

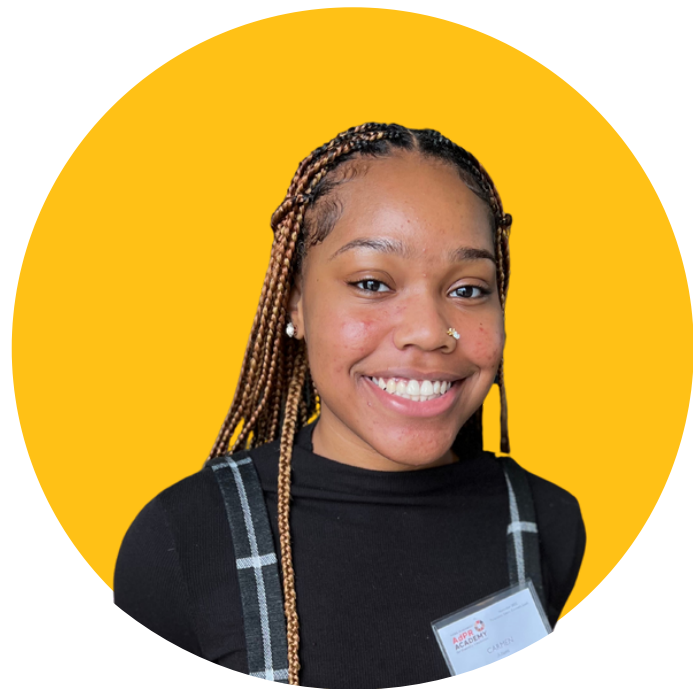
Common Threads  
COOKING FOR LIFE

# CAMPAIGN PITCH



# Keyholder

*Unlock Your Potential*



Carmen Adams



Aundrea Gibbons



Desia Ryant



Roberto Cortes



Rebecca Oliveira



Cynthia Quiroz





# AGENDA

1. Finding a Common Thread
2. The Lock
  - a. Company Analysis
3. Cutting The Key
  - a. Target Audience Profile
  - b. "Food Is Medicine" Campaign strategy
4. Getting The Lockholder
  - a. Reevaluating Goals
5. Testing the Key
  - a. Metrics



# Finding A Common Thread

## Communication Audit

### Tone



### Communication Methods





# THE LOCK





# Company Analysis

## Strengths

- Programs
- Virtual and in-person
- Recipe attraction

## Weaknesses

- Social media presence & engagement
- Newsletter sign up difficulty



## Opportunities

- Partnering
- Health concern of millennials
- Operations in big cities

## Threats

- Healthy eating affordability misconception
- Aftermath of pandemic



# Objectives + Adjusting the Lock

**Increase social media  
following by 30% by  
December 2023**



**Increase newsletter  
subscribers by 10,000  
subscribers by  
December 2023**



**CUTTING THE KEY**





# Audience

**Millennials 25-40yrs**

working middle class

strong brand loyalty

influenced by peers and media

tech savvy

focused on health





# Balanced Betty

AGE: 38

GENDER: Female

HOMETOWN: Chicago, Illinois

JOB: Doctor

Likes to be healthy  
and workout

Married with  
two kids

She and her husband  
have demanding jobs

Places an  
emphasis on  
tasty food fast





# Busy Bill

AGE: 32

GENDER: Male

HOMETOWN: El Paso, Texas

JOB: Locksmith

A busy single  
father

Listens to local  
R&B and rock  
stations

His daughter is a  
picky eater

Wants to make fun  
meals with his  
daughter





# Healthy Heather

AGE: 26

GENDER: Female

HOMETOWN: New York, New York

JOB: Media Intern

Recent New York  
University Grad

Loves to watch  
DIY videos

High Cholesterol

Wants a health  
conscious diet







# GETTING THE LOCKHOLDER





- Add newsletter pop-up
- Emphasize incentives for signing up:
  - Exclusive recipes from the campaign
  - Input with recipe surveys

