

Bubba's Fine Foods

Snack like a kid again with *The Taste of Childhood*
Campaign



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1

Background

Challenges, insights, and audience.



About Bubba's

Who are we?

Founded in 2014 by a gourmet chef and a crossfit trainer with a passion for healthy food, bold flavors, and making grain-free snacks. Since then we've grown a lot and welcomed a few new members.

What do we do?

We make snacks that taste naughty, but play nice. Our diet and allergy friendly products consist of banana chips, snack mixes, and granola in a variety of flavors and sizes.

Creative Brief Highlights

What's important to know about this product?

All of Bubba's products are gluten and dairy free as well as paleo and kosher friendly.



What's its greatest advantage?

Healthy food, good taste, and strong packaging.

Why advertise this product now?

Upper-class people are increasingly conscious of where their food is being sourced.

What's this products biggest challenge?

Getting passengers to purchase the product after the flight.

SWOT Analysis

S

Strengths

- Health craze
- Good flavor
- Lack of Allergens
- Strong visual aesthetic

W

Weaknesses

- "Health food tastes bad" idea
- Main ingredient being saba banana

O

Opportunities

- Airport ad's
- Prizes in product
- Rewards & discounts

T

Threats

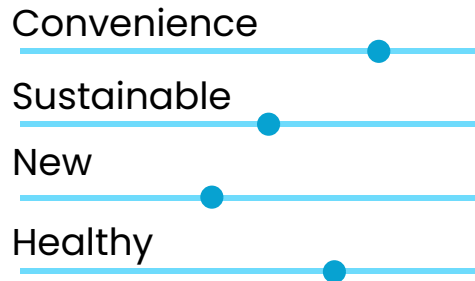
- "High cost of healthy food"
- Healthy= bad taste idea

Our Audience

Technologies



Motivations



Primary Audience

- Affluent Millennials

Why?

- They want the truth from food manufacturers.
- They love to snack.
- They're redefining "Healthy."
- They will try anything.

78%

Of women's snack purchases tend to be healthier.

23%

Of snackers planning to purchase more snacks in the upcoming year.

Ages 18-34

Tend to eat more snacks than average.

2

The Concept



“As more and more Millennials raise children, demand will increase for legacy brands that Millennials remember with fond nostalgia.”

—**Mintel Academic**



How Does This Help Bubba's?

Bubba's can leverage this trend to reach more Millennials. The best approach is to give the Bubba's brand the feel of a Legacy brand.

