Promotional Strategy Proposal

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I. Overview

Company Profile & Product Attributes

New Culture is modernizing cheese-making through the process of precision fermentation, which it uses to produce animal-free casein protein. Casein protein, which has previously only been available through animal agriculture, is essential to produce the texture and consistency of cheese. New Culture has used its technology to produce a healthy and nutritious cheese that maintains its taste, texture, and functionality. While the company is currently focused on cow-free mozzarella cheese, it has plans to bring a variety of different cheeses to market in the years ahead.

Unique Assignment Provided by New Culture

The team at New Culture assigned our group to develop an advertising strategy to promote an animal-free brie cheese to non-vegan**, "average consumer"** segments in the US. This product will first be launched in premium grocery stores, where it will likely be offered for the first 3-5 years as production prices come down. After production prices have lowered and the premium grocer market has adopted the product, the cheese will be more broadly available to consumers at regional/nationwide grocery stores.

Our student team was tasked with a unique request; while it would be intuitive to market such a product to consumers who adopt a plant-based lifestyle, particularly since vegan cheese often falls short of the real thing, our team was asked to consider the long-term viability of the product. Although the plant-based consumer segment is growing, traditional, animal-dependent dairy dominates the market. Therefore, the question is "what would it take for an average consumer to switch to this new type of cultivated cheese?"

Our Team Proposal

- Launch 360° marketing campaigns with different messaging tailored to specific customer segments.
    - Select the two most impactful campaigns to focus on during the launch of the brie cheese product.
    - Utilize paid and organic digital marketing platforms, such as social media channels and Google Ads to generate awareness of this new product among specified customer segments. This messaging can be further applied to other contact points such as direct email marketing and tailored landing pages.
    - Establish promotional partnerships with influencers, restaurants, and online platforms that are consistent with the messaging in the two 360 marketing campaigns.

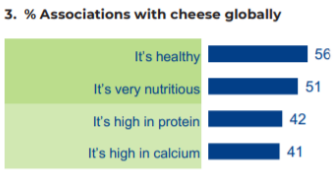
II. Market Analysis: Consumer Behavior in the Dairy Industry

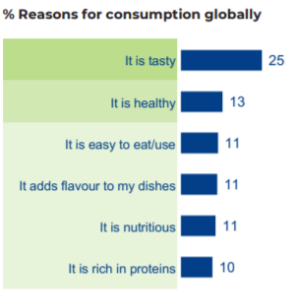
In this review of secondary data, the team isolated some important findings regarding the way consumers engage with dairy products. The team assessed the following: consumer perceptions of traditional cheese, willingness to try new dairy products, consumer perceptions of non-dairy alternatives, brand transparency as a value, consumer purchasing channels, and key demographics.

Detailed Findings of Analysis

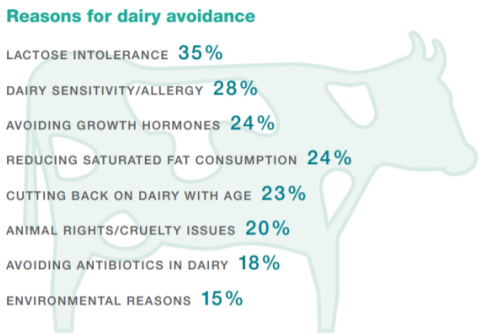
Consumer Perceptions of Traditional Cheese

- Taste and health are the main consumption drivers for cheese products.



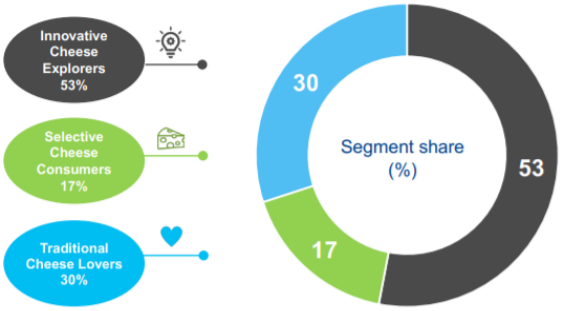


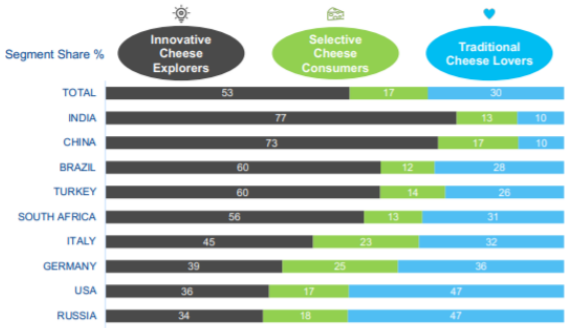
- Many consumers avoid dairy due to lactose intolerance or dairy allergy. (Source)



Willingness to Try New Dairy Products

- According to one study, around half of US consumers (47%) are traditional cheese purchasers, meaning that they routinely buy the same types and brands of cheese. Although this is a significant portion of consumers, a substantial percentage of cheese purchasers are willing to expand their selection to include new brands and innovative cheese products. In the US, 38% of consumers can be classified as “Innovative Cheese Explorers”, while an additional 17% are “Selective Cheese Consumers”.



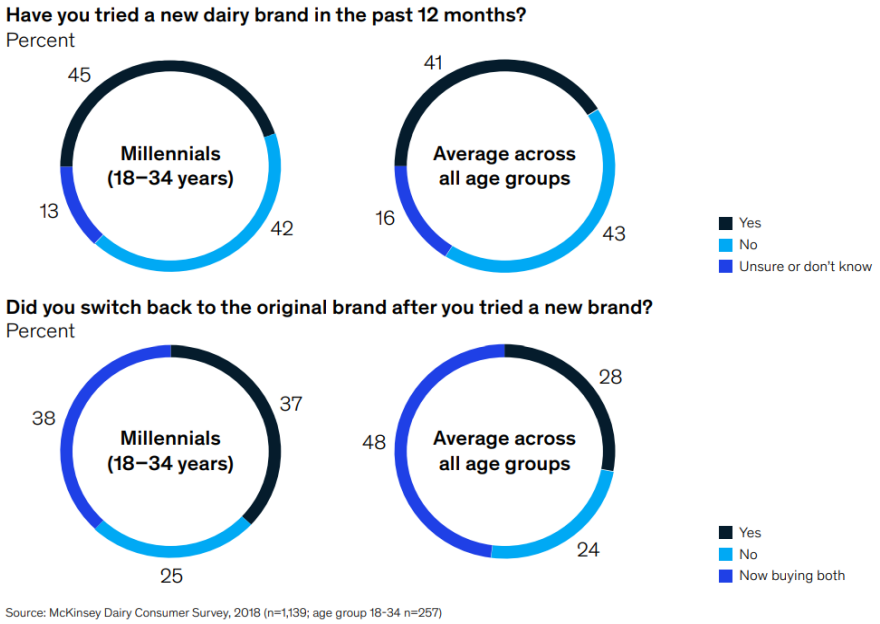


Innovative Cheese Explorers: Very fond of cheese, they like to search for innovations and novelties, to experiment with new tastes, flavours or textures and consequently consume a large variety of cheeses. They pay attention to how cheese is produced and are open to trying and buying new types of cheese, such as plant-based or cheeses with different flavours. This group is the largest overall, particularly dominating in India (77%) and China (73%).

Selective Consumers: This group consumes fewer types of cheese than the Innovative Explorers, but they purchase it very frequently. Even if more selective, they are interested in cheese characteristics and how it is produced, and are open to try something new, like plant-based cheese. This group is particularly strong in Germany (25%) and Italy (23%).

Traditional Cheese Lovers: This group is very traditional in their consumption, tending to mainly consume the same types of cheese, enjoying it both on its own and in recipes. They are less interested in the production process and are not really open to trying new things or experimenting. This is the largest group in the USA and Russia (both 47%).

