

FLIPZ CAMPAIGN PLAN & MARKETING STRATEGY

Comfort is a bag of Flipz.

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OVERVIEW

- Executive summary
- Background and market dynamics
 - Target audience persona
 - Key consumer insights
- Campaign goals and objectives
 - Detailed plan
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EXECUTIVE SUMMARY

Even though snackers everywhere have more options than ever, Flipz (DeMet's) has a big opportunity to appeal to high-snacking millennials through emotional connection.

The main goal is to make Flipz the snack leader among healthier options by procuring \$50 million in sales, expanding market share by 2.5%, and subscribing 1 million customers to a new loyalty program.

By creating a simple, accessible commerce-driven website and connecting media channels, we can drive higher amounts of traffic to the website and promote brand loyalty—even among a less brand-loyal generation.

Our messaging will center around this idea: "Unwind, take a break, and snack on something you actually like." It will be supported by messaging and color that promotes relaxing and indulgent feelings.

The campaign will be carried out in the first half of 2020, with focus groups, A/B testing, and usability testing toward the beginning. A budget of \$4,548,600 will be allocated for creation and execution. We will perform attribution modeling to evaluate the success and plan for future steps.

BACKGROUND AND MARKET DYNAMICS

Flipz pioneered the chocolate-covered pretzel craze, and they're available across the US at major chains like Target, Walmart, CVS, and Walgreens. They're also available on Amazon.com, with big opportunity to rebrand to target younger audiences.

Their limited product options and shelf presence result in them not being considered a snacking leader, and with big-name competitors invading the market, their future could be in jeopardy.

Plus, healthier snacking options are starting to outpace indulgent snacks, and more and more people are flocking to local, artisanal foods. Evening snacking is also declining, so snack brands are having a hard time staying relevant.

But Flipz (DeMet's Candy Company) still has huge potential. According to Statista, 7.21 million consumers surveyed have eaten one bag of Flipz in the last 30 days, while 2.29 million have had 2–3 bags and 1.54 million have had more than four.

STRESSED SOPHIE

Target persona for working millennials

OVERVIEW

Target audience are busy professionals working long hours, aged 23 to 38. While they are health conscious, they seek products that help them unwind and indulge to help lift them up when life wears them down.

NEED STATE

- Cares about convenience and accessibility more than anything
- Wants something indulgent that stands out
- May have children and needs something to share with the family
- May be tight on cash

KEY MOTIVATIONS

- Wants a satisfying snack that helps meet emotional needs
- Finding an option they can grab on the go and snack on whenever
- Wants something available when they want it

DEMOGRAPHICS

- Men and women aged 23–38 (Pew Research)
- All ethnicities purchase Flipz, but specifically Hispanic, African American, and Caucasian consumers will be targeted (Numerator)

BELIEFS & ATTITUDES

- Health conscious but recognizes the time and place for sweets
- Believes in self-care and self-love — the whole idea of "treat yo'self"
- Attracted to brands that create meaningful relationships

BARRIERS TO ACTION

- Competitors like Hershey's, artisanal brands, and even homemade options
- Crowded snacking market
- More balanced healthy/indulgent options
- Cost of products

According to Mintel, 24 percent of millennials will snack four more times a day. They are also "significantly more likely to snack compared to older consumers." Combine that with their need for convenience in their busy professional lives, and working millennials aged 23–38 becomes our core audience.



Age: 27

Profession: Product manager

Residence: Seattle, WA

KEY CONSUMER INSIGHTS

Millennials are anything but traditional, and that extends to their eating habits. Rather than relying on three square meals, they're big on snacking throughout the day (Statista, Mintel). While they are certainly health conscious (the Organic Trade Association reports that 52 percent of organic buyers are millennials (Watrous)), they also snack to satisfy cravings.



Millennials snack to fill an emotional need—to relieve stress and to feel comfortable.



Millennials are more likely to snack than cook—it's convenient, quick, and cheap.



Millennials aren't as brand loyal (Loechner) because they seek meaningful connections.

CAMPAIGN GOAL & OBJECTIVES



GOAL

Make Flipz the snack leader even among healthier snacking options.



