

Velveeta Strategy Recommendation

ADV 307 M002 | Sebastian, Wanlu, Hanyi, Xiaoya
Syracuse University S.I. Newhouse School of Public Communications



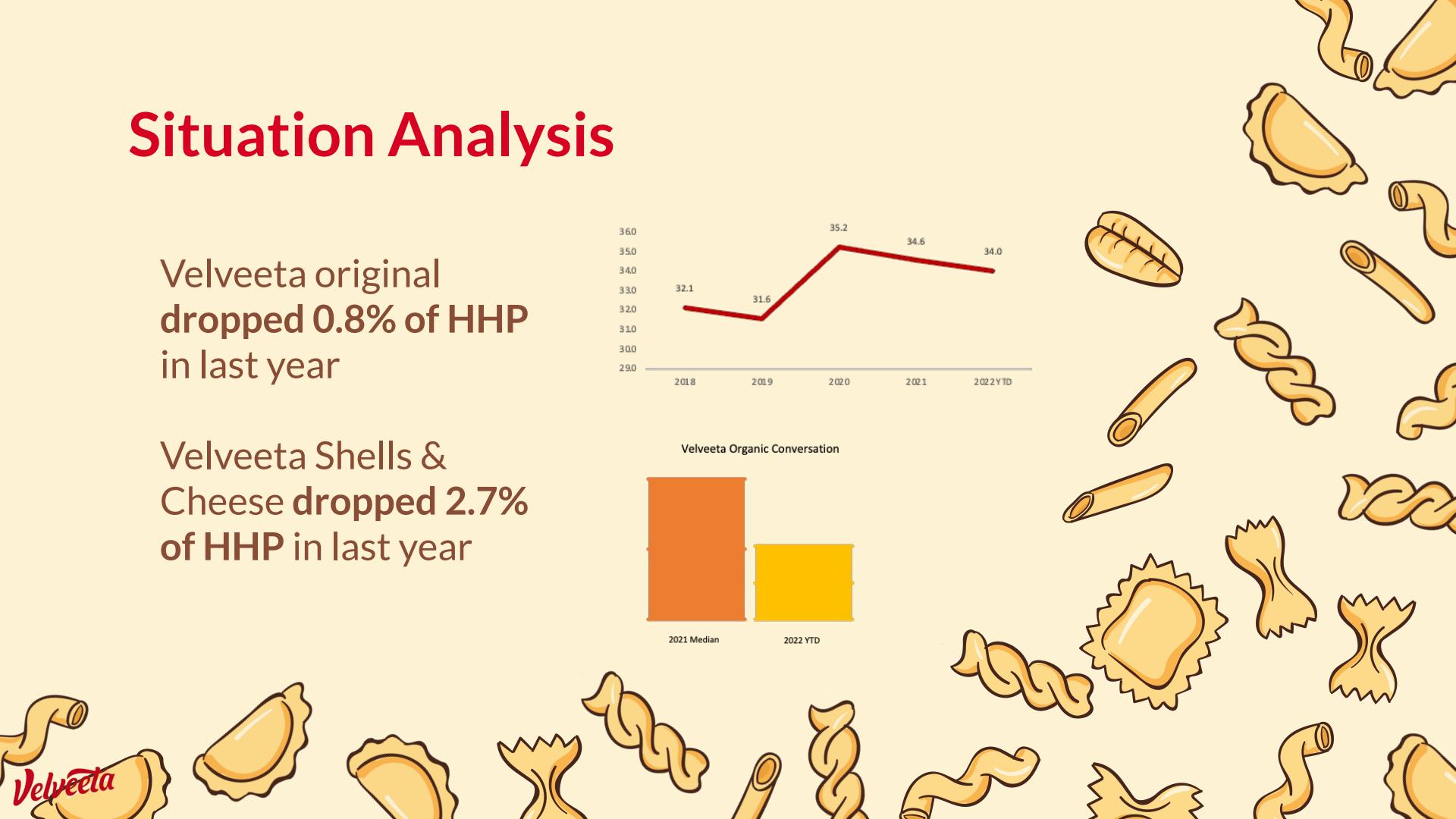
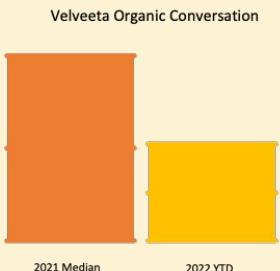
Agenda

