

Creative Brief Bob's Red Mill

IMC 601

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## **I. THE INFORMATION**

### **Client Company History and Background**

Bobs's Red Mill is a family company that started as a flour maker and producer in 1978 (Bob and Charlee Moore, n.d). Bob and his wife Charlee Moore together created the company and have grown it to what it is today. The mission of the company is to provide healthy whole grains using technique of ancient stone milling. The first flour mill that they created was handed down to their son. During retirement Bob and Charlee stumbled upon an old feed mill and decided to come out of retirement and create what is known today as Bob's Red Mill Natural Foods (Bob and Charlee Moore, n.d). Being a family business focused on health and love the focus was people over profit. This meant the company would create close relationships with their farmers and suppliers and respect their employees to the highest level they could. In the early 1980's a group of gluten intolerant people asked Bob's Red Mill if they could separate out gluten free grains from the gluten grains. This launched the company toward being celiac safe. During this time the company was also asked to sell xanthan gum which is used in gluten free cooking and baking. Then in 1988 the company mill burned down. This was the chance for Bob's Red Mill to rebuild bigger and better. This time the company created a dedicated gluten free facility making the products safe for anyone with celiac disease (Bob and Charlee Moore, n.d). Today Bob's Red Mill products are sold in grocery stores at large across the world with one store and restaurant location in Milwaukie, Oregon (Harrison, 2018) (Bob and Charlee Moore, n.d).

### **Current Brand Position**

Bob's Red Mill's core values are respect, teamwork, accountability, and determination. The company also focuses on sustainability, diversity, equity, inclusion, and their employees. These values have helped create the brand image throughout the years. This has helped increase the company's positive earned media and pushed the company to success. Since consumers are more educated than ever these aspects of a company aid in the purchasing decision. Product wise Bob's Red Mill promises whole grain nutrition. This can include gluten free and non gluten free products. For gluten free products the company promises to provide a dedicated facility and proper labeling on their products as well as education on their website. The building blocks of this company was Bob prioritizing people over profit (Bob and Charlee, n.d).

### **Features, Advantages, Benefits**

#### **Gluten Free Dedicated Products**

Bob's Red Mill offers a large variety of gluten free products. This is a trend that has been growing over the years with more awareness around celiac disease and gluten intolerances (Howard, 2017). What makes Bob's Red Mill different than the growing number of brands offering gluten free products is that the products are made in a dedicated gluten free facility and are tested to make sure that they are gluten free (Bob's Way-Gluten Free, n.d.). Gluten Free labeled products sold in the United States are allowed to contain 20ppm by the Food and Drug Administration (Center for Food Safety and Applied Nutrition, n.d.). For a product to be labeled certified gluten free by the Gluten-Free Certification Organization (GFCO) it can contain 10ppm (About Us, 2020). For people that have celiac disease this number can still be toxic and life threatening. The only way for people with celiac to stay safe is to use brands

