

Campaign Proposal

BMBM5013

By James Boote(2100460)

Contents Page:

• Cover Page.....	1
• Executive Summary.....	2
• Introduction.....	4
• Communication Channels.....	5-6
• Budget Allocation.....	7
• Campaign Ideas.....	8
• Metrics & Performance.....	9
• Reference List.....	10-12

Executive Summary:

To appeal to customers who are concerned about the environment and their health, Cuisine Crate wants to provide a new vegan cooking box. With a £500,000 budget, the advertising campaign's objective is to sign up 5,000 new members over the six-month debut term. Cuisine Crate has created a comprehensive campaign plan that combines public relations, affiliate marketing, influencer marketing, direct marketing, and advertising to achieve this objective. Younger people, who are more receptive to vegan dietary alternatives, will be the primary target of the campaign's print, digital, and social media advertising. By working with influencers that have a solid rapport with their audience, Cuisine Crate will also use affiliate and influencer marketing to draw in new clients. Additionally, to reach out to potential subscribers, direct marketing will be employed. Sales discounts will be made available to tempt new members to sign up. Finally, to build brand awareness and spread the word about the vegan food box, public relations will be used in conjunction with partnerships and sponsorships.

Introduction:

The debut of our new vegan cooking box as a part of Cuisine Crate's service portfolio is something we are delighted to announce. We will be able to serve a growing market of ecologically concerned and health-conscious consumers who are searching for individualised and practical meal alternatives thanks to this new service. Within six months, we hope to sign up 5,000 new members with a budget of £500,000. To do this, we will provide offers to further tempt consumers to the new vegan options while also employing a variety of communication methods. The idea to introduce a vegan cooking box was motivated by the rising trend of individuals choosing a vegan diet for environmental and health benefits. Over 600,000 people in the UK (United Kingdom) identify as vegans, a 350% growth over the previous ten years, according to a recent poll by The Vegan Society (The Vegan Society, 2022). Further studies have demonstrated the multiple health advantages of a vegan diet, including a reduced risk of heart disease, type 2 diabetes, and certain cancers (Craig et al., 2009; Kahleova et al., 2017). Additionally, compared to a diet based on meat, a vegan diet has been found to have a lesser environmental effect (Scarborough et al., 2014).

At Cuisine Crate, we are passionate about discovering and highlighting the many tastes and culinary customs of various nations. With our vegan food box, we hope to continue introducing people to new foods and cultures while fostering a more environmentally friendly and healthy way of living. We think of veganism as a way of life with many advantages for both the consumer and the environment, not merely a diet. Our goal is to demonstrate the tasty and wholesome benefits of a plant-based diet through our carefully chosen assortment of vegan cuisine from many countries. By providing this new vegan food box, we intend to reach a larger audience, encourage people to sample different flavours, and encourage them to make more thoughtful eating decisions. We want to spread the word about our new vegan food box to as many people as we can with the help of our marketing campaign. This will help us achieve our ultimate objective of adding 5,000 new members during the six-month launch period.

Communication Channels:

Advertising:

A sizeable percentage of our budget has been set aside for advertising to raise brand recognition and reach a wider audience. Advertising is critical for brand awareness and can help companies stand out in a crowded market. A Forbes article noted that advertising can help build a brand's reputation and create an emotional connection with customers, leading to increased loyalty and repeat business (Denise Lee Yohn, 2019). Furthermore, advertising can help businesses reach new customers, and according to Indeed, it can help increase sales and profitability (Indeed, 2022). We want to deploy print ads in pertinent periodicals and newspapers, web ads, and social media advertising. WARC's research indicates that social media advertising is quite successful at reaching target consumers, particularly for items like ours with a specialised market (WARC, 2021). Additionally, it has been demonstrated that print advertisements in pertinent journals are successful in connecting with people who are interested in plant-based diets (Chung et al., 2021). Therefore, we want to advertise our vegan meal box using a mix of various platforms. Alongside these, social media and other social networks will be utilised to help draw attention to the campaign and gain the attention of younger audiences who are more willing to change and accept vegan dietary options, as stated in recent research students are six times more likely to try veganism, with 31 percent of students saying they are committed to making a conscious effort to eat healthier food. (Chiorando, 2017) and with younger people being more inclined to watch YouTube than TV (Bbc.co.uk, 2019), social media advertising is becoming more beneficial.