-  Situation Analysis and Opportunity
-  Who are Pleasure Seekers
-  Measurement Plan, KPIs
-  Strategic Approach
-  How will we launch the Campaign

Situation Analysis

Velveeta original
dropped 0.8% of HHP
in last year

Velveeta Shells &
Cheese dropped 2.7%
of HHP in last year



Marketing Opportunity

Business Objective: Increase volume & share of Velveeta Shells & Cheese

Marketing Objectives: Grow household penetration by 1% + gain Pleasure Seeking buyers

Business Challenge: Private Label increases competition of Velveeta in the market, making Velveeta non-competitive.

Barrier: People don't see Velveeta unique anymore, believing other cheese options will get the job done just as well.

As discount retailers continue to expand, Private Label sales are rising. 56% of experts predict further growth (WARC, Private label: Evolution of premium in food and beverages, 2023).



Meet Hailey

I am...

Trend-Setter (10.1%, 263.4i)
Social Learner (18.6%, 236.2i)
Early Adopter (6.1%, 217.2i)



27 years old (4.8%, 287.8i)
Female (50.3%, 100.8i)
Mixed Race (2.8%, 147.5i)
Schooling until age 18 (36.5%, 116.1i)
Single (45.3%, 139.1i)
Annual HH income \$50,001 - \$60,000
(8.6%, 113.2i)

My Attitudes/Beliefs:

Being financially secure (81.7%, 119.6i)
Learning new skills (81%, 142.2i)

My personality is...

Open-minded (83.7%, 126.4i)
Creative (75.7%, 147i)
Social/Outgoing (56.1%, 155.8i)

Hailey is interested in experiencing different cultures and games, trying new cuisines and music, and enjoying surprises.

Tourism

(62.4%, 128.4i)

Hailey is interested in travel (62.4%, 128.4i), which involve visiting various places, experiencing different cultures, enjoying nature, engaging in leisure activities, and learning about history and heritage

Gaming

(29.7%, 134.9i)

Hailey loves gaming. She is interested in finding games on game consoles (29.7%, 134.9i). She loves playing games with her friends (38%, 179i) and watching a live gaming stream (25.1%, 183.5i).

Epicureanism

(72%, 127.6i)

As “a person with a special interest in, or knowledge of, food”, Hailey may enjoy trying new cuisines, exploring different flavors, cooking new dishes, or attending food festivals. (72%, 127.6i)

Music

(77.8%, 122.4i)

Hailey is interested in listening to music (77.8%, 122.4i). Within last month, she usually listens to music for 30 minutes to 2 hours (35.8%, 120.2i) to keep her motivated (69%, 118.5i), discover new music (55.2%, 140.6i), and help her creative (56.3%, 134.9i).

Hailey is a **FOODIE** who likes to **SAVE** and **ENJOY**

Foodie	Hailey would consider herself a Foodie (2.1%, 213.9i)
Fast Food Lover	Hailey goes to Fast Food Restaurants regularly (50.3%, 161.1i)
Semi-Regular Restaurant goer	Hailey goes to restaurants semi-regularly (45.8%, 122.8i)
Price Conscious	Hailey would consider herself price conscious (43%, 102.9i)
Loves to try new things	Hailey likes to be the first one to try new things (49.1%, 139.9i)

Hailey loves food. She gets excited to try out new foods and find new places to eat. However, she does love to save money, because it doesn't have to be expensive to be good

Hailey is a social-learner that loves cool things and loving to adopt them when she finds special and unique experiences.



Consideration

Hailey would research for new products through:

- **Messaging/live chat services** (16.8%, 164.9i)
- **Micro blogs** (13%, 172.1i)
- **Vlogs** (15.1%, 182.5i)

She is a social-learner who absorbs reviews and comments from the online community.

Evaluation

She prefers products with qualities of:

- **Young** (18.9%, 182.3i)
- **Bold** (31%, 176.1i)
- **Trendy/cool** (41.7%, 166.8i)

She is a creative and open-minded person who loves young and surprising ideas.

