

# Integrated Marketing Campaign - Product

# CHIRPS<sup>®</sup>



**Ritvik Misra, Michael Liu, Tejas Prakash**

Foothill High School - 4375 Foothill Rd, Pleasanton, CA 94588

April 10th, 2024

# **Table of Contents**

<b>I. Executive Summary.....</b>	<b>1</b>
<b>II. Description of Service.....</b>	<b>2</b>
<b>III. Campaign Objectives.....</b>	<b>3</b>
<b>IV. Campaign Target Market.....</b>	<b>4</b>
<b>V. Campaign Activities + Schedule.....</b>	<b>5</b>
<b>VI. Budget.....</b>	<b>8</b>
<b>VII. Key Metrics/Bibliography.....</b>	<b>10</b>

# I. Executive Summary

## II. Description Of Product

Created by three Harvard alumni, **Chirps Chocolate Cricket Cookie Mix** is a **healthy and sustainable cookie mix** created from **crickets**. This product appeals to many, not only because of the **nutritional benefits** but also the **uniqueness of the product** itself. With the utilization of our 45-day **Chirp Together** campaign, the Chirps Cricket Cookie mix has the potential to become your **go-to healthy snack**.

## III. Campaign Objectives

**B**

Build a loyal clientele by getting 500 sign-ups for Chirps rewards

**U**

Utilize consumer events to gain a 19.3% overall increase in revenue

**G**

Gain a 60% increase in social media following and engagement

## IV. Target Market

### Primary

- Age 25 - 40
- Urban/ Sub Urban Areas
- Affluent Income
- Care about health and environment

### Secondary

- Aged 13-25
- Urban and Suburban areas
- Affluent Income
- Focused on building muscle
- Goes to local gym

## Product Image



## V. Campaign Activities

### Chirp Together Campaign

Jan 1st

to

Feb 14th

#### Cricket Connect ----- 1/1/25

- Cricket Connect partners with a sustainability influencer to grow product awareness

#### FitCricket ----- 1/11/25

- FitCricket advertises to gym goers by partnering with Fitness 19

#### Chirp Coins ----- 1/18/25

- Chirp Coins, a rewards program, will create a loyal clientele of Chirps customers

#### Cricket Customize ----- 1/11/25

- Cricket Customize allows users to add nutritional toppings to their cookie mix

#### Cricket Culinary ----- 2/1/25

- Cricket Culinary incentivizes buyers by giving them a chance to develop a unique cookie recipe with world-class influencers

## VI. Budget

Activity	Cost	Revenue	ROI
Cricket Connect	\$15,360	\$36,900	77.74%
FitCricket	\$46,810	\$72,900	
Chirp Coins	\$16,050	\$44,100	
Cricket Customize	\$13,215	\$16,830	
Cricket Culinary	\$65,380	\$108,000	
Total:	\$156,815	\$278,730	

## VII. Key Metrics

- Monitor our **Rewards Program Member Increase**
- Track **Revenue Increase**
- Analyze **Social Media Growth**

# II. Description of Product

## Company

Founded in 2013 by Rose Wang, Laura D'Asaro, and Meryl Breitbart, Chirps revolutionized the food industry by specializing in **cricket-based cookies**.



These three Harvard alumni first began their unique company after realizing the **sustainability and abundance** of crickets. Compared to the immense amount of water, land, and food, necessary for raising livestock, crickets need **significantly less** while still providing the **essential nutrients** necessary. Thus, Chirps was created. It has continued to grow its brand awareness over the past 11 years by emphasizing the sustainability and health benefits of bug consumption.

## Product

The Chirp Cookie Mix is an exciting, **healthier**, and more **sustainable** alternative to traditional cookie mixes. Each bag is packed with nutrients such as **protein, B12, and iron**, surpassing the protein value of other cookies by **5x**. Chirps prides itself on sustainability by selling a product that's beneficial for the planet and the consumer.

