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MARKETING IN PRACTICE

ASSIGNMENT 2:

CAMPAIGN PROPOSAL

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Executive Summary

In response to rising demand for vegan choices and a desire to transform the home cooking experience, our firm is preparing to introduce a new service: a vegan cooking box subscription. With a £500,000 budget for a 6-month advertising effort, we want to recruit 50,000 new users to this revolutionary service. Using a combination of digital and conventional communication channels, we want to engage our target audience with intriguing messages and attractive offers. We are confident in our capacity to effectively bring this new service to the market while establishing our brand as a leader in the vegan meal kit business by using smart campaign planning, thorough budget allocation, and strict performance evaluation.

Introduction

Due to the changing landscape of customer tastes and the growing desire for plant-based alternatives, our firm is excited to introduce its newest offering: the vegan cooking box subscription. We are thrilled to launch this unique service to the market, driven by a firm commitment to sourcing excellent, locally grown products and a desire to reinvent the home cooking experience. Our vegan cooking box subscription will appeal to anyone who wants great, nutritional meals that are both ethical and environmentally responsible.

A commitment to excellence and environmental responsibility underpins all we do. Each box will contain a carefully chosen variety of seasonal foods acquired directly from local farmers and suppliers. Our components will represent the depth and breadth of the environment's wealth, including vivid fruits and vegetables, nutritious grains, and plant-based proteins. These fresh goods will be complemented with expertly produced meals created by prominent chefs who are passionate about vegan food. These suggestions will not only encourage creativity in the kitchen, but will also improve the eating experience by making each meal into a gourmet masterpiece.

As we continue on this exciting adventure, we recognise the necessity of remaining responsive to our consumers' requirements and preferences. With the advent of veganism and plant-based diets, there is a growing community of people eager to try new foods and adopt a more sustainable way of life. By providing a quick and accessible option that delivers on both

flavour and ethics, we want to address the demands of this demanding audience while also creating a new bar for perfection in the vegan meal kit business. We are certain that our vegan cooking box subscription will have an impact with customers and pave the way for a future of thoughtful, compassionate eating, thanks to intelligent marketing activities and a dedication to providing outstanding value.

Communication Channels

First and foremost, we will use a combination of digital and conventional communication channels to efficiently reach our target demographic while staying within our budget. Digital channels such as social media advertising, email marketing, and influencer collaborations provide low-cost options to interact with our tech-savvy population, leveraging the extensive usage of platforms like Instagram and TikTok among young adults who are interested in vegan lifestyle trends. These channels provide highly targeted marketing and engaging content, resulting in meaningful contacts with potential subscribers. In addition, we will use conventional channels such as print media and outdoor advertising to reach a larger audience, particularly those who are not as engaged on digital platforms. Print advertising in lifestyle publications and outdoor billboards carefully positioned in high-traffic metropolitan locations will raise brand awareness and interest in our vegan cooking box subscription. By combining these platforms, we want to increase campaign efficacy and meet our objective of signing up 50,000 new members while remaining loyal to our brand values of quality, sustainability, and innovation.

For our promotional campaign, we will use an extensive and integrated communication approach that will leverage several media to maximise reach and engagement. We will use digital advertising as our major channel, using its capacity to target specific age groups and track campaign results in real time. Social media channels, notably Instagram and Facebook, will be critical in promoting visually attractive content, connecting with our audience, and generating visitors to our website. In addition, we will use direct marketing strategies like email campaigns to provide personalised messaging and special offers right to our target audience's mailbox. Sales promotions will be used to attract sign-ups, including initial prices and referral bonuses to boost word-of-mouth advertising. To increase brand awareness and reputation in the vegan community, public relations activities will focus on getting media coverage and forming collaborations with relevant individuals

and organisations. While conventional advertising mediums such as television, radio, and print may have a large reach, they were not chosen owing to financial limits and our target demographic's changing media consumption habits, which choose digital and social networking sites for information and inspiration. Personal selling, while useful for developing connections and responding to client queries, is not scalable for a subscription-based business like ours. By merging these media, we want to build a compelling and unified campaign that connects with our target demographic and generates large membership sign-ups.

Our advertising campaign will include a complete digital media plan to increase reach and interaction with our target demographic. This will include online advertisements such as banner advertising, pop-ups, and search PPC (pay-per-click) campaigns, which will be carefully placed across key platforms and websites visited by those interested in vegan food and sustainable living. In addition, we will use social media ads to target certain demographics on sites such as Facebook, Instagram, and Twitter, capitalising on the visual quality of our product to catch attention and drive conversion. Along with our paid advertising efforts, we will use social media owned posts to highlight the distinctive characteristics and advantages of our vegan cooking box membership, establishing a feeling of belonging and confidence among our audience. Furthermore, we want to pursue affiliate marketing agreements with vegan and wellness influencers, leveraging their engaged loyalty to amp up our message and increase organic demand for our product. We hope to provide an identical customer experience across digital platforms by using this integrated strategy, which will drive awareness, engagement, and, eventually, conversions. While traditional media routes such as print and television advertising were not chosen owing to their restricted targeting abilities and higher prices, our emphasis on digital platforms enables exact audience segmentation and effective budget allocation, resulting in maximum impact and ROI.