OBJECTIVES

Procure \$50 million in sales and increase market share by at least 2.5%.

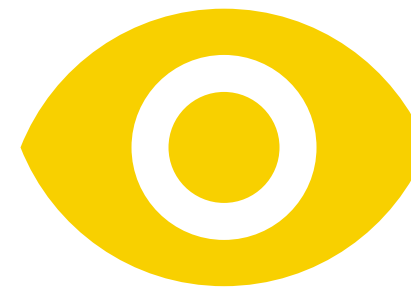
Subscribe at least 1 million visitors to the new Flipz loyalty program.

STRATEGY OVERVIEW



VALUE

We will provide customers a unique and memorable snacking experience by creating a simple, accessible commerce-driven website.



VISION

Currently, channels are disconnected and the site is bare. We will connect our channels and build out a useful, valuable website.



MAIN CHANNELS

The website will host a new customer loyalty program to help them feel part of a community, and social media will support that objective.



SUPPORTING CHANNELS

Email, mobile, digital, traditional, and SEO channels will be used to deliver supporting offers and messaging to build customer loyalty.

VALUE PROPOSITION



Relax and unwind with the most convenient snack around.

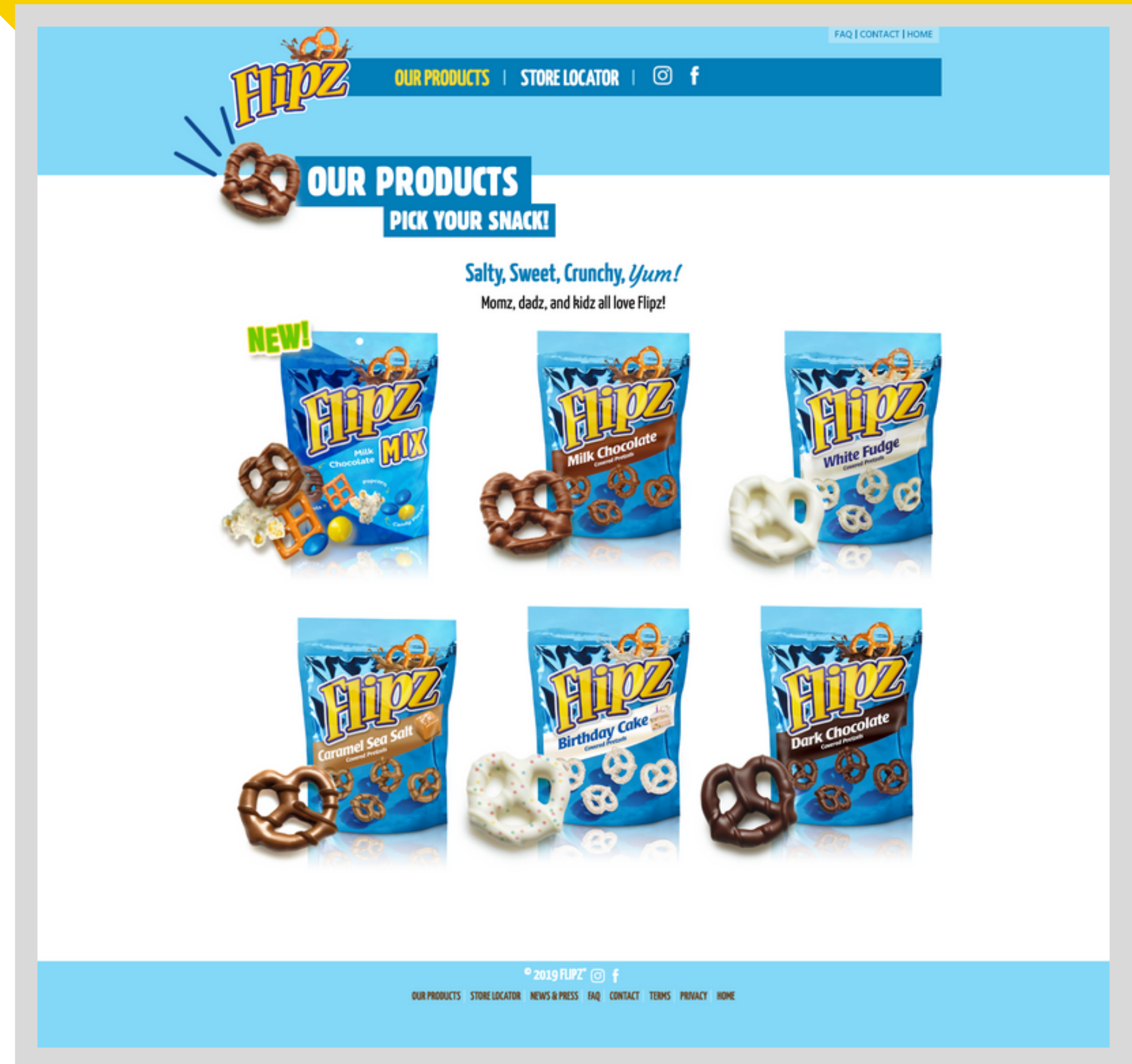
Flipz can help young working professionals (aged 23–38) soothe their mind and body after long hard days at school, the office, at home with kids, or wherever they may be.

