

SAE 102 : Concevoir une recommandation de communication numerique



Spirulia

Noah Jamet, Clément Demontigny, Yann Iacopucci, Yoanne Tohibo, Evaelle Faivre



Summary

1- Context.....	p°3
2- Brand identity and market positioning.....	p°3
3-Target audience and personas.....	p°4
4-International communication strategy.....	p°4
5-Communication channels.....	p°5
6- Budget and performance evaluation.....	p°5
7- Appendices.....	p°6-11
a- SWOT.....	p°6
b- Graphic charter.....	p°6-7
c- Communication content.....	p°8-9-10
d- Benchmark.....	p°11
e- Personas.....	p°11-12
f- Budget analysis.....	p°12



1- Context

It all started with a simple question: how can we take care of ourselves, naturally, without complicating our daily lives?

Like many people, our days were too busy, we had little time to eat well, and felt tired all the time.

It's at that moment that we discovered spirulina, a rare innovation, almost unique in the world.

A micro-algae with incredible properties, capable of concentrating so many benefits in something as simple as a powder. We quickly realized that powdered spirulina was the best option: sustainable and effective.

But most importantly, we felt the difference in everyday life. More energy upon waking up. Better focus. Natural support for the metabolism, perfect for sports and busy routines. Rich in protein, vitamins, and iron.

Day after day, it also helped us feel better in our bodies: less inflammation, improved blood circulation, support for cholesterol and blood pressure.

Today, we wanted to share this discovery. Not just as another product on a shelf, but as a small daily revolution that can truly transform our days. Because feeling free and full of energy... is finally possible.

2- Brand identity and market positioning

The name Spirulia comes from the word "spirulina." It suggests smoothness and a sense of ritual. It is easy to pronounce worldwide and does not sound too medical. The brand is built on natural ingredients, scientific credibility, and daily well-being. Our look is minimalist and calming, using deep green, beige, and touches of yellow with modern fonts and natural textures.

Spirulia offers a full range of products: pouch sizes: 30g, 60g, and 100g. Discovery Pack: Five 5g sachets to try different flavors (Chocolate, Vanilla, Ginger, Lemon-Yuzu and nature). Drink Kit: Includes a bowl, a whisk, and a 30g powder pouch. Available in several flavors: plain, chocolate, vanilla, yuzu-lemon, and ginger.

In a context of strong growth in superfoods and preventive nutrition, the brand aims to move beyond the still overly medical image of spirulina, repositioning it as a premium, modern, desirable, and accessible product on the French, American, and Japanese markets. Operating in a market polarized between low-cost and ultra-premium products, Spirulia occupies a strategic middle position, combining ingredient quality, scientific rigor, and a rich consumption experience, transforming the superfood into a true sensory and cultural ritual.



3- Target audience and personas

Our target audience is young, urban adults who care deeply about their well-being. They want beverages that are not only healthy but also visually appealing, natural and innovative.

In France, Clementine Demontigny, 29, is a communications consultant living in Paris. With a busy urban lifestyle, she seeks balance through natural and eco-conscious choices. She regularly enjoys matcha and kombucha and is looking for a wholesome, energizing alternative to coffee that fits seamlessly into her day.

In the United States, Jordan Miller, 32, is a tech startup manager in Los Angeles. Performance and wellness guide his choices. He drinks green smoothies and incorporates superfoods into his routine, always looking for energy-boosting products that are both credible and innovative—something that supports his active lifestyle without compromise.

In Japan, Emi Tanaka, 22, is a design student in Tokyo. Minimalism and purity are central to her lifestyle. She values high-quality ingredients and aesthetic simplicity, regularly consuming matcha and beverages that enhance wellness and beauty, blending taste with mindful living.

4- International communication strategy

Spirulia's communication strategy is built around a premium positioning, aiming to make spirulina a daily wellness ritual, comparable to matcha or specialty coffee. The brand emphasizes ingredient quality, transparency, and a refined consumption experience, through clean design, carefully crafted packaging, and simple educational content, without medical messaging. Communication is primarily digital, through social media, the e-commerce site, and influencer campaigns, with messaging adapted to each market.

In France, the strategy highlights ingredient origin, traceability, and product naturalness, using explanatory and visual content. The absence of sugar and additives is clearly communicated, especially for the plain, vanilla, and ginger flavors. The goal is to guide the discovery of spirulina in a reassuring and aesthetically pleasing way, aligned with consumer expectations for organic, clean-label products with compelling storytelling.

In the United States, communication relies on eye-catching packaging and a strong social media presence, particularly on Instagram and TikTok. Partnerships with wellness and nutrition influencers, as well as user-generated content, showcase the product's everyday use. Chocolate and vanilla flavors are emphasized to overcome taste barriers, while highlighting Spirulia's innovative and premium character.

In Japan, the strategy focuses on portable formats suited to urban lifestyles and deliberately minimalist communication. Product benefits, such as active ingredients, are presented clearly and measuredly, within a visual universe inspired by ritual and purity. Yuzu-lemon and ginger flavors are especially highlighted to match Japanese taste preferences.



