

KIND 2023

MINDFUL PROMOTION



KIND MINDZ
TEAM 4

ELIZABETH SANTIL
NIA BERRY
DESTINY FELTON

AGENDA

Executive Summary

Understanding the Problem

Knowing Our Consumer

Studying the Competition

Proposed Solution

Solution Analysis



EXECUTIVE SUMMARY

Our proposal entails integrating novel technologies that focus on promoting KIND protein bars with a health-oriented initiative. These technologies include augmented reality (AR), gamification, and a heightened social media presence.

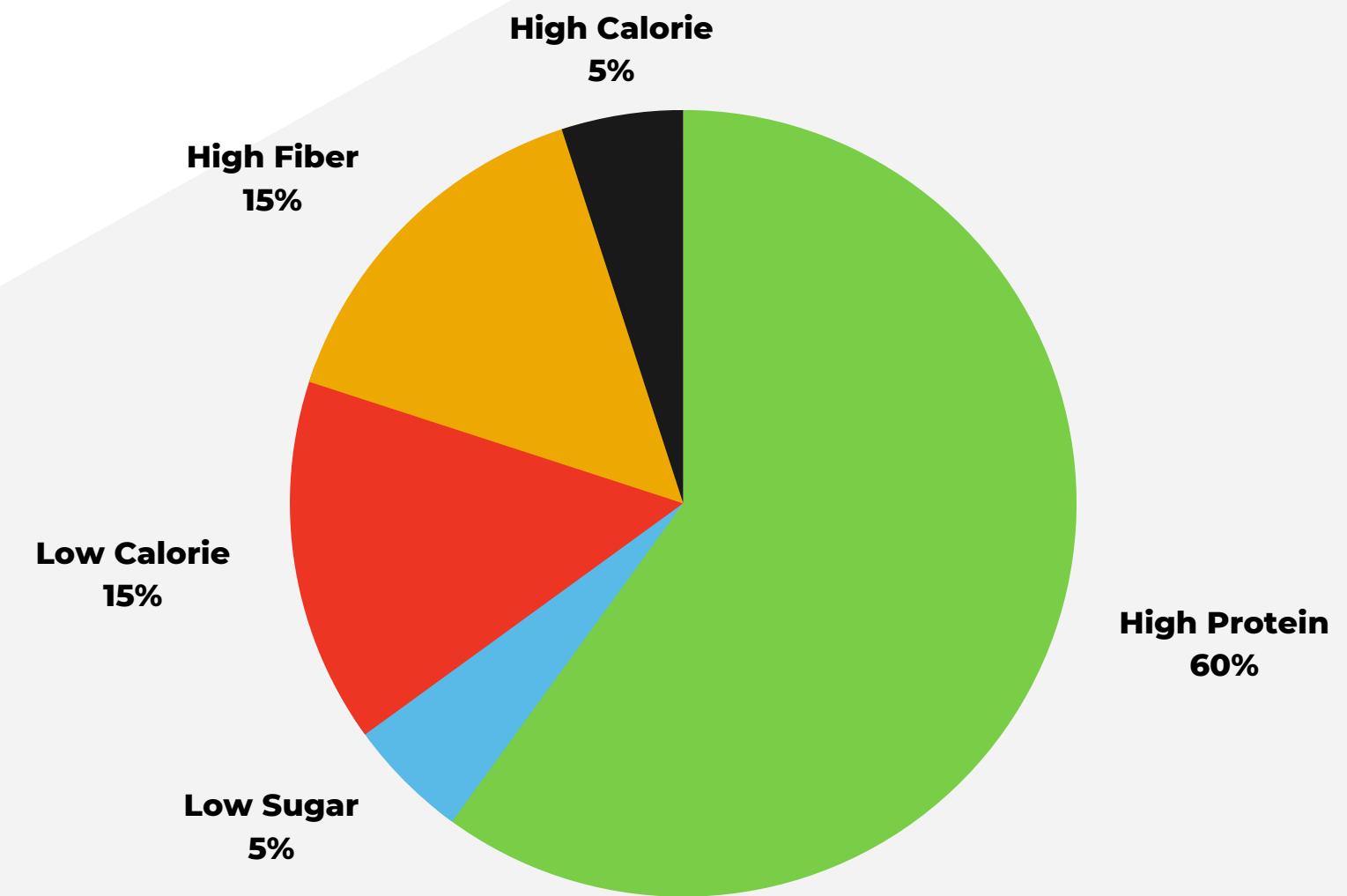
CURRENT ECONOMIC TRENDS

Change in Consumer Behavior

- The Covid-19 Pandemic caused a sharp change in consumer behavior
- Causing preference shifts, digital acceleration, and larger but less frequent shopping trips.

Consumer Influences

- 85% of Gen Z say social media influences their purchasing choices
- In 2022, 17% more people are buying better-for-you products
- By 2025, 75% of the global population will be frequent AR users



Desired Health Benefits

60 people

○○○○

what's GEN-Z Saying ?