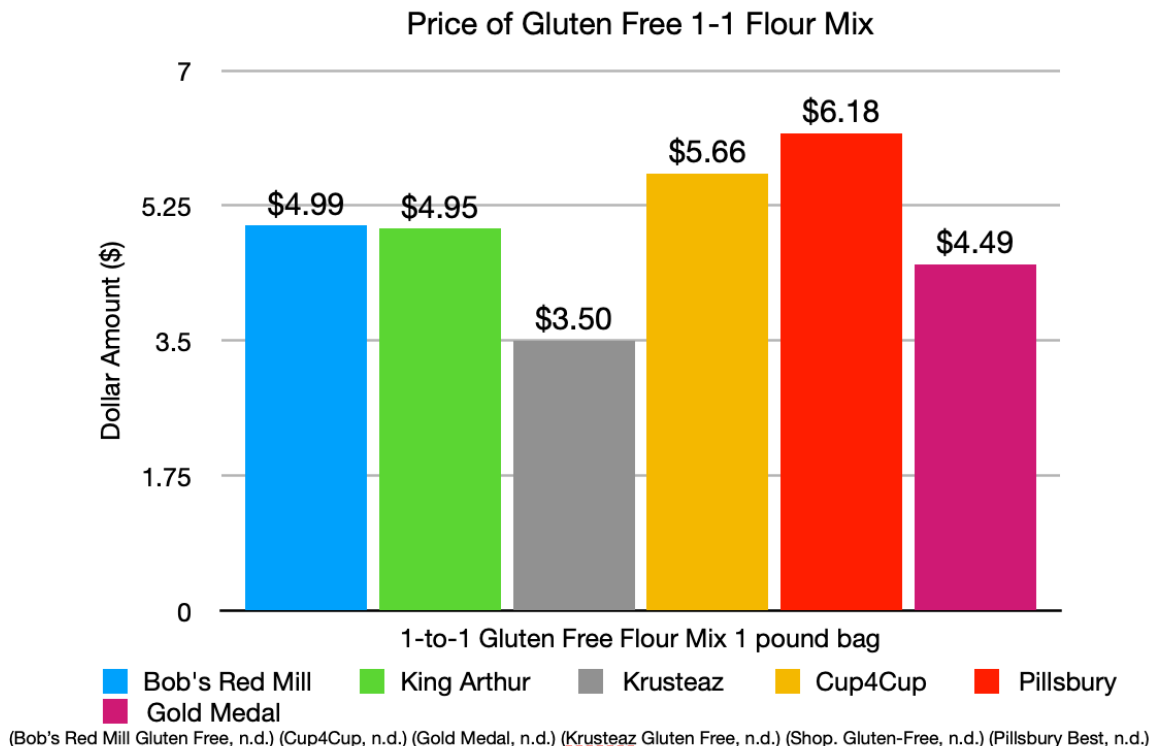
that have dedicated facilities and test their products to ensure 0ppm. This gives Bob's Red Mill a competitive advantage in the growing market of gluten free products. A person with celiac disease is going to choose their products over other brands simply for safety.

### Gluten Free Product Line

Bob's Red Mill makes gluten free cooking easy. The brand offers products like 1 to 1 Baking Flour, Cake mixes, brownie mixes, cookie mixes, and so many other types of mixes that make baking gluten free much more simple. Bob's Red Mill offers 24 different types of gluten free flours and 17 different pre-mixed products (Gluten free products, n.d.) . This is a large amount compared to other brands like King Arthur with four different types of flours (not a dedicated gluten free facility), Krusteaz with one type of flour (no information on website about dedication), and Cup4Cup with three flours (CFCO certification) (Cup4Cup, n.d) (Gluten Free Archives, n.d) (Shop. Gluten Free, n.d). This also gives Bob's Red Mill a competitive advantage because if a consumer wanted a specialized flour they could only purchase from this company, attempt to make a home made version, or purchase online from company's that are not very well known. Bob's Red Mill Teff Flour is an example of this advantaged. More options means the customer can use the same brand no matter what they are trying to make.

### Price

Bob's Red Mill is able to produce products made in safe environments for people with celiac and still be competitive in price to brands with gluten free products that are not made in dedicated gluten free facilities. Below is a breakdown of price to comparable brands and products. Bob's Red Mill is the only brand that provides a dedicated gluten free facility yet it is priced competitively with the other brands.



## **Unique Value Proposition**

Simple, Authentic and Safe for ALL. Whole Grain nutrition that's made with love. The purpose of this UVP is to target and include the celiac community in the brand's main messaging. This UVP also includes all other consumers so it easily adapts to whoever the reader is. This represents the company's values and how the company was founded (Bob's Way, n.d). This UVP can also be extended on the website with definitions of what simple, authentic, safe for all and made with love all stand for allowing the customer to have an even more in-depth view of the brand.

