](#)  
48m

 **gryfesbagels**  WE LOVE YOU AMY!!!!   
46m 4 likes Reply 


 **eulaliemay**   
16m 1 like Reply 

 **krissypete1716** Lol, pretty much  
43m 1 like Reply 

 **eulaliemay** Thanks for making me smile.  
16m 1 like Reply 

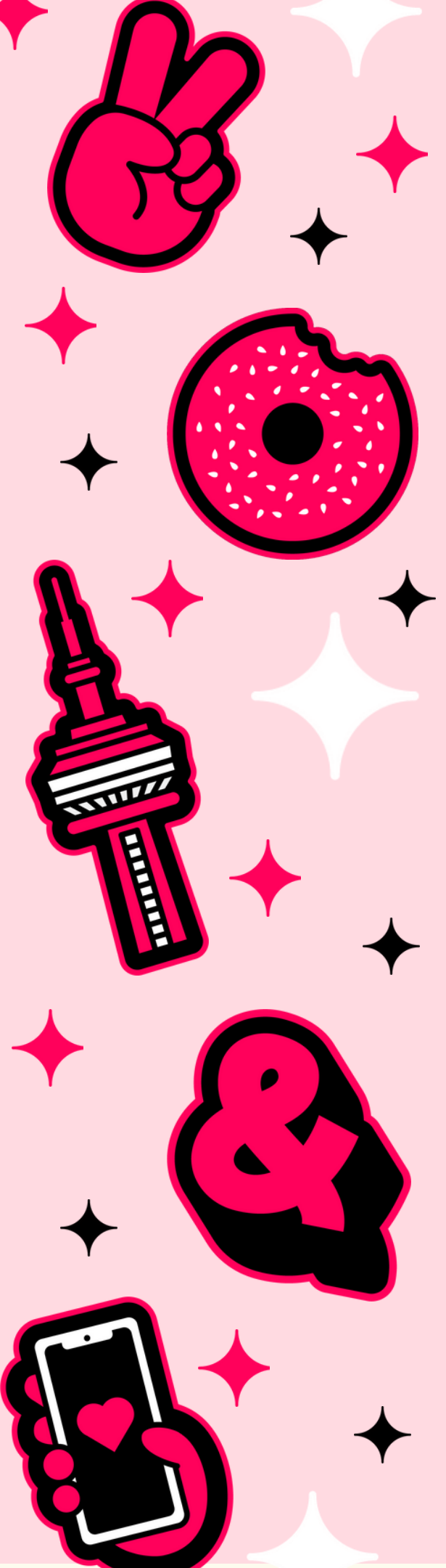
**584 likes**  
48 minutes ago

 Add a comment... [Post](#)

# WHY IT WORKED



- **Instinctive Creativity:** The post felt organic, not over-engineered
- **Shareability Without Selling:** Not pushing any product or even brand in particular. Just love of the schmear.
- **Building Long-Term Brand Equity:** Reinforces brand identity consistently





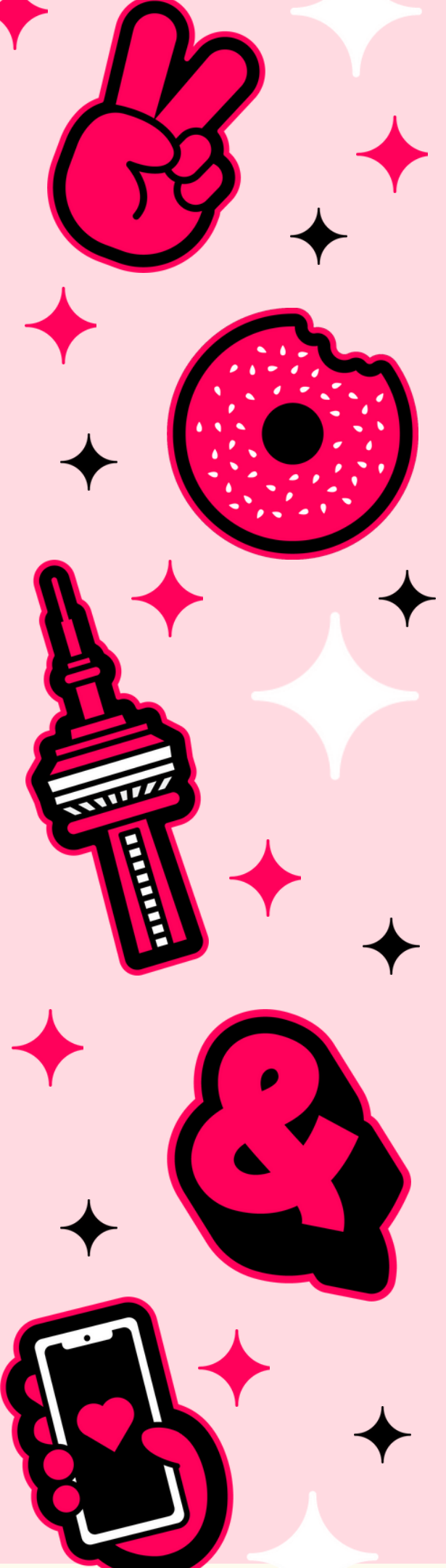
# THE IMPACT

**Beyond the numbers, the Mega Schmeear reinforced Gryfe's position as both a legacy brand and a participant in modern food culture. It demonstrated that even the most traditional products can generate outsized attention when framed through the right creative lens. Most importantly, it proved that effective social strategy is not about complexity. Often, success comes from identifying what makes a product special and presenting it in a way the audience cannot ignore.**

# KEY TAKEAWAYS



- PR is about meaning – how does your brand communicate with its audience? Is it catered or general? Does your audience see you as relatable or a corporation?
- Best campaigns tap into instinct, creativity, and personality
- Not every post needs to sell immediately
- Small, authentic moments build loyalty and recognition
- Emotional shorthand and consistent identity = brand equity





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