

# Smart Ones®

Single-Serving Meal  
Healthy Hearts

Final Marketing  
Plan Presentation



the  
**Smart Ones™**  
Amanda Miller  
Jordan Ezell  
Alyssa Laufer  
Gary Kiebach  
Michelle Killmer

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COOK THOROUGHLY  
NET WT. 9.00 OZ (255G)

320	5g	4g	12g
cal	fat	fiber	protein

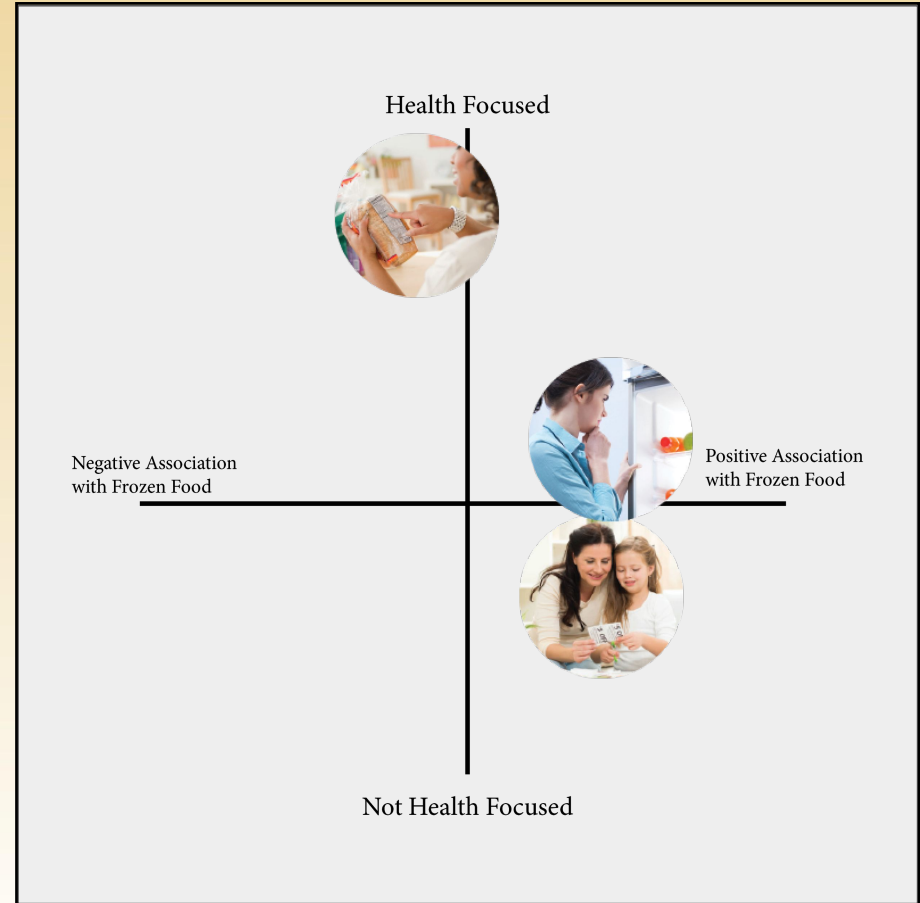
# Marketing Challenge

**Consumers have negative perceptions of the brand.**

# Marketing Plan Objectives

Reposition the brand in the minds of our targets:

- Smart Ones is the best choice for convenience and overall value
- Smart Ones offers delicious tastes and variety as well as health-conscious options



# Business Objectives

- \$50 million sales increase over 5 year strategic plan
- 50% conversion rate in couponing tactics
- 50% of products distributed are purchased