Building on the Trend

The Facts

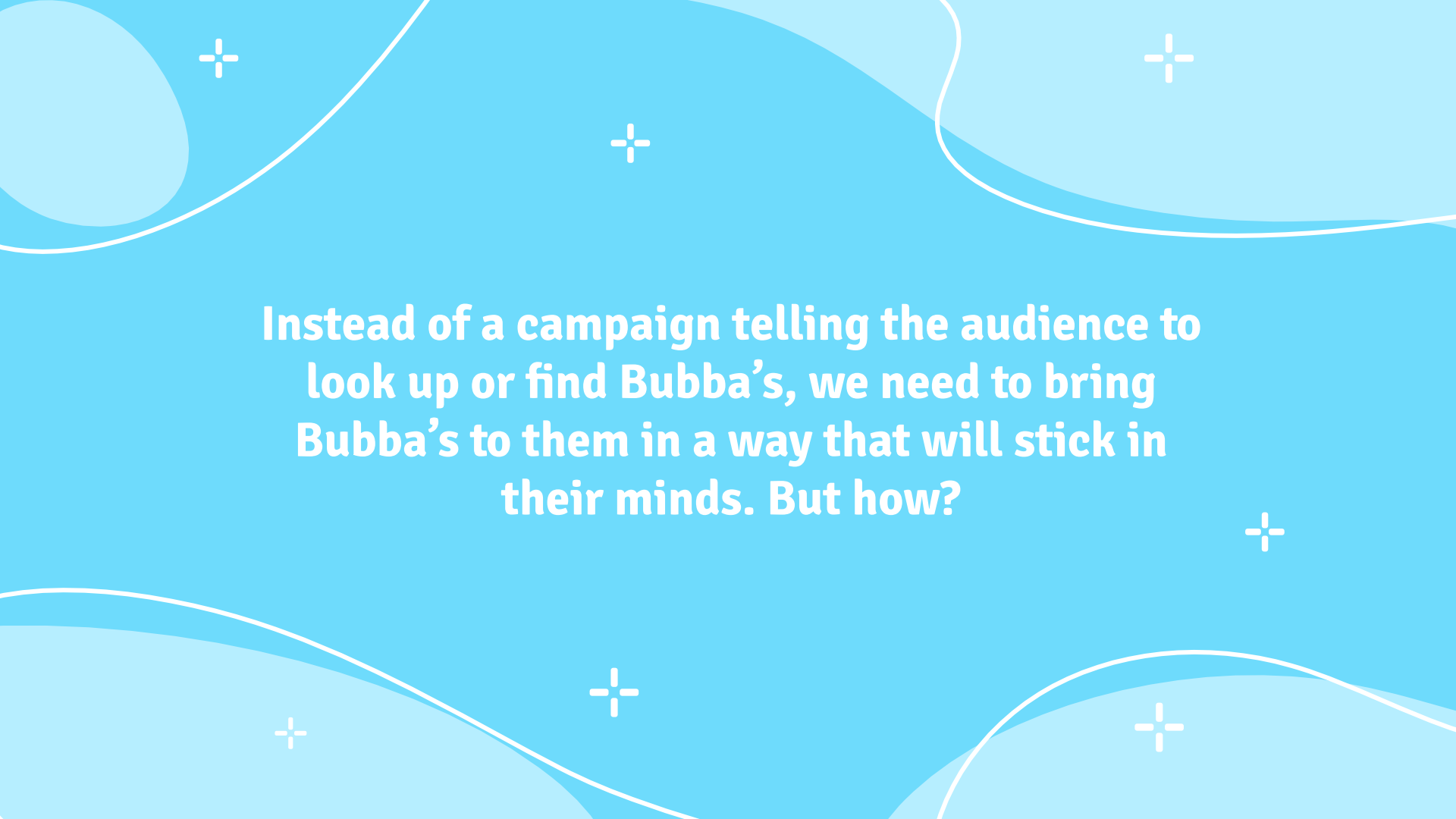
Bubba's is not a heavyweight Legacy brand and does not carry nostalgic value in the minds of Millennials.