- Treat yourself with indulgent snacks that help you feel calm and recharged (Fleck).
- Enjoy a wide variety of flavors, with specialty holiday flavors and even more coming soon.
- Get them when you need them, with a new web store and a more accurate store locator.

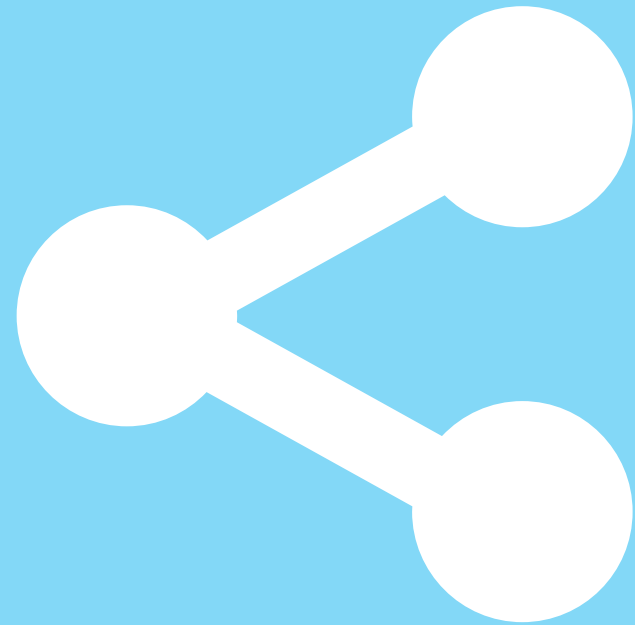
CURRENT STATE

Here's a snapshot of some major points in Flipz's strategy:

- Product availability at big-box stores and big-name pharmacies and on Amazon
- A store locator function on their website so customers can go buy Flipz near them
- Facebook following of 266,000
- Instagram following of 6,226
- No Twitter account
- A simple website that highlights products and tells a brief product story
- No option to purchase snack on the website
- No mobile app
- No way to obtain information for targeting and offers



FUTURE STATE



Connected social media

Use the high Facebook following to create consistent messaging across social, including Instagram and YouTube.



Revamped website

Build a more robust website that tells a compelling product story and includes a dynamic commerce interface to boost sales.



Customer loyalty program

Create a new loyalty program that allows customers to earn points per purchase, track points in an app, and redeem points.

DETAILED STRATEGY: WEB & SOCIAL



Website

- Use as the central hub for the loyalty program
- Use signup to obtain contact information
- Use as a platform for long-form content marketing (blogs, insights, guides, etc.)
- Tell a complete story about products
- Build an easy-to-use commerce interface to purchase products directly from site
- Keep store locator for customers on the go or who prefer physical shopping



Facebook

- Use Facebook for video ads: 30-, 15-, and 5-second lengths
- Ads drive to the website for two outcomes:
 - Subscribe to loyalty program
 - Purchase Flipz online
- Drive traffic to the Instagram account for the Instagram-only giveaway