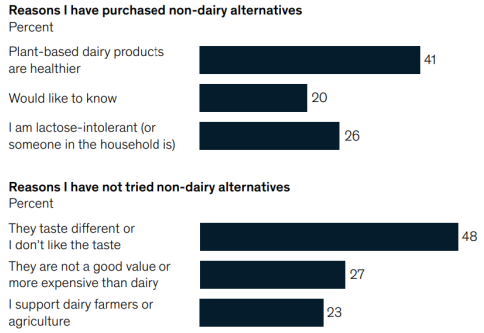
- Many dairy consumers, especially Millennials, are open to trying or switching to new brands. The majority of those who try a new brand will continue to purchase this brand. This presents a favorable environment for a disruptive product to enter the market.



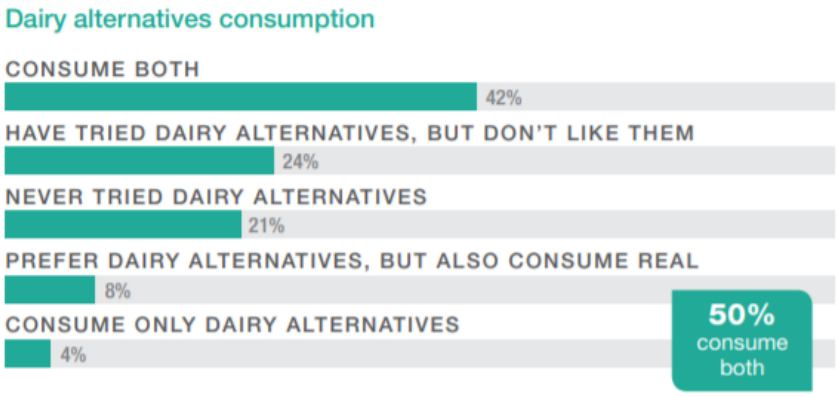
Consumer Perceptions of Non-Dairy Alternatives

- **Non-dairy alternatives** such as plant-based products **grow in popularity.**
- The main factors for selecting non-dairy alternatives are **curiosity and concerns over health.**

of dairy consumers purchased non-dairy alternatives in 2018

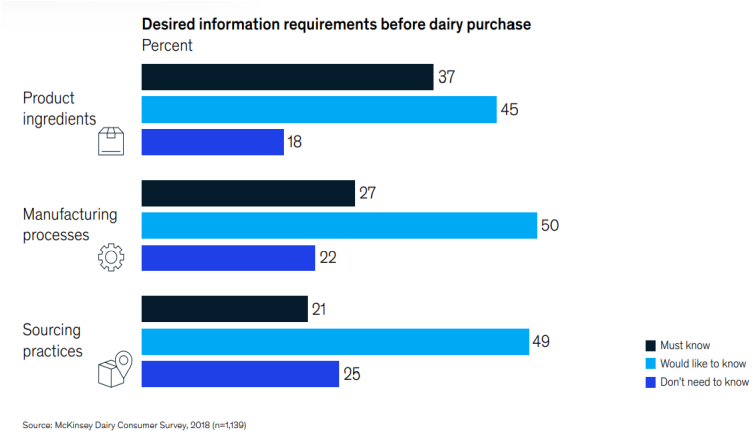


- Many consumers are open to both traditional dairy consumption and non-dairy alternatives. ([Source](#))



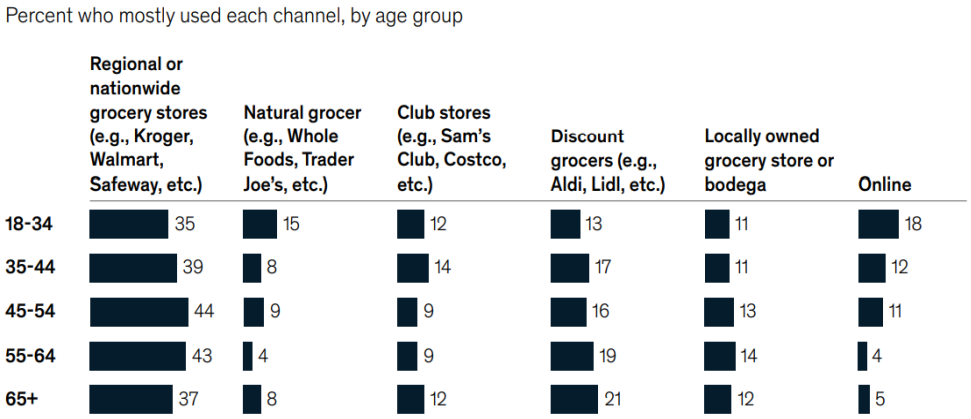
Brand Transparency as a Value

- Information on **the product's ingredients, manufacturing process, and sourcing practices** plays a vital role in attracting consumers**.** New Culture would benefit from positioning transparency as a core value of its brand.



Consumer Purchasing Channels

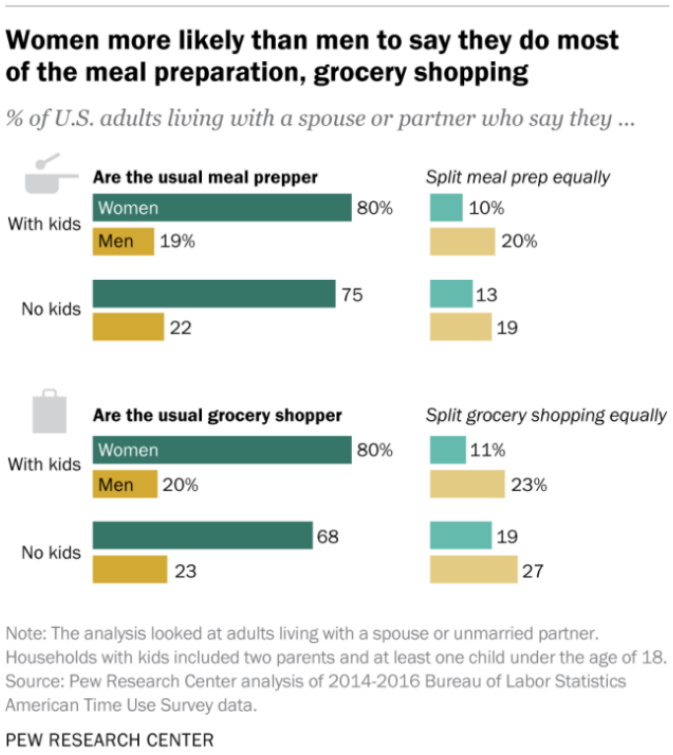
- **Millennial segment is more likely to purchase in "natural" premium grocery stores** such as Whole Foods and Trader Joe's.
- **Also, a new channel for dairy purchases is online**, especially for younger consumer tier.



Note: Figures for store type include top five store types only. Online channel question figures from a separate question: "Do you mostly buy online or in-store?"
Source: McKinsey Dairy Consumer Survey, 2018 (n=1,139)

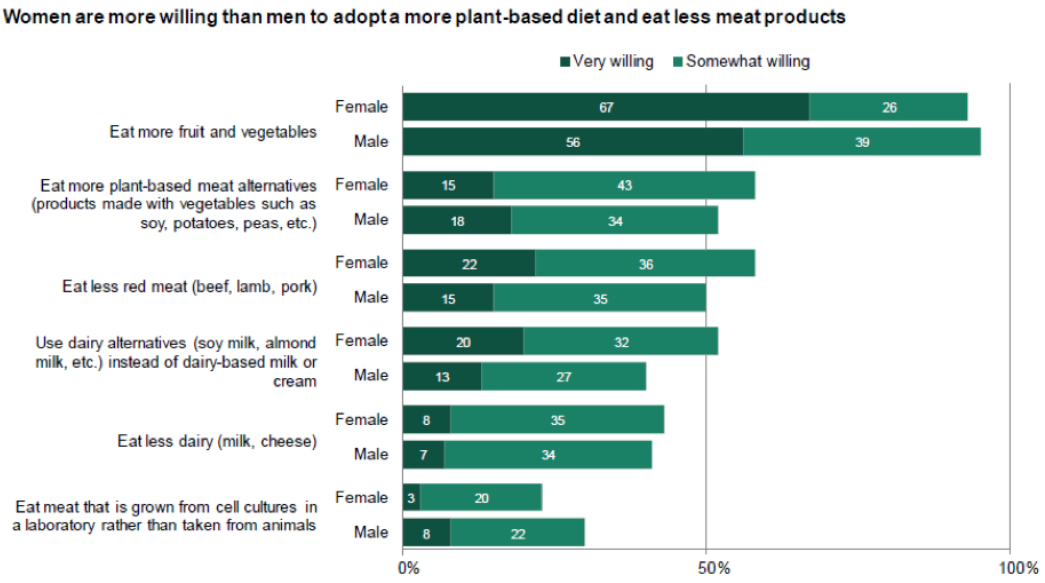
Key Demographics Factors

- Women make up the majority of primary grocery purchasers. (Source)

