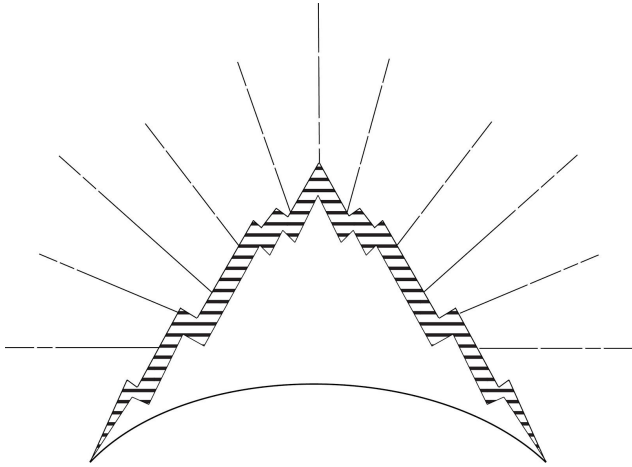




BURT'S BEES®



ad • ology

ABSTRACT

An Integrated Marketing Communications plan for Burt's Bees, detailing ways to raise awareness of their plant-based protein powders.

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Summary

The purpose of this strategic plan is to present a unique opportunity to increase the visibility of one of Burt's Bees product lines, the assortment of plant-based protein shake powders, called Burt's Bees Protein Shakes. The marketing and advertising efforts for this relatively new line have stalled, leaving the product swamped by the overwhelming competition in the protein powder industry. Burt's Bees entered foreign territory when it moved into the nutritional supplement arena and therefore required proper consumer awareness before the line could gain traction as it still does today. Throughout this proposal, ad • ology will suggest several strategies for Burt's Bees to enhance its marketing efforts for the Protein Shakes line.

Situation Analysis

Specific elements that contextualize the general dynamics of the protein powder industry and market that have a significant role in influencing this promotional strategy include the amount of money in the industry, the variety of proteins that exist within it and the target market.

The first element included in the general dynamics of the protein powder industry is the amount of money it is made up of the industry. According to Statista, a leading provider of market and consumer data research, "The protein market continues to be a strong growth opportunity for the food industry. Projections suggest that the worldwide market for sports nutrition is set to grow to \$45.27 billion" (Statista, 2016). Specifically, the United States accumulated a \$3 billion figure in 2016 with this number expected to grow (Duncan, 2016). With this much money, companies will go far lengths to secure their chunk of wealth. It's important to

note who is contributing to this, leading to the second general dynamic element of the protein industry: the target market.

Much of the target market within the industry shows consumers have high paced, on-the-go lifestyles. Theis general market can be broken down even further into niche markets, a recent example being the new wave of vegetarians. One study showed out of all the protein users in 2016, 24 percent of them didn't eat meat (Statista, 2016). Looking at that statistic from a monetary standpoint, that makes up \$11.7 billion. Additionally, traditional omnivores made up 76 percent, or \$33.4 billion, of the worldwide protein powder purchasing population.

The last general dynamic of the protein powder industry includes the variety of protein powders that are in the market. A big reason behind having different options of protein powder is that people have different needs, so companies have to tailor their formulas to accommodate them. Another reason why there are various protein powders is that different proteins work in different ways. Thus, having different types of shakes available produces a broader target market and increases the market population.

The promotional strategy to be used in this plan is positively influenced by the target audiences Burt's Bees Protein Powder should aim to reach. Plant-based protein drinks are on the rise. Statista.com states the value of the global plant protein market in 2015 was at \$7.67 billion U.S. dollars (Statista, 2016). In 2020, that is projected to go up to \$10.12 billion. ad • ology recognizes this trend. John Feeney, marketing manager of Burt's Bees, says "the plant-based category is expanding, and we hope to pull in new people" (Juntti, 2017). The target audience of this line are people wanting healthier diets without having to overthink it.

Competitor Analysis

The nature of consumer behavior within the protein powder industry comes from people aspiring to improve their health. However, consumers within this industry can be cut down further. For example, a significant competitor to Burt's Bees Protein Powder is Optimum Nutrition Gold Standard 100% Whey Protein. Much of Optimum Nutrition's earned media is in popular men's fitness magazines (Freedman, 2015). The placement of ads here particularly implies that physically active men are the desired target market for this particular product. Segmented marketing within this industry provides unique opportunities for companies to stand out.

