



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

University of Wales Trinity St Davids

Bachelor of Arts: International Business

Semester: January 2024

Module Code: BMBW5013 Marketing in Practice

Level 5

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EXECUTIVE SUMMARY

In the current era, there is no denying the emergence of veganism as a lifestyle choice, fueled by ethical, environmental, and health-related reasons. There is a growing demand for vegan solutions in many areas of life, such as nutrition and fitness, as more and more individuals choose plant-based diets. Recognizing this trend, we at Gymratatouille are thrilled to announce that we will now offer a cooking box and meal plan that are solely vegan. Our mission is to serve the requirements of vegans in the fitness industry by providing them with an easy and healthful method to meet their fitness objectives without compromising their vegan lifestyle.

We're organizing a large-scale marketing effort to introduce this new service with the goal of recruiting 50,000 new users in the course of six months. A range of communication platforms will be used in our campaign, such as email marketing, influencer collaborations, digital advertisements, social media advertising, and events and sponsorships. To reach our target audience within the fitness community, we'll use our current social media platforms, including Facebook, Instagram, and TikTok, as communication conduits. In order to spread the word, we'll also look at digital advertising on websites like YouTube and Twitch and work with influencers in the fitness industry. We'll also arrange events and look for sponsorship possibilities to spread the word about our vegan meal subscription service. To draw in and keep consumers, our campaign will make use of a number of techniques, including free trials, package discounts, time-limited offers, and referral schemes. We want to encourage sign-ups and raise brand recognition, so we provide alluring incentives and emphasize the advantages of our service. Our distribution strategy has been meticulously devised to optimize the campaign's £500,000 budget. This consists of £50,000 for influencer relationships and digital advertisements, £150,000 for email marketing, £50,000 for social media advertising, and £100,000 for events and sponsorships.

Overall, we're optimistic that the expanding vegan and fitness communities will connect with our creative vegan meal subscription plan and advertising campaign. We have the potential to become a top option for vegans who want to reach their fitness objectives because we offer a solution that fits with their principles and way of life

INTRODUCTION

Nowadays, the term ‘vegan’ or ‘veganism’ is a very popular trend in the modern age that we live in today. A vegan's diet and way of life are defined by their refusal to eat any animal products or their byproducts. Meat, dairy products, eggs, honey, and any other food originating from animals fall under this category. For a variety of reasons, such as ethical, environmental, or health-related ones, people decide to become vegans. A common source of ethical motivations is the desire to stop animal abuse and exploitation in the food business. The major negative effects of animal husbandry on the environment, such as deforestation, greenhouse gas emissions, and water pollution, are the main source of worry. To treat food allergies or intolerances, lower the risk of particular diseases, or improve general health are some examples of health-related motivations.

The number of British adults who avoid meat is estimated to be 7.2 million, and the number of vegans in the UK has increased by 40% in the past year. Furthermore, it is projected that a startling 25% of the UK will adopt a vegan diet by 2025. In correlation, since the fitness culture or trend has also risen in popularity nowadays, a large number of vegans are also interested in being a part of the fitness and gym community. Thus, challenges arise for the vegans in the fitness community. This is due to the fact that a lot of protein sources, which is a key nutrition in the fitness culture, are mainly from animal products such as meats and dairy products which have high protein contents. Although, there are a lot of plant-based protein sources, it is not as well known as much as the animal sources and often considered as the inferior protein source. Cooking vegan meals are also considered as a challenge because of its restricted ingredients in comparison to mainstream fitness meals.

However, in Gymratatouille, we are planning to fill that gap by expanding our services to also include an exclusively vegan cooking box and meal plan for our fellow vegans in the fitness culture. Since we already have meal plan categories for people who are bulking, cutting or trying out the keto and carnivore diets, we aim to provide for the vegan community with a healthy and suitable meal plan that will help them achieve their fitness goals while being in

line with their vegan lifestyle. We aim to launch this service expansion in around 6 months time. Thus, we also plan to run a promotional campaign with the goal to sign up 50,000 new members for approximately 6 months. We have most of the crucial parts sorted and planned out such as the communication channels, campaign ideas and the budget split of £500,000 for the whole campaign.

