

GOLDEN

— TICKET —

AGENCY

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CREDENTIALS



Brianna Mejia

Brand Strategist

Brianna graduated in 2022 with a Masters degree in Integrated Communications Media. She works closely with brands to further enhance the branding of a product or service, as well as develop a marketing plan through analysis of current market data and trends.



Jacob Pantos

Media Planner

Jacob graduated from Quinnipiac University in 2021 with a major in media studies and minor in integrated communications. He works directly with the social media team to ensure the social media platforms are the best that they can be.



Heather Popovics

Marketing Manager

Heather is from the New York area and has been interested in advertising and marketing since she was 15 years old. She graduated from Quinnipiac University in 2022 with her masters in Integrated Communications Media and plans to expand her knowledge of the digital marketing world.



Brooke Rullman

Creative Director

Brooke is a Connecticut resident and graduated from Quinnipiac University in 2020 with a bachelor's degree in Graphic Design. Her eye for design has helped boost client's image and appeal to customers. She specializes in illustration and product packaging.

CAMPAIGN SCOPE

Objectives:

- Make SmartSweets known as a healthy alternative to popular holiday candies

- Encourage people to buy SmartSweets over competition

Increase sales

- Emphasize the health benefits of Smart Sweets

Target Market:

Primary:

- Upper and middle class American families
- Mothers ages 25 - 40 years old on social media who want to feed their children healthy options
- Young children who love candy

Secondary:

- Health enthusiasts who are conscious about their food intake.
- People with dietary restrictions who are looking for alternate ways to consume sweets.

Campaign Timeline: October 1, 2020 – February 28, 2021 (5 months)
Emphasis on Valentine's day with ideas and thoughts on the other holidays.

Voice: The voice of the brand is playful and fun, almost childlike. We want to stick with the neon theme because it sticks out and attracts consumers. They use a lot of emoji to keep it youthful and fun. The content should be creative and entertaining.

EXECUTIVE SUMMARY

Your company, SmartSweets, is a healthy alternative to regular, sugar-filled candy. We have noticed this advantage and are using it to better promote your candies. The holiday season is an important time to heavily influence consumers to buy your products. By using effective social media strategies, tactics, and content; we believe that we can ultimately increase sales, as well as product trial, of SmartSweets. The determined target audience, moms ages 25 - 40 years old and children, are a key component to this campaign. We have also recognized your core values of instilling healthy eating habits for consumers and we have incorporated this into our content.

Our team, The Golden Ticket Agency, is determined to help you create an effective campaign for the holidays. Comprised of advanced graphic designers and marketers, we have come up with a general campaign idea that can be applied to each individual season. Holidays are known as the "season of giving." We have recognized this concept and decided to highlight this important aspect. Our overall campaign vision involves this concept of "Sharing Sweetness." We believe that having this as a hashtag, "#SharingSweetness," will allow customers to increase brand awareness and brand interaction with SmartSweets.

In order to make sure that this hashtag is properly and heavily used, we have decided to have two promotions during the holidays. One will be a contest and the other will be a giveaway. We believe in the power of reposting user-generated content (UGC). Any UGC posted during the holiday season should use the hashtag. Establishing relationships with followers and consumers is a powerful tool that can be done through social media. By actively engaging with your audience, they will want to submit even more content to be featured on your page. We have also included evergreen content and longform content to diversify what you are posting on your channels. In addition, our partnerships with current and new suggested sponsors will also be incorporating this hashtag into their own postings with SmartSweets.

Overall, we have created a vision that is practical in both; a timely and monetary sense. It is realistic and effectively meets all of the campaign objectives presented to us. Our team is determined to remain as interactive with the audience as possible. We have come up with an interactive app for young children that will increase their awareness of your gummies. In addition, we plan to use guerilla marketing tactics to really capture the attention of potential customers throughout stores. We believe that we have an effective campaign that will reach your demographic.

SITUATION ANALYSIS

BRAND ANALYSIS



Smart Sweets was started in 2016 by 22-year-old Tara Bosch after she saw how sugar and sweets can leave negative impacts on our body image and our overall health. Tara was inspired by her grandmother who told her about the regret she had from consuming excess sugar and how this actually negatively impacted her aging body.

Coupled with Tara's unhealthy relationship with food, she realized that healthy choices in life come from smaller, smarter choices. She set out to create something that people could not only enjoy but consume guilt free. Tara set out with a mound of gummy bears to create Smart Sweets, a healthy alternative to sugary junk food.

Products

Smart Sweets are made with only the most healthy and delicious ingredients and are free from sugar alcohols, artificial colors, and artificial flavors. The gummies are non-GMO, gluten free, and some are even plant based so they can fit into almost any diet. The bulk of Smart Sweets is comprised of five candies; Sweet Fish, Sour Blast Buddies, Fruity Gummy Bears, Peach Rings, and Sour Gummy Bears. Smart Sweets offers a "Build a Box" option that allows you to personalize a 14 or 28 pack box with whatever candies you love most!

Smart sweets can be purchased online or in person at their partner stores which include Target, Wholefoods, GNC, Kroger, and The Vitamin Shoppe. Smart Sweets are listed on Amazon where they can be purchased in variety packs or in packs of 6 to 12 bags. On Amazon they have acquired high ratings. Some customers had some things to say about the products:

"I am OBSESSED with these gummies! They taste almost exactly like real gummy bears, and for 90 calories a bag I can easily fit these into my Macros without compromising my diet! I really like that vegetable juice is used for the color of the bears instead of artificial dyes. I'm really excited to try the sour bears and Swedish fish." – Meri

"Love gummies... this are the best low sugar, low carb gummies... no aftertaste."
- Ivette Aviles



COMPETITIVE ANALYSIS

Low sugar candies are nothing new to the confectionery industry but all-natural candy that can fit into most diets is something that has only developed in the last couple of years. Smart Sweets biggest competitors include:

The Conscious Candy Company

A UK based healthy candy company that features a box option where candy is randomly selected and sent you monthly. The candy is 100% vegan and is not available to be purchased anywhere other than the website and inside the boxes they send.

