

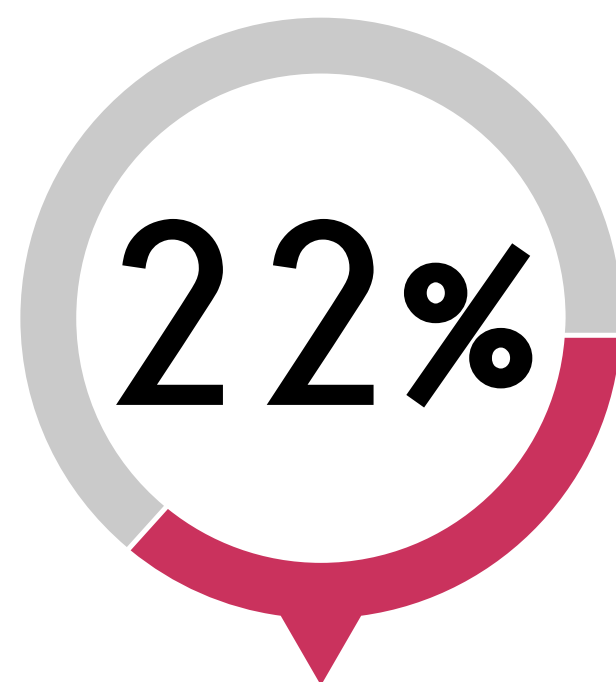
STRANGELY

— SPROUTED —

GROUP NAME: REDCOW LANE

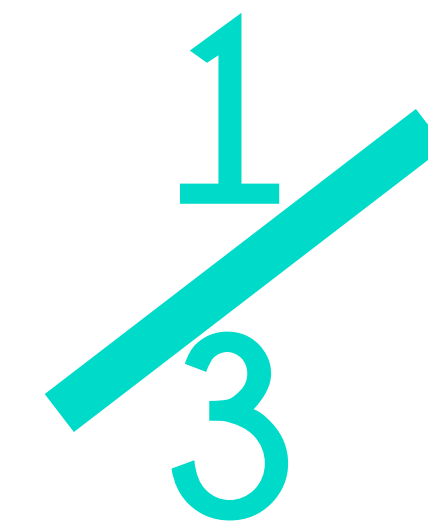
Susana Alfaro Jiménez 17200003 || Samantha Langereis 17204142 Mathew Cullen 17200364 || Karena Twohig 17203433

NEW SERVICE OFFERING



Of the global volume of total agricultural production for food purposes, 1.6 Gtonnes consists of primary products. 1.3 Gtonnes of that is edible food.

FOOD WASTAGE



OF ALL FOOD PRODUCED FOR HUMAN CONSUMPTION IN THE WORLD IS **LOST OR WASTED**

3.3
Gtonnes of CO₂

Carbon Footprint of food produced but not eaten.

250
KM₂

Blue Water footprint of food wastage. This is the equivalent as
3X Lake Geneva

1.4
Billion Hectares

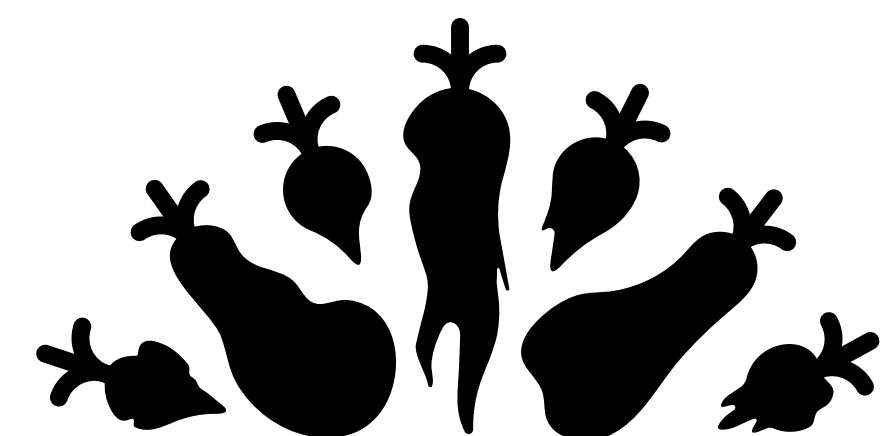
Land used to produce food that is uneaten. This represents

1/3 of the world's agricultural land.

\$750
Billion

Direct economic cost of food wastage of agricultural products.

This equals the GDP of Switzerland



DESCRIPTION OF STRATEGY

CONSUMERS



30% LESS
THAN RETAILER PRICE

DELIVERY FEE: € 3-5
(BASED ON LOCATION)

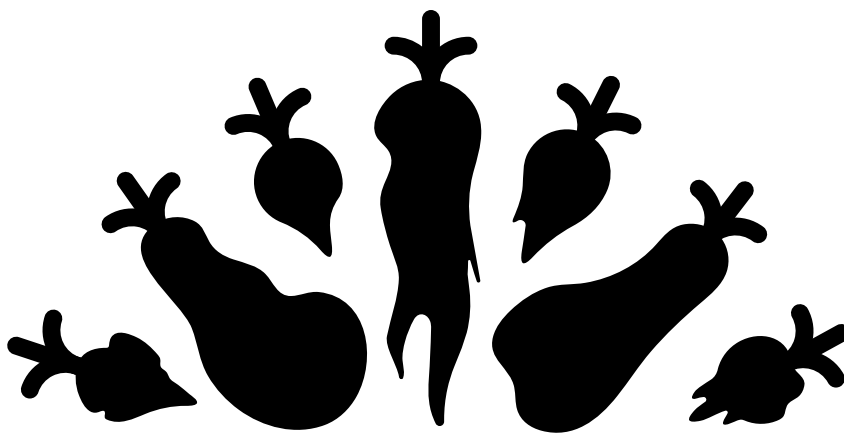
NO SUBSCRIPTION FEE



PRODUCERS



40% PROFIT
OF TOTAL PRODUCE SOLD



SOCIAL FACTOR



ONE BASKET
PURCHASED

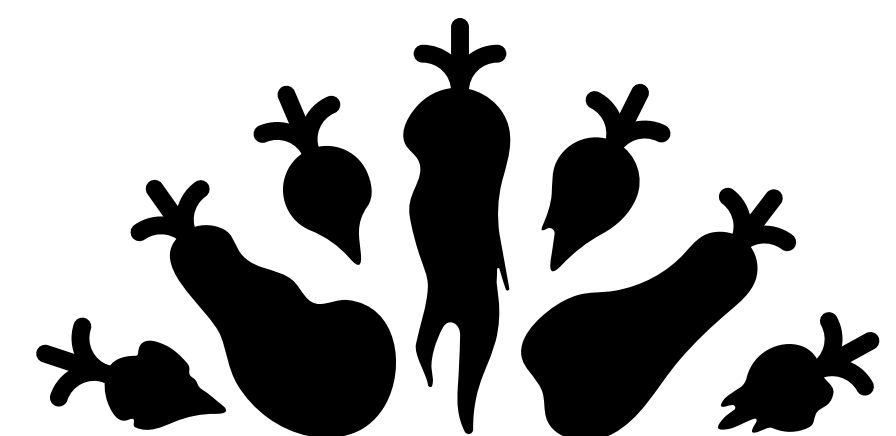
=



ONE BASKET
DONATED



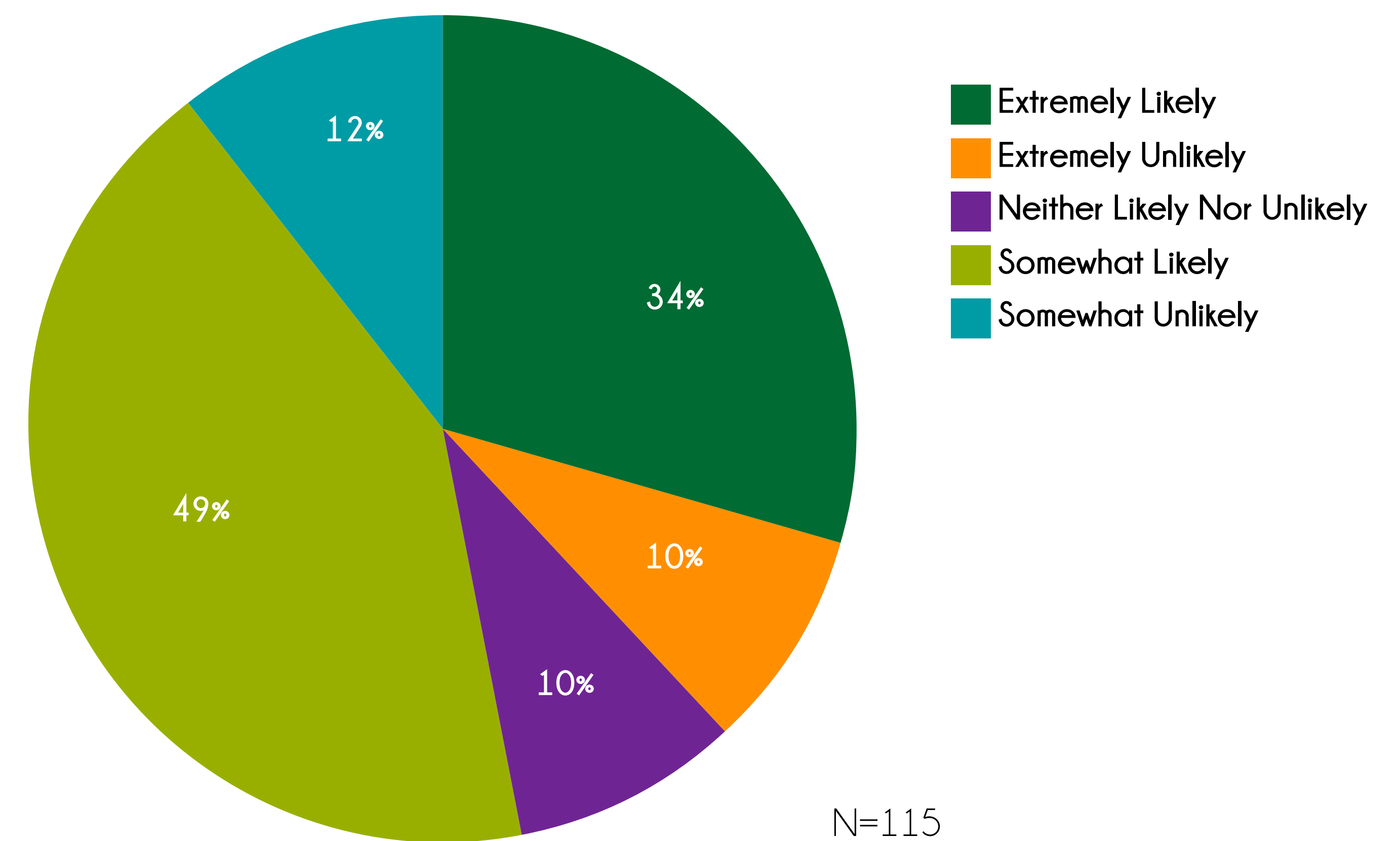
- **9,652** men, women and children homeless
- Growth in homeless families **462%** from March 2017 (Focus Ireland, 2018)



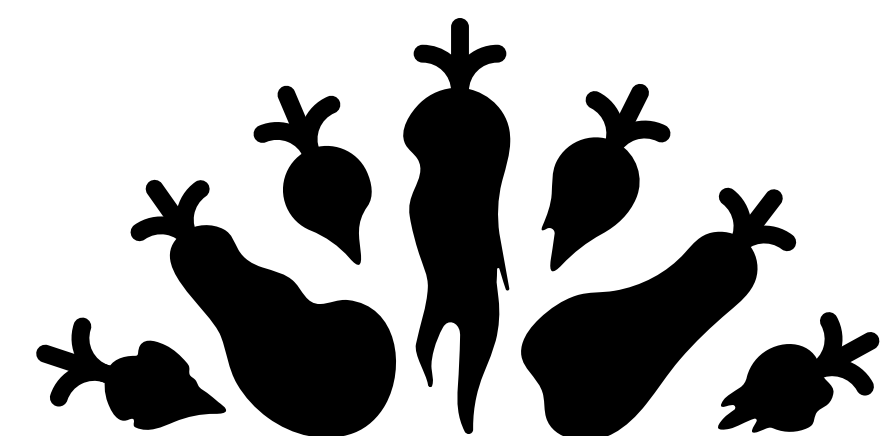
MARKET RESEARCH

- BRAND SENTIMENT
- PURCHASING PATTERNS
- ATTITUDES & BEHAVIOURS
- PRODUCER INTERVIEWS

Would you be prompted into buying "ugly" fruits and vegetables if they were at a 30% discount from supermarkets?



Probability of Purchasing Fruits & Vegetables Through Online Shopping



TARGET AUDIENCE

CIARA

Segment: Individual

Age : 25



OCCUPATION: Trainee accountant at PwC

INTERESTS: Loves healthy food and fitness.

SHOPPING BEHAVIOUR: Does her weekly shop in Aldi or Lidl, but tends to buy meat in butchers. She enjoys some quality food and particularly fresh produce. She attends the Donnybrook fair where they sell fresh fruits, vegetable and breads and enjoys a visit there once every two weeks.


INTEREST IN STRANGELY SPROUTED: She likes the convenience of this new online platform and likes the idea of the fresh produce being delivered to her home. Strangely Sprouted is a cool new way to be eco-friendly and get good quality food, whilst saving a penny.



CIAN & SHARON

Segment: Small Household

Age : 30 & 33




OCCUPATION: Physical trainer and teacher

INTERESTS: Health and fitness and fine foods

SHOPPING BEHAVIOUR: They do their weekly shop in SuperValu, they like to spend that extra bit on fresh and good quality foods.

INTEREST IN STRANGELY SPROUTED: They love the idea of getting their fresh produce delivered to their homes. They're young and love new ideas. They started using SuperValu online shopping so would be interested in also getting fresh produce delivered with Strangely Sprouted. As a very hip couple, they like to know what the new platform is and tell their friends all about it, especially if it's eco-friendly and with a moral conscience.