## **Target Audience(s) Demographics and Geographic**

The target audience is consumers in America that have celiac disease (diagnosed or undiagnosed) for this specific campaign. The goal is to target to all genders, ages, and races. The purpose of this is to show the diversity of people who have this disease and a product that they all can use that is safe for them. Younger children will be targeted through their parents who are the ultimate decision makers. The parents should be influenced to make the purchasing decision for their children who are unable to do so. Since this will be targeting all ages we will design our campaign to fit on multiple platforms so each birth era is properly interacting with our brand in the way they prefer most. Since gluten free products are more expensive the income level will be middle up upper class (Clark, 2022). The target is consumers who already care about their health or are ready to be educated on it. The consumers either have celiac disease (undiagnosed or diagnosed), have a friend or relative that have celiac disease, or interact with students, colleagues, or groups with allergy related problems. We want to focus on the price/value of this product for it being in a dedicated facility and the convenience of it being sold in stores all over America

## **Client Company Competition**

With more awareness around celiac disease and more brands understanding how to properly create products and market them not only for people who want to be gluten free but also have to be is creating much more competition. Brands like Enjoy Life was founded in 2001 and has grown in popularity with the help of social media (Eat Freely-Enjoy Life Foods, n.d.). This brand does not sell everything that Bob's Red Mill does but offers already made products like cookies, brownies, and breakfast bars. This could allow for customers that feel they do not have time or do not want to bake to easily purchase an already baked product. Bob's Red Mill has already created products like quick and easy single serving gluten free oatmeal cups but they could also focus on making prepackaged cookies, brownies, donuts and other options to compete with these other allergy friendly brands.

A more similar brand to Bob's Red Mill is King Arthur. King Arthur offers gluten free and gluten flours and is also employee owned like Bob's Red Mill. Opposite to Bob's Red Mill, King Arthur does not have a dedicated gluten free facility meaning their gluten free flour will have cross contamination in it. King Arthur's slogan is "Try it Once, Trust it Always". The brand is a medium sized company and have similar values as Bob's Red Mill (Our Impact, n.d). During the pandemic this brand grew largely since more people were at home baking. King Arthur also has a larger product size than other comparable brands which is similar to Bob's Red Mill (Stern, 2020). King Arthur is also similarly priced to Bob's Red Mill at \$5.00 for a one pound bag of gluten free one-to-one flour (Bob's Red Mill, n.d) (Gluten-free Measure, n.d). Since this is the most compatible brand to Bob's Red Mill this would be the largest competitor in the industry.

## **II. THE OPPORTUNITY**

## **Current Situation and Problem to be Solved**

The biggest problem is competitors in the gluten free market. Since the boom of the gluten free trend in ENTER YEAR, finding gluten free products has become easy. This means that consumers may choose a different brand than Bob's Red Mill because of things like price. The gluten free trend helped people with celiac disease have more options to products but in turn hurt companies like Bob's Red Mill who specializes in making those products safe.

### No Longer Selling Direct To Consumers

As of August 12, 2022 Bob's Red Mill will stop selling products on their website and will only sell products through wholesale partners (Jansen, 2022). Although Bob's Red Mill has tools like store locator to help you find where the products you want are sold they are unable to stock every store with every product. This could mean if one store does not have a specific product they want like the brands gluten free pizza crust mix they may have to drive to another store or choose an alternative. This no longer makes the buying process easy for the consumer and could cause the brand to lose customers from it. Most brands selling their products online no matter the industry so it is different that Bob's Red Mill is doing the opposite. With taking this away it is a concern that sales will drop.

### Advertising with Education

Bob's Red Mill has a developed social media and also airs commercials and promotions but they are not as abundant as the larger brands that have a large budget. This means a customer is more likely to see and associate with a competitor's brand over Bob's Red Mill. This also means the customer might not understand the products and how they differ and would just see Bob's Red Mill as overpriced. Utilizing advertisement is important in changing the consumer's perspective on the brand. Bob's Red Mill can use social media to speak out about the importance of dedicated facilities and show how as a brand they stand out by providing one. The company can also show off the charitable donations to research and help for the celiac community.

## **Unrealized Opportunities**

### Restaurant and Store Expansion

Bob's Red Mill was founded in Oregon and has a restaurant and store in Milwaukie, Oregon (Whole Grain Store, n.d.). Customers are able to shop there and buy all of Bob's Red Mill products as well as eat meals made using their products. The restaurant creates a safe place for people with celiac disease to eat with people who do not have it. Bob's Red Mill has not expanded from their one location and could do that in the future in other cities and states. This could expand the company's industry classifications and allow them to have more streams of profit inflow. Other gluten free similar brands have not ventured out into this industry yet and this gives Bob's Red Mill the opportunity to dominate the industry and grow awareness for farm to table eating and safe gluten free eating. This could change the brand image by including a new industry and consumers noticing Bob's Red Mill on a larger scale.

