GAME CHANGER
MARKETING SOLUTIONS

CLIENT SUCCESS STORY · GOOD CLEAN FOOD HAWAII

How We Helped a Founder Scale Her Business & Build a Brand That Sold

Oahu's #1 meal prep company · Nearly four years of partnership · A successful exit

THE CLIENT

Founded in 2012 by Janelle Bremer, Good Clean Food Hawaii delivers fresh, ready-to-eat meals across Oahu. Every meal is gluten-, dairy- and sugar-free, with macros on the label, and most customers are long-term subscribers.

THE CHALLENGE

One marketing hire couldn't cover social, ads and analytics. Outside contractors never quite understood a subscription meal business or the local Hawaii market. GCF needed a full team that would take the time to really know them.

WHAT WE DID

A dedicated team on one strategy, with an ads specialist tracking every dollar and forecasting each budget move.

Organic Social · Meta Ads · Google Ads · Google Business Profile · TikTok

+18%
Ad revenue on 13% less ad spend
July → August 2026, with paid ROAS up to 3.52x

4.52x
Meta Ads return on ad spend, Aug 2026
Up from 2.27x in July, on 28% less spend

-47%
Google Ads cost per conversion
Nearly halved, from about $15.60 to $8.25 (Jan–Jun 2026)

+367%
Instagram views
409K views in 2026 so far vs. the previous period

Since 2012
A business built, grown & sold
With GCMS for nearly the last four years

> That fit was everything... you knew who our customers were, and that resonates with customers. They need to feel like, at the end of the day, it's an authentic message.

JANELLE BREMER
Founder, Good Clean Food Hawaii

"You and your team really helped us level up what we were doing in terms of marketing and advertising and outreach."



WATCH JANELLE'S STORY
Scan or click to hear how GCF grew, and sold, with Game Changer in her corner.

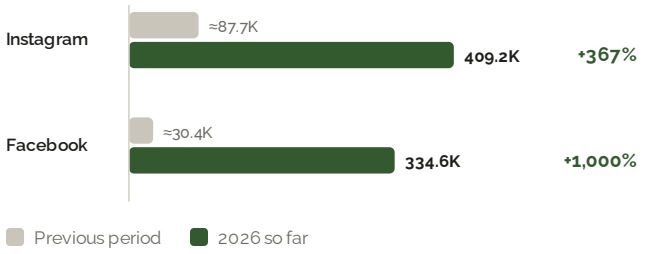
GOOD CLEAN FOOD HAWAII

The brand we amplify: warm, local and unmistakably Hawaii. Island backdrops, real meals in hand and clear promises: fresh, clean and delivered across Oahu.

Growth across social and paid, and every dollar working harder

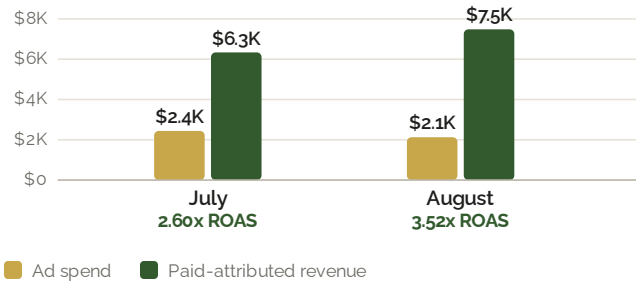
Social views are up across the board

Jan 1–Sep 25, 2026 vs. the previous period



More revenue on less ad spend

Paid media, July vs. August 2026



Results by channel

PAID ADS, ALL	Jul → Aug
Ad revenue	$7.5K +18%
Ad spend	$2.1K −13%
Return on ad spend	3.52x from 2.60x

META ADS	Jul → Aug
ROAS	4.52x from 2.27x
Cost / purchase	$15.87 −42%
Purchases	56 +24%

GOOGLE ADS	Jan–Jun
Conversions	513 +140%
Conv. rate	7.39% +29%
Cost / conv.	$8.25 −47%

INSTAGRAM	2026 YTD
Views	409.2K +367%
New follows	860 +212%
Link clicks	2K +1,600%

FACEBOOK	2026 YTD
Views	334.6K +1,000%
Link clicks	2.6K +2,900%
New follows	93 +55%

GOOGLE BUSINESS	Profile
Rating	4.8★ 63 reviews
Maps impressions	1,416 +466%
Direction requests	438 +6%

The creative behind the numbers



@gcfhawaii Instagram feed ↗

SAMPLE AD CREATIVE

Meta ads & social, 1080 × 1080







The Bottom Line

When social, search and paid ads run on one strategy, every channel lifts the others. For Good Clean Food Hawaii, that meant more reach, cheaper customers and a brand ready for its next chapter.

Ready for results like this?

Let's talk about what a full team could do for your business.

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Sources: Meta Business Suite (social, Jan 1–Sep 25, 2026 vs. previous period) and GCMS ad reporting. Prior-period values derived from reported % change; Google Ads conversions include multiple action types.