

# Project #2: Internet Marketing Plan

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*MealMate*

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## **Problem**

*MealMate* targets individuals who live busy, on-the-go lifestyles. Their main problem is that they do not have enough time to cook healthy meals for themselves and/or their loved ones. They are always looking for more convenient ways to cook meals, locate grocery stores that have their favorite foods, and develop meal ideas with the ingredients they already have in their kitchen. *MealMate* solves these problems by providing users with a way to increase efficiency and convenience when it comes to preparing meals and managing food inventory. By connecting with the *MealMate* sensor, the *MealMate* mobile app is an organizational map for determining what meals users can make with what they have and lets users input their personal preferences and goals, allowing *MealMate* to generate the perfect meal for them without the hassle. Additionally, some users have to take health concerns into consideration when searching for satisfying meals. When a user profile is created, *MealMate* asks the user questions about their allergy concerns and dietary restrictions, which are then programed into the app. The *MealMate* app then only generates meals based on what users can eat. This eliminates the problem many consumers face of having to search endlessly for recipes and food products that accommodate to their dietary restrictions and food allergies.

## **Product**

### **Mission –**

*MealMate* seeks to help its busy customers focus on aspects of their life other than cooking, by using smart, connected technology to generate meals out of the ingredients users already own, and show them how to get the ingredients they do not have, giving them step-by-step instructions on how to make healthy meals that satisfy their goals, hunger, and busy lifestyles.

### **Physical -**

*MealMate* is a multi-component smart product that includes a sensor and phone application. For the product to work to its full capability, the user must place the sensor inside their refrigerator. The sensor is black and is shaped like a half dome. Also, it is approximately 1.5 inches, which is about the size of an egg. Small suction cups on the bottom of the sensor help it stick to the ceiling of the user's refrigerator. Due to the strength of these suction cups, the user does not have to worry about the sensor falling off its desired place.

The sensor's main purpose is to detect food items that users place into their refrigerator. The sensor picks up on these items, and through Bluetooth technology, allows them to appear on consumers' virtual refrigerator in their app. The mobile app can be downloaded on iPhones and Android phones. This app gives the consumer information about his or her food inventory in great detail. When the app is opened, the virtual refrigerator appears on the user's screen. The virtual refrigerator entirely customizable, and items can be arranged just like the consumers' actually refrigerator. This allows the user to see what he or she has inside his or her refrigerator at that time, which can make it easier to know when groceries are needed.

### **Smart -**

Our smart product, *MealMate*, has the ability to connect with the phone application and sensor using Bluetooth technology. This is the main component that makes our product “smart.” Without Bluetooth technology, *MealMate* would not be able to program users’ food inventory when the user is out of their home. As customers place food products into their refrigerator at home, the sensor picks up on them and registers new items in the *MealMate* app, placing the new item in customers’ virtual fridge on the app. This allows the app to generate possible meals out of the items they already own. Also, customers can scan their unrefrigerated food items’ bar codes and their information will be saved in the app so that *MealMate* can account for unrefrigerated items customers own when generating possible meals as well. Lastly, the *MealMate* sensor automatically goes into “rest mode” when it is not in use. As a result, it is energy saving, and has a long battery life.

### **Connectivity -**

Using one-to-one connectivity, *MealMate* is able to use its built in sensor to connect the physical device to the app on the user's’ smartphone. In order for this to occur, the sensor connects to the app through Bluetooth technology. Location services are another connectivity component. If the user programs their location into the app, *MealMate* shows grocery stores in their area. If customers run out of a certain product in their food inventory, location services can navigate them to the nearest grocery store where that product is shelved. Additionally, the app lets users know which grocery stores in their area carry the specific food item they need or want. Users can also input their price preferences, so *MealMate* will only show stores or ingredients priced within their desired range.

### **Monitoring –**

The monitoring aspect of the product allows it to monitor the product’s condition, operation as well as interaction with the external environment through sensors and external data sources (Porter, Heppelman, 2014). *MealMate*’s sensor is connected to the user’s data on their phone, which can alert users to changes in circumstances or performance, including what food the user has, how much is left in their inventory and if the perishable foods are starting to reach their expiration. Both the sensor and the phone app collect data about the user and lets *MealMate* understand how the product is being used and what the user’s habits are. This aspect can later assist in targeting the correct market and highlighting the features that users are most receptive to.