Another one of Burt's Bees protein powder competitors is Vega, which also sells a plant-based powder. The company only sells protein powders, whereas Burt's Bees sells makeup and other healthcare products, making the brand and customer base larger. However, Vega does a great job on its website by making it easy to reach out for sponsorships or becoming an affiliate. Additionally, upon entering Vega's website, there is an immediate offer to receive 15 percent off an order by entering an email address (Vega, 2018). That is a marketing strategy Burt's Bees does not currently use but could in the future to enhance its customer base.

Target Market Analysis

Protein powder and gym memberships have had a mutual relationship since the 1930's (Roach, 2004). Now, selecting the right protein powder to incorporate into diets is nearly as hard as finding a proper gym partner because there are more options than ever before. The target demographic of this product are consumers who desire a healthier diet without having to recall

too much about it. Burt's Bees protein powder does not necessarily fuel high-intensity exercise, nor is it a meal replacement as are many products within the protein powder category. Our targeting strategy for Burt's Bees plant protein powder focuses on health-conscious women who make physical activity part of their lifestyle. These fitness-thinking females are also users of social media who are looking for a convenient and straightforward nutritional boost.

ad • ology determined the target market mentioned above is appropriate for multiple reasons, the first being the appeal of the organic ingredients inside the products. Burt's Bees has a reputation for being environmentally conscious advocates for natural, organic, and vegan products. This existing reputation increases the appeal to health-conscious people who may think plant-based protein powder is safer for them over competing for products containing ingredients that can hardly be pronounced. As advertising veteran Josh Weltman says, "customers mostly buy the ephemeral benefits they want" (Weltman, 2015). In this case, buyers of Burt's Bees Protein Shakes are buying the benefit of a healthy, conscious choice in the form of this product.

Positioning Strategy

ad • ology hopes to position Burt's Bees prominently in the mind of potential consumers. This is to be done by fostering the healthy reputation the company has generated in the past. Fortunately, Burt's Bees has the upper hand relative to other brands in the product category. This is substantiated by Burt's Bees unique personality that has become an "unforgettable icon that appeals to younger people in particular, who can relate to their maverick ways and their 'hippie niche'" (Gronlund, 2015). Additionally, ad • ology suggests the company position its Protein Shakes line through the means of generating earned media. This is to be done by approaching influencers, specifically healthy gym bloggers who women using social media are loyal to. ad •

ology would first verify with the influencers that their general audience coincides with that of Burt's Bees. If it is determined that they are a good fit for Burt's Bees Protein Shakes, the influencers would be asked to write an online article featuring their opinion. If they are tech savvy, the blogger would be asked to create a video featuring the product in exchange for a paid post. This is a useful positioning strategy because it can help build a reputation around the brand that would boost Burt's Bees credibility as a contender in the protein powder market.

Message Strategy

Marketing manager of Burt's Bees, John Feeney, says providing flexible options for the company's target market is important for its protein shake line (Juntti, 2017). Keeping that in mind, the message to be communicated to consumers would be centered around convenience, health, and conscious choice. An important aspect of any message from company to consumer is that the latter feels the former understand them and who they are wholeheartedly (Weltman, 2015). The messages to be used throughout this plan offer comfort and understanding to the customer through the means of its advertisements featuring the product and highlighting the importance of the convenient and consciously healthy purpose it serves. Hopefully, when consumers think of Burt's Bees Protein Shakes, they will see the item as an easy way to take action toward a healthier lifestyle.

The message strategy being employed in this direct marketing campaign is the brand image. By using ads to target specific audiences via Instagram and Facebook, along with direct emails and the use of social media influencers, a psychological connection is being made between the consumer and the product (Phillips, 2013). The brand image strategy for Burt's Bees

Protein Shakes is consistent with other products offered by the brand. ad • ology believes these efforts will strengthen the natural and health-centric image for the brand as well as its customers.

Media Strategy

Earned media through the likes of social media would be the biggest method for this advertising campaign. Women make up 73 percent of social media users in the United States (Pew Research Center, 2018). Advertising through social mediums such as Facebook and Instagram are justified because of the maximum amount of viewership and message exposure both channels have the capability of reaching. Levels of frequency Burt's Bees would need to implement daily ads on the respectable mediums featuring new ad content every week.

