

Marketing In Practice

Assignment 2: Campaign Proposal

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Executive summary

In this report, our company which is Jom Makan will be launching a campaign for our new products, a vegan food box. With the budget of £500,000 to expand our services and gain new subscribers of 5,000 people, Jom Makan is a subscription food box company that bring amazing foods with joy for its customers. Next, this report will be discussing on campaign objective based on SMART, scope, planned strategy and media, company budget, and critical success factors. Moreover, the communication channel chosen are advertising, sales promotion, social media advert and affiliate influencer. Lastly, our company will give an insight on campaign ideas, budget splits, and metrics performance for the launch campaign.

Introduction

Jom Makan (Let's Eat) is the name of my subscription food box company. The slogan is "Amazing foods brought to you with joy". It is a weekly subscription meals kit product that is freshly cook by our professional chef. Our company are planning to expand its services offering a vegan food box and will be launch in six months' time. Promotional campaign is a part of marketing strategy that are targeting to a specific audience on launching a new product and services. Next, our company decided to launch a vegan food box through promotional campaign because we care about our customer health, wellness, and environment.

Furthermore, our company are using SMART objective to achieve our campaign's goals. Our subscription food box company needs 5,000 new members to subscribe our services within six months with total budget of £500,000 from the advertising, sales promotion, social media advert and affiliate- influencer. This is to increase our company sales by 10% from the current products and new products that will be launch. Thus, we also can create our brand loyalty for our regular and new customer. This is to boost our company's new product and services to consumer via digital marketing because the lead generation are using technological advancement such as phone and tablet to keep updated with news and trends. In addition, one of the planned strategy is targeting to specific audiences including college student, professional workers and parents age between 18 to 60 years old who care about their health and fitness.

Next, with brand loyalty provided, our company can build a long-term relationship with our customer by achieving company goals. Moreover, do a promotional campaign to raise awareness of a plant-based diet and it's benefits on vegan food trough traditional and digital media such as TV advertisement, Instagram and Tik Tok. Other than that, corporate engagement is one of the strategy. Our company are engaging with big

companies to join our vegan food box launch that can leads to accessibility and clarity of plant-based food to customers with major media coverage such as influencer, social media adverts and food critics.

Thus, it helps to reduce animal cruelty from being slaughtered unethically and to lower greenhouse gas emissions to our environment. Besides, our company budget is £500,000 to make our promotional campaign successful. This budget will be used to pay the influencer, pop up ads on social media, and TV advertisement. Next, our critical success factors based on food service, sales and marketing. First, our company are particular with quality of our food and delivery to increase our customer satisfaction. Broadly speaking, our company take note of each customer's feedback, thus, in future it helps to build trust with new customers who would like to buy our product and using our services. Any negative feedbacks will be taken seriously and the company will take all the responsibilities to improved in time by reviewing what is lack with our marketing staff.

Besides, sales is one of the critical success factors that will improved team culture. A marketing team who responsibility to promote a campaign successfully need a good social, attitude, and behaviour in positively giving out ideas and opinions on a good strategy. When the campaign is successful, all the teams will be connected with each other and can bring out the best in the team. Furthermore, it helps increasing number of industry contacts with big companies by getting sponsorship, donation, and recognition in food and beverages industry. Hence, it will be a good opportunity for company to grow and be consistent. Lastly, the more products was being produce, the lower production costs because the ingredients would be bought in bulk. Lastly, the larger marketing budget will depend on how well the company revenue and sales based on the products sold.

Communication Channels

Communication channels is a platform to deliver a message to targeted audience. For example, SMS, phone calls, email, radio, social media, and other social platforms. Therefore, our company use specific communication channels to launch a new product which is a vegan food box through advertising. It was a paid form of media communication by television, radio, and print. First, TV advertisement is one of the main communication channels that will help with our company's growth because it will be broadcast locally and internationally, therefore, the budget on TV advertisement will be a bit higher than other channels. Next, radio is a good platform to promote the campaign launch because no matter where we are, going back from work, driving to a far place, we will listen to news and keep updated with the trend by listening to radio. It will let the consumers keep questioning more and find the social media pages to know more about the products and services provided. Furthermore, print is one of the ways to promote for people who is not updated with technology because some people are preferring to read it through newspaper and brochure, more of like

physical than online. Thus, it captures the reader's attention because they are not distracted with other things rather focus only on what the campaign is about.

Next, is sales promotions. It is one of the marketing strategies to increase sales, create brand awareness, and reinforce customer loyalty. Jom Makan's company has taken an initiative to do a special offer during the launch campaign of a vegan food box specifically for targeted audiences to promote the taste and quality of the food. For example, the price is low rather than fixed price once the product get launch and buy one box and get one free using Bogof promotional tools. Besides, incentives that were taken are joining loyalty program for free only for specific number of customers like 150 people. Other than that, to spice things up at the campaign, there will be a giveaway and quiz game to build a deeper connection with customers. Whereas, the customers will get to know better about our products, and they will bring the prize home if they win the giveaways and quiz game.