○○○○

GEN Z OPINION ON KIND

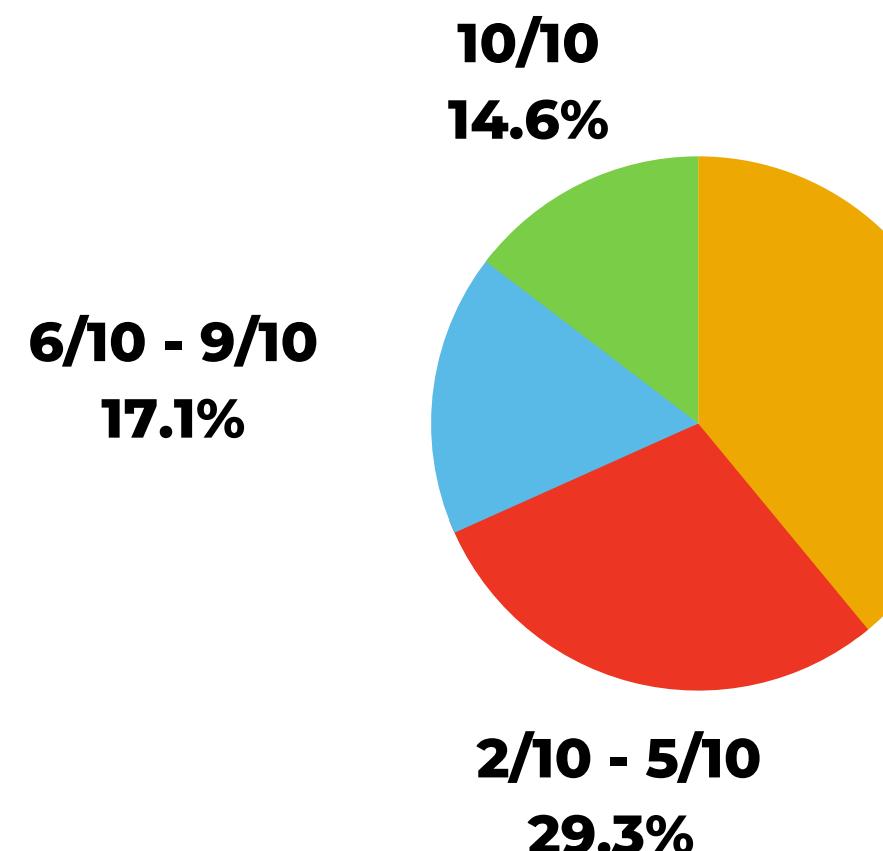
Word Cloud

131 people



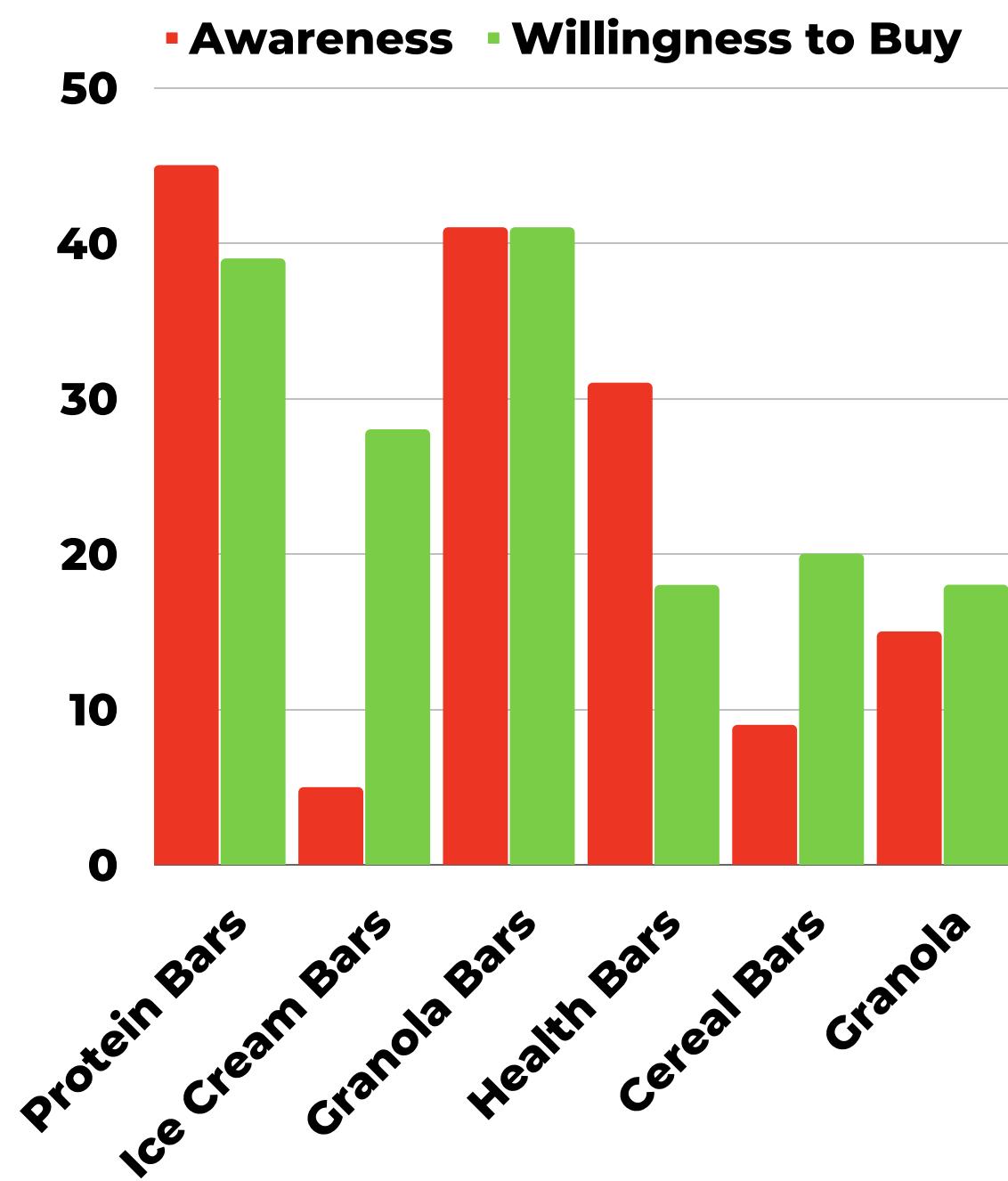
Brand Awareness

41 people



Product Awareness

41 people



S**Strengths**

- Memorable and appealing
- Healthy products with clean ingredients
- Variety of products

W**Weaknesses**

- Low brand visibility to target audience
- Taste takeaway slightly hindered by low sugar

