

OVERVIEW

Price Choice Food Market, located in Midtown Miami. It is a company that offers healthy fresh groceries and other products at quality prices.

PROBLEM

The problem is since the area been developed the past few years a lot of people has had moved to the area, the goal is to attract new customers in the area.

MARKETING STRATEGY

Convince target market that he did a smart decision when comes to us by buying good quality product at quality prices.



OBJECTIVES

Create brand awareness to attract the target market in Midtown, downtown Miami and get between 7k to 10k followers in social media (Twitter) in the first half of 2018.

TARGET MARKET

- People live in Midtown, Downtown Miami
- Families
- Latin community in the area
- College students, professional workers

COMPETITORS

Publix:

Provides a comprehensive service includes some products that are normally only found at health food stores, including organic meats, fruits, and vegetables, in addition to vegetarian and vegan products; hypoallergenic foods, and other specialty food items.



Target:

As for fresh produce, some categories in Target are growing faster than others, including organic and value-added and niche varieties.

EXECUTION



The execution section displays three marketing materials for a "Price Choice" campaign:

- Magazine Ad:** A template for a magazine advertisement featuring a woman in athletic wear, a bowl of fruit, and a glass of juice. It includes a "PRICE CHOICE 100% BEST PRICE GUARANTEED" seal, contact information (954-555-2222), and levels (LEVEL 1, LEVEL 2, LEVEL 3).
- Flyer:** A template for a flyer featuring a woman in athletic wear, a bowl of fruit, and a glass of juice. It includes a "PRICE CHOICE 100% BEST PRICE GUARANTEED" seal, contact information (954-555-2222), and levels (LEVEL 1, LEVEL 2, LEVEL 3).
- Billboard:** A template for a billboard featuring a woman in athletic wear, a bowl of fruit, and a glass of juice. It includes a "PRICE CHOICE 100% BEST PRICE GUARANTEED" seal, contact information (954-555-2222), and the slogan "IT'S YOUR CHOICE, MAKE IT HEALTHY".