### Expand Gluten Free Products

More and more people are choosing a gluten free life as well as understanding and diagnosing celiac disease. There is no treatment or product that can help symptoms of celiac. Clinical trials are in process, but all that have reached phase 3 have failed (Future Therapies, n.d.). There is likely to be no cure any time soon as funding is small, research takes time, and it is difficult to get diagnosed with celiac disease to be part of the clinical trials. Many people with celiac go un-diagnosed by a medical professional because they must eat gluten for up to two weeks to be able to get tested (Celiac Disease Screening, n.d.). This means that although the regular flour market is over saturated Bob's Red Mill has the opportunity to expand largely in the smaller dedicated gluten free industry. This means they could offer products like cereal, pre-cooked bread, pastas, precooked cookies and so much more. The food industry does not pay attention to the safety of people with celiac disease and although the number of people with it is "small" the actual number is much larger because of un-diagnosable people. This could largely increase Bob's Red Mill market share overall.

### Sustainability

The company has been on the path to becoming more sustainable following the social trend creating businesses that are not hurting our environment (Sustainability, n.d.). This is extremely important to the younger generation of buyers and is the future to selling a brand. Being able to market and prove Bob's Red Mill's efforts toward sustainability could ensure a long-lasting consumer base as Gen-Z gets older (Belch, 2021). This could give the company an advantage over other brands who are not as focused on this and incentive consumers to buy Bob's Red Mill over other brands simply because of their sustainability work.

### Advertising with Education

Although Bob's Red Mill is an older company they are not lost on social media. With 417,000 followers on Instagram and a frequently updated page the brand is staying up to date with their social media marketing. The brand also produces video commercial advertisements and promotional advertisements. The brand could improve its brand awareness for not only their gluten free products but regular products through increased in marketing. Unfortunately this will mean they will have to allocate more money to marketing but it will allow for their name to be heard and known by more customers. The brand could even partner with famous influencers to create cooking TikToks and Instagram reels as well as provide educational information on gastrointestinal diseases that many people struggle with.

### **Definition and Measurement of Success**

Before the marketing campaign is launched information will be tracked for sales of gluten free products and all media analytics (likes, follows, comments, click, company searches, etc). This research will provide information on where the company currently stands with consumers and marketing interactions and achievements. Being able to compare past and current information with future information will allow for growth and success to be tracked.

### Tracking Guidelines

For social media advertisements, emails, text messages, and QR codes it will be expected to see a 30% click rate interaction. This means that 30% of viewers will click on the link provided in this marketing and direct them to a recipes page on Bob's Red Mill's website or

social media platforms. Directing consumers to a page like this will allow the consumer to not feel like they are being targeted by advertisement to buy but rather looking at recipes they may want to try using these products. We will be able to track how many people click on these links vs how many were sent out/viewed to see if we properly target the group and reached a large enough audience.

Social Media will also be expected to increase following by 5% on all platforms for the 3 month run of this campaign. This will be tracked using the platforms analytics. It is important that our social media performance increases after a marketing campaign because it shows that customers want to interact with the brand further. Even if a customer does not buy products after first interaction of our marketing campaigns they are more likely to buy in the future.

Bob's Red Mill no longer sells direct to consumer so all sales tracking will be through retail sellers of the products. It is expected to see a growth in gluten free product sales in America by 10% in one year. Since the marketing campaign is directed at people with celiac disease the growth in sales must be seen specifically in gluten free products. It is important that the company keep up production so they can ensure that lack of production was not a reason for the campaign not meeting this goal.