O**Opportunities**

- Marketing protein, granola, and ice cream bars
- Social media
- More flavors

T**Threats**

- Inflation prices
- Supply chain challenges

COMPETITOR ANALYSIS

					
Product Range	Simple Ingredients (Nut Based)	Energy and Protein Based	Granola Based	Protein Based	Simple Ingredients
Social Media	Hashtag Campaigns	Athletic Partnerships	Environmental Partnerships	Athletic Partnerships	Media Influencers
Cost	Premium Cost	Mid-Upper Price	Moderately Priced	Moderately Priced	Cost Efficient
Brand Initiatives	Scholarships	Organic Farming	National Park Donations	Community Engagement events	No B.S. Marketing





KIND Initiatives

Kinder to our Bodies

Kinder to our Communities

Kinder to our Planet



ooo

KIND Initiatives

Kinder to our Bodies

Kinder to our Communities

Kinder to our Planet

Kinder to our Mindz

oooo



Kind Mindz Campaign

Our solution is a focus on the KIND protein bars through an emphasis on clean products fueling a healthy or “KIND mind”. This focus will be supported through three main pillars of brand engagement.

PILLAR 1

**SOCIAL MEDIA
MARKETING
UPGRADE**

PILLAR 2

**GAMIFYING
KIND
REWARDS**

PILLAR 3

**AR
MOTIVATION
BOARDS**

#KINDMINDZ SOCIAL MEDIA TAKEOVER

45% of Gen Z name TikTok and IG as their top platforms that influence shopping

**#keepingaKIND
mind and other
social media
challenges**

**Promotions
using aligned
social media
personas**

**Utilizing viral
sounds and
trends to ensure
target audience
is reached**

ALIGNING INFLUENCER PERSONA



21 YEARS OLD



2.6 M



2.6 M

12.8% ENGAGEMENT

@ANGELREESE10

SPORTS, LIFESTYLE, POP CULTURE



19 YEARS OLD



155.6 K



115 K

26.1% ENGAGEMENT

@ADUDEWHOLIFTS

HEALTH, FITNESS, MOTIVATION



21 YEARS OLD



8.3 M



6.9 M

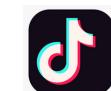
25.7% ENGAGEMENT

@KAI_CENAT

GAMING, POP CULTURE, COMEDY



19 YEARS OLD



151.1 M



46.1 M

