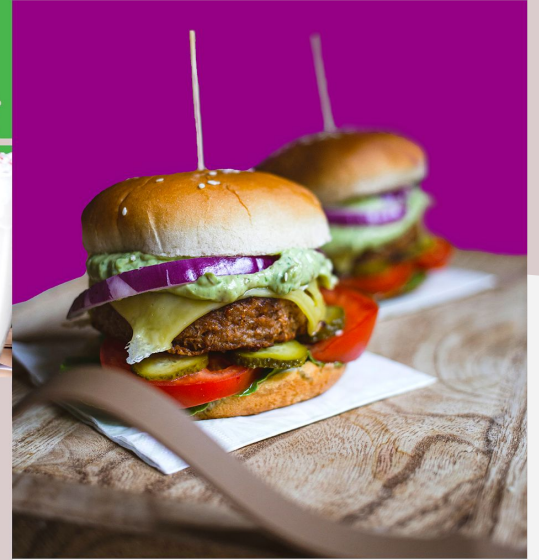


# MorningStar Farms Advertising Campaign

AT LEAST WORTH A TRY



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Morning  
Star  
FARMS®

MNGT-3510: Advertising

# Campaign Objectives

1. Increase following on Instagram and Facebook by 25%
2. Target new customers, particularly Millennials and Gen Z
3. Normalize plant-based meals and rebrand MorningStar as “trendy”
4. Increase website traffic



# **Situation Analysis**

# SWOT Analysis

## **Strength**

Great marketing initiative through marketing campaigns

Kellogg's strong brand identity, with manufacturing in 18 countries and markets in more than 80 countries

Priced lower to leading competitors in plant based meat market

## **Weaknesses**

Plant-based options are perceived as being expensive

Not many testimonial or review opportunities for the customers on website to expand on personal communication from consumer to consumer

Criticized for changing recipe from original product

## **Opportunities**

Increased online consumption in the past year

Change in lifestyle of consumers, lack of time increase consumption of ready-made food

