



VEGAN FOOD BOX CAMPAIGN PROPOSAL

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Executive summary

The report concluded the best media options are TV advertisement, email and social media; including the spread of word of mouth and leaflets. The report concluded that the budget would be maintained at £50,000, if used the media suggested. It also went into the target audience the main target audience would be vegans and students, however, it's not limited to this, as it would also include families and people who are short of time.

They will also give details on how success would be measured by using internal and external data. It also explains that success can be measured by calculating how many people have used discount codes as a result of the leaflets and how many people have made purchases during the time of the TV broadcasting. The report also shows that, the use of social media can be used to benefit the company by getting personalised reviews; showing how an influencer reacts to their subscription box and then their followers as a result giving them an insight into how people feel about the box.

Introduction

The purpose of this report is to determine which is the best media available, in order to promote a subscription box. The report will take into consideration a number of variables, such as the cost of each platform, the potential reach and the number of views it's likely to get. The evidence will be closely monitored using a number of metrics such as subscriptions, shares and likes. The report will expand on all of these factors, to see how it will effect total sales and profit, and will ultimately build a compromised evaluation to see what is the best course of action for the business.

The paper will also outlines a number of the businesses moral objectives, when, considering which social media platform to use. The business wants to promote the benefits of a healthier vegan lifestyle and a shift away from processed and takeaway food; this could mean a decision may be based on which social media companies have less of a carbon footprint and cause less of a detrimental impact to the environment.

The proposal will go into detail on each media available and the cost of each media. It will conclude which media that the subscription box should use, and it would also give that as a recommendation. The report will also include; campaign ideas, objectives for the company and how the business can move forward in the future.

Main Findings

Media

A popular choice for advertisement would be to use TV (Entrepreneurship Model Paper, 2014). By making a TV advertisement that can be broadcasted during peak TV hours, it can expand the reach much further than if you would broadcast during unpopular times (improve marketing, 2021). There is also no other media that you can use that has a larger reach than TV (Powell, H. 2013). While TV is a popular choice it is also a very expensive choice (Mathur, U. C. 2008).

Another largely popular choice of media would be to use emails like this is a free choice and you can expand your range and tailor support the email specifically to your target audience directly (Scott, G. G. 2013). You can also use emails to attach a direct link to your website, so that it is more accessible and easier for the customer or potential customer to find (Bremner, C. 2014). By creating an email for marketing purposes, you could make one email then use the same email to send it out to a large number of potential customers (Hutchison, T. 2012).

Sending out automated mass emails will also reduce costs as it is relatively cheap to execute (Kinnard, S. 2002). This coupled with the fact that most people have email addresses and would be more willing to hand them out; as they can be seen as being less intrusive than giving out their phone number or home address.

Alternatively, another popular method of marketing could be word of mouth; this is when you spread the word by talking to one another. This is another free option of marketing (Whitler, K., 2021) (Investopedia. 2021). This current method of marketing has been used by a lot of popular companies to help spread the word and bring new customers (Sernovitz, A., Kawaskaki, G. 2015). This is a very innovative way to market (Silverman, G. 2011).

However, it must be considered that, generative an initial ‘buzz’ for the product in order to create word of mouth, may need to include an opening marketing campaign.

While social media also continues to grow, this is also another area of marketing that seems to be thriving, which, is again a free method (De Maio, C et al, 2021). While most of the population are also using the Internet daily, by using social media this expands the reach further and it is not time-restricted. Social media also allowed the company to be able to respond to them and have communication regarding products that they are selling or advertising (Brown, E. et al., 2012). A preferred method of using social media is to use influencers to promote their brand this can also improve how a potential customer feels about the brand when they get in creditable reviews directly from an influencer (Godey, Bruno et al., 2016). It is estimated that 91% of businesses are using social media to promote (New York PR Newswire Association LLC, 2020).