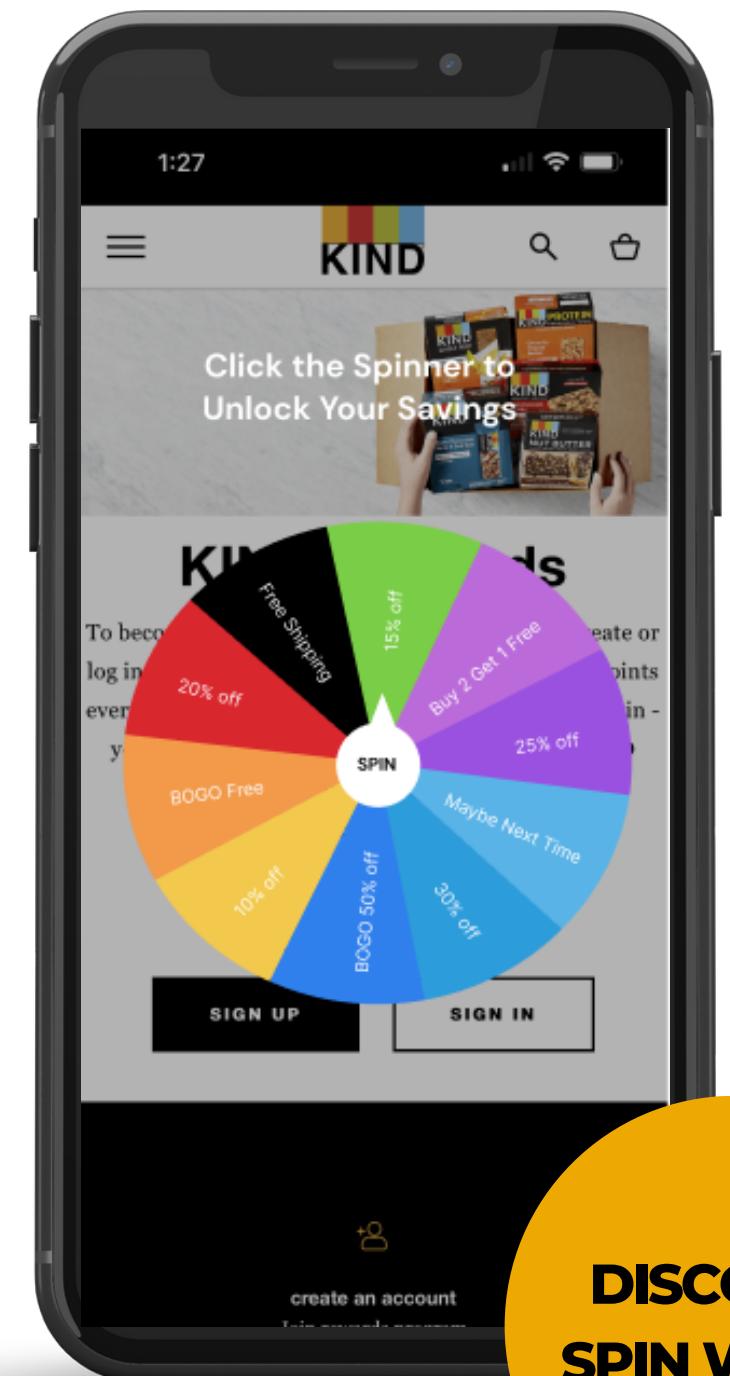
7.7% ENGAGEMENT

@CHARLIDAMELIO

DANCE, REALITY, TRENDS

INFLUENCERS ARE REQUIRED TO CREATE A 3 POST CAMPAIGN WITHIN A MONTH

KIND REWARDS REFRESH



KIND MINDZ KIND MOTIVATION

MENTAL
HEALTH
SUPPORT

RECEIVE AND
GENERATE
MOTIVATIONAL
MESSAGES

AUGMENTED
REALITY
EXPERIENCE

HEALTH AND
WELLNESS
TIPS

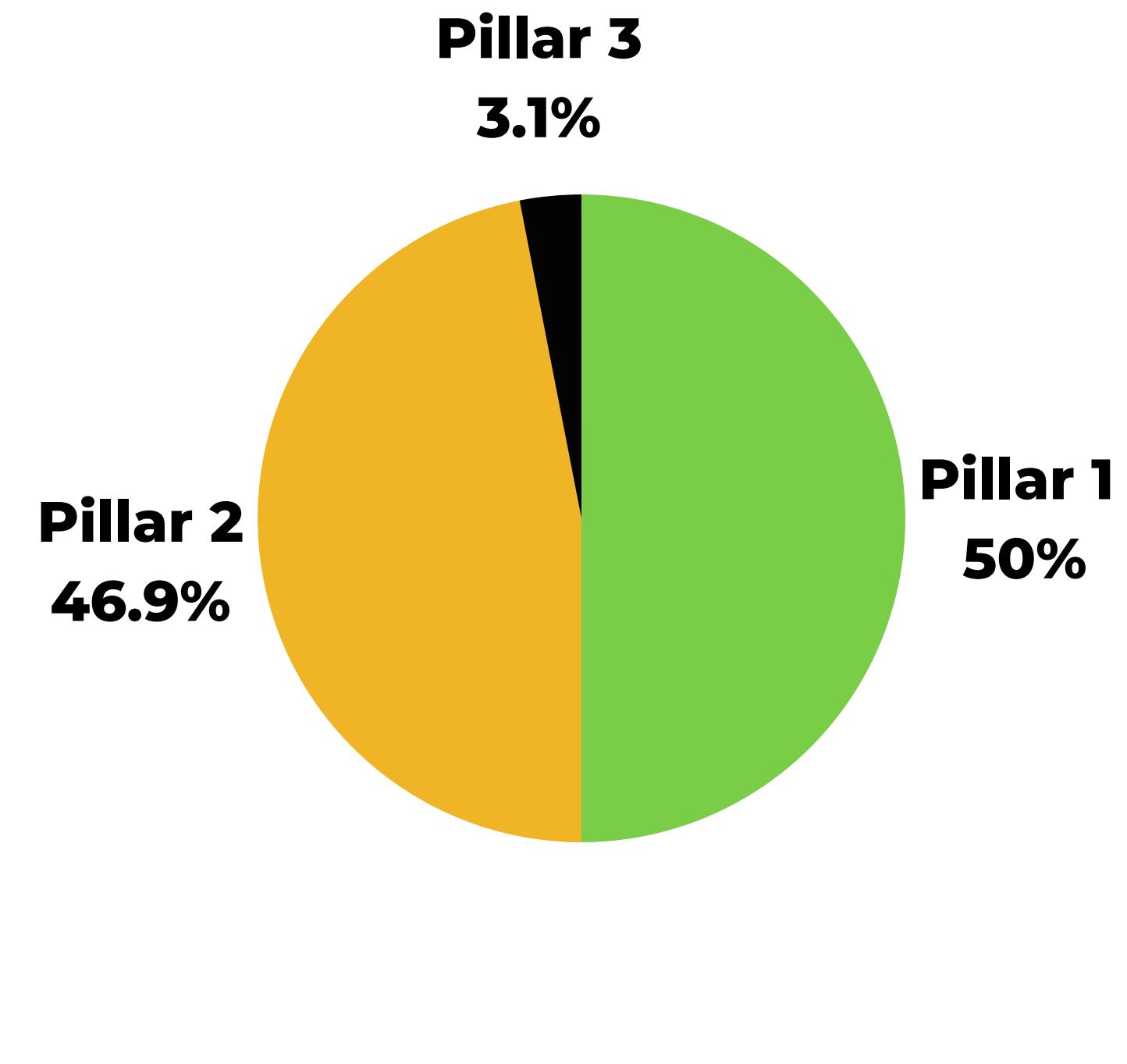
SCAN HERE
FOR MOTIVATION



#KINDMINDZ

COST ANALYSIS

Category Item	Quantity	Price	Total
Pillar 1			
R&D	1	\$1,250	\$1,250
Mega Influencer Package	10	\$6,200	\$62,000
Macro Influencer Package	30	\$12,800	\$384,000
Bonus	20	\$500	\$10,000
		Total	\$457,250
Pillar 2			
R&D	1	\$1,568	\$1,568
Updated Wrapper	100,000	\$0.06	\$6,000
Rewards	80,000	\$5.2	\$416,000
KIND Bars	100,000	\$0.14	\$14,000
Tolling	1	\$25	\$25
		Total	\$430,025
Pillar 3			
R&D	1	\$2,000	\$2,000
Supermarket Endcap	25	\$500	\$12,500
Ad Production	25	\$700	\$17,500
		Total	\$32,000
Total Cost		\$926,843	