### **III. THE INSIGHTS**

#### **Affective Strategy**

It is important through messaging that the target audience feels passion for bettering their overall health with celiac disease, proud to see a brand working to educate and help this community, and love and trust for the brand overall. It is important for the consumer to understand that the company was built with the idea of people first profit second to help evoke feelings off happiness, love, and trust. On top of that the consumer should also feel connection to the brand through the values that Bob's Red Mill has set in place. This is extremely important for Gen-Z who makes purchasing decisions influenced by social and environmental values (Belch, 2021). The target audience needs to think about the impact of their current use products on their bodies. Providing the regulation facts on gluten free labeling will inform customers with factual evidence of why they may still be having signs of celiac while eating gluten free.

#### **Cognitive Strategy**

The goal is to start the conversation of dedicated gluten free facilities and the importance of them in the celiac community. The consumer should ask more questions and look into the brands they are currently using to see how they should change their product purchases. Since Bob's Red Mill will be starting the conversation through marketing the consumer should want to either follow the social media pages or look at the company's website since this topic has sparked their interest to know more about the brand. It is important that the audience think about the medical benefits they get from eating a truly gluten free diet and how that can be helpful to their overall life.

#### **Conative Strategy**

The consumer needs a gluten free product that they want to taste good, be easy to use, convenient to purchase, fits in their price range and align with the social and environmental responsibilities they seek from a brand. It is Bob's Red Mill goal to change the consumers need to a gluten free product that is free of cross contamination and safe for people with celiac



disease. The consumers wants would stay the same even with this change of need. The main way Bob's Red Mill will be connecting to consumers is through social Media messaging (Instagram, TikTok, YouTube), social Media celiac influencer partnerships ( Instagram and TikTok), TV advertisements (also will be posted to YouTube), and Podcast commercials. Paring the message with these different outlets will ensure the target audience is reached in the best way possible.

Using all these strategies the main message that needs to be communicated is that Bob's Red Mill offers safe gluten free products for the celiac community compared to regulation standards for gluten free products. To do this the messaging will focus on first the positive of Bob's Red Mill having a dedicated gluten free facility and people coming before profit. The messaging will also include comparison to there regulations of gluten free labeling and the harmfulness of cross-contamination for people with celiac disease.

### **IIII. The Tone of Voice**

It is important that the tone of voice come across as friendly and trust worthy. If the tone of voice becomes too aggressive it could turn the audience away. Since more of the demographic has miss-trust with media it is important to make the viewer not feel like they are viewing an advertisement. Target points like family, made with love, people before profit are all helpful words in portraying a friendly and trustworthy tone. The consumer needs to feel welcomed into the Bob's Red Mill family and have positive pictures of the brand based on this tone. Since this will be targeted for celiac disease and gluten free products specifically there will be a sense of urgency though for the consumer to change their diet and change their lifestyle to match their health goals. This urgency tone should not overpower the friendly and trusting tone because that is the most important connect that the brand has with the consumer.

### **V. The Call To Action**

To target this audience the response mechanisms will be social media marketing, social media celiac influencer marketing (Instagram, TikTok, YouTube) TV advertisements (also will be posted to YouTube), and Podcast commercials. Each one of these media sources connects to the target audience differently and ensures that the message is still seen by consumers that choose to pay subscriptions for no advertisements on their media sources.

### **Gen-Z and Millennials**

Gen-Z and Millennials spend more time on social media platforms than another generation (Belch, 2021). These generations are also most averse to advertisement and are more likely to connect with an influencer over a celebrity (Belch, 2021). That's why this generation will be targeted most through social media and podcasts. The messaging on these will include the friendly and talking with a friend tone of voice to ensure connection to the consumer.

### **Gen-X and Baby Boomers**

Gen-X and Baby Boomers are more similar with their interactions with media. Both have a connection to some extent on social media. Covid-19 shifted the online space to become a place for everyone. From mommy bloggers to Baby Boomer influencers both generations have found groups on social media that can be used to speak with this demographic in a way they

trust (Mommy-blogger, 2022) (Are baby boomer influencers a thing?, 2022). These generations also get their media through Tv advertisements as this is a more traditional form of media for them. This is an important interaction since this is media that these generations have connected to longer then the other forms being used in this campaign.

## **VI. THE BIG IDEA**

### **Business Goal**

Target an audience of people with celiac in the United States specifically and find new ways to communicate with them the value of the brand that is not currently huge in Bob's Red Mill messaging.

