

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

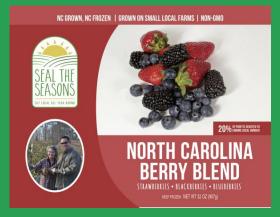
Healthy, local food for families

Community

Goal:

Increased awareness / NOT sales





Overview

Vision

Strategy

Public Relations

Social Media

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

It's a

community.

Overview

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Vision

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Public Relations

> Social Media

Conclusion

Bring your farmer to the table.

#FARMER
TOTABLE

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

 $CARRBORO, N.C.-Local\ frozen\ produce\ company,\ Seal\ the\ Seasons,\ is\ partnering\ with$

Carrboro's Weaver Street Market to create a garden where adults and kids alike can learn about local, sustainable produce through planting.

i, sustamable produce unough 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

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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









♥ 60 likes

sealthseason These blueberries right here I ve been growing for fifty five years. And for fifty five years my wife and I have been making our holiday desserts with them. She makes the cobbler and I make the blueberry syrup. Our grankfids help us out now. Bath time usually follows because you're not doing it right without a little grit and stickiness. We have a lot of help in the kitchen. It really gets the whole family together. Maybe my grankfids will be the ones telling you this same story someday. Times are changing, but I hope that never fines.

Bring a local farmer to your dinner table this holiday season.

#farmertotable

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

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89

increased exposure through social media marketing

51

increased sales through social media marketing

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Social Media

1.71 billion Facebook users

1.3 billion

YouTube users

6/10 prefer online video to TV

Conclusion

Statista.com | Fortune Lords

500 million

Instagram users

75%

Instagram users take action after viewing advertising post

12.6%

more engagement with at least one hashtag

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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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