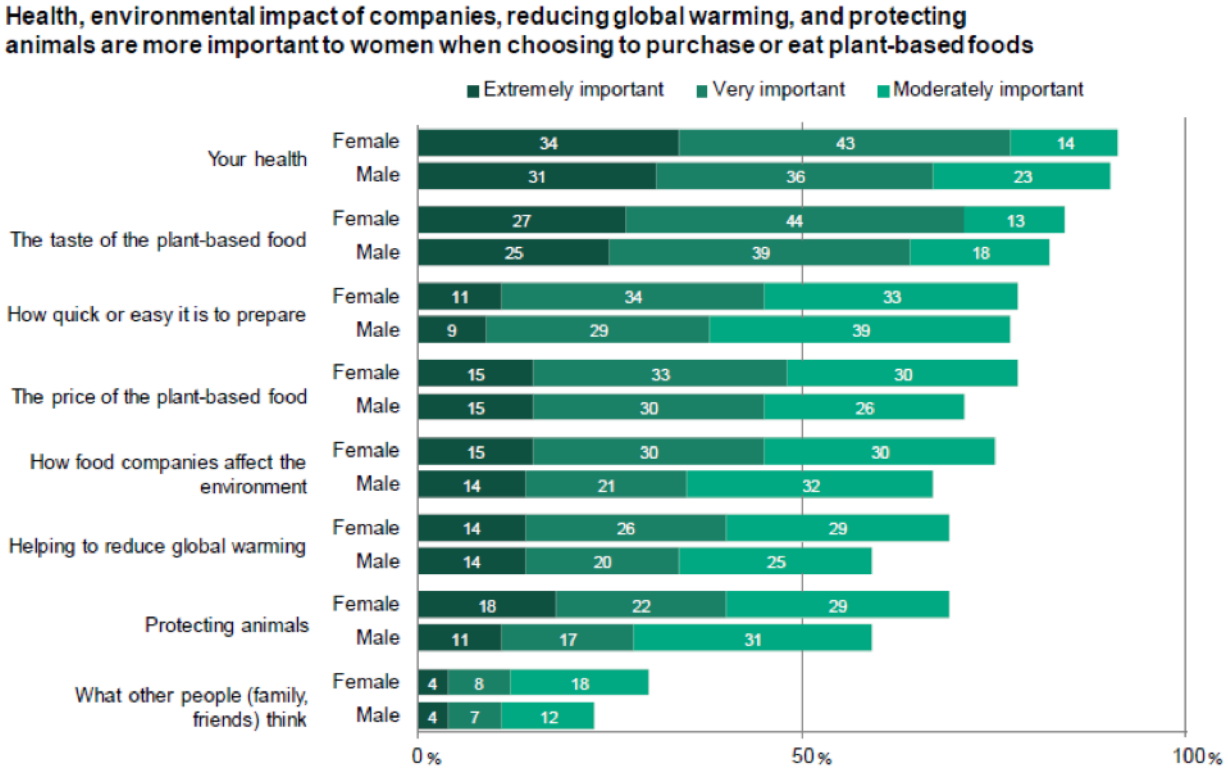


- Women are more than twice as likely as men to avoid dairy for reasons like dairy allergies and added growth hormones. (Source)

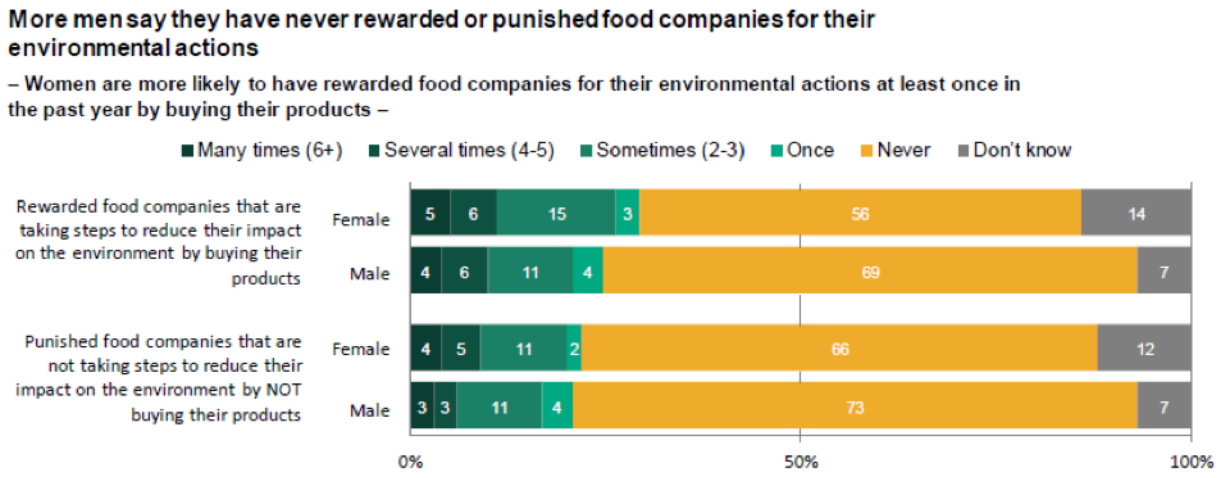
- Women are more willing to adjust their diets in ways that reduce reliance on animal agriculture.(Source)



- Women are more willing to adjust their diets for environmental reasons, health factors, and animal welfare. (Source)



- Women are more likely to make purchasing decisions that reward or punish companies based on the commitment to environmental impact. (Source)



Summary of Key Findings from Analysis

- Many consumers in the US are **willing to explore new types of cheeses and alter their consumption patterns.** This is particularly the case for millennial consumers.
- New Culture should effectively communicate the **nutritional and healthy aspects** and have **transparency** in the **manufacturing procedure of a non-dairy alternative.** This is highly valued among younger consumers, particularly female shoppers.
- The brie product will be distributed at premium grocery stores during the product launch. It will be vital to **understand the customer base** at these types of stores. In addition to promotion at these premium grocers, New Culture can take advantage of **online shopping platforms,** which have become increasingly popular in recent years.
- **Women** represent a promising market segment based on their willingness to alter their diets based on factors such as environmental impact, animal welfare, and health. Women are also more likely to avoid dairy due to lactose intolerance, dairy allergies, or added hormones.