Squish Candy

Artisan candy store in North America with over 100 flavors of gummies. Real fruits, spices, and herbs. Offer a massive selection of vegan candies in almost every flavor imaginable.



THE
CONSCIOUS
CANDY CO.



BONBONSQUISH.COM
FONDÉ EN 2014
SQUISH
EST. 2014
SQUISHCANDIES.COM

Hunnybon

A candy store focusing on healthy candy that are free from GMOs, refined sugars, dairy and animal products, artificial colors, sweeteners and flavors, preservatives, pesticides and trans fats. Their products range from gummies to chocolate bars- and all of it can fit into various diets.



Lovely Candy Store

Their products are made with no artificial colors or flavors, no high fructose corn syrup, no gelatin and gluten.



Zollicandy

Their products are sugar-free, non-GMO, gluten-free, dairy-free, vegan, natural, diabetic friendly, keto, nut-free, and kosher free.

Surf Sweets made by Wholesome.



These products are made with Organic Fruit Juice, in a nut-free facility, no artificial colors/naturally flavored, corn syrup free, dairy/casein free, soy free, and gluten free. Each of these are available online for purchases, like SmartSweets.

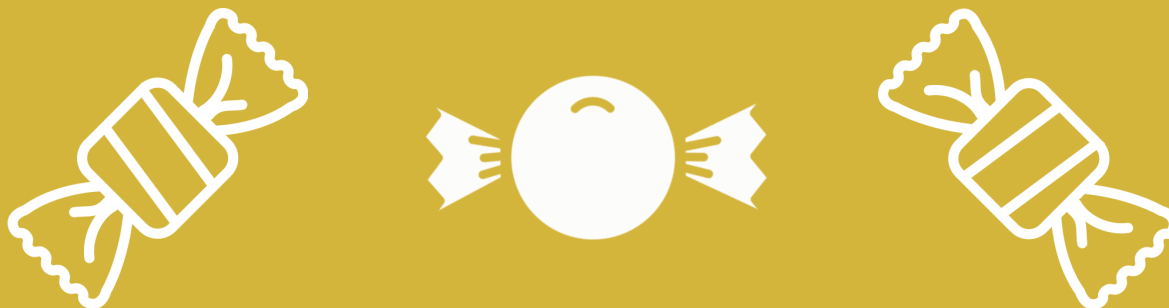
Other competitors outside the healthy candy market are:

- Swedish Fish
- Sour Path
- Trolli
- Haribo

These companies have a high following for their products. SmartSweets sells the same types of gummy candies.

In the news

Smart sweets has recently been in the news approaching the Halloween season because of the fact that Halloween is often a daunting time for people on a diet. Articles such as “Best Keto Candy Options You Can Eat On a Ketogenic Diet” list Smart Sweets at the go to candy for people watching their weight this season. Other articles such as “How This Former Candy Addict Is Trying to Wean People Off Sugar, One Gummy Bear at a Time’ and “Entrepreneur Of The Year 2019: Emerging Entrepreneur” highlight how CEO Tara Bosch built this company in her kitchen and how its solving a problem that a lot of people are facing when it comes to candy and body image.



SOCIAL MEDIA AUDIT

Instagram: [@smartsweets](https://www.instagram.com/smartsweets)

SmartSweets™

🌈 Kick Sugar, Keep Candy!

🎉 3g of sugar per bag

🌱 Proudly free from sugar alcohols

👩 Founded by [@SmartSweetsFounder](https://www.instagram.com/SmartSweetsFounder)

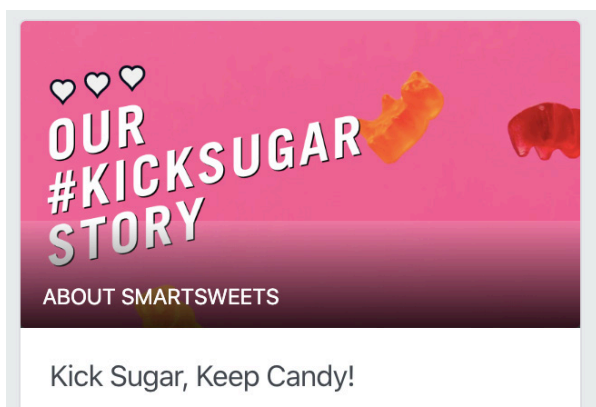
💛 Share with [#SmartSweets](https://www.instagram.com/SmartSweets)

likeshop.me/smartsweets

Twitter: [@eatsmartsweets](https://twitter.com/eatsmartsweets)

We innovated the first candy that kicks sugar- Naturally. Let's [#KickSugar!](https://twitter.com/SmartSweets)

Facebook: [@smartsweets](https://www.facebook.com/smartsweets)



Website: <https://smartsweets.com>

Mission Statement:

SmartSweets mission statement for their social media accounts is to build the brand awareness by promoting the healthy candies and the different varieties that they have. SmartSweets incorporates things that are relevant today such as memes and popular television shows or movies as entertainment with the candy being in it with its own twist.

Social Media Bio's:

Each of SmartSweets social media platforms all have different things. Instagram is where they have the most followers and are the most active and the bio shows it being emoji and information filled. Their Twitter bio is simple and sweet that is telling the followers what they did and what kind of product they have being natural. What I do find strange is that they have two different hashtags that they are encouraging people to use. On Instagram they use #SmartSweets and on Twitter they use #KickSugar!.

