

Sovereign Foods digital community grows

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Since [Sovereign Foods](#) briefed [Boomtown](#) to handle its social media marketing and content creation in May 2019, the Eastern-Cape poultry company has seen brand awareness and engagement with the brand rocket.



Experiencing 170% growth on [Facebook](#) and 133% on [Instagram](#) to date, Boomtown has brought the Sovereign Foods brand positioning, Valuing Goodness, to life. The increase stems from engagement with the brand's growing community through inspirational and educational content, and relevant targeting.

Talking about the account, Marion Marais, Boomtown Senior Social Media Manager says: "From day one our content has been performing well, and our target audience is fully engaged with the brand. This first phase exceeded all goals. Next we'll be launching a fresh new website, and continue to drive brand loyalty by digging into the insights we gain daily."

"Seen as an agricultural business, it has always been difficult for us to try build product brands and equity in the masterbrand of Sovereign Foods," remarks Gerald Walter, Sovereign Foods' Director of Commercial. "We were also apprehensive to 'take on' social media. However, we decided to roll out a campaign with Boomtown managing the process. To date, the results have been exceptional and has proven to be a great tool to build consumer and customer trust in our business and our products."



Sovereign Foods has built its business around quality products, all achieved by the commitment of its employees. "We have always wanted to share our story with the world, and Boomtown has successfully achieved this for us," adds Walter. "Using social media has also enabled us to showcase a business that is focused on animal welfare and a great way to try extinguish the myths regarding animal protein."



RED CHICKEN CURRY

MAIN INGREDIENTS

- 2 tbsp oil
- 4 green shallots/leeks
- 750g chicken thigh fillets/breasts, chopped
- 2 tbsp fish sauce
- 1 cup coconut milk

CURRY PASTE

- 1 small red onion, chopped
- 3 cloves garlic
- 2 tbsp chopped fresh lemongrass
- 3 tsp chopped fresh coriander roots
- 2 tsp dried chilli flakes
- 1 tsp ginger powder
- 1 dried makrut lime leaf
- 1 tsp grated lemon/lime rind
- 1/2 tsp shrimp paste
- 3 tsp paprika
- 1/2 tsp turmeric
- 1/2 tsp cumin seeds
- 3 tsp oil

METHOD

Add chicken, stirfry until just tender. Stir in fish sauce and coconut milk, bring to boil, simmer uncovered until mixture is heated through.

SERVE

Serve with jasmine rice and chopped fresh coriander leaves to garnish.

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