Partnerships with other large food food companies

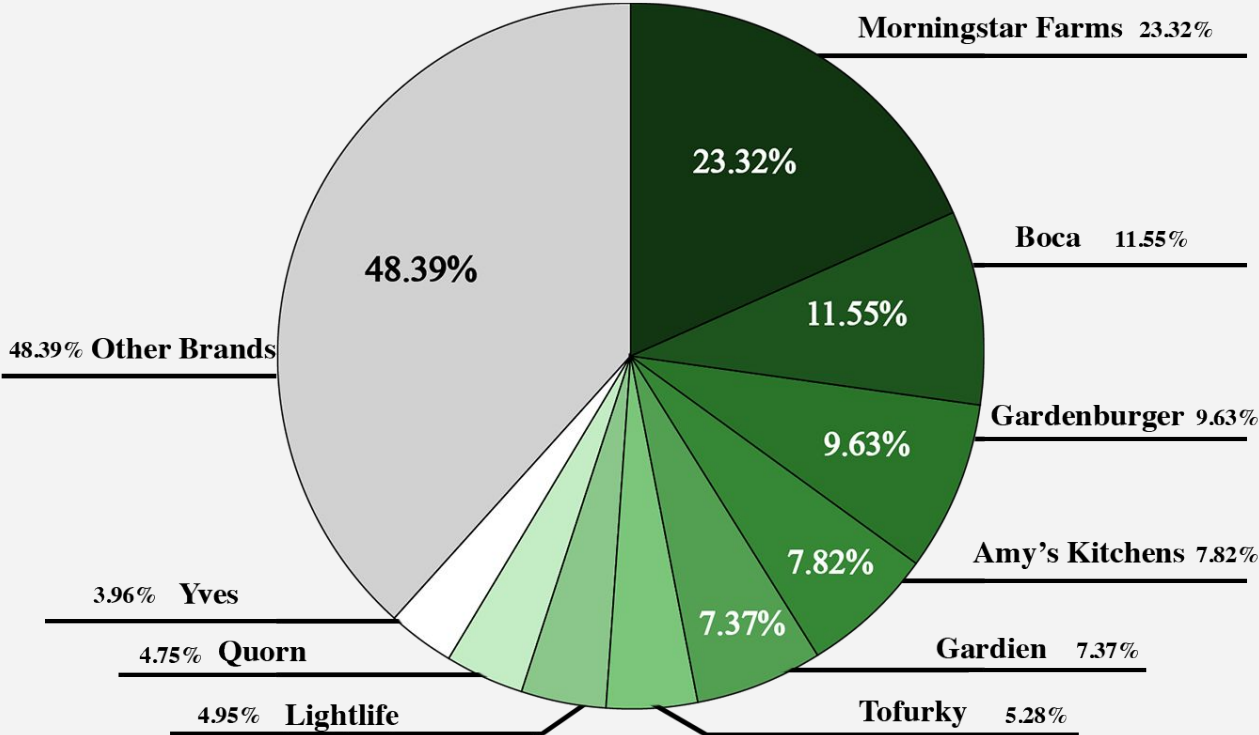
## **Threats**

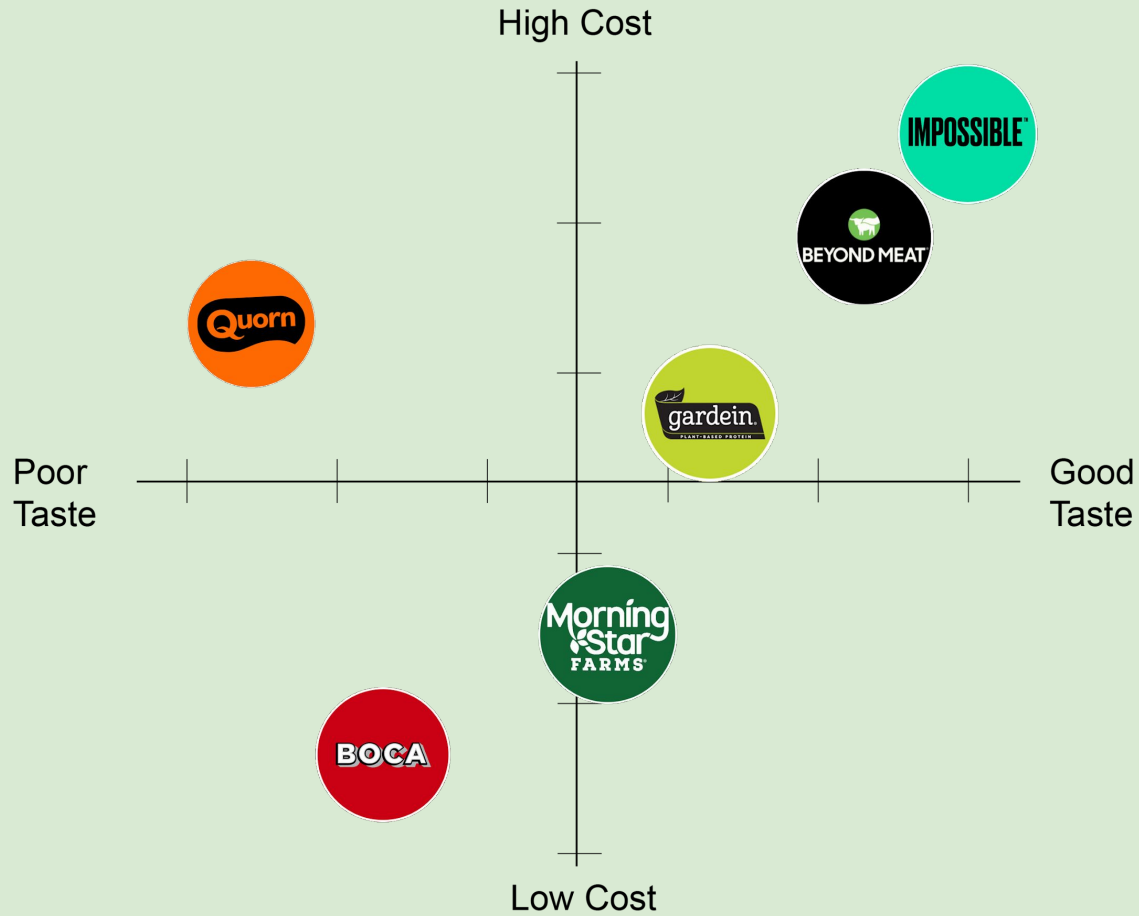
Increasing competition in ready-made breakfast segment with growing plant-based market

