



Orville Redenbacher's

Presentation

MKT 6343SP 2023 | Group 5



Presented By: Group 5

Gauri Surti

Zahra.A

Sreya Saha

Prateek Saxena



Overview

- Orville Redenbacher's Analysis
- Social Media Landscape & Competitor Analysis
- Recommendations
- Social Media Calendar



Orville Analysis



Orville Social Media Audit: Key Metrics



- Orville Redenbacher's Instagram account was started in August 2013, and up until April 2023 they published a total of **233 posts**, and **7595 followers**
- The average post frequency has been **4-5 posts in a month** till November 2022 (There has been no post since then)
- The number of likes for each post ranges from 12 – 98, with an average of **44 likes per post**
- Engagement in terms of credible comments has been low – on average **3 per post**
- Most posts (by a large margin) promote **pop-corn-based recipes**



Orville Social Media Audit: Key Metrics



- The brand's Facebook page was created in June 2008, and is currently **liked by 391,153 accounts**
- The page is not active, with **1-2 posts in a month** on average
- Post styles and types are **synchronized with Instagram**
- The average number of likes for each post is **25**
- Genuine engagement in terms of comments is much higher on Facebook as compared to Instagram, with **30 comments per post** on average



Orville Social Media Audit: Key Metrics



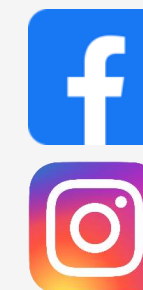
- Orville has a decent following on twitter of around **27K**
- They're not really active as the last tweet was more than **8 months** ago
- Post styles and types consist of **product promotion**, **different recipes** with Orville and **asking audience generic and popcorn related questions**. For example: What food pairs best with popcorn or what movie do you love that everyone seems to hate
- The average number of likes for each post/tweet is **27**
- Genuine engagement in terms of comments is **much lower** on Twitter as compared to Facebook & Instagram



Orville Social Media Audit: Sentiment Analysis



- Overall sentiment in comments is **positive and appreciative** on Instagram – includes queries for giveaways, requests for bringing back discontinued products, product improvement suggestions
- Not much **organic discussion** occurs on Instagram, partly due to the stagnation of the social media channel
- The comment sentiment on Facebook is **largely negative**, with complaints about product/packaging/ingredients/non-availability
- Most notably, the Pour Over line (**Caramel popcorn**) is mentioned by customers repeatedly
- **General complaints** include missing seasoning/popping incorrectly/queries about pine oil usage etc.
- The **Facebook community** is reasonably active (2-3+ posts monthly) and could be a good platform to interact with the most loyal customers



Orville: What's not working

(Content & Strategy)



- ✓ A consistent **brand tonality** is missing – both in terms of design and text
- ✓ There are long and irregular **dormant periods**. This can weaken the brand's association with its followers
- ✓ The use of trending and relevant **hashtags** is missing/inadequate. The most commonly used hashtag used is #linkinbio
- ✓ Campaign posts were very **irregularly spaced out** - no consistent plan, timeline or schedule, which reduces the retention value
- ✓ A total of 15 reels have been published yet. There is a huge scope to **explore reels** and trending audios, as the algorithm currently pushes reels over posts
- ✓ Post theme **variation is low**. It can lead to viewer fatigue





Competitor Analysis



Social Media Landscape

Key findings of the competitive landscape for the MWPC category



Presence: Facebook, Instagram, TikTok, Pinterest, and Twitter

Follower base: +1.3 M

Audience Majority: 97%
Facebook





Highest follower base: Pop Secret +649K

Most Active: Jolly Time "Jolly Time News"



Competitor Analysis





Optimize this marketing plan by identifying the following details of the campaign.

			
Posting Pattern	Audience Engagement – Seed to Smile – Jolly Time News – Recipes	Jolly Time News – Seed to Smile – Jolly Time Interviews – Jolly Time Sports	Jolly Time News – Seed to Smile – Jolly Time Interviews
Followers	286K	5,402	126
Average (likes/views/retweets)	36	43	26



Competitor Analysis

Optimize this marketing plan by identifying the following details of the campaign.

			
Posting Pattern	UGC – Promotion of Product – Partnership - #PopSecretPartner - IGF	#PopSecretParty #PerfectPop Influencer Generated Content	Fab Girls Night – Galentine's Day – Awards Night – Game Night
Followers	377K	4.6K	1.3K
Average (likes/views/retweets)	220	99	460

JTBD: 3 Macro-Jobs



Everyday Elevation

Remind the users of when Orville is enjoyed

Through a set posting schedule using vivid High-quality videos and images



Mindless Munching

Focus on healthy snacking

Posting healthy recipes

Incorporating Orville in the daily routine



Together Time

Creating moments of fun and happiness while being with family and friends



3x3+1 Social Media Strategy



Entertainment



Promotion



Conscious



Extra Mile

Pareto rule: "For every 2 Promotional Post, 8 must be Entertainment or informative."