Most Engaged Post:

The Instagram post with the SmartSweets sweedish fish next to mini Sweedish Fish is the most impressions they got on Instagram within the past four months with 6,080 likes and 490 comments. Their second most popular was a giveaway post saying,



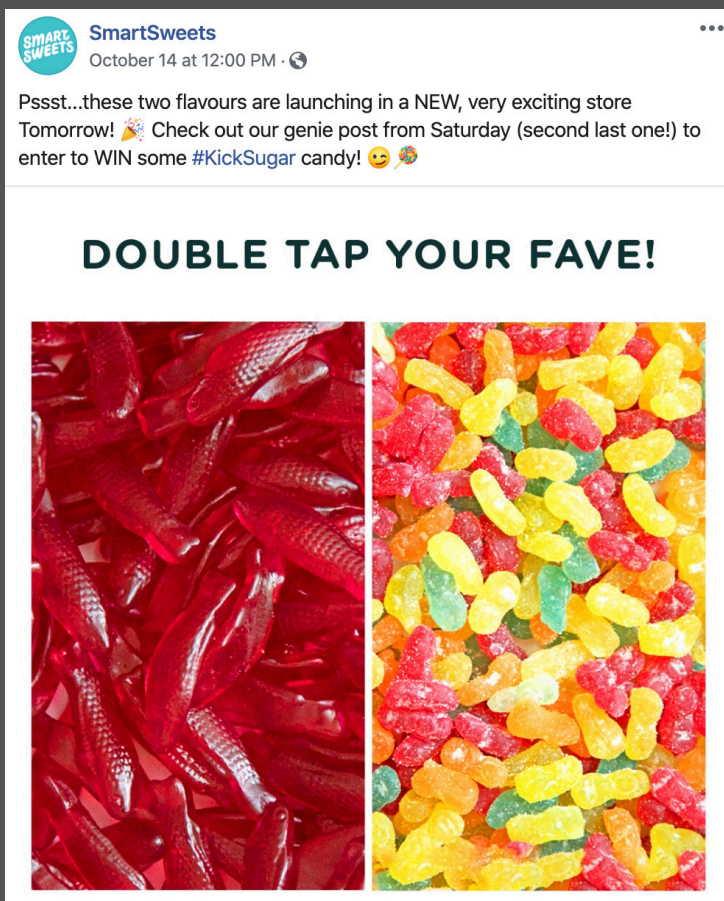
smartsweets 🎉 🎁 GIVEAWAY CLOSED
🎉 Back to routine essentials 🙌 WIN 2
all-new BlenderBottle® Classic™ shakers,
1 BlenderBottle® ProStak® Expansion Pak,
and 1 BlenderBottle® Bottle Brush from
[@blenderbottle](#) PLUS 12 bags of the NEW
[#PeachRings!](#)

This post received 5,568 likes and 10.8k comments. They are more prevalent as a brand on Instagram and with the following numbers they should be getting more engagements with both likes and comments but are instead receiving rather low numbers in both. Going back to the brands mission statement they do a good job of staying true to it and promoting it well on the different social media platforms. Their presence on Twitter is by far the weakest with only 2,205 followers and the account is not a branded account.

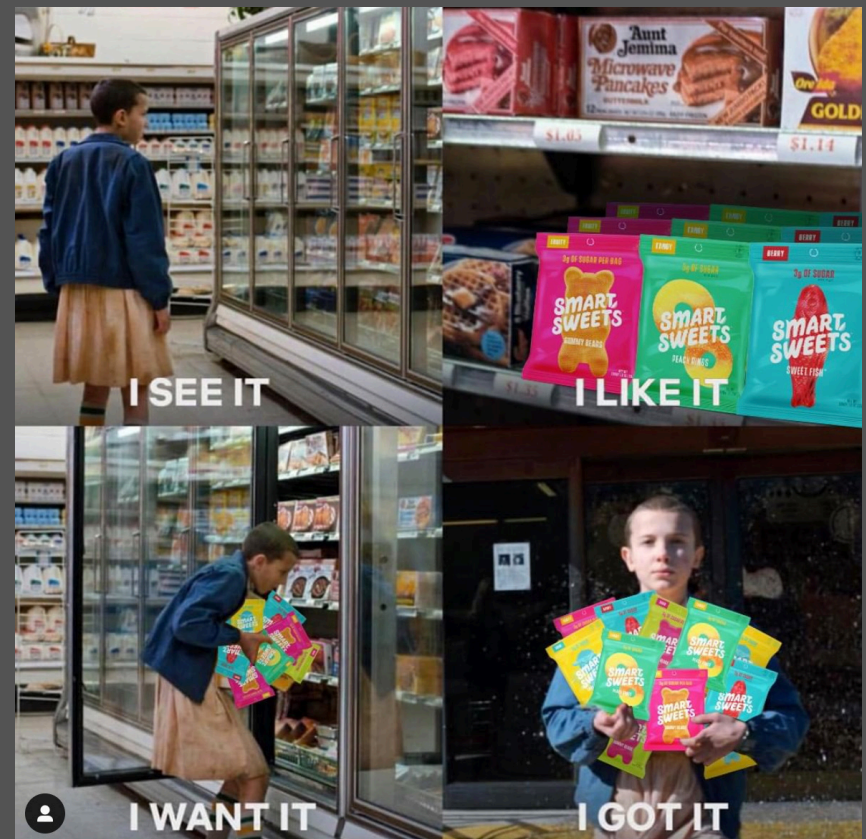


Evaluation:

SmartSweets is the most invested into Instagram because that is where they are doing the most posts and interaction via Instagram stories. On Facebook they post very similar things to Instagram and Twitter but in the review section that Facebook has they as a brand have very good reviews which is really good for potential new customers. On Twitter they have some work to do with improving the following and impressions. I think a first start for SmartSweets Twitter handle is to get it verified to gain that instant trust.



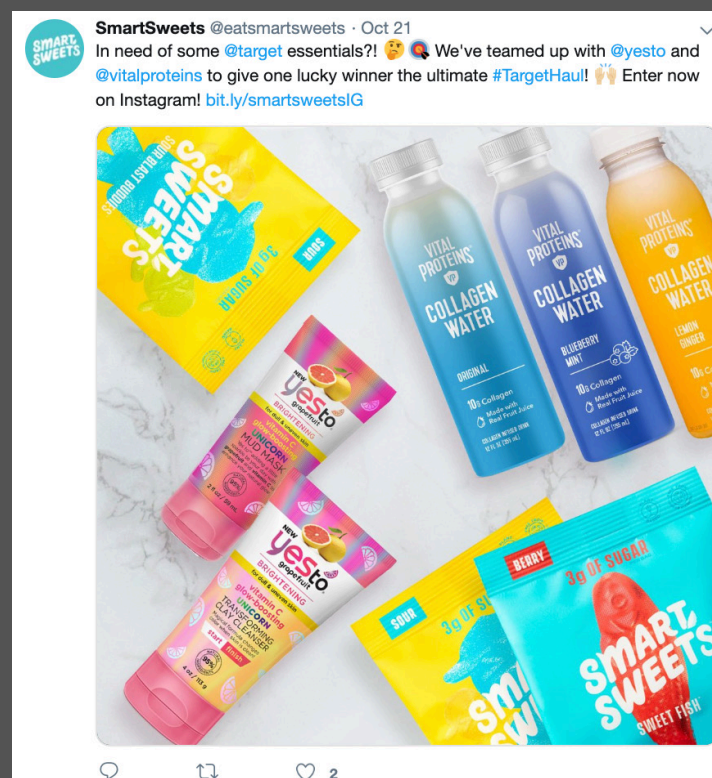
Facebook Pinned Post ^



Instagram Pinned Posts ^



Twitter Pinned Posts



MARKET ANALYSIS

Product:

SmartSweets produces gummy candies that are free from sugar alcohols and artificial sweeteners. The ingredients are non-GMO and never artificial. It is gluten free, dairy free, soy free, and lactose free. The products are made in a peanut and dairy free facility.

SmartSweets has a total of 5 products:

- Sweet Fish (plant based)
- Sour Blast Buddies (plant based)
- Fruity Gummy Bears
- Peach Rings (plant based)
- Sour Gummy Bears

SmartSweets are packaged in bright, neon colored bags that are simply designed with a picture of a single candy enlarged. When buying SmartSweets, you can either choose to order 6 bags at \$19.74 or 12 bags at \$39.48. There is also an option to build a box with 14 or 28 bags of candy in it.

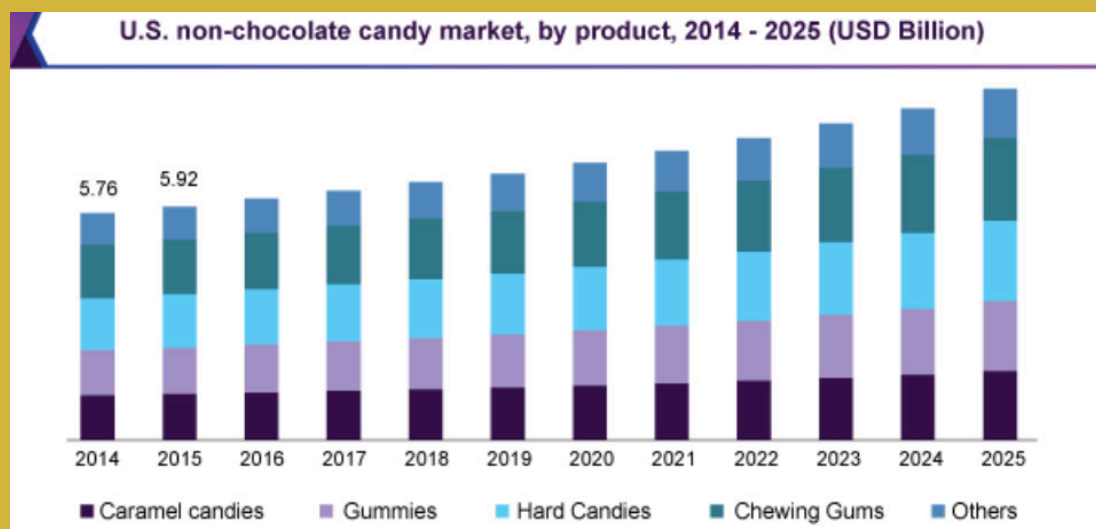
Holiday / Seasonal Consumer Statistics:

Valentine's Day is the perfect time to get your significant other sweet treats. In 2017, a survey was conducted asking Americans if they ever purchased seasonal candy or special Valentine's Day editions. 19% of the respondents said that they often do and 44% said that they sometimes do. Another survey conducted in 2018, asked respondents what kinds of gifts they would be purchasing for Valentine's Day. 63% responded that they would be buying chocolate, sweets and candy. This was the top answer.

TARGET MARKET

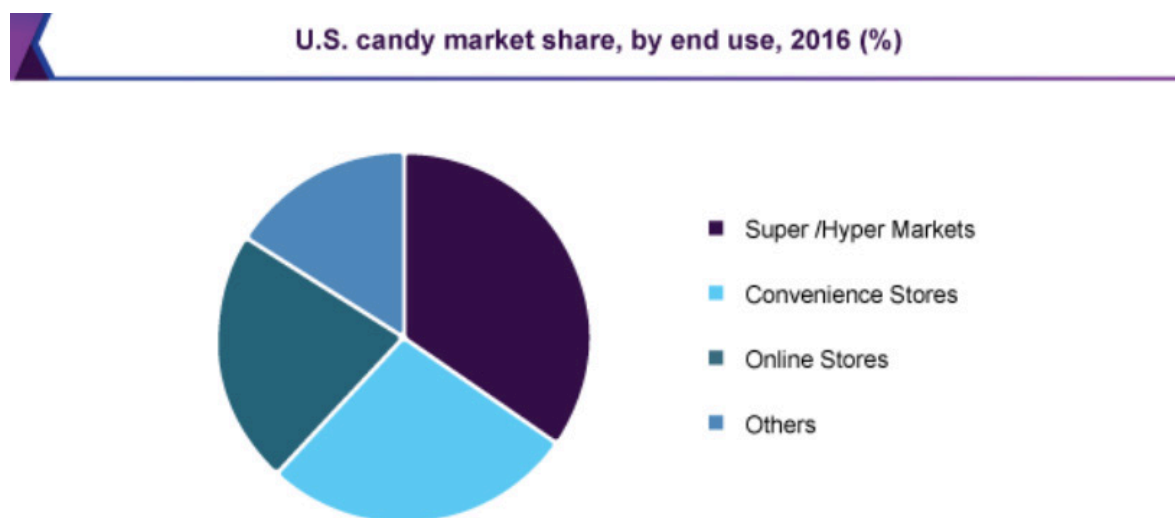
The target market that SmartSweets should sell to are families and health conscious individuals. Families today are looking for healthy alternatives for their children especially when it comes to sugar intake. Parents are aware of how much sugar is too much and how it can be unhealthy. Mommy bloggers age on social media can be targeted in social media feed ads, because they are constantly looking healthy ways for their kids to eat candy. In stores today the candy sold in supermarkets like Whole Foods or places like Target, is candy that is processed and high in sugar and chemicals. In the last few years healthy alternatives to the sugary candy have come to the market.