By selling cookie mix rather than pre-baked cookies, they **reduce the water-holding chemicals** needed to maintain moisture. The manufacturing process is eco-friendly, using **2000x less water** and producing **100x less gas emissions** than livestock. The mix is sold for **\$18** per bag in over **1500 stores and online**, with each bag making 15-17 cookies. Through the cookie mix, Chirps aims to improve sustainability and the health of the food industry — **one cricket at a time!**



## CHIRPS®

## SWOT Analysis

### Strengths

- Healthier cookie alternative
- Higher nutritional value
- Environment sustainability

### Weaknesses

- Lack of community awareness
- Lack of flavor variety
- Lack of social media engagement

### Opportunities

- Consumer personalization
- Engagement events
- Rising interest in sustainable foods

### Threats

- Stigma against eating insects
- Insect consumption regulation
- Supply chain disruptions

# III. Campaign Objectives

All of our objectives reflect the unifying theme: **Chirp Together**. While building a loyal clientele, utilizing consumer events, and gaining an increase in social media, our goal is to grow the Chirps community. This garners more consumer awareness for our Chirps chocolate cricket cookies, so we can Chirp Together.

## BUILD

### Build a loyal clientele by getting 500 sign-ups for Chirps rewards

Often, customers are **first-time buyers** drawn in by **curiosity** after viewing the distinctive cookie mix at a **supermarket** or on **social media**. However, there remains a **lack of retention** since consumers are not engaged enough. Chirps will introduce a rewards system called **Chirp Coins** to build a more **loyal clientele** and ultimately sell more Cricket Cookie Mix. We aim to get **500** Chirp Coins signups by the end of our 45-day campaign. In this program, people can earn points by buying the cookie mix and **redeeming free or discounted products**. They will also receive updates on future sales, prompting **more customer engagement** and more products sold.

## UTILIZE

### Utilize consumer events to gain a 19.3% overall increase in revenue

Chirps' annual revenue has faced a **steady decline** since its founding. Its most successful year from 2018 to 2019 had **\$8.4 million** in revenue. However, after the COVID-19 pandemic, the revenue has fallen short to **\$1,449,000**. This is likely due to the consumer shift to safer, home-cooked meals. Our goal is to revamp Chirps and gain a **\$278,730 increase** in revenue by the end of one fiscal year. This will be achieved through **various consumer events** such as the Cricket Workout and the Cricket Culinary Show. These events will **engage consumers** and share the **benefits of crickets** from sustainability to nutrition. This will prompt them to buy more of our cookie mix, ultimately leading to a **revenue increase**.

## GAIN

### Gain a 60% increase in social media following and engagement

The Chirps Instagram account currently has **18.7k followers** but only averages **75 likes** per post. This is likely due to the **inactivity** on the account with the last post posted on **November 30th, 2022**. These past posters focused on photoshoots of other products featuring crickets but failed to zone in on one product and engage the consumer. Our goal is to revitalize the account by increasing our following to **29.9k followers** and average engagements to **125 likes per post**. To gain that brand exposure, we will **collaborate with numerous influencers** to highlight the sustainable and nutritional values of the cookie mix. We will also improve the **consistency** of posts with **paid advertisements** and organic, user-generated content, which is incentivized by our rewards program.

# IV.Campaign Target Market

## Primary Target Market: Millenials

### Demographics

- Aged 25-40
- 85k Yearly
- Male or female

### Geographics

- Located in urban and suburban areas
- Areas with grocery stores

### Psychographics

- Cares about the environment and her health.
- Enjoys pilates, yoga, cooking
- Active on social media



**Active Allie**

**Active Allie** represents our **primary target** market of millennials between the ages of 25-40 with an affluent income of around **\$85,000 yearly**. Located in both **urban and suburban areas**, these millennials should live near **grocery stores** and buy products via e-commerce, making the acquisition of cookie mix convenient. The primary market should also be environmentally aware and conscious of their health. Thus, they have an active lifestyle, do activities like **yoga, pilates, and cooking**, and are willing to spend extra to reduce their carbon footprint. Our Cricket Cookie Mix perfectly caters to this niche as it boasts a rich source of protein derived from sustainable cricket flour. It offers significantly more health benefits compared to other cookies and promotes sustainability, meeting the needs of our primary market. Finally, this market is also **active on social media**, using apps like Instagram. Studies have also shown that due to digital connectivity, millennials are more aware of climate change and more likely to buy products after viewing digital ads. The majority of the **Chirp Together Campaign** is focused on the internet, allowing us to easily reach this target market.