Actionable Recommendations

01 Entertainment

02 Promotional

03 Conscious





Entertainment



ASMR TYPE VIDEOS



Objective: To use the trend of ASMR using macro and micro influencers for creating engaging videos

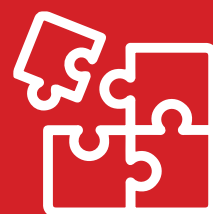
Content: To include influencers who specialize in ASMR content, preparing Orville's popcorn and eating the popcorn. Posts use the hashtag #OrvilleASMR.

Platform:



JTBD: Mindless Munching

Young Orville Adventures



Objective: To create engaging content for kids with an animated young Orville character engaging in different science and outdoor activities.

Content: Revolves around short animated videos of "Young Orville" going on adventures outside or displaying a science experiment. During the videos "Young Orville" will remind everyone to have a healthy snack with Orville."

Platform:



JTBD: Time Together





Entertainment



Popping Together

Objective: To make the target audience involved and let them come up with their own recipes and the best video gets featured on Orville's social media and website.

Content: use a macro influencer known for cooking, cook their own favorite recipe with Orville, post it on their social media and then invite the followers to submit their recipes in a video format and the best ones will be featured on the website and the others could be used as UGC on Orville's social media.

Platform:



JTBD: Mindless Munching

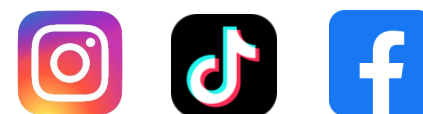


Orville Live Events

Objective: Highlight people and places in everyday life where popcorn products are consumed outside of the home.

Content: Strategy to create short videos of an event with a field team. There objective is to bring awareness to people that can create a connection with the community. The team will create a fun and happy environment, conduct interviews share some life stories and giveaway swag or discount coupons.

Platform:



JTBD: Everyday Elevation



Promotion



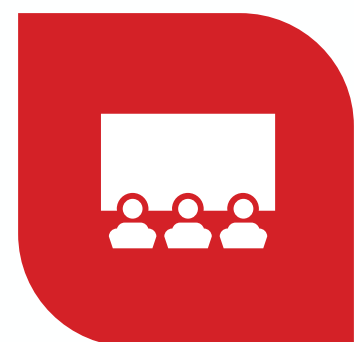
Bring Back the Pour-Over

Objective: Generate organic buzz from highly requested discontinued product return. Audience can be engaged in process by voting on which returns, Pour-Over Cheese, Melt-On Caramel, or potential new addition Pour-Over Chocolate. Alternatively, launching as limited/seasonal.

Content: Social media poll, promotional posts on other social medias reposts of reactions of fans of Pour-Over series, potential collaboration with chocolate company

Platform:    

JTBD: Mindless Munching



Orville at the Movies

Objective: Engage families with younger children, strengthen Orville Redenbacher's brand image as snack for movie watching, generate organic buzz through celebrity

Content: Day in the life of celebrity actor on press tour for upcoming family friendly movie, featuring celebrity enjoying Orville Redenbacher's in between busy moments

Platform:    

JTBD: Together Time



Promotion



Orville's Daily Routine

Objective: Create trend of Orville Redenbacher's as a healthy mid-day or evening snack. Promotes Orville as a general snack, rather than movie-night specific.

Content: Weekly posts focused around activities that encourage mindless munching

Platform:   

JTBD: Mindless Munching



Conscious



Responsible Sourcing and Better Planet

Objective: Inform audiences on responsible sourcing and manufacturing, such as the absence of PFAS in the packaging. Reassure health- or eco-conscious customers.

Content: Behind-the-scenes content (videos, images, reels) on farms, in manufacturing plants, about sustainable supply chain choices, or one-on-one conversations with employees.

Platform:



JTBD: Everyday Elevation



Feeding America

Objectives: To highlight the partnership between Feeding America and Orville Redenbacher's. Customers who put stock in corporate social responsibility will appreciate the efforts.

Content: Videos or images showing Orville's work with Feeding America, or about the efforts

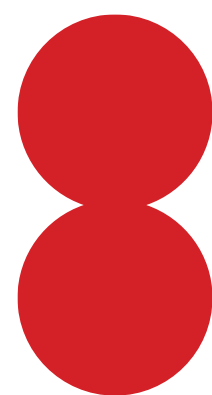
Platform:



JTBD: Everyday Elevation

Social Media Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				ASMR	Hallmark Movies Contest Spiderman Release Post	Popping
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Bring back Our Pour Over Flavours	Orville Behind The Scenes	Feeding America			Streaming Movie Contest Flavouring- Ice- Cream Post	Field Crew
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Orville Behind The Scenes	Feeding America	ASMR		Hallmark Movies Contest	Popping
					US Open Championship	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Bring back Our Pour Over Flavours	Orville Behind The Scenes	Feeding America			Streaming Movie Contest	Field Crew
US Open Championship					Flavouring- Ice- Cream Post	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Orville Behind The Scenes	Feeding America		ASMR	Hallmark Movies Contest	Popping



Any QUESTIONS?

Thank You!