COMMUNICATION CHANNELS

In regard to the communication channels, we currently choose to use channels such as social media advertising, digital adverts, influencer partnerships, events and sponsorships, and also email marketing. These selections of media channels are the most cost-effective while being able to reach a vast number of audiences. To further elaborate, in terms of social media advertising, since we already have social media platforms such as TikTok, Instagram, X and Facebook for Gymratatouille, we will use those platforms to advertise and spread awareness to our new and upcoming service to our fanbase. This is because the fitness and gym culture has already sky-rocketed in popularity on social media, so this communication channel is undoubtedly a great medium to be utilized. The algorithm on these platforms can be used to make our presence known to new and potential customers due to our convenience and relatability to the fitness and gym culture. This method does not require a heavy budget as we are the ones who own the accounts on those platforms. Next, we aim to do some digital advertisements for our upcoming vegan meal subscription plan option. These adverts will be streamed on platforms such as YouTube and Twitch which have a large number of users. Additionally, we also aim to do multiple influencer partnerships for this promotional campaign. There are countless of fitness influencers on social media who have a large fanbase that we can promote this product to, so instead of only relying on the algorithm in the social media platforms, we will directly have influential people help with our promotional campaign. There are also vegan fitness influencers, thus we are sure that we can pique their interest and followings with our upcoming vegan meal plan and cooking box.

Furthermore, we will also be organizing events and sponsorships as communication channels for our promotional campaign. Basically, we will do physical or online events that

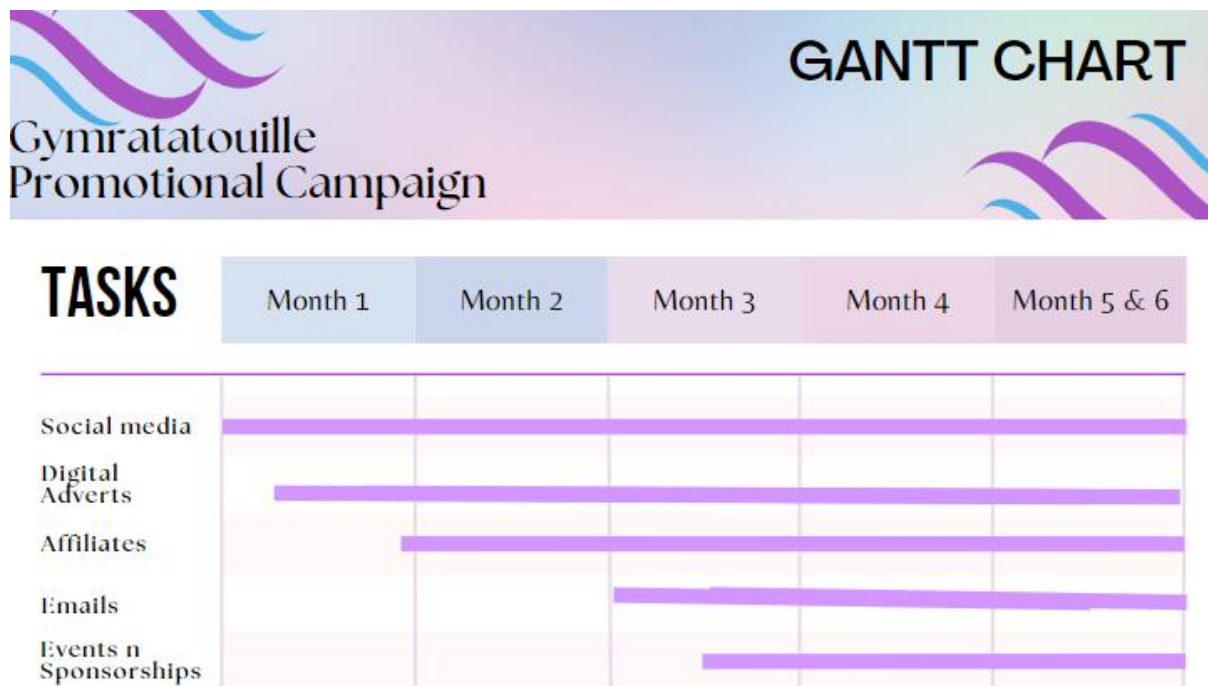
will have our existing or potential customers be aware of our upcoming service with the intention of having them being interested themselves or further spread our service to someone who might need or want our services. Sponsorships will be such as finding other events or groups to sponsor and have them mention about our presence too. We will try to find any vegan-related events or campaign and give some of our vegan meals as sponsor to let people have a taste of our vegan meal subscription plan. Finally, we will also be doing the simplest method which is email marketing. This is a method where we will be sharing emails to existing members that can help spread about our new upcoming service. Potential customers will also get these emails even though they are not a member. This is also a very cost-effective method as we do not have a third party that we need to pay to share our campaign.