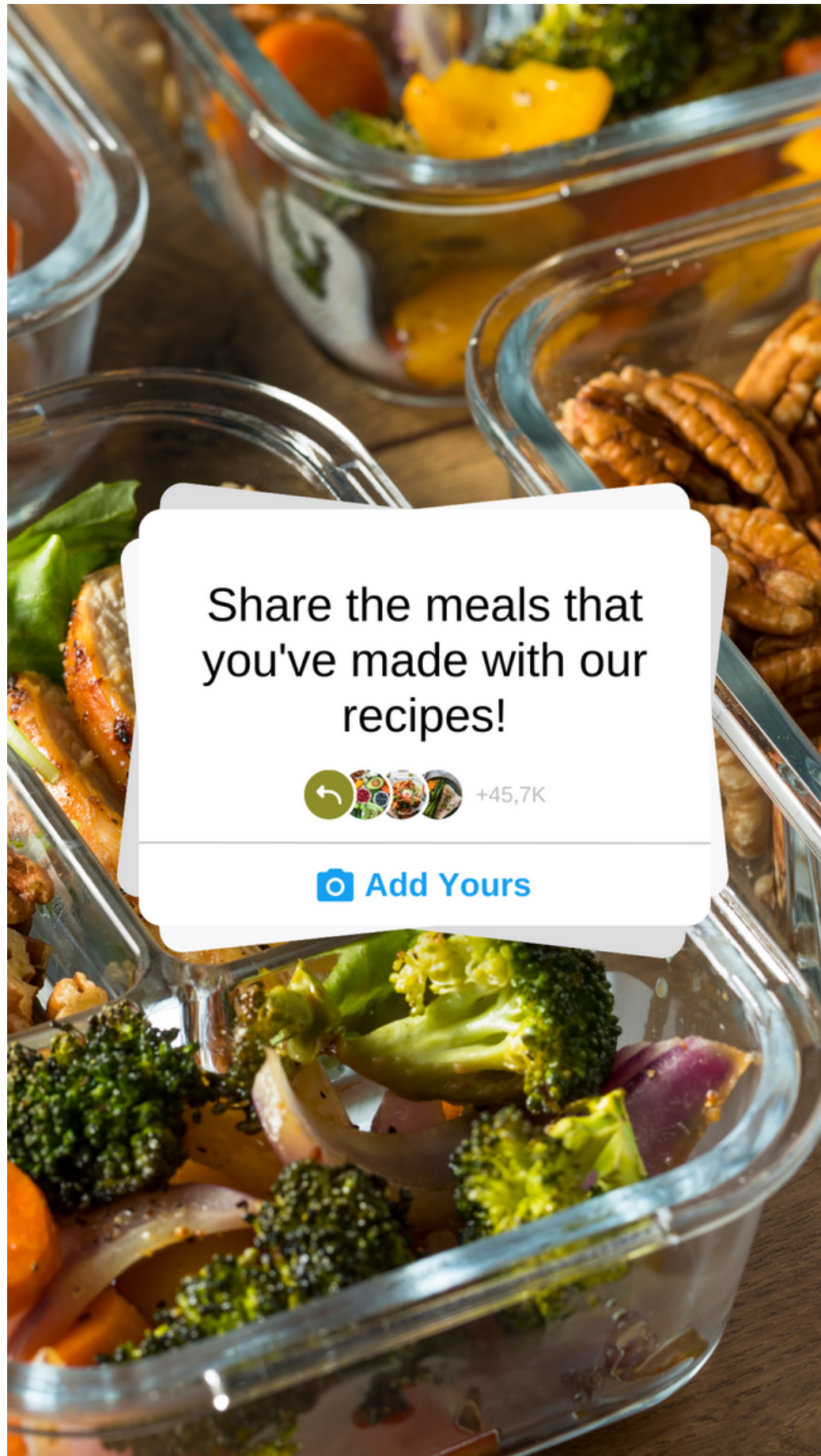


## **SUBSCRIBE TO OUR NEWSLETTER**

Get updates, exclusive recipes, and more!