## Secondary Target Market: Gen Z

### Demographics

- Aged 13-25
- 85K+ Yearly
- Male or female

### Geographics

- Located in urban and suburban areas
- Areas with grocery stores & gyms

### Psychographics

- Interested in new protein sources
- Muscle building
- Active on social media



**Gym Going George**

**Gym-going George** represents our **secondary target market** of teenagers aged 13 to 25 with a household income of around 85k yearly. At this age, most people are **interested in athletics and muscle building**, compelling them to look for **unique protein sources** like Chirps Chocolate Cookie Mix. They will likely also attend their local **gym to work out**, making gyms a prime place to promote the cricket mix. Similarly to our primary market, they also reside in urban or suburban areas where the acquisition of products is reliable in **grocery stores or online e-commerce**. Our cricket cookie mix, a healthy but palatable alternative to protein powder, allows them to **satisfy their appetite for growth** with an innovative yet tasty solution. Given the rising popularity of social media among teenagers, this market will also see many Chirps advertisements on Instagram and follow many world-class influencers. We plan to utilize influencers to highlight the benefits of cricket cookies. Additionally, George will be ecstatic to discover and **share new protein sources** on social media fostering a **Chirp community** through word of mouth.



# V. Campaign Activities + Schedule

## Cricket Connect

Chirps' Instagram account, **@eatchirps**, currently has 18.7k followers and our goal is to gain an **additional 11.2k followers** through our campaign. This hits the **"G"** in our **BUG objectives**. We aim to highlight Chirps' **sustainable brand values** through social media by partnering with **Kathryn Kellogg**, a zero-waste influencer. Kellogg uses her social media to highlight **waste-reduction habits** and has amassed over **630k followers**. She has also written over **300 blog posts and 3 books** about zero waste, making her the perfect influencer to promote Chirp Cookies. During this campaign, Kellogg will create **Instagram reels** to review Chirps Cricket Cookies. This will highlight the nutritional value, taste, and baking process. Chirps' Instagram and website will be tagged in the caption so viewers can purchase the cookies themselves. Along with this, every person in Kathryn's exclusive newsletter will receive an **email announcement** about her Chirps collaboration. This newsletter will include all the benefits of the Cricket Mix and a link so customers can purchase the product. Lastly, Kellogg will be invited to our manufacturing factory in San Francisco where a **joint video** will be filmed about our **eco-friendly manufacturing process**, increasing our brand's **exposure and trust**. Because of Kellogg's massive fanbase, we expect a total of **2.5 million views** across all the videos. This campaign reflects our **unifying theme of Chirp Together** as we **unite a Chirps audience** through Kathryn's platform. We will also be releasing paid advertisements on Instagram. These will showcase **different flavors or uses** of cricket cookies in **visually appealing carousel ads**. After viewing ads, consumers will be more inclined to buy our cookies.