Many of the healthy candy sell mostly online first before making deals with physical stores to sell their products. Many parents are more likely to buy candy from a physical store because that's where they most likely buy the rest of their groceries. If their child is with them in the store and they see candy they are going to want to ask or beg their parents to get it for them. Children prefer the candies that are non-chocolate and have bright colors like gummies. SmartSweets' design, from the candy itself to the packaging, will draw in the interest of children to get their parents to pay for it.



Health conscious individuals are going to want to eat things that are good for their bodies that won't make them feel bad after eating it. Choosing candy that only has 3 grams of sugar would make sense for these people to buy. Younger people in their 20s-30s tend to want to make good decisions when buying items. This can include whether or not it's vegan and made ethically. SmartSweets make most of their candies plant based, GMO-free, gluten free, and allergen free with the exception of their gummy bears, which contain gelatin. Health conscious people are looking to put less chemicals into their bodies so SmartSweets should target this audience's interest. This candy is friendly for people who have dietary restrictions.

In 2016 a study showed that most candy purchases are being made in-stores rather than online. There are certain factors that appeals to people buying candy online. Discounts and offers attract consumers to buy products online. Candy brands offer special deals and prices online which offers the consumer a hassle free shopping experience.



People using social media may purchase a candy because they saw an ad for it in their social media feeds. Targeting health conscious individuals as well as parents on social media is a way to increase online sales. Offering discounts for consumers purchasing from an online brand for the first time can increase sales. Other than the parents, children, as long as they are of the minimum age to be on social media, is another group that can be influenced by an ad that they see in their social media feeds. This will make them ask their parents to purchase online or go and find the brand in-store. In 2016 the U.S. Census Bureau found that children ages 0-17 years old accounted for 73.6 million of the U.S. population. This is a demographic that will probably not have money of their own, or not that much, so they will most likely have to get their parents to buy them things. Ages 13-17 years old can have access to social media. A take away from this brand is that the products can be expensive for people that don't have the luxury of that much money.



S.W.O.T ANALYSIS

Strengths:

- Healthy alternative to regular candy
- Colorful, attractive packaging
- Easy to use website
- In store locations to buy the products
- Customer interactions on social media including giveaways
- They have sour and non sour options

Weaknesses:

- High priced items
 - Limited product choices, there are only 5 options to choose from
 - SmartSweets is a newer brand with a growing following, but not as established as other major brands
 - You have to buy in bulk (6 packages at a time)
 - Only available at Target and health food stores, not in supermarket
-

Opportunities:

- Expand on their products and add more variety to flavors
- Sell their products in stores like CVS, Marshalls, etc.
- Use more product tags on Instagram
- More professional, creative company generated content, especially memes
- Make kid-sized packages, almost fruit snack pouch sized
- Celebrity endorsers: start by gifting and sending baskets of the healthy candy to the celebrity

Threats:

- Established competitors make it hard to convert loyal customers of other brands to try SmartSweets
 - Competitions prices are lower and more affordable
 - Shipping concerns with late arrivals
 - Deceiving packaging: makes product look bigger online than it actually is
-

CAMPAIGN VISION

CREATIVE BRIEF

What specifically are we advertising?

We are advertising Smart Sweets, a healthy alternative to regular candy that is plant based, free from added sugar and non GMO. However, more specially we are advertising the health benefits and how these candies can be just as good- if not better- than regular candy. We are also trying to show the shareability of Smart Sweets especially around the holidays.

Why are we advertising?

We are advertising to increase awareness and sales. Not many people know about Smart Sweets and even less know about the health benefits. We want to differentiate the candy as well as increase our brand recognition and increase product trial so that our audience will try Smart Sweets and realize how good they taste.

To whom are we advertising [target market]?

We are advertising to upper and middle class American families. More specifically, we are targeting the mothers of the household ages 25 - 40 years old who use social media. They are also interested in feeding their children healthy options. Our secondary market includes health enthusiasts who are conscious about their food intake and people with dietary restrictions who are looking for alternate ways to consume sweets.

What do they [target market] currently think?

The current target market is not aware of Smart Sweets and its health benefits. They have not been exposed to this new type of healthy candy. Not only that, but they think that because it is made with no added sugar and no artificial sweeteners that it will not taste as good and that their kids may not like it over normal candy.

What do we want them [target market] to think/ feel/ do after exposure to the advertising message(s)?

We want our target market to try smart sweets or make them feel like they should try them. They should be convinced that smart sweets can taste like regular candy are something that you would want to share with a friend or family member.

What is the single most persuasive idea or Unique Selling Proposition about the product that differentiates it from competition?

The unique selling points are all of its health benefits that include being non-gmo, plant based, free from added sugar and artificial flavors and allergen free. However, this does not make SmartSweets taste any different than normal candy.

What is the personality of the brand?

The personality of the brand is youthful and health conscious. You can tell that astyle. They love to make puns and posts memes that are playful.

What is the personality of this particular campaign [vision/ theme]?

The personality of this campaign is heartfelt and family oriented. We want to make Smart Sweets like a family tradition where you share a sweet with the ones you love. We can still keep this playful while also making it centered around family, friends, and sharing.

What are the objectives of this campaign?