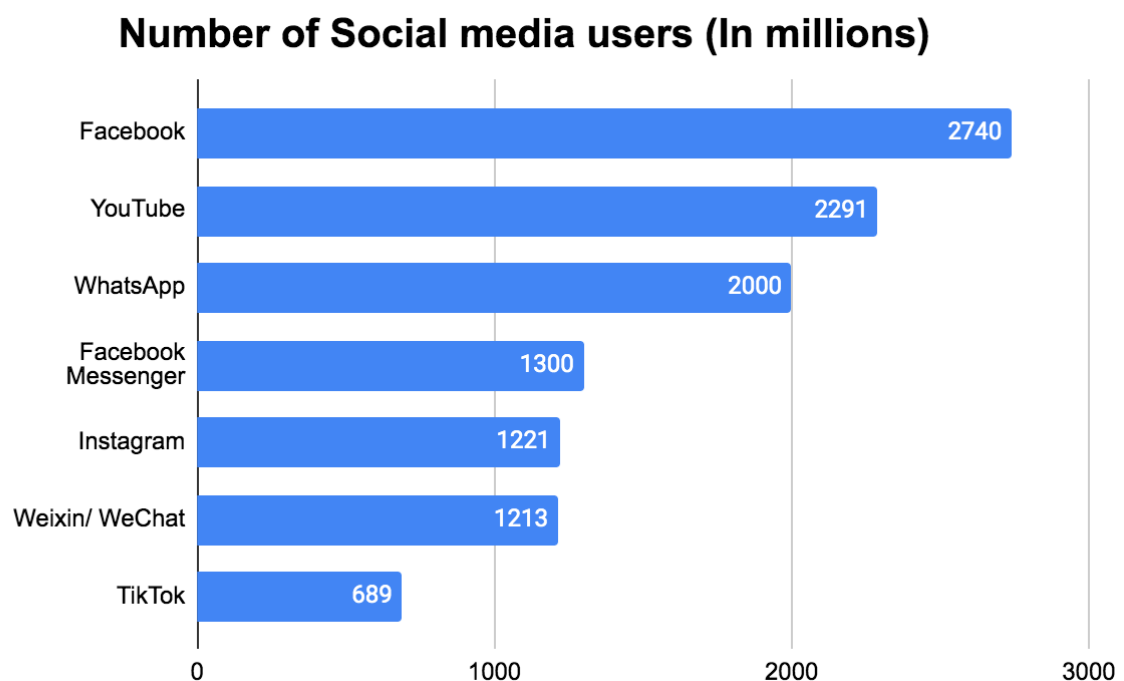


Figure 1.1: Most popular social media platforms as of January 2021.

Another method of marketing could be leaflets, this is not a free option and can be a time consuming endeavour for companies, due to having to hire out an additional companies to design, print and drop off the leaflets (Anonymous, 2019). While this may be tiring for many companies, this method is not as productive as the other options available (Kendrick, T. 2006). In some cases where 200,000 leaflets have been handed out only 3.4% have a used rate (Mullin, R. 2002). While standard leaflets to promote business are less popular, using a leaflet to provide discount codes or voucher has increasingly become popular to entice people to use that product. There is a higher chance of someone using a new product, if there is a discount in it for them or at a reduced rate.

However, considering the businesses assumed environmental ethos, using leaflets may cause a moral dilemma, as it leaves more of a carbon footprint and is more detrimental to the environment, as opposed to using other digital methods of marketing. The company would not be able to boast about being more environmentally consciencious and may find itself with public backlash towards its non-paperless business model and could thus alienate some of its customers.

Campaign ideas and messages

Each communication channel will be used differently to ensure that all of their strengths are targeted and taken advantage of. TV would be used only during popular TV Times to ensure they get the maximum outreach possible. emails that will be sent out specifically to the target audience possibly emails collected from a large vegan food store where consent is been given for marketing purposes at purchase. word of mouth and social media will be used as one where influencers can be targeted to promote the business on their social media this will help spread great word of mouth. And the flights will be sent out

depending on the areas there are accessible to have this service. Discount codes and reminders can also be sent out via email.

Ensure each channel is performing at the most efficient test will be undertaken to check and ensure end that they are extended to their maximum reach and drawing in new customers.

By using leaflets, the company can add discount codes that will be sent directly to new potential customers when the discount is used it would be a cost at the company however it will average out overall by bringing in the new customers so if they were to stay and make another purchase that would be the full price that would average out the loss of the discount.

A way to stand out the company could make a campaign that targets their specific audience in this case a vegan audience they could contact local vegan food suppliers possibly get them to hand out flyers and hold a tasting day this can then show the quality of the food before signing up to the subscription, similar to this local vegan stores could also sign up to subscription where they could use the product promote. It is important to show the message of this company to new potential customers it is important that it is shown that the food subscription box is not only being vegan as it is a trend but as it is a lifestyle they could show the importance of being vegan how they intend on helping cut back on meat and help the environment and its local benefits as well. The company objectives are to increase more people to eat vegan food as a healthier alternative to meat. To display the importance of cutting back on meat and show that vegan meals for everyone and not only vegan people.