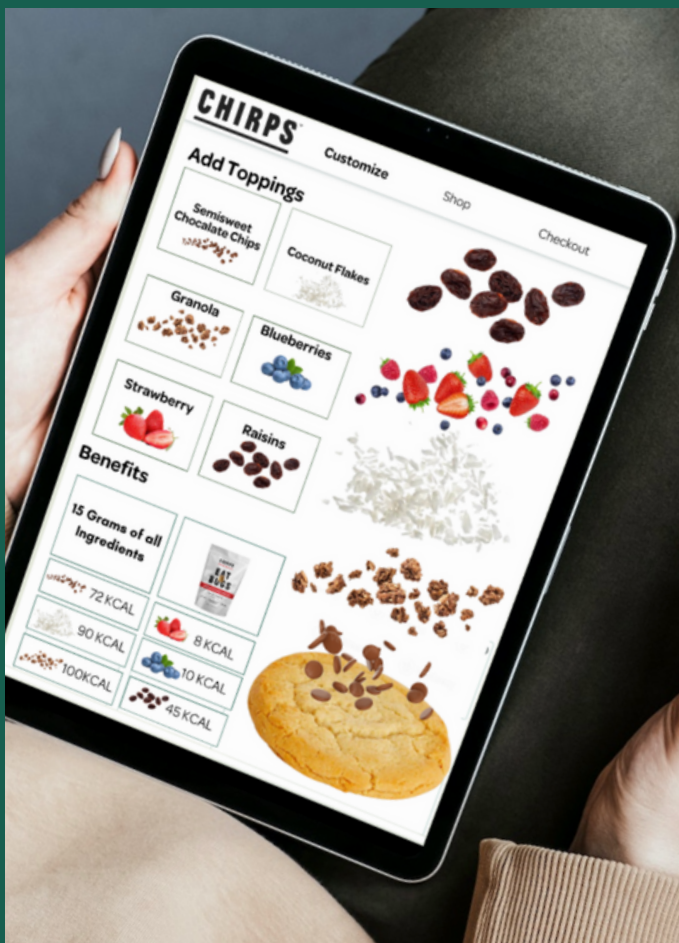
## FitCricket

Establishing **partnerships with gyms** will help us reach our audience of **gym-goers looking for nutritional snacks**. Gyms reach **millions of people** each year, and repeated exposure to our brand will encourage them to purchase our products, aligning with the **"U"** in our **BUG objectives**. We plan to partner with **30 gyms** part of the Fitness 19 franchise that are located in urban areas. Our products will be placed near the **front of the store** in cardboard Chirp booths. These booths will advertise our Chirp cookie mix, specifically their **high protein content and sustainable background**. The packaging of our cookie mix will also be **redesigned** to display the Fitness 19's logo and colors to **further our partnership**, as seen on the left. **Free cookie samples** will also be handed out to help **break the existing stigma around eating insects**. Gymgoers such as "Gym Going George" will be incentivized to purchase our products by **receiving a discount** upon completion of our "FitCricket Challenge." This challenge places a heavy **emphasis on mobility and explosion**, similar to a cricket. It consists of 20 jumping jacks, 10 burpees, and 10 pushups completed in under a minute. If a potential customer completes a Cricket Workout, they will receive a **10% discount** on our Cricket Cookie Mix. This allows fellow gym goers to **share their experience** when trying **the Chirp Chocolate Cookie mix**, tying back to our **unifying theme of Chirp Together**. Additionally, anyone who completes a Cricket Workout will be **automatically entered into a raffle** for a **free Chirps gift basket** that consists of 3 Chirps Cookie Mixes and Chirp merch (one shirt) stating "I completed the FitCricket Challenge!" We will be awarding 3 baskets per gym.

# V. Campaign Activities + Schedule

## Chirp Coins

In order to enhance customer loyalty, Chirps will introduce a **rewards program** on their website called **Chirp Coins**. This program will encourage continuous purchases by offering **1 point for every \$1 spent**, aligning with the "B" in our **BUG objectives**. Other ways customers can earn points are by writing reviews, following and engaging with Chirp's social media content, or referring a friend. These points can then be **redeemed** to gain discounts on future purchases, garnering a **sense of value** for our customers. Members of Chirp Coins will also be added to our **exclusive mailing list** which provides updates on future sales, flavors, and events. They will also obtain free shipping if 3 or more products are bought at the same time. In conjunction with the focus on the Cricket Cookie Mix, consumers will receive **10% off** on their first purchase of the mix. These benefits will motivate consumers to sign up and ultimately sell more cookie mix. With our goal of **500 new members**, we are expecting each member to buy a bag **every 3 months**. The introduction of this platform will not only bolster our **brand awareness** but also foster a sense of **connection with the Chirps brand**, ultimately **Chirping Together**. To help spread the word about our program, we will designate a small section on our packaging that includes a **QR code** for our signup and a short sentence mentioning the benefits of joining.



