

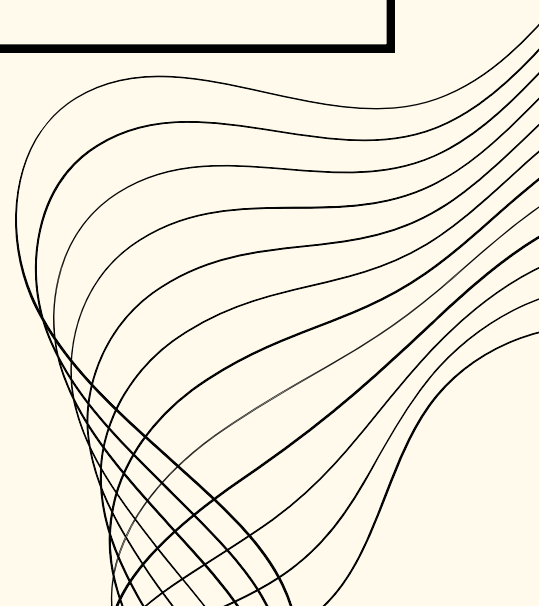


CLEAN ZONE READY MEAL

FOOD BOXES SUBSCRIPTION

Marketing In Practice

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CONTENT

01

AIM

02

DESCRIPTION OF THE PRODUCT

03

KEY PRODUCT BENEFITS

04

KEY MESSAGES AND TONE OF VOICE

05

THE TARGET AUDIENCE

06

MARKETPLACE POSITIONING AND MAIN COMPETITORS

07

OBJECTIVE OF THE TV ADVERT

08

USES TO THE AGENCY

AIM



To have effective television advertising for Clean Zone in order to raise brand awareness and attract more individuals to subscribe to Clean Zone.



PRODUCT DESCRIPTION

- A ready-meal healthy food box featuring 100% fresh, chef-prepared healthy meal plans that can be delivered to you anywhere.
- Offers a subscription food box that generates high in protein from breakfast to supper and everything in between.



KEY PRODUCT BENEFITS



1. Save time and reduce stress
2. Low Cost
3. Health and wellness
4. Flexibility
5. Reducing food waste
6. Tracking calories

KEY MESSAGES



- Approach the public to have a healthy lifestyle by using foods that contain high protein.
- What kind of products do we offer?
- Share information about how easy to get healthy food by using our company app or available in other delivery app

TONE



- The tone of voice will be serious, motivational and powerful.
- Attract people to have a spirit to have a productive day by starting eating healthy food.

The target audience

01

DEMOGRAPHIC

- Age
Millennials, Gen X and Gen Z
- Income
Medium to high income that make over 33 K Per year
- Education
High level of education for example have bachelor's degree or higher
- Employment
Full time or Self Employed

02

BEHAVIORAL

- Awareness
People aware the important eating healthy food.

03

NEEDS

- Problem Solving
Save time and energy by no need to cook especially for those parents who have little children that busy with work.
- Value needs
Offer halal, vegan products and gluten free products
- Functional needs
Using our business app to order food or to subscribes out food box subscription

04

LOCATION

- United Kingdom
Free shipping inside UK area
- Outisdes UK
Charges with delivery fee, use safe package and make sure the food is not damage.

MARKETPLACE POSITIONING

- **Unit Selling Point**

Clean Zone is a food subscription company that differentiated from Hello Fresh because they focus on delivering quality food at affordable prices.

- **Communicate towards customers**

Advertising

TV Advert and brand marketing campaigns can be good ways for a our business to get our brand in front of our target audience and communicate with our USP

2. Social Media

Working with social media influences can be a way for companies to communicate our USP

3. Search Marketing

Improving a website SEO and ranking for key terms in search engines such as Google.



MAIN COMPETITORS



- The top market food box subscription in the UK that produces fresh delivery service.
- A subscription service that is flexible. They offer 5 days before your next delivery to change, stop, or cancel your order.
- Allowing people to cook their meals from scratch using items that provided in delivery box
- Offer a subscription plan with a 60% off on 1st box.