However, ad • ology understands social media is not the sole place the desired target market sees advertising messages. This campaign aims to maximize the number of people viewing all marketing messages in hopes they eventually purchase a jar of Burt's Bees Protein Shakes. Television advertisements are part of this plan for that reason. Burt's Bee already has existing commercials promoting its cosmetic lines. Messages through this medium would be executed through 30-second spots that look similar to the cosmetics ad in style, but focus on promoting the plant-based protein powder instead. The frequency of these ads would be bimonthly over one fiscal year. As a whole, ad • ology's media strategy aims to gain loyal followers across all social media platforms as well as through television commercials.

Sales Promotion

There is a multitude of advantages for the types of promotions ad • ology suggests implementing for the Burt's Bees Protein Shakes campaign. One of the promotions is setting up vendor booths for the company at Color Runs, which are 5k races held in at least 35 countries that accumulate over six million runners, according to the event's site (Color Run). This would be a great place for Burt's Bees to reach people in mass quantities while increasing brand awareness. At the booth, there would be free single serving samples of the protein powder for participants of the event, as well as information about the product. The booth stays in line with Burt's Bees aesthetic that promotes good for its consumers, products and the company itself (Burt's Bees). The Color Run is an ideal place to meet prospective customers.

Another suggestion for sales promotion is for Burt's Bees to send free single samples of the protein powder to anyone making an online purchase over \$20.00. The company currently has a website where customers can purchase makeup, skin care, baby products, hair and body care and healthy nutrition products. The free sample method would make it so online buyers don't feel the pressure to commit to the product. This could lead them to be more likely to invest in the product down the road. By including free samples with all qualifying purchases, customers have the chance to try the protein powder with ease and without the fear of not liking it after buying it. This strategy would also help spread the word that Burt's Bees sells protein powder, further increasing awareness of the line.

As previously mentioned, ad • ology suggests using opinion leaders to help promote the protein powder. Cara Loren Van Brocklin and Sarah Dussault are the preferred candidates for

this plan. Both of these women have significant followings in the health and fitness world and have the ability to reach tens of thousands of people. The would be to give both influencers promotional codes to share with their online followers. Promo codes are advantageous because people are already watching or viewing content they are already interested in. These messages would be sent to receivers (consumers) by senders (opinion leaders) who they already identify with. The influencers would post on their respective social media channels about Burt's Bees Protein Shakes and include a promo code that would save customers 10 percent when buying the product, whether it be in-person or online.

For the budget, Burt's Bees should allocate \$30 million annually to sales promotions relative to advertising. For the Color Run 5k races, \$10 million dollars is recommended for booth set up, fees, promotional products and travel expenses for team members. For the use of opinion leaders Cara Loren Van Brocklin and Sarah Dussault, they should be paid weekly per social media post, each one costing somewhere between \$300 and \$500, depending on the platform used and crowd engagement. This component will cost Burt's Bees \$156,000 to \$260,000 per year.

Public Relations

The overall sales strategy for this product is to have Burt's Bees present at events geared toward health and fitness. The specifics of the first plan entail going to expositions such as the Natural Product Expo, a place where all sorts of organic and natural products are featured. According to the event's website, there were over 85,000 attendees in 2017 (New Hope Network). Establishing a presence at these kinds of events with large audiences would give

Burt's Bees major exposure and increase brand awareness. ad • ology hopes by featuring this protein powder line; people will recognize the company's efforts to assert themselves as serious competitors in the organic food and drink market.

The specifics of the second sales plan is for Burt's Bees to have a booth set up at a fitness-centric event like the 5k Color Run previously mentioned. The justification behind this choice lies in the aligning values Burt's Bees has with the colorful running organization that says it "seek[s] to partner with brands who share [its] vision of making the world happier and healthier" (Color Run). People who attend these events already have an expressed interest in living a healthy lifestyle and are a key target market in this campaign. Burt's Bees Protein Shakes are an ideal product of which consumers of this nature can easily incorporate into their diets. ad • ology is fairly certain this plan will lead to increased sales of the product.

Central and Peripheral Route Processing

The sales and promotional efforts of this plan would impact both the central and peripheral routes of processing for consumers depending on the strategy. For instance, the free sample promotional strategy is more likely to impact peripheral route processing. This processing appeals to other interests of the consumer and essentially unconsciously engages them with the intended advertised product (ra979, 2014). In this case, that is Burt's Bees Protein Shakes. It is likely customers who receive the free samples of the product will be more interested in the Burt's Bees product they purchased. However, there's also no way to avoid engaging with the free sample of the powder which will, at the very least, increase awareness that it exists. The same goes for ad • ology's sales strategies of attending special events like health expos or

marathons. Even though customers going to such places have an initial interest that isn't the protein shake, having Burt's Bees present to introduce the product leads to engagement with it, possibly leading to a purchase of the product.