III. Advertising Strategies Employed by Traditional Dairy

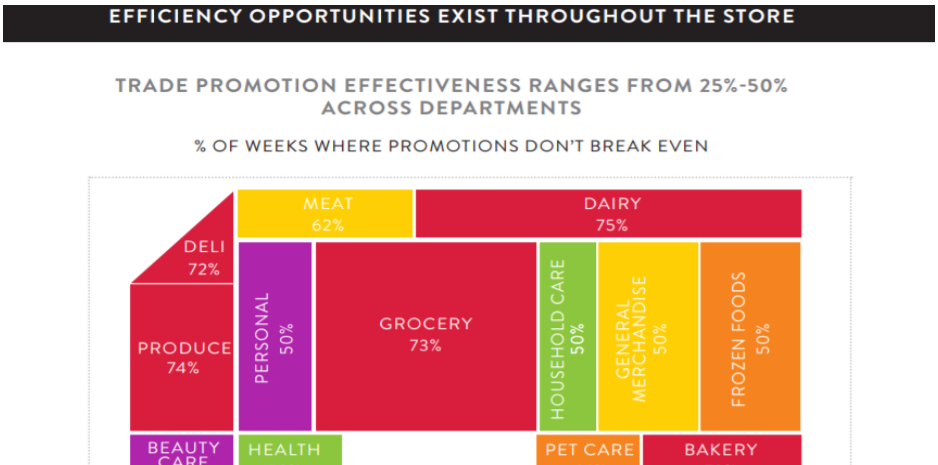
New Culture could be inspired by the innovative marketing approaches that traditional dairy companies have utilized. There are many learning opportunities by analyzing the conventional dairy companies' unsuccessful marketing campaigns. Also, it will be helpful to keep a close eye on traditional dairy supporters' consumption patterns and how the dairy departments in retail stores are affected by promotions.

Advertising Strategies

- **Promotional videos.**
  Customers tend to come back when they are engaged with a promotional video. Storytelling advertising strategies are preferred by dairy manufacturers and have quite a success, especially in the introduction of new products. A good example is a video from Nestle for the 150 years of anniversary; they presented in a storytelling video how the company started. Another strategy that Nestle uses is videos with famous chefs that prepare recipes with their products. (source)

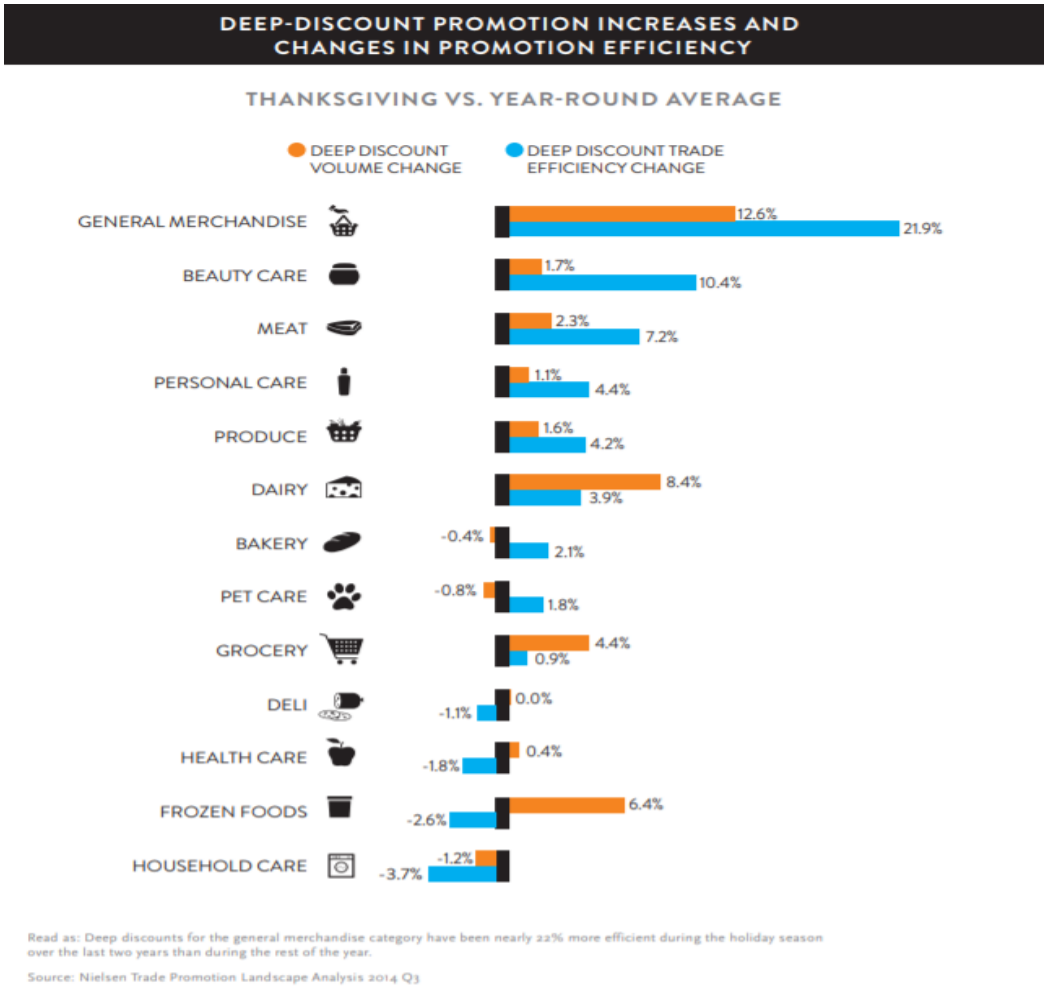
- **Promotion of dairy products and consumption habits**
  There are many elements for consideration in the promotion of dairy products: many big multinationals spend money on shopper loyalty, and dairy products have a short shelf life. There is a need for trade promotion because studies showed that consumers easily change their consumption habits. Specifically, studies showed that 42% of dairy consumers had bought a new brand in the past year and 48% of new brand buyers purchase both new and old brands. (source)

- **Trade promotions in a retail store**
  Trade promotion effectiveness is not the same between the departments in a retail store. The top effectiveness rate across the entire store is 50%. Not all departments benefited from those promotions.



- **Timing of promotion**

  Companies will benefit from knowing how much quantity to promote and when to promote it (timing - seasonality aspect). For example, the days between Thanksgiving and the Black Friday are full of promotional activities. How effective are they? A study showed that a price cut of (30%-60%) is more profitable and influential during this period.



(source)

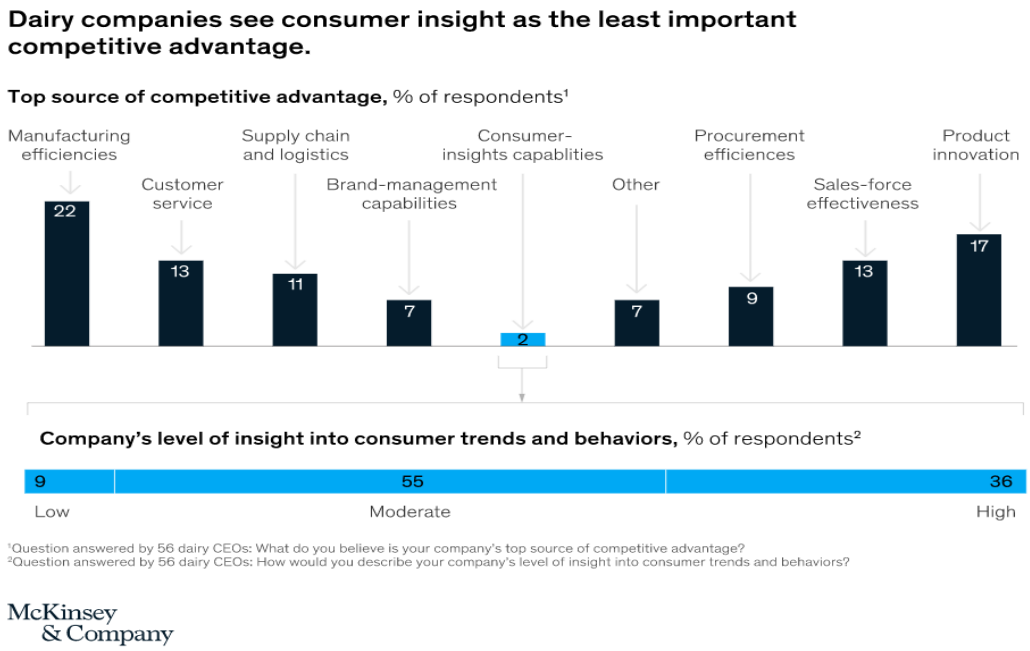
- **Brand Ambassadors**

  Famous people are hired as brand ambassadors, for example: International Delight, a coffee creamer brand of Danone North America partnered up with comedian and actress Retta. She will be the first brand ambassador of Danone creamer as she is obsessed with adding creamer to her coffee daily. (source)

- **Pledge for animal welfare**
  European dairy companies take a pledge for animal welfare - a significant trend in Europe (2010-2017). Generally, the major brands try to differentiate from their competitors with sustainability initiatives. (source)

Weaknesses in Conventional Dairy Marketing

Based on a report from McKinsey, CEOs of dairy companies in the US admit that they don't pay much attention to their consumers; what they need and value most.