Moment of Purchase

She is driven to purchase when the product has:

- **Exclusive content or services** (19.3%, 166.8i)
- **Lots of "likes" or good comments on social media** (26.2%, 150.9i)
- **Option to use "buy" button on a social network** (11.9%, 166.5i)

She loves unique experiences and will become an early-adopter when she finds the product has something exciting and lot of positive reviews.

Loyalty Loop

She would be motivated to promote her favorite brand:

- **When I can access to exclusive content or services** (24.3%, 161.7i)
- **When I have the feeling of taking part / being involved** (24.2%, 151i)
- **When something enhances my online reputation/status** (15.3%, 163.9i)

She is a social and outgoing person that want to being involved in the brand and want the brand enhance her own online status simultaneously.

Hailey enjoys platforms that are entertaining and spark her curiosity because these can keep her joyful and optimistic about life as a child and help her discover new things.

Games Consoles
(29.7%, 134.9i)

30 minutes - 2 hours
in last month



(26.7%, 184.8i)



(28.4%, 169.2i)

Played and downloaded a free-to-play video games (42.1%, 133.7i)
Played a game with real-life friends (38%, 179i)
Watched a live gaming stream (25.1%, 183.5i)

Music Streaming

30 minutes - 2 hours in last month (35.8%, 120.2i)
2 hours - 4 hours in last month (23.1%, 148.8i)



(57.5%,
155.7i)



(28.9%,
135.8i)



(26.7%,
166.7i)

To keep her motivated (69%, 118.5i)
To discover new music (55.2%, 140.6i)
To help her creative (56.3%, 134.9i)

Online TV Streaming
(20.7%, 125.7i)

2 hours - 4 hours
in last month



(80.4%, 121.7i)



(20.6%, 195.2i)



(54%, 137i)

CNN (39.4%, 118.6i)
Disney Channel (37.3%, 149.3i)
National Geographic Channel (35.8%, 129.1i)

Social Media
(23.2%, 144i)

More than 4 hours
in the last month



(45.2%, 160.7i)



(31.2%, 161.9i)



(29.2%, 217.5i)

See what's trending (39.6%, 153.2i)
Find inspiration for things (39.1%, 160.2i)
Find products to buy (27.4%, 151.2i)

Target Insight

Pleasure Seekers are attracted to gaming and music online, experience different cultures and new cuisines, and finally are willing to spend money to try.

Pleasure Seekers enjoy new food experiences that is good on the wallet.

Pleasure Seekers absorb information from online communities before making decisions to purchase the product with creativity and unique experiences.

Pleasure Seekers media habits reflect their preference for platforms that spark their curiosity and lead them to new discoveries.

To fulfill the *need of gratification*, Pleasure Seekers like to look for *new and exciting experiences* to feed their *creativity and curiosity*.

BUSINESS OBJECTIVE

Increase volume & share of Velveeta Shells & Cheese

MARKETING OBJECTIVE

Grow household penetration by 1% + gain Pleasure Seeking buyers

MEDIA OBJECTIVE #1

Raise Product Consideration

COMM GOAL: Convince Pleasure Seekers that Velveeta Shells & Cheese is the best choice for entertainment.

KPI'S:

1. Reach Pleasure Seekers in game streaming platform 5 times in July 2023 - September 2023.
2. Increase the CTR of online ads by 5% in the July 2023 - September 2023 compared to the April 2023 - June 2023.
3. Increase the social media engagement by 20% in the next quarter as measured by likes, comments and share.

MEDIA OBJECTIVE #2

Boost Product Conversion

COMM GOAL: Encourage Pleasure Seekers to take action and purchase Velveeta Shells & Cheese.

KPI'S:

1. Increase the customer satisfaction score of online purchases by 20% compared to the previous quarter.
2. Increase the sales by 10% in the next quarter among Pleasure Seekers.
3. Increase the conversion rate of purchases by 5% compared to the previous quarter.

