



The Neighborhood Co-op Campaign



This is our boost your health campaign



Product Profile

Meats
\$5.99lb-\$15.99lb

Fresh Foods
\$1.99-\$10.99

Wellness Items
\$10-60

Organic Local Produce
\$1-6

Drinks
Alcoholic \$10-\$30
Non-alcoholic \$2-\$8



SWOT Analysis



Strengths

- Location, easily accessible
- Reputation within the community
- Customer service
- Distinguished design
- Locally sourced products
- Strong brand community
- Environmentally friendly
- Open everyday

Opportunities

- Growing interest in environmentally friendly products
- Growing interest in supporting small businesses and local farms
- Potential growth through app/online ordering
- Additional locations
- Use social media to create awareness/buzz

Weaknesses

- Higher prices than most grocery stores
- Only one location
- Social media presence
- No app
- No delivery service
- Low advertising budget

Threats

- Inflation- rising costs of goods
- Emerging and existing competition
- Economic environment - interest rates
- Saturated Market - product is no longer on demand due to multiple offerings from competitors. e.g vegetables
- Cheaper competitors



Consumer Profile 1

DEMOGRAPHICS

- Age: Primary 45-65
- Male/Female
- Single or Married
- Working/Retired
- Average Income:
\$65,000+

PSYCOGRAPHIC

- Health-conscious
- Outdoorsy/Adventurous
- Active lifestyle
- Green shoppers
- "Health is wealth"



BEHAVIORAL

- Specific products
- Eats for health reasons
- Buys organic products
- Quality products
- Supports local businesses
- Values convenience
- Shops for ambiance
- Utilizes coffee seating area

Consumer Profile 2

DEMOGRAPHICS

- Age: 22-44
- Male/Female
- Single or Married
- Working
- Work and Study
- Average Income: \$15,000-\$50,000

PSYCOGRAPHIC

- Outdoorsy/Adventurous
- Active lifestyle
- Foodies
- Green shoppers
- Reads food labels
- Vegan/Vegetarian
- "I want to look good"

BEHAVIORAL

- Prioritizes price
- Eats to maintain body image
- Values convenience
- Shops for the ambiance
- Utilizes to-go foods

Marketing Objectives

↑ Raise brand awareness ↑
Increase market share

Value Propositions

What makes us different?

USP: Local & community based- owned by people in the community, offers exclusive products, high quality, discounts offered to those that are members, improves personal health and wellness, eco-friendly.

ESP: Happy, Inviting, Friendly, Trust, comfortable with a nice café.

Campaign Deliverables

- ☑ **Radio & TV Advertising**
- ☑ **Event Promotion**
- ☑ **Merchandise Design**
- ☑ **Print & OOH ads**
- ☑ **New Logo & Tagline**
- ☑ **Social Media & Digital Ads**
- ☑ **Influencer Marketing**
- ☑ **Blogs & Press Release**
- ☑ **Website & App launch**

New Logo & Company Tagline



health grown locally

Print Ads

Need Heathy Fuel?
find it at the neighborhood co-op

boost your health
Enjoy the exclusive Poppi.
Find more products like this
on our shelves.
Visit the Co-op today.

Health Grown Locally

NEIGHBORHOOD.COOP
1815 W MAIN ST CARBONDALE, IL

Community Focused
building the future

boost your community
Shop local with us and
feel good about
supporting your
community farmers.

Local & Fresh

Health Grown Locally

NEIGHBORHOOD.COOP
1815 W MAIN ST CARBONDALE, IL

Empowering Wellness
your health journey starts here

Health Grown Locally

boost your wellness
Try our wellness products
such as: vitamins, herbs,
supplements, oils & more.

NEIGHBORHOOD.COOP
1815 W MAIN ST CARBONDALE, IL

Out - Of - Home Ads

Need Heathy Fuel?
find it at the neighborhood co-op

boost your health
enjoy the exclusive Poppi.
and more products like this
on our shelves.
visit the Co-op today.

Health Grown Locally

NEIGHBORHOOD.COOP
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the co-op

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the co-op

Guerrilla Marketing



Radio Ad 1

Radio Ad

(Sounds Effects) SFX	Audio Script
<p>Birds Chirping Relaxing happy music</p> <p>Can open Fizz Sound of a sip</p>	<p>Hey! Where'd you get that? I've been looking all over for it.</p> <p>Oh, you mean my can of Poppi? Well, the Neighborhood Co-op of course!</p> <p>The Co-op?</p> <p>Yeah, it's the best grocer in town. They carry all my favorite health and wellness products.</p> <p>Do they carry local produce?</p> <p>Yes!</p> <p>Meat?</p> <p>Absolutely!</p> <p>Organic snacks?</p> <p>Don't be silly.</p> <p>Boost your immunity and support your community.</p> <p>Stop by the Neighborhood Co-op today to find exclusive products like Poppi</p> <p>1815 W Main, Carbondale IL</p>

the
co-op 

health grown locally

30 Sec Ad

Storyboard

Happy background music - Announcer Speaks



Opening shot - The outside of the store people walking in and out



A shot of inside with filled hallways of happy people



Close up of various wellness products on the shelves, including supplements, vitamins, herbs and minerals.