Other than that, digital media is one of the biggest online platforms that were used in marketing because the word spread faster in just one click. One of the digital media that our company choose is social media adverts such as Instagram and Tik Tok. Both platforms have a user-friendly intersection because it engages with audiences better such as Instagram has reels, story, and most of its visual appealing. Likewise, Tik Tok is a place for generation Z because it based on a short video that is clear, concise, and the algorithm of certain trends. According to a BusinessWire survey, user-generated content highly impacted 79% of user's purchasing decisions (SocialPilot, 2023). As a result, digital media is a platform for specific targeted audience age 18-40 years old. In addition, affiliate marketing through influencers is truly significant because they can influence a lot of people based on their genuine reviews and popularity. Having an influencer as a marketing strategy is a brilliant idea because they will make them as their role models as they inspire people through their unique way of creating a content. Therefore, influencers influence people because of the bond from engaging with audiences and set trends. Lastly, other communication channels are not chosen because it not caters to most people especially teenagers and young adults and it was not suitable for a launch campaign.

Campaign Ideas- Messaging and Offers

Moreover, our campaign is expanding its services of a new product which is vegan food box called "I'm Vegan". This is to invite customers to go vegan by eating healthily and nutritious food with good source of protein like beans, potatoes, mushroom, cauliflowers, and others. Thus, we can reduce animal cruelty and help our dying earth by lessen greenhouse gas emission. Next, the benefit of our new product is it a plant-

based food that is handpicked freshly by our professional chef to produce a quality and nourishing food. Other than that, eating a vegan food help will well balance diet because it has a lot of vitamins and high iron, therefore, lower any kind of possibilities to get disease such as obesity, cholesterol, and cancer. Furthermore, our Jom Makan's company is better than any other competitors because we are going towards sustainability of going vegan, but at the same time, save the environment. In addition, our products are guaranteed low in price and easy to bring anywhere because it's a meal kit pack with a complete food pyramid. Lastly, our company offers a free loyalty program for new customers, buy one get one free, and the launch campaign will increase 2 to 3 higher than our budget because of the successful advertisement through TV, influencers, and social media.

Budget Split

Moving on, based on our company budget of £500,000, we will be giving an insight of budget split on the campaign through medium of communication channels to support the launch of vegan food box. First, the estimation budget for TV advertisement is £150,000. This is because TV adverts has a potential to assist with brand awareness where customer may meet their desire with what the company offer. Next, radio budget is £20,000. With a small amount of budget, the campaign can reach out to the audience through an audio of voice over and sound effect to captivate its listeners. Hence, radio ads are charged based of 1,000 listeners for £2 at a time. Furthermore, estimation budget for newspaper and brochure is £60,000. According to Top Media Agency (2020), the popularity of newspaper is higher than the internet with 25% because 70% of people are credible to remember the launch campaign in print rather than online. Moreover, sales promotion such as special offers and incentives estimated £70,000. This is because the special offer like Bogof (buy one free one) is provided during the launch campaign for first 5,000 customers.

In addition, budget for social media such as Instagram and TikTok advert estimated around £80,000. Instagram ads will cost around £0.20 to £2 on average per click with £6.70 average cost per mille (Tran.A.,n.d). Instagram is one of the platforms that is higher in engagement rates with 23% because of the appealing visual images that pop up on their screen. On the other hand, Tik Tok cost £1 per click and cost £10 per mille, according to Business of Apps. In general, the average engagement rate of TikTok is around 5% to 16% because of the innovative machine learning algorithms, they get to identify people's interest based on videos watched repeatedly. Lastly, a budget of £120,000 estimated for affiliate marketing for influencers. The more followers of the influencers, the higher the rate of cost per post. For example, micro influencers that has followers between 10,000 to 50,000 costs £100 to £500 per post. Lastly, mega influencers that has followers of 1,000,000 and above costs £10,000 and more per post (Shopify, 2022).

Metrics On Performance

Social media advertising for Instagram and Tik Tok KPi is based on the engagement metrics of user likes, comment, and share. The more engagement of the ads, the higher the company get brand awareness. In 6 month's time, the campaign will gained 5,000 more subscribers because of the success rate based on media chosen. Moreover, advertising on television and radio is based on the respond metrics such as visiting the website every day. While print advert is based on how many coupons were used by customers. Next, on affiliate marketing using influencers, inviting audiences to use a specific code that are given specially to the influencer. As a result, it will give an impact to the company's sales and audiences based on how good the influencer promoting the product and services. Besides, our company will use a digital analysis tool such as google analysis to assist and monitoring each media that will be used and track our consumer behaviour on what they like. Lastly, the engagement of likes, comments, and shares is crucial for determining our audience involvement and brand recognition of our company to the world.

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