Instagram

- Send ads to target audience via paid Instagram advertising
- Launch a UGC campaign with the hashtag #doaflipz to encourage users to post content Flipz can reshare with consent
- Launch a giveaway for free unlimited Flipz for a year with the hashtag #flipzforayear:
 - Follow account
 - Tag at least one friend
 - Subscribe to loyalty program
 - Share Facebook link OR repost on Instagram
- Invest in influencer marketing



YouTube

- Don't worry about creating a Flipz account — waste of resources
- Instead, buy ad space with 5-, 15-, and 30-second spots that play before and during videos
- Give priority to 5-second spots since users barely watch past 5 seconds if they don't have to (source)
- Drive ads to website and to Instagram for the contest



Twitter

- Currently no Twitter account, and no recommendation to create one in this campaign
- May be helpful in future states, but building a Twitter following can be costly, especially when we're already investing heavily in Facebook and Instagram

DETAILED STRATEGY: OTHER CHANNELS



Email

- Using information from loyalty program subscriptions, do the following:
 - Send periodic offers, discounts, promotions, articles, videos, and more to those who have agreed to receive them
 - Send these emails around birthdays, holidays, or other major cultural events like sporting events, award shows, etc.
 - Send one email per month that drives to the website to buy Flipz and get rewards points



Mobile

- Using information from loyalty program subscriptions, do the following:
 - Send periodic offers for discounts and deals for Flipz
 - Send push notifications/alerts via text to let loyalty members know about discounts in their area
- Future state: create an app for loyalty members to track rewards points they can use for free Flipz



Digital ads

- Purchase ad space across these most effective ad sizes (Match2One):
 - 300x250
 - 728x90
 - 160x600
 - 300x600
 - 970x90
- Purchase audio ad space on popular streaming services for millennials—like Pandora and Spotify—both in podcasts and for in-between songs



Traditional ads

- Invest in TV spots during popular snacking times—afternoons and evenings
- Purchase out-of-home ads in the top 5 major cities popular with millennials: San Francisco, Denver, Austin, Nashville, San Jose (Business Insider)
 - Billboards
 - Metro ads



SEO

- Include these important keywords in the website to generate organic search traffic:
 - Flipz
 - Pretzel(s)
 - Chocolate
 - Chocolate-covered
 - Candy
 - Snack
 - DeMet's
 - Loyalty
 - Subscribe
 - Rewards
- Investing in SEM is not recommended

PERSONA MEDIA PLAN — TYPICAL DAY



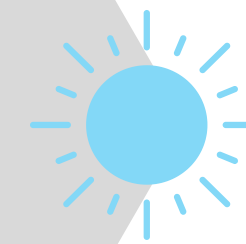
Morning

- 6:00 a.m. — Workout at the local gym
 - Media opportunity: radio ads in the car, streaming audio ads during workout — Spotify, Pandora
- 7:00 a.m. — Prep for the day, breakfast
- 8:00 a.m. — Commute to work on the Seattle metro, consuming podcasts, music, or downloaded TV
 - Media opportunities: metro ads, streaming audio ads, social media ads, email, mobile — political-, pop culture-, and true crime-themed podcasts, Instagram
- 8:30 a.m.–12:00 p.m. — Morning work day
 - Media opportunities: display ads, email, streaming audio ads, social media ads — Spotify, Pandora, tech sites, business sites



Afternoon

- 12:00 p.m. — Lunch with coworkers at a local restaurant in walking distance
 - Media opportunities: out-of-home billboards or ads on taxis, mobile
- 1:00 p.m.–4:30 p.m. — Return to work, browsing internet and consuming music or podcasts
 - Media opportunities: display ads, email, streaming audio ads, social media ads, mobile — tech sites, business sites, analyst sites, wellness blogs, health blogs, recipe sites



Evening

- 4:30 p.m. — Commute home on the Seattle metro, consuming same media as above
 - Media opportunities: metro ads, streaming audio ads, social media ads, email — Spotify, Pandora
- 5:00 p.m. — Meditation/yoga/unwinding with the help of an app
 - Media opportunities: YouTube ad, paid ads in wellness apps like Headspace
- 6:00 p.m. — Dinner (including cooking), watching TV
 - Media opportunities: TV advertising, direct mail
- 7:00 p.m. — Out with friends
 - Media opportunities: out-of-home billboards/taxi ads/metro ads, mobile
- 10:00 p.m. — Home and to bed