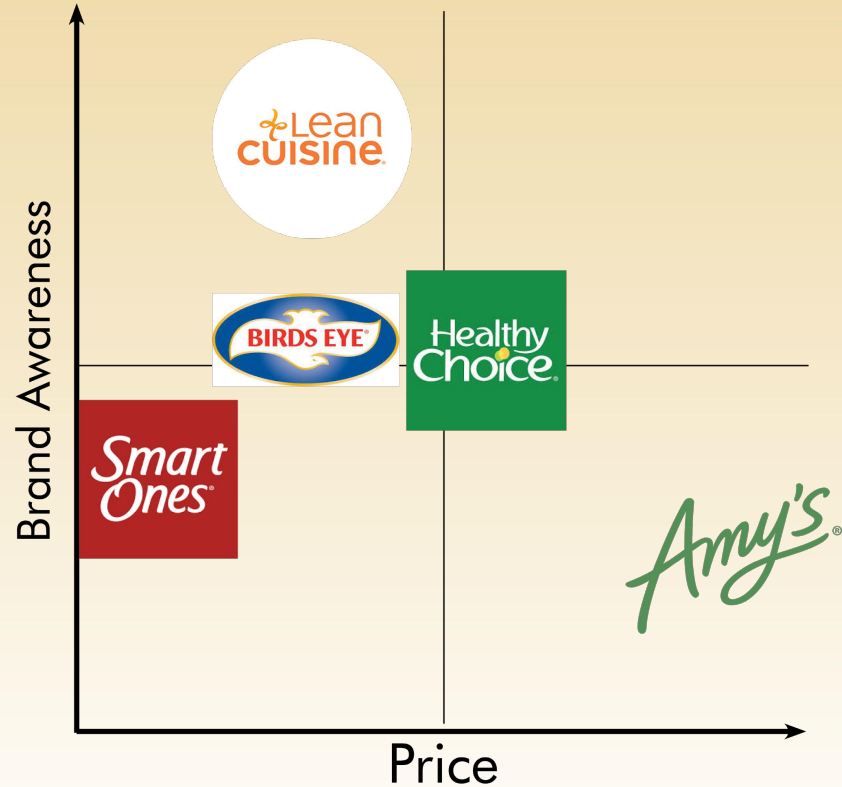
# Research Highlights



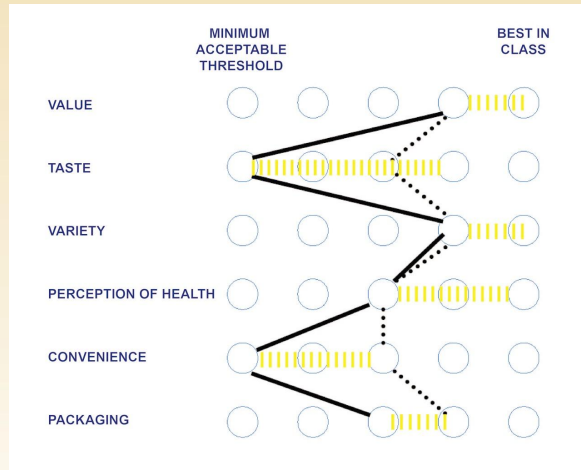
- 89.09% of people shop in-store, versus shopping online
- The word “taste” received highest frequency when asked about the brand
- 70% of frozen food shoppers choose frozen items for their convenience

# Competitive Analysis

- Lean Cuisine is the biggest competitor in price and brand awareness
- We have the cheapest pricing model, however, customers are not aware, or have a negative perception of taste



# Go-To Market Strategies



Above: graph showcasing 6 purchasing motivations of our target audience

- 6 most important purchasing motivations: value, taste, variety, perception of health, convenience and packaging
- 70% frozen item shoppers purchase these items for their convenience
- Convenience and value served as the top 2 reasons for consumers to purchase frozen items overall

# Target Markets

## Primary

Freezer Burnt Farrah



- Suburban, between 26–35
- Household decision driver
- Not afraid to stock up on frozen food
- Pops meals in the microwave often

## Secondary

Heart Healthy Harriet



- Reads nutrition labels, finds sodium content
- Shops at Whole Foods and Target
- Motivated by health-conscious buzz words like organic, low-cal, and low-sodium

## Tertiary

Bargain Buyer Barb



- Mother, between 36-50
- Cost-conscious shopper
- Finds bargains, pursues them
- Clips coupons and checks classifieds