### **Control -**

The control aspect of the product is what is controlled through remote commands or algorithms that are built into the device or reside in the product cloud (Porter, Heppelman, 2014). The user can personalize behavioral information in the app, as they fill out information about their eating habits. When the user clicks on the meals they eat, the ingredients in their virtual refrigerator and other imported ingredients in the app will automatically decrease, as their ingredients in real life decrease, thus improving the accuracy of the app. In addition, the sensor will also pick up when there are new food items within the refrigerator. Users are allowed to have more control than they ever had

before with their food inventory, as they are able to view their fridge when they are away from home (for example, on their commute home or at work) thus minimizing the amount of meal preparation they have to do later. Users have the ability to control and personalize the interaction by changing the look of the refrigerator on the app.

### **Optimization -**

Performance optimization is made possible through the control and monitoring features. Since users are able to give feedback and send alerts when the product is malfunctioning, the product will be able to work without major kinks and have the features that the market is looking for.

### **Autonomy -**

The smart features allow the product to reach a high level of autonomy.

The sensor picks up when food goes in and out of the refrigerator and also keeps track of expiration dates. When generating a meal, the sensor will know what ingredients the user has and what ingredients should be used soon. In addition to analyzing what the user has, the app will have information on the individual user and help generate meals that reach the user's health or food goals. After the meal has been made, the app will ask for a rating of the meal. This will help *MealMate* generate recipes that are best suited to the user's unique taste in the future.

In addition, the app can connect with other health apps and fitness wearables. By connecting with apps like MyFitnessPal, the app can sync the nutritional information into MyFitnessPal, when the user decides on their meal. Fitness wearables will also help the app generate recipes that are congruent with the user's activity of the day and whether they need more protein or calories based on their workouts.

## **How the product will impact the 5 forces**

### **Bargaining Power of Buyers -**

Smart, connected products allow for strong product differentiation, as the smart product is able to collect data and information about the users. Knowing how customers use the product enhances a company's ability to segment customers, customize products, set prices to better capture value and develop ideas for future additive services. This allows for closer relationships that could develop between the consumer and the brand. Getting data on the users from the profiles and then tracking their habits will help inform who uses the product, what features are being taken advantage of and then later tailoring this information and using it to market to prospective users. In addition to providing the company with consumer data, it will create a customer who depends upon the information in the mobile app and is less likely to switch to a different system.

### **Rivalry against Competitors -**

There has been an emphasis on maximizing the amount of services that products have as well as encouraging differentiation—this has changed the landscape of competition. Because *MealMate* is so tailored, the product has a unique target market and a strong value proposition. Unlike apps that help a customer figure out what ingredients are used in a meal, this service acts as an assistant or friend. The app allows its busy users to skip

the step of having to program into their app the ingredients they have. The *MealMate* gets to know the customer's habits and helps decide which recipes best fit the individual customer's taste and goals.

The problem with these specialized services is the cost. For some it would be hard to justify spending money on this product when there are free apps that accomplish a similar goal. However, since the product is so specialized, the target market is as well. The market is composed of those who have a larger disposable income and don't have time to come up with new creative meals but are still looking to feed themselves (and possibly their family) nutritious and delicious food. The service enables these busy individuals to stop worrying about what they have or what is missing. The product takes away the extra trip to the grocery store and thought process on meals that should be spent on their work or children. The added benefit of tracking food in the fridge helps to justify the cost of the product.

#### **Threat of New Entrants -**

Since this is the first product of its kind, there are possibilities of other companies reproducing a product with a similar idea. *MealMate* will have the first mover advantage, which will permit the potential for a strong loyal customer base. The product also has the ability to collect data and then transform those insights into product additions or changes.

#### **Threat of Substitutes -**

Since the product acts as a service, there is a possibility of the app dominating the market, taking away the audiences of shopping list apps or other ingredient generator apps.

#### **Bargaining Power of Suppliers -**

In the future, there is a possibility of suppliers helping better this product and software. The physical components could be commoditized or replaced by better software that could help track what is in the user's pantry as well as the refrigerator. There are also abilities for suppliers to combine forces with the product. It will also be important for retailers to supply this product at their store, to provide more placements for the product. Refrigerators could combine with the service and possibly capitalize on this idea and make a smart refrigerator in the future. We believe this is our biggest threat in the long term.

### **Business Model**

*MealMate* will operate under the direct sales business model. The target price for our product, the sensor, is \$150.00 USD. This price is based on other sensor technology, such as the Nest Thermostat and other home security systems (Nest, n.d.). Although this is a high price, this is a one-time fee, and the product comes with the *MealMate* app and a 1-year warrantee.