Strategy Statement

GET

Pleasure Seekers

TO

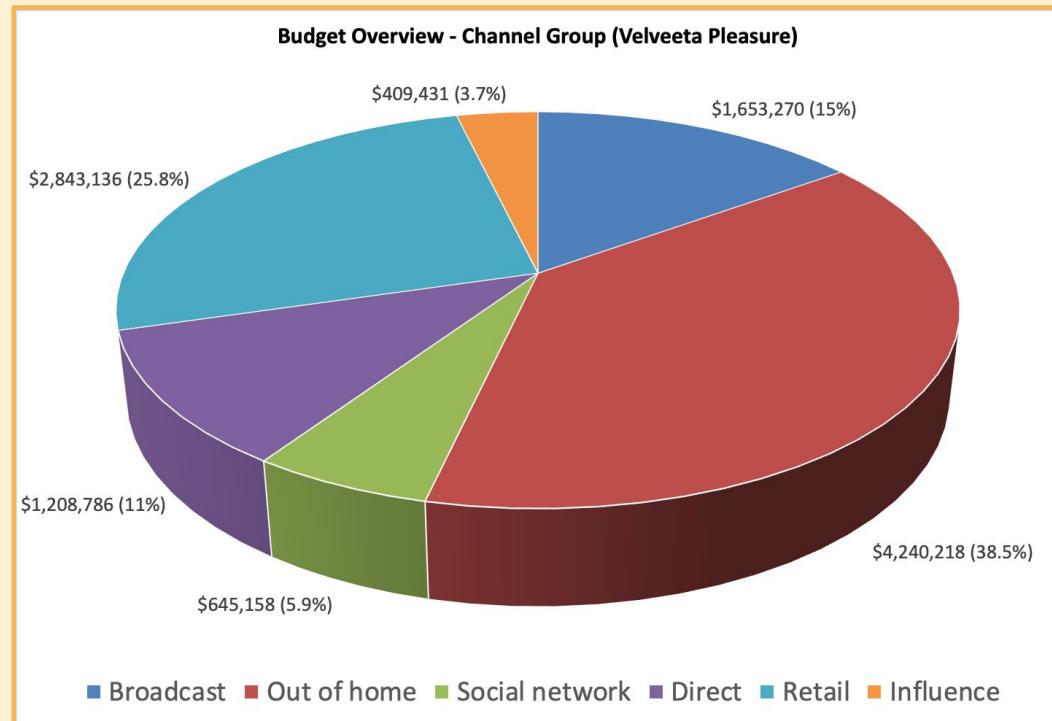
resonate that Velveeta can be the best
companion of entertainment

BY

reaching them when they are feeding their
creativity and curiosity through entertainment.

Velveeta

Media Mix Pie Chart



Retail
Search on retailer's website

Direct
Home shopping channel/infomercial

Social Network
Twitter ads
Twitch ads

Broadcast
TV ads

Out of home
Outdoor video screen ads
Public transportation ads

Influence
Product placement - TV/movie



Activation Idea #1: Twitch



Idea: Target people who enjoy games by giving them something unique

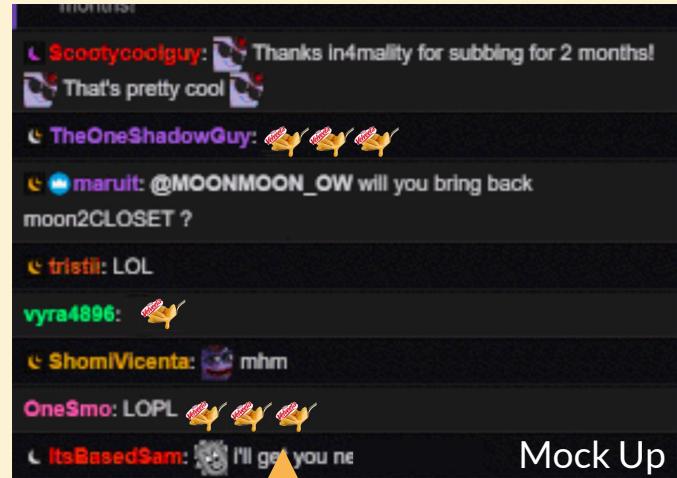
Why?