## Cricket Customize

To provide a **unique spin** on the Chirps Cricket Cookie mix, we plan on adding a **customization factor**. This activity will go under our "U" in our **BUG objectives**. For 5 weeks, we will give customers the option of **adding healthy toppings** to their cookie mix. As Chirps only has one flavor, this will create more **flavor variety**. All topping options will be **healthy alternatives** with lower fats and higher nutritional value: **shredded coconut, raisins, granola, berries, and semi-sweetened chocolate chips**. As seen on the right, customers will have the option to add topping at check out with our **comprehensive website**. All toppings will be **freeze-dried** to ensure no chemicals are needed to retain their moisture. This furthers our goal of **sustainability and consumer health**. Additionally, **topping calories** will be displayed on the bottom to meet the needs of calorie-conscious individuals like our **primary market, Active Allie**. During the activity's **first week**, toppings will be **50% off** or **\$1.00 for 3 toppings** to incentivize people to try out the customization feature; after that, customers will pay **\$2.00 for 3**. To market this, Instagram reels will be used to launch the new feature and then transition to word of mouth as customers are more aware. By giving consumers the ability to personalize their cookies, we are giving them a voice and **Chirping Together!**



# V. Campaign Activities + Schedule



## Cricket Culinary

We aim to increase interest in Chirps through Cricket Culinary, a **Masterchef-inspired event** to better engage with our consumers. This aligns with the “U” in our **BUG objectives**. Starting on January 1st, **5 randomly selected people** who order from our website will find a **golden ticket** in their cookie mix bags. These lucky contestants will then be invited onto our Cricket Culinary show, starting February 1st, to work with 5 food influencers with a combined Instagram following of **12.1 million**. The influencers can be seen on the left in a social media poster. Each influencer will partner with one contestant to develop a unique cricket cookie recipe in **24 hours**. They will be provided with the supplies, cookie station, and Chirp’s patented **cricket cookie flour base**. Our social media team will follow the 5 teams around and **record content** to be posted as part of our show. This content will highlight the cooking procedures, emotions, and benefits of crickets. At the end of the competition, the 5 teams will be judged by our own **Chirp employees**. The winner of our competition will have their recipe featured on the homepage of our website and collaborate with their food influencer to conduct a **5-day social media takeover**. To help market this show, all influencers will repost the final show on Instagram and vlog their own experience. By giving Chirp customers a sense of collaboration and competition, we are **bolstering the Chirp community!**

## 45-Day Schedule

### January

Cricket Connect

1 2 3

Cricket Connect

4 5 6 7 8 9 10

Cricket Connect

Fit Cricket

Cricket Customize

11 12 13 14 15 16 17

Fit Cricket

Cricket Customize

18 19 20 21 22 23 24

Fit Cricket

Cricket Customize

Chirp Coins

25 26 27 28 29 30 31

### February

Chirp Coins

Cricket Culinary

1 2 3

Chirp Coins

Cricket Culinary

4 5 6 7 8 9 10

Chirp Coins

Cricket Culinary

11 12 13 14

## Key Dates

To ensure the success of our **45-day** marketing campaign, we’ve created a campaign schedule detailing our activities from **January 1, 2025**, to **February 14, 2025**. We decided to pick these dates at the start of the year because many people set New Year’s resolutions to focus on their health and well-being. In addition, many of them also choose to focus on environmental sustainability as well as save money by cooking more food at home, all aligning with the characteristics of our target market.

**January 1 - The campaign starts**

**January 1 - Cricket Connect starts**

**January 11 - FitCricket Starts**

**January 11 - Cricket Customize starts**

**January 18 - Chirp Coins starts**

**February 1 - Cricket Culinary starts**

**February 14 - The campaign ends**

## VI. Budget

Below we have added a detailed breakdown of the **allocated budget** for each of our campaigns and activities throughout our 45-day campaign. From ensuring our customers have the healthiest cookies to promoting customer loyalty, we want every aspect to encompass **quality**. Therefore, our budget may be pricey but it remains minimal in comparison to our projected profit.