Food regulations by government

Concern of plant based meats being processed, and not as healthy as advertised

U.S. population: Which brands of meat alternatives do you use most often?

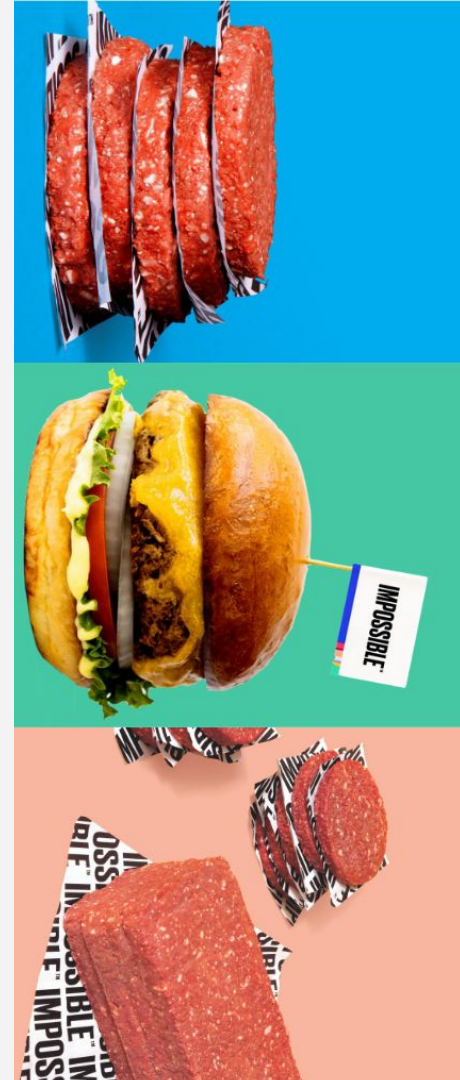




# Competitors

# Impossible Foods

- Impossible Foods is a Oakland based plant based meat company founded by Patrick O. Brown in 2011.
- Differentiates itself by its bold bright colors and has become notorious for its signature Impossible Burger.
- Target market is consumers looking for the real taste and resemblance of meat in their plant-based diet.
- Impossible Foods can be purchased mostly through restaurants and some grocery stores.





# Beyond Meat

- Beyond Meat is a Los Angeles based plant based meat company founded by Ethan Brown in 2009.
- Differentiates itself by extracting protein from peas rather than soy, and extenuating the benefits of switching from traditional meat to their products.
- Target market is not only vegetarians and vegans, but mainly meat-eaters and flexitarians.
- Beyond Meat can be purchased through numerous restaurants and grocery stores including big retailers such as Whole Foods, Costco and Target, as well as other venues such as campus cafeterias and stadiums.



# Gardein

- Gardein is a Canadian based, plant based, meat company founded by Yves Potvin in 2003.
- Differentiates itself by being easy to digest and free of cholesterol, trans and saturated fats.
- Target market is vegans and meat-lovers looking for healthier substitutes.
- Gardien can be purchased mostly through mainstream retail grocery stores such as Walmart, Target, and AmazonFresh.