CREATIVE PLATFORM

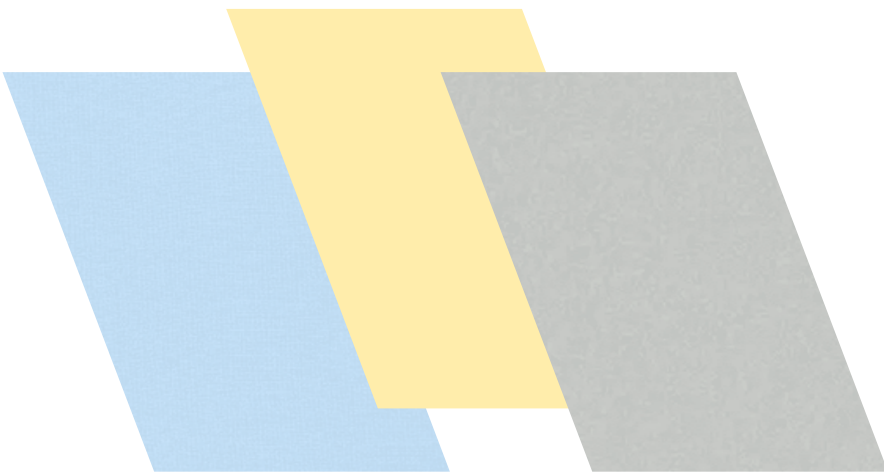
BRAND POSITIONING

To the young working professional who wants a snack that can help them unwind, Flipz is the snack brand that can help alleviate stress because they offer an indulgent snack to satisfy cravings, comforting flavors to relax the mind, and availability whenever and wherever they're needed.

CREATIVE LOOK & FEEL

It starts with this core brand slogan: "Unwind, take a break, and snack on something you actually like."

To support that, creative assets should follow the guidelines set forth by the mood board (see next page).



Flipz Flipz

Relax and unwind with a bag

Relax and unwind with a bag of



CREATIVE MOOD BOARD

Our creative messaging and color palette will center around relaxing and indulgent themes and tones. We can keep blue and yellow, but we'll soften the tones a bit so they're not as bright and fun and are instead more soothing. Textures and aesthetics should also convey serenity and harmony. Fonts should reflect these decisions as well. Tonally, we want to be reassuring and accepting, but not to the point of being condescending. Ads should be simple, highlighting the indulgent, almost luxurious qualities of the snack.

Ultimately, when our audience sees our creative, they should instantly feel understood and a part of the Flipz community.

MESSAGES & OFFERS



Website

"Sign up for our loyalty program and take advantage of deals and discounts whenever you need them."



Mobile and email

"Here are some discounts in your area. Act soon to get the deals before they expire. Valid in-store or online."



Social media

"Enter our giveaway for a chance at unlimited snacks for a year. Never feel stressed out again."

CAMPAIGN AND MEDIA CALENDAR

JAN–JUNE 2020

Jan–Feb

- Kickoff with creative team/agency to create assets for ads
- Plan launch schedule
- Review and finalize creative assets
- Send files to web publishing team to build new site

March

- Focus group and other qualitative testing for ads and website
- A/B testing on ads and website
- Make changes to creative assets and website based on qualitative and quantitative feedback

April

- Launch new website and loyalty program
- Launch official ad campaign
- Deliver video spots to Facebook, Instagram, and YouTube
- TV spots on major networks
- Banner and audio ads

May

- Promote contest awareness through social media
- Promote brand awareness through content marketing
- Promote brand loyalty by emailing subscribers
- Deliver offers for discounts and deals

June

- Work UGC into social strategy
- Deliver mobile offers to subscribers
- Remind subscribers and customers about rewards points and offers for members