## Target Market

*MealMate*'s primary target market includes upper-middle class adults ages 30 to 49. Because the *MealMate* sensor is placed at a relatively high price point, our target demographic consists of individuals in the upper-middle class with a steady income and high consumption rate. They are family-oriented individuals that are willing to spend a large sum of money on premium products that match their interests, improve their daily tasks, and align with their lifestyles. Above all else, our target demographic values their health and their family's health. However, between working full time in a high-level position, taking care of their children, and maintaining a balanced social life, they lead very busy and stressful lifestyles. This can often push healthy eating to the side. They value regular exercise and healthy eating, and want to instill these habits on to their children, however these habits take time and commitment, resulting in their key challenge--they do not have enough time to come up with innovative and healthy recipes every day. Therefore, our demographic seeks products that will improve their health in a convenient, efficient, and timesaving manner. They are willing to pay the premium price for these products, because health is something they highly value.

Individuals in our target demographic are motivated, and are constantly trying to better themselves. In their free time—if they have any—they enjoy reading, watching the news, exercising, and investing in professional development. Additionally, these individuals are family-oriented and want to better the lives of their children—they are committed to helping them succeed in life by assisting with homework, providing them with healthy meals and snacks, and making sure they exercise regularly. *MealMate* is committed to making sure these busy, motivated, and health-conscious individuals have access to a product that can ease their load.

## Competition

- **Supercook**
  - What: Users create an account where they add items into their virtual kitchen, and Supercook will make recipe recommendations accordingly. It is an app but can also be accessed on desktop computers.
  - Strengths: Is beneficial to those who have ingredients but are not sure what to make with them. Supercook recommends additional ingredients that users can buy to complete a recipe. It also allows users to bookmark the recipes they like.
  - Weaknesses: Supercook will keep items in the inventory until they are removed, so it is up to the user to remember what they still have or don't have on hand. It has been known to misidentify ingredients and have trouble with typos, for example, writing "tbsp." instead of "tsp." (Hamm, 2008)
- **Recipegen**
  - What: An app that searches and produces recipes based on the ingredients the user types into the app. It is available in a free version and a \$1.99 version.

- Strengths: Recipegen has access to over 400k recipes and is quick and easy to navigate
- Weaknesses: The free version lets the user view only the first 10 recipes. To view more recipes, you have to purchase the premium \$1.99 version. The app uses recipes from other online databases and has to direct the user to the actual website to view the recipe. The app does not allow users to "favorite" recipes and does not provide many specific ingredient options. (GooglePlay, n.d.)
- **Blue Apron**
  - What: Delivers recipes to your home with fresh, pre-portioned ingredients included.
  - Strengths: Is offered as a 2-person plan (3 recipes a week for \$59.94, a price of \$9.99 per serving) or a family plan (your choice of 2 or 4 recipes a week for \$69.92, a price of \$8.74 per serving). Subscribers can cancel at any time or skip any week's delivery, and shipping is always free. Blue Apron also has an app that allows users to customize their weekly menu, manage their account, and take pictures to share and save favorite recipes. Blue Apron has creative and interesting recipes, and is appealing to "foodies" or people who want to try something new and different in the kitchen. Blue Apron is an easy way to make a special meal without the effort of a lengthy search process. Since the ingredients are included, subscribers don't even have to worry about grocery shopping for the items they need for the recipe.
  - Weaknesses: Does not accommodate for many dietary restrictions, only options are meat and fish or vegetarian; this is important for subscribers with food allergies to check before they order. Reviewers could not imagine using the service all the time; it was more of a fun service they wanted to try out in the short term. (Barlow, 2014)

## Website Development Plan

### **Strategy**

The three main objectives of the website are to build awareness, showcase how the product works, and increase sales. Building awareness will be done through the "Home" and "About" pages. The "Home" page quickly explains how the product works, while the "About" page is devoted to letting the consumer fully understand the features and benefits of the product. On the "About" page, there is a video demonstrating the product and how it functions. This video also gives site visitors a chance to see how current customers have benefited from the product. On that page there is also discussion on the features of both the sensor and the app, thus furthering the awareness objective of the website by explaining to customers what the product is all about. The media tags on the home page will also help build trust among the customer as these placements act as accreditation for the product. The video on the "About" page showcases the product. Lastly, the "Store" page will be used to drive sales through our online store.