Cut to an aged man picking the ripe produce and a worker says "Yes, All grown locally" "Wow!"



"Boost your immunity and support your community"



"Visit the Co-op today and start your journey for better health." 1815 W Main Carbondale IL

Banner Display Ads

CLICK HERE

boost your community

the CO-OP
Health Grown Locally

This banner ad features a photograph of a smiling woman and a bearded man. The text 'boost your community' is overlaid on the image, with 'community' underlined. A 'CLICK HERE' button is positioned above the text. The right side of the banner has an orange background with the 'the CO-OP' logo and the tagline 'Health Grown Locally'.

the CO-OP
Health Grown Locally

CLICK HERE

boost your health

This banner ad features a photograph of various fresh fruits and vegetables, including tomatoes, almonds, garlic, lemons, and an avocado. The text 'boost your health' is overlaid on the image, with 'health' underlined. A 'CLICK HERE' button is positioned above the text. The left side of the banner has an orange background with the 'the CO-OP' logo and the tagline 'Health Grown Locally'.

Website & Mobile App



The Neighborhood Co-op



Health Grown Locally

Neighborhood Co-op Grocery: we sell organic, natural, locally fresh, and fair trade goods. Our deli is stocked with fresh hot and cold foods for lunch and breakfast. We also offer an array of wellness products.