More Facts

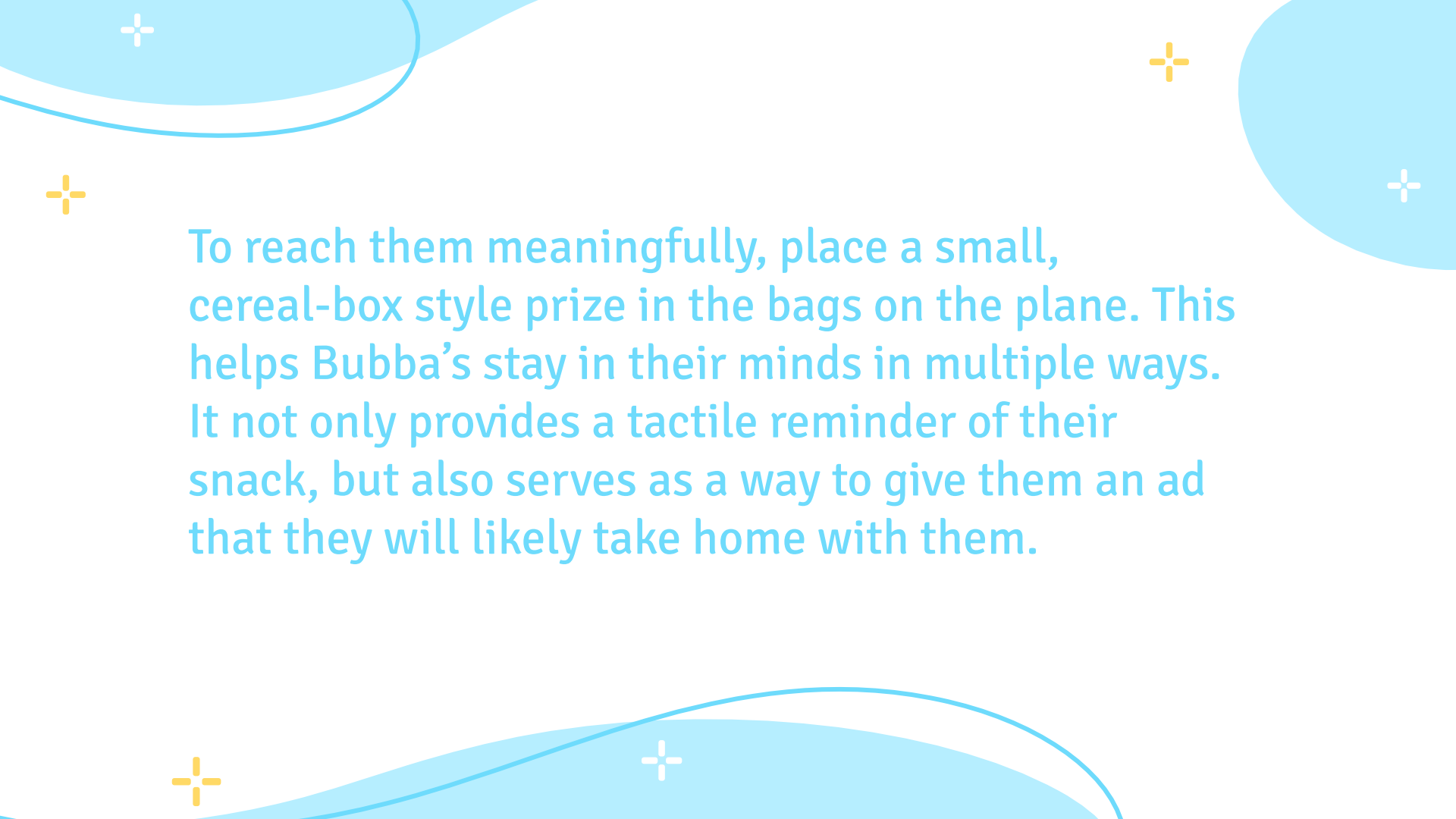
Bubba's does not need those things. Nostalgia can be triggered in many ways.

The Solution

Utilize a nostalgia-triggering campaign to elicit the same feeling and action.



Instead of a campaign telling the audience to look up or find Bubba's, we need to bring Bubba's to them in a way that will stick in their minds. But how?



To reach them meaningfully, place a small, cereal-box style prize in the bags on the plane. This helps Bubba's stay in their minds in multiple ways. It not only provides a tactile reminder of their snack, but also serves as a way to give them an ad that they will likely take home with them.

The Plan



Part 1: Trigger some Memories

Create small trading cards to place in the bags. This is a reminder of the cereal box prizes we remember so fondly.



Part 2: Raise the Stakes

Nostalgia is eye-catching, but to bring them back, include a small discount on each card for the next purchase.



Part 3: Promote Promote Promote

No campaign is complete without a little awareness. Advertise the event in places along their journey to and from the plane.

3 Creative Executions



Meet the new Bubba

Voice

Much like the previous iteration, this Bubba is smooth, wry and charming, but with a fun, snarky twist.



Visual

Redesigned to mimic the flat cartoons from the decades during which the audience were kids

This is just the beginning. Bubba has some new friends to help him execute the campaign. Each character will have a trading card and correspond with a rarity level and discount type.

Meet the others



BBQ Beau



'Nilla Norah



Salty Steve

Voice

Steve is a true classic from the 1940s. He is everyone's favorite grandfather, always ready with a pun or slightly outdated joke. Though he is often the most fun person in the room, he is also a traditionalist. Everything he says and does is well planned and thought out. He is slow to start anything, but once he gets moving, it's done before you can blink. He is very traditional and a gentleman in every way. He always offers his jacket and returns wallets, but not without a little grandfatherly advice on staying safe.

