



Melting Pot

Goal: Promote new Melting Pot at Home Kits on Instagram and TikTok to drive clicks and sales

TIKTOK

94,072
COMBINED FOLLOWERS

12
CREATORS

INSTAGRAM

18,414
COMBINED FOLLOWERS

7
CREATORS

86,933
VIEWS

3.65%
ORGANIC IMPACT

30,756
VIEWS

167.03%
ORGANIC IMPACT



mom
creators™
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