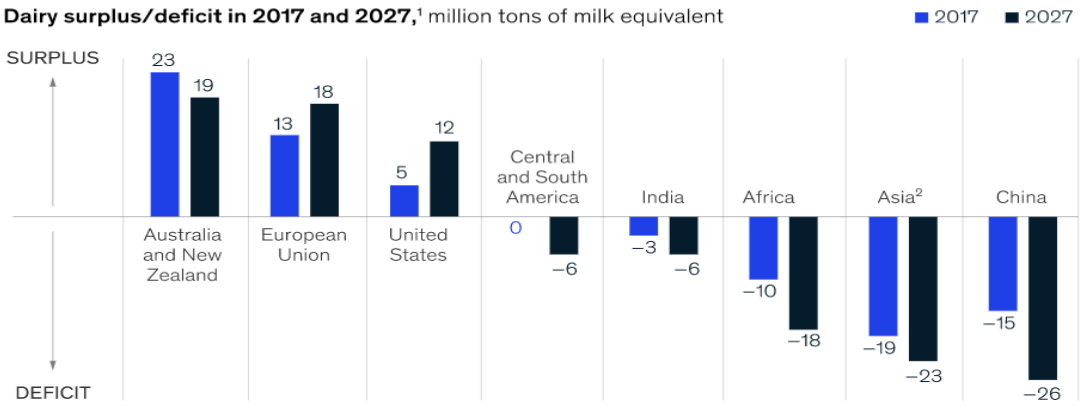
- **Millennials**
  The spending power of the millennials is quite significant. They are a novel category of consumers that trust and try new brands frequently and they are affected a lot from social media posts and trends.

- **Ingredients awareness and growth in "natural" products**
  It is quite important for the consumers to know the ingredients of the products they are buying; 82% of the consumers that participated in the survey want to know what their food products contain. Also, 70% of the consumers require information about the transparency of the

manufacturing procedure and the whole supply chain. Health aspects of specific food products are prioritized by the consumers . There is a growth in sales for fresh produce and natural/ healthy packaged food. Healthy food options and nutritional aspects of products are quite important for all the consumers. Specifically,growth is predicted for the group of retired elderly and there is an opportunity for dense nutrients in dairy products.

With much of the planet in deficit for dairy, there is a large, long-term opportunity to capture.

Dairy surplus/deficit in 2017 and 2027,[1] million tons of milk equivalent

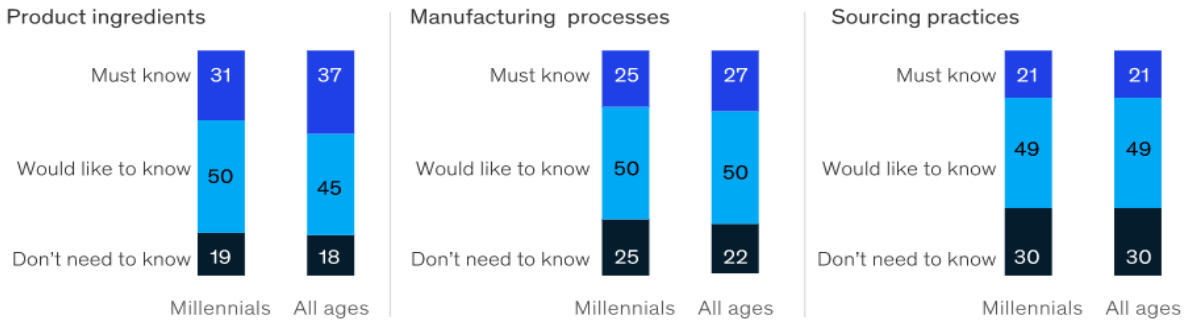


[1]Based on data from 95 countries.
[2]Asia excluding China and India.

McKinsey & Company

A vast majority of consumers 'must know' or 'would like to know' about a range of practices prior to purchasing products.

Information requirements before dairy purchase, % of respondents[1]



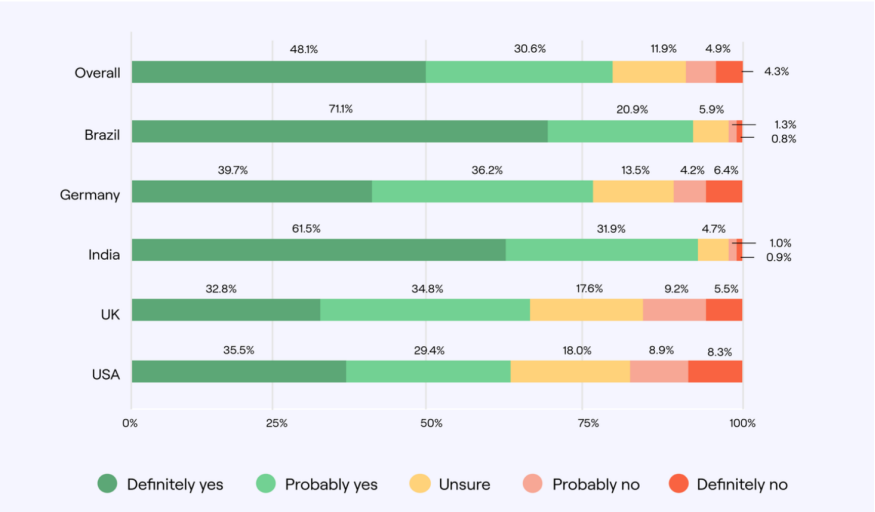
Note: Figures may not sum to 100%, because of rounding.
[1]Question answered by 1,139 consumers: What are your main information requirements prior to purchase?

McKinsey & Company

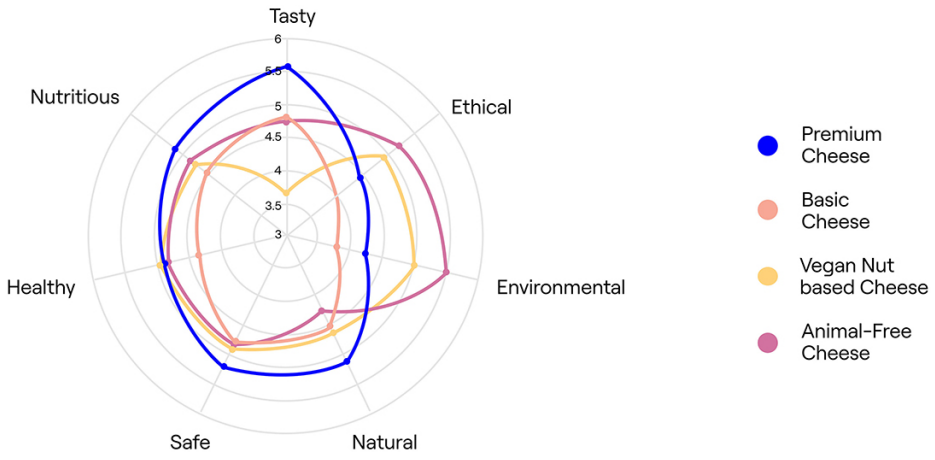
VI. Perceptions of Cultured Dairy/Cheese

To form a holistic understanding of how consumers may perceive cultured cheese, the team examined secondary research on the topic. Because this is still a nascent industry, substantial studies are not yet published regarding consumer attitudes toward this product. However, we were able to glean some information (below) that assisted the team in contextualizing the recommended advertising strategies (Section V).