SALTY STEVE



Common

HELLO! MY NAME IS STEVEN

You are welcome to call me Steve. I spend most of my time with my captain voyaging across the Saba Sea searching for the best bananas to use in your chips. When I am not actively sailing, you can find me inspecting the packaging room for disobedient misfits stealing chips. I have yet to catch that Beau, but I know he steals those awful BBQ chips.



Scan QR code for 10% off your purchase!

Voice

Beau is a smooth player. He is suave and charming, impossible to decline. He is perpetually late, but nobody ever notices because the party never seems to start before he gets there. He is a total people person but never makes friends. He doesn't have to because everyone he meets is already a friend. Beau is a bit of a rogue. He has never been interested in following the rules of anything, much less flavor. He does as he sees fit and somehow it always works out in his favor. He has a slow southern drawl and often uses terms nobody understands but everyone just gets.



Hey there! I'm Beau.

I've been around Bubba's for quite some time now helpin' out with the BBQ chips. (They're the best ones. Don't let Steve tell you anything else.) I like to hang around the packaging room and sneak a chip or two when they're not lookin'. (Don't tell Norah though, she's not fun like us.)



Scan QR code for 15% off your purchase!

Voice

Norah may look sweet and mild, but she is a rebel from head to toe. She knows what she can and can't do, challenging anyone who tries to tell her otherwise. She is a trendsetter, leading the interests of everyone she knows. Effortlessly cool, she is friendly, determined, and perpetually offering new ideas on how to solve a problem. She speaks 95 miles an hour, outpaced only by the speed of her thoughts. She is not well-spoken by any measure, often getting ahead of herself and tripping over her words, but when she speaks, people listen.

'Nilla Norah



Rare

Yo! I'm Norah!

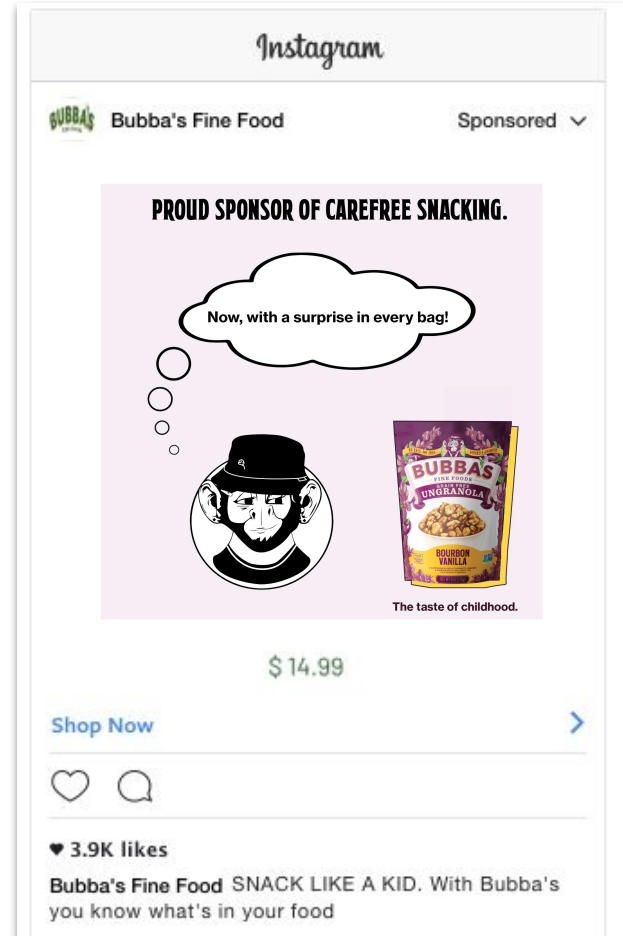
I manage the other monkeys and boy are they a handful. Steve and Beau are always arguing about flavors and making messes. Though corporate told me we might be getting more monkeys so I may have even fuller hands soon. When I'm not dragging Beau away from his chip-sneaking, I like to play video games and read. It helps me unwind after a long day of wrangling my coworkers.



