



HARVEST SNAPS

Calbee®



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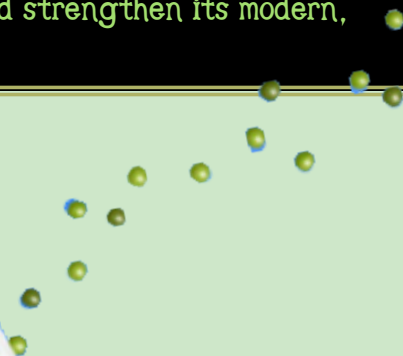


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Executive Summary

Since its creation in 1999, Harvest Snaps Snapea Crisps has become an outstanding brand within the healthy snacking market. Harvest snaps are a low calorie, gluten free high protein snack for all ages to enjoy. With 4 favors and counting as well as a strong social media and online presence, Harvest Snaps does a great job of connecting with customers and keeping them happy. In order to improve, Harvest Snaps must take a few steps to increase its consumer product recognition and brand awareness while differentiating itself from competitors within the ever expanding and evolving natural snack industry. Through a campaign that utilizes several advertising and marketing strategies, Clutch Creative will proudly help Harvest Snaps reach even more consumers and strengthen its modern, vibrant brand.






Agency Identity



We are a group of five driven and dedicated students who have come together to form Clutch Creative Consulting. Our agency focuses on providing innovative marketing and media strategies by means of thorough research, analysis of all angles of our clients' accounts, and consideration of modern trends and creative opportunities. Based out of Ithaca, New York, we are a team of motivated individuals with a passion for all things advertising.



Brand History

- 
- 1949** Matsuo Food Processing Co., Ltd. was incorporated in Hiroshima Japan
- 1955** Name changed to Calbee Foods and Confectionary Co., Ltd.
- 1970** Calbee expanded to North America and was produced various popular Japanese snacks
- 1999** Snapea Crisps product line launched in North America
- 2012** Calbee joins forces with R.D. Offutt Company to create Calbee North America
- 2015** Brand packaging changes name from Snapea Crisps to Harvest Snaps

Snacking company Calbee INC. began in Japan in 1949 under the name Matsuo Food Processing, Co. Ltd. Since its development in 1970, Calbee North America has launched several unique snack brands. In an attempt to provide a healthier alternative snack, Harvest Snaps Snapea Crisps were launched in 1999. Over time, the brand has expanded to include 6 different flavors and several limited time only offerings. Harvest Snaps is constantly working to expand its digital presence and connect to customers who want a natural, health conscious snack. The company's passion for making delicious, natural snacks with quality ingredients continues to attract customers. According to Calbee vice president of sales and marketing Steve Kneepkens: "Calbee North America is a salty snack food company committed to conveying the Harvest the Power of Nature message with every product we distribute. Our snacks offer wholesome natural ingredients and an irresistibly tasty experience so consumers can enjoy snacking the way it should be."

Environmental Analysis

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ECONOMIC FORCES

Consumers in the snacking market are seeking minimally processed foods more than ever before. The trend of partnering with gluten free suppliers is on the rise; the demand for gluten free products increased 136% between 2013 and 2015. Many companies such as Whole Foods have begun creating separate facilities for gluten free product production.

SOCIOCULTURAL FORCES

People want to get the most out of what they are eating. The two main reasons people decide to snack are based on enjoyment and nutrition. Consumer packaged good brands and retailers are increasingly educating consumers about how to incorporate snack foods into their diets in a healthy, balanced way. Many brands in the industry are looking towards low sodium, low fat, low carb, high energy products because of the health and wellness movement that has spread across America throughout the last 15 years. All natural, organic brand identities mean more to the average individual than ever before. However, too many foods labeled as healthy are still perceived negatively in regards to taste.

COMPETITIVE FORCES

Social media marketers and retailers are finding ways to promote healthy eating behavior strategically. With more and more healthy vegetable based snacking brands in the market, the industry is becoming more and more cutthroat. Brands are also beginning to utilize immersive and engaging storytelling content as well as online platforms and sales promotion techniques to distinguish themselves.