Event	Projected Budget	Quantity	Total
Cricket Connect	<ul style="list-style-type: none"> <li>• Paid Instagram Ads - \$6.70 CPM</li> <li>• Fixed 10K for Influencer partnership</li> </ul>	800,000 clicks 1 influencers	<b>\$15,360</b>
FitCricket	<ul style="list-style-type: none"> <li>• Fitness 19 Designer - \$80/hr</li> <li>• Fitness 19 Package- \$1.20/bag               <ul style="list-style-type: none"> <li>◦ 30 gyms x 150 bags</li> </ul> </li> <li>• Events Gift Basket - \$69               <ul style="list-style-type: none"> <li>◦ Cookie Mix \$18 x 3 = \$54</li> <li>◦ Shirt - \$15</li> </ul> </li> <li>• Event Booths - \$1000/ Gyms</li> </ul>	65 Hours 4,500 Bags 90 Gift Baskets 30 Gyms	<b>\$46,810</b>
Chirp Coins	<ul style="list-style-type: none"> <li>• Software Developer - \$70/hr</li> <li>• UI Designers \$70/hr</li> <li>• 50% new members get free bags - \$18/ Bags</li> </ul>	85 Hours 80 Hours 250 Bags	<b>\$16,050</b>
Cricket Customize	<ul style="list-style-type: none"> <li>• Software Developer - \$70/hr</li> <li>• UI Designers \$70/hr</li> <li>• Paid Instagram Video Ad - \$6.70 CPM</li> <li>• Additional toppings - \$0.20/ Bag</li> </ul>	55 hours 50 Hours 850,000 clicks 850 Bags	<b>\$13,215</b>
Cricket Culinary	<ul style="list-style-type: none"> <li>• Influencer Cost - \$4100/1 Million followers</li> <li>• Contestant Transportation - \$500</li> <li>• Chirp cookie supplies - \$18               <ul style="list-style-type: none"> <li>◦ 3 sets/ team</li> </ul> </li> <li>• Set Rental Space - \$10k</li> <li>• Video Filming Equipment -\$3k</li> </ul>	12.1 Million Total Following 5 Contestants 15(Cookie Supplies) 1 Set 1 set	<b>\$65,380</b>
<b>Total: \$156,815</b>			

# VI. Budget

## Projected Revenue

Below is a detailed breakdown of the **overall revenue** we generate utilizing our campaign activities over our 45-day campaign. Though our allocated budget is high, we have cautiously considered each possible campaign activity to lead to the **maximum return on investment**. We have calculated these projected profits through extensive research on Chirp's previous campaigns and web references.

Event	Projected Revenue	Total
Cricket Connect	<ul style="list-style-type: none"><li>Estimated 2.5 million viewers with Partnership<ul style="list-style-type: none"><li>0.05% of Viewers buy Cookie Mix - 1,250 people</li><li>1,250 x \$18/Bag = \$22,500</li></ul></li><li>800,000 clicks from Paid Advertisements<ul style="list-style-type: none"><li>0.1% of Clicks buy Mix - 800 People</li><li>800 x \$18/Bag = \$14,400</li></ul></li></ul>	<b>\$36,900</b>
FitCricket	<ul style="list-style-type: none"><li>30 gyms with 150 bags per Gym<ul style="list-style-type: none"><li>10% Discounted Packages - \$16.20</li><li>4,500 Bags x \$16.20 = \$72,900</li></ul></li></ul>	<b>\$72,900</b>
Chirp Coins	<ul style="list-style-type: none"><li>Projected 500 New Members Joining Chirp Coins<ul style="list-style-type: none"><li>Estimated 4 Cookie Mixes/Year - 2000 Bags</li><li>2000 Bags x \$18/Bag = \$36,000</li><li>500 (10% Discounted) Cookie Mix - \$8,100</li></ul></li></ul>	<b>\$44,100</b>
Cricket Customize	<ul style="list-style-type: none"><li>850,000 clicks from Paid Advertisements<ul style="list-style-type: none"><li>0.1% of Clicks buy Mix - 850 people</li><li>850 bag x \$18/Bag = \$15,300</li><li>170 (Week 1) toppings x \$1.00 = \$170</li><li>680 (Week 2-5) toppings x \$2.00 = \$1360</li></ul></li></ul>	<b>\$16,830</b>
Cricket Culinary	<ul style="list-style-type: none"><li>5 influencers with a combined 12 million audience<ul style="list-style-type: none"><li>0.05% of Viewers buy Cookie Mix - 6000 people</li><li>6000 x \$18/Bag = \$108,000</li></ul></li></ul>	<b>\$108,000</b>