Scan QR code for 20% off your purchase!

In The Wild

An alternative campaign like this needs more than a promotional prize in order to build interest in the promotion. Promoted posts with a 90s twist such as this will tease the concept of the prize. They will run on several different channels





Instagram

Bubba's Fine Food Sponsored

PROUD SPONSOR OF CAREFREE SNACKING.

Now, with a surprise in every bag!

The taste of childhood.

\$14.99

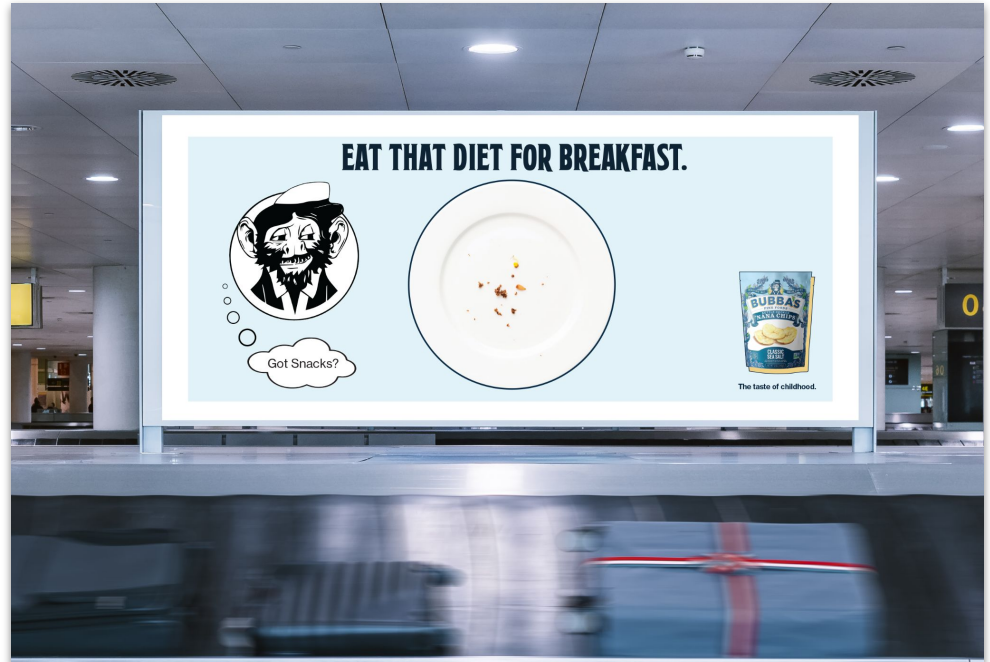
[Shop Now](#)

♥ 3.9K likes

Bubba's Fine Food SNACK LIKE A KID. With Bubba's you know what's in your food

In The Wild

Like the promoted posts, there will be in-airport ads promoting the brand. They will be located at baggage claims and in waiting areas. These 90s inspired ads will focus more on building interest in Bubba's itself than the promotional prize.



Manifesto

Enough with the bullshit. Enough with all these fad diets. We've had enough sugar alternatives that don't taste like sugar. It's time to end that infinite list of unpronounceable ingredients and get back to what "healthy" really means. It's not starving yourself just to lose that last pound. It's not three pounds of spinach for an extra milligram of vitamin K. Health should not be complicated. It should be simple. It should be straightforward. Eating healthy should be a treat. It should capture your senses. Entrance them. Heal them. Health should help heal your body one bite at a time. Health is loving your body and its cravings too. Health is more than just your weight. Health is the real thing.

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Media Plan

Scheduling, strategy, and placement.



