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MARKETING IN PRACTICE

CAMPAIGN PROPOSAL

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Table of Contents

Executive Summary	2
1. Introduction.....	3
1.1. Background to the Promotional Campaign.....	3
1.2. Overview of the Campaign.....	4
1.2.1. Campaign Objectives.....	4
1.2.2. Scope of the Campaign	4
1.2.3. Budget Allocation.....	4
1.2.4. Critical Success Factors.....	4
2. Communication Channels.....	5
2.1. Advertising	5
2.2. Sales Promotions	6
2.3. Public Relations.....	6
2.4. Digital Media	7
3. Campaign Ideas – Messages and Offers	8
4. Media Scheduling and Budget Split	9
References.....	10

Executive Summary

Mamak's Kitchen's promotional strategy for their vegan box subscription service is carefully designed to capitalise on the growing demand for plant-based food options while encouraging both wellness and environmental responsibility. The campaign seeks to draw in 50,000 new members over six months using a mix between conventional and electronic communication methods, such as advertising collaborations with Vegan Food & Living magazine, sales promotions with attractive bargains, and cause marketing initiatives supporting environmental conservation. The awareness of wellness benefits related to plant-based diets is central to the message approach, as is the ethical obligation to reduce environmental damage. With an overarching advertising motto of "Fuel Your Body, Heal the Planet," Mamak's Kitchen aspires to establish itself as a pioneer in the plant-based food sector, encouraging consumer interaction and contributing to

1. Introduction

1.1. Background to the Promotional Campaign

In the present-day mindful world, there is a growing preference for plant-based food alternatives. Recognizing this shift, our subscription meal box company; Mamak's Kitchen which is recognized for its delicious south-Asian cuisine primarily focusing on the Malaysian cuisine, intends to broaden its range of products by offering a vegan option to all the products offered. Veganism is defined as the way of life that avoids using animal-derived items that ranged from food items to any items that uses any animal parts in their manufacturing according to McPherson (2018). According to The Malaysian Reserve, the findings of the latest research states that one out of every eight British citizens, or nearly 13% of the nation's citizens, are currently either vegan or vegetarian, with another 21% classifying themselves as 'flexitarian'. Thus, approximately one-third of their population has adopted meat-free or meat-reduced diets (Azman, 2022). This shows that by offering vegan options, Mamak's Kitchen can reach an entire new market. A widespread transition to a vegan diet could minimize fatal outcomes by 10% and the release of greenhouse gases from food manufacturing by 70% by the year 2050. People are growing more concerned about their physical wellness, the general well-being of their loved ones, plus the environment, that is changing the manner in which what influences consumer's purchasing decisions, from the food that is consumed to the kinds of milk in that goes into people's daily cup of coffee.

1.2. Overview of the Campaign

1.2.1. Campaign Objectives

The campaign will be following the philosophy of quality-of-life (QOL) marketing where the aim is to be able to create and promote goods products which improve the well-being of consumers yet minimizing undesirable outcomes and maximizing profitability over the long term (Sirgy & Lee, 1996). QOL marketing is said to be aligned with the definition of societal marketing, defined by Kotler (1986); where societal marketing intends at catering to the demands, desires, and preferences of the target audience in a manner that is advantageous to consumers as well as the community. Kotler states that it is important in societal marketing to balance 3 areas when making decisions which are customers, the business and lastly the community. The primary aim is to attract 50, 000 new members however at the same time by attracting new members and retaining existing customers, Mamak's Kitchen can maximize profitability over the long term.

1.2.2. Scope of the Campaign

This campaign is primarily aimed for vegans, vegetarians and those who are health and environmentally conscious. By appealing to such various demographic, this initiative intends to cater to a variety of eating habits as well as ways of life, promoting accessibility and inclusiveness.

1.2.3. Budget Allocation

A budget of £500,000 has been allocated for this campaign that has been planned to run for 6-months. 10% of the budget will be kept for contingency. Contingency planning is the redemption and resuming processes that exist to address any post-disasters circumstances (Fernandes & Gama, 2008). According to Whiteman and Mattord (2021), there are 3 main plan that are involved in a contingency plan for risk management which include the incident response plan, disaster recovery plan and lastly the business continuity plan. The remainder of the financing will be divided and strategically used for resources necessary for a successful campaign. The budget distribution supports the top priorities, with an emphasis on maximizing ROI and simultaneously interacting with the intended market via a few methods of communication.