# Strategic Implications

**Strategy 1:** Rebrand Smart Ones with packaging that highlights nutrient-related information

## Freezer Burnt Farrah



## Heart Healthy Harriet



## Bargain Buyer Barb



**Strategy 2:** Differentiate product offerings and improve convenience and value compared to competition through new packaging strategies

## Freezer Burnt Farrah



## Heart Healthy Harriet



## Bargain Buyer Barb



# Strategic Implications

(Continued)

**Strategy 3:** Leverage store sampling in supermarkets and big-box stores, the two most popular grocery shopping destinations

**Strategy 4:** Use integrated coupon strategies to increase brand awareness, brand identity and to maintain pricing advantages

## Freezer Burnt Farrah



## Heart Healthy Harriet



## Bargain Buyer Barb



## Freezer Burnt Farrah



## Heart Healthy Harriet



## Bargain Buyer Barb



# Tactical Recommendations By Target Segment

## Primary



- Relies on frozen food and its convenience
- Buys cheapest or most familiar brands

## Secondary



- Prefers low-calorie, low-sodium, or high protein
- Relies on clear, prominent information on packaging

## Tertiary



- Wants the best bang for buck
- Value is important

# Marketing Tactic Implementation Sequence

## 4 Phases, 4 Marketing Tactics

- Phase 1: Brand Awareness Coupon Campaign > July - December
- Phase 2: Smarter Box Launch > December Onward
  - Box Redesign/Transparency
  - Variety Packaging
- Phase 3: Smarter Box Sampling > December - February
- Phase 4: Future Recipe Improvements > Potential Product



# Phase 1

## Brand Awareness Coupon - July - December



- First implementation - July 2020, before the rebrand campaign launches
- Placed on product boxes drawing attention to the box
- By offering coupons, consumers will be more inclined to try the product (leads to brand loyalty)
- Color coordination improves forecasting metrics for second phase



# Phase 2

## Smarter Box Launch - Box Redesign - December Onward



- The campaign mission is to meet the needs of consumers looking to have healthier frozen food options, and improve perception of taste.
- The box will employ transparency about what line of food they are eating
- There will be cross-promotion on the boxes
- The campaign will develop a brand attitude that is currently non-existent for Smart Ones meals