TEST AGENDA

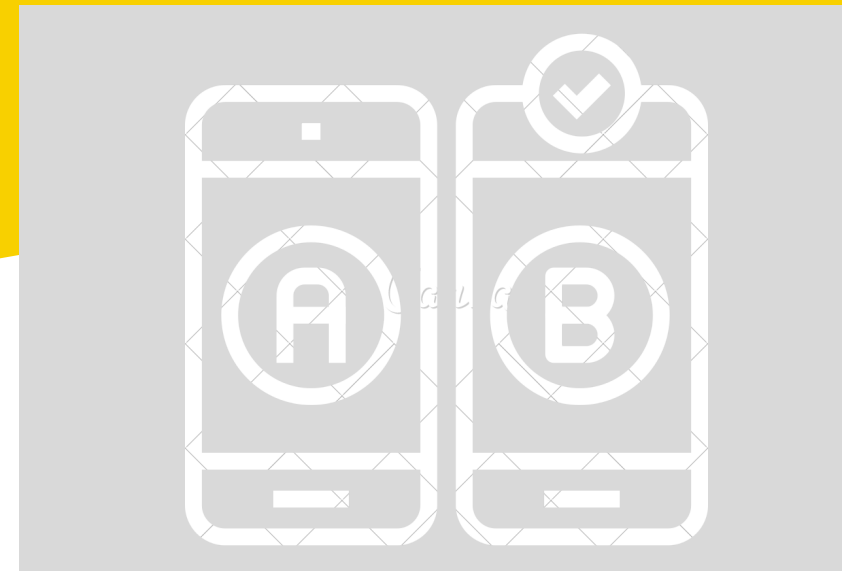
Our hypothesis is that by creating a more accessible and convenient online experience, we will boost sales and become millennials' top snacking choice, because it will increase Flipz visibility and make it easier for them to purchase Flipz whenever they want.

Our testing will include the following:



Early March: Focus group

Present revamped website and creative assets to focus group to get their emotional and logical responses, thoughts, and feedback.



Mid-March: A/B testing

Create two versions of the website and ads and test which options for each perform the best. Use the best-performing options for launch.



