

APPENDIX GA36b

LEVEL 5 ASSESSMENT SPECIFICATION

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1.0 Executive Summary

Our organization is now working for the meal-box subscription firm GK Fresh. This company is trying to expand its service offerings to include a vegan cooking box, and they are hoping to introduce this new service within the next six months. The marketing department possesses a budgetary allocation of £500,000 and aims to acquire 5,000 fresh members. The proposed campaign involves an in-depth description of the communication channels that will be used, along with a detailed plan of their utilization. Campaign ideas (messages/offers), budget allocations, and how we will measure the campaign's effectiveness

2.0 Introduction



The food box subscription service has produced a new vegan line. As the vegan lifestyle gains popularity, meat consumption in the United Kingdom has decreased significantly, and now 25% of diets in the United Kingdom are vegan or vegetarian. Veganism has skyrocketed in the last year. According to Izon (2022) we can determine that vegans climbed by 40% in the UK, while Google searches for "vegan food near me" soared by almost 5,000%. It is unsurprising that the worldwide vegan meat business will exceed \$8.3 billion by 2025. Because more people are becoming vegan every day, there is a high demand for vegan products that suit the vegan lifestyle, and the subscription box company must concentrate its efforts on increasing awareness as much as possible (Meehan, 2019) (Martyna Kozłowska, 2021). By applying communication channels that can be applied repeatedly, the company can increase its level of exposure.

3.0 Communication Channels

The main communication channels that will be used to gain awareness for GK Fresh, vegan subscription food box will be digital media. Which is Google Search Ads, Social media ads, Affiliate, and Public Relations.

3.1 Google Search Ads: -

A Google service that lets businesses put ads on Google search results and in its advertising network. When a marketer makes an ad, they choose "key search words" that they want the ad to show up under. When people look for the chosen "key words," the ad will show up at the top of the search results, before the "organic" results, with the word "sponsored" next to it (McCormick, 2023).

Using Google Ads, we may capture people who are searching for your vegan products or other services. Words like "vegan" and "vegetarian" and "vegan subscription food box" and "veganism" are all examples of keywords. Create advertisements for vegan products that address your intended market specifically. Include links to landing sites that are relevant and acceptable (McCormick, 2023). We can optimize and report on performance thanks to the analytics and conversion monitoring in place. The spending limit for these advertisements is set at £10,000 per month (McCormick, 2023). Google ad conversion rate numbers are below. According to Ruby (2023) Google Ads on the search network convert at 4.40% across industries. Display network effectiveness is 0.57%. Google Ads converts 75% of all ad channels. Ads generate 50% of sales.

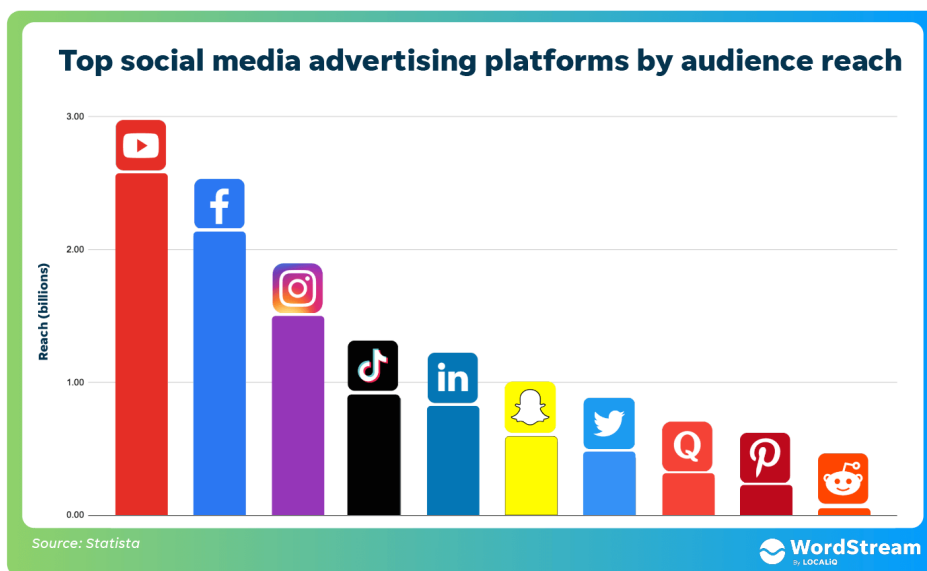
3.2 Public Relation: -

The purpose of public relations (PR) is to influence how others perceive and feel about GK Fresh. Public relations for corporations, particularly publicly traded companies, focuses on preserving a positive corporate image while managing media requests and shareholder questions (Investopedia, 2023). Prior to the product's release, a press release will be issued to increase consumer awareness of GK Fresh's new vegan product. The benefits of this are that it helps attract prospective customers and builds SEO traffic. The budget for this is £2,500 per press release (Flannery, 2020). The

press release will be in local newspapers such as the Sun, Guardian and Mail (How, 2023). It will also be on a vegan website called vegansociety.com (The Vegan Society, 2022).

