

# STRATEGIC COMMUNICATIONS PLAN

## So Sweet

320, SEC. 1

PROFESSOR T. HOWARD

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**IESS SUMMARY**

.S. Sugar Association (The Sugar Association) is a non-profit organization geared towards informing the public of sugars  
ance in healthy dieting. In 1943 members of the U.S. sugar industry founded the Sugar Association. The idea for the  
zation emerged from the Sugar Research Foundation. Originally the purpose was to study sugar’s role in food and to  
unicate that role to the masses. In 1947 a keen interest was found in the study, the association assumed its current name  
Association initially had two divisions of operation. The Sugar Information Inc. focused on public awareness while the Su  
rch Foundation developed and supported the scientific aspect of sugar. Today the organization continues to move forward  
ision of educating and bringing awareness to health professionals, government officials, media, and the public about the  
rs of sugar. We have put together several communication initiatives to attract people of all kinds to implement sugar into  
and understand the truth about sugar.

N STATEMENT - To remove the negative stigma about sugar from the average consumers mind.

ON STATEMENT -Promoting the consumption of sugar through sound scientific principles while maintaining an understa  
benefits that sugar contributes to the quality of wholesome foods and beverages.

**ARY BUSINESS OBJECTIVES FOR CALENDAR YEAR OR SPECIFIC INITIATIVE**

using on creating new relationships between The Sugar Association and new clients and shedding the truth about sugar  
mption The Sugar Association will meet the following objectives:

Create a customer centric culture that the creates long term business relationships

Partner with well-known industry professionals to promote The Sugar Association  
Increase revenue for sugar by 28% with new and more efficient business operation

## FINANCIAL TARGETS

Spend \$15,000 on website updates , maintenance and marketing for the first 6 months.

Raise \$100,000 for organization by contacting key industry professionals. We plan to partner with other large organizations like the American Diabetes Association, American Society for Nutrition, Coca-Cola, General Mills, Chobani and Planet F

Decrease spending by \$30,000 by improving information technology, finding more effective marketing and advertising solutions and negotiating better contracts with partners.

## SWOT ANALYSIS

After the recent premiere of health documentary, "Fed Up" the U.S. Sugar Association is in a position to defend its brand against critics and lobbyists who are claiming that sugar is harmful for the body. In the media, many talk show host and healthy lifestyle influencers are advocating for less sugar consumption. While too much of anything is harmful to the body, The U.S. Sugar Association would like to advocate for sweet treats that have been a part of America's culture for years, and remind citizens that sugar is fine

med in moderation. We would also like to remind Americans that sugar substitutes like Truvia and Splenda are more expensive and may even contain more chemicals and unknown ingredients.

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<b>STRENGTHS</b>  Sugar is included in healthy foods like fruits, dairy and vegetables that are essential to an everyday diet  Many holiday recipes include sugar and cannot be substituted  Sugar is more straight forward than other sugar substitutes like Splenda and Sweet N’ Low which contain more unknown chemicals and ingredients  Sugar is cheap and can be purchased with food stamps and other government assisted aid	<b>WEAKNESSES</b>  <ul style="list-style-type: none"><li>• Sugar contributes to health issues like weight gain and heart problems</li><li>• Too much sugar can contribute to tooth decay and cavities without consistent visits to the dentist</li><li>• Sugar can increase hyperness in children and disrupt sleeping patterns if overly consumed</li><li>• Sugar is not as natural as some alternative sweeteners like Truvia and the Stevia plant</li></ul>
<b>OPPORTUNITIES</b>  Sugar can be implemented into more meals and healthy recipes that promote weight loss  Celebrity endorsers can advocate for sugar and demonstrate that it can be enjoyed in moderation  The Sugar Association can research the ingredients of the alternative sweeteners like Splenda and expose their chemical ingredients (Saccharin which causes cancer)	<b>THREATS</b>  <ul style="list-style-type: none"><li>• Health enthusiasts often vow to not eat sugar at all, and those searching for a healthier lifestyle may do the same</li><li>• Potential blog posts and recipes that show how to replace sugar in popular foods</li><li>• Follow-up documentaries about sugar and showing its impact on children</li><li>• Independent sugar manufacturers such as “Sugar in the Wild”</li></ul>

The Sugar Association can disprove the documentary and prove some, if not all, of their facts wrong	Raw” and coconut sugar which will diminish the U.S. Sugar Association
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**RNAL ENVIRONMENT**

crease in demand for sugar has significantly impacted the economy. Along with the increase in production, consumption I sed tremendously. Sugar has become a necessity to households across the nation. More resources must now be expend to meet the needs of the growing industry. More and more forests are being cleared to plant sugar. In order to process the wood or fossil fuel is needed which ultimately has harmful effects on the environment. However, the boom of the sugar ry has created opportunities for employment.

ely the consumption of sugar continues to rise but consumer needs aren’t reflecting such. Consumers desire less sugar se individuals prefer to leave a healthy lifestyle than in the past. Other consumer trends that impact the sugar industry and Association from its mission is the increase in artificial preservatives. Lastly parallel consumption trends occur by consumr products such as coffee, tea, and chocolate which makes advocates for sugar jobs a difficult .