CAMPAIGN IDEAS

Moving on, we will talk about campaign ideas that we have planned out for our promotional campaign. We will be implementing methods such as limited-time offers, free trial period, bundle deals and referral programs. The idea of limited-time offers is to share an offer to the existing or potential members for a limited amount of time. The factor of the limited amount of time will strike a sense of urgency in the hearts of the people who receive the offer. The offer can be in forms such as bonuses and discounts, where the benefits will pique their interest even more and with the limited-time frame, the customers will feel that it will be their lost if they do not use the offer given, thus the sense of urgency will make them become a member of our meal subscription plan service. Another factor to consider is that since we are launching a vegan version of a meal subscription plan service, the limited amount of companies doing this will also make the customer think that they should give us a try. According to academic studies on limited-time offers, they usually have a bimodal distribution in terms of redemption patterns. It is also discovered what the figure illustrates. Because they were thinking about it all the time (since they had just bought it), a disproportionately large amount of buyers used the voucher in the initial weeks. Because early redeemers are more likely to be enthused or inquisitive about the seller's products and utilize the campaign as an opportunity to explore new products, early redemption is encouraged during limited-time promotions.

Next, a free trial period will also be a good method to attract more people into using our services. As the name suggests, customers will have free meals be delivered to them in a designated period of time. In reality, people love things that are free, thus having the convenience of our service, it would definitely be hard for them to refuse this generous offer. Looking into the potential future, if during the free trial period, they find our service to be very good, satisfactory and convenient, they would be more inclined to use our service again in the future. We will also have bundle deals being offered to our customers occasionally, depends on important periods such as holidays or cultural events. Bundle deals are made to convince customers that they should purchase it because they look like good deals that they may feel a sense of guilt if they do not purchase it. Finally, we will also be implementing the referral program method where it is basically a win-win situation for everyone involved. So a referral program is where existing members will have the chance to gain benefits if they manage convince and make other people become new members of our meal subscription plan service. So, in the best case scenario, the existing member will get the benefits, the new referred customer will have the convenience of our service and most importantly, we will gain another member.

MEDIA SCHEDULING AND BUDGET SPLIT



The diagram above shows a GANTT chart that shows the scheduled timings of media execution.

Based on the GANTT chart showed above, it is showed that we prioritized our social media promotion is to start first. This is because it will act as a announcement and an introduction to our new category of the meal plan that we provide. Next, we will continue with launching the digital adverts not long after the announcements on our social media platforms. Moving on, we will start finding influencers to make as our affiliates to promote about our new vegan meal subscription plan just before entering the second month. The reason of this delay is to make sure that our presence and products get enough time to be known and gain more awareness of the public including influencers. Therefore people will know that we can be trusted and it will not seem like we appeared out of the blue. Following the third month, we will start sending out emails about our campaign. Finally, we will do events and find sponsorship opportunities in the middle of the third month. The reason we do the sponsorships after the emails is to hope that our emails will reach out to people who are interested to be sponsored by us instead of us having to find them first.

Moving forward, with the budget of £500,000, we will split it for how we see each category require. We will have £50,000 for social media advertising, it does not require that

much because we do not have to pay any third party to advertise. We will set £150,000 for digital adverts and another £150,000 for affiliates because both of these will require us to pay a third party. £50,000 will be set for email marketing because we do not have to pay a third party for this either and £100,000 will be ready for events and sponsorships just to be ready if we get a lot of opportunities.

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