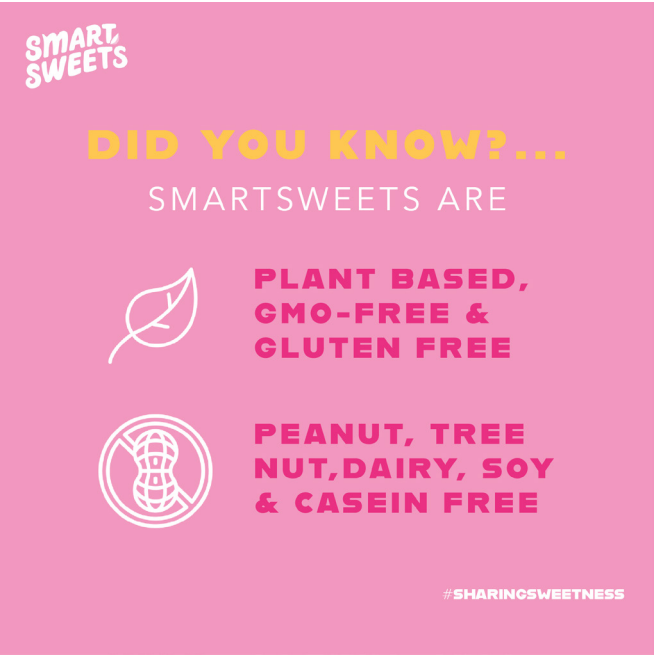
The objectives of this campaign include differentiating SmartSweets from the general market during the holiday season, encourage product trial, increase sales, and emphasis on the health benefits of Smart Sweets, More specifically we aim to increase product trial by 20% by the end of February as well as increase sales of all smart sweets products by 10% by the end of February as well. We would also like to increase followers on all social media accounts so that we can build a following of loyal customers.

What does the social media portfolio of this brand include?

The social media portfolio includes a lot of meme content and funny posts. They also seem to use quotes as images or photoshopped images and not as much user generated photos. They do giveaways and sponsored posts a lot and most of their posts contain pictures of the packaging. They post the same posts on their Facebook and Twitter accounts as they do on Instagram (their most popular platform) with the same exact copy and photos.

CAMPAIGN CONTENT

EVERGREEN CONTENT



Infographics like this are fun to read, but still informational. It gives the audience facts about SmartSweets in an eye pleasing way. The KPI's for these types of posts are sales and impressions. If more people come across these posts and go to the website linked in the bio description then it can increase sales.



This recipe is to be kept on the website at all times. It's a fun way for customers to combine baking and SmartSweets. It's a healthier alternative to regular cupcakes and it is a fun way to incorporate SmartSweets into desserts. By having the different varieties, allows it easier for people to relate SmartSweets to each holiday. It also encourages parents and children to have fun together while making a sweet, healthy treat. It's a great way for families to come together and spend time together. Some key performance indicators is increasing brand recognition as well as traffic to our website/ blog areas. We also aim to use this content year round to encourage product trial and fun ways to utilize smart sweets. We also hope to gain UGC with consumers who try our recipes sending pictures!

BLOG POST

Smart Sweets: The Benefits of Candy Consumption

While plenty of Americans are afraid of candy and junk food, CEO of Smart Sweets Tara Bosch wants people to feel more comfortable when it comes to indulging in your favorite sweet. After seeing the impact that sugar had on her own family's health, Tara decided to create a candy that you can feel good about consuming. So, what's so great about Smart Sweets? Other than their amazing taste, we've compiled a list of the candy's top health benefits.

1) No added artificial sweeteners

According to the Cleveland Clinic, artificial sweeteners stimulate your taste buds and affect hormones as well as slow your metabolism. They are more likely to get hungry and eat more throughout the day. Smart Sweets include no artificial sweeteners and are sweetened by plant based non-GMO Stevia which is low glycemic and calorie free!

2) Smart Sweets are packed with Fiber

Each bag of Smart Sweets is backed with 28 grams of fiber! Natural and GMO fiber from plant-based chicory root and tapioca are some of the key ingredients in our candy and it slows digestion so that you feel fuller longer. These soluble fiber sources keep your insides healthy too!

3) Have allergies? No problem.

Smart Sweets are allergen friendly and are perfect for anyone with certain allergies and dietary restrictions. All of our candy is made in facilities free from gluten, tree nuts, dairy, soy, and casein. We want to make people dietary restrictions feel free and not have to check the label.

4) Our candies are non-GMO

GMOs are genetically modified organisms that do not occur naturally in nature and are grown with synthetic or chemical fertilizers. These fertilizers linger in foods with GMOs and are linked to an array of conditions including organ damage, infertility, cancer and gastrointestinal disorders. Smart Sweets contains no GMOs and provides a fresher product that is not harmful to your body.

5) Our candies are made with natural flavors

We flavor our candies with natural flavors in order to give them a richer flavor and brighter colors. We use fruit and vegetable juices such as pumpkin, carrot and spirulina from natural algae. Our natural flavors ensure that we're providing you with the freshest candy on the market!

Smart Sweets is dedicated to giving you the healthiest yet tastiest candy you have ever tried! Our passion for sweets that make you feel good led us to create the 5 core candies that makes up our brand. Head over to www.smartsweets.com.

This blog post is something that can be kept up on Smart Sweets website for years without getting outdated. It gives detailed information on the health benefits of Smart Sweets in comparison to other candies. This information can be kept up on the website and linked on the social media accounts from time to time to keep customers aware. It will increase brand recognition and product trial. Some KPIs include increasing traffic to the website as well as increasing brand awareness of health benefits. Ultimately, we hope this will lead to more sales.

COLLABORATION CONTENT



Chrissy Teigen is a model, social media influencer, and author. She has appeared on numerous shows before and is famously married to singer/songwriter John Legend. She has two published cookbooks, "Cravings: Recipe for all the food you want to eat" and "Cravings Hungry for More." Along with the publication of her second book, she collaborated with Target on a cookware line. On November 4, 2019 she launched her "Cravings by Chrissy Teigen" online website which offers recipes, entertainment and links to her cookware line. Teigen is very open with sharing videos and pictures of her kids eating her cooked food on her social media accounts. She is into eating healthy and really making sure that her kids are getting the best meals. We feel that she would be the perfect advocate for SmartSweets because she will be able to reach the "moms" that we are targeting. By sharing photos of her kids with SmartSweets, we believe that parents will want to buy the products for their children as well. We hope that by using a celebrity like Chrissy we can increase brand recognition and hopefully product trial. If she tags Smart Sweets we hope to increase impressions and profile visits on our social media accounts.



