

Pineapple Social Marketing

Produce for Better Health

Formula Five: A Fruit & Vegetable
Marketing Competition



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Agenda



Pineapples are Welcoming
Symbols of Hospitality

Introduction

Getting Social with Pineapples

The Power of Social Media

Business Proposition

Marketing Tactics and Implementation Plan

Monitoring and Measurement

Budget

Conclusion

Getting Social with Pineapples

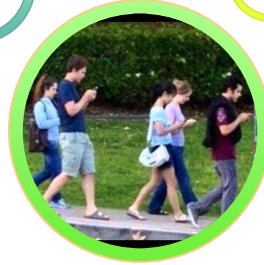
Q: How many of you have a booked calendar each week?

Q: How many of you are guilty for grabbing a quick snack in between meetings?

Q: How many of you ate fresh pineapple as a snack...last week?

The Power of Social Media

98% of adults ages 18-29 in the United States own a smartphone.



53% of internet users ages 18-29 use Instagram.



The problem: Pineapple is not part of 18-29 year olds' social lives! Only large brands are talking their language -- in their country.

Mission

Create a marketing strategy for any fruit brand to implement to increase pineapple consumption in its fresh, ready-to-eat form. This will aid in lowering the obesity rate in the United States.



Who are we targeting?

Target Market

College students ages 18-29 using social media

Market Segments

Overweight / Obese

Healthy

Need for Product

Convenient and fast on the go snack food that supports healthy weight management--deliciously

Why Pineapple?



Pineapple vs. On-the-go Snack Competitors

1 serving: 83 Calories
0g Fat 0g Saturated Fat
131% Vitamin C

Bromelains are most prevalent in its freshest form; aids in digestion and reduces inflammation.

Helps you feel fuller, which acts as an aid in weight management

Snickers Bar
250 Calories
12g Fat 4.5g Saturated Fat
Not a significant source of vitamins or minerals

McDonalds Snack Wrap
340 Calories
13g Fat

Doritos Single Serve
150 Calories
9g Fat 2g Saturated Fat



Analysis of Competitors' Positioning

Product	Strengths	Weaknesses
Salty Snacks Candy Fast Food	<ul style="list-style-type: none">-Global presence-Easily sold in most store locations-Social media followers-Influences impressionable 18-29 year old social media users-Grab and go-Inexpensive	<ul style="list-style-type: none">-Unhealthy: misses out on healthy conscious market-Increases obesity rates
Pineapple	<ul style="list-style-type: none">-Sweet and delicious-Healthy-Snack option for all consumer types-Gluten-free	<ul style="list-style-type: none">-Perceived to be inconvenient to sell in-store-Short shelf-life-Can only be grown in certain locations

Business Proposition

Test Budget: \$200,000

Product Description:

- Ready to eat fresh cut pineapple
- Store in refrigerator until ready for consumption
- Option to be placed for sale in the cold cases that sell beverages - this is costly and highly competitive: consider partnering with a soft drink corporation
- Market in Mini (about 1 serving) and Regular (about 2 servings) packages

Marketing Tactics and Implementation Plan

Positioning

Healthy, quick, easy, and affordable alternative to popular junk/snack foods

Our plan will give it the same “coolness” trend factor as the popular unhealthy snacks

Price

Snack Size \$1.50 (1 Serving)

Regular \$2.50 (1.5-2 Servings)

Value proposition

Packaged snacks are often > \$1

Whole pineapple costs about \$0.70 per serving

That leaves \$0.80 per Mini bag and \$1.10 per Regular for operating expenses, margin, and profit

Ideas in Action



Marketing Tactics and Implementation Plan

Place

- Major universities throughout America to be sold through campus dining services as well as local hot-spots.
- Next phase: Grocery stores (Giant, Safeway, Wal-Mart, WinCo Foods etc.) and convenience stores such as Wawa, Turkey Hill, Seven-11, QuikTrip
- Brand recognition in these locations will be significant in concert with a robust marketing strategy. These are feasible options because well-known brands will be the ones implementing our marketing strategy.



Convenience market on Millersville University's campus.

Marketing Tactics and Implementation Plan

Promotion: Instagram Contest

Heavy saturation on Facebook, Instagram, Pinterest, and Twitter

Contest Task: Take pictures with fresh on-the-go pineapple snack and post to Instagram using hashtags such as #Pinapple or #Healthy and tag the fruit brand such as @delmonte or @dole.

Option: To drive consumer to the point of sale, place QR Code on the package. Consumer can scan it with his or her smartphone. Scanning the code after purchasing and entering the receipt information will give him or her an extra entry into the sweepstakes.

-Grand Prize Winner receives all-inclusive Caribbean vacation package for two

-Runner Up receives iWatch.

-Leverage Facebook, Pinterest and Twitter to advertise the Instagram on the fruit corporations' accounts.

Forecasted Marketing Test Expenses

Contest: \$6,000

Facebook Advertisements: \$35,000

Social Media Marketing Manager: \$50,000-\$85,000

Graphic Design: \$10,000-\$40,000

Total Projected Yearly Cost: \$101,000- \$166,000

Conclusion

- Business plan focuses on promotion of pineapple through various forms of social media: *Get pineapple in the game for 18-29 year olds.*
- Educate the target market about the great tasting healthy alternatives available for on the go snacking
- Educating the younger target group leads to a healthier lifestyle and increases the opportunity for long term pineapple lovers
- Will you think twice before reaching for that unhealthy snack you're craving?

A close-up photograph of a pineapple, showing its green, spiky leaves and the textured, yellowish-brown skin of the fruit. The pineapple is positioned on the left side of the frame. The background is a bright blue sky filled with scattered, white, fluffy clouds. The text is overlaid on the right side of the image.

Thank you for your time.
What questions do you have?

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