3.3 Social Media Advert: -

Social media advertising promotes products, services, and companies to a targeted audience through social media platforms. It boosts brand awareness, consumer engagement, and website traffic. Facebook, Instagram, and YouTube enable companies to target demographics, interests, and user behaviors with advertising (Newberry, 2022).



(McCormick, 2023)

A successful social media advertising campaign requires setting clear objectives, identifying the target audience, choosing the right platform, creating compelling and relevant ad content, setting a budget, monitoring and optimizing performance, and measuring results. To get results, advertising strategy must be constantly analyzed and refined (Newberry, 2022) (Team, 2022).

The social media that we will be using to advertise the vegan product are Facebook, Instagram, and YouTube. For the Facebook & Instagram advertisement there will be £8,000 per month to manage an account. Which makes the total £48,000. The monthly

ad spends for the budget of £4,000 per month. That makes the total £24,000 (Team, 2022).

To advertise on Instagram and Facebook, we will use the Instagram business account that is connected to the Facebook Page of GK Fresh. This will grant us access to analytics and advertising features. Determine the campaign's objectives, such as increasing brand recognition, driving website traffic, and generating sales. Clear objectives will help us create effective advertisements and evaluate their effectiveness (Tictocdigital.co.uk, 2023).

Identify the target audience, based on GK Fresh's target audience, which consists of college students and working adults. Instagram and Facebook both provide comprehensive targeting options for reaching specific user categories. We will choose the ad format that best fits your campaign's objectives. Instagram and Facebook offer a variety of ad formats, such as photo ads, video ads, carousel ads, and Stories ads (Karolina Kurcwald, 2022). By creating engaging and visually appealing ad content with high-quality images or videos, persuasive copy, and a clear call-to-action, users will be encouraged to take the desired action. We will determine where advertisements will appear. We have the option of displaying them on Instagram, Facebook, or both. Your advertising campaign's duration will be six months (Tictocdigital.co.uk, 2023) (Karolina Kurcwald, 2022).

We will adhere to Instagram and Facebook's advertising policies and guidelines to ensure that the advertisements meet their requirements and are approved for publication (Brandwatch, 2019).

We will make a Google Ads account so that we can put ads on YouTube. We'll be able to make and handle the YouTube ads with this account. The ad formats for YouTube that we will choose are:

- Video Discovery Ads: These ads show up in the results of a YouTube search, next to similar videos, or on the site of YouTube. They have a small picture and some words (Drake, 2020).

- Bumper Ads: Short, non-skippable videos that can only run for 6 seconds. They show up at the beginning, middle, or end of YouTube movies (Drake, 2020).

We will choose the ad style that fits your marketing goals and the audience you want to reach the best. For this advertising campaign, it will cost £20,000 to make the YouTube content and £100,000 to run the ads for six months. We will make ads that are interesting and interesting enough to get people's attention (Drake, 2020).

We will follow YouTube's rules and policies for advertising to make sure the ads meet their needs and can be shown.

3.4 Affiliate: -

Affiliate advertising, also known as affiliate marketing, is a performance-based marketing technique where associates advertise products or services on behalf of a company and receive a fee for each successful referral or sale. Affiliate links generate money when customers click and buy (Investopedia, 2023) (Kajabi, 2023). This programmed determines whether commissions are a percentage of sales or a fixed amount per referral. Adhere to Advertising Regulations: Disclose your company's affiliate connection when marketing products or services. Effective affiliate advertising involves trust, excellent content, and items or services that benefit your audience. Affiliate marketing success requires transparency, integrity, and ethics (Investopedia, 2023) (Kajabi, 2023).

There are 3 influencers that will be affiliated with GK Fresh. Maya, a video creator with 2.9 million followers on Instagram (@fitgreenmind) (Maya, 2020). The budget for her would be £60,000, since she high followers, and we believe this account will generate more sales for us. The second influencer is Chef Dav. He is a vegan chef with 133,000 followers (@chefdave_veganjourney) (ChefDave VeganJourney, 2020). He will receive a commission of 10% of sales he will be able to generate for GK Fresh. We estimate that he will cost around £10,000. The last influencer is Michaela Vais, an author with 1.2 million followers on instagram (@elavegan) (Vais, 2020). She posts a lot about

veganism, and we believe that he will be able to help GK Fresh a raise more awareness on their vegan product. The budget for her would be an estimate of £40,000

4.0 Campaign Ideas – Message and Offers

There are two consumer groups. One group is comprised of vegetarians and vegans who are knowledgeable about the latest plant-based developments. They wish an identifiable indication that the item is vegan. Hence the widespread use of certificates. The second group consists of consumers who we wish to persuade to attempt something that is new. They are initially not as open to it as vegans. They must comprehend the product, its properties, and why it is beneficial to diversify their diet (Kramp, 2020) (Martyna Kozłowska, 2021).