Affiliate – Influencers:

To reach potential customers for its vegan food box, Cuisine Crate intends to leverage affiliate and influencer marketing as part of its advertising effort. By working with websites and blogs that have readers interested in veganism and plant-based diets, Cuisine Crate may use affiliate marketing to increase its membership base. This approach may be economical and successful in increasing leads and revenues (Poraj-Kuczewski, 2021).

On the other side, influencer marketing is collaborating with social media influencers that have a sizable following among vegans to promote Cuisine Crate's goods. By reaching potential subscribers who may not have previously heard of Cuisine Crate, this can serve to raise brand recognition (Lipiner, 2020). Cuisine Crate may gain the confidence and credibility

of potential subscribers by collaborating with influencers that have a strong relationship with their audience (Hoos, 2019).

Cuisine Crate will carefully pick partners that are consistent with its brand values and target demographic if it wants to use affiliate and influencer marketing effectively. The development of captivating content and the provision of referral incentives, such as exclusive offers or discounts for the influencer's audience, are also essential to the success of this strategy (McGinley, 2022).

Direct Marketing:

We will also use direct marketing to connect with potential subscribers. We want to advertise our vegan food box to those who have demonstrated interest in veganism and plant-based diets using email marketing and direct mail campaigns. To contact potential subscribers who have already connected with our brand and indicated interest in veganism, we will use customised email marketing. Targeted email campaigns have an average ROI of 4,300%, according to research by the Direct Marketing Association (DMA), making them a cost-effective approach to contacting new subscribers.

Sales Promotion:

To entice new members to subscribe to our vegan food box, we want to provide a special incentive. The first box will be discounted by 10% alongside free delivery on orders over £50 as part of the deal. To entice new members, this deal will be advertised across all marketing channels. With almost 58% of respondents indicating they would be more willing to try a new product if it were given at a discounted price, sales promotions are particularly beneficial for customer acquisition, finds a study by KPMG (KPMG, 2021).

Public Relations:

We want to leverage public relations through partnerships and sponsorships to spread the word about our vegan food box and further raise brand recognition. To advertise our product, we will collaborate with influential members of the vegan community and fund vegan-related events. McKinsey and Company research demonstrates that sponsorships and partnerships are successful in raising brand recognition and boosting sales. (Kelly Rinaudo and De Backer, 2019)

Personal Selling:

Although the major goal of our campaign is not to engage in personal marketing, we intend to teach our customer service employees how to advertise our vegan food box and make tailored recommendations to prospective subscribers who contact us. As we understand an effective advertising strategy must include personal selling, especially for specialty goods like our vegan food box. We may develop trust and show the worth of our goods by developing a personal relationship with prospective clients. Kotler and Armstrong's research

from 2021 emphasises the value of personal selling in developing long-lasting client connections and boosting sales (Kotler et al., 2020). As a result, we want to train our customer care personnel to offer outstanding customer service and tailored advice to potential subscribers who contact us. This will boost the chance of conversion and help us establish a solid relationship with potential subscribers.

Budget Allocation:

Total: £500,000

Advertising: £150,000

Direct Marketing: £75,000

Sales Promotions: £40,000

Public Relations: £75,000

Personal Selling: £30,000

Affiliate Marketing: £130,000

The budget has been distributed in the manner set above as advertising alongside affiliate marketing will be the two main communication channels as we feel these will be the best way to reach our target audience of young adults seeking further knowledge about cultures and their cuisine. However, alongside our current audience, we are always looking to expand our customer base in general and thus we have also decided to go for other channels as well for instance direct marketing for other potential customers in the wider range. Such as those more accustomed to emails or prospective subscribers who would rather contact the business.

CAMPAIGN IDEAS

Campaign Message: " Go green, go vegan with Cuisine Crate's delicious plant-based options.
"

The campaign's message is to draw attention to the wide range of exotic delicacies that Cuisine Crate provides to its clients. According to research, advertising that highlight the product's sensory qualities, such as taste, can have a favourable effect on how customers behave while making purchases (Manzano, Serra, and Gavilán, 2019). Additionally, the messaging emphasises developing a recognisable brand identity and raising brand recognition. Brand identification and brand awareness are two of the essential elements of creating a powerful brand, according to Keller's Brand Equity Model (Keller, 1993).