Media Plan

United Terminals

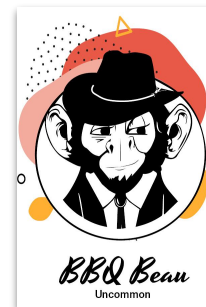
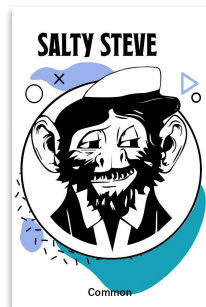
- Placing Ads in the terminal will allow for the first point of contact that passengers will have with Bubbas.
- Benefits of Placement:
 - People arrive to their gate with ample time before boarding
 - Maintain high reach and high frequency
 - not only will our target customers be able to receive information about Bubba's but passengers who are in economy seating will be able to receive the information as well.
 - Ad placements will occur between January- July in United Airlines hub locations (LAX, EWR, ORD, and DIA) as that is the time most business travel occurs.



Media Plan

Bubba's Trading Cards

- Trading cards will be included in the snack packaging that is distributed on the United Airlines first class section.
- Cards received will feature 1 of 3 Bubba's Characters that each promote a different flavor of the Bubba's Nana Chips.
 - There will be a hierarchy of characters as some will provide a greater discount code than another
 - Discount codes will range from 10, 15, or 20% off of your first purchase of Bubba's when purchased through the direct link provided by the QR Code on the Trading Card



Social Media Plan



Instagram

- 2-3 main page posts a week. Posting 2-3 times/week will allow for establishing a brand persona that can be identifiable by consumers and will aid in follower retention.
- Stories should be posted 4-5 times a week as this furthers engagement and brand notoriety.



Facebook

- 4-5 posts a week
- Posting this frequently will spread user interactions and knowledge about the company creating more brand loyalty.
- Facebook also caters to a larger audience as posts can be shared easily amongst different communities.



LinkedIn

- Post 1-2 times a week. Keep posts concise and to the point.
- Brand presence needs to be achieved on this platform as this is a popular site with our target audience.
- Allows for a space where Bubba's can interact with bigger issues such as sustainability and health.

Paid Advertisements

Instagram

- During the months of August-December, there will be an implementation of paid ads. Overall this will consume \$10,000 of our budget allowing for 1,000,000 impressions and 2000 clicks.

Facebook

- Alongside Instagram, there will be an implementation of paid ads during the months of August- December. This will consume \$10,000 of our budget allowing for 695,400 impressions or 4000 clicks, whichever comes first. Again, providing both high frequency and reach.

Health Food Influencer

- One influencer swipe up post per week for the months of August- December when there will no longer be terminal advertisements so that Bubba's will still gain frequency and reach.
- With the cost being \$1,000 per swipe up post, 1 post per week over the span of 5 months, it will total in \$20,000.



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Budget

A financial breakdown of the campaign.



Budget Breakdown

Four Main Aspects of the Media Plan

1. Terminal Ads
 - a. These ads will be displayed in United Airlines hubs.
 - b. Selected by passenger volume in each airport.
2. Trading Cards
 - a. These will allow passengers to bring something physical home and receive discounts.
3. Instagram Campaign
 - a. Instagram will feature sponsored posts as well as content from influencers.
4. Facebook Campaign
 - a. Facebook will feature sponsored posts.



Terminal Ads

Cost

Format	Rate
Backlit Diorama (Gate/Terminal and Baggage Claim)	Range of \$3,500 - \$9,900 per display per 4 week period
Mini-Spectacular	Range of \$5,500 - \$12,900 per display per 4 week period
Spectacular	Range of \$11,500 - \$19,900 per display per 4 week period
Digital/LED/Video	Range of \$3,500 - \$9,500 per display per 4 week period
Airport Banner	Range of \$15,000 - \$30,000 per display per 4 week period
Private Jet Airport Display	Range of \$5,000 - \$10,000 per display per 4 week period

Airport Hubs

- Chicago, IL — [O'Hare International Airport \(ORD\)](#)
- Denver, CO — [Denver International Airport \(DEN\)](#)
- Guam — [Antonio B. Won Pat International Airport \(GUM\)](#)
- Houston, TX — [Houston/ George Bush Intercontinental Airport \(IAH\)](#)
- Los Angeles, CA — [Los Angeles International Airport \(LAX\)](#)
- New York, NY/Newark, NJ — [Newark Liberty International Airport \(EWR\)](#)
- San Francisco, CA — [San Francisco International Airport \(SFO\)](#)
- Washington, D.C. — [Washington Dulles International Airport \(IAD\)](#)