Despite the growing number of vegans, the market is influenced by consumers who consume animal products. According to market research, most vegan products are consumed by vegetarians who are limited to specific food categories (Kramp, 2020). They are responsible for generating demand. Health is not marketable. People do not want to consume products that are labelled as healthy (Alcorta et al., 2021). The focus should be on flavor. Adjectives that define the flavor of a dish... Thus, "nutritious vegan soup" should be replaced with "flavorful vegan soup;" The second aspect is visual appeal and texture. These are descriptions of the color and aspect of the cuisine. Which may help persuade them that vegan food is not dull, insipid, or unpalatable (Alcorta et al., 2021).

GK Fresh is a food subscription box that offer cuisine such as Malaysian, Thailand, Chinese and Indian. This cuisine is flavorful and that is what the vegan product will also promote. During the 6 months that our organization will campaign the vegan product of GK Fresh, we will advertise the healthy, tasty and variety of vegan recipes that are available and attract our target audience by showing them how unique GK Fresh vegan

products are. This will also make people who are not vegan interested in trying the new product.

5.0 Budget Split

A budget split is the allocation or division of funds within a budget among various categories or purposes. It enables improved financial planning and ensures that resources are distributed appropriately (Ercan Demiralay, 2022). Below is the budget for a 6-month advertising:

Communication Channels	Budget	More Information
Google Search Ads	£60,000	£10,000 per month
Public Relation	£10,000	£2,500 per press release Local News Paper – Sun, Guardian and Mail Website – vegansociety.com
Social Media Advert:	£192,000	Facebook & Instagram £8,000 per month to run the account = £48,000 (6 months) £4,000 per month to create ads = £24,000 (6 months) YouTube £20,000 to create content £100,000 to run the ads for 6months
Affiliate	£110,000	Influencer: £60,000 – Maya £10,000 – Chef Dave £40,000 – Michaela Vais
Total	£372,000	

The budget that was given for this campaign ad was £500,000. The communication channels that we will use need £372,000. Which left us with a remaining of 128,000. Our advertising agency charges a fixed fee every month for our services. The fee

dependent on how much time and money is thought to be needed to run the advertising efforts. The agency fee is £15,000 per month, which totals up to £90,000. The remaining funds from the budget would be £38,000.

6.0 Metrics on Performance

Regularly monitor the effectiveness of the advertisements using the analytics and metrics provided. Adjust the campaign's targeting, creative elements, or budget as necessary to improve its performance. Track key performance indicators (KPIs) such as reach, impressions, interactions, conversions, and ad spend return to evaluate the campaign's success. This information will help us evaluate the efficacy of our advertisements and make informed judgements about future campaigns. When the social media advertising campaign is up and running, it is very important to constantly analyze the data collected throughout the campaign in order to assess its effectiveness and establish whether or not it was a success (Chen, 2021). By analyzing campaign data, we are able to obtain insights into how well the advertisements are doing, locate areas in which improvements can be made, and make choices based on the data in order to optimize the campaign for better results (Chen, 2021).

The following is a list of important procedures that must be taken in order to successfully analyze the data from your social media advertising campaign: Examine the following key performance indicators: When evaluating the effectiveness of your advertisements, we should look to the key performance indicators (KPIs) that we established previously for the campaign goals (Chen, 2021). Assessing how well your campaign is reaching its goals may be done by looking at several measures, such as click-through rate (CTR), conversion rate, engagement rate and return on investment (ROI) (Chen, 2021).

- Click-through rate (CTR): This is the proportion of viewers that clicked on your ad. Your ad is engaging if it has a high CTR. (Bello, 2022)
- Conversion rate: The proportion of individuals that performed a desired action after clicking on your ad, such as buying or filling out a form. Your ad converts and meets campaign objectives if it has a high conversion rate. (Bello, 2022)

- Engagement rate: The proportion of individuals that liked, commented, or shared your ad. Monitoring the engagement rate will help you determine how effectively your ad connects with your audience and promotes interactions. (Bello, 2022)
- Return on Investment (ROI): Your ad campaign's ROI is the income gained relative to its cost. Your ad campaign's ROI may assist you evaluate its business impact. (Bello, 2022)

7.0 Conclusion

In conclusion, the marketing for GK Fresh's new vegan cooking box that will take place during the next six months in order to recruit 5,000 fresh members will be a success if it makes use of the communication channels that we discussed before. The budget for the marketing department is set at £500,000, however the total amount that will be necessary to cover all the advertising will only be £372,000. The campaign proposal has stated that this advertising for the new vegan product will be a success and also, we believe it will gain more than 5,000 members.

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