## **Scope**

Starting at the top of the website, there are links to other pages of the site as well as a search bar. This could be helpful if the customer was looking for something specific like “app features.” There are links to social media profiles as well as an option to sign up for the *MealMate* newsletter. In terms of the actual product, there is an e-commerce feature of the website that allows users to buy the sensor through our online store. There are links in the footer that would bring the customer to download the app, if they already have the sensor. To further assist customers, there is a “FAQ” page. This will list frequently asked questions and also allow for the customer to speak to a representative in an online chat setting. If the customer had a specific question that had yet to be answered, they would be able to contact someone directly on the site through this function. Lastly, in addition to highlighting news articles of where *MealMate* has been featured, there is also a testimonial section featured on the “About” page.

## **Structure**

On the “Home” page at the top there are both links to other pages as well as a search bar. This is used for convenience, and if the user had a direct path to go on, then they would have easy access to the search function. The first image on the website, shows a refrigerator with the sensor as well as someone using the app. There is a quote from *Forbes* as well as a button that could lead the user straight to the “Store” page to purchase the sensor. Scrolling down the page, there is quick information about how the app works and the direct steps for how to access the benefits of the product. If someone were to click on this portion of the website, it would bring them directly to the “About” page, so they could learn more. There is then a bar displaying different media outlets that the product has been featured in. By clicking on the different logo, the customer would then be brought the specific news articles that *MealMate* was featured in. Lastly, the footer includes social media links, an option to sign up for the *MealMate* newsletter, as well as quick links to download the app.

The “About” page has information about the product and would be helpful to those who were previously unfamiliar with the product, and could also motivate someone who is on the fence about buying the product through the detailed descriptions of the features and benefits. The “Store” page allows users to buy the product online, and the “FAQ” page is primarily for those who have the product and have questions related to setup and installation.



## Website “Home” Page



## Website “About” Page



## Search Marketing Plan

### **Organic Search Plan**

Our search engine marketing plan will utilize optimization strategies of organic search marketing, including title tags, meta tags and user-friendly URL's.

The first step in our organic search marketing plan involves indexing our domain with search engines, so that our site ends up on the user's search engine results page.

Title tags describe an online document and appear in web browsers, search engine page results and external websites. Title tags provide the consumer with a concise description of the company's site so that he or she can determine the relevance of the site (Roberts & Zahay, 2013). In order to provide an accurate description, *MealMate*'s title tag on the search results page will be "Ingredient Meal Generator: MealMate". This keeps the title tag to an easy-to-read length so that the consumer understands what the site is. Putting the keyword portion first and following it with our branding portion indicates how we want our page to be found. Users will see the keywords they are looking for and then see our company name. We will place this title in the head tag of the HTML document and create different title tags for each page of our website to distinguish between the content available on each.

Meta tags display underneath the title tag on the search engine results and are longer and more descriptive of the site content. By also placing a meta tag within the head tag of our HTML document, we can describe our site in further detail for the user (Roberts & Zahay, 2013). Our meta tag will include "get easy recipe recommendations based on the ingredients you already have" for the main page of our site. Similarly to the strategy we used for the title tags, we will also create meta tags for each page in order to be as descriptive as possible. Other keywords and phrases we will use in order to show up on search results pages and describe our site content will be "easy recipes", "cheap recipes", "recipes", "how long does \_\_\_\_ stay fresh", "what do i make for dinner" and "easy cooking." The content on our website is optimized to match with these terms as well.

Another optimization strategy for our search marketing plan is creating effective URL's. Because URL's are also displayed on the search engine results page, it is important that the URL is also simple to understand and clearly describes the website's content. User-friendly URL's decreases confusion and improves the chances of another site or user linking our URL. Also, descriptive URL's with relevant keywords are more informative and helpful to the user, which increases user understanding of our site and company (Roberts & Zahay, 2013). In order to do this, our URL will be "MealMate Ingredient Meal Generator" without any ID numbers that are unnecessary and make URL's long and confusing.

### **Paid Search Plan**

Our search marketing plan also includes a paid strategy involving Google AdWords to ensure our website is placed highly on user's search result pages. AdWords allows our company to choose keywords that, when searched, activate an ad that would lead users to

our website (Roberts & Zahay, 2013). The keywords we have chosen are "easy recipes", "cheap recipes", "recipes", "how long does \_\_\_\_ stay fresh", "what do I make for dinner", "easy cooking" and "kitchen technology." We have factored the cost of AdWords into our budget based on cost per click. We will pay \$20 per day for the AdWords program, which makes the total cost of the paid marketing plan \$1,800 for our 3-month long launch period. This daily budget is based on our average \$0.10 cost-per-click, and our desire to have around 200 clicks per day. We will utilize the matching options broad match and phrase match. Broad match reaches the most users by showing our ad whenever the keyword is searched and phrase match allows our ad to be shown for searches that match the exact phrase of the keyword.