Follow us on social media



Join Our Mailing List

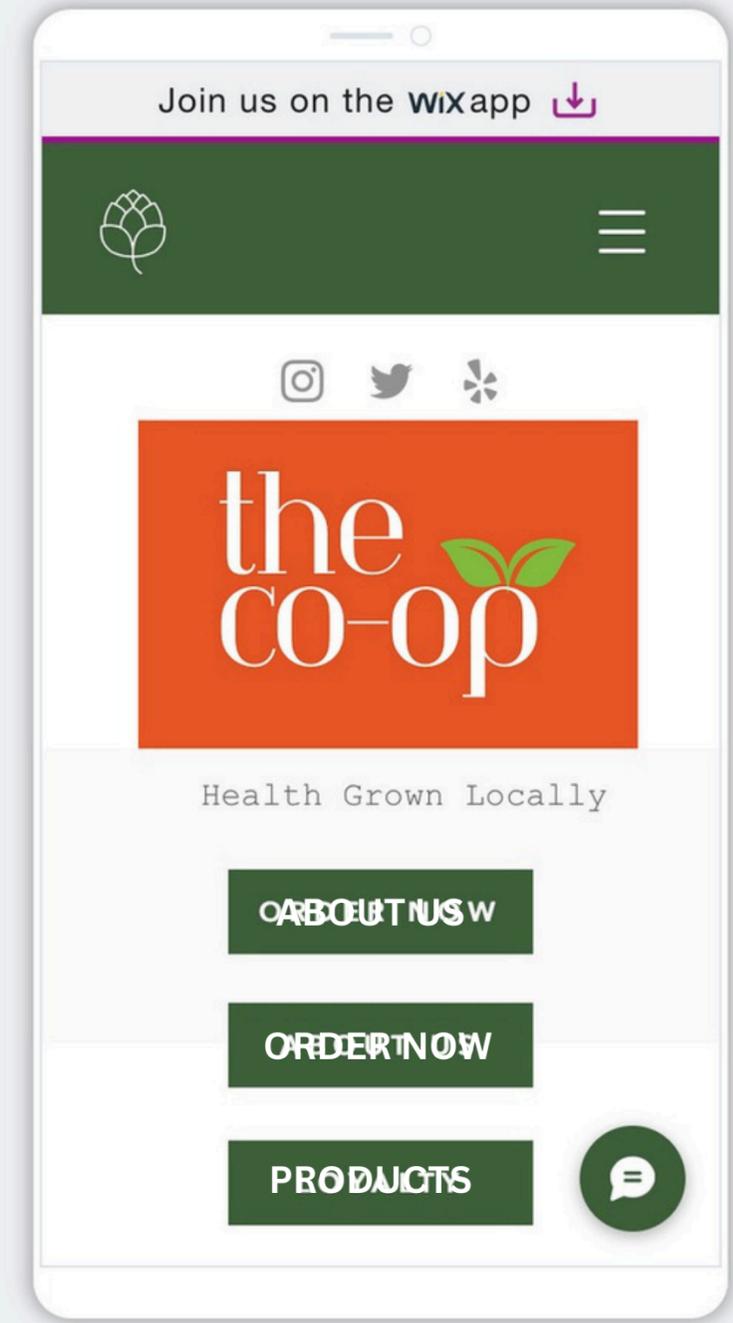
Enter your email here*

Subscribe Now

1815 W Main St
Carbondale, IL 62918

neighborhood.coop
Tel: 618-529-3533

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Product Review: Poppi



Poppi is a delicious and unique product that is ideal for anyone looking for a healthier alternative to sugary beverages. It is a special drink that has made its way onto the aisles of the Neighborhood Co-op.

It is made with organic apple cider vinegar and fresh fruit. The drink has a bittersweet taste that will make one love it. Poppi is made with unique ingredients that have a number of health benefits. The well-known advantages of apple cider vinegar which is in this drink include fostering a healthy gut.

It is packaged in a recyclable can and those who are worried about its effect on the environment will find it to be a great choice! It is our top priority to keep products like this available to our customers. Prioritizing sustainability and health through our exclusive offerings.

Pick up Poppi, a refreshing, tasty drink that is made for everyone and is a great choice for any occasion. If you want to be gut happy and healthy, be sure to pick up a can of Poppi from the Neighborhood Co-op today and give it a try!



5 reasons to shop at Co-op

With so many options, why should you shop at the Co-op? Here are some of our favorite reasons.

Ambiance. The shopping experience at this store is something you will never experience anywhere else, where happy employees roam the aisles assisting shoppers. By observing our clean environment and friendly atmosphere, you're guaranteed to leave happy.

Ownership. At the Co-op, you're more than just a customer to us. Oh, have we not mentioned that you can become an owner of the store? Like you will have voting rights – meaning it truly is your store, and you have a voice in how it's run.

Quality. If you are concerned about the quality of the food you eat, the Co-op is the place for you. The store is more concerned with your health and wellness. Not forgetting that these are of a high quality yet also at affordable prices.

Exclusive Products. Another reason you should shop at the Co-op is the exclusive products. Products like the Poppi. If you want to be gut happy and healthy, this is the right drink for you. Find products like this and more only at the Co-op.

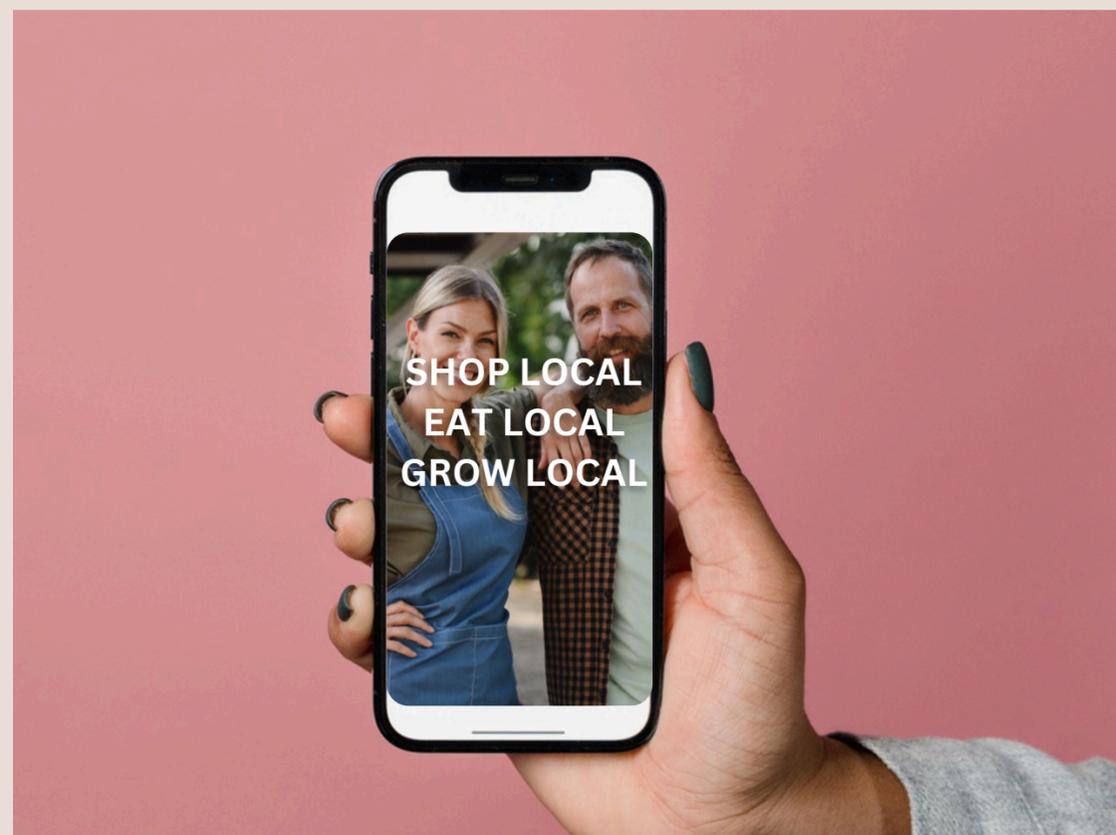
Seating area. Finally, after a long day, you deserve to wind while shopping, and the Co-op offers just that. Also, you may visit the lovely café inside the store so you can unwind and enjoy a drink.