MARION & MICHAEL
+ 3 KIDS

Segment: Large Household

Age : 50 & 55



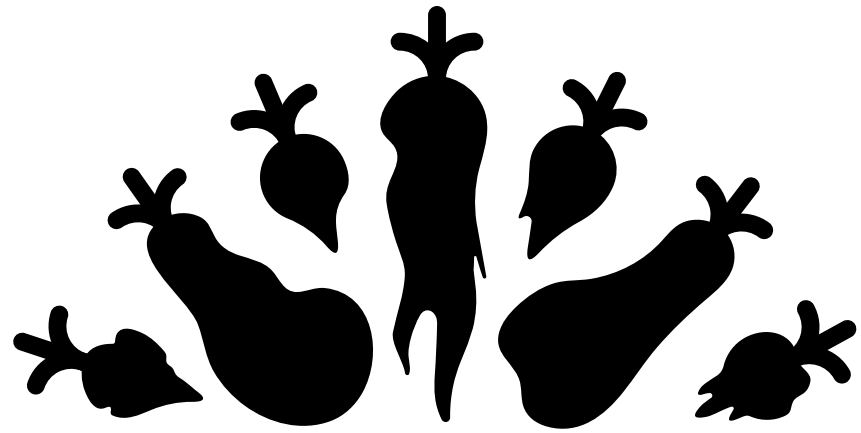
OCCUPATION: Housewife and doctor

INTERESTS: Finding healthy alternative for snacks for their children & themselves.

SHOPPING BEHAVIOUR: Typical country home that shops in bulk in local Dunnes Stores. Interest in healthy and nutritious foods. She loves using the discount vouchers and tries to save money.

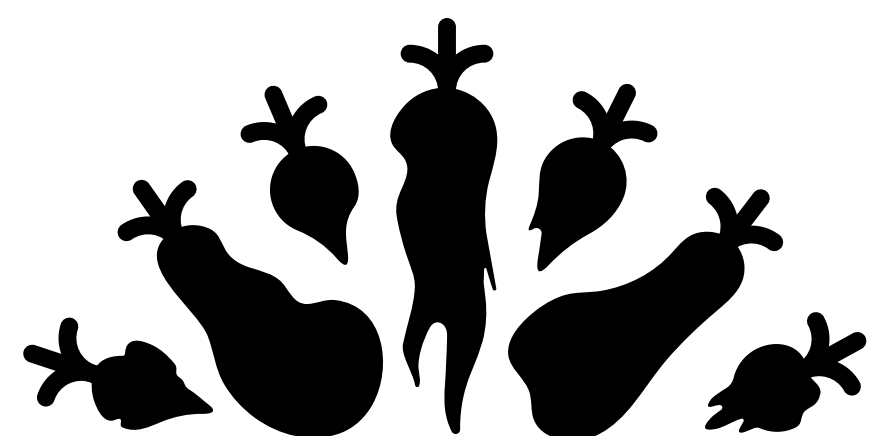
INTEREST IN STRANGELY SPROUTED: Marion spends on average €200 on her weekly shop at Dunnes Store. She would love the idea of fresh produce being delivered to her country home through this new platform her children keep mentioning, that works very easily right from her computer.



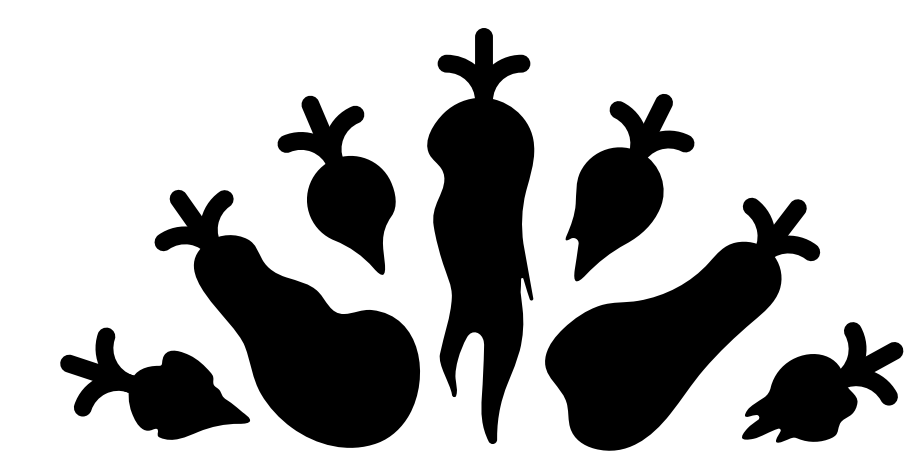
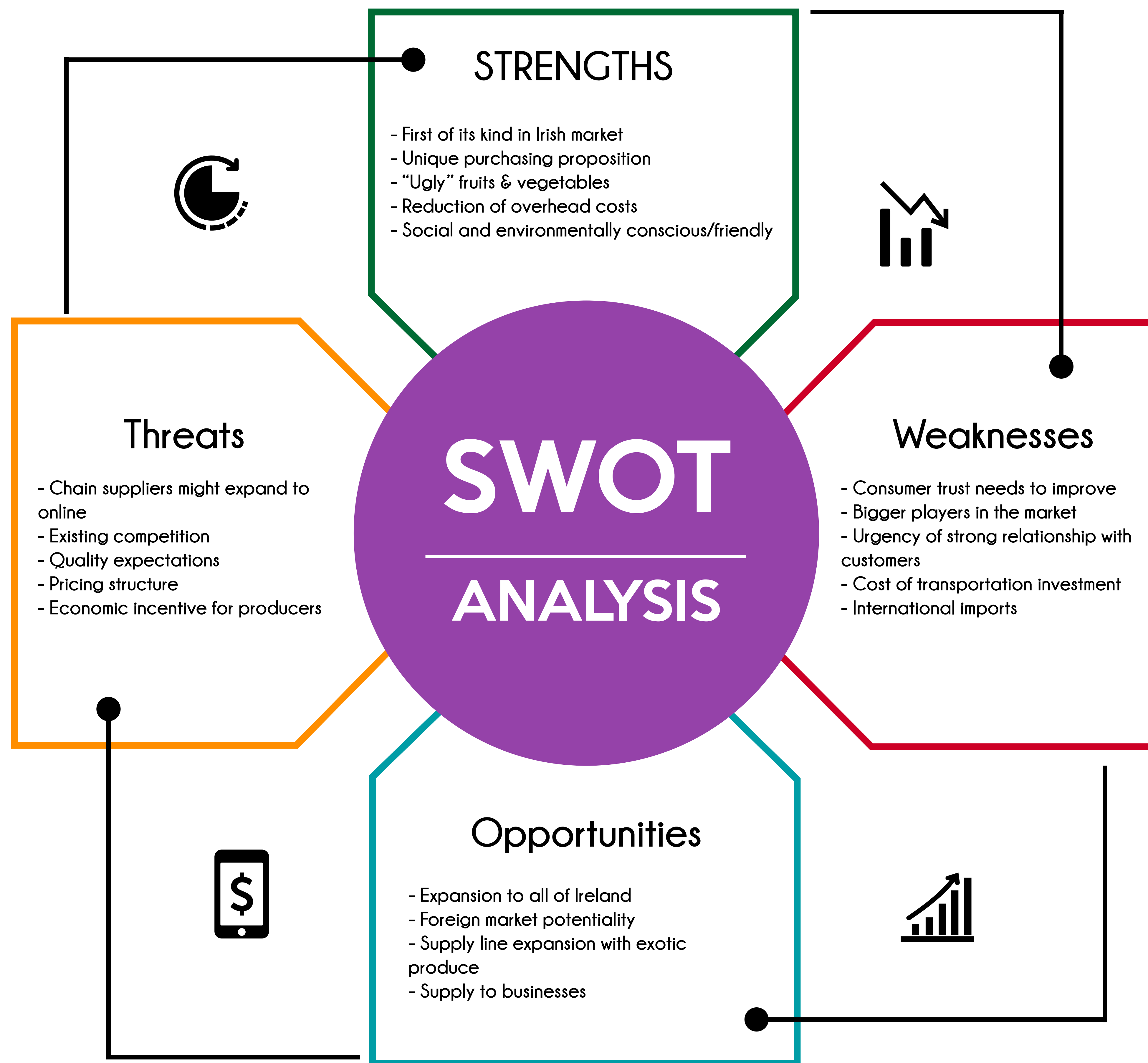


DIGITAL MK OBJECTIVES

1. Increase Sales by 5% each month.
2. Reduce Cost per Acquisition.
3. Reduce Cost per Click.
4. Increase Average Order Value.
5. Determine online revenue contribution vs. offline contributions.
6. Increase online reach through social media presence.
7. Improve site engagement.
8. Increase site conversion rates.
9. Improve Email open rates.
10. Decrease visits to purchase ratio.
11. Analyse referral mix.



SITUATIONAL ANALYSIS



SITUATIONAL ANALYSIS

R /

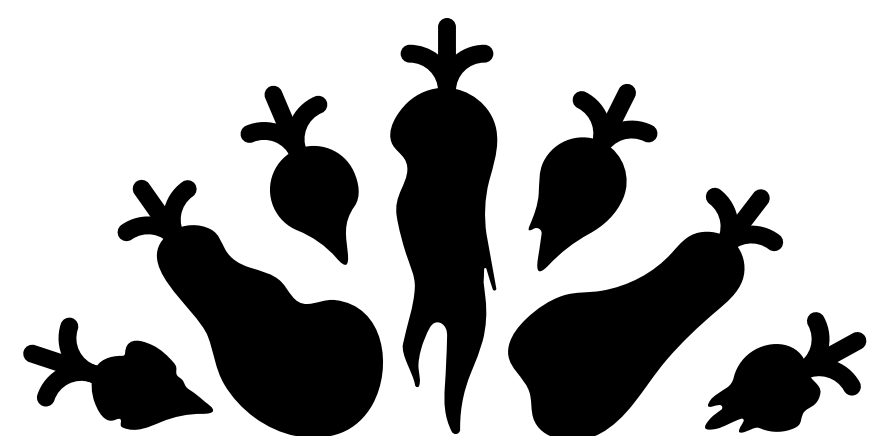
- Reach target audiences through a social media strategy
- Targeted ads = relevant keywords
- Combination of blogs, imagery, video content, and animations
- SEO campaign

CONVERSION GOAL: WEBSITE VISITS + SUBSCRIPTIONS

A /

- Website
- Mobile App
- Digital marketing - 360 campaign
- E-mail campaigns, Social Media posts, influencer content

INTEGRATED 360 degree CAMPAIGN



SITUATIONAL ANALYSIS

C /

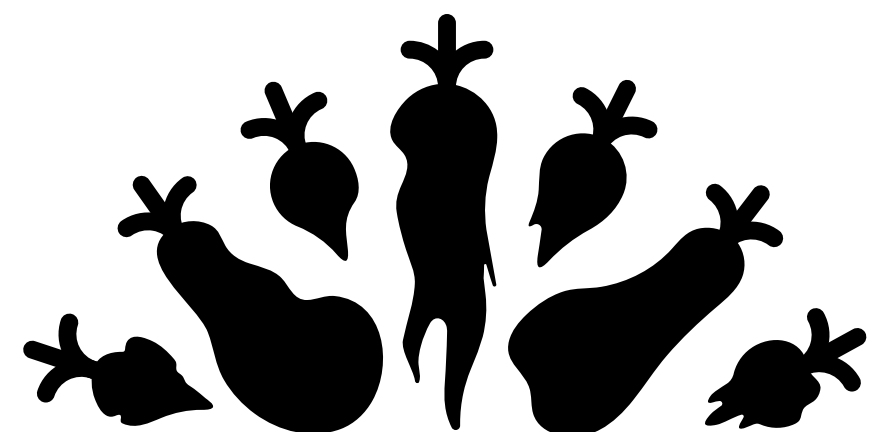
- Effective e-commerce platform
- A/B Testing
- Continuous keyword research
- 1-for-1 Basket Scheme
- Promotional codes in content

INTUITIVE USER EXPERIENCE

E /

- Engagement is key
- Build customer loyalty, awareness & improve public relations.
- Creative storytelling
- Blog