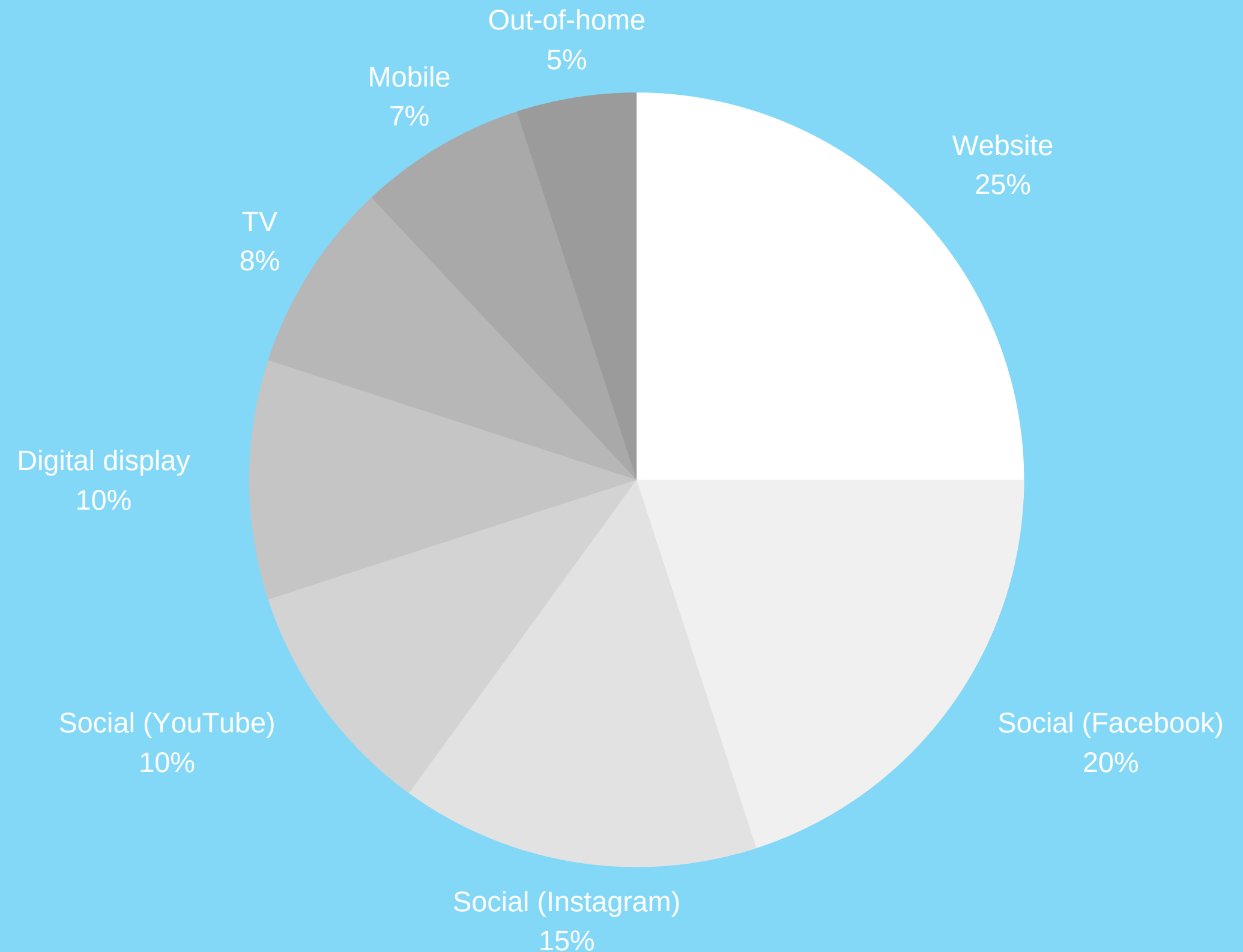
Mid-March: Usability testing

After A/B testing is complete, allow a few users to navigate the website to make sure that it's easy to understand and use at every step of the journey.

BUDGET

DeMet's Candy Company achieved \$64.98 million in 2018 revenue (Statista). Based on that, we recommend that 7% (\$4,548,600) be spent on the campaign. This is higher than the typical 5% since there's a fair amount of work to be done.

- The website is the core to this campaign, so allocating funds for its revamp is crucial for frequency.
- Social media is the primary advertising channel, driving traffic to both the contest and the website for subscriptions. Reach is the driving factor.
- Digital ads are important for reach and to drive to the website.
- TV ads during snack times will help drive traffic to the website and social with reach and frequency.
- Mobile notifications will help remind subscribers about their account and offers with frequency.
- Billboards and public transit ads in popular millennial cities will promote brand awareness and drive traffic to the website and social with frequency.



MEASUREMENT & EVALUATION

These are some important metrics we'll measure:

- Number of website visits
- Amount of time spent on website
- Number/revenue of online purchases
- Number/revenue of physical purchases
- Number of loyalty program subscribers
- Social ad impressions and engagements

To evaluate, we'll implement attribution modeling (Reinartz and Venkatesan):

1. Combine data around touchpoints and outcomes.
 - a. Start detecting patterns in customer behavior.
2. Start testing how touchpoints interact with each other.
 - a. Specifically, look at how social ads work with the website and the loyalty program.
3. Create statistical models to decide which touchpoints to continue investing in.
4. Repeat with a wider scope.
 - a. Start looking into TV ads, paid search, and even out-of-home ads.

APPENDIX I

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APPENDIX II

SWOT

STRENGTHS

- Established brand—started in 1997 and still around in 2019
- Competitive pricing
- Available in big-box stores (Target and Walmart), big-chain pharmacies (CVS and Walgreens), and Amazon.com
- Pioneer in the category
- On track for highest amount of pretzels consumed in the last 7 years in 2019 (Statista)

WEAKNESSES

- Limited product options
- Unclear where to find them in stores
- Limited shelf presence
- Packaging hasn't changed much in 22 years—could be problematic for millennials who value minimalist design (Cartwright)
- Not perceived as a leading confectioner—doesn't appear in the Candy Industry's "2019 Top 60"

OPPORTUNITIES

- Explore new flavors
- Use alternative sweeteners and organic ingredients
- Explore low-fat options (100-calorie packs)
- Keep targeting indulgent snackers
- Try out minimalist packaging

THREATS

- Local, organic, and artisanal snacking options that appeal to millennials
- Big-name confectioners that sell their own candy-covered pretzels and have higher brand recognition (Hershey's, Reese's, etc.)