5- Communication channels

In Japan,

We chose posters because visual communication is highly present in Japan (stations, shopping streets, subways). Printed content easily captures attention thanks to careful design and allows us to reach a wide audience on a daily basis. Digital content, such as an e-commerce site, informs, reassures, drives sales, facilitates contact, and strengthens brand image. Pop-up stands are very popular in Japan, providing an immersive and temporary experience that sparks curiosity. For this reason, we will participate in Wellness Tokyo, the largest Japanese fair dedicated to wellness, natural health, and functional products.

In the United States,

The printed content remains an effective medium, especially in major cities and at events. It allows for clear, fast communication with strong visual impact. Digital content is essential in the United States, enabling broad reach, engagement on Instagram (likes, shares, comments), and modern, dynamic brand promotion. Additionally, an American content creator has accepted our product placement proposal. Her name is Charlotte Martin, and her account is @nutrition.daily. The pop-up store is a strategic choice in the U.S., as on-the-ground content fosters direct interaction with the audience, showcases products, and strengthens brand visibility. For this purpose, we will attend MindBodyGreen in Los Angeles.

In France,

The posters remain a traditional but highly effective form of printed content. They are often used in cities, transportation hubs, and cultural venues to inform and capture public attention. Instagram is very popular in France, particularly among young adults. Digital content, especially the e-commerce site, provides information, builds trust, supports purchasing decisions, simplifies contact, and reinforces brand identity. Additionally, we have a partnership with a wellness and lifestyle content creator on TikTok named @luluu.vn. Pop-up stores are becoming increasingly common, allowing temporary brand events that generate excitement and provide a unique consumer experience. For this reason, we will participate in the Wellness Fair in Paris.

6- Budget and performance evaluation

With an annual sales target of 4,600 units, Spirulia expects a total revenue of 98,204€. After deducting all fixed costs, the company generates a net profit of 6000€, which proves the viability of our business model. We decided to assign 7000€ of the budget to paid communication, by working with UGC creators, setting up pop-up stores, and organizing a video contest. The rest of the communication strategy will rely on free or low-cost channels, such as managing our social media, emailing our existing customer base, search engine optimization (SEO), and the use of printed communication.

The management of the communication strategy relies on a system of performance indicators and mixed KPIs: the digital side focuses on community engagement and e-commerce conversion, while influencer campaigns are monitored through their reach and ROI. Finally, a feedback loop based on customer experience allows the offer to be continuously adjusted, maximizing commercial efficiency across each market segment.

7-Appendices

a-SWOT

Forces	Faiblesses
<ul style="list-style-type: none"> -Produit naturel à forte valeur nutritionnelle -Positionnement premium et différent -Image moderne et non médicale -Adaptabilité aux marchés internationaux -Formats variés et pratiques 	<ul style="list-style-type: none"> -Spiruline encore méconnue ou mal perçue -Goût pouvant freiner certains consommateurs -Marque récente avec notoriété limitée -Coûts élevés liés au positionnement premium et à l'export
Opportunités	Menaces
<ul style="list-style-type: none"> -Forte croissance du marché des superfoods et du bien-être -Intérêt croissant pour la nutrition préventive -Développement du e-commerce et du marketing d'influence -Demande pour des produits clean label et durables 	<ul style="list-style-type: none"> -Concurrence des compléments alimentaires et boissons fonctionnelles -Réglementations différentes selon les pays -Sensibilité des consommateurs au prix -Risque de banalisation du marché des superfoods

b-Graphic charter





Koning

Silentium insperatos quam urbem noctitura

Morbi fincidunt posuere arcu. Cras venenatis, est vitae dolor. Vivamus scelerisque semper mi. Donec ipsum arcu, consequat scelerisque, viverra id, dictum at, metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pede sem, tempus ut, porttitor bibendum, molestie eu, elit. Suspendisse potenti. Sed id lectus sit amet purus faucibus vehicula. Praesent sed sem non dui pharetra interdum. Nam viverra ultrices magna.

Ut lectus lectus, ultricies sit amet, semper eget, laoreet non, ante. Proin at massa quis nunc rhoncus mollis. Aliquam lorem. Cras pharetra dia ac risus. Aliquam eu felis. Aenean tempus, felis vitae vulputate laculis, est dolor faucibus urna, in viverra wisi neque non risus. Fusce vel dolor nec sapien pretium nonummy. Integer faucibus massa ac nulla ornare venenatis.