Central route processing would also be used in this plan to persuade customers to purchase the plant-based protein powder. This would happen specifically through ad • ology's suggested strategy of using opinion leaders to encourage buying the product using promotional codes. Influencers have become as crucial as celebrities in "moving the needle" on healthy products (Chain Drug Review, 2017). This makes sense given the way central processing works: the receiver of a message must have the motivation and the ability to understand the message being put out by the sender for it to stick with them (ra979, 2014). That said, followers of influencers already think highly of their opinion leaders. These messages process through the central route because these customers have both the motivation and ability to understand how the message is conveyed by the people whose insights they value in purchasing decisions. If an influencer is saying, "Go buy Burt's Bees Protein Shakes and save money using this code when you buy it," ad • ology is confident this example will lead to a purchase of the protein powder.

Direct Marketing

ad • ology proposes to utilize social media influencers, Facebook and Instagram ads, and newsletters as direct marketing efforts to reach target audiences. There are several reasons why these direct marketing initiatives are suitable for the product. Firstly, Facebook and Instagram advertising campaigns are effective in generating attention and reception due to their highly customizable targeting tools. This allows advertisers to tailor content to reach specific audiences.

Through direct marketing via Facebook and Instagram ads, Burt's Bees has the potential to access users who are most likely to identify with the brand. The slew of data available to target users ensures companies great and meaningful reaches in their campaigns.

ad • ology also believes social media influencers are a viable way to directly reach Burt's Bees Protein Shakes target audiences. Influencers have worked to create large followings within their niche markets, and therefore have strong impressions on the followers who subscribe to their content. Infiltrating these niche markets by partnering with influencers allows brands to build rapport and gain awareness to niche audiences that they may not otherwise impress. Lastly, ad • ology anticipates these direct marketing efforts may increase subscriptions to the Burt's Bees digital newsletter. By providing clickable links to the Burt's Bees website within each social media post, Burt's Bees increases the exposure of the "Join the Hive" newsletter frame within each page on the site. The objectives of ad • ology's direct marketing efforts are as follows:

Instagram and Facebook Sponsored Ads

- Increase sales, conversions, and click-throughs
- Increase reach using Facebook integrated advertisements - CPM
- Boost awareness, shares, and engagement on Burt's Bees protein powder posts
- Listen, respond, and engage on sponsored posts as questions are generated by users

Direct Mail Ads

- Focus on ROI, i.e. purchases of Burt's Bees Protein Shakes

Social Media Influencers

- Track purchases made using exclusive promo codes from Cara Loren and Sarah Dussault
- Increase engagement on social media via hashtags used on influencer posts

Integration

The promotion category of the marketing mix model focuses on strategies used to provide consumers with information about business products. Specifically, promotion involves the strategies of advertising, personal selling, sales promotion and public relations (Perreault, 2017). ad • ology plans to integrate the place strategy and the price strategy into advertisements for this campaign to ensure all marketing strategies are working synchronously to achieve Burt's Bees objectives. This can be illustrated by the use of promotional codes within social media influencers' posts, which will highlight the discounted price and value of the product. This could also be made clear with the inclusion of direct links to the Burt's Bees e-commerce page, which illustrates the place strategy. Additionally, ad • ology anticipates the integration of the place and product strategies through the selling model at the suggested 5k Color Run and Health Expo. The personal selling model will be in place as booth operators speak directly to potential consumers and work to secure sales or educate audiences who may not have otherwise been persuaded to purchase Burt's Bees' Protein Shakes. ad • ology believes the company can promote product sales through public relations by continuing its charitable efforts. An example of existing efforts is the "Burt's for Bees" and "Bring Back the Bees" campaigns. Both educate consumers on the detriment of honeybee decline. This amplifies the company's natural brand image by leveraging its dedication to nature and wildlife. Some revenue of Burt's Bees Lip Balm leads to the growth of 5,000 wildflowers, planted next to farms in California. Burt's Bees can further nurture its image as a natural, health-forward company by focusing on benefits consumers can experience by using Burt's Bees Protein Shakes. This may include a sense of environmental responsibility, and a feeling of wholesomeness garnered from using a plant-based food product. Each of these initiatives fosters public goodwill and thus, influence the overall sales of products.