Campaign Offers:

1. 10% off the first box for new subscribers
2. Free shipping for orders above £50

According to Richley (2018), discounts and free delivery are excellent ways to draw in new clients and boost revenue. Potential consumers will be encouraged to test Cuisine Crate's items with the 10% discount offer for new members, and the free shipping promotion will drive them to spend more to take advantage of the reward. The promotions are intended to improve brand impression and boost client loyalty. The discount offer is also consistent with the marketing tactic of running sales specials to draw in new clients.

Metrics & Performance:

We will utilise a variety of measures to assess the impact of our promotional effort on the accomplishment of our goals and ROI. The first thing we will do is establish Key Performance Indicators (KPIs) for each media channel, including advertising, direct marketing, sales promotions, public relations, personal selling, and affiliate marketing. For instance, we will monitor the quantity of impressions, click-through rates, and conversion rates for advertising. We will track the response rate and conversion rate for direct marketing. We will keep an eye on the sales volume and redemption rate for sales promotions. We will assess the media coverage and sentiment analysis for public relations. We will evaluate the conversion rate and customer satisfaction rate for personal selling. We will monitor the quantity of clicks, conversions, and commissions in affiliate marketing. Second, to collect information and evaluate the effectiveness of our campaign, we will make use of web analytics tools like Google Analytics and social media insights. Because they give us knowledge about the behaviour of our consumers and enable us to tailor our plans for optimum ROI, these metrics are important to the success of our campaign.

Setting key performance indicators (KPIs) for each of the media being utilised is essential to accurately assessing the campaign's performance. KPIs are quantifiable measures used to assess the accomplishment of an organization's objectives and goals, according to Kotler et al. (2020). The most crucial KPIs for social media marketing, according to Tuten and Solomon (2017), are reach, engagement, and conversion. To monitor these KPIs, online analytics solutions may be employed. Google Analytics, for instance, may monitor website traffic, conversion rates, bounce rates, and other crucial stats. To assess the campaign's effectiveness, it is crucial to combine traditional measurements with internet analytics, such as sales income and return on investment (ROI) (Schrage and Kiron, 2018). According to Forbes (2021), the KPIs used should be SMART (specific, measurable, attainable, relevant, and time-bound). Because of this, we want to establish KPIs for things like website traffic,

click-through rates, conversion rates, social media engagement, and sales income. These data will enable us to gauge the campaign's effectiveness and calculate its return on investment.

Reference List:

1. American Dietetic Association (2009). Position of the American Dietetic Association: Vegetarian Diets. *Journal of the American Dietetic Association*, 109(7), pp.1266–1282. doi:<https://doi.org/10.1016/j.jada.2009.05.027>.
2. Bbc.co.uk. (2019). *YouTube is most-watched platform for young people, says report - CBBC Newsround*. [online] Available at: <https://www.bbc.co.uk/newsround/49261194>.
3. Chiorando, M. (2017). *Students 'Six Times More Likely Than Parents' To Be Vegan Or Veggie*. [online] Plant Based News. Available at: <https://plantbasednews.org/lifestyle/students-six-times-more-likely-than-parents-vegan-veggie/>.
4. De Backer, R. and Kelly Rinaudo, E. (2019). *Managing strategic partnerships* / McKinsey. [online] www.mckinsey.com. Available at: <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/improving-the-management-of-complex-business-partnerships>.
5. Denise Lee Yohn (2019). Marketing Matters Now More Than Ever. *Forbes*. [online] 8 Jan. Available at: <https://www.forbes.com/sites/deniselyohn/2019/01/08/marketing-matters-now-more-than-ever/>.