Competitor Analysis

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TERRA REAL VEGETABLE CHIPS

- Strengths: Gluten free, No artificial flavors or preservatives. Non GMO
- Weaknesses: Low social media presence, Can be easily confused as another veggie stick product, Few flavor variations



GOOD HEALTH VEGGIE STICKS

- Strengths: Variety of flavors, Owned by Hain Celestial Group, Sold online, Created straight from the vegetable
- Weaknesses: Low social media presence, Limited recipes available online

SENSIBLE PORTIONS VEGGIE STRAWS



- Strengths: Partnership with the Disney Brand, No added preservatives
- Weaknesses: Not gluten free, Can be easily confused as another veggie stick product, Low social media presence



Strengths

- Less sodium and fat than traditional snacks
- Gluten free
- Made with 60-70% real peas
- Large social media presence

Weaknesses

- Highly Processed
- Easy to over eat
- False image of full baked snap pea
- Non resealable package

Opportunities

- School lunch
- Vending machines
- Expand brand awareness

Threats

- Organic snack market is increasing
- Natural food labels are often questioned
- Not sold in all supermarkets

Objectives & Budget



MARKETING OBJECTIVES

With the help of our campaign, Harvest Snap Peas will increase sales by 10%. This will be achieved by increasing brand awareness and differentiating Harvest Snaps as the most tasty, healthy snack.

ADVERTISING OBJECTIVE

Our target audience is men and women ages 18-49. Our campaign will have a 70% comprehension rate and a 40% conviction rate. This means that out of our entire target market 70% of people will understand our message, and 40% will take value in it.

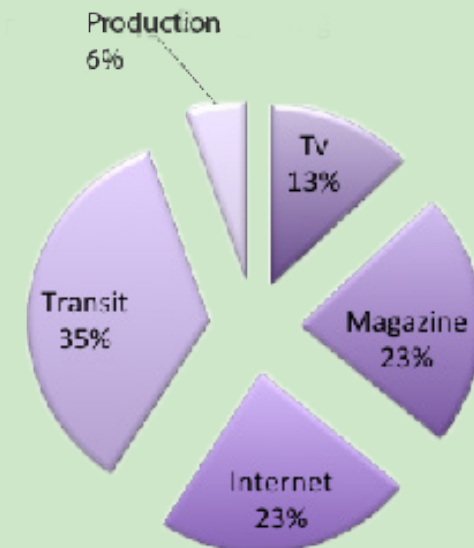
We aim to achieve an Effective reach of 70% and Effective frequency of 3.

TIME FRAME

This campaign will from from June 2016 to May 2017.

BUDGET: \$12,000,000

Clutch Creative was given a budget of \$12 million, which will be carefully and strategically allocated to create the most effective campaign possible.



Research & Objectives

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OBJECTIVES

- Determine what our target audience is looking
- Determine the audience's awareness of Harvest
- Determine our audience's level of dedication to healthy snacking
- Determine what we can do to stand out from the competition

PRIMARY RESEARCH

Our Primary research is made up of a survey sent out through Facebook in addition to an interview with a member of the senior class studying Nutrition at Syracuse University. Through our survey, we found that 59% of participants ranged from age 18-24. This age demographic was the majority of respondents. The other large percent was made up of participants ages 49+. Out of those surveyed, 72.5% were female and were seeking a tasty snack that was also low fat and inexpensive. During our interview with the nutrition student, we found out that Snap peas are low in sodium, but also low in satisfaction level. Later Rae states: "I see why these could originally be looked at as a healthy snack, the lack of satisfaction will lead to you eat more peas than you would potato chips, in turn making them less healthy."

SECONDARY RESEARCH

To effectively obtain secondary research, we used several different methods to determine the characteristics of our target market. First, we figured out our target market, which helped us to find their interests and what media vehicles they're most active on. In order to conduct our research and find out about health-conscious millennials, we used Supermarket News and Forbes. These sites helped us to base our campaign around what our market is most likely to see.

Brand Value Proposition



FUNCTIONAL BENEFITS

Harvest Snaps come in the perfect size for snacking. The crunchy texture and savory flavor are what keep consumers reaching into their bags time and time again. Shaped like an actual snap pea, each crisp is 100% gluten free and packed with at least 60% real peas, protein, Vitamin B and low sodium seasonings. With 4 flavors of crisps (lightly salted, caesar, wasabi ranch and black pepper), Harvest Snaps are perfectly flavorful and accessible for consumers who want a healthy, wholesome snack.

EMOTIONAL BENEFITS

The Harvest Snaps experience is meant to bring satisfaction and healthy snacking options to consumers full of passion and life. From the moment you pick up a snap pea crisp to the moment you're bummed out when you realize you have finished the entire bag, the consumption experience is meant to be shared with others whom individuals share bonds with.

