



Seal the Seasons - Holiday Campaign

Anna Bumgarner, Morgan Bush, Nicola McIrvine,
Marley Spence & Yujie Tao

Our Task

Holiday marketing campaign

Focus:

Differentiation

Transparent, authentic produce

Healthy, local food for families

Community

Goal:

Increased awareness / NOT sales



Overview

Vision

Strategy

Public
Relations

Social
Media

Conclusion

Seal the Seasons is not a Frozen Food Company...

It's a
community.

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Bring your farmer to the
table.

**#FARMER
TOTABLE**

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Bring your farmer to the table.

End:
January 31

Launch:
November 29
#GivingTuesday

1. Inform/Interact with consumers
2. Build Awareness
3. Tell Farmers' Stories

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Community relations

Community Garden Launch Event:

Partner Organization

Seeds Provided by Partner Farmers

Ribbon-Cutting & Celebration: November 29th

Invite local community, farmers and media



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Media relations

Press Release to Local and Trade Magazines/Blogs

Parenting:

Carolina Parent
Charlotte Parent
Piedmont Parent
Chapel Hill Kids
Raleigh Moms Blog
Holderness Family

Culture/Gardening/Food:

Carolina Country
Triangle Gardener
Triangle Business Journal
Carolina Woman



Seal the Seasons
500 Valley Forge Road
Hillsborough, NC 27278

NEWS RELEASE

Date: Nov. 15, 2016

CONTACT: Erica Klasmier, Marketing Intern
919-245-3535, erica@sealtheseasons.com

LOCAL FROZEN PRODUCE COMPANY PARTNERS WITH WEAVER STREET MARKET TO BUILD SUSTAINABLE COMMUNITY GARDEN

CARRBORO, N.C. – Local frozen produce company, Seal the Seasons, is partnering with Carboro's Weaver Street Market to create a garden where adults and kids alike can learn about local, sustainable produce through planting.

The opening of the garden will be celebrated with a ribbon-cutting and planting event on at 12 p.m. on Giving Tuesday (Nov. 29) in the lot located next to Weaver Street Market. Local residents, shoppers and reporters are invited to plant seeds donated by Lyon Farms and Running Rabbit Farm, and enjoy complimentary snacks made with Seal the Seasons products.

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Newsletter

Biweekly newsletter:

Farmer stories

Recipes

Event/News Updates

Send to list captured through website
and Facebook pushes

MailChimp/iContact



November 29th, 2016:

[Happy #GivingTuesday!](#)
[Farmer Story](#)
[What to Cook this Week](#)

This #GivingTuesday we're kicking off a new campaign we're calling #farmertotable!

Join us in celebrating our local farmers and sustainable food practices by showing us how you bring your farmer to your table this holiday season.

Throughout the holiday season we'll be sharing recipes and stories straight from our farmers to you - don't miss it!

Farmers Stories: Mark Lyon

Meet Mark from Lyon Farms, he's one of our long-time farming partners and a supplier of those delicious frozen blueberries we sell in grocery stores throughout North Carolina!



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89

%

gain a better understanding of brand
from events than other advertising

96

%

more inclined to purchase after a live
event

57

%

email subscribers spend 10-60 minutes
browsing marketing emails during the
week

6x

more likely to get click-through from
email campaign than from Twitter

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Telling their stories...

Humans of Local Farms

Humans of New York (HONY) style posts via...

Instagram

YouTube

Facebook



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Real food, Real good recipes

Video tutorials:

Instagram

YouTube

Facebook

Newsletters

Blogs

#FarmerToTable recipe sharing



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Strategic Communication Timeline

Platform	Messaging	Frequency
Facebook	HONY-Inspired Farmer Stories	1/week
	Community Garden Planting Events	2/month
	Recipe Sharing	1/week
	Join Our Newsletter	2/month
	Sharing Consumer Posts	As needed (not more than 3/week)
Instagram	HONY-Inspired Farmer Stories	1/week
	Recipe Sharing	1/week
	Production/Distribution Highlight	2/month
Blog	Farmer Stories - Link to YouTube Video	1/week
Email Newsletters	HONY-Inspired Farmer Stories	
	Recipe Sharing	
	Community Garden Planting Events	
	Connect with Us (Facebook, Instagram)	2/month
Press Release	Community Garden Event	2 weeks before (Nov 15)

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Public Relations

Social Media

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89

increased exposure through social
media marketing
%

51

increased sales through social media
marketing
%

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1.71 billion

Facebook users

1.3 billion

YouTube users

6/10 prefer online video to TV

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500 million

Instagram users

75%

Instagram users take action after viewing advertising post

12.6%

more engagement with at least one hashtag

1. Inform/Interact with consumers

Social media engagement, community event, newsletter communication

2. Build Awareness

Media relations, promotional items

3. Tell Farmers' Stories

Humans of Local Farms, interviews, recipe sharing,

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#FARMER TOTABLE



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