

Marketing Campaign

Grá Bia



GRÁ BIA

Group 34

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Introduction

By undertaking the marketing strategy for Grá Bia, we aim to demonstrate the marketing initiatives we will utilise during our marketing campaign and the timeline in which these will be implemented. We will also demonstrate the impact these marketing initiatives have on our company during 2025 and 2026. Engagement with our marketing initiatives will help build awareness for our brand and also drive sales upward.

Our Brand:

Our aim is to create a brand that customers will feel an element of safety and trust when engaging with our product. By implementing smart technologies into our food safe containers, we hope that customers will put their trust in our product to keep them safe from spoiled food. The integration of technology into a product many people use daily is a novel idea for numerous people and will require trust in the early stages of use.

An important objective for our company is to convey to our customers that their safety is our top priority and to show that our product provides a solution for safe and hygienic food storage that will promote health and wellness. The main goal for marketing our brand is that when customers think of Grá Bia they automatically align our product with safety and health in mind.

Going into 2025, our main aim will be to try and boost our brand image and name. We want to focus on this more than just sales as we want to build a brand that is trustworthy and that has a positive brand identity which would then lay the foundations for long-term success. We think the below five marketing initiatives that we plan to undertake in 2025 will help us to do this successfully.

Marketing Initiatives

The five marketing initiatives that we will undertake in 2025 are:

1. Collaborations with influencers – Collaborating with relevant people in the food and tech industry would be a strategic move to help build credibility and generate excitement about our product. Influencers have the power to help sway consumers' opinions and influence their purchasing decisions. We would get the influencers to film cooking videos using ingredients stored in our product, which would not only target specific audiences interested in food but also showcase the product's features. This would also then help create curiosity with customers and would help build trust and generate excitement about our product. This initiative's main aim would be to create a buzz around our smart Tupperware, extending its reach and impact (Young Entrepreneur Council, 2015).
2. Email marketing campaigns – Email marketing would be a great marketing incentive as it remains a cost effective and direct channel to reach a broad audience (Sabbagh, 2021). We can obtain relevant emails to target through B2B databases, online communities, or industry events. In 2025 our strategy will involve creating personalised emails to target users directly and effectively. We will provide subscribers with exclusive deals, recommendations, and educational content on how to get the best out of our product. By using email marketing, it allows us to maintain our brand visibility and establish a direct line of communication with our audience. Also, by using different types of analytical tools we can tailor different content to different customers to make sure we maximise customer engagement. Email marketing cost effectiveness makes it a valuable tool for building brand loyalty and driving sales.
3. Limited Edition Products – In 2025 we plan on releasing limited-edition designs or collaborations with popular designers or personalities. This helps to create exclusivity and excitement and would create hype around our product and brand (Subramanian Balachander and Stock, 2009). This marketing incentive would tap into consumers' psychology, triggering a fear of missing out and this would then drive demand. Limited-edition releases generate a sense of urgency and excitement among customers, encouraging them to make quicker purchasing decisions. We could also collaborate with designers or personalities which add a layer of prestige to our brand, positioning our product as an exclusive product. However the cost associated with limited-edition releases may include design collaborations and production of exclusive units, but the overall cost wouldn't be particularly high as only small quantities would be produced.
4. Local Sponsorships and Events – We plan to sponsor local community events like farmer markets, food festivals, or sports teams. This will allow us to directly engage with local and potential customers. Local sponsorships help position our product as an integral part of the local lifestyle. It will also create a positive association with our brand and product. By having local partnerships, it also aligns with the trend of supporting and contributing to community initiatives, enhancing our brands social responsibility image. (International Journal of Advertising, 2015). Although these sponsorship events might have participation fees and promotional materials, it is a crucial part to our marketing strategy as it gets the local community to talk about our product and our brand.

5. **Social Media Campaigns** – We plan to leverage social media platforms such as Instagram, Facebook, and TikTok. We will create visually appealing and engaging content, highlighting the smart features of our product. By using the relevant hashtags, partnering with influencers, and running targeted ads to reach a wider audience will help us boost our brand and reach a wider audience (Jamil et al., 2022). This would also allow us to implement user-generated content from our customers, which has been shown to be one of the best marketing methods to positively influence consumers' opinion towards a product and their buying behaviour (Müller & Christandl, 2019). Social media campaigns provide a dynamic platform to interact with customers, receive real-time feedback, and build a community around our product. A well-executed social media campaign will contribute to brand awareness, customer engagement and ultimately drive sales.

The marketing proposals outlined above present a comprehensive strategy for promoting our product in the market. This strategy aims not only to drive immediate sales but also to fortify and elevate the brand image for sustained success. The proposed marketing initiatives, including influencer collaborations, email campaigns, limited-edition releases, local sponsorships, and social media campaigns, collectively form a holistic approach that addresses various aspects of brand promotion. By using these initiatives, we believe we can build long lasting relationships with our target audience.

As we embark on the implementation of these initiatives, we anticipate not only increasing market share but the establishment of a brand that resonates with consumers, fostering loyalty and advocacy over time.



Measuring Impacts

Measuring the impact of our product in 2025 will need to be closely aligned with the marketing initiatives to see what approaches are most effective in terms of sales performance. Monitoring sales trends in alignment with the above marketing timeline and identifying which campaigns have the most significant fluctuations both positively and negatively will help us to narrow down our strategy to the most effective initiatives.

We will be looking at the market penetration our product has in target markets and segments, assessing customer awareness and perception of the product in those target markets.

It will be crucial to collect customer feedback through surveys, reviews, and social media, analysing satisfaction scores, and ensuring that any incidents or product recalls are addressed swiftly to protect our brand reputation.

We will be defining and monitoring specific Key Performance Indicators relevant to our product and regularly reviewing them to gauge the overall success and impact the product is having.

In 2026, we will look at the impact our marketing initiatives had, deciding which areas we wish to prioritise as well as reanalysing our initiatives to see if there are any other avenues that we can take to push our product further.

We hope to have grown our product reputation and sales to be seen as a recognisable product in many households.

Conclusion

In conclusion, the marketing strategy outlined for Grá Bia presents an effective plan aimed at not only driving immediate sales but also strengthening and elevating the brand image for sustained success. The initiatives, ranging from influencer collaborations to social media campaigns, collectively form a holistic approach addressing various facets of brand promotion. As we begin implementing these strategies, our primary goal is to build long-lasting relationships with our target audience, building loyalty and trust over time.

Measuring the impacts of these initiatives will be critical for refining our strategies and maximizing effectiveness. We will closely monitor sales performance, market penetration, customer awareness, and perception. Additionally, gathering customer feedback and reviewing Key Performance Indicators will provide valuable insights into the success and impact of our product. Looking ahead to 2026, we aim to further enhance our product reputation and sales, becoming a recognizable household name.

References

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