SELF-EXPRESSIVE BENEFITS

Choosing Harvest Snaps shows others that you are keeping up with the latest snacking and wellness trends. You know how to eat healthy, you're up to date with what's hip and yummy, and you want to snack on something that others will love too. Eating vegetable snacks can be cool and promote a healthy lifestyle to those who you surround yourself with at the same time.

Target Market Profiles

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PRIMARY TARGET:

MEN & WOMEN AGE 18-49



MELANIE, AGE 21.
THE HEALTHY HIPSTER

Living in Austin, Texas, Melanie loves grabbing a craft beer and a bag of Harvest Snaps to enjoy at the boardwalk with her closest friends. She is a lover of pure vegetable snacks that meet her gluten free needs and desire for tasty high quality products. She always turns to Harvest Snaps when she's hanging with close friends or needs energy for her next yoga session downtown. Melanie loves expressing herself and connecting with others through shared values and a balanced lifestyle. She actively uses social media to share her thoughts and creative inspiration.



MARCUS, AGE 43.
THE ACTIVE SNACKER

An enthusiastic bike rider living in a suburb outside of Denver, Colorado, Marcus stays extremely loyal to brands that he trusts will supplement his daily activities. A single adventurer who is dedicated to personal fulfillment, Marcus turns to Harvest Snaps as his go to snack at all times. He loves to eat Harvest Snaps during downtime or after a long cycling session when he needs something to satisfy a savory craving. While he is not an active user of social media, Marcus reads many fitness and lifestyle related magazines online articles and loves coupons.

Target Market Profiles

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SECONDARY TARGET: MILLENIAL MOTHERS (MOTHERS AGES 22-38)

Hip moms who want their kids to have the latest healthy food whether at school or at a playdate. These moms are certainly no stranger to social media.

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CHRISTIE, AGE 30.

THE TRENDY MOM

Christie is a single parent who uses modern parenting styles to make sure her daughter Alena grows up to be strong and good at decision making. When choosing something to give Alena for snack time at school, Christie almost always picks Harvest Snaps because of the convenient product size as well as its nutritional value compared to other kid friendly snacks. Christie knows that Harvest Snaps are a snack that she can share with her daughter while creating new memories that will last a lifetime. She is an avid smartphone user who loves following the latest brand news and promotions.



Campaign Strategy

The Challenge

Customers believe that snacks advertised as healthy and tasty are still filled with tons of sodium and preservatives. Snap Peas are a healthy alternative to salty, crunchy snacks, like potato chips, but are sure to keep you satisfied. Customers are also more inclined to turn to other veggie snack brands based on awareness levels, and do not immediately seek Harvest Snaps enough.

Key Insight

More millennials are leaning towards healthy alternatives of the tasty snacks they've grown to love. Now more than ever, younger parents are searching for snacks to give their kids that have high nutritional values and are free of allergens such as gluten, peanuts, dairy, etc. Snacking brands are facing pressure to be more transparent with the ingredients in their products, especially as more and more brands use creative strategies to spread their message online and create conversations.

Brand Promise

Harvest Snaps are the perfect natural, multi-flavored veggie snacks to share with friends or feed your children. Because of their nutritional value and high quality taste, Harvest Snaps are the superior snack choice for individuals who want something flavorful yet inherently natural.





Creative Overview



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THE BIG IDEA

MAKING HEALTHY SNACKING EASY-PEAZY

Creative strategy

This year long campaign is focused on repositioning Harvest Snaps as a healthy and tasty snack that consumers will want to choose. Harvest Snaps are shared among family and friends, whether it be on the go or as a school lunch snack. We decided to take a creative approach that showcases how this healthy snack brings people together, in turn making healthy snacking easy peazy. This play on words will not only tie into the fact that the snack is made up of 70% real snap peas, but also that sharing with friends and family is an important part of our consumers lives.

Art Direction

The visual aspects of our Harvest Snaps ads will bring in the simple colors and graphics from the Snap Pea logo and packaging. These aspects, mixed with the familiar feel of being with loved ones, will allow the viewer of the ads to be intrigued, connected, and comfortable with our product. The images will be playful, simple, animated and bring a light and refined feeling to the campaign. The color scheme of the campaign will consist of earthy tones of green, orange and sky blue shades. The big idea and slogan are both a play on words, so our text will be large, readable and will direct the eye in a creative way to pick up on a double meaning.