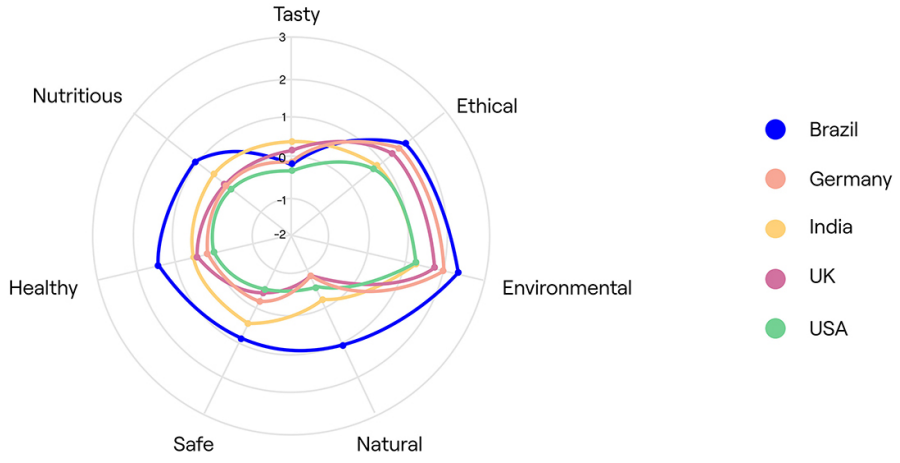
- The average consumer remembers key words associated with cheesemaking, but only highly educated consumers have a better understanding of dairy composition and nutrition.
    - This is relevant to New Culture, as the company must anticipate a lack of understanding of the dairy industry amongst its consumers. This presents a hurdle, as the key differentiator of New Culture cheese is the production process, which circumvents the need to use animals. This will necessitate some basic education to be interwoven in promotional content (demonstrated in Section V).
- General
    - The term “genetic engineering” is viewed less favorably compared to “natural flavorings”.
    - The terms “cultured” and “fermented” are both viewed positively when applied to food products.
- Process
    - Probiotics and cultures are essential for microbiome.
    - Cheese cultures: Bacteria strains are used to make a particular cheese. Cultures raise the acidity of milk and transform it into lactic acid.
    - Starter cultures are now grown in labs.
- Consumer willingness to try animal-free cheeses (see figure below)



- Consumer perceptions of cheese (7-point scale, negative to positive)
    - Animal-free cheese israted less tasty than premium cheese.
    - Animal -free cheese is considered more environmentally friendly and ethical but less natural.



- Comparison in perceptions of animal-free vs. animal-derived cheese
    - Both are expected to have a similar performance in terms of taste, nutritional value, and healthiness.
    - Animal-free cheese is generally perceived to be less natural across all countries examined.



V. New Culture Product, Personas, Promotion

New Culture Brie Cheese Product

Table: positive attributes that differentiate New Culture cheese from other brands

Ethics	Nutrition	Health	Unique
- Animal-Free - Environment-Friendly/ Sustainable	- Plant-based Fats (15-25%) - Casein Protein (10-20%) - No animal fat - No cholesterol - Vitamin/mineral content similar to conventional cheese	- Lactose-Free - Antibiotic Free - GMO-Free - Hormone Free	- Innovative Product - Premium brand - Great taste!

Customer Personas for Consideration During Promotion

The team employed the use of customer personas to begin contextualizing the findings from our research and our conversations with New Culture's leadership. After thoughtful consideration, we arrived at six customer personas. As the name states, the purpose of this exercise is to personify, or humanize, the different types of consumers in the market. Each customer persona represents an archetype. Personas go beyond purely demographic data and ascribes traits, values, and behaviors to these archetypes. By bringing our target consumers to life we can create more effective advertising campaigns.

Health Conscious *This individual consumes cheese primarily for the health benefits associated with the food.* <u>Valued Attributes</u> Plant-based Fats Animal-Free Antibiotic Free Hormone Free Protein content (casein) No cholesterol Lactose-Free (maybe) <u>Demographics</u> Age: 25-45 Gender: Slightly skewed female Family: Single or married with no children -or- younger children Location: Urban and surrounding suburban areas	**Novelty Seeker** *This person enjoys trying new things and follows food trends.* <u>Valued Attributes</u> Novelty Premium brand Innovative Product Natural Grocer (Whole Foods) <u>Demographics</u> Age: 20-40 Gender: Any Location: Urban Income: >$95k Education: Bachelor's degree or more <u>Interests</u>

Income: >$85k Education: Bachelor's degree or more <u>Interests</u> Cooking healthy foods Physical activities such as hiking, yoga, spin, lifting <u>Online Engagement</u> Follows online food bloggers Enjoys finding recipes online Uses social media for communication and entertainment Engages with Instagram and/or TikTok influencers Occasionally finds recipes on Pinterest *Relevant Research* More than a third of dairy consumers say they are eating more healthy foods. Health considerations are increasingly important, especially to millennials. Consumers are committed to healthier lifestyles and make their dairy purchases based on perceptions of health, primarily around "all-natural," organic, and low-sugar options. (source)	Exploring new restaurants Sampling unique products Trying word-of-mouth recommendations Privy to the latest food trends Considers themself to be an adventurous eater Enjoys traveling, novel experiences <u>Online Engagement</u> Uses social media for communication and entertainment Follows food accounts in urban areas Values creative marketing campaigns that may include humor or captivating visuals (think Oatly) *Relevant Research* Most of the respondents (in this survey) associate an innovative dairy product with a new taste (69%) and an additional pro-health effect (39%). The respondents are willing to buy new products, but mainly after they have been tried and recommended by friends or opinion leaders.
Flexitarian *This individual has tried vegan cheese but has not made the switch because of the taste/texture.* <u>Valued Attributes</u> Plant-based Fats Environment/Sustainable Animal-Free Protein content (casein) Taste is identical to conventional cheese Natural Grocer (Whole Foods) <u>Demographics</u> Age: 16-35 Gender: May skew slightly female Location: Urban or surrounding suburban areas Income: >$50 Education: High school, associates, bachelor's <u>Interests</u> Climate Change Animal welfare Equitable farming system	**Brand Loyalist** *Drawn to the brand due to elements of the brand's persona. This individual both defines and distinguishes themself through purchasing certain brands.* <u>Valued Attributes</u> Novelty Innovative Product Premium brand Natural Grocer (Whole Foods) <u>Demographics</u> Age: 30-55 Gender: Any Location: Any Income: >$110 Education: Bachelor's or higher <u>Interests</u> Value premium products and notoriety of products. Enjoys conducting research and reading reviews before purchase. This individual may subscribe to cooking magazines.

Values health more than an average consumer Enjoys trying new foods, including vegan and vegetarian cuisine <u>Online Engagement</u> Social Media is a prevalent form of communication and entertainment: TikTok and IG They engage with content creators and influencer accounts	They consume written content and podcasts. Value sleek packaging They are willing (and may prefer) to pay more for a premium product. <u>Online Engagement</u> Uses social media occasionally for entertainment; unlikely to be on TikTok but may engage with some IG content creators. May also be on Facebook or Pinterest (female). May follow brand bloggers *Relevant Research* Consumers are sensitive to the show effect, which, on the one hand, allows them to feel belonging to a specific reference group, and on the other hand, allows them to stand out and emphasize their individuality. It is visible in the consumption of products of certain brands, as well as in making purchases in appropriate places and circumstances. (source)
Household Leader *This is the purchasing decision-maker for the household. This individual has children and buys for others in the family.* <u>Valued Attributes</u> Lactose-Free Plant-based Fats Antibiotic Free Hormone Free Protein content (casein) No cholesterol Premium brand Taste is identical to conventional cheese Natural Grocer (Whole Foods) <u>Demographics</u> Age: 25-55 Gender: Mostly female Location: Any Income: >$75 Education: Associate's and Higher	**Traditionalist** Does not buy innovative products in the first stage of their appearance on the market (25% of respondents in one survey). This person will be hard to win over.