Terminal ads will be displayed from Jan – July in the busiest United Airlines hubs (Chicago, Denver, Houston, LA, SF)

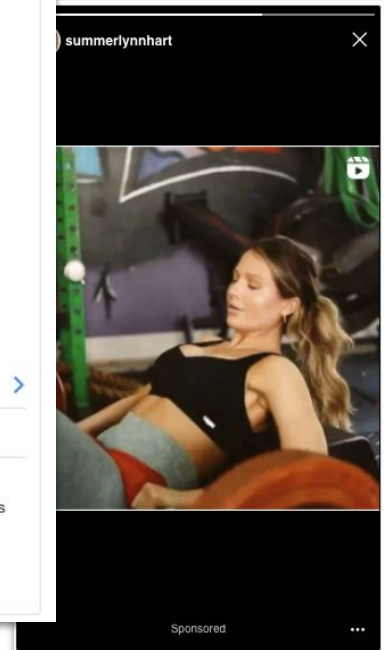
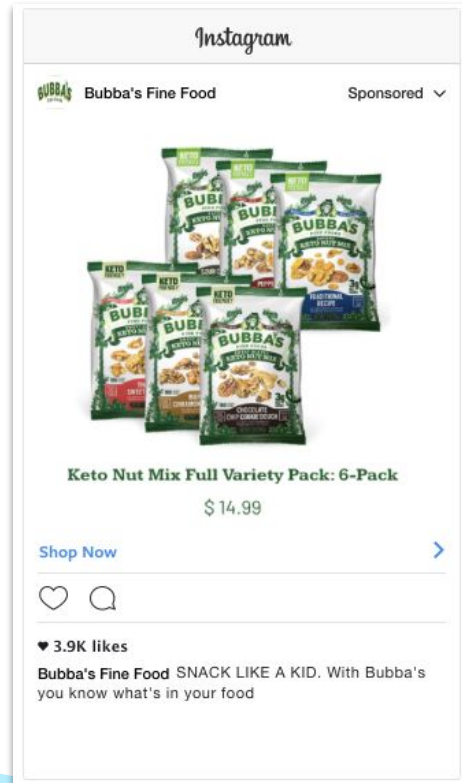
Instagram Campaign

Influencer

- Estimated cost is \$4,000 per month
 - 1 post per week for a month
- Aug-December

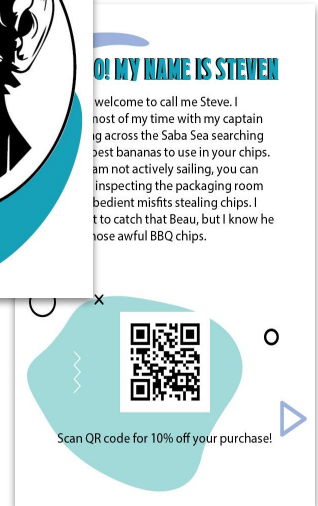
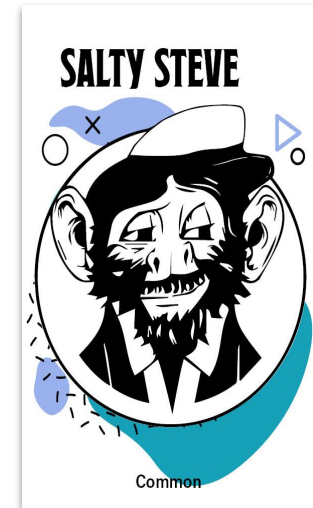
Instagram Ads

- \$10,000 of budget will be dedicated towards paid Social posts.
 - Up to 695,400 impressions
 - Up to 4000 clicks



Trading Cards

	Cost	Quantity
'Nilla Norah	\$160	6,000
BBQ Beau	\$400	10,000
Salty Steve	\$640	14,000
Extra Costs (Potential)	\$200	x
Total	\$1500	30,000



Facebook Campaign

- \$10,000 will be dedicated towards paid ads.
 - Up to 1,000,000 impressions
 - UP to 2000 clicks
- Starts in August.