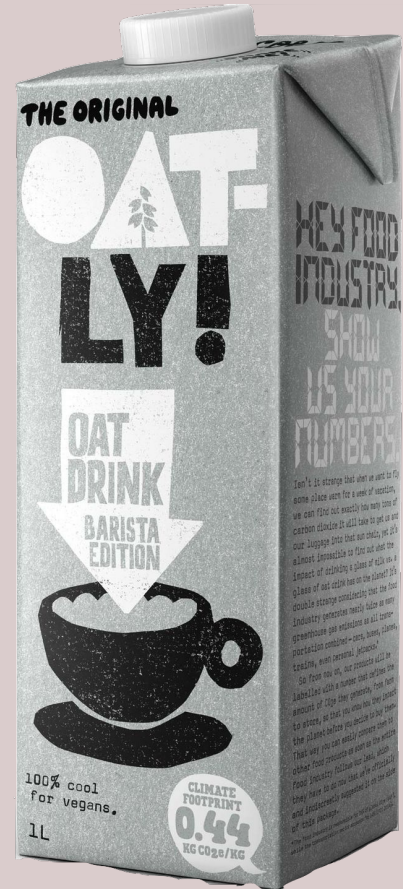
# Secondary Competitors

Silk



Eat Just

Oatly



# Target Market

# Current Market

## Vegetarian

Become vegetarian to stay healthy, or in respect to the environment

Female

Ages 18 - 34 years old

Live on either the east or west coast.

## Vegan

Become vegan for health, animal protection, and general feeling of disgust toward eating animals.

Females make up to 78% of the vegan product sales in the US

Age range leans towards 25-34 year olds

## Flexitarian

A flexitarian is someone who consumes a semi-vegetarian diet, which centers on plant foods with the occasional inclusion of meat.

98% of people who purchased plant-based meat also bought regular meat and 27 percent of that same group purchased plant-based meat more than four times that year.



# Target Market



The “At Least Worth A Try” campaign targets 18-30 year old females who are not currently vegan or vegetarian, but want to try and develop healthier eating habits.

They are either college students or working adults, and lead a busy lifestyle.

They enjoy trying new things but may need a little push at times, which this new campaign aims to do.

## Primary Market Characteristics

<p><b>Geographic</b></p> <p>Target consumers live in larger, more liberal cities, such as New York, L.A., and Chicago.</p>	<p><b>Demographic</b></p> <p>This campaign targets females aged 18-30 who are urbanized and have no kids. They have a college degree or are currently pursuing one, and make \$40-80k per year.</p>
<p><b>Psychographic</b></p> <p>Our target market stays up to date with trends, follows popular influencers, and has a need to fit in. These consumers also value their well-being and want to incorporate healthy eating habits into their daily lifestyle. However, while they aim to eat healthy, they do struggle due to a busy lifestyle which leads to a lack of time to cook meals from scratch. They are adventurous and open to trying new things, especially when convenient.</p>	<p><b>Behavioral</b></p> <p>The target market loves to follow recipes when cooking, and is more likely to choose one that is quick and easy. They shop in bulk to get deals and stock their pantry, and are more likely to shop in the afternoon at a mass market retailer</p>

# Communication Media



# Media Objectives

## Reach

Lower reach in order to focus in closer on our specific target audience, and not be spread too thin. We desire to reach 65% of our target audience with this 6 month campaign.

## Frequency

Our goal is to achieve higher frequency by advertising to the target audience through repetition, averaging a frequency of 6 or 7 per consumer.