Your email address



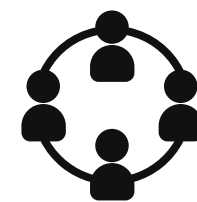


- IG has evolved- focus more on reels, stories, and highlights

- feature "How to..." and "Meals On a Budget" segments

- For YouTube, shorts are trending

- Influencers

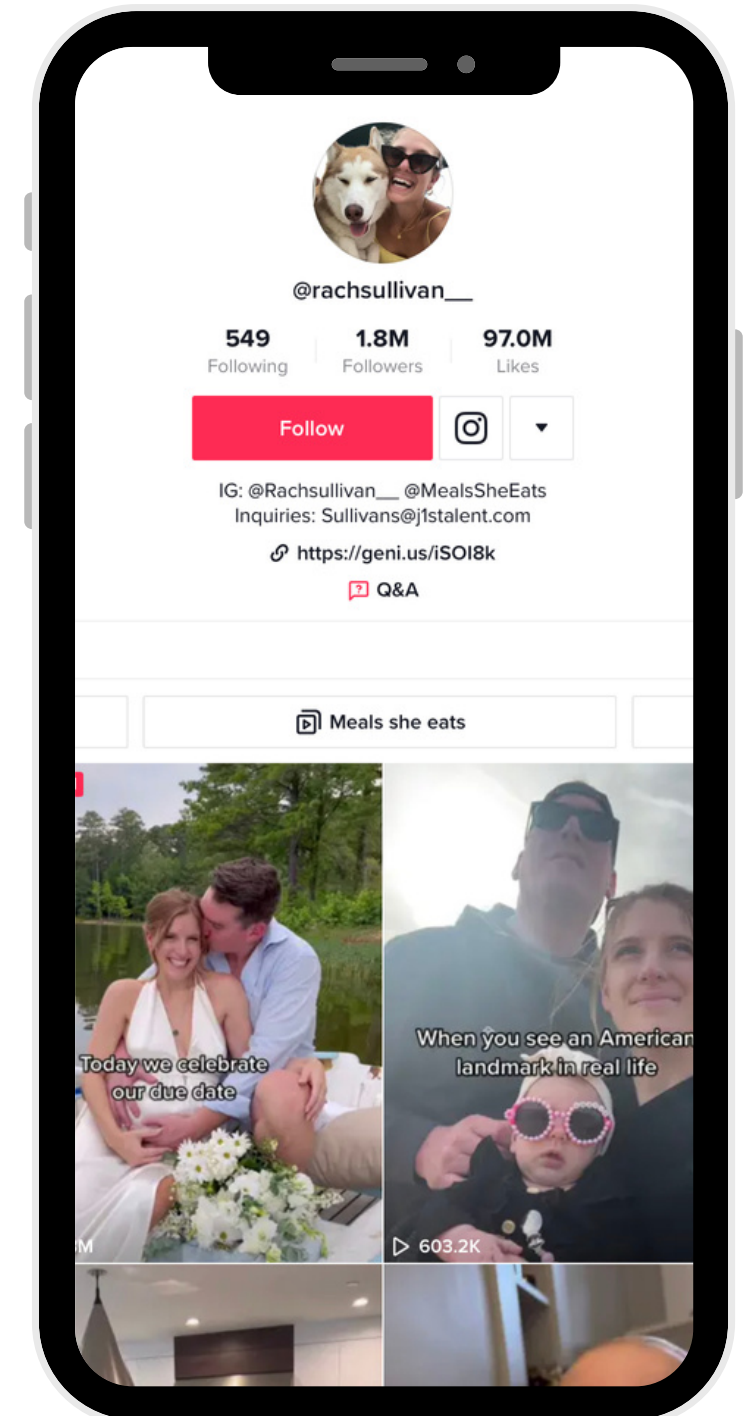
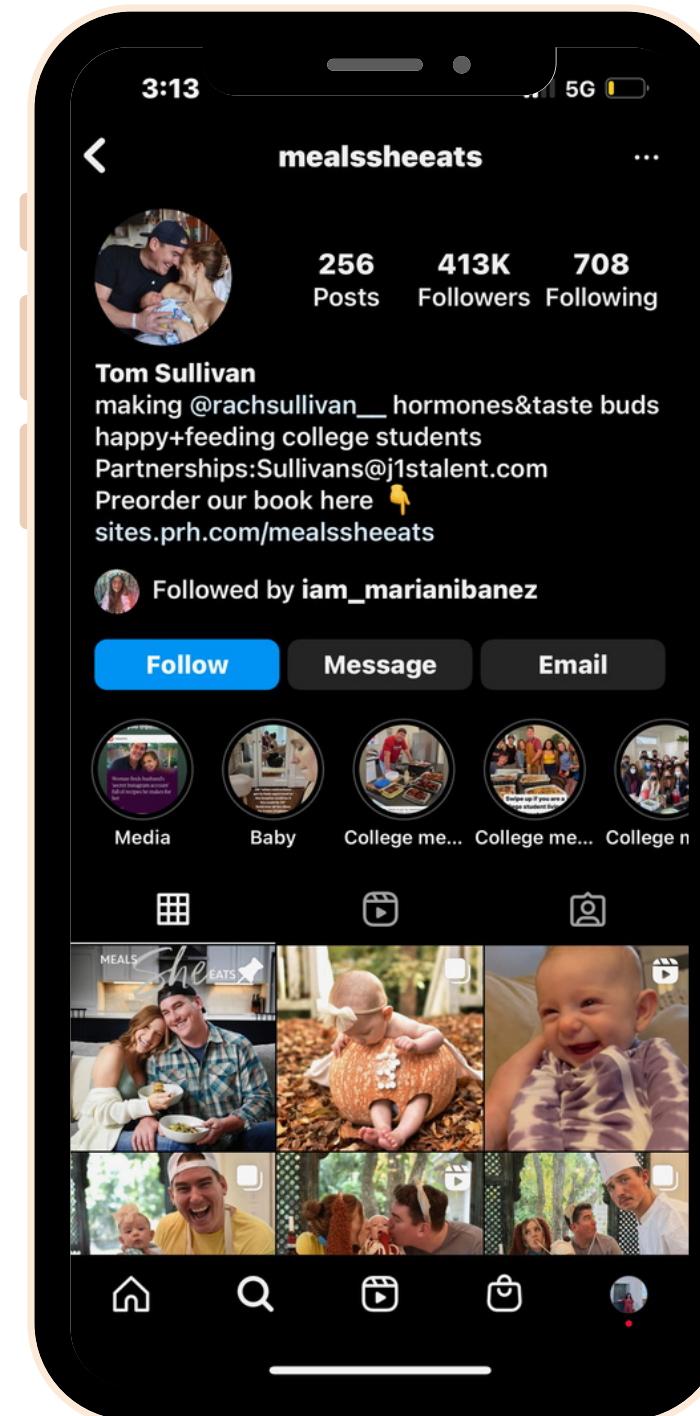


- reach out to local chefs
- micro-influencers



# Potential Influencer

- Rachel Sullivan = Chicago native
- Lives with PCOS, a hormonal imbalance that causes infertility
- Husband Tom began making her health conscious meals to increase her fertility chances.





10

Emphasizes on the company's mission

Showcases 10 healthy meals

20

\$20 meals in under 30 minutes

Presented through a Reels series  
and YouTube

30

Exclusive recipes that are only  
available through the newsletter



# TIMELINE



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## FIRST PHASE

- Implement newsletter pop-up

## SECOND PHASE

- Limit Recipes to newsletter Subs

## THIRD PHASE

- Reach out to Influencers





# How do we know it worked?

- A/B Testing
- Newsletter Signups
- Social Media Analytics
- LinkTree Impressions
- Website Traffic







# QUESTIONS?



Common Threads  
COOKING FOR LIFE