BRAND ADVOCACY + LOYALTY



BRAND ESSENCE / VOICE

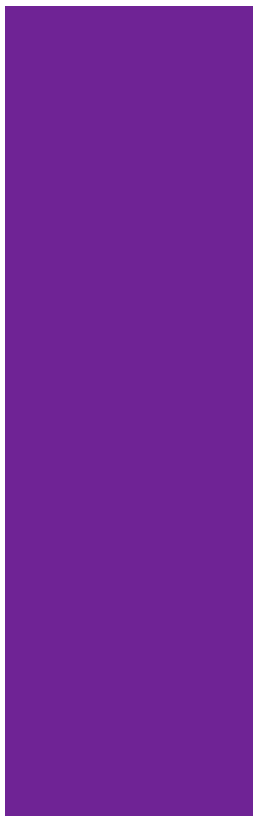
LOCAL



UGLY



R: 247
G: 148
B: 29
#f7941d



R: 102
G: 45
B: 145
#662d91



R: 5
G: 104
B: 57
#056839



R: 191
G: 30
B: 46
#bf1e2e



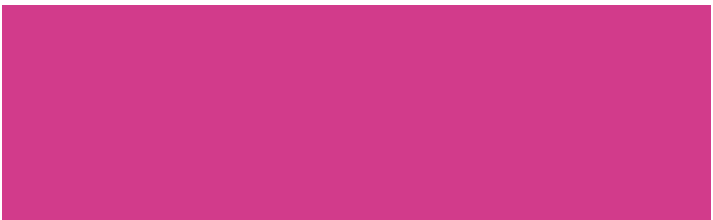
R: 27
G: 155
B: 165
#1b9ba5



R: 140
G: 74
B: 165
#8c4aa5



R: 158
G: 175
B: 34
#9eaf22



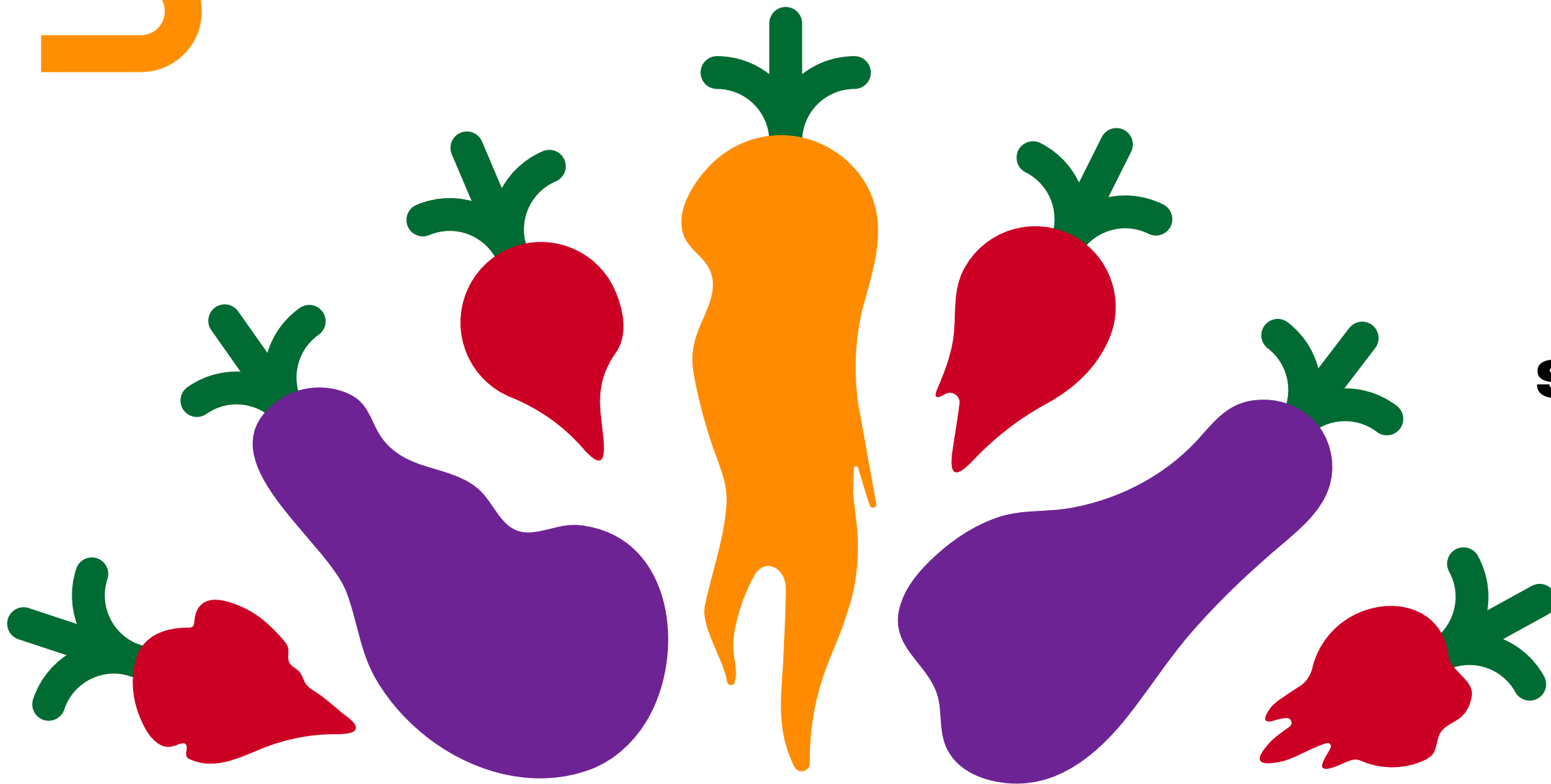
R: 196
G: 73
B: 138
#c4498a



R: 244
G: 188
B: 30
#f4bc1e



R: 175
G: 175
B: 174
#afafae



FRIENDLY

STRANGELY
— S P R O U T E D —



FRESH

At Strangely Sprouted, we believe every fruit and vegetable should have a place on the plate, regardless of how wonky they look!

Subscribe today and help reduce food waste, whilst saving up to 30% off retail prices on your weekly shop!

SUBSCRIBE



It's as easy as 1,2,3!

1. CHOOSE YOUR BASKET SIZE
Select what basket size matches your kitchen's needs.
Are you a large family? 2-3 people?
Are you cooking for yourself?
We have options!

Get Started >

2. SELECT DELIVERY FREQUENCY
We go straight to your door every week, two weeks, or month. Tell us how often you want to see our shiny faces!

Get Started >

3. ENJOY YOUR PRODUCE
Cook it, boil it, mash it, juice it – the possibilities are endless! Enjoy your fruits and veggies raw or in one of our deliciously ugly recipes!

Get Started >

Help Us Help Others.

For every produce basket you purchase, we will donate one basket to a household in need throughout Ireland.

LEARN MORE



MARKETING CAMPAIGN



MAIN CONCEPTS

- Platform intro
- Eco-friendly
- UGLY PRODUCE
- Food Waste
- Healthy Eating
- Social Responsibility

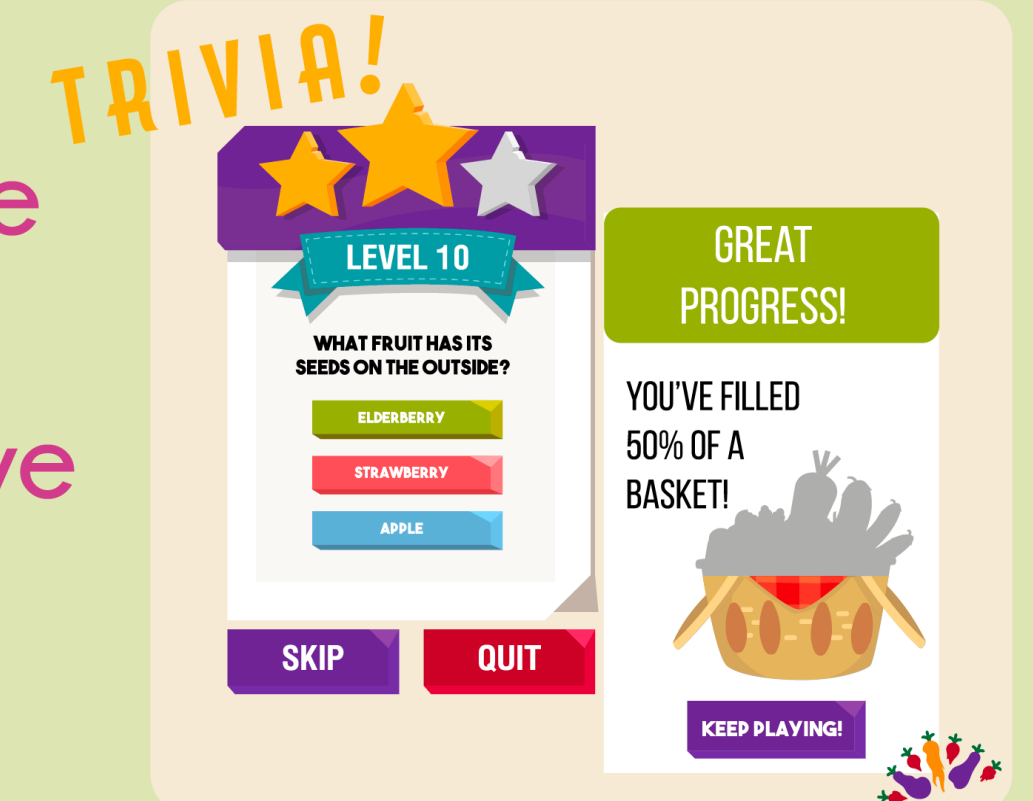


MARKETING MIX

- Social Media
- School Workshops
- Influencer Marketing
- Youtube + Search Ads

APP

- Subscribe
- Game
- Interactive



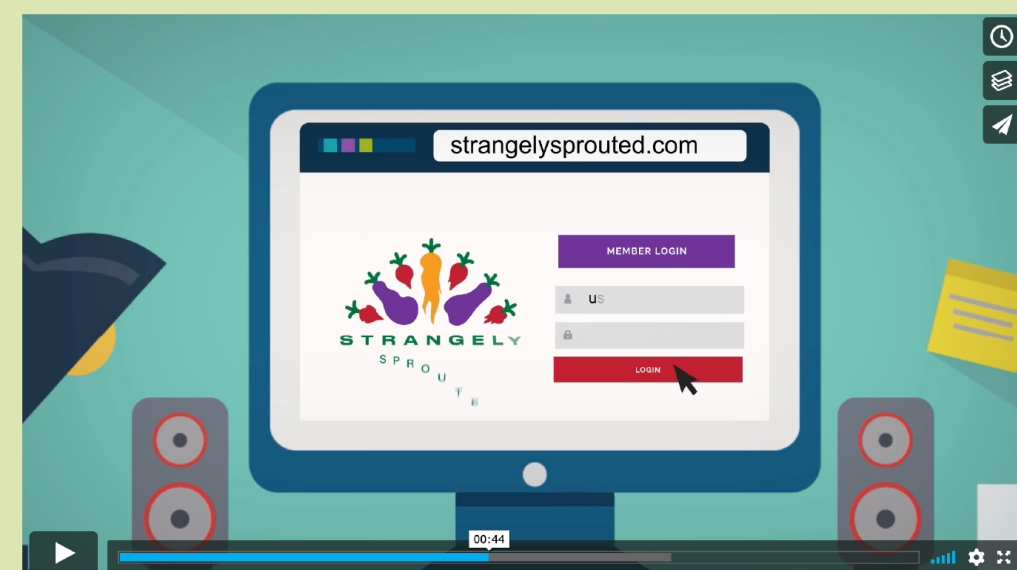
MARKETING PHASE 1

EDUCATIONAL / INTRODUCTORY
MONTHS 1 - 4



CONTENT

- 1:30
- Concept Video
- On site
- Native placement



E-MAIL



- Database development
- Subscriptions
- Quality content: recipes, eco, education
- E-CRM

CONVERSION GOAL



- CPC to website
- INFORMATION
- Subscriptions

MARKETING CAMPAIGN



MAIN CONCEPTS

- Character intro
- Save them!
- Countdown
- Alternative to waste
- Expanding audience

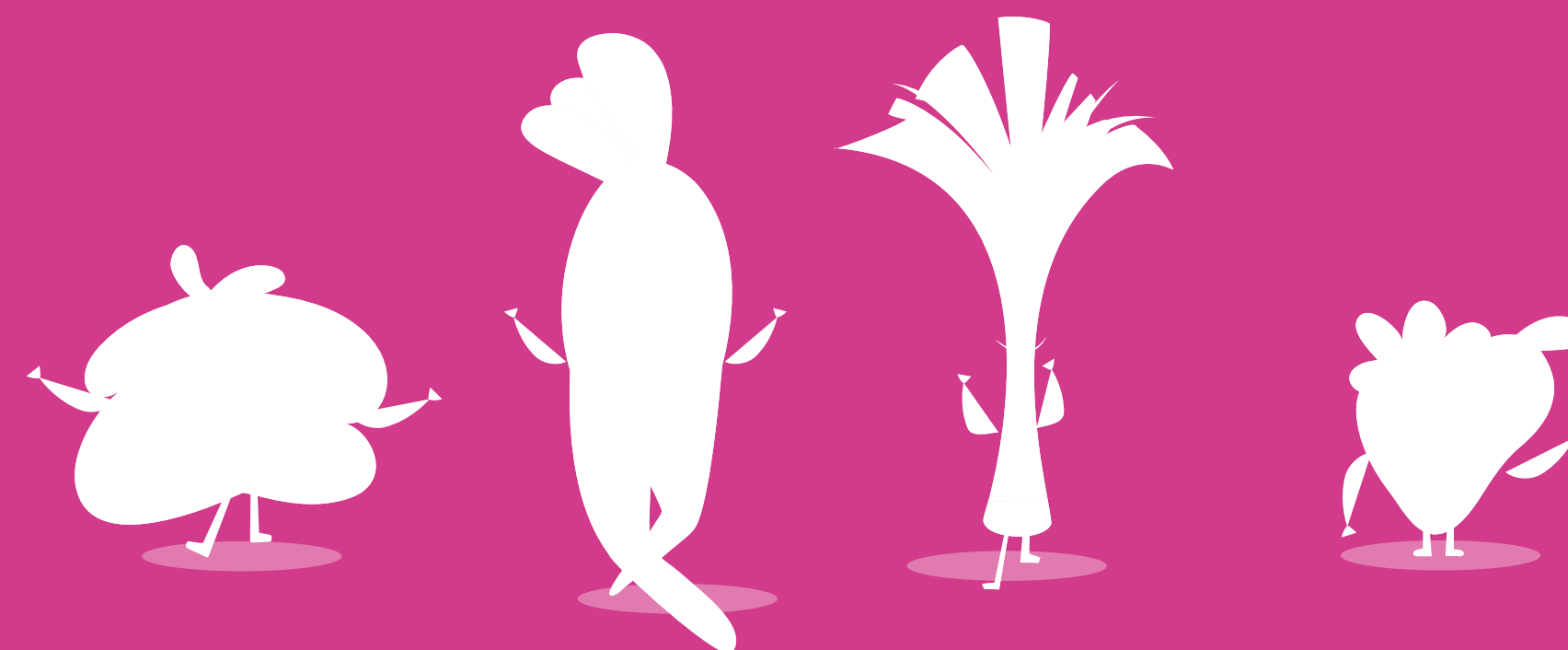
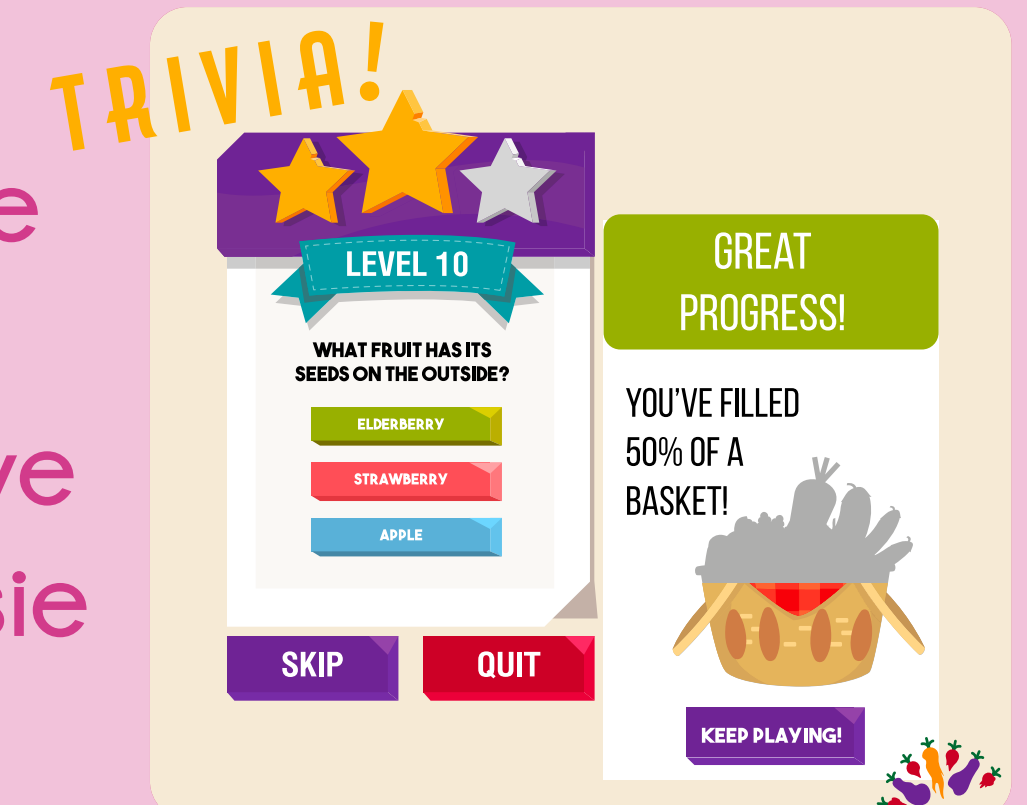