**Total: \$278,730**

### RETURN ON INVESTMENT

**(Revenue) - (Investment)**

**\$278,730 - \$156,815**

**(Investment)**

**\$156,815**

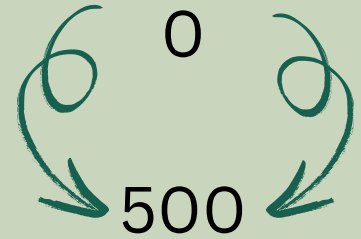
**PROJECTED ROI: 77.74%**

## VII. Key Metrics

### 1 Increase Chirp Coin Membership by 500 members

Our goal with Chirps Cookie Mix isn't to just build **brand engagement** but also to create a **loyal clientele**. This is possible with the creation of our **rewards program, Chirp Coins**. We hope to receive **500 Chirp Coin members** by the end of our 45-day campaign. We will be **tracking the number** of active members by **monitoring the membership** each week. **User surveys** will also be implemented to receive UI feedback on how we can improve the website and our product.

Chirp Coin Members



Chirp Coin Members

### 2 77.74% Return on Campaign Investment

The **ROI** of our project, or **Return on Investment**, proves the overall return we obtained through **our five campaign activities**. Our ROI is **77.74%**, an extremely successful return on all of our campaign activities. Though our campaign activities are all costly, we generate an extremely sufficient return. Additionally, it is generated while growing overall brand awareness, along with building a loyal clientele. This will allow us to build **long-term success**, ensuring profitability for years to come.

Budget

\$156,815



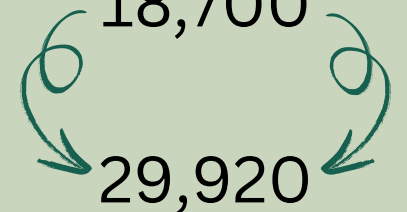
Projected Revenue

### 3 Increase Social Media Following/Engagements by 60%

Utilizing our partnerships with six creators who have a total follower count of **12.7 million**, we hope for a **60% increase in Instagram following**. In "Cricket Culinary" all 5 culinary influencers will repost all parts of the campaign building a community and growing product awareness. All social media will be analyzed for metrics such as likes, comments, and impressions. This will help determine an optimal release time, color scheme, and message. Doing this will ensure growth in following and impressions.

Current Media Following

18,700



Post Campaign Following

### Conclusion

Currently, Chirps Cricket Cookie Mix is a product with **immense potential**, as it contains much **higher nutritional value** than your everyday chocolate chip while also maintaining a **high level of environmental sustainability**. The activities we execute in our 45-day campaign enable us to achieve a successful 77.74% ROI, grow **Chirp's social media following**, create a **loyal clientele**, and increase **product awareness**. With the **Chirp Together Campaign**, Chirps Cookie Mix is set to become the **ultimate go-to snack!**

### Bibliography

"Chips Made with Cricket Flour - as Seen on Shark Tank." Chirps Chips, [eatchirps.com/](http://eatchirps.com/). Accessed 6 Feb. 2024.

"Nick DiGiovanni." YouTube, YouTube, [www.youtube.com/channel/UCMyOj6fhvKFMjxUCp3b\\_3gA](https://www.youtube.com/channel/UCMyOj6fhvKFMjxUCp3b_3gA). Accessed 6 Feb. 2024.

Kindig, Beth. "Ad Spending Growth to Accelerate in 2024." Forbes, Forbes Magazine, 27 Dec. 2023, [www.forbes.com/sites/bethkindig/2023/12/27/ad-spending-growth-to-accelerate-in-2024/](https://www.forbes.com/sites/bethkindig/2023/12/27/ad-spending-growth-to-accelerate-in-2024/).

Login • Instagram, [www.instagram.com/eatchirps/?hl=en](https://www.instagram.com/eatchirps/?hl=en). Accessed 6 Feb. 2024.

LaFleur, Griffin. "How to Create a Customer Loyalty Program in 9 Steps: TechTarget." Customer Experience, TechTarget, 18 July 2022, [www.techtarget.com/searchcustomerexperience/tip/How-to-create-a-customer-loyalty-program-in-9-steps](https://www.techtarget.com/searchcustomerexperience/tip/How-to-create-a-customer-loyalty-program-in-9-steps).