



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

IUMW STUDENT EXCHANGE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE

SEMESTER: JANUARY – MAY 2023

MODULE CODE: BMBM5013

Marketing in Practice

Campaign Proposal for EZmeals

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EXECUTIVE SUMMARY:

A vegan cooking box will be offered by EZmeals, a firm that offers subscription-based meal kits, in response to the rising demand for plant-based solutions. The campaign's goals include 5,000 new member signups, lead creation, and brand recognition. It also intends to recruit new members. With a £500,000 budget, the plan uses both conventional and digital media. Online advertisements, social media advertisements, social media-owned postings, email marketing, direct mail, sales promotions, and public relations are examples of communication channels. The slogan of the campaign, "Discover the Delicious World of Plant-Based Cooking," draws attention to the variety and flavour of vegan food, which appeals to a wide audience. Free recipe e-books and a first-month discount are among the promotions. Online advertisements receive 40% of the budget, social media advertising receives 25%, direct marketing receives 20%, sales promotions receive 10%, and public relations receive 5%. The effectiveness of the campaign will be assessed using performance measures like the rate of conversion, cost per acquisition, click-through rate, subscriber retention rate, ROI, and customer feedback. These indicators will be regularly analysed to suggest optimisation techniques to maximise results. EZmeals, a subscription meal box company, aims to expand its service offering by introducing a vegan cooking box. With the growing demand for plant-based options, this campaign seeks to attract new members to the vegan cooking box service. The campaign's objectives are to increase brand awareness, generate leads, and ultimately sign up 5,000 new members. The planned strategy involves a combination of traditional and digital media, and the budget is set at £500,000. The critical success factors include effective targeting, compelling messaging, and efficient use of the budget.

COMMUNICATION CHANNELS:

We have carefully chosen a variety of communication channels to guarantee that our message is delivered to the target demographic and that the campaign is as effective as possible. To capture the interest of those who are interested in veganism, cooking, and healthy eating, we will use a multifaceted strategy in the area of digital advertising. We will strategically position our ads on relevant websites and search engine results pages using online advertisements including eye-catching banners, captivating pop-ups, and carefully placed search PPC campaigns. We will make sure that these advertising are shown to the appropriate audience at the appropriate time using sophisticated targeting techniques, maximising their impact and efficacy.

Additionally, our campaign will make use of social media platforms' enormous ability to connect with and engage our target demographic. We will employ targeted social media

advertising to accurately target customers on well-known platforms like Facebook, Instagram, and Twitter by utilising the insightful data obtained from user interests, demographics, and online behaviours. We will establish a strong connection with them by adjusting our messaging to resonate with their tastes and needs. This will pique their interest and encourage them to learn more about the vegan meal box service.

Furthermore, EZmeals will make use of its own social media presence to expand the campaign's audience and level of participation. We will create and publish fascinating material through social media owned posts that entices our audience to explore the delectable world of plant-based cookery. Instead of being only promotional, this content will provide useful resources including original recipes, enlightening cooking advice, and motivating suggestions from current vegan cooking box customers. We want to establish EZmeals as the go-to resource for all things pertaining to vegan food by establishing a sense of community and giving people a platform to share their experiences and views.

Our message will not only reach the proper target thanks to our all-encompassing and integrated strategy to digital advertising and social media engagement, but will also connect with them on a deeper level. We hope to build a seamless and immersive experience that enthralls, educates, and motivates our target audience to become devoted members to the vegan cooking box service by offering fascinating material through a variety of media.

Direct Marketing:

a. Email Marketing: As a part of the all-encompassing effort, EZmeals intends to launch a carefully thought-out and executed email marketing campaign. The business will actively engage potential consumers who have shown an interest in veganism or have already interacted with EZmeals by utilising a sophisticated email network. Emails that emphasise the many advantages of the vegan cooking box will be carefully tailored to give personalised and intriguing material. These emails will effectively convey the ease, health benefits, and gastronomic delights that await subscribers through persuading content and enticing pictures. To further inspire consumers to take fast action and sign up for the vegan meal box service, the emails will also feature exclusive incentives and limited-time offers, such as discounts on subscriptions or extra gifts.

b. Direct mail: In addition to the digital sphere, EZmeals is aware of the effectiveness of physical marketing materials in grabbing the interest and attention of prospective clients. By sending premium brochures and promotional materials directly to the mailboxes of those who have indicated a preference for veganism, healthy eating, or cookery, the company hopes to leave a lasting impression through direct mail campaigns. These exquisitely created and

educational materials will highlight the huge range of delectable vegan recipes, cooking advice, and dietary data offered through the vegan cooking box. By offering a tactile experience, EZmeals hopes to pique recipients' interest and anticipation, encouraging them to investigate the potential of plant-based cuisine and think about signing up for the service. This direct mail strategy enables personalised contact and targeted outreach, strengthening the bond between EZmeals and its potential clients.

Sales Promotions:

We are thrilled to launch a selection of unique promotions and rewards that are designed to fascinate and seduce potential subscribers as part of our push to draw in new members. Our objective is to offer a compelling offer that goes above and beyond to produce an extraordinary experience. These alluring advantages have been thoughtfully created to pique the interest of potential members and encourage them to learn more about our community and vegan meal box service.

We are delighted to provide first-month subscription discounts as one of our enticing incentives. We hope to attract potential subscribers' attention by making this kind of attractive offer and allay any reservations they may have about signing up for our service. This unique reduction not only offers new members an immediate financial benefit but also enables them to explore the varied and delicious world of our plant-based meals at a very alluring pricing point.