Campaign Ideas — Messages & Offers

Our advertising messaging centres around the overarching topic of "Empowering Vegan Culinary Creativity," which is consistent with current consumer trends that value expressing oneself, well-being, and sustainability. This theme captures the spirit of our product: it's more than simply a meal kit; it's a portal to culinary discovery and invention in the world of plant-based cuisine. Research on message design and execution shows the efficacy of messages emphasising empowerment and self-expression.

Keller's Brand Equity Model (1993) states that brand images and brand sentiments impact customer perceptions of brand value. By basing our campaign around the concept of empowerment, we appeal to customers' need for personal progress and fulfilment, strengthening their impression of our brand as an enabler of great experiences. Furthermore, Higgins' Self-Discrepancy Theory (1987) proposes that people are driven to narrow the gap between their real and ideal selves. Our commercial message tackles this by presenting our product as a way for customers to combine their desire for healthy, sustainable living with their idealised image of themselves as creative, conscientious persons.

Our chosen advertising straplines, "Unleash Your Inner Chef with Every Box" and "Discover Delicious Vegan Creations at Your Fingertips," underscore the theme of empowerment and culinary discovery. These straplines invoke images of culinary expertise and exploration, appealing to consumers' desire for exceptional food and excitement. In addition, to encourage sign-ups and prompt action, we will provide an exclusive price reduction of 20% off the first three months of membership for early adopters. This offer not only delivers concrete value to prospective clients, but it also instils a feeling of urgency and exclusivity, encouraging them to take up the limited-time offer.

According to Kotler (2003), promotional offers can elicit a reaction from consumers by delivering perceived advantages or gain, pushing them to act. By combining our motivating promotional message with a captivating promotional offer, we want to attract customers' attention while also encouraging them to connect with our brand and eventually become devoted subscribers.

Media Scheduling & Budget Split

We offer a staged strategy to media scheduling and budget allocation over the course of a 6-month promotional campaign that takes into account both short-term effect and long-term engagement. In the first month, we will devote a major percentage of the budget (20%) to launch activities such as the formulation and implementation of web advertisements, social media campaigns, and influencer collaborations. This first surge of activity is intended to build excitement and attract early adopters.

Over the next three months, we will maintain a consistent presence across the internet, focusing on continuous social media owned posts and specialised PPC advertising, devoting 40% of the money to ensure visibility and interaction. Concurrently, we will provide limited-time promotional deals and special discounts to boost demand and conversions.

To capitalise on momentum and maximise subscriber acquisition, we will ramp up advertising campaigns in the final two months, investing more in influencer partnerships and paid social media ads (20% of the budget). Furthermore, we will set aside 20% of the money for continuing monitoring, optimisation, and performance assessment during the campaign time. This staged strategy maintains a strategic balance between raising initial awareness, encouraging continuous engagement, and increasing conversion, while also allowing for modifications based on immediate performance data and market input.

Smith and Taylor (2004) found that staggered media scheduling can improve the success of campaigns by maintaining consumer curiosity over time, whereas Kotler and Armstrong (2016) highlight the significance of allocating funds based on the goals and timing of promotional activities. Overall, our recommended media schedule and budget split are intended to optimise reach, engagement, and, ultimately, return on investment throughout the campaign.

Metrics on Performance

To assess the efficiency of our campaign and assure alignment with our objectives and ROI targets, we will use a set of key performance indicators (KPIs) specific to each media channel as well as overall campaign performance. Our key performance indicators (KPIs) for internet advertising will include cost per acquisition. These analytics are important because they directly assess the success of our paid advertising campaigns in driving visitors and making sales. Similarly, with social media ads and owned posts, we will monitor engagement metrics like likes, shares, comments, and following growth, as well as website referral traffic and purchase rates. These analytics reflect audience engagement and brand interaction, offering insights into the efficacy of our content and messaging.

In the case of influencer collaborations, we will track reach, engagement, and referral traffic resulting from influencer postings, as well as conversion rates and ROI. These indicators are critical for evaluating the effectiveness of influencer partnerships in terms of consumer perception and acquiring customers. In addition, we will employ online analytics tools like Google Analytics to measure website traffic, user activity, and conversion funnels, allowing us to discover both advantages and disadvantages in our marketing efforts and adjust campaign success appropriately.

Overall, these KPIs are important to our campaign's success because they provide measurable indicators for audience participation, awareness of the brand, and conversion rates, allowing us to evaluate the ROI of every advertising channel and make data-driven choices in order to maximise the impact of the campaign and drive apparent business outcomes.

Conclusion

To summarise, our well planned advertising campaign for the debut of our vegan cooking box subscription has the potential for success, thanks to a deliberate mix of message, media selection, money allocation, and performance evaluation. We hope to successfully engage our audience and generate conversions by embracing the subject "Empowering Vegan Culinary Creativity" and employing targeted digital channels such as online ads, social media, and influencer relationships. The method of phases to media scheduling and budget

allocation ensures that visibility and momentum remain consistent over the 6-month campaign duration, while thorough performance monitoring utilising important indicators like CTR, conversion rates, and ROI allows us to optimise our efforts and maximise outcomes.

With a strong focus on providing value to our clients and fulfilling their changing demands, and supported by research and academic theory, we are certain that our campaign will resonate with our target demographic while solidifying our brand as a leader in the vegan meal kit business. By enabling people to embrace plant-based cuisine with originality and trust, our campaign lays the groundwork for permanent success and development in this rapidly expanding market area.

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