PROFIT & LOSS COMPARISON

**6.5% INCREASE IN NET SALES
VS LY**

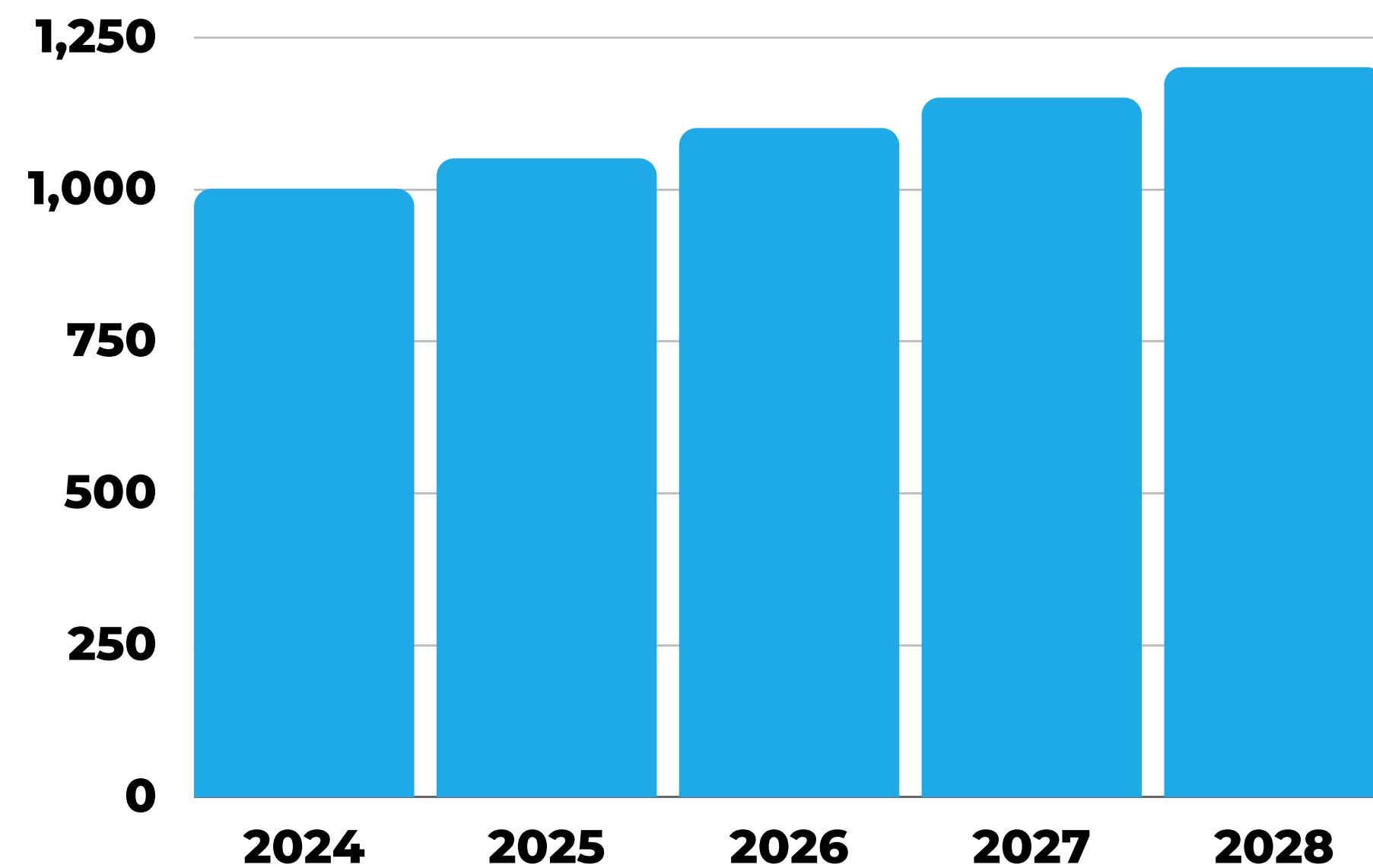
799MM IN NET SALES

\$Millions	FY 24	FY 25
Gross Sales	1,000	1050
Trade, Slotting and Allowance	250	251
Net Sales	750	799
COGS	450	451
Depreciation	5	6
Gross Profit	295	342
<i>GM%</i>	<i>39%</i>	<i>43%</i>
Marketing	80	81
Other SG&A	120	121
Total SG&A	200	202
Operating Income	95	140
<i>Operating Income %</i>	<i>13%</i>	<i>18%</i>
EBITDA	100	146
<i>EBITDA %</i>	<i>13%</i>	<i>18%</i>