- Pleasure Seekers consider themselves to be **Creative** (75.7%, 147i)
- They already use **Twitch** a lot (20.6%, 195.2i)



Execution: Create a unique Velveeta Shells and Cheese badge only unlocked by buying Velveeta Shells and Cheese

Expressing creativity is fun and easy for Pleasure Seekers through customizing badges. A personalized touch that can showcase individuality and add a unique flair to any outfit or accessory



Activation Idea #2: Walmart Sponsored Ad



Idea: Display Velveeta Shells & Cheese on Walmart website to attract Pleasure Seekers when they shop online.

Why?

- Pleasure Seekers would like to shop online. (58.1%, 106.7i), and more likely on Walmart.com (59.4%, 108.9i)



Execution:

- Ad format: Walmart Onsite Display Ad – Brand Box
- Taglines:
"Get ready to shell-abrate!"
"Say Cheese!"
"Make every moment more delicious"



Shop now

Velveeta
Mock Up



Velveeta
Mock Up



Activation Idea #3: Cardi B and Video Screen

Idea: Influencer call on people to participate in the Instagram hashtag challenge

Why?

- Pleasure Seekers are interested in travel (62.4%, 128.4i).
- Pleasure Seeker usually go to semi-regular restaurants (45.8%, 122.8i).
- Pleasure Seekers usually go out!

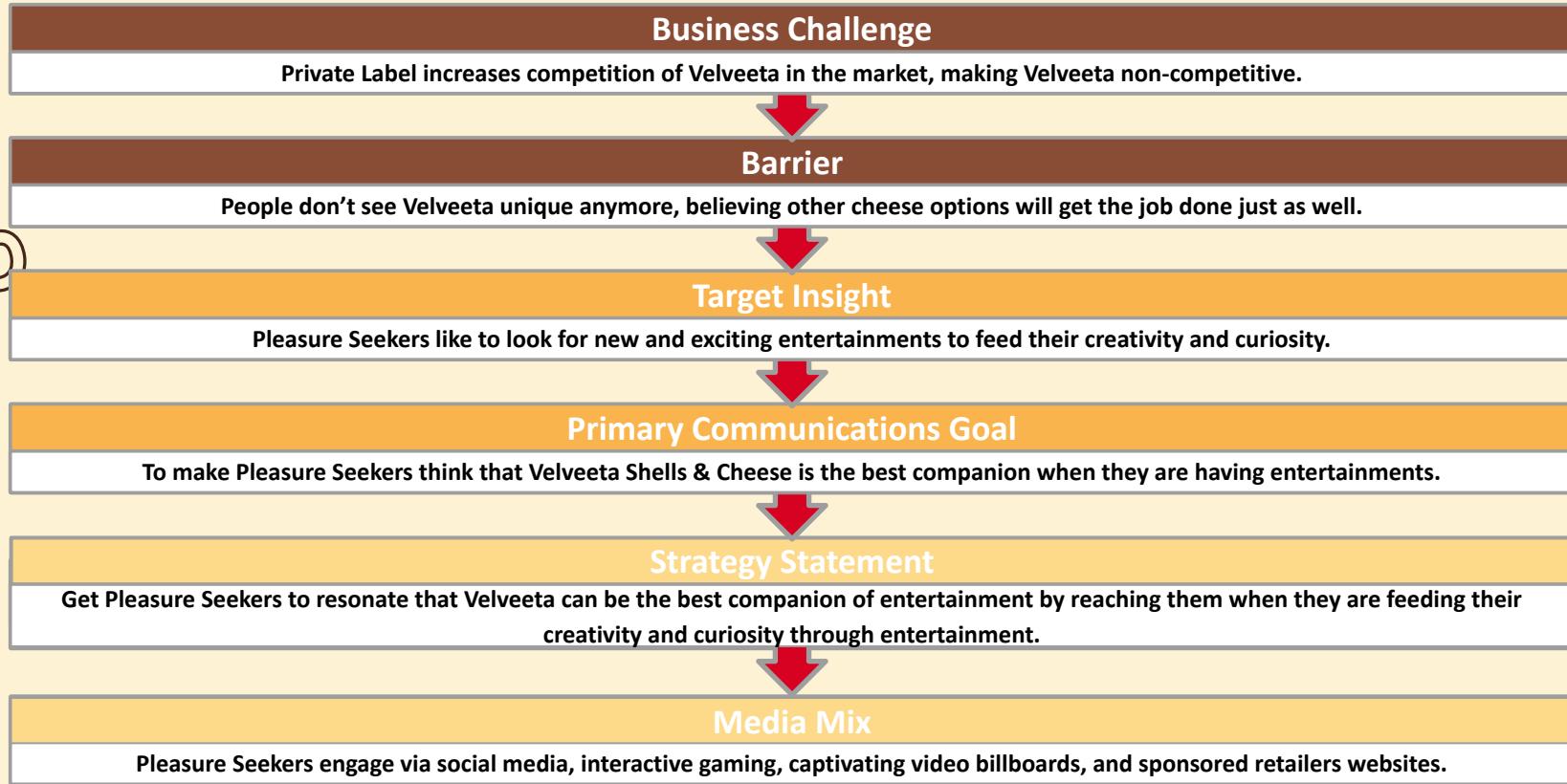
Execution:

- Ad format: Outdoor **video screen** ads & **Ins hashtag**
- **#VelveetaCardiBParty**



"Get ready to party with me and Velveeta Cheese! Join the **#VelveetaCardiBParty** hashtag challenge on Instagram for a chance to meet me in person and enjoy some delicious Velveeta Cheese. Let's make it a party!"

In Conclusion



Velveeta Strategy Recommendation

ADV 307 M002 | Sebastian, Wanlu, Hanyi, Xiaoya
Syracuse University Newhouse



Appendix

Global Web Index, Q4 2021 - Q3 2022

Nielsen Commspoint 2022 Dataset

Twitch Advertising Information
<https://twitchadvertising.tv/>

Walmart Ad Information
<https://www.walmartconnect.com/>

Out of door example
<https://www.vistarmedia.com/blog/what-is-dooh>

Cardi B example
<https://www.hot973.net/episode/watch-now-in-super-bowl-ad-cardi-b-lil-jon-demonstrate-why-pepsi-is-more-than-o-k/>

Appendix

GWI Index Target Group:

- Age: 18-34
- Country: USA
- Survey Waves: 2022 Q1-Q4
- Attitude: Values >> Having a positive attitude >> Important to me
- Attitude: All 'Describe me' statements >> Adventurous
- Audio Size: 9,933 out of 735,191



Appendix

Nielsen Commspoint Media Channel

- Broadcast
 - TV ads
 - TV program sponsorship
 - OTT/CTV incl SVOD
 - VOD - TV catch up/on demand service
 - Radio ads
 - Movie theatre on-screen ads
- Print
 - Newspaper ads
 - Magazine ads
 - Free customer magazines
- Out of home
 - Outdoor billboards and posters
 - Outdoor video screen ads
 - Public transportation ads
 - Shopping mall ads
 - Airport ads
 - Doctor's office ads
 - Commercial transportation ads
- Digital
 - Internet ads
 - Online video ads
 - Video ads around websites
 - Internet search
 - Brand / company websites
 - Price comparison websites
 - Online newspaper ads
 - Online magazine ads
 - Online radio ads
 - Music streaming ads
 - Podcast ads
 - PC or console game products / ads
 - Mapping apps
- Social network
 - Facebook ads
 - Facebook brand group / page
 - LinkedIn ads
 - YouTube ads
 - Twitter ads
 - Instagram ads
 - Snapchat ads
 - TikTok ads
 - Pinterest ads
- Direct
 - Loose inserts
 - Direct mail
 - Emails - subscribed
 - Helplines / call centers
 - Home shopping channel / infomercial
- Mobile
 - Ads in mobile apps
 - Branded mobile apps
- Retail
 - Search on retailer's website
 - In-store ads
 - In-store promotions
 - In-store recommendations
 - Products / packaging
 - Product samples
 - Promotions and coupons - online
 - Promotions on retailer website
- Influence
 - Reviews / recommendations - TV
 - Reviews / recommendations - print
 - Product placement - TV / movie
 - Radio contests / promotions
 - Online brand content from friends
 - Consumer opinion website / blogs
 - Personal recommendation
 - Professional recommendation
 - Sports event sponsorship
 - Event sponsorship
 - Experiential brand events