## Pulsing

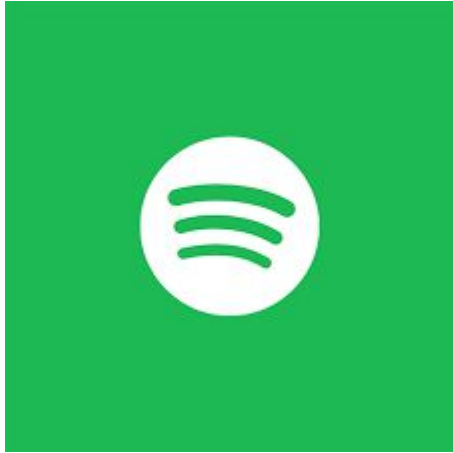
The media planning that will be used is pulsing, with low advertising throughout the year, but high advertising from late spring to early fall.

# Social Media

	Facebook	Instagram	Pinterest	Twitter	Youtube
<b>Beyond Meat</b>	455K	985K	7.9K	121.7K	10.8K
<b>Gardein</b>	192K	162K	10.3K	53.7K	-
<b>Impossible Meats</b>	136K	305K	-	77.1K	9.2K
<b>MorningStar</b>	433K	49.3K	14.4K	20.7K	8.64K

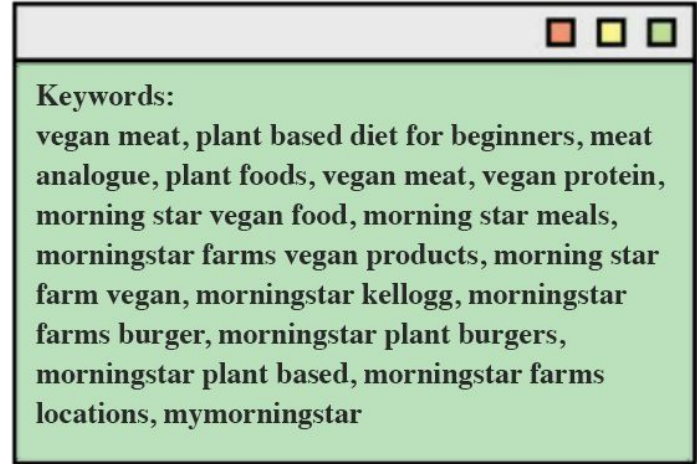
# Traditional Mass Media

- Ads on streaming services such as Hulu and Spotify
- Not main focus of campaign



# Interactive Media

- Search Engine Optimization
  - Increase website traffic



# Support Media: Public Relations

MorningStar Farms will donate a percentage of the profits earned during the “At Least Worth A Try” campaign to the World Wildlife Fund

This message will be advertised at the end of our YouTube commercials and in various social media posts



# Social Media

Instagram and Facebook	Twitter	YouTube
Be more interactive with followers	Post recipes	Day of MorningStar Challenge
Increase in images with people; decrease in promotional looking images	Post contest updates	2 minute short film commercial “College Students Think It’s Worth a Try”
Use 24hr stories to post polls and “ask me a question” boxes	Answer as many customer questions as possible	
Create video content of people preparing and eating the food	Have a humorous tone to stay relevant -sarcastic jokes, corny memes, funny comebacks	
Post college students eating the products in their dorm rooms	The Vegan Roast	
Include recipes in posts or captions		
#MyMorningStar recipe contest		

## **#MyMorningStar Instagram and Facebook Contest**

1. Customers can submit their favorite recipe which includes MorningStar products by posting an image of the recipe on their story or in their feed, using #MyMorningStar.
2. Marketing employees will select the top 10 recipes submitted within a 2 week period, which the public will then vote on.
3. Followers can vote each round on Instagram polls or on MorningStar Farms' website, and the votes will be tallied together.
4. The winner will receive a cash prize and will be featured on the company website as well as various social media with their recipe.