**RNAL ENVIRONMENT**

urrent climate at The Sugar Association is very relaxed but productive . We believe that having a relaxed environment filled with individuals passionate about our line of work will create a great culture. With a very low retention rate within the organization, we need to prove that many things are being done right. We would like to congratulate Meredith Baron for creating the discussion around sugar in children's school meals with the White House and Ms. Michelle Obama and encourage more employees to break down barriers and create these type of relationships to help disprove the misconceptions of sugar.

## **COMPETITIVE LANDSCAPE**

Our competitors include; Splenda, Truvia, Agave Nectar, Honey, Stevia and Sugar In The Raw

These sugar substitutes are our competitors because they have one of more intriguing factors: zero calories, no jumps in blood sugar levels, increase in insulin levels which is beneficial to diabetic consumers, may come directly from plants or are unbleached ("natural"), provide a boost in vitamins and minerals or have a low glycemic index.

The market leadership is currently owned by sugar replacements like Splenda and Truvia due to their individual packets in powder/grainy form which is able to be taken on the go or in the comfort of one's home. Agave Nectar and Honey are followed closely. These type of sweeteners come in different varieties such as "light, dark" etc. Also, Sugar In The Raw provides customers with "raw" sugar (unbleached).

## **COMMUNICATIONS OVERVIEW**

The US Sugar Association wants Americans to understand that sugar is not the enemy. The average human does not understand the ingredients that are in their favorite foods. It's our mission to help consumers become knowledgeable about

how sugar is used made so they do not think that major companies like The U.S. Sugar Association are implementing unknown variables into their food that they feed their families. We want to create a newer honest company that isn't afraid to explain how things are done and why certain things must be done to sustain the sugar that is used in households daily. If sugar has the reputation of causing weight gain among humans, it's also an energy source that fuels your brain and nervous system. With only fifteen calories per teaspoon, sugar is the best sweetener one could incorporate into their diet while maintaining a healthy weight or lose weight. Replacing sugar with caloric or artificial sweeteners will not aid weight loss in any way because weight loss is directly affected by the amount of calories that are consumed.

## MESSAGES

Sugar is essential to your diet like any other aspect of the food pyramid

Sugar is safe as long as it is consumed in moderation

Sugar does not contain chemicals like chlorine or saccharin like in some sugar substitutes

## AUDIENCES

Partners

Sponsors

People who are following strict diets or lifestyles

Medical world

Families

Employees

## A LIST

	POSITION	MEDIA OUTLET	EMAIL	PHONE	TWITTER HANDLE
than Hurley	Senior writer	Buzzfeed.com	jhurley@buzzfeed.com	(212)-111-1114	@buzzjhurley
sa son	Editor-In-Chief	Huffington Post	vanderson1@hpost.com	(301)-444-0920	@vanesssspc
el Downing	Program Director	Food Network	mdowning@foodnetwork.com	(212)-920-2944	N/A
King	Good Morning America Producer	ABC Networks	taylorlking@abc.com	(212)-893-2930	@tkingGMA
:	Television Host/Executive Producer	CBS Networks	producer@drozshow.com	(212)-555-9387	@droz/@droz w
a Cane	Associate Editor	Motherhood Magazine	mcane@motherhoodmag.com	(410)-839-2929	N/A

## COMMUNICATION GOALS

- Generating support from people who follow a healthy lifestyle
- Encourage people to switch from sugar alternatives to just buying traditional sugar
- Create better relationships within the medical world



**MUNICATIONS OBJECTIVES**

**tive 1**

have an interactive website that engages and educates audiences on our mission

**tive 2**

use The Sugar Association’s presence on social media through the use of hashtags, and campaigns. Currently all of our social media accounts are connected to our website ,however our keen interest in increasing our presence will bring more traffic to our website .

**tive 3**

use the organizations logo

**tive 4**

partner with Large industry related partners to promote our organization. We will ask that our logo be featured on their website for 1 month .

**tive 5**

have events that will promote , educate and engage the audiences on our efforts.

**tive 6**

ment on-line forum that continues efforts to engage audiences.

**COMMUNICATION STRATEGIES**

- Engage masses through different sources : online forums, strategic partnerships
- Sponsor health and wellness events to discuss healthy sugar consumption
- Build awareness of The Sugar Association to a larger audience

**COMMUNICATIONS TACTICS**

- Generate monthly press releases regarding organization updates, updated website and upcoming events that can be sent to contacts in our media list as well as email subscribers
- Conduct an interview with Dr.Oz to discuss the benefits of sugar in healthy dieting and how sugar is essential to ones diet
- Also discuss the harmful effects of zero calorie sweeteners and the truth behind sugar alternatives
- Air a PSA on the Food Network to inform audiences of our organization and mission. Portray the image of family and how sugar can be used safely for all.
- Conduct local school visits in inner-city areas and explain to students and parents the health effects of sugar as well as its benefits to the human body.

**BUDGET**

\$115,000.00 total

\$15,000.00 for website, maintenance, marketing

\$100,000.00 for organization raised by contacting key industry professionals

## MEASUREMENT

PR Measurement

- Including but not limited to social media analytics: overall impressions, Twitter followers, Facebook Likes, Instagram likes, Tumblr followers and audience reach

Optics gained through social media analytics

Follow and report trends in sugar sales, orders of sugary meals/desserts

Observe and report changes in major food manufacturing recipes

Website traffic