## Social Media Plan

*MealMate* will be located across several social media platforms such as Instagram, Twitter, YouTube, Facebook, and Pinterest. Not only will this strong social media presence help us gain visibility with prospective buyers, but also it will help us engage with existing users.

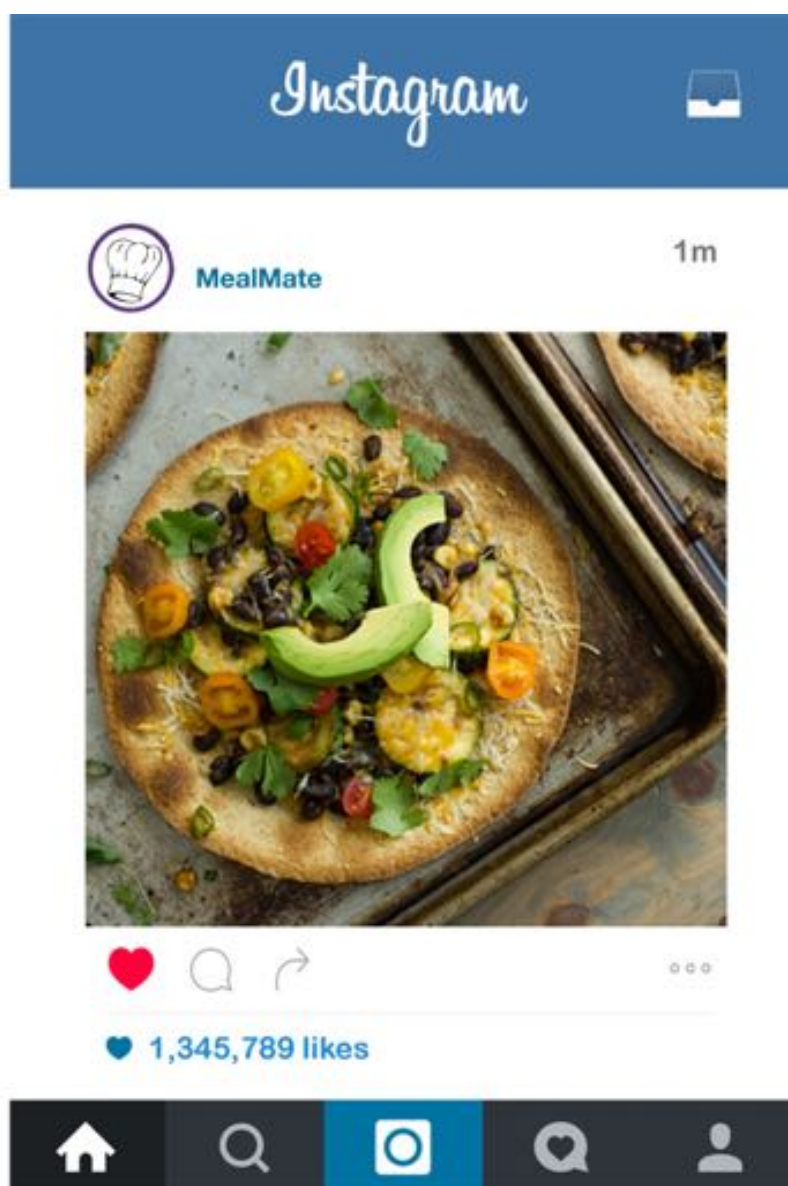
- On the *MealMate* **Instagram** account, photos of meals made by users of the sensor/app will be posted on a daily basis. The recipe for each meal will also be posted with the image so followers know what food they need to make that specific meal. The hashtag **#MadeWithMealMate** will be used on these posts. This introduces current and potential users new recipe ideas, and proves how awesome the app really is!
- On the *MealMate* **Twitter** account, similar photo posts with included recipes will be posted, but the images will only come from the users. Also, promotional information about *MealMate*'s latest app updates will be posted. This keeps followers aware of upcoming events or new features. When we are first launching, we will engage with other food-oriented brands on Twitter to gain visibility.
- **YouTube** is another social media platform we will use. On this account, we will have partner with *Tasty* recipe videos to showcase our product being used to make a meal. *Tasty* is a very popular account with millions of followers around the world. This is a great way to gain visibility and showcase how to use the product. We will also partner with food-oriented vloggers, who will post reviews of the product and their experiences using it. This gives viewers different meal ideas, and helps them learn the fundamentals of the app. There will also be step-by-step tutorials showing how to install the sensor and use the *MealMate* app.
- On **Facebook**, we will post photos and video tutorials to inform followers about new recipes, and app updates. These posts include recipes, preparation tips, and how the meal is made. Our content will be very informative and entertaining for both individuals who use the product and those who are yet to purchase and are looking for more information.
- *MealMate* will have a **Pinterest** account with a variety of boards. They will include a variety of topics, such as recipes, healthy food options, and meals submitted by individuals who use the *MealMate* app. Because the posts will be categorized and filtered by board, this platform is great for people who are