MARKETING MIX

- Social Media (organic takeovers + Story)
- School Workshops
- Influencer Marketing
- Youtube + Search Ads

APP

- Subscribe
- Game
- Interactive
- Save Rosie



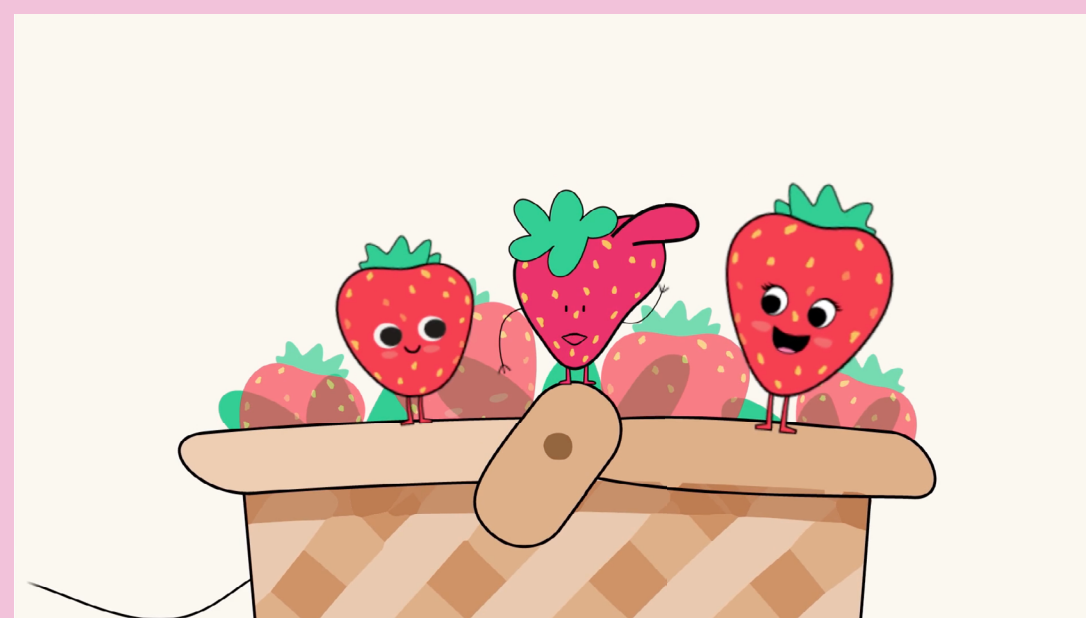
MARKETING PHASE 2

EMOTIONAL / CHARACTERS
MONTHS 5-12 (% in 4 periods)



CONTENT

- 0:30
- Story Video x 4
- On site
- Native placement
- Per character



E-MAIL

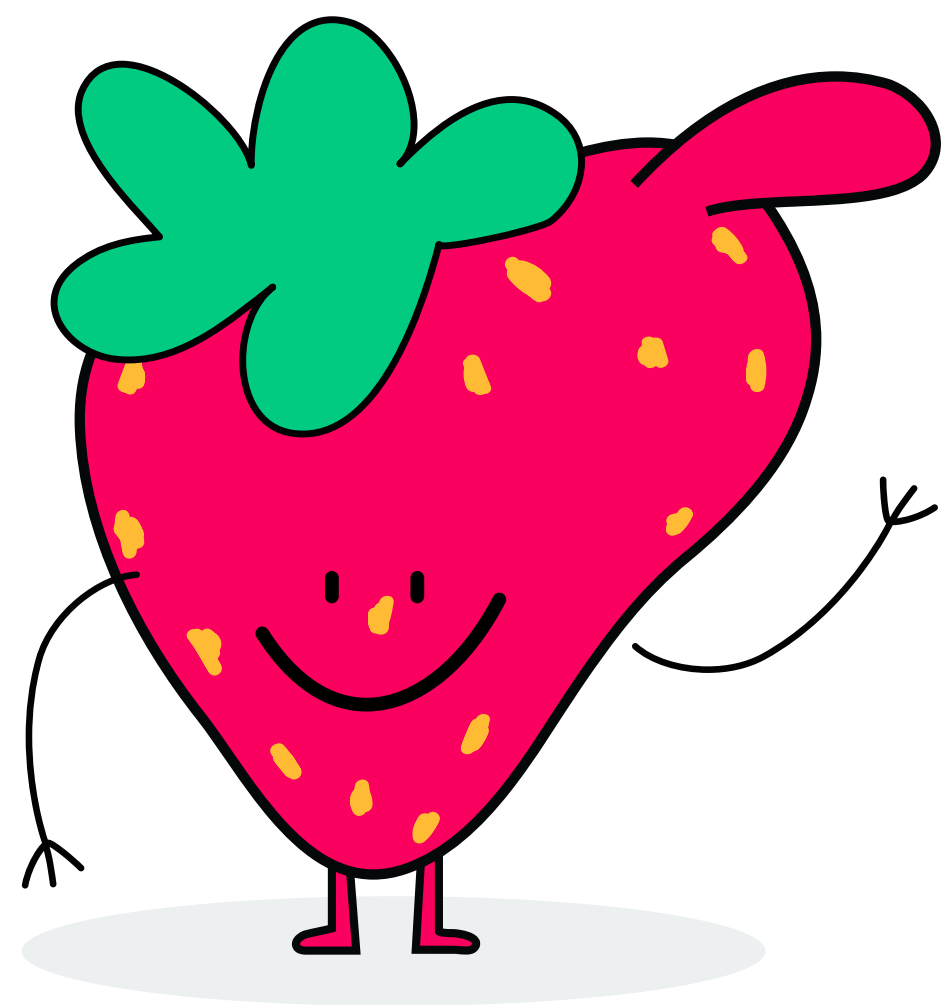
- Database development
- Subscriptions
- Bi-weekly update on character's journey
- E-CRM