OBJECTIVE OF TV ADVERTISEMENT

Increase product and service sales

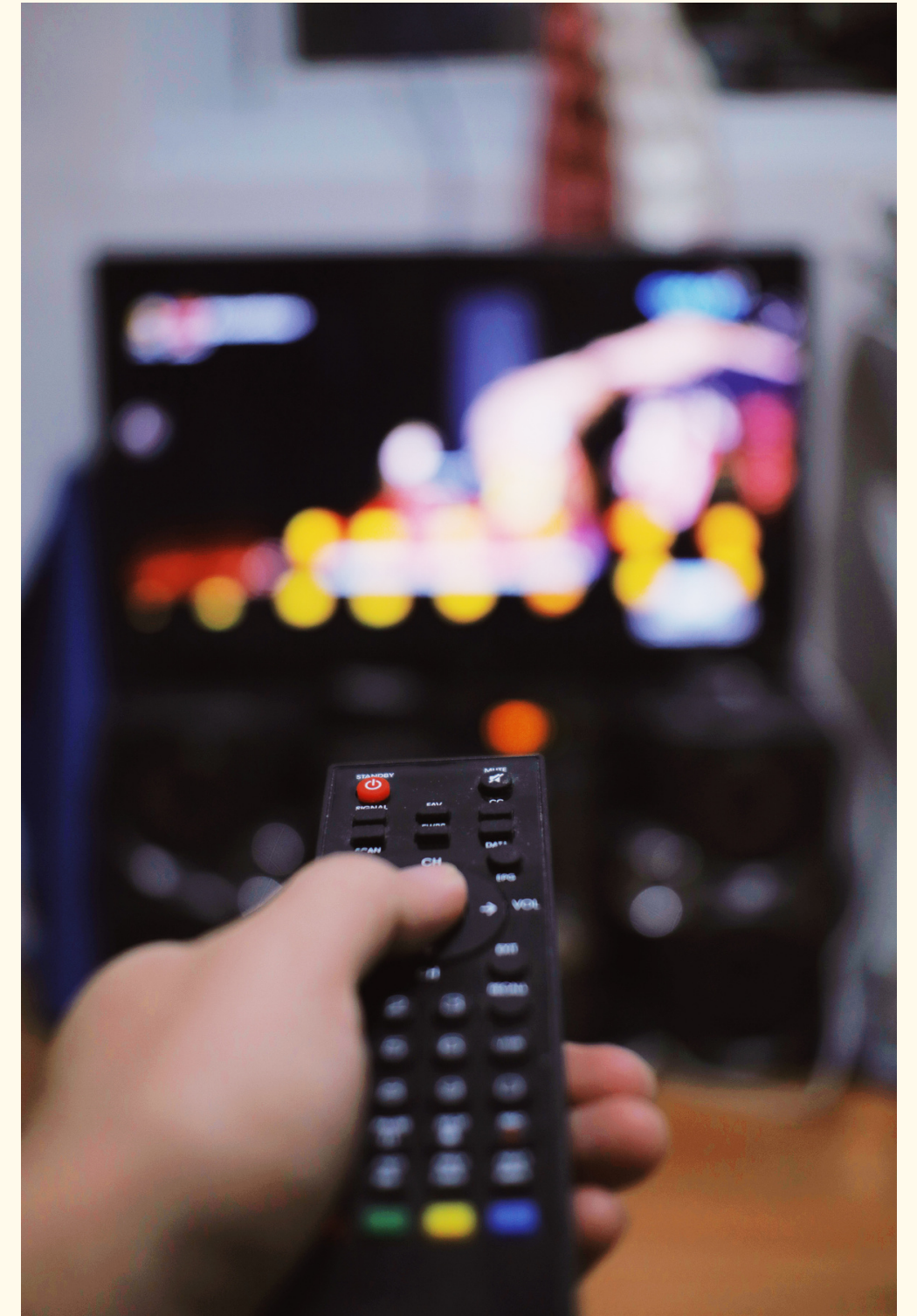
Show consumers what can offer and encourages them to take more interest in Clean Zone food box subscription.

Brand Awareness

Assist viewers in understanding their need or desire for a product and informing them that a solution is available.

Web Site Traffic

Increase website traffic and search engine rankings





USES OF MARKETING AGENCY

A marketing agency offers the most up-to-date marketing technologies that will assist Clean Zone businesses. Being subject matter experts and devoted professionals, agency team members are up to date on the newest trends, strategies, and technologies. As a result, when we employ such services, Clean Zone also have access to new technologies and tactics.

THANK YOU !