6. DMA (2016). *Polishing the Email Marketing Jewel in your Multi-Channel Crown*. [online] dma.org.uk. Available at: <https://dma.org.uk/article/polishing-the-email-marketing-jewel-in-your-multi-channel-crown#:~:text=Email%20offers%20an%20ROI%20of%20around%204%2C300%25%20according.>
7. Hoos, B. (2019). The Psychology Of Influencer Marketing. *Forbes*. [online] 22 Aug. Available at: <https://www.forbes.com/sites/forbesagencycouncil/2019/08/22/the-psychology-of-influencer-marketing/>.
8. Houston, M. (2021). *KPIs: What Are They, And Why Are They Important?* [online] Forbes. Available at: <https://www.forbes.com/sites/melissahouston/2021/12/29/kpis-what-are-they-and-why-are-they-important/>.
9. Indeed Editorial Team (2021). *What Is the Importance of Advertising? (Plus Definition and Tips)*. [online] Indeed Career Guide. Available at: <https://www.indeed.com/career-advice/career-development/importance-of-advertising.>
10. Kenny, G. (2020). *What Are Your KPIs Really Measuring?* [online] Harvard Business Review. Available at: <https://hbr.org/2020/09/what-are-your-kpis-really-measuring.>
11. Kevin Lane Keller (1991). *Conceptualizing, Measuring, and Managing Customer-based Brand Equity*.
12. Kotler, P., Armstrong, G., Harris, L.C. and He, H. (2020). *Principles of Marketing*. 8th ed. Harlow Pearson.
13. Lipiner, B. (2020). *What Is Influencer Marketing? An Industry on the Rise* · Babson Thought & Action. [online] Babson Thought & Action. Available at: <https://entrepreneurship.babson.edu/what-is-influencer-marketing/>.
14. Lu, T. (2021). A Fuzzy Network DEA Approach to the Selection of Advanced Manufacturing Technology. *Sustainability*, 13(8), p.4236.
doi:<https://doi.org/10.3390/su13084236>.
15. Manzano, R., Serra, T. and Gavilán, D. (2019). *Sensory Marketing: Straight to the Emotions*. [online] IE Insights. Available at: <https://www.ie.edu/insights/articles/sensory-marketing-straight-to-the-emotions/>.

16. McGinley, C. (2022). *Influencer Marketing Strategy Checklist & Template*. [online] blog.hubspot.com. Available at: <https://blog.hubspot.com/marketing/influencer-marketing-power>.
17. Politi, M., Kastrup, A., Marmagkiolis, K., Grunwald, I.Q. and Papanagiotou, P. (2017). Endovascular Therapy for Acute Stroke. *Progress in Cardiovascular Diseases*, [online] 59(6), pp.534–541. doi:<https://doi.org/10.1016/j.pcad.2017.03.004>.
18. Poraj-Kuczewski, K. (2021). *Council Post: The Good, The Bad And The Value Of Affiliate Marketing*. [online] Forbes. Available at: <https://www.forbes.com/sites/forbescommunicationscouncil/2021/02/17/the-good-the-bad-and-the-value-of-affiliate-marketing/>.
19. Richley, A. (2018). *How discounts & deals increase customer loyalty*. [online] MyCustomer. Available at: <https://www.mycustomer.com/community/blogs/andy-richley/how-discounts-deals-increase-customer-loyalty>.
20. Scarborough, P., Appleby, P.N., Mizdrak, A., Briggs, A.D.M., Travis, R.C., Bradbury, K.E. and Key, T.J. (2014). Dietary greenhouse gas emissions of meat-eaters, fish-eaters, vegetarians and vegans in the UK. *Climatic Change*, [online] 125(2), pp.179–192. doi:<https://doi.org/10.1007/s10584-014-1169-1>.
21. Schrage, M. and Kiron, D. (2018). Understanding The Real Keys To Effective KPIs. *MIT INITIATIVE ON THE DIGITAL ECONOMY RESEARCH BRIEF*, 3, pp.1–3.
22. The Vegan Society (2019). *Key facts*. [online] The Vegan Society. Available at: <https://www.vegansociety.com/about-us/further-information/key-facts>.
23. Tuten, T.L. and Solomon, M.R. (2017). *Social media marketing*. Los Angeles: Sage.
24. WARC (2021). *Russia, Search advertising expenditure | WARC*. [online] www.warc.com. Available at: https://www.warc.com/content/paywall/article/bestpractice/social_media_advertising_effectiveness/en-GB/135272?.