CONVERSION GOAL

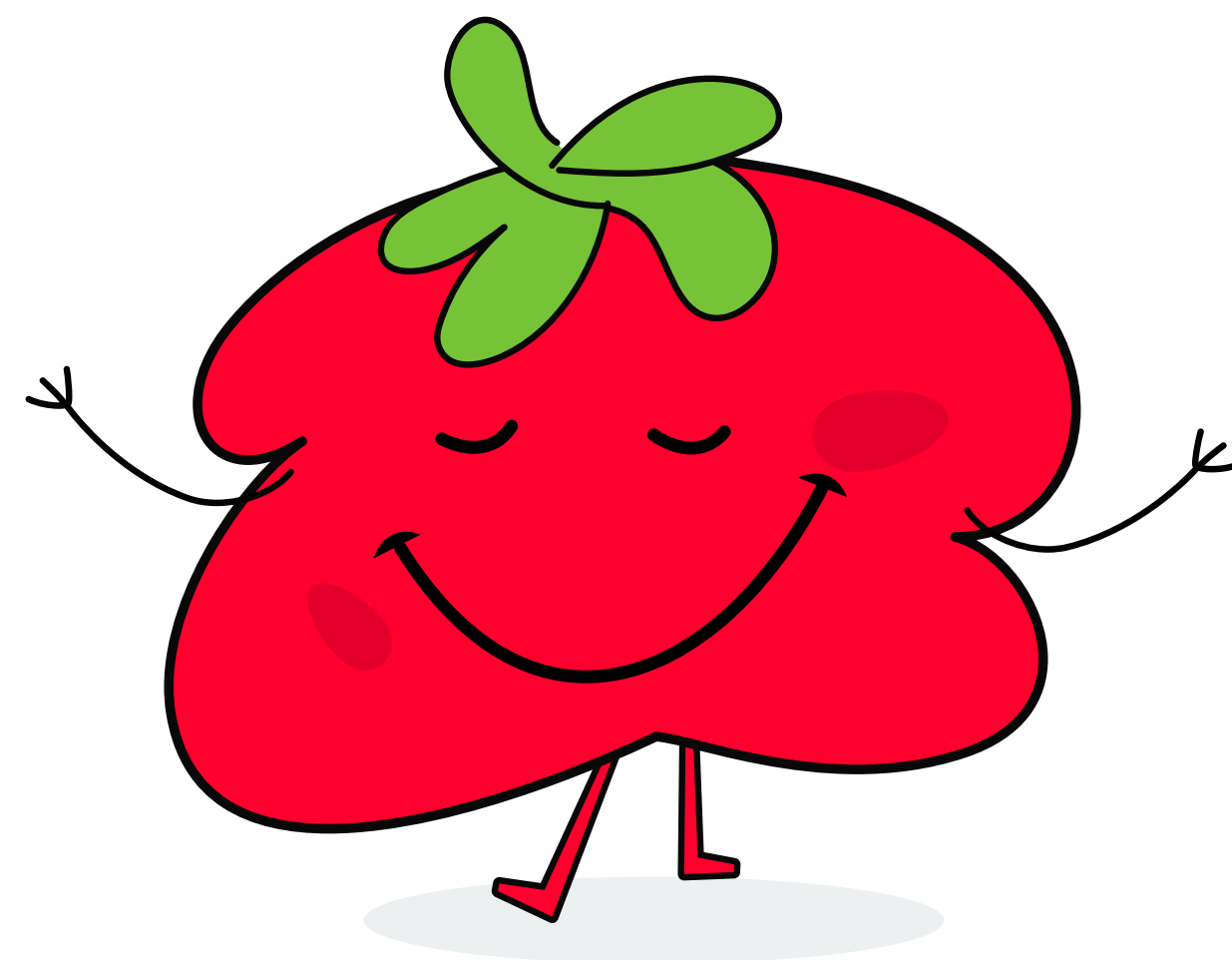


- Personalised URL
- CPC to website
- EMOTIONAL
- Subscriptions

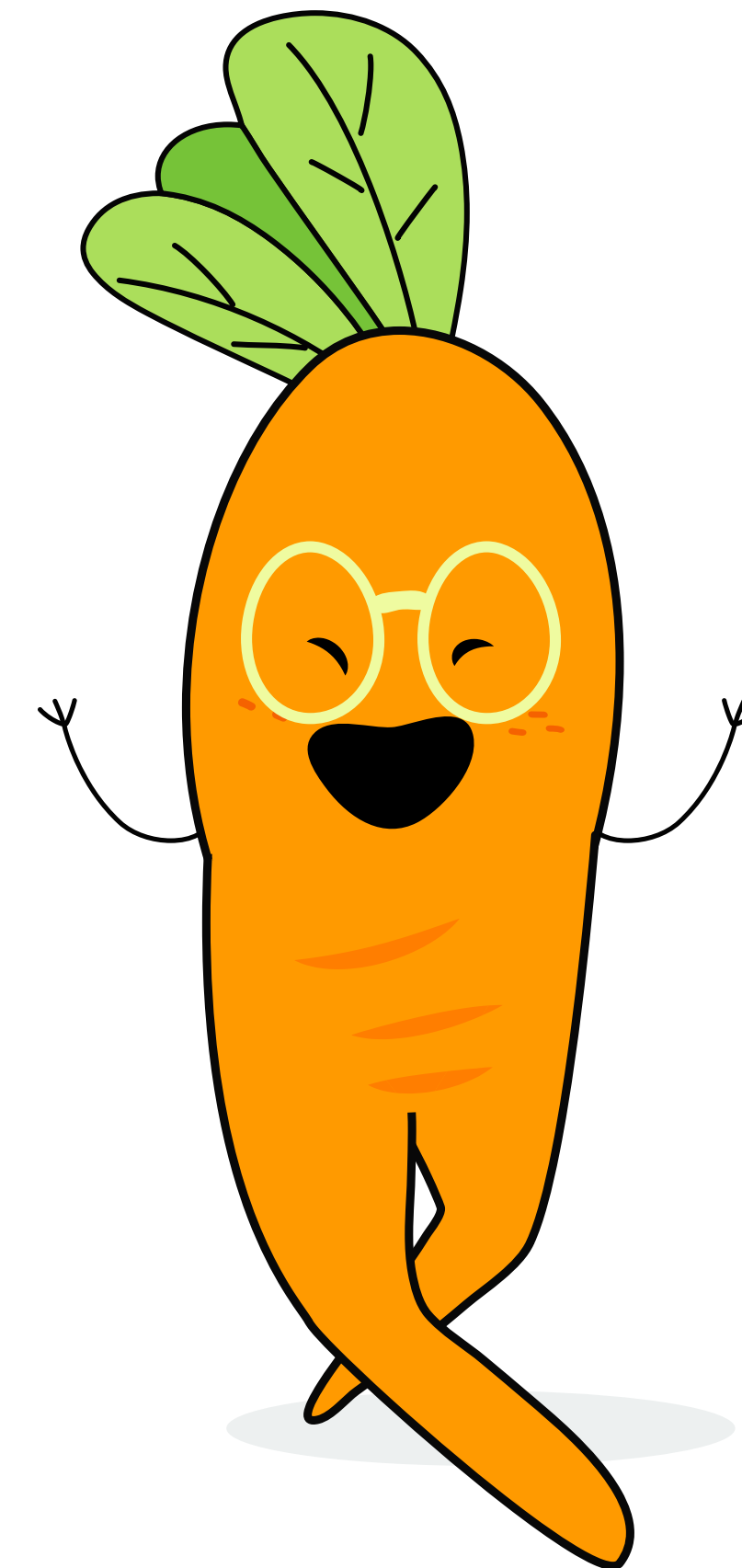
CHARACTERS



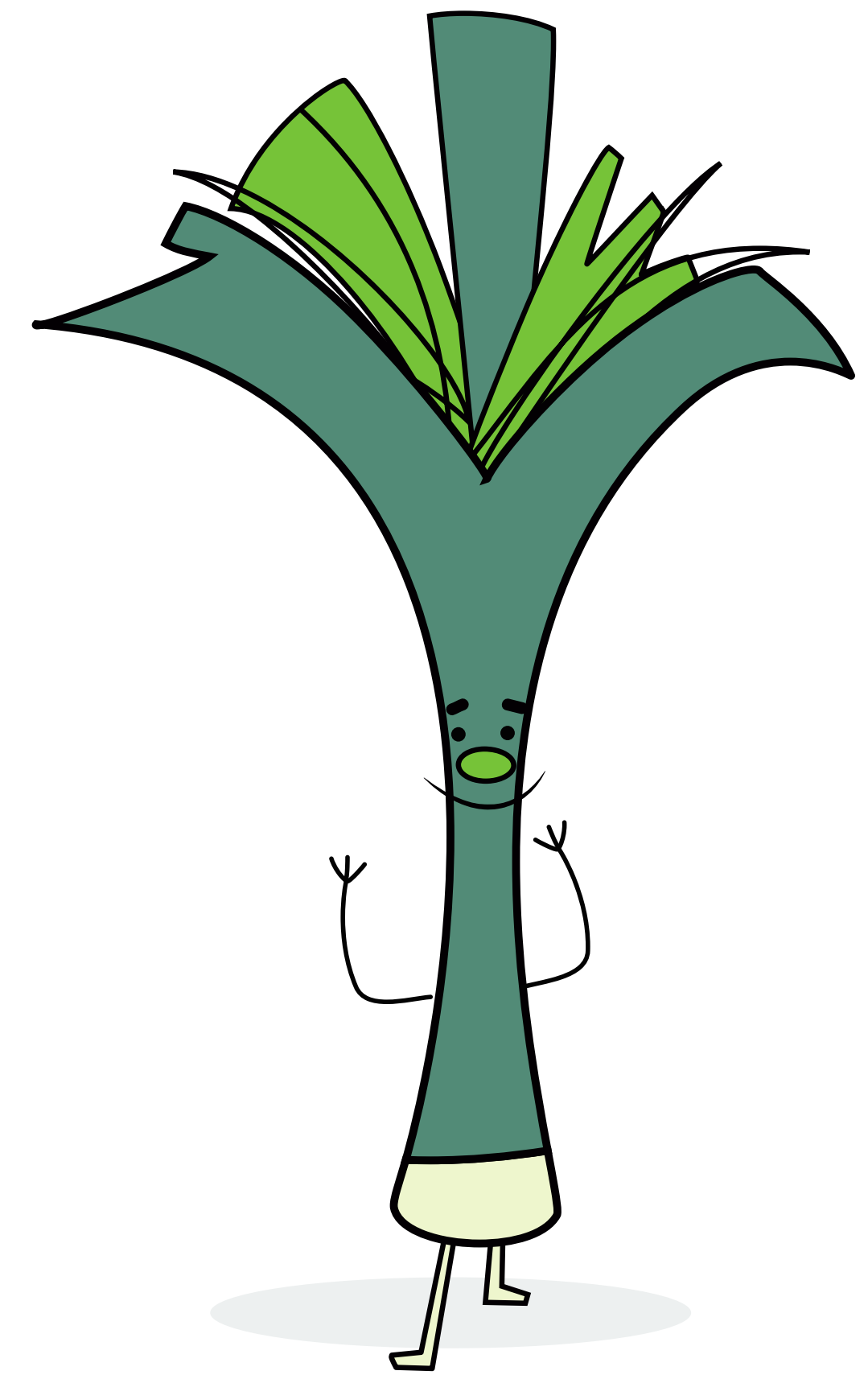
ROSIE
THE STRAWBERRY



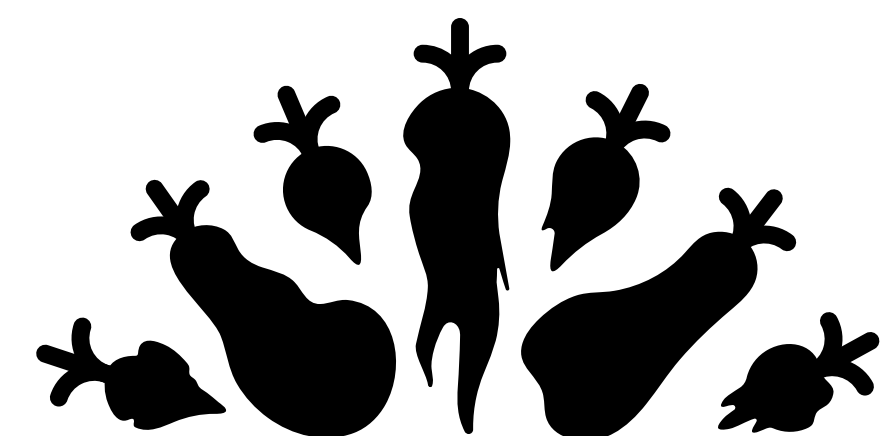
TOMMY
THE TOMATO



BARRET
THE CARROT



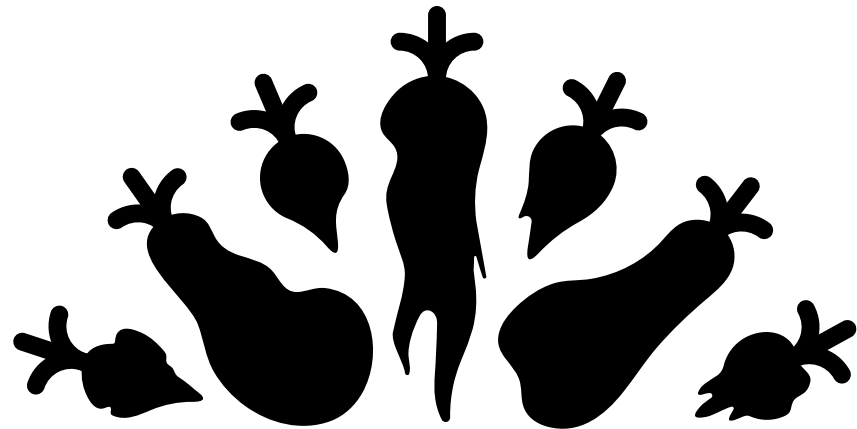
DECLAN
THE LEEK



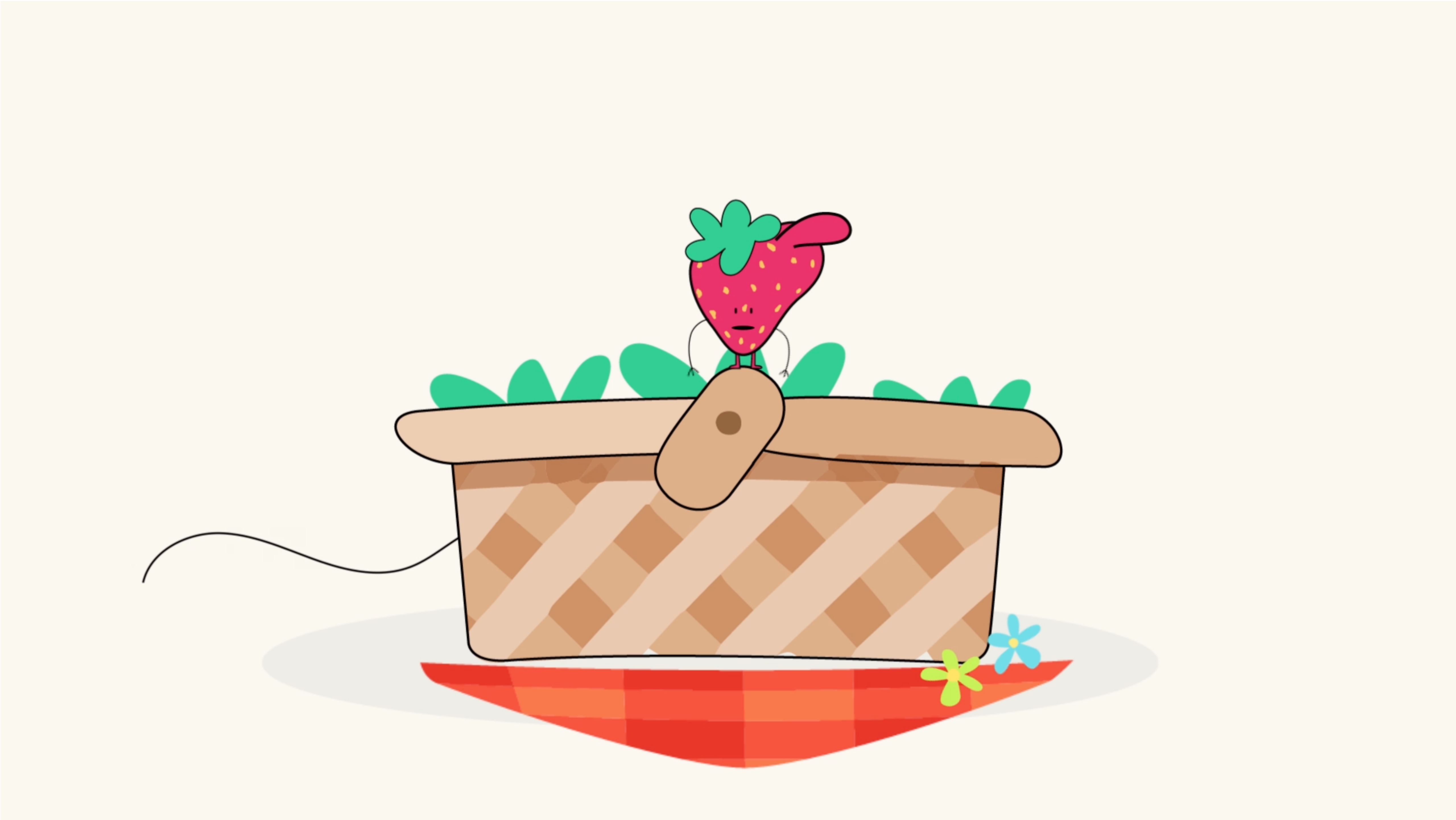
CONCEPT VIDEO



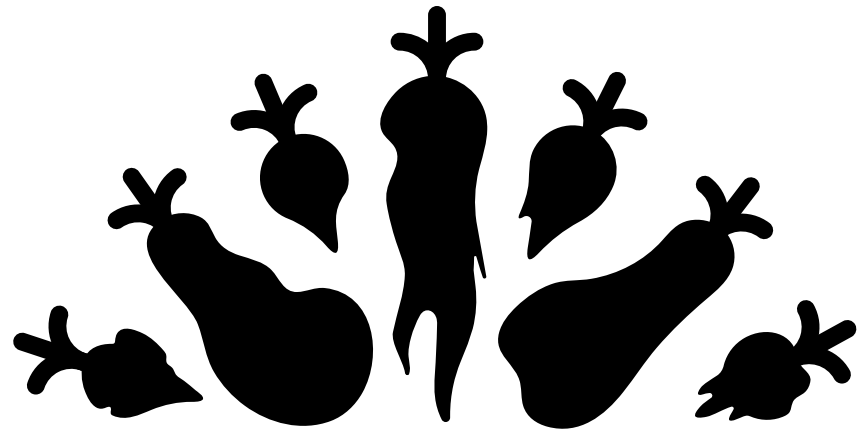
<https://vimeo.com/280807754>



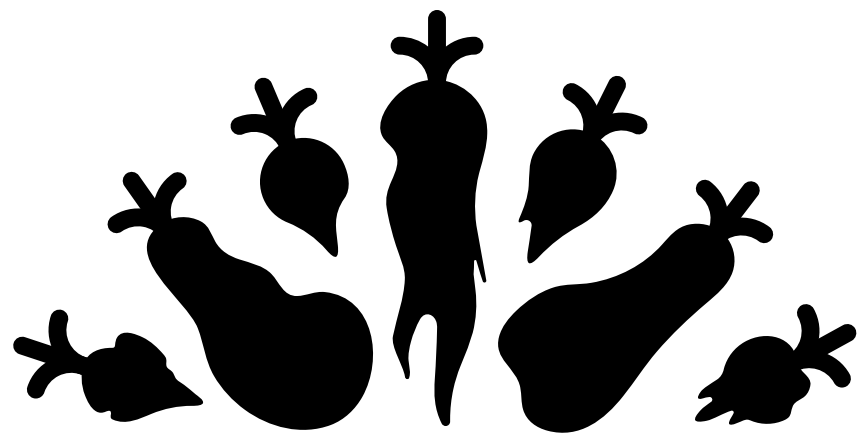
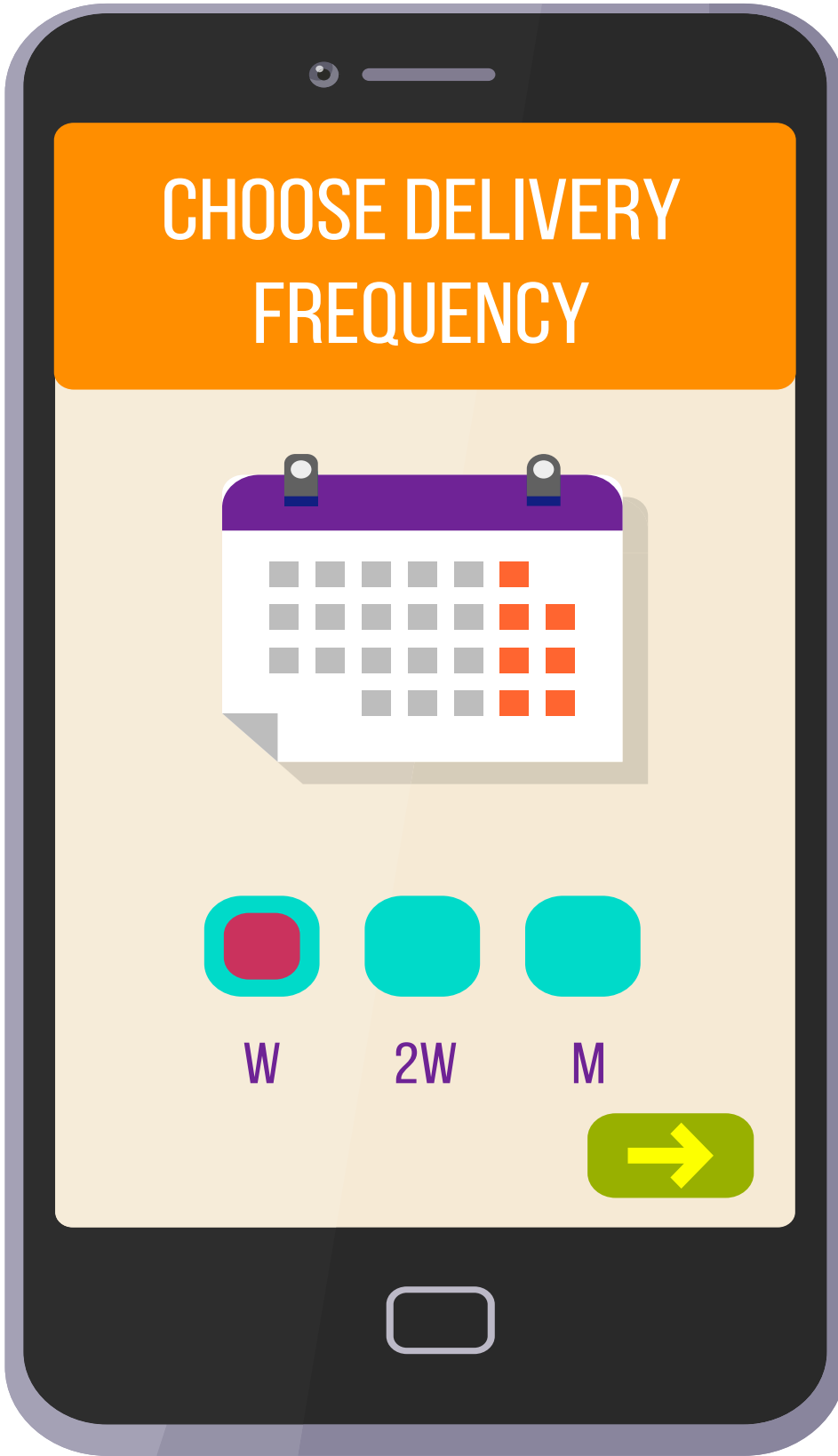
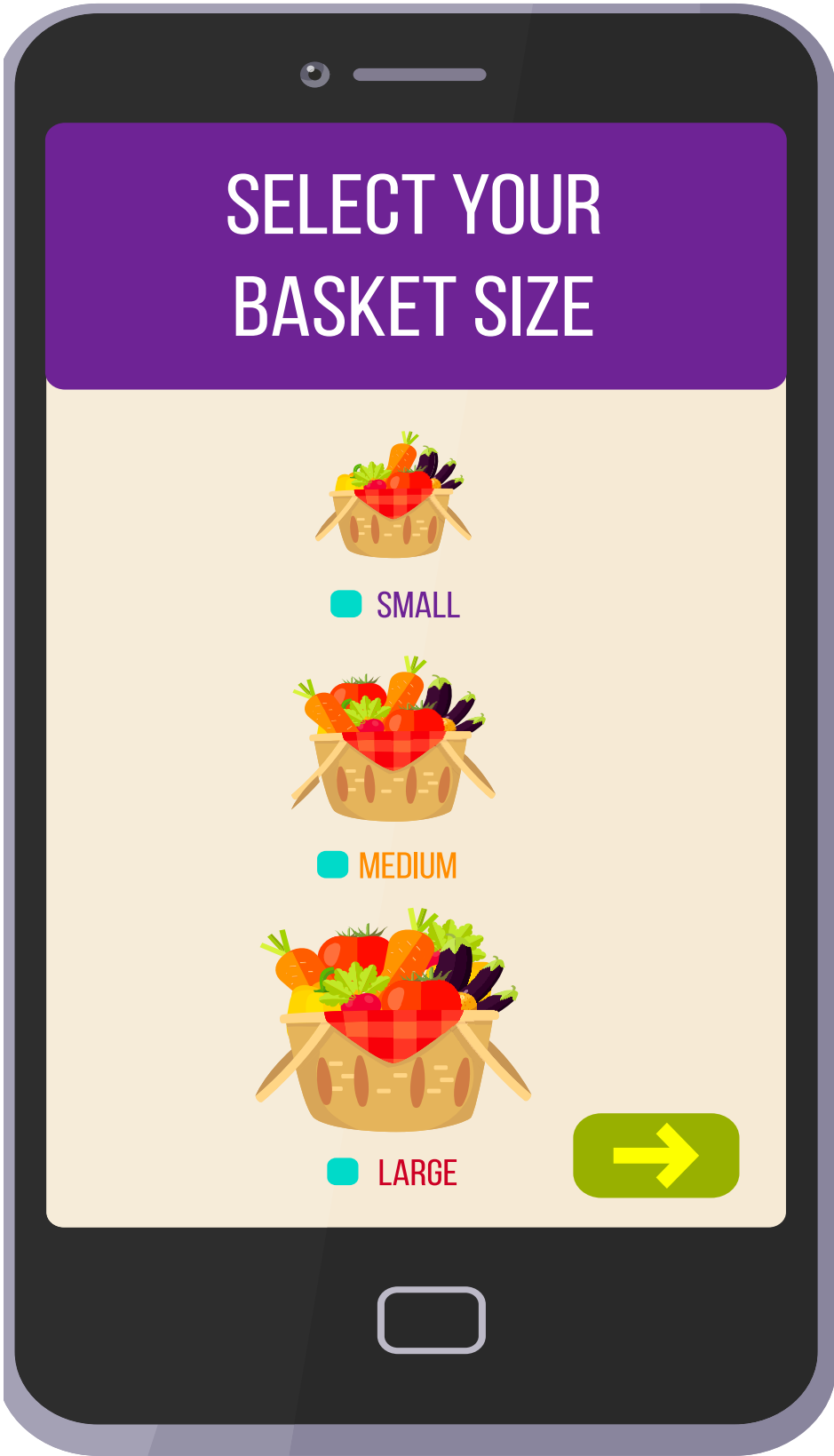
CHARACTER VIDEO