1.2.4. Critical Success Factors

Critical success factors can be referred as important components where a manager must achieve satisfactory outcomes in order to achieve the objectives they set (Bullen & Rockart, 1981). It also is understood as those few key areas where things must go right for business to prosper in an article written by Rockart in Harvard Business Review (1979). For this campaign, the key elements involve accurate promoting, appealing advertising, an easy experience for users, and periodic evaluation together with the optimization of performance metrics. By paying attention upon such significant criteria, we hope to assure the effective execution of this marketing effort and the start of the plant-based meal offering.

2. Communication Channels

The campaign will use a combination of olden-days marketing as well as taking advantage of modern-day digital channels to reach the target audience efficiently. The chosen channels include advertising, sales promotion, public relations where cause marketing is used, and lastly digital media. Each communication channel has been carefully handpicked to be able to reach a wide range of audience.

2.1. Advertising

Advertising is a form of marketing designed to sell a particular item, or service. The name "advertising" is derived from the Latin term for "adventure," which meaning to direct an individual's interest in a subject (Jain, 2023). A business, enterprise, or organization uses advertising in order to reach a big audience. The present-day advertising methods include publications, digital marketing, and social media platforms. Mamak's Kitchen has decided to collaborate with Vegan Food & Living which the UK's No.1 vegan consumer media brand delivering the most active and valuable audience across print and digital media. Through this collaboration Mamak's Kitchen can reach the targeted audience better because their reader demographic is dominated by vegans. They are also sold in big store brands such as Tesco, Sainsbury's, Waitrose and more. This is able to aid in reaching more people.

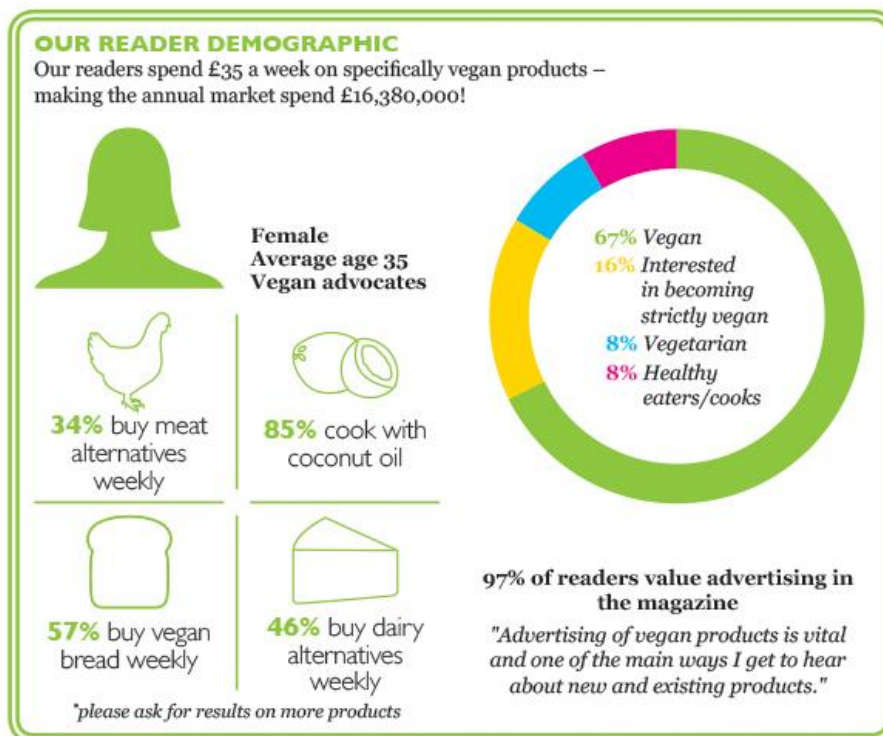


Diagram 2.1: Vegan Food and Living Reader Demographic

2.2. Sales Promotions

In *The Marketing Book*, it has stated that sales promotion has historically been eclipsed by advertising in the marketing field. However, in recent years it had pique the interest of many academics and research studies. According to Peattie & Peattie (2012), sales promotion is defined as Marketing efforts that target a certain time frame, location, or clientele and provide extra perks to stimulate direct responses from customers or marketing intermediaries. Promotion results in higher sales, greater utilization of materials, and new customer acquisition as stated by Nakarmi (2018). An example would be price promotion which is a brief reduction in prices offered to customers or an increase in materials. Through this campaign, using sales promotion Mamak's Kitchen will have a 1-week period of BOGO specials where with each purchase of a meal box would also receive a free vegan product box. According to Kelwig (2023) sales promotion have a few pros and cons. First off using sales promotion can help with introducing new products, because potential consumers may require inducement to buy, whereas existing consumers might remain loyal to their preferred items. Offering a promo or price reduction on a new product is an excellent approach to raise awareness of it with no presentation of a sales pitch. However, sales promotions could possibly render it difficult to resell your goods at its intended price. Given the duration of the offer lasts, business could draw in clients who never shelled out the full value for the goods. These clients may walk off once the deal ends and the price is reverted to the standard pricing.