Consumer Decision Making Process

Problem Recognition

Burt's Bees has already recognized a problem existing within the protein powder and natural health supplement industry in that there are few natural and plant-based options available to consumers. It has addressed this problem by formulating its three unique blends of protein powder, but have simply taken too modest of an approach to the marketing of the product line.

Search Process

In the searching phase, consumers research products or services that can satisfy their needs or wants. Due to the instantaneous results granted to users who use the Internet to find answers to their questions, search engines have become the preferred and most popular source for consumer research. That said, ad • ology believes in enhancing search engine optimizations of Burt's Bees webpages and using keywords in its messaging. Recurring hashtags, for instance, can increase the likelihood of consumer exposure to the company's products while on the search for answers.

Evaluating Alternatives

It is within this phase that the consumer has determined what will satisfy their needs and will begin to seek out the best deal. This may be based on price, quality or other important

factors to them. Customers read many reviews and compare prices, ultimately choosing the one that satisfies most of their parameters (Flekel, 2013). ad • ology suggests Burt's Bees to foster positive interactions on social media through timely engagement on posts in which users ask questions or pose critiques about its products. Multiple options for the consumer, negative reviews, comments or a lack of interaction and justification from the seller are all factors which may deter potential sales.

Selection Stage

Once the consumer has reached this phase, they have already weighed their options and taken into account the pros and cons of each product. Burt's Bees should plan to influence consumers in this purchasing phase by highlighting promotional codes and offers such as free shipping on its website.

Evaluation of Decision

Once consumers have made their purchase and have used the product, they will begin to evaluate whether or not they made the most valuable decision. Burt's Bees can be active in this phase by maintaining contact with their customers through follow-up emails offering promotions on future purchases or by sending surveys to customers to gauge their satisfaction. Burt's Bees should also maintain engagement through their social media platforms. If customers have an issue with the product, they may express those concerns online. Therefore, it is imperative that the company respond to their concerns appropriately to avoid ending their customer relationship or damaging their brand image.

Communication Effectiveness

This Integrated Marketing Communications plan for Burt's Bees aims to test its effectiveness of communication with the key objectives: sales, engagement and brand awareness.

Methods that would be implemented into identifying the effectiveness of each communication strategy analyze the sales generated through social influencers assisting this campaign and if Burt's Bees customers interacted with the digital links provided to them. Click-throughs (CTR) would also be tracked from direct marketing emails using Google Analytics. This would make it clear whether or not consumers used the email link to purchase any three of Burt's Bees Protein Shakes. Tracking how many people clicked on the paid sponsored ads using Facebook and Instagram is yet another way to measure this communication effectiveness of this plan. From here, the ability to follow which actions consumers took on Burt's Bees website, how long they engaged with each page, and if they bought anything on the website is possible. The overall idea behind how ad • ology suggests measuring the effectiveness of each form of communication is if the customer used the links provided to buy the product being advertised which, in this case, is the protein powder.

To check the success of engagement of social media influencers suggested for this plan, Google Analytics is ad • ology's recommended tool. The idea would be to set up an HTML tracker for every post the influencer makes. By doing this, what content each influencer used to get the most engagement on posts can be taken into account for. How many likes, shares and comments that were on every post will also be measured through this method. With direct marketing, how many people opened up the email that was sent to them, if they forwarded it to anyone and if they

clicked on external links that were inside the email are other actions to take note of. Analyzing these parts of the user's engagement would allow Burt's Bees to tailor direct marketing content its customer will receive in hopes the messages of the emails will be even more intimate with users, allowing for greater engagement.

Communication effectiveness will also be assessed through engagement with the company's Facebook and Instagram links by using analytics tools embedded into the respective social media platforms. Much attention will be paid to ROI and how much is spent on the ads. This would determine if the engagement is creating more revenue than it is using the money. Again, by using analytics, it would be possible to identify which promotional strategies are bringing in the most engagement and which ones are not. The analytics will allow Burt's Bees to create content that is even more specific to a certain target market.

Lastly, the effectiveness of influencers, direct marketing, and Facebook Instagram ads would be measured by seeing how much brand awareness they generate for the company. Polls on Burt's Bees main social media platforms specifying questions about what type of products the company has for sale and what it doesn't would be asked to help identify if the consumer community is even aware Burt's Bees Protein Shakes exist.

Determining the success of this Integrated Marketing Communications plan through measuring the effectiveness of sales, engagement and brand awareness, gives all the more reason for Burt's Bees to use it in an attempt to revamp the success of its Protein Shakes line.

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