### **Strategy**

Educate celiac people in the United States on Bob's Red Mills dedicated gluten free facility, laws allowing gluten traces to still be present in gluten free labeled food, and the care that Bob's Red Mill puts in to ensure safety (About Us, 2020) (Center for Food Safety, n.d.). Bob's Red Mill currently is missing a marketing campaign for this demographic which is important to target because this specific audience has limited choices and by increasing market share in this area it could ensure long term customer loyalty because of the safety standards of the brand.

### **Tactics**

The main tactics will be social media, Tv advertisements, and podcast advertisements. Social Media messaging will be in the form of Instagram, TikTok, Youtube and Social Media celiac influencer partnerships. This area is most important as it reaches every age group for our target demographics. Each age group has interaction with social media and influencers to some extent. This change widely due to Covid-19 and the change in media trust (Are baby boomer influencers a thing?, 2020). Tv advertisements will also be posted on YouTube for owned media purposes. These advertisements will target older generations who are less likely to be on streaming platforms and still use cable as their form of media. Podcast advertisements are also another form of influencer marketing and insure that listeners that pay subscriptions to remove commercials will still hear the advertisement from the podcasters themselves. This is beneficial for Gen-Z who is more likely to avoid advertisements (Belch, 2021).

### **Unique Value Proposition (UVP)**

Simple, Authentic and Safe for ALL. Whole Grain nutrition that's made with love.

### **Social Media Campaign**

This campaign will focus on directing the client to a recipes page. The advertisement will show a gluten free recipe being made and end with the UVP on the screen. A moving video will cause the viewer to stop and watch vs a picture where the viewer can just keep scrolling without having to stop. It will provide a click here to be directed to the website. The caption on these

advertisements will include the education portion on Bob's Red Mill dedicated gluten free facility and how regulations allow for cross contamination. Since the video is causing the viewer to stop and the video has a recipe in it the viewer if interested is more likely to look at the caption looking for a recipe. This allows for the caption to be longer then normal and provide more of this educational aspect.

### Social Media Influencers

This campaign will focus on finding influencers who have a celiac community on social media to promote the brand. This person will post stories and hard posts educating their own audience on regulations and how they have been affected by products in the past. This person will then explain how and why they switched to Bob's Red Mill and how that changed their celiac symptoms. An influencer is able to get their audience to listen for longer because the viewer wants to hear what this person has to say so it allows for longer messaging and information. Bob's Red Mill will provide must include information and do's and do not's for the messaging. Since the influencer has an image it is important to allow them to take rains on the creative aspect for these posts. The younger generations are more likely to be influenced by social media so it is important to partner with influencers that can make the brand feel more personal to the consumer (Belch, 2021). Influencers allow for advertisement to feel like it is just word of mouth from a good friend. This is important since Gen-Z is advertise adverse (Belch, 2021).

### Tv Advertisements

This campaign will be more focused on the older generations like Gen-X and Baby Boomers since they are less likely to pay for streaming video services (Westcott, 2022). The commercials will be focused on people in their 40's-50's who have celiac disease interacting with the products. This will be with their family's and friends's, showing how easy it can be to cook and how much people like the taste of the products. It will explain that Bob's Red Mill cares about people first and profit second which is why they go beyond FDA regulations and make their products in a dedicated gluten free facility. The commercials will then end with the UVP. With the UVP will be a QR code that the viewer can click and be directed to either the website for more information on celiac, gluten free products, recipes, or locations to purchase the product. By creating a link tree when the consumer opens the QR code they can have an option for which area of focus they want to be directed to. This will help from a consumer quickly leaving the site because they will get to control what information they actually want to see.

### Podcast Advertisements

This campaign is similar to social media influencers because it will be utilizing the same type of connection between listeners and podcasters. Rather than paying to be put in an commercial during breaks of the podcast the company pays the podcasters to include the advertisement in their show. This means that even if a listener subscribes and pays to not have advertisements they will still hear the advertisement from the actual podcaster. The podcaster

also has the ability to make this feel like a word of mouth recommendation making the listener comfortable and more likely to listen about the product and brand. The podcaster can include person interactions with the brand and how they use it to better connect with the listener.

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