Ultra Light
Light
Semi Light
Regular
SemiBold
Bold
ExtraBold
Black

Aa
Aa
Aa
Aa
Aa
Aa
Aa
Aa
Aa



**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

France



Etat - Unis



Japon



Pack & Kit





c-Communication content

-France



Contenu de terrain



Contenu imprimé

<https://nhao00.github.io/spirulia/>



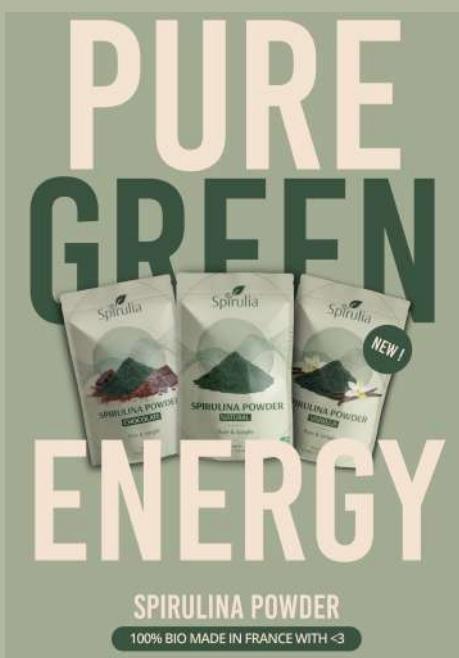
Contenu digital



-Etats-Unis



Contenu de terrain



Contenu imprime

<https://nhao00.github.io/spirulia/>



Contenu digital



-Japon



Contenu de terrain



Contenu imprime

<https://nhaooo.github.io/spiruliah/>



Contenu digital

d-Benchmark

			
Marques	Milia Matcha	Nutrition Pro	Terravita
Positionnement	Luxe & Rituel	Technique & Bio	Commodité / Prix
Prix (100g)	92,90€	14,99€	5,16€
Origine	Japon (Kyoto)	France	France
Différenciateur	Grade Cérémonie	100% Pure / Bio	Aliment du futur (ONU)
Identité Visuelle	Original & Coloré	Minimaliste (Santé)	Sobre (Pharmacie)
Cible	Collectionneurs / Luxe	Sportifs / Santé	Grand public
Présence en ligne	Site / Insta / Tiktok	Site / <u>Insta</u> / X	Site / Insta
Contenus	Posts lifestyle	Posts sportifs	Posts conseils, infos

e-Personas

CLEMENTINE DEMONTIGNY
FRANCAISE



PROFIL

- Femme de 29 ans
- Paris
- Consultante en communication
- Revenu : 2500€/mois
- Rythme urbain intense
- Sensible au bien-être, à la naturelité et à l'esthétique
- Consomme matcha, kombucha, cafés de spécialité
- Achète chez Biocoop et dans des coffee shops indépendants

MOTIVATIONS

- Cherche une boisson saine mais stylée
- Attrier par les produits clean label, bio, peu sucrés
- Spirulia = une nouvelle alternative au café/matcha

REIINS

- Goût trop "algue"
- Branding trop médical ou trop sportif

JORDAN MILLER

AMERICAIN



PROFIL

- Homme de 32 ans
- Los Angeles
- Manager startup tech
- Revenu : 6000€/mois
- Fan des réseaux sociaux
- Actif : orienté performance et nutrithérapie
- Consume smoothies verts, superfoods, compléments alimentaires
- Sport régulier : cross-training et musculation

MOTIVATIONS

- Recherche des produits énergétiques sans caféine et bon pour la santé
- Intéressé par les superfoods scientifiquement crédibles
- Aime tester des marques innovantes

FREINS

- Produit trop sucré
- Manque de preuves ou discours trop vague

EMI TANAKA

JAPONAISE



PROFIL

- Femme de 22 ans
- Tokyo
- Etudiante graphisme
- Très attentive à la qualité, à la pureté et au design
- Consume matcha, thés fonctionnels, boissons beauté
- Forte culture du rituel boisson

MOTIVATIONS

- Recherche des produits beauté et santé
- Attirée par les ingrédients naturels mais innovants
- Apprécie les marques avec une esthétique minimaliste

FREINS

- Branding trop agressif ou trop occidental
- Saveurs trop fortes

f-Budget

Catégorie Produit	Unités /an	Prix Vente (TTC)	Coût Revient	CA Annuel (TTC)	Marge Brute
FRANCE					
Pack découverte	800	10,99€	5,06€	8 792€	4 744€
Spiruline 30g	1000	12,99€	5,78€	12 990€	7 210€
Spiruline 60g	850	15,99€	7,23€	13 592€	7 446€
Spiruline 100g	600	24,99€	11,20€	14 994€	8 274€
Kit Boisson	350	39,99€	18,06€	13 997€	7 676€
EXPORT					
Pack découverte	150	15,99€	5,06€	2 399€	1 640€
Spiruline 30g	450	25,99€	8,67€	11 696€	7 794€
Spiruline 100g	250	39,99€	13,01€	9 998€	6 745€
Kit Boisson	150	64,99€	21,68€	9 749€	6 497€
--	--	--	--	--	--
TOTAL VENTES	4600			98 204€	58 025€
--	--	--	--	--	--
CHARGES FIXES					
Communication					-20 000€
partenariats UGC				-3 500€	
Pop up store				-3 000€	
Concours instagram				-500€	
SALAIRS (1 Salarié)					-25 024€
--	--	--	--	--	--
RÉSULTAT NET					6 001€