We are delighted to offer free recipe e-books to new customers as an added perk in addition to the discounted rates. These carefully curated collections offer subscribers a wealth of ideas and culinary treats by showcasing a variety of well-known and cutting-edge vegan meals. Our mission is to empower our members by giving them the tools they need to explore new flavours, try out novel plant-based cooking methods, and set out on an incredible culinary adventure. We improve the total value offer and encourage a sense of excitement, inquiry, and innovation in our devoted subscribers through these painstakingly designed e-books.

Public Relations:

EZmeals will engage in public relations activities to raise awareness of the vegan cooking box launch. This may involve sponsoring local vegan events, issuing press releases to relevant media outlets, and collaborating with vegan influencers to promote the service.

CAMPAIGN IDEAS – MESSAGES AND OFFERS:

Campaign Message: "Discover the Delicious World of Plant-Based Cooking"

This message emphasizes the taste and variety of vegan cuisine, aiming to dispel any misconceptions that vegan food is bland or limited. It appeals to both vegans and non-vegans, highlighting the accessibility and enjoyment of plant-based cooking.

Justification: Research shows that promoting the taste and variety of vegan food can be more effective than focusing solely on health or ethical reasons. By positioning vegan cooking as delicious and diverse, the campaign can resonate with a broader audience.

Offers:

First Month Discount: Offer new members a significant discount on their first month's subscription to incentivize sign-ups and reduce the barrier to entry.

Free Recipe E-books: Provide new members with exclusive recipe e-books featuring popular vegan dishes, inspiring them to explore new flavors and experiment with plant-based cooking.

BUDGET SPLIT:

Based on the allocated budget of £500,000, the recommended budget split is as follows:

Online Adverts: 40%

40% of the budget (£200,000) will be allocated to online adverts. This will cover the cost of banner ads, pop-ups, and search PPC campaigns on relevant websites and search engines. It will allow for a wide reach and effective targeting of users interested in veganism, cooking, and healthy eating.

Social Media Advertising: 25%

Social media adverts will receive £125,000 of the budget. This allocation will cover paid promotions on popular social media platforms like Facebook, Instagram, and Twitter. It will enable precise targeting based on users' interests, demographics, and online behaviors.

Direct Marketing: 20%

£100,000 will be dedicated to direct marketing efforts, primarily focused on email marketing and direct mail campaigns. This budget will cover the costs of creating and sending personalized emails, as well as high-quality brochures and promotional materials.

Sales Promotions: 10%

£50,000 will be allocated for sales promotions, including special offers and incentives. This budget will cover the costs associated with discounted subscription rates for the first month, free recipe e-books, and other promotional materials.

Public Relations: 5%

£25,000 will be set aside for public relations activities, such as sponsoring local vegan events,

issuing press releases, and collaborating with vegan influencers. This budget will cover associated costs and support brand visibility and credibility.

METRICS ON PERFORMANCE:

To evaluate the effectiveness of the campaign, the following metrics will be used:

Conversion Rate: Measure the percentage of leads generated through various channels that successfully convert into paying subscribers. This metric will help assess the campaign's ability to attract and convert new members.

Cost per Acquisition (CPA): Calculate the cost incurred to acquire each new member. By comparing the CPA across different channels, the campaign's efficiency in allocating budget resources can be evaluated.

Click-through Rate (CTR): Monitor the CTR for online adverts and social media ads to gauge audience engagement and the effectiveness of ad creatives. Higher CTRs indicate a stronger appeal and better alignment with the target audience.

Subscriber Retention Rate: Track the percentage of subscribers who continue their membership beyond the initial sign-up period. This metric reflects the campaign's ability to deliver a satisfactory experience and retain customers over the long term.

Return on Investment (ROI): Calculate the overall ROI by comparing the campaign's generated revenue to the total investment. This metric will provide an understanding of the financial impact and profitability of the campaign.

Customer Feedback: Collect feedback from new subscribers regarding their experience with the vegan cooking box service. This qualitative data can provide insights into customer satisfaction, preferences, and areas for improvement.

Regular analysis of these metrics throughout the campaign will enable the identification of successful strategies and areas that require optimization. Adjustments can be made to the campaign based on the performance data, ensuring the most effective use of resources and maximizing the achievement of campaign objectives.

In conclusion, by adding a vegan cooking box to its service options, EZmeals is prepared to take advantage of the rising demand for plant-based solutions. The main goals of the campaign are to attract 5,000 new members, create leads, and raise brand awareness. The campaign will use a combination of traditional and digital media channels with a £500,000 budget to successfully reach the target population.

EZmeals seeks to give prospective subscribers a seamless and engaging experience through strategic communication channels such internet advertisements, social media advertising, social media-owned postings, email marketing, direct mail, sales promotions, and public

relations. In order to appeal to a wide audience, the campaign's slogan, "Discover the Delicious World of Plant-Based Cooking," emphasises the attractiveness and variety of vegan food.

Special discounts and incentives will be integrated into the campaign to tempt potential subscribers. These lower entrance barriers and give new members access to useful resources by offering free recipe e-books and discounted subscription fees for the first month. In accordance with the budget split, resources are distributed with an emphasis on social media advertising, direct marketing, sales promotions, and public relations.

Key performance indicators like conversion rate, cost per acquisition, click-through rate, subscriber retention rate, ROI, and customer feedback will be used to gauge the campaign's effectiveness. These measurements will be regularly analysed to help guide optimisation tactics that will maximise outcomes and guarantee efficient resource utilisation.

Overall, EZmeals' entry into the market for vegan cooking boxes offers a fascinating chance to meet the rising demand for plant-based solutions. By launching a thorough and focused marketing effort, EZmeals hopes to establish itself as a top supplier of delectable and affordable vegan meals, fostering customer loyalty and promoting steady growth in the plant-based food sector.

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