2.3. Public Relations

Cause Marketing is a sort of Corporate Social Responsibility (CSR) in which a company's marketing approach aims to increase profits while simultaneously benefiting the world or to simplify it, cause marketing refers to when a firm profit by doing good (Organ, 2017). According to Daw (2006), cause marketing has transformed from straightforward business charitable giving to cause branding, where businesses provide continuous contributions to charitable organizations as a portion of their business brand and CSR programme. For the 6-month time duration, £1 from any transactions made with Mamak's Kitchen will be donated to The Wildlife Trust of South and West Wales. The Wildlife Trust of South and West Wales is an NGO that helps wildlife and wild spaces.

2.4. Digital Media

The digital media utilized for this campaign would be social media marketing and influencer marketing. Social media channels will be an important part of our digital media strategy for advertising the vegan line offering. Popular platforms like Instagram as well, Twitter, TikTok, and Facebook to connect with our intended audience, publish fantastic material, and attract visits to our page. There has rarely been more need for influencer marketing strategies. It is a \$24 billion sector in its own right, accounting for 26% of marketing firms and corporations' advertising budgets. However, a lot of companies struggle to determine what amount to allocate or expend on influencer marketing to attract new consumers and increase sales. According to average prices, marketers spend approximately \$214 each influencer. A small influencer marketing effort may run between \$1,000 and \$10,000, whereas larger, more thorough campaigns can cost \$10,000 to \$500,000 or more.

3. Campaign Ideas – Messages and Offers

The messaging layout and implementation for the vegan line campaign will revolve around two primary subjects: health, sustainability. These concepts shall be carefully interwoven throughout all elements of the campaign, which includes advertisements, social network material, and marketing materials in order to connect with our target demographic and communicate our service's unique value offering. The drive will highlight the wellness advantages resulting from eating a plant-based diet, emphasizing how our vegan meal alternatives may improve general well-being, increase endurance, and lower the risk of serious illnesses. The messaging will emphasize the nutrient-dense quality of plant-based foods, their ability to ease the breakdown of food, overall their importance in encouraging lifespan and wellness. The campaign will also emphasize the beneficial ecological effects of eating plant-based meals. Mamak's Kitchen will emphasize the benefits of lowering meat intake in terms of greenhouse gas emissions, water consumption, and woodland loss, as well as our dedication to ecology and environmentally aware living. Messaging will emphasize the necessity of adopting moral eating habits that benefit the environment.

The overall campaign slogan for the vegan line offering will be "Fuel Your Body, Heal the Planet." This statement summarizes the two advantages involved in eating plant-based meals: physical well-being and preservation of the environment. Furthermore, the campaign will use a succession of straplines to emphasize important messaging elements and elicit emotional resonance. "Eat Green, Live Clean" the tag line emphasizes the positive health effects of a diet composed of plants and promotes customers to make healthy choices for their own personal health. "Savour the Flavour, Save the Planet" the following strapline emphasizes the delectability of vegan meals while also emphasizing the environmental advantages it provides.