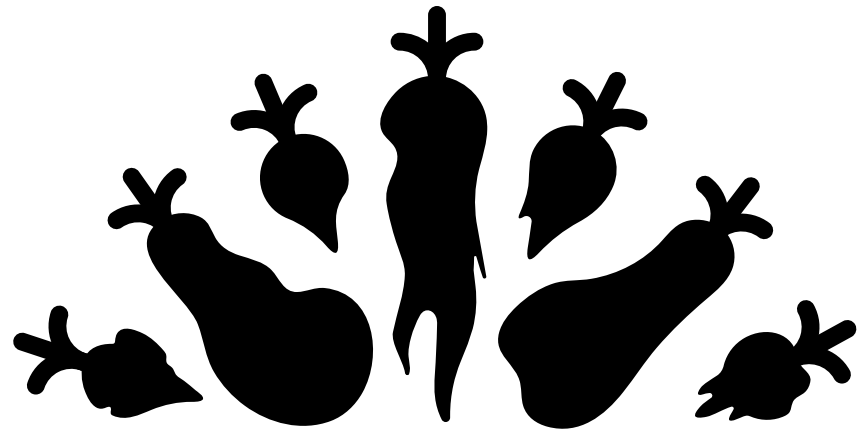
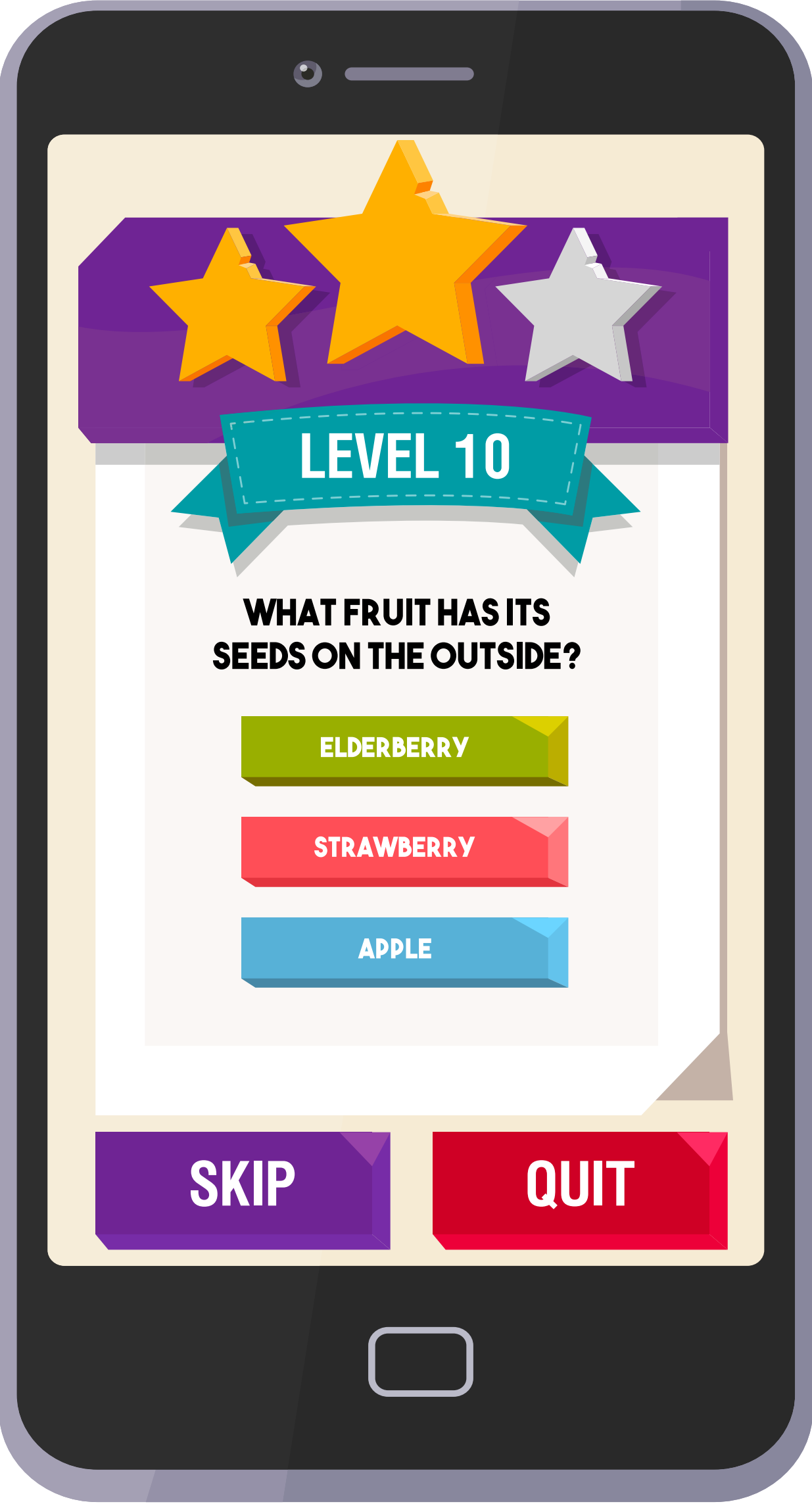
<https://vimeo.com/280806252>



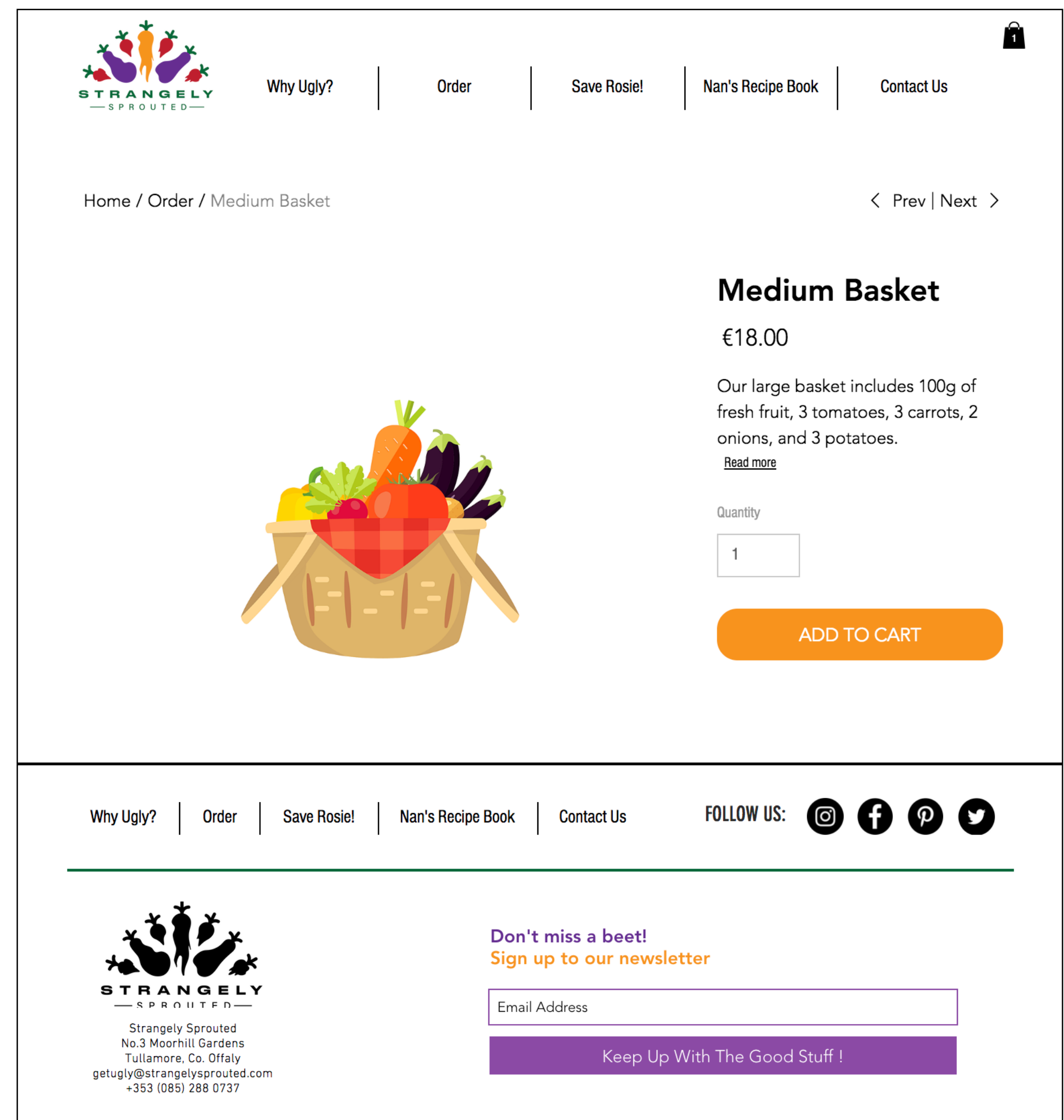
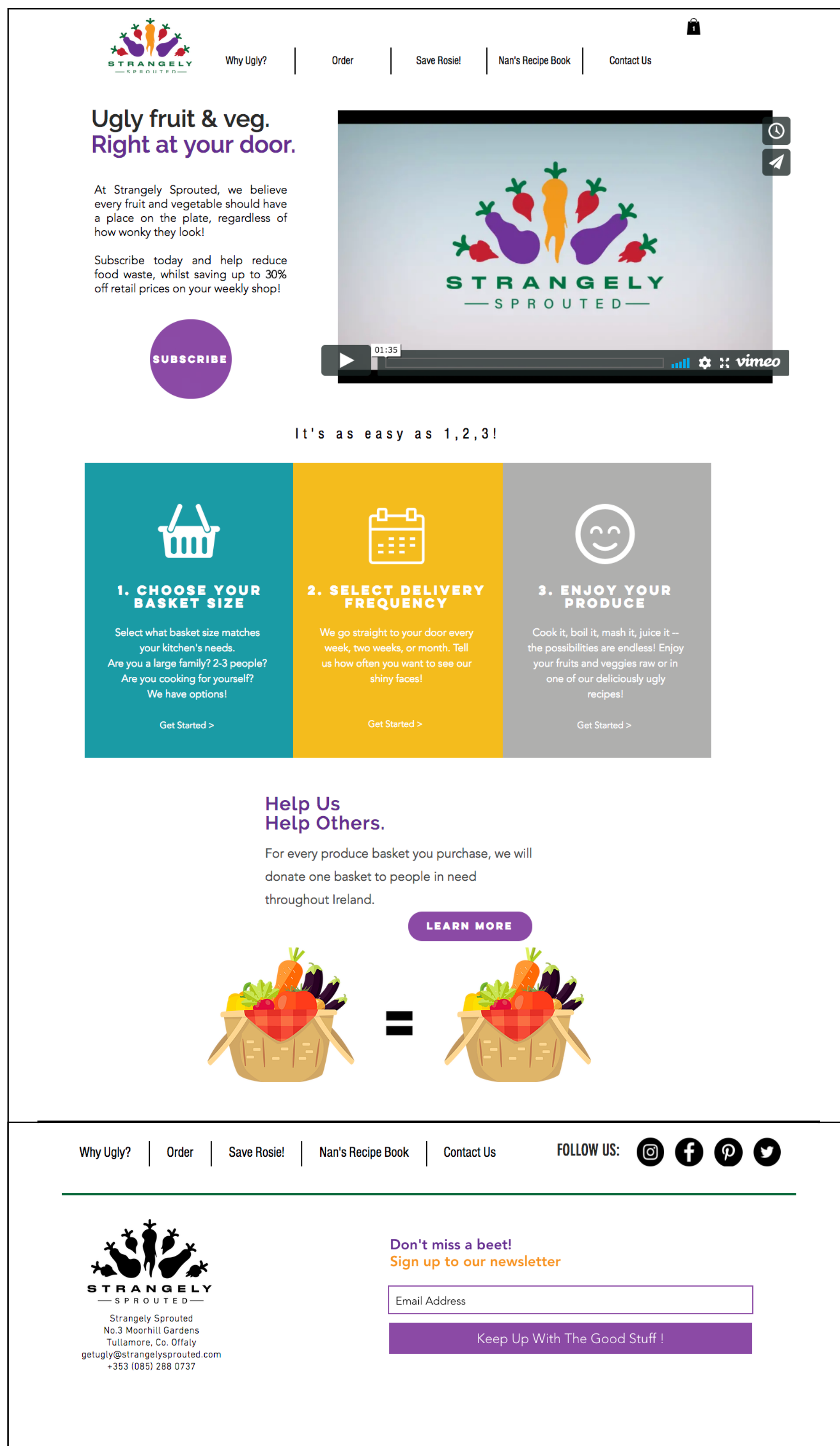
MOBILE APP