Copywriting

The copy in our advertisements will be simple so it does not take away from our big idea, which is "Making Healthy Snacking Easy Peazy". Most of our ads will follow the same format of a situation where family or friends are coming together. The snap peas are not only the thing that s bringing people together, but they are also making people happy because of the tasty and healthy qualities.



Transit & Television Advertisements



Upbeat music playing in the background of the ad.



(Group of girlfriends setting up a picnic at a park)
Kira: "I am so glad we are getting a chance to sit down and hang out!"



Glenn: "I know! It has been forever since we have got a chance to do this."
Emily: "And now that the weather is finally nice, it is perfect out!"



Sarah: "Hey Emily, have you tried these harvest Snap Peas before? I think you're going to love them."



Emily: "Wow! These really are amazing."
Sarah: "I know right!? They come in so many flavors and they are super healthy."



Sarah: "They are full of fiber and protein. Seriously the best low calorie snack to munch on!"
(Character says as she reads the packaging)



Sarah: "Here, try some guys."
Friends: "Yummm! These are so tasty." (In agreement)



(Long shot of the two girls walking through the park enjoying the snack)
Narrator: "Harvest Snap Peas are the best snack for on the go. Low in fat and sodium, made from 70% whole snap peas."



Narrator: "Find us on our social media for recipes, coupons, and more. Harvest Snap Peas. Making Healthy Snacking Easy-Peazy."

Magazine Advertisements




MAKING HEALTHY SNACKING EASY-PEAZY.



DID YOU KNOW OUR HARVEST SNAP PEAS ARE 100% GLUTEN FREE, RICH IN PROTEIN & PACKED WITH VITAMIN B?

INTRODUCE YOUR TASTE BUDS TO ENERGIZING SAVORY SNACK PERFECTION.

   FIND US ON SOCIAL MEDIA FOR RECIPES, STORE LOCATIONS, AND DEALS

MAKING HEALTHY SNACKING EASY-PEAZY.



DID YOU KNOW OUR HARVEST SNAP PEAS ARE MADE OF 70 PERCENT REAL SNAP PEAS? WELL, INTRODUCE YOUR TASTE BUDS TO THE LOW CALORIE, HIGH PROTEIN SNACK PERFECTION.

   FIND US ON SOCIAL MEDIA FOR RECIPES, STORE LOCATIONS, AND DEALS

MAKING HEALTHY SNACKING EASY-PEAZY.



DID YOU KNOW OUR HARVEST SNAP PEAS ARE MADE OF 70 PERCENT REAL SNAP PEAS? WELL, INTRODUCE YOUR TASTE BUDS TO THE LOW CALORIE, HIGH PROTEIN SNACK PERFECTION.

   FIND US ON SOCIAL MEDIA FOR RECIPES, STORE LOCATIONS, AND DEALS



MAKING HEALTHY
SNACKING
EASY-PEAZY



CLICK FOR MORE FLAVORS!

Online Ads & Creative Testing



Summary of Creative Testing Results

In order to test our creative concept, slogan, and advertisements, we interviewed a variety of Ithaca College students, parents, and family members of our team. The people who saw our ads loved our slogan headline style. The play on words tied together all of our ideas and even caused people to laugh. The interviewees also thought that our advertisements were simple, sleek and most importantly on strategy. The great part about creative testing was that we were able to use the feedback we got to edit our ads before the campaign launch. Some people gave us advice about where to place text so it was most visible, or what fonts worked better than others. Both men and women enjoyed our ads, but we felt overall the message weight should be slightly higher for women rather than men.

A banner for Harvest Snaps is set against a background of a green field under a blue sky. On the left, three bags of Harvest Snaps are displayed. In the center, the brand name 'HARVEST SNAPS' is written in a large, bold, black font within a white arch, with the 'Calbee' logo below it. On the right, the slogan 'MAKING HEALTHY SNACKING EASY-PEAZY' is written in a green, blocky font. At the bottom left, there are icons for Facebook, Twitter, and Instagram. At the bottom center, the text 'VISIT US ONLINE AT HARVESTSNAPS.COM' is written in a white, blocky font.

VISIT US ONLINE AT HARVESTSNAPS.COM

Media Objectives & Strategies



TARGET AUDIENCE

Our target audience includes women and men ages 18-49. Through our research we have found that our audience cares about eating snacks that are healthy and natural and appear to have a healthy, popular image. They want access to brands that are transparent, vibrant and connect with them beyond just the product.