4. Media Scheduling and Budget Split

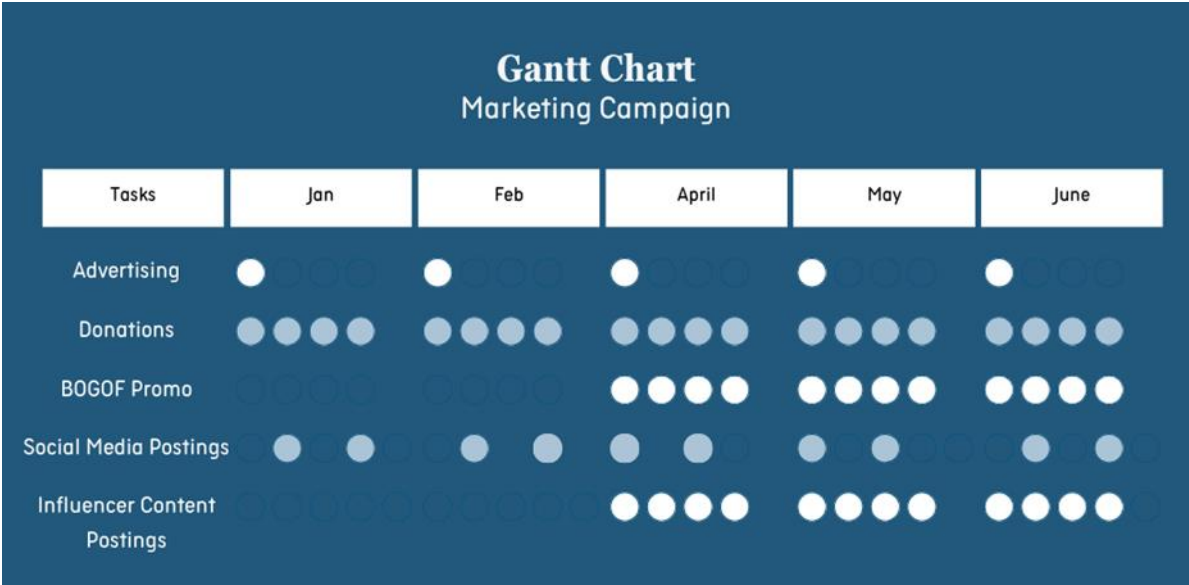


Diagram 4 (a): Gantt Chart Stating Media Scheduling

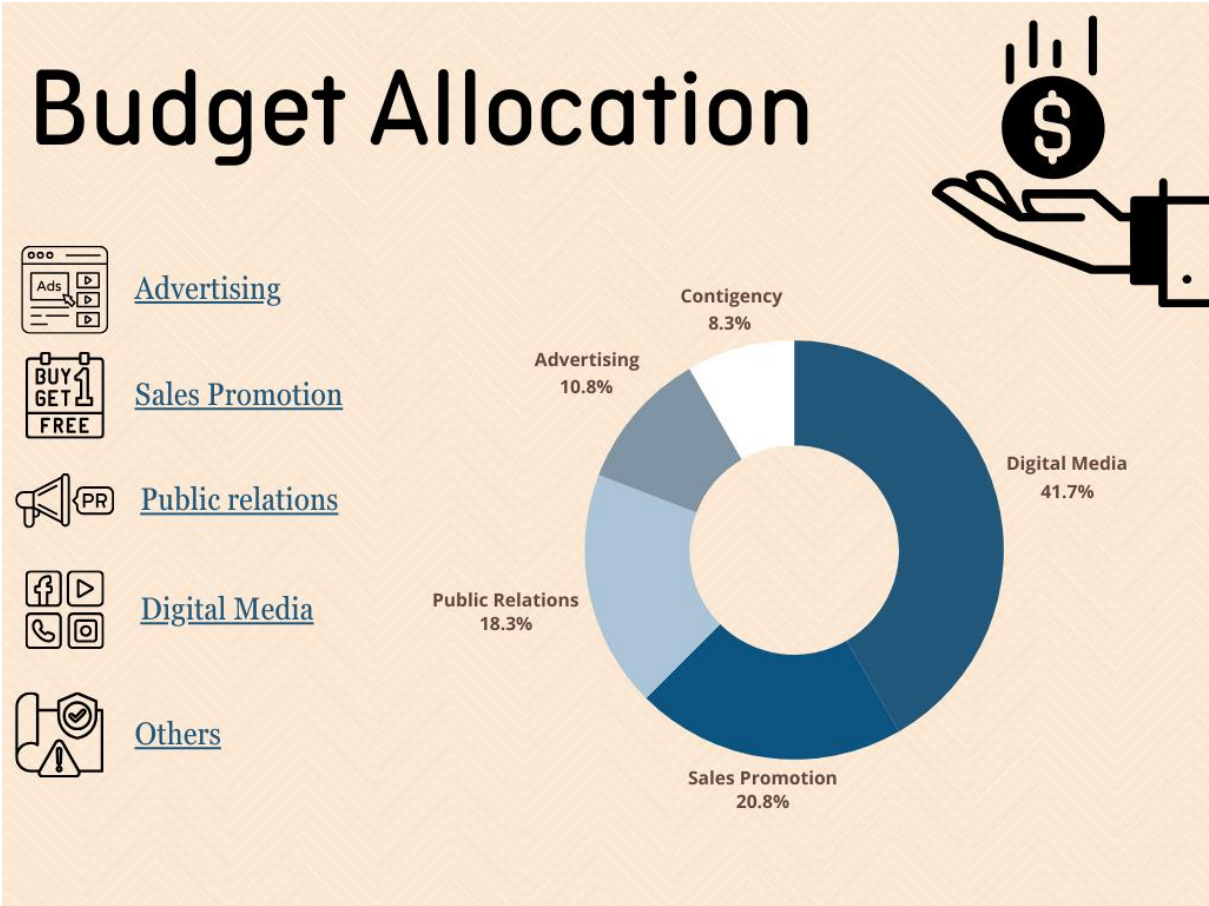


Diagram 4 (b): Budget Allocation

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