As an influencer with 327k followers and mother to three kids, Ogden is the perfect "mommy blogger" to partner with Smart Sweets. She is constantly posting healthy meals she cooks and the fun healthy treats that she makes for her kids. She is also open to doing healthy related brand deals and partners with health food and supplement brands. She would be a perfect person to partner with smart sweets because of her large following and the types of kid friendly and healthy posts that she puts on her Instagram. Because she fits with Smart Sweets target market for this campaign, her audience is likely to align with who we want to see these messages. Some KPIs include increasing social media reach to potential customers who are not aware of Smart Sweets as well as increasing engagement and profile visits since Jeannette will be tagging Smart Sweets in her posts.



The Whole Kids Foundation is a smaller branch of Whole Foods with 5,200 followers that promotes growing healthy kids. Whole Kids Foundation would be a perfect fit to partner with Smart Sweets because our products are already being offered in Whole Foods. Whole Kids Foundation shares pictures and videos on their page on how to make and pack healthy lunches for kids to bring to school. This goes well with Smart Sweets and being a healthy option for a candy and can be used as a healthy snack in lunches. People who follow this page are mostly parents who want to establish healthy eating habits for their kids and this goes well with the message we have here at Smart Sweets. This demonstrates that Smart Sweets go hand and hand with healthy lunches and the encouragement that parents as well as schools are making to promote healthy school lunches. Whole Kids Foundation as well as Smart Sweets will improve net sales for Smart Sweets as a brand and the influencer being Whole Kids Foundation where they will get recognition and profile clicks for their Instagram page.

USER-GENERATED CONTENT



SmartSweets will be hosting a competition through their Instagram story asking for pictures of SmartSweets fans using the candy in their favorite holiday desserts. They will be asked to use the hashtag #sharesweetness in order to share their posts. Most, if not all, posts will be shared on the Instagram story in order to get a plethora of different UGC, but only one winner will be chosen and their picture will be shared as an actual post. This is effective in getting customers to use SmartSweets in different ways as well as show people that these candies are perfect for the holidays which is a time of sharing and giving. We think that encouraging stories will get more submissions because people may be hesitant to post these pictures on the account but more willing to share as a story. The KPIs for this include increased product trial as well as heightened engagement on social media.



SmartSweets

@smartsweets

Follow

Giveaway! To enter send in a picture of you enjoying SmartSweets and follow our page. Winner will be selected on 12/1! [#SharingSweetness](#)

12:00 PM - 13 Nov 2019

28 Retweets 30 Likes

24 28 30

User generated content is essential for a campaign and for Smart Sweets we would like to incorporate their Twitter to use two way communication between the account and the followers. An idea that Smart Sweets should do is a giveaway on Twitter where you the follower tweets a picture of themselves enjoying Smart Sweets with the designated hashtag as well as follow the account. If you won you would win a year's supply of Smart Sweets candy as the prize. By doing this you are helping build the Twitter following and engagement of Smart Sweets and get your targeted market involved by offering them to win free things and who doesn't like free things. Our tactic is to improve traffic on Smart Sweets personal Twitter page by having people use the specific hashtag and increase their followers. This is important for the campaign as a whole because it allows people to engage directly with the company. It is important to show your valued customers that the company cares about them and wants to give them a chance to win some sweets. In this case it allows the Twitter page of Smart Sweets to gain some much needed attention and get their customers involved with the brand. This will help promote Smart Sweets and it will show potential customers that they interact with them and genuinely care about them.



This is an example of user generated content. It is produced by actual consumers who have the product. We encourage users to send us photos of them with SmartSweets for a chance to be featured on our page. This way, we can use UGC sort of like brand ambassadors who are able to "promote" the product for free. This expands our brand recognition among Sally's friends and family. In this case, Sally Jones, was featured because of her unique photo choice. We would like to track the amount of new followers we get from user generated, more organic posts. We would also like to check the amount of people visit our profile because she tagged our account. This can count as clicks for us and be able to really determine how many people are actually being active with our account.

LONGFORM CONTENT

1. Open to a nice kitchen



2. See Chrissy baking cupcakes by herself (happy music playing in the background)



3. Chrissy's daughter runs in and Chrissy picks her up to help decorate the cupcakes by putting Smart Sweets on them. The bags are laid out on the table