## **Day of MorningStar YouTube Challenge**

- Popular YouTubers will be contacted and challenged by the brand to eat only Morningstar products throughout the day and film their recipes and reviews
- These YouTubers will be paid, so reviews must be all positive
- This shows how MorningStar Farms' products can realistically be incorporated into a person's lifestyle and routine

# Instagram Influencers



**Caitlin Shoemaker**

400k followers

creates and shares vegan  
recipes from breakfast to  
dessert



**Natalie Zacek**

199k followers

22 years old  
promotes a healthy lifestyle  
follows trends



**Jasmine Briones**

260k followers

creates and shares vegan recipes  
shares moments from life as well



**Nimai Delgado**

651k followers

focuses on health and exercise  
has posted about plant-based  
meats before

# Youtube



**Madeleine Olivia**

500k subscribers  
33k views per video

aesthetically pleasing  
calming videos

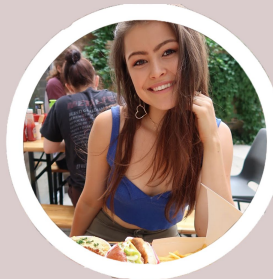
rustic feel of videos fits well with  
morningstar's rustic outdoorsy  
feel in previous ads



**Rachel Ama**

550k subscribers  
100k views per video

does many lifestyle videos  
specialized more in comfort foods  
recipe videos are most popular



**Helana Rose**

50k subscribers  
20k views per video

relatable teenager

not new to food related  
challenges

located in UK, may have different  
geographical demographic



**Cheap Lazy Vegan**

720k subscribers  
30k views per video

oriented to being cheaper  
more asian inspired cooking  
speaks on weightloss journey of  
becoming vegan and health  
benefits

# Influencers



# AT LEAST WORTH A TRY

- Our tagline speaks to the target audience of individuals who are not currently vegan but need the extra push to give vegan meals a try
- Seeing this campaign repetitively promoted on platforms consumers are active on and by influencers they trust should inspire them to give MorningStar Farms a shot
- It is almost as if this campaign is challenging people to step outside their comfort zone and try something new

## Campaign Tone/Personality

Lighthearted

Fun

Positive

Encouraging

# Budget

Based on online figures, our advertising budget would be as follows...

MorningStar income for 2019 = \$210 million (8% goes to advertising)

- + Budget for media (62.3% of advertising budget) = \$10.5 million  
(\$10,500,000)
- + Budget for publicity (25% of advertising budget) = \$4.2 million  
(\$4,200,000)
- + Influencers and Other Expenses (12.7 % of budget) = \$1.3  
million (\$1,300,000)

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Total Budget for advertising channels = total budget of \$16.8 million  
(\$16,800,000)

# Timeline

# April

Launch of 2 minute short film commercial “College Students Think It’s Worth a Try,” that will be advertised through Youtube overlays, banners, and skippable commercials.

Social media photo advertisements of “At Least Worth a Try.”

Introduction of #MyMorningStar Contest on social media and website.

# May

First and second winners of the #MyMorningStar Contest will be announced.

“Day of MorningStar” YouTube Challenge will be given to select influencers to promote the many versatile and creative recipes that can be done with MorningStar Farms plant-based products.

# June

Consumer interaction will be the key focus on all social media platforms

- Twitter account is actively responding and interacting with those who post about MorningStar Farms
- Instagram activity will increase through posts of recipes, not only of winners, but also of some influencer favorites
- Instagram and Facebook pages will also post more images that include people in them to make the posts feel more casual and personal rather than promotional

Third and fourth winners of the #MyMorningStar Contest will be announced.

# July

Another video advertisement with college students will launch “Can You Make It with MorningStar?” with 30 second and 15 second variations.

Fifth and sixth winners of the #MyMorningStar Contest will be announced.

# August

Introduce not many new advertisements, but the Instagram, Facebook, and Twitter pages will continue to be active and engaging with consumers on social media with the Twitter holding a “Vegan Roast.”

The seventh and eighth winners of the #MyMorningStar Contest will be announced.



# September

Ninth and tenth winners of the #MyMorningStar Contest will be announced  
“At Least Worth a Try” campaign concludes.

MorningStar Farms will hold a public event in which it will donate 10% of the profits that were earned during the campaign to the World Wildlife Fund.

**Questions?**