Figures above are not reflective of KIND results

REVENUE PROJECTIONS

**ESTIMATED TOTAL
REVENUE OF 1.2B BY
2028 WHEN
INTRODUCING THIS
INITIATIVE**



TIMELINE



Q1 JAN-MARCH	Q2 APRIL-JUNE	Q3 JULY-SEPT	Q4 OCT-DEC
<ul style="list-style-type: none">• RESEARCH AND DEVELOPMENT• FINALIZE DESIGNING MARKETING MATERIALS• REACH OUT TO INFLUENCERS WITH THE PROPOSED CONTRACTS	<ul style="list-style-type: none">• MANUFACTURER TANGIBLE ASSETS• BEGIN DISTRIBUTION OF TANGIBLE ASSETS• MACRO INFLUENCERS BEGIN PROMOTING KIND• AR MOTIVATION BOARD DEVELOPMENT & TESTING	<ul style="list-style-type: none">• MICRO INFLUENCERS BEGIN PROMOTING KIND• ROLLOUT AR MOTIVATION BOARDS• DISTRIBUTE BARS WITH UPDATED KIND REWARDS PACKAGING	<ul style="list-style-type: none">• MONITOR SALES FROM CAMPAIGN• IMPROVE ANY ERRORS FROM THE PREVIOUS QUARTERS• PREPARE AND UPDATE PLAN FOR NEXT FY

CONSUMER REACTION

“

INCREASED BRAND AWARENESS

“IN 2022, 4 OUT OF 5 BRANDS STATED AR FILTERS INCREASED BRAND AWARENESS” (RESTAURANT BUSINESS)

“

INCREASED BRAND LOYALTY

“GAMIFICATION CAN INCREASE CUSTOMER ENGAGEMENT BY UP TO 47%, IMPROVE BRAND AWARENESS BY 15% AND ENHANCE BRAND LOYALTY BY AT LEAST 22%” (SNIPP)

“

”

“

SOCIAL SHARING & ENGAGEMENT

85% OF 40 STUDENTS SURVEYED SAID THEY ARE LIKELY TO BUY A PRODUCT RECOMMENDED BY A TRUSTED SOURCE

”

”

ENHANCED CUSTOMER EXPERIENCE

“ 56% OF SHOPPERS SURVEYED BY NEILSENIQ SAID THAT AR GIVES THEM MORE CONFIDENCE ABOUT THE QUALITY OF A PRODUCT” (HARVARD BUSINESS REVIEW)

”

Works Cited

(SNIPP) Snipp. “The Power of GAMIFICATION – Participation, Engagement, Loyalty.” Snipp.com, Snipp Interactive, 21 June 2017, www.snipp.com/blog/2017-06-21/the-power-of-gamification-participation-engagement-loyalty. Accessed 21 Oct. 2023.

(Restaurant Business) Snapchat. “Augmented Reality: Where Consumers Eat with Their Eyes First.” Restaurant Business, 9 Dec. 2022, www.restaurantbusinessonline.com/marketing/augmented-reality-where-consumers-eat-their-eyes-first-0.

(Harvard Business Review) How augmented reality can - and can't - help your brand. Harvard Business Review. (2022, March 31). <https://hbr.org/2022/03/how-augmented-reality-can-and-cant-help-your-brand>

(Retail Dive) Walk-Morris, Tatiana. “ICSC: 85% of Gen Z Says Social Media Impacts Purchase Decisions.” Retail Dive, 9 June 2023, www.retaildive.com/news/generation-z-social-media-influence-shopping-behavior-purchases-tiktok-instagram/652576/.



Elizabeth Saintil
Junior
Business Administration Scholar



Nia Berry
Junior
Computer Science Scholar



Destiny Felton
Junior
Business Administration Scholar

THANK YOU FOR YOUR TIME