GEOGRAPHIC SCOPE OF CAMPAIGN

Our plan focuses on placing the majority of our advertisements nationally in order to maximize brand awareness. However, transit ads will be placed regionally based on subway, bus, and rail systems within specifically targeted designated marketing areas. These areas include Washington D.C., New Jersey and Minneapolis.

MESSAGE WEIGHT

This campaign will cover the entire United States, with a heavier emphasis placed in areas such as the Northeast and Northwest where there are many cities with large millennial presences, hipster vibes, healthy eating habits, and large family scenes.

REACH AND FREQUENCY

Clutch Creative plans to achieve an effective reach of 70 and an effective frequency of 3 throughout our c

CONTINUITY

Our campaign will be based on a pulsing continuity campaign. Our team feels that this is the best option so that our message will effectively reach and remind our target audience on a continuous basis. Certain advertisements will peak during various times of the year or at the time of an exclusive partnership or brand event.

ADVERTISEMENT DIMENSIONS

Magazine (3) Full color sized 8.5 inches x 11 inches ; Television (1) 30 second commercial; Online (1) Banner 468 x 60 pixels, (1) Skyscraper 120 x 600 pixels; Out of home transit ads (3) 30 inches x 20 inches

Media Mix: Magazines

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Cooking Light

CIRCULATION: 1,791,416

Cooking Light is a cooking magazine full of healthy recipes that incorporate many different types of food. Harvest Snaps are all about promoting healthy eating alternatives that are full of nutrition yet still taste delicious. Both Cooking Light and Harvest Snaps also promote healthy living in general as part of their brands.

SELF

CIRCULATION: 1,490,012

Self is a magazine known for providing suggestions for eating healthy, workout tips, and life advice. Harvest Snaps aims to provide a snack that is health conscious but still appealing, which makes Self the perfect place to advertise.

US WEEKLY

CIRCULATION: 1,963,297

Due to the large circulation of US Weekly, and the fact the most readers of the magazine are within our main age demographic, this magazine is a great place to advertise our product. The advertisements we place will appeal to the millennial aged readers and spread the word about Harvest Snaps to people who enjoy keeping up with trends.

MEN'S JOURNAL

CIRCULATION: 763,033

One goal of our campaign is to encourage healthy eating and appeal to all people. Through our primary research we found that our message weight is heavier with the female demographic over the male demographic. We chose Men's Journal to audience to men as well through advertisement in a magazine directed specifically towards men.

Media Mix: TV Advertisement

19



(8:30PM EST)

THE BIG BANG THEORY

The Big Bang Theory is currently one of the most watched scripted series on television. The target audience of this show is men and women 18-49 which aligns with our entire target market. More so, the characters in the show are a similar age to the individuals in our primary market. The character dynamic on the show is also founded on friendships and family which is what our campaign is all about.

ellen

(4PM EST)

THE ELLEN DEGENERES SHOW

The Ellen Degeneres show has a positive portrayal of working moms, and an intelligent younger viewer demographic. These viewers are up to date on trends, celebrity gossip, and what important things are going on in society.

modern family

(9PM EST)

MODERN FAMILY

Modern Family has been an extremely popular and well respected scripted TV show. This show is very relatable for our target market because it is founded on family, fun times and togetherness.

Media Mix: Out of Home Transit

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NJ TRANSIT
The Way To Go.



NEW JERSEY TRANSIT

308,523 rail riders
per weekday

The New Jersey Transit rail system has a wide variety of both younger & older commuters going to and from work. This suburban audience matches that of Harvest Snaps.

T Metro Transit

MINNEAPOLIS METRO

267,700 rail riders
per weekday

Because Minneapolis is one of the top 10 cities for healthy eaters, this transit system will be filled with lively prospective customers who are interested in following a healthy lifestyle.



WASHINGTON METRO

712,843 rail riders
per weekday

The second largest metro system in the USA, the Washington D.C. Metro serves as an excellent platform to showcase our advertisements to a population that is educated, busy, and on the go.

Media Mix: Online



FACEBOOK.COM

1.23 billion users

82% of the entire population aged 18 to 29 and 79% of the entire population aged 30 to 49 is on Facebook, showing how the site is a brilliant platform to utilize. 900,000,000 users visit the site per day.



amazon.com

AMAZON.COM

241,991,911 daily viewers

Amazon is the world's number one online retailer. Our target audience matches the age group that makes up