looking for convenient food options and new recipes that match their specific tastes and interests.

We are always encouraging *MealMate* users to post their own recipes and meals created through the app on their own social media platforms. We encourage users to use our hashtag, **#MadeWithMealMate**, in their posts. This is beneficial for the consumer, because they can find other individuals who use the product and can connect with them. This is also beneficial for us as a brand, because we can track engagement and can easily reply to user feedback. This hashtag spreads inspiration across social media and creates awareness of our brand.

#### Sample Instagram Post



### Sample YouTube Videos (partnership with vloggers)



#### **Easy & Healthy Spring Recipes! ♥ #HungryHealthyHappy #MadeWithMealMate**

Ingrid Nilsen

2 years ago • 1,757,540 views

Don't forget to tweet me your #HungryHealthyHappy photos!

<http://twitter.com/missglamorazzi> I'll be picking my faves and showing ...

Sponsored by MealMate



#### **FOOD HACK EVERYONE MUST KNOW! - February 03, 2016 - ItsJudysLife Vlogs #MadeWithMealMate**

itsJudysLife

2 months ago • 323,553 views

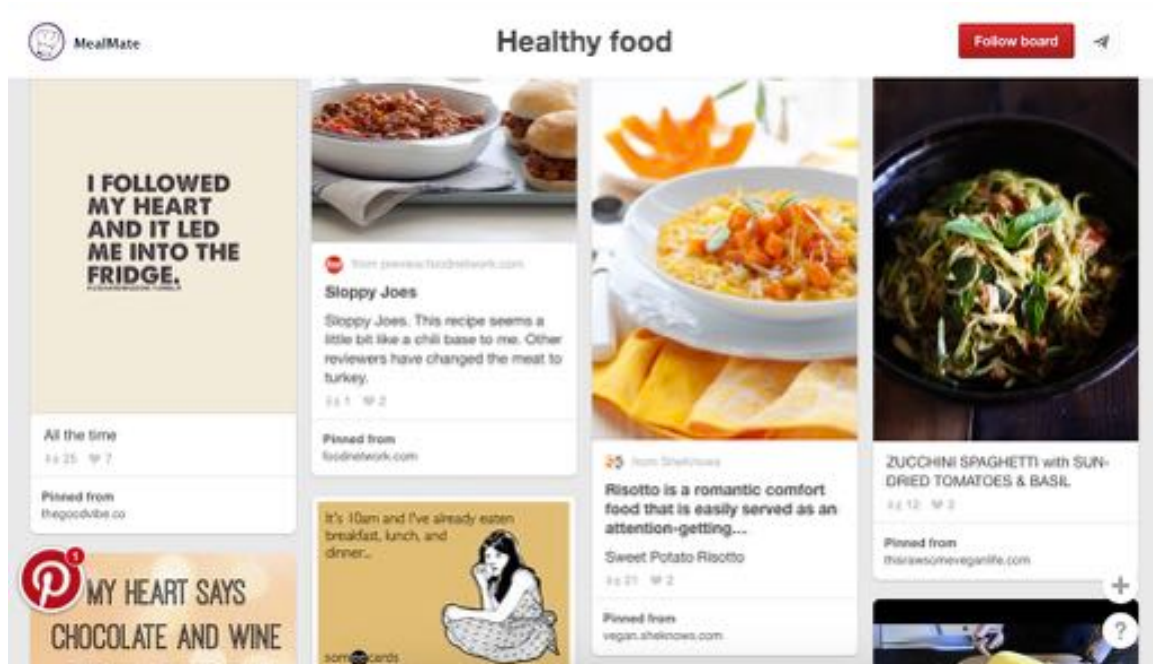
Benefit Roller Lash Mascara review! <https://www.youtube.com/watch?v=1O48B7Dit80>

Tune in for a new itsjudyslife vlog everyday ...