Shopping at the Co-op has many benefits, such as an emphasis on health and wellbeing, a welcoming atmosphere, and the opportunity to find unique products.

So, the next time you're shopping for groceries, think about checking out the Neighborhood Co-op; you could be surprised by what you find.

Social Media Strategy

Curate feed through paid & organic reach
Post 5 times/week using brand tone and voice
to provide interactive and informative content



Promo Materials for purchase and giveaways



Press Release sent to media outlets:

Daily Egyptian,
Carbondale Times,
Southern Illinoisan



FOR IMMEDIATE RELEASE: DATE: MAY. 6. 2023

Stellah Nakiranda/Ryley Bisailon

Neighborhood Co-op

(618) 529-3533

info@neighborhood.coop

THE NEIGHBORHOOD COOP NEW CAMPAIGN

Carbondale, Illinois - The Neighborhood Co-op, a grocery shop that aims to serve the needs of its owners and customers, today it is thrilled to announce the launch of its new campaign "Boost Your Health".

The campaign aims to increase public awareness of the benefits of a healthy lifestyle and support of local businesses.

"Our new campaign is all about empowering our customers to make healthy choices that benefit themselves and support the local community," said Mark Heard, General Manager of the Neighborhood Co-op.

As part of the campaign, The Co-op also unveiled a new logo highlighting its brand colors and core values. The new campaign tagline, "Health Grown Locally" simply communicates its message.

ABOUT NEIGHBORHOOD COOP

Founded in 1980, the Neighborhood Co-Op is a local co-op servicing Carbondale, Murphysboro and Makanda IL with many organic, natural, GMO and locally grown produce. Located just off the Rt 13 between Carbondale and Murphysboro.

The campaign's official launch will take place in the Neighborhood Co-op main building in Carbondale at 10:00 am during regular business hours.

For more information, visit our website @neighborhood.coop.

Media Contact:

Ryley Bisailon ryley.bisailon@siu.edu

Media Plan

Total Budget: \$200,000

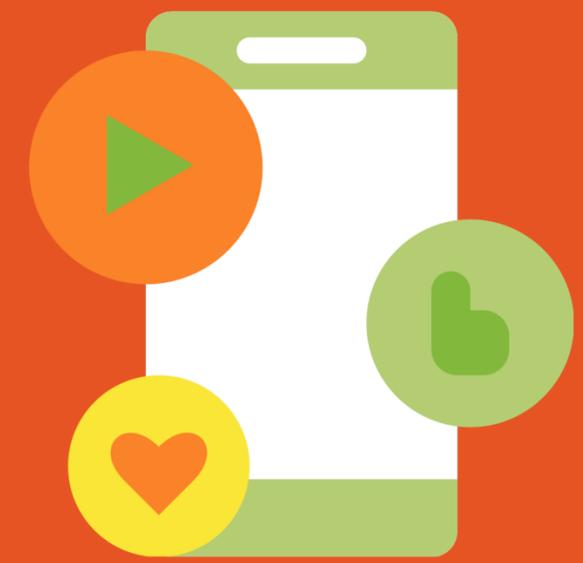
Ad Production: \$5,000

Events: \$5,000

Development and

Promo: \$10,000

Media \$180,000



Media	CPM	Budget
Facebook	\$8	\$35,000
Instagram	\$8	\$15,000
Pandora	\$8-12	\$25,000
Radio	\$10-20	\$40,000
Local TV	\$20-30	\$40,000
OOH Billboards	\$13-22	\$30,000
Google Display Ads	\$3.12	\$15,000

Campaign Evaluation

In order to gauge the effectiveness and visibility of our campaign we will -



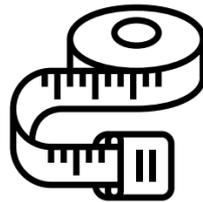
Use social listening to media accounts



Use eye-tracking data for ads



Monitor click through rates to website



Measure year over year sales and discounts



Run post campaign surveys to measure awareness

Thank you!