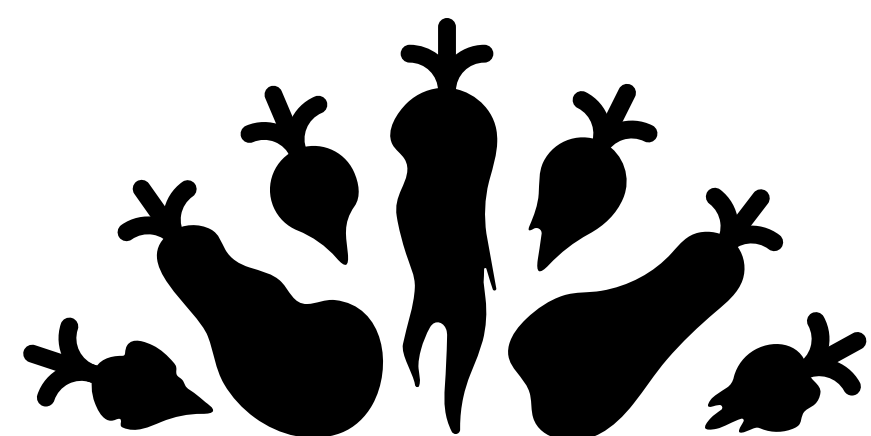
BASKET TRIVIA



WEBSITE



<https://susyalfaroj.wixsite.com/strangelysprouted>



SEM STRATEGY

Keyword Examples:

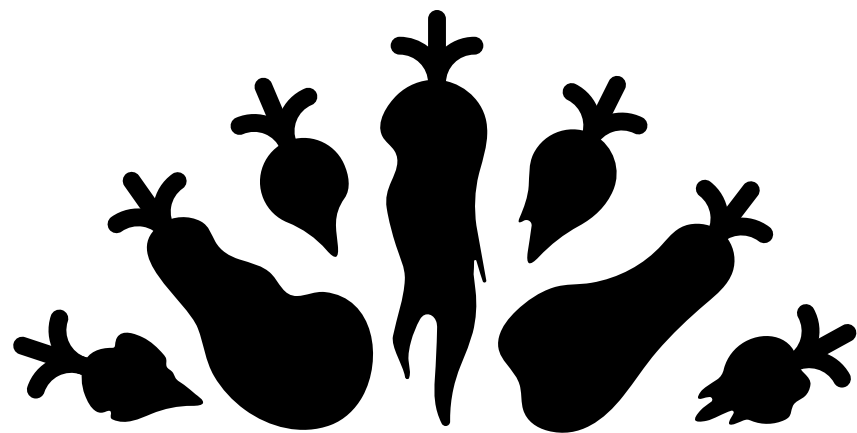
Food Waste Ireland	How can I reduce my waste
Reduce Food Waste Ireland	Eco-conscious tips Ireland
Online Fruits and Vegetables Dublin	Simon Community Ireland
Order fruits and vegetables Ireland + ugly	Online fruit (and vegetable) delivery
Local Produce Dublin	Order produce Ireland
Basket Trivia Strangely Sprouted	Ugly Produce Dublin
Trivia Games Online	Strangely Sprouted (Ireland)
Save Rosie Strangely Sprouted	Vegetarian Recipes
Sustainable Living Ireland	Reducing carbon print solutions

Ugly Fruits and Vegetables | Strangely Sprouted - StrangelySprouted.com

[Ad](#) www.StrangelySprouted.com/producebaskets (085) 288 0737
Help reduce food waste in Ireland by purchasing "ugly" fruits and vegetables from your local producers.
[Why Ugly?](#) · [Order](#) · [Save Rosie!](#)
No. 3 Moorhill Gardens, Tullamore, Co. Offaly

Save Rosie! Video Game | Strangely Sprouted - StrangelySprouted.com

[Ad](#) www.StrangelySprouted.com/saverosie (085) 288 0737
How well do you know your fruits and vegetables? Test your knowledge and donate food to charity.
[Why Ugly?](#) · [Order](#) · [Save Rosie!](#)
No. 3 Moorhill Gardens, Tullamore, Co. Offaly



SOCIAL MEDIA - FACEBOOK

PHASE 1 // EXAMPLE

**Strangely Sprouted**
Sponsored

Like Page

Did You Know that 1/3 of The World's Fruits + Vegetables go to Waste? We've a Solution!



Buy Produce for -30%!
Ugly Fruit + Vegetables Online

WWW.STRANGELYSROUTED.COM

Learn More

20


562 Comments 311 Shares

Like

Comment


Share

PHASE 2 // EXAMPLE

**Strangely Sprouted**
Sponsored

Like Page

Buy from Strangely Sprouted and Help Rosie the Strawberry find a Home Today!

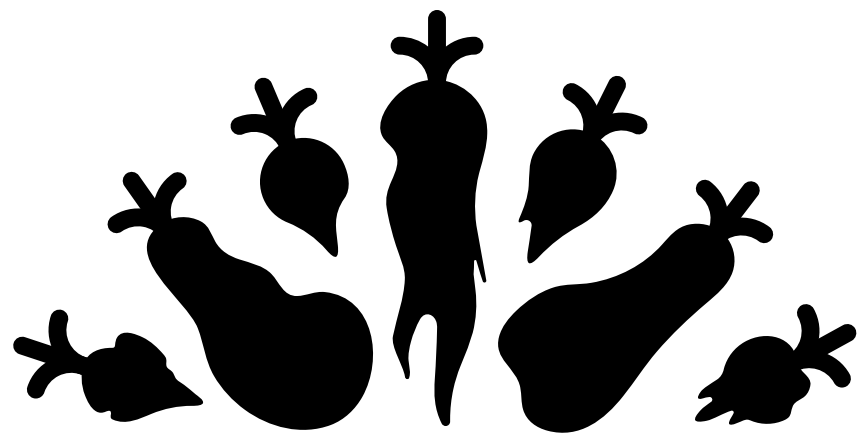


20 562 Comments 311 Shares

Like

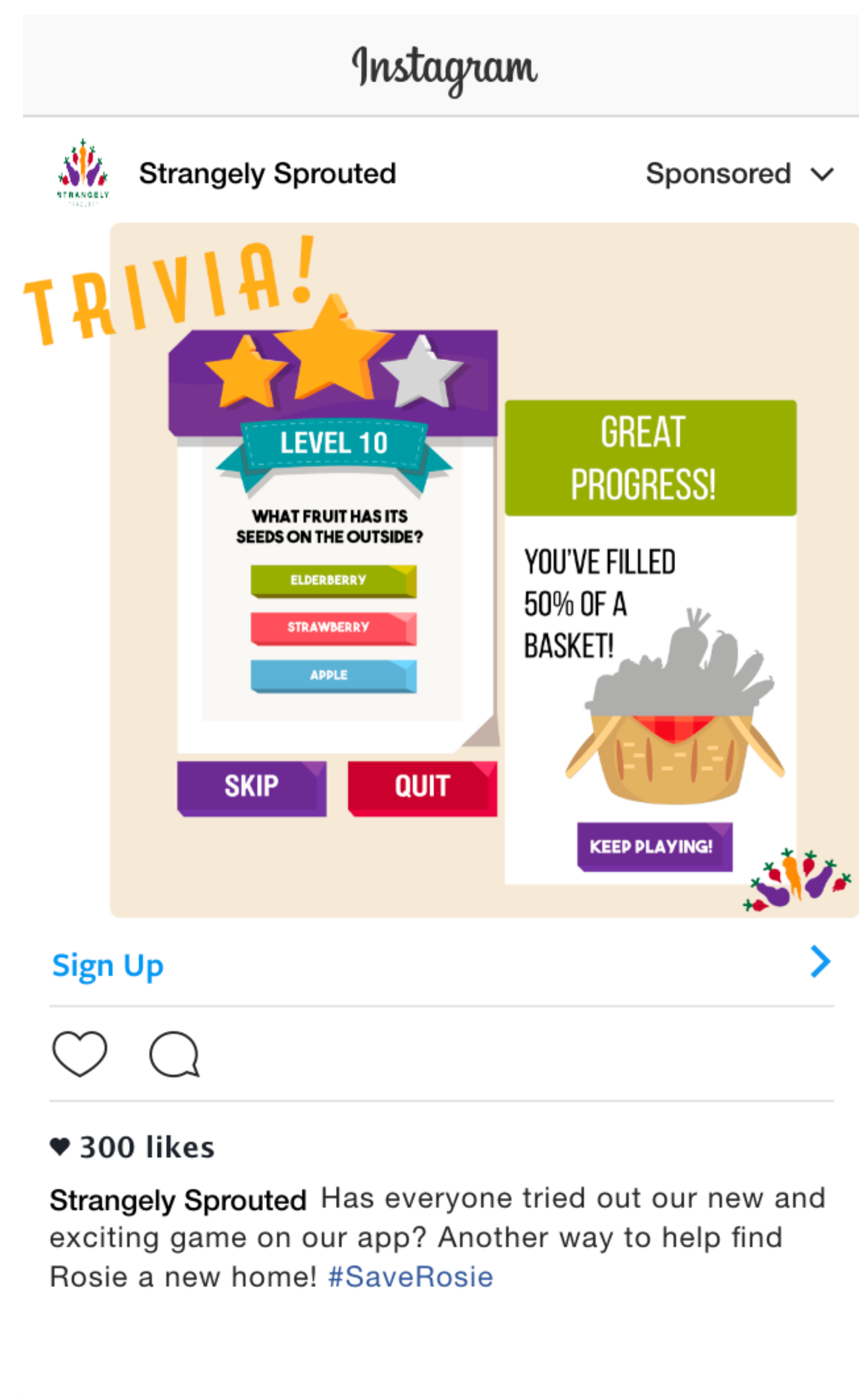
Comment

Share

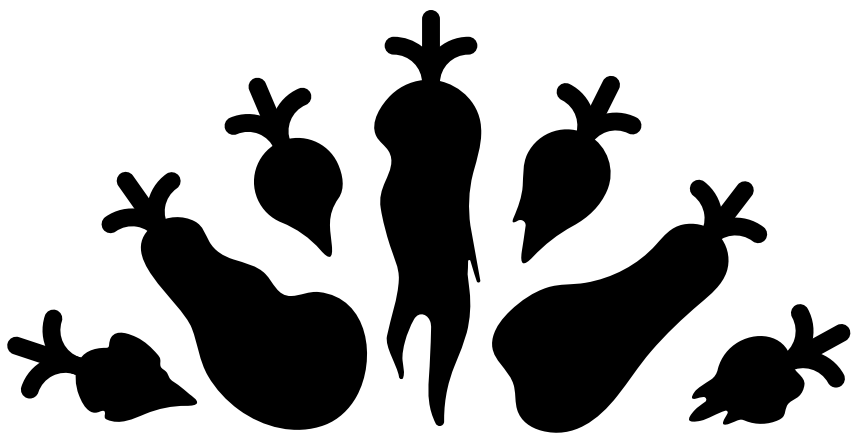
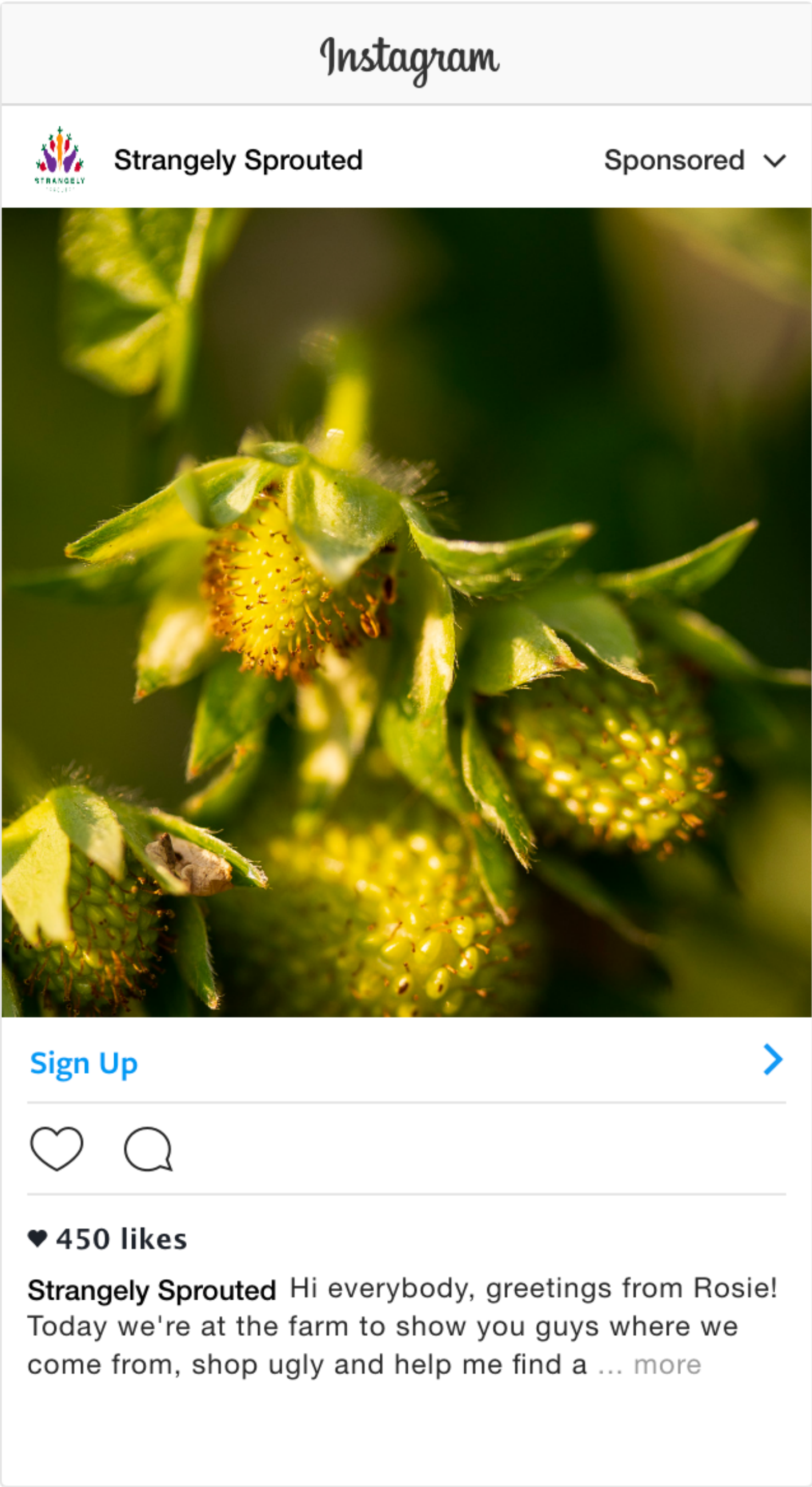