Audience

The main target audience for the vegan subscription box would be vegan customers as this would benefit from the subscription box greatly to have a new and exciting

meal that they could change. Specifically targeting the audience that benefits best can also increase brand loyalty as this is something that they may not have had previously and could help increase sales. However, this is not limited to vegan customers this would also be targeted to 'foodies' and families who want to try new meals. This could be promoted very well as a way of introducing new meals new tastes and new textures to families that they would not necessarily have tried before as this subscription would provide all the ingredients and instructions it would be easier to try this new meal. The subscription box will also be targeted at people in a hurry, people with limited time as the subscription box meals are weighed planned and set with instructions on how to cook meals this will then decrease wastage and help speed up dinner times for busy people.

Another target audience could be students who are at a very busy time in their lives where they want to rush and cook meals may not be eating as healthy as they should this could help them to increase their fruit and vegetable intake as a vegan has no meat. Which can result in being more focused while studying.

Budget/spend plan.

The majority of media used for marketing is free. They do however still cost the company some kind of money in the sense of time spent producing the media for example someone would have to personally make the emails to send off this does take time therefore this would be included in someone's wage specific for the role this is the same then for the social media posts there would be a specific job role within the company for someone to target the media side. The only ones that would have to be paid for are TV and leaflets. The current budget is £50,000 this needs to be divided by all of the media to ensure that budget is

stuck too. A standard TV advert that is 30 seconds long that delivers to all TV stations and aimed to have 6.5 million views a day today that also provides post-campaign analysing is around £35,000 (TV Advertising, 2021). This is the most expensive method for media marketing however it is the most efficient as well with the largest reach. The second method that cost money to the campaign would be for the leaflets, while leaflets are considerably less the standard TV advert, they do cost between £30 and £55 per every thousand this does not include the delivery of the leaflets so for the project the remaining £15,000 would go towards producing as many leaflets efficiently as possible.

Key performance indicators (KPIs)

To ensure that the campaign is being profitable the company will look at key figures that relate to sales in the company so they would monitor how many sales that they have from their leafless where discount codes have been used, they could use this to then track how many people have successfully received and read and engage with the leaflets. while it is harder to track how many people have engaged or responded as a result of the TV advert this can also be measured in the way of how many views the TV advert had experienced so the company could look at the time that the add what had been added and then they can look at the times that the subscription boxes had been signed up for an average guess from that how many were from the TV advert itself.

This will include leads how many leads that they had had from specific time the TV advert had been posted how many leaflets had been successfully used with the vouchers or discount codes it can also look at the media side so how many likes shares have been made as a result of an influencer posting about the vegan subscription box. Another thing that can be tracked

on its impressions made is the social media and looking at comments and interactions that it has had.

The business could also look at their cost per sale and their cost per lead this could give them an accurate estimate of how well the business is doing for example the more subscriptions that come in the more leads that they get more with the month that spreads which would result in then more sales.

Another way that they could measure success is using companies that track that website click or searched history this includes Google this is a free service where the company can use to track how many people have searched their company and how many times people have used the website. another way they could do this is by tracking the external data how many sales did they again they could look at that and measure success in that way. the company can also conduct surveys so once a purchase has been made, they could offer a survey at the end of the purchase or after one subscription box should be used if so we could be sent to the email I also have measure success buy food reviews. Alternatively, they can look at their internal data where their call logs customer service and stock come taken into consideration so how many people are calling regarding the that the service.

Recommendations

It is advised that the company further vegan subscription box uses the advertisement methods suggested in the report as they will stick to the budget and also be most sufficient.

Conclusion

This report has concluded that the methods of media that should be used to promote the vegan subscription box are TV advertisement, email, social media including the spread with mouth, and leaflets. These methods of media are within budget and more efficient and effective in terms of brand promotion. By making a TV advert to promote the vegan subscription box has the potential of 6.5 million views which may result in 6.5 million subscriptions. this is the same for email as this is a free method which is sustainable for the company to use this can increase the range of potential customers. the use of social media can promote brand loyalty an increased sales by having someone reveal the subscription box and give honest opinion on their experience, as they know an influencer would be honest with them and give a genuine opinion as if they were to agree with a service, they did not like that could backfire on them, this is a trusted method of review. Alternatively, the use of leaflets can also increase brand acknowledgement if they had not seen a social media post or the TV advertisement.

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