### Sample Facebook Post (partnership with Tasty)



## Sample Pinterest Board



## Mobile Strategy

We will utilize mobile media through a mobile app. While *MealMate* consumers will have purchased the physical sensor to place in their refrigerators, the *MealMate* app is where users will go for recipes, to view their virtual fridge and virtual pantry, store personal preferences and information, and make grocery lists. Additionally, the app will utilize location services to navigate the user to nearby grocery stores. Having this information available through a mobile app enhances the convenience and personalization of *MealMate*. Consumers always have their phones with them. By providing our service on a mobile app, users can access recipes, view their virtual fridge and virtual pantry, see what groceries they need to buy while they are out and about, and even get in touch with *MealMate* customer service at any place and at any time, thus enhancing the convenience of the product. Additionally, the app allows users to personalize the product to fit their own needs by imputing personal information and preferences into the app, which filters the recipes the app generates for each user as well as the grocery stores the app navigates them to. We understand that our consumers change and evolve over time, so users can change their preferences at any point in time.

The mobile app functions on any kind of smart phone. When users open the app, they are greeted with a home screen that gives them six options—Virtual Fridge, Virtual Pantry, Recipes, Scan New Ingredient, Grocery List, and Profile. Each button takes users to a new page. Option #1, Virtual Fridge, takes users to a page with the virtual fridge, where they can view the current items in their fridge, and move them around as they please. Similarly, Option #2 takes users to their virtual pantry page, where they can view and sort items in their virtual pantry. Option #3, Recipes, takes users to a recipe generator that creates recipes based on the items they already have in their virtual fridge and virtual

pantry, and also shows them recipes where they might need a few more items that they do not have, and gives them options for grocery stores nearby that have the items within their preferred price point. Option #4, Scan New Ingredient, lets users scan and input new food items that are going into the pantry, because the sensor is located in the fridge and would not be able to pick up on these items. Option #5 lets users create grocery lists. Under this page, the user will also find suggestions for nearby grocery stores to get the items on their lists. Additionally, the app will provide navigation for how to get to the grocery stores, if users allow access to Location Services. Option #6, Profile, is where the user can input their personal information, such as their name, age, weight, dietary preferences, food allergies (if applicable), weight loss goals (if applicable), and budget. The app will take all of these preferences into account when generating recipes and suggesting where to buy ingredients. Additionally, because our target audience consists of upper-middle class adults aged 30-49, we understand that users may be cooking for more than one person. Under the Profile page, users have the ability to add preferences for multiple people, and the *MealMate* app will create recipes to fit their needs. On this page, users can also connect with the MyFitnessPal app to log the calories of the meals they make using the *MealMate* app. The Profile page will also contain customer service contact information and common FAQs. Our mobile app is a one-stop-shop for consumers to reap all the benefits of the product and obtain all the information they need to know about how to use the product.

In addition to the *MealMate* mobile app, part of our mobile strategy will include optimizing our website for mobile browsers. We understand that not everyone will be viewing our website from a desktop computer. Optimizing our website for mobile means that users will have convenient access wherever they are. Optimizing for mobile will reduce bounce rate and increase engagement, because our site will be easier to use and therefore will not drive viewers away.



## Mobile App Home Page



## Mobile App Virtual Fridge



## Mobile App Virtual Pantry



## Mobile App Sample Profile



## Other Promotional Strategies

### **Brand Activation**

To further promote the product, we will have booths at various food festivals to entice customers who are self-proclaimed "foodies." Those who frequent these food festivals enjoy trying different unique meals. The booth will provide information and pamphlets on how the individual can make the type of food offered at the festivals through simple steps if they were to buy *MealMate*. The pamphlet will provide the possible customer with information on how the product works, what it has to offer and some sample recipes that the app will provide the customer with. Smorgasburg, which takes place in LA and Brooklyn, gains a lot of foot traffic and customers in the target audience. Additionally at the booth there will be a photo booth sponsored by *MealMate* which allow customers to take photos with their favorite foods and comment on what food personified they think would be there best "mate" or friend with the hashtag #MealMate.