Bubba's Fine Foods
Sponsored

Like Page

Snack Like A Kid. Grab Some Healthy Delicious Snacks

PROUD SPONSOR OF CAREFREE SNACKING.

Now, with a surprise in every bag!

BUBBA'S
FINE FOODS
UNGHANOOLA
BUBBON VANILLA

The taste of childhood.

\$14.99

BUBBA'S FINE FOODS
The delicious snack that helps the 6 pack
UNLIMITED FLAVORS

Shop Now

987 562 Comments 311 Shares

Like Comment Share

Schedule

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Action	Terminal Ads											
Cost	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00					
Action	Print Cards											
Cost	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00					
Action								4x Influencer Posts	4x Influencer Posts	4x Influencer Posts	4x Influencer Posts	4x Influencer Posts
Cost								\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Action								Promoted Posts Facebook				
Cost								\$10,000.00				
Action								Promoted Posts Instagram				
Cost								\$10,000.00				
TOTAL	\$97,500.00											

These first 7 months provide an advantage for health foods.

- Highest amount of foot traffic in airports.
- Consumers are at their most health conscious.
- Peak months for business travel.

To offset the rest of the year:

- 5 month social campaign.
 - Facebook
 - Instagram
 - LinkedIn
- 5 month influencer campaign.

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Wrapping Up

How Bubba's Fine Foods will see the campaign affecting their company...



Objectives

The Goal:

- Increase Bubba's Instagram following to at least 15,000 followers
- Increase Bubba's Facebook following to at least 22,000 followers
 - Increase customer loyalty
- Increase online sales directly through Bubba's website

The way to track these goals is through our KPI's which include website traffic, social engagement, and issues resolved..

Website Traffic

The way to measure the increase of Bubba's online sales:

- New vs. returning visitors to Bubba's website- How many new visitors are on the site versus those that are returning
- Average time on Bubba's website- This metric is shown through site analytics as a way to know how long viewers stay on the website.
- Top visited pages- Where are viewers looking? Which sections are the most popular?
- Traffic scores- Where customers are going on Bubba's website from? (ex: google, QR code)

Social Engagement

This is how we will increase awareness for Bubba's...

- Audience growth rate- This is the growth of Bubba's social platform following. This can be understood by looking at the following before the campaign, and tracking it throughout.
- Customer satisfaction- How happy customers are with Bubba's products, services, and capabilities. Bubba's can track this through customer surveys and ratings to make improvements to the brand.

Issues Resolved



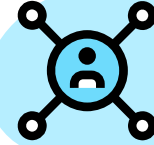
Customer Engagement Score

You can tell how happy a Bubba's customer is based on this score.



Customer Loyalty Index

How long the customer has been buying/interacting/engaging with Bubba's (excludes customer satisfaction)



Upsell Ratio

Monitoring the number of purchases that customers make that is higher than the initial product they planned to buy.

How About the Percentages?



Sales

We hope to see a 2-3% increase in Bubba's sales within the first year of this campaign.



Instagram

We are looking to see Bubba's Instagram following increase from 7,858 to 15,000, doubling their awareness over the first year.



Facebook

Bubba's Facebook following is set to increase from 11,899 to 20,000 over a year.

Why Are These Things Important?

These analyses of Bubba's results are reflections of how well the company is doing from a customer standpoint. It is imperative that Bubba's be proactive in their efforts to improve the brand in order to increase all of these objectives. By understanding these measurable metrics, Bubba's will be able to successfully understand what worked well for the brand during the campaign, and continue on this path of working with their audience to create the best snack, and experience for new and returning customers. With The Irreplaceable Taste campaign being strategically thought out, Bubba's should see these changes throughout only the first year of advertising!

Our Team



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Thanks!

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