

The Seemore Blog

Behind Our Latest Campaign

March 6, 2021



The next piece of the Instagram campaign shows the flavor. Packing a whole plate of chicken parmesan into a sausage is not a common thing on the marketplace. That should be highlighted and given attention. The final leg of the Instagram campaign is showing the sausage cooking process, simply because grilling sausage is a delicious and even social experience.

Having a barbecue for family and friends may not be as common in recent months, but when it is back in full swing Seemore wants to help by giving a unique and delicious new option to the barbecue. Food is something necessary for every day life, we at Seemore wanted to tell a story from start to finish about our product and this campaign highlights that process.

Seemore is a brand that cares about its impact in every sense of the word. This is shown in every step of the production process of all of the food Seemore makes. The meat used is humanely raised and organic, the final product is healthy and utilizes fresh ingredients including vegetables, and the processing is carbon-neutral and environmentally conscious.

Those are the qualities we at Seemore care about and that is why in this latest photo-marketing campaign we wanted to highlight exactly what you are buying.

When you buy a Seemore sausage you are buying quality, fresh ingredients, and a unique sausage experience unlike any flavor elsewhere on the market. Our bus shelter campaign is meant to make you crave. The picture highlights how delicious the final product can be and those traveling after, or even before, a long day of work will see that and decide what they are doing for dinner that night.

Then the Instagram campaign is three parts. The first is highlighting the freshness of the ingredients by showing what goes into each and every sausage. Consumers deserve transparency especially when it comes to food, something they are putting in their bodies. We at Seemore recognize that and make that a priority.