# Phase 2 - Four Product Lines



Protein Packers



Low-Calorie Creations



Vegetarian Delights



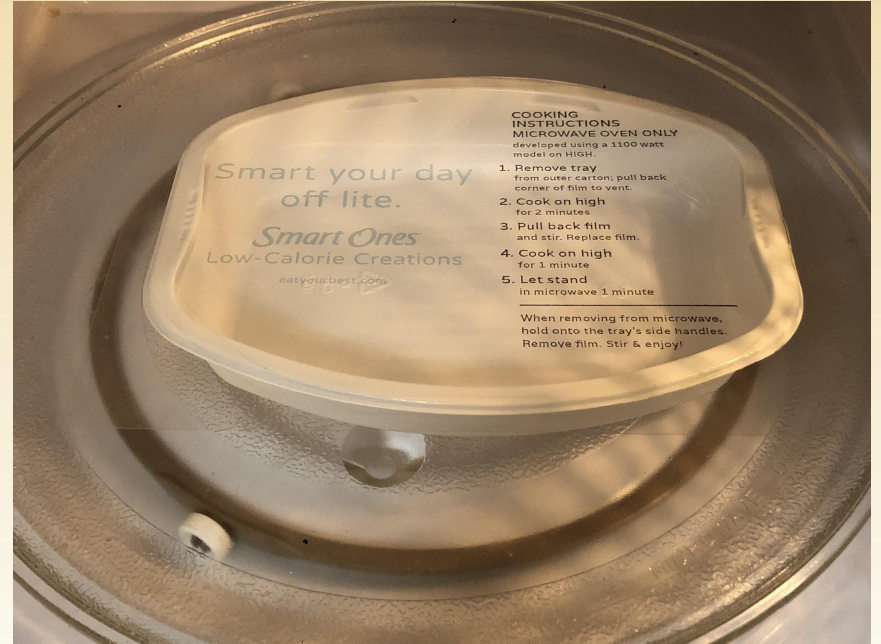
Healthy Hearts

Launching December 2020

# Phase 2 - Variety Packs



Variety Packs



Cooking instructions on film



# Phase 3

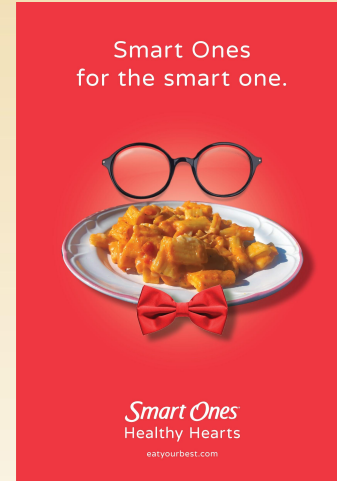
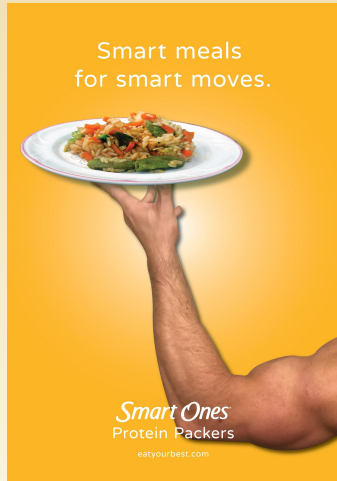
## Smarter Box Sampling > December - February



- Objective: capture customers in the frozen food aisle by offering free samples, improving taste and value factors.
- In-store sampling will be held at 100 big box stores and supermarkets in the Philadelphia area.
- Will be held on (18) weekend days through December 2020 and February 2021
- Trackable coupon to measure success.

# Phase 3

Smarter Box Sampling > January - February



Promotional posters for sampling tables and in-store display

# Phase 4

## Nationwide Launch

Smart Ones  
for the smart one.



Smart Ones  
Healthy Hearts  
eatyourbest.com

Microwave, Chill,  
& Save.



Click here for 50¢ off.  
Smart Ones  
eatyourbest.com

Web banner

- Phase 4, the nationwide launch, will begin upon success of the previous phases
- The same processes used in phases 1–3 will be employed, essentially rolling out the rebrand
- The goal for phase 4 is to have a net gain of \$50 million in sales and stronger brand awareness for Smart Ones



Coupon flier

# Media Plan

Media Type	Fiscal year 2020						Fiscal Year 2021					
	Phase 1						Phase 2 and 3		Phase 2 (continues)			Phase 4 >
	July	August	September	October	November	December	January	February	March	April	May	June
<b>Print</b>												
Poster												
Newspaper Coupon												
<b>Direct</b>												
Coupon Sticker												
Manufacturer Coupon												
Aisle Clings												
<b>Digital</b>												
Banner Ads												
Website Refresh												
<b>Product</b>												
Variety Packaging												
Smarter Box												
Cross Product Promotion												

Legend
Tactic #1: Smarter Box Launch
Tactic #2: Variety Pack Launch
Tactic #3: Sampling
Tactic #4: Couponing & Ads

# Budgetary Considerations

## 9 Month Budget Forecast

Item	Units	Cost per Unit	Total Cost
On-the-box Coupons	60000 stickers	0.01	382.56
Print Coupons	12 Weeks of Ad space	676	8112
Digital/Banner Ads Coupons	25000 engagements	0.58	14500
Manufacturer Coupons	50000 coupons	0.01	659.94
Sampling	Total Cost for 100 stores for 3 Months	\$135,000-\$155,000	155000
Creative Development & Digital Ad Management	Website and creative development	150,000	150,000
Freezer Clings	100 window clings	6	600
		Total Estimated Budget	329254.5

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