#### Festivals include:

Smorgasburg

The Food Network South Beach Wine & Food Festival

BB&T Charleston Food & Wine Festival

Austin Food & Wine Festival

Vegas Uncork'd

The New Orleans Wine & Food Experience

Taste of Chicago

Bite of Seattle

Los Angeles Food & Wine Festival

Music City Eats: Nashville Food, Wine & Spirits Festival

Feast Portland

Epcot International Food & Wine Festival

(Friesen, 2013)

### **Product Placement**

#### Television Shows

The product will be shown and explained on different shows. On traditional cooking shows like *Giada* and *Rachael Ray*, the hosts will explain their use of the product and how it could help out their viewers when they are in a bind or need new recipes that were responsive to what they had in the fridge.

The product will also be used on cooking competition shows like *Chopped*, *Master Chef* and *Master Chef Jr*. The product will be integrated into one of the chef's challenges. They will be given what typically is found in a refrigerator and then have to come up with unique recipes. Whoever wins the challenge will have their recipes replicated and be put into the app with a special tag so consumers can make a meal that is at a *Master Chef* level but could be replicated through general ingredients found in their kitchen. This same challenge will be replicated on *Master Chef Jr* to put an interesting spin on the

challenge and get both the younger audience and their parents intrigued in the product. *Please also note that the TV product placements we plan on conducting are part of our long-term promotional campaign, as their cost does not fit into our \$100,000 launch budget.*

#### Snapchat Discover

Snapchat is a popular social media channel that now has opportunities to be utilized for advertising and product placement. Within the discover tab there are new stories that change daily with bite sized articles. Some of the media outlets on Snapchat Discover include *The Food Network*, *Tastemade* and *Sweet*. There will be articles and videos that are placed in these specific news outlets. Both *The Food Network* and *Tastemade*'s Discover pages are relevant due to the topic of food. It will be beneficial to promote our product on the *Sweet* Discover page, because it is typically used to promote high end products, such as *MealMate*. This will get prospective customers to read about *MealMate* and motivate them to look further into the product.

#### **News Articles**

There will be feature articles covering the product in online media outlets. For the most part these outlets will be technology oriented, such as *Tech Crunch*, *The Verge*, *Wired* and *Mashable*.

### Budget

Item	Unit Cost	Total Cost
AdWords	\$20/day	\$1,800
Social Media Video Production	\$1,000/video	\$10,000
Partnerships with Vloggers	\$50/video	\$500
Feature Articles	\$100/article	\$1,000
Snapchat Discover	\$50,000/day	\$50,000
Food Festival	\$350/day	\$5,250

**Total Launch Budget: \$68,550**

Above is an itemized budget for our three-month launch campaign. Please note that with AdWords, we chose a daily budget of \$20 for our launch campaign to drive traffic to our site to promote brand awareness and encourage sales, as consumers will be able to purchase the sensor from our online store. This daily budget is based on our average

\$0.10 cost-per-click, and our desire to have around 200 clicks per day. Please also note that the TV product placements we plan on conducting (mentioned previously) are part of our long-term promotional campaign, as this would not fit into our \$100,000 launch budget. Additionally, in our short-term plan, we only have the budget for one day of promotion on Snapchat Discover. However, we plan on incorporating this method of promotion more in our long-term plan as our budget expands. We believe that through a modest launch budget of \$68,500, we will be able to effectively build awareness of our product and brand, drive traffic to our site, and create desire for our product, leading to the act of purchase.

## Team Bios



**Jamie Altman** is a junior Integrated Marketing Communications major from Southborough, MA. Apart from taking strategic communications classes, she is a legal studies minor. Outside of class, Jamie is the Director of Communications for IC Hillel, a Dean's Host for the Park School of Communications and a member of Students Today Alumni Tomorrow.



**Molly Astrove** is a junior at Ithaca College from Wellesley, MA pursuing a major in Integrated Marketing Communications and a minor in Economics. Outside of academics, she is a Leadership Scholar, a principal choreographer for IC Tap Club, and a member of Campus Band and Campus Choral Ensemble.



**Jocelyn Ravesi** is a junior Integrated Marketing Communications major from Fulton, NY. Outside of her major classes, she is a member of the Women's Soccer team, as well as a member of the Leadership Academy at Ithaca College. After graduation she hopes to travel to the West Coast to start her marketing/advertising career.



**Stephanie Waite** is a junior Integrated Marketing Communications major with a Communication Management and Design minor from Binghamton, NY. She is a member of Ithaca College Women in Communications, Ithaca College Feminist United and is a consultant on the 180 Degrees Consulting Ithaca College Team.



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