SOCIAL MEDIA - INSTAGRAM


PHASE 1 // EXAMPLE



PHASE 2 // EXAMPLE





SOCIAL MEDIA - PINTEREST



Search

HomeFollowingExploreSusy

Organize



Your PinsActivity

+ Add section

Ideas you might love

Veggie recipes


Cooking recipes

Vegetable recipes


Healthy recipes

Vegetarian dishes


Yummy food




Cheesy Garlic Roasted Potatoes

Samantha Langereis


Reply






LOADED SPICY VEGGIE PIE


Loaded Spicy Veggie Pie

Samantha Langereis




SESAME NOODLES


gimme some oven




Scalloped Vegetable Bake

Samantha Langereis

Reply





20+ HEALTHY, VEGETARIAN VEGGIE NOODLES

E-MAIL STRATEGY



Berry Season is Here!

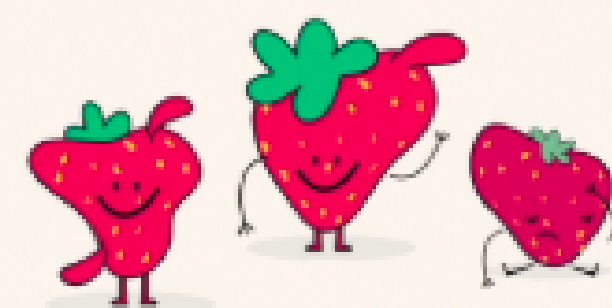
The sun is out and fresh fruits and vegetables are in abundance. We hope you are just as excited as us to try new recipes this summer!



So far this month, you have helped **50 households** get a free basket! Thank you for your continued support in providing your community with fresh fruits and vegetables that they would not have had access to themselves.

[Find Out More About Our Basket Scheme](#)

Meet our newest character...Rosie the Strawberry!



HELP ROSIE FIND A NEW HOME!
BUY UGLY PRODUCE



[Learn How to Make Strawberry Popsicles](#)



How to Step Up a Compost in 5 Easy Steps!


1. Make a compost bin
2. Figure out where to put it
3. Start collecting
4. Wait
5. Use it

[Check Out Our Video on Building a Compost](#)




WORKSHOPS

Instagram





Strangely Sprouted

Sponsored ▾



[Sign Up](#) ➔



♥ 300 likes

Strangely Sprouted Workshop No.2 completed and some happy faces recieving the Strangely Sprouted Certification. Sign up today to have Strangely ... more





Strangely Sprouted

✕



Sponsored

...



INFLUENCER MARKETING



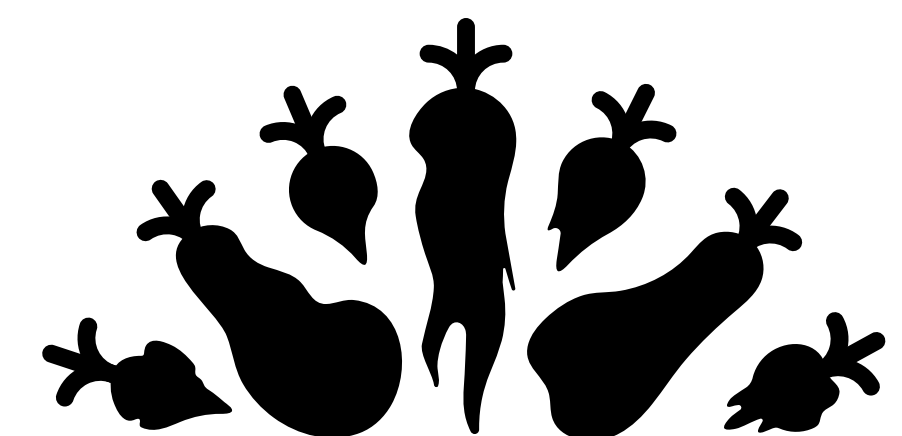
Indy Power

Author of Little Green Spoon Cookbook
Four Instagram posts with a new recipe



Rachel Allen

Instructor at Ballymaloe Cookery School
Offline event at Ballymaloe using “ugly” produce



CAMPAIGN PROJECTIONS

Google AdWords

Search Ads:

10 Keywords

Each keyword bid is €1-3 CPC

Daily Budget of €100 €36,500

Display Ads:

€1,458 a month €17,500

YouTube Ads:

€833 a month €10,000

Facebook and Instagram Ads

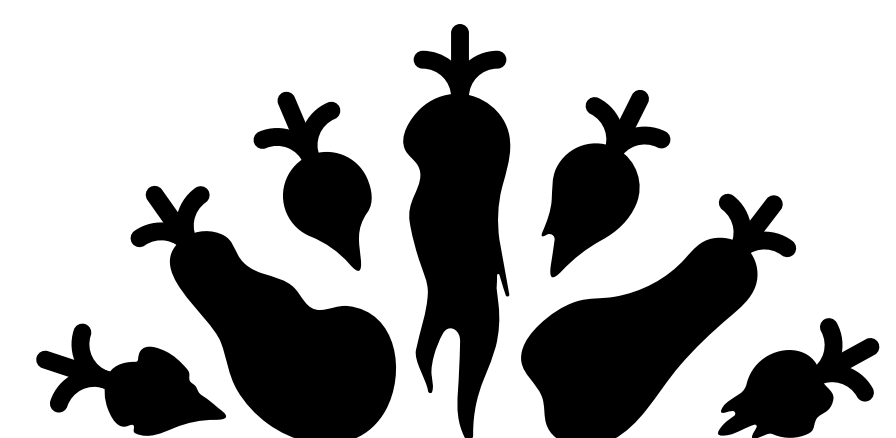
Phase 1 (4 months) - €3,000 a month = €12,000

Phase 2 (8 months) - €3,000 a month = €24,000 €36,000

Influencer Section:

4 posts with Little Green Spoon (Indy Power) €4,000

= €100,000

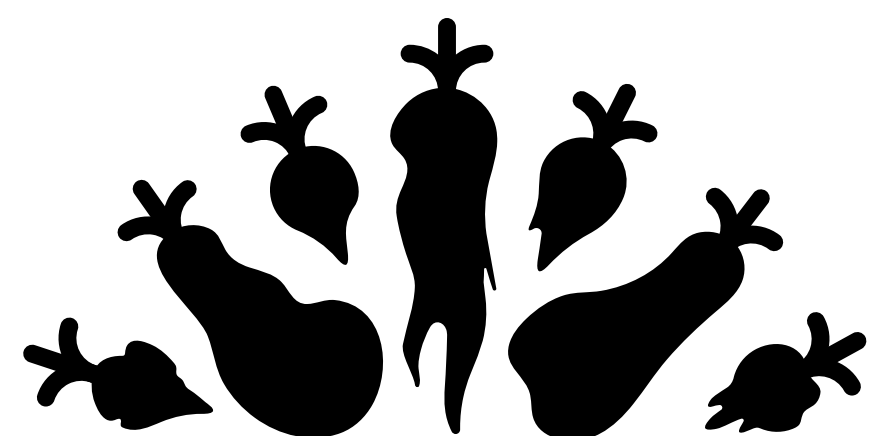


EXPECTED FINANCIAL RESULTS

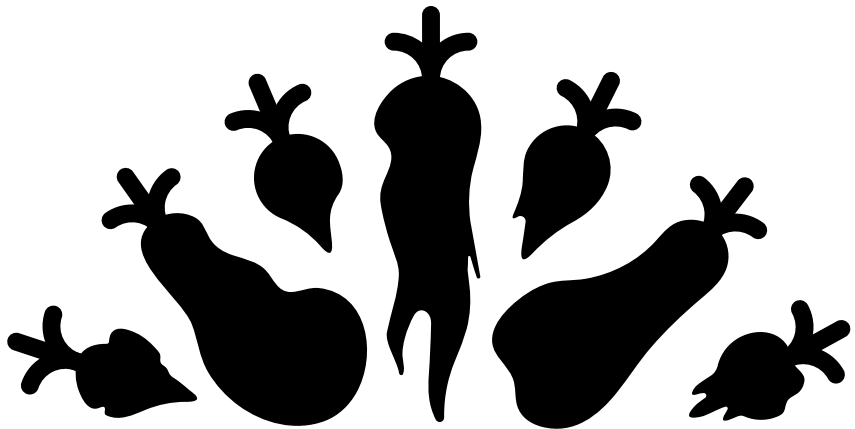
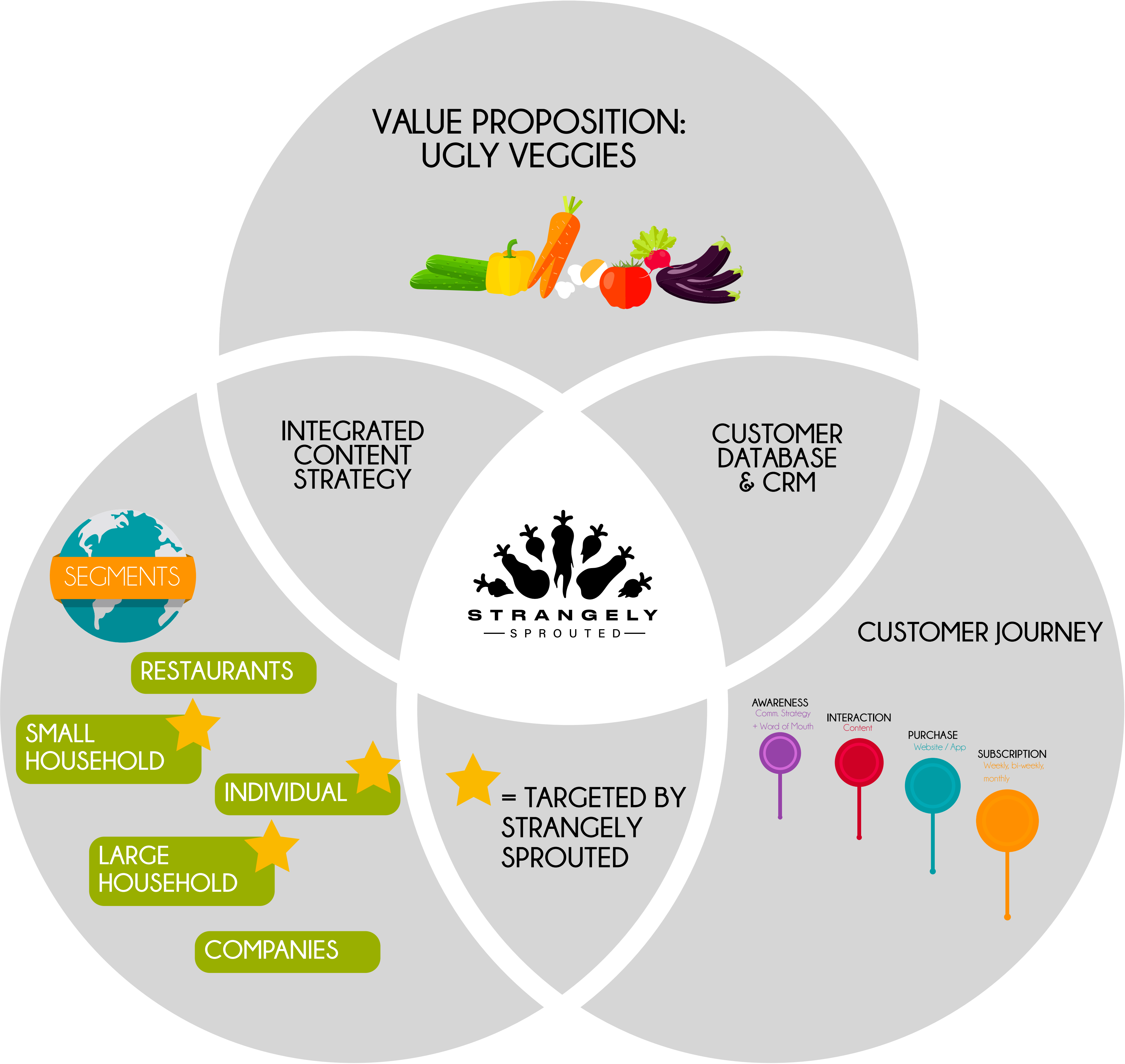
Mean Basket Value	€18
Expected Revenue by August 2019	€385,992
Monthly Increase of Sales	5%
Estimated Numer of Suppliers acquired by August 2019	80 in Ireland
Estimated Numer of Consumers acquired by August 2019	16,083 households in Dublin (3%)
Average Number of Orders per Week by August 2019	309

ROI:

$$\begin{aligned} & (385,992 - 100,000 / 385,992) \\ & \quad * 100\% = 285.99\% \end{aligned}$$



FINAL RECOMMENDATIONS



**HAVE A BERRY
NICE DAY!**