4. Final product is shown with Smart Sweets gummies.



5. John Legend comes into the kitchen and steals a cupcake and Chrissy laughs and kisses him.

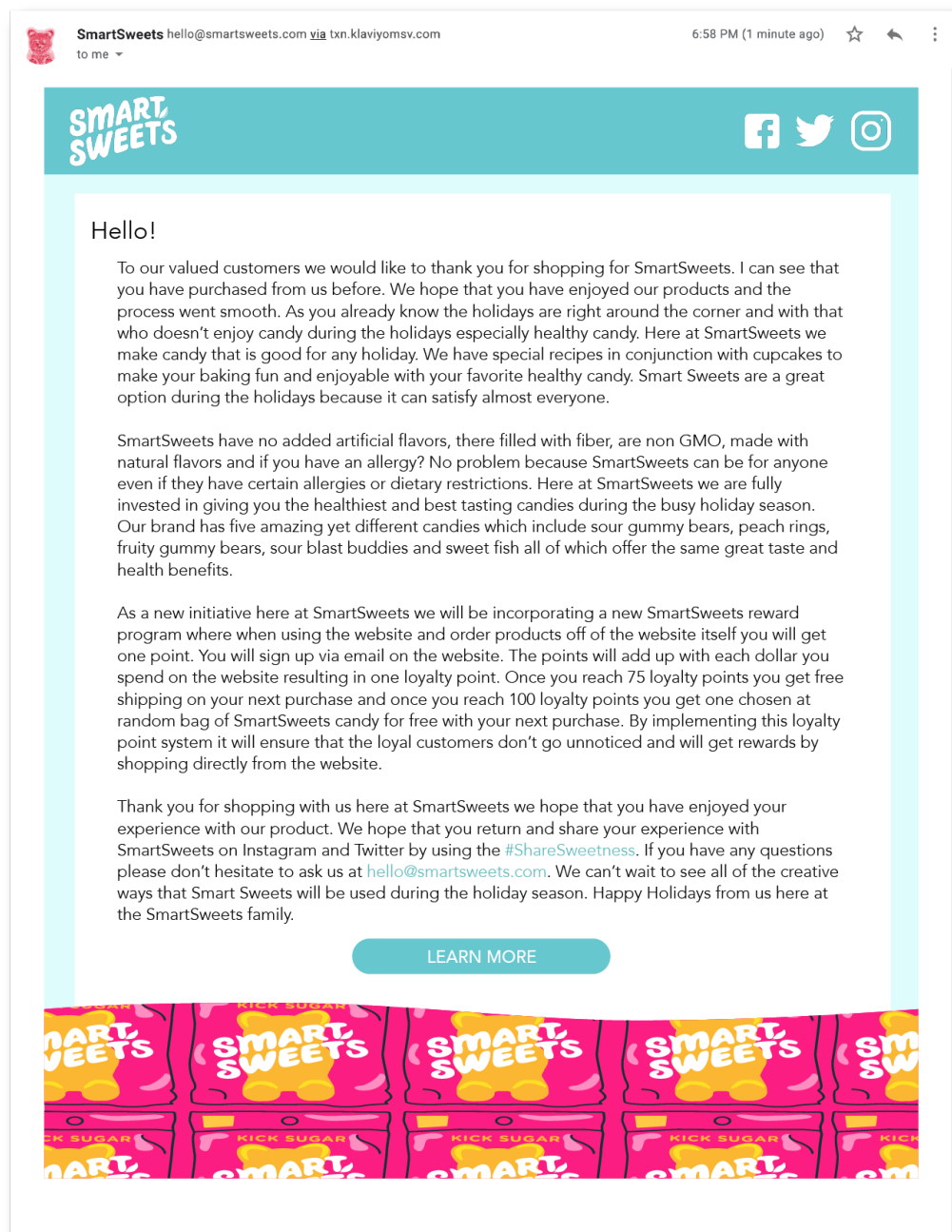


6. Final screen with #Share-Sweetness

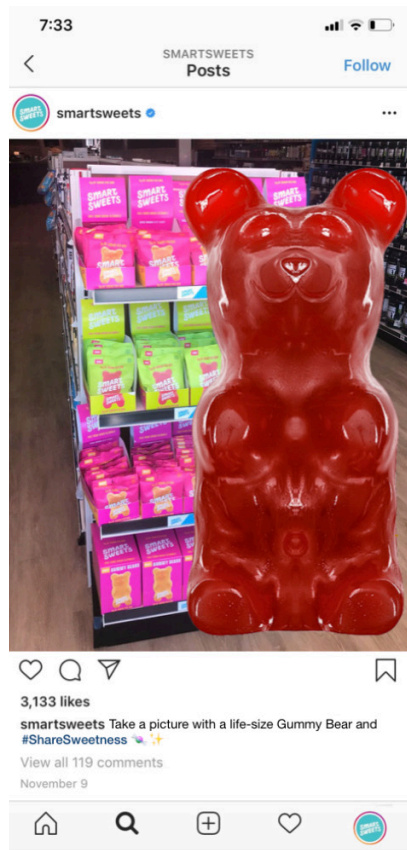
SMART SWEETS

We want to include a commercial in our campaign because our target market is one that still watch traditional television. This will be placed on channels such as the Hallmark channel or ABC where our audience is most likely watching, especially during the holiday season. By using a celebrity like Chrissy Teigen, the commercial will immediately catch people's attention. This commercial emphasizes the holiday spirit and family aspect of Smart Sweets. It shows how smart sweets was able to bring together her family and also make a delicious dessert. The key performance indicators include increasing traffic to our website as well as increasing sales. Overall we hope this increases brand recognition since the treat is tied to someone very famous.

The key performance indicators for this email are to ensure that our customers remain happy and that they return to Smart Sweets in the near future and that they spread the word to others that our product is good. As a whole, we hope that this email will provide a much needed connection builder and follow with our current customers and receive important feedback on what can improve and what they are enjoying so far from Smart Sweets. This email mentions what Smart Sweets is as a product, brand and why it may be the right choice for you.



ADDITIONAL CONTENT



Guerilla Marketing, this type of marketing is something that would benefit Smart Sweets especially with our target market. A lot of children go with their parents to the grocery store and a giant gummy bear would make a statement as well as attract kids. Mothers could use this as a cute photo opportunity and could share it on Instagram, Facebook or Twitter with #ShareSweetness. This gummy bear would be in Whole Foods and Targets around the country and would not only increase product sales and product trial (because people are drawn to the display) but also social media engagement and brand recognition. Each gummy bear would be accompanied with a sign instructing by passers to take a picture with the gummy bear but also what the health benefits are.



The app for kids fits perfectly into our campaign and with our target market. The game is aimed towards kids who would most likely be playing on their parents' iPhone or under parent supervision. Other than the fact that it is a fun game, The Smart Sweets name is being promoted all over the app and the candies are the main focus of the game. We hope that this game will increase brand recognition and kids may want to try Smart Sweets after playing the game if they have not already. We will also have links to social media through the app so another aim is to increase engagement on our social media platforms. You can share scores and screenshots of the game and tag Smart Sweets.



This Snapchat filter will be available on iPhone and Android devices. It will be the classic SmartSweets gummy bears. The gummy bears will be dancing across the screen when the camera is flipped to the rear camera. It can be how it is with the holiday elements or can be changed depending on the holiday or season. The KPI's to measure are use of the filter and how many people go to the website through using the filter.



CONTENT CALENDAR

FEB	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29			
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KEY

FACEBOOK

TWITTER

INSTAGRAM

YOUTUBE

EMAIL

ADDITION PLATFORMS OPTIONAL

UGC

USER GENERATED CONTENT ENCOURAGED

EG

EVERGREEN CONTENT

LC

LONGFORM CONTENT

CC-C

COLLABORATION CONTENT - CELEBRITY

CC-I

COLLABORATION CONTENT - INFLUENCER

CC-O

COLLABORATION CONTENT - ORGANIZATION

EMAIL

EMAIL SEND TO LISTSERVE

#HASHTAG

ADDITIONAL CAMPAIGN CONTENT (EX: HASHTAG)

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