<u>Interests</u> Involved in family life and child-rearing May work part-time or be a homemaker Values convenience Might be more sensitive to price premiums <u>Online Engagement</u> Uses Facebook and Instagram for communication and entertainment Is a loyal follower of influencers/content creators on platforms such as FB, IG, Pinterest (maybe TikTok?) May follow blogs about parenting, cooking for families Values word-of-mouth recommendations *Relevant Research* According to this research, it is women who more often than men declare to make a purchase decision, and also show a greater frequency of consumption of dairy products, especially due to their pro-health and dietary values. The study concluded that women attach more importance to the various features of food products taken into account during the product selection (purchase) process. They buy the product not only for themselves but also for other members of households with which they live together.	

Campaign Creation and Messaging

During the launch of the brie cheese product, it is recommended that New Culture focuses on generating awareness of its brand via two campaigns with succinct messaging. This messaging will be utilized on social media channels, including **Facebook, Instagram, Twitter, and TikTok**. This messaging will additionally extend to any **direct email marketing campaign,** paid **Google Search Ads**, and any **landing page** associated with the corresponding campaign. Partnerships with influencers will also be aligned with the messaging of these campaigns.

These campaigns will run simultaneously. Brand elements such as colors, text, and other motifs will remain consistent across both campaigns. Based on the performance of campaigns, the allocation of published content and budget can be altered. More information on assessing campaign performance is detailed below. As these are the primary campaigns for this product, it will be necessary to closely monitor performance and create iterations of messaging based on feedback. Tactics such as A/B testing paid advertisements and tracking conversion rates will be crucial in campaign success.

Campaign 1: New Culture Brand / Company Story

Based on our research (section III), consumers respond favorably to storytelling. The company story of New Culture is a selling point and will naturally lead to brand transparency, an increasingly vital component during product selection (section II). Messaging around the authenticity of New Culture's mission to change the cheese industry by providing a more sustainable option that does not sacrifice the taste and functionality of cheese will resonate with consumers. The New Culture team is filled with young visionaries, and the humanizing of an esoteric biotech process will allow for relatability amongst consumers. The messaging in this campaign content will be educational but accessible, always tied to the human element. By demystifying cultured cheese from this initial campaign, the longevity of the product is supported.

Customer Segments: Conscientious millennials (who value transparency and are more likely to shop at premium grocers) that are open to trying innovative cheese products. In relation to the customer personas definitions, this would include the Flexitarian, the Brand Loyalist, and the Novelty Seeker.

New Culture Brand / Company Story Example Post

Campaign 2: Healthy Household Leader

Based on our research (section II), millennials are the most promising segment to target for many reasons, including their openness to trying new foods and shopping behaviors. Millennial women, in particular, are an extremely powerful market segment. Women have been shown to be more likely to alter their diets for environmental and health factors. They are more likely to experience lactose intolerance and dairy sensitivity, which makes New Culture cheese an attractive option. Women are also shown to be more concerned with animal welfare and more open to adopting a plant-based diet. Women make up 80% of primary household purchasers, meaning that they are the primary decision makers and gatekeepers of family brand preferences. When a woman in this position purchases a product such as New Culture's Brie, she is purchasing this not only for herself, but her potential partner and children. Exposing children to delicious New Culture cheese from a young age will support the normalization of this cultured cheese product.

Content featured in this campaign will be founded on women as health leaders within their household. The primary value portrayed in this content will focus on the positive health aspects of this product. This will be reinforced by wording and images relating to individual health and family health. The secondary value offered is the environmental benefits for the planet. The content will be positioned to be joyful and exciting, while at the same time alluding to comforting themes of home and family.

Customer Segments: Health conscious millennial women who are the primary household purchasers of food products. In relation to the customer personas definitions, this would include the Household Leader and the Health Conscious personas.

Variation A

Variation B

Video Advertisement Example: ****Click this Link to Watch ****

Potential Backlash

While we believe the messaging around the health and planetary benefits will be well received by most consumers, certain aspects of cultivated cheese may not sit well with the all grocery shoppers. New Culture relies on biotech, and biotech can be alarming and unappetizing for a consumer who is skeptical of science-driven processes. While the words “unnatural” and “processed” may be used against the New Culture product, our team believes that with consistent messaging that is founded on brand transparency, consumers will come to trust the product.

Defining the Customer Journey

Based on the graph below, the project focuses on the first steps of the Consumer Marketing Funnel – Awareness and Consideration. New Culture is still in a trial period for the specific product “brie plant based cheese”. As a result, it is more valuable to engage with the potential consumers through the awareness stage by engaging with social media content and digital ads. Then, the consideration stage by

forming partnerships to achieve sampling of the product and campaigns by ambassadors/influencers for promotion of the product and instructions on how to use it – recipes.

Awareness Stage

Organic Social Media:

It is crucial for New Culture to be **active in their social media** accounts to raise awareness about their products, their brand, and their mission.

- **Weekly posts** They can have weekly posts in all the available social media channels (Facebook, Instagram, Twitter, TikTok) in order to attract the attention of different consumer segments.
- **Interaction** Being involved and active in many plant based / sustainability related pages, groups, associations and blogs it's another way to be in the loop of new trends and follow their potential customers.
- **Promotional videos** Videos that showcase how New culture started, their transparency, their community/team is a way to influence many consumers and gain brand loyal customers.
- **Activities and Updates** Another way for the company to engage with their consumers is to host different kinds of activities and post updates about the products, partnerships, and other news. Customers appreciate and get involved with brands that have

promotional competitions, cooking and every other kind of challenge (especially millennials), and host events for sampling or promotion of their products. Last but not least, by sharing all the updates about the brand in their social media accounts and other platforms creates a bond with customers and creates opportunities for expansion of the brand either with partnerships or increase of sales.

Paid Social Media:

- **Facebook, Instagram, TikTok:** Employ the use of short, eye-catching video ads with concise messaging. Each ad will have a caption describing product features and where to buy the product in greater detail. The ads will link to landing pages that are specific to the campaign.
- **Objective:** Generate awareness of the product and its primary features for later product consideration and trial.
- **Performance/Success Measurements:** Performance will be primarily measured through the number of landing page visits. During the awareness phase, accessing New Culture's website through a landing page will be considered a "conversion". Other key performance indicators will be the cost per click, which should remain under $4.00. Visits to social media pages and engagement (likes, comments, shares) will also be factored into the success of an advertisement.
- **Time Frame:** The first wave of advertisements in the awareness phase will begin during product launch and run for three months. Performance will be tracked and measured. Adaptations to messaging may be made if performance falters or one type of messaging outperforms another.
- **Audience/Retargeting:** Consumers will be targeted through each channel's audience creation platform. In addition to interests that are inline with the customer personas, audiences will also include individuals that visit New Culture's website, individuals that engage New Culture's social media content and page, and individuals that have signed up for New Culture's email newsletter. Lookalike audiences can then be produced based on these criteria, to target individuals that show similar interests and behaviors as those specified.

Other Paid Advertisements:

- **Google Search Ads:** Google Search Campaigns will be employed in tandem with paid social campaigns and active organic posting. Use keywords inline with the campaign messaging and link to the corresponding landing page.
- **Objective:** Generate awareness of the product and its primary features when individuals are searching for substitute traditional cheese products.
- **Performance/Success Measurements:** Performance will be primarily measured through the number of landing page visits. During the awareness phase, accessing New Culture's website through a landing page will be considered a "conversion".
- **Time Frame:** Google search ads should run for six months and be reevaluated based on performance and number of generated leads.

Consideration Stage

Strategic Partnerships: Recommended Influencers and Brand Ambassadors

- Focusing on cheese taste
  - **Sam Schnur @thenaughtyfork – 920K followers**
    Sam started her blog in 2014 named 'The Naughty Fork'. In just 6 years, Samantha Schnur has taken The Naughty Fork from food news and recipe website to one of the top social food sites, with more than 920,000 Instagram followers. The Miami food influencer partners with brands like McDonald's, Oreo, and Burger King to promote content on her indulgent food blog.

- Cooking
  - **Amanda (Meixner) Rocchio @meowmeix – 1.4 million followers**
    Amanda is an LA-based Nutrition Guru & food Blogger. She is being followed by 1.4 million followers on Instagram where she shares food Facts, meal Preps, Recipes, and Health Tips. She also entertains customized meal plans.

- Health/Nutrition
  - **Rena @healthyfitnessmeals – 3.4 million followers**

Rena, born in West Africa and now resides in Metro Detroit Michigan. Rena is a founder of Healthyfitnessmeals.com which features delicious, healthy, family-friendly recipes made with real food. Rena is both a food and a **fitness influencer** and her blog insists on healthy eating at all times. With 3.4 million followers, she is one of the top food influencers.

- **Sarah Britton @mynewroots – 384k followers**
  Sarah Britton is the acclaimed holistic nutritionist, writer, and photographer behind the popular healthy foods blog My New Roots. She grew up in Toronto and graduated as a certified nutritional practitioner from the Institute of Holistic Nutrition in 2007.

- Sustainability/New lifestyle
  - **Gaby Dalkin @whatsgabycookin – 636k followers**
    Gaby Dalkin is a cookbook author, chef, and food/lifestyle writer living her best California Girl life in Los Angeles! She's a food and lifestyle blogger, her Instagram page which has over half a million follower's boasts very best recipes, videos, and travel guides to make your life even easier and more delicious!

Strategic Partnerships: Best Practices for Restaurant Partnerships

Strategic partnerships are an effective way to promote the products, do demo sessions, sampling, and achieve a high consideration level from the consumers.

There are many good examples of this strategy in the plant based industry. These partnerships (detailed below) showcase best practices that can be applied to New Culture's partnership approach.

- <u>Impossible Foods Inc.</u>
  Impossible Foods company has formed significant partnerships with Starbucks, Burger King, and smaller restaurants. For example, Monty's in California (Burger – fast food restaurant) is serving Impossible patties while showcasing the Impossible brand in the menu. When Impossible products are served in these restaurant partnerships, the name of the product appears on the menu instead of a generic name (e.g. plant based burger. This effective method of raising brand awareness appeals to established customers alongside new consumers in the consideration and

trial phase of the marketing funnel. Impossible has a loyal brand following and is a highly recognizable product due to its effective use of strategic partnerships.

- <u>Miyoko's Creamery</u>

  Miyoko's Creamery employs effective strategies for advertising its plant-based dairy products. Its maintains a significant presence on social media, with highly influential promotional campaigns. For example, the company hosted vegan pizza giveaway tours in multiple cities in the U.S. by partnering with the Northern California chain Pizza My Heart. This Pizza My Heart campaign featured the Miyoko's brand name and provided an interactive method for consumers to engage with the brand.

Miyoko's pizza giveaway

Another successful partnership for Miyoko's Creamery has been its collaboration with a vegan ice cream brand based in Seattle, Frankie & Jo's. Miyoko's offers a seasonal and limited ice cream flavor: Miyoko's Butter Toffee & Chocolate. Branding this innovative ice cream with Miyoko's name has generated buzz and excitement surrounding the novelty of the ice cream.

Strategic Partnerships: Best Practices for Recipes and Chef Endorsements

Showcasing the use of the product in recipes and employing chef endorsements can be effective in marketing efforts to influence and attract consumers.

- <u>Recipes</u>

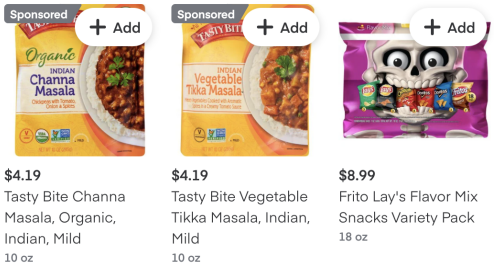
  Many food companies are utilizing this marketing strategy to create recipes with their products. It is recommended to New Culture to collaborate with chefs and food influencers to create recipes that can be distributed through many channels. For

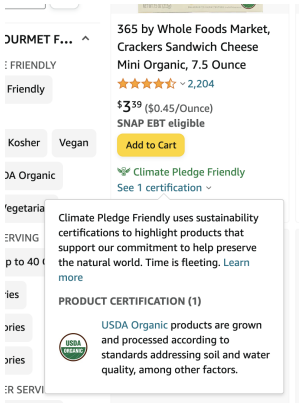
example, more complicated recipes could be published on YouTube and simpler recipes can be featured by content creators on TikTok. As an illustrative example, Miyoko's creamery has collaborated with notable chefs to create a video series on YouTube that showcases different recipes featuring Miyoko's products.

- <u>Chef Endorsements</u>
  Collaboration with influential chefs that people trust could be an excellent strategy for New Culture. Many other food companies created partnerships with chefs to promote their products through articles in food blogs. Partnerships can also feature chef-posted recommendations on how to use the product. By organically appearing on the social media accounts of an influential chef, or by appearing on the restaurant menu of a notable chef, consumers will associate the trust and respect they have for the chef with the New Culture product.

Online shopping platform advertisements/promotions

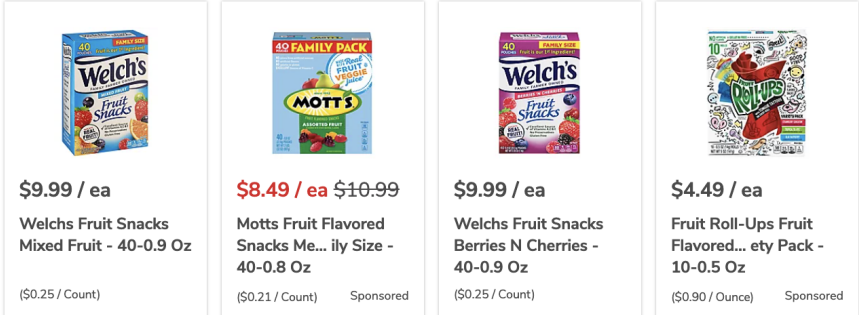
- Because online shopping is becoming increasingly prevalent, advertising should occur on online shopping platforms such as **Instascart**. New Culture can take advantage of customers intent to purchase when shoppers engage with these platforms. Boosting products will feature them during product search, with a corresponding "sponsored" label.





- Amazon is another highly influential grocery shopping platform. New Culture can leverage Amazon's pervasive influence by offering coupons on Amazon fresh. While products cannot be boosted on Amazon's platform, offering coupons can provide incentive for customers in the consideration phase to move to the trial phase of the customer marketing funnel. Amazon's platform additionally provides the opportunity to advertise any product certifications.

- Safeway/ Wegmans online shopping platform is an additional channel that can be used to promote food products. Advertising dollars allocated to this online platform will effectively showcase the brand so as to appear at the top of relevant consumer search results.



VI. Conclusion

Our team believes the technology of New Culture has the potential to disrupt the cheese industry. After our extensive research into consumer perceptions and interactions with dairy, we see immense opportunity for New Culture to promote itself in the cheese market.

The New Culture team requested that we tailor our campaigns to the “average consumer”. While the vegan and vegetarian market would have been an intuitive fit for the New Culture product, these segments are still make up a small share of buyers. We looked at the market for traditional cheese, the values ascribed to dairy, and the way consumers engage with cheese products. With our understanding of consumer values and perceptions, alongside the attributes of New Culture’s product, we were able to isolate the main value proposition of the company for different customer personas. After humanizing our audience, we distilled our findings into two promotional campaigns that would appeal to a wide audience during product launch.

Through promotional digital content, engagement with target customers over social media, strategic partnerships with content creatures, and influential foodies, New Culture is in a position to gain a loyal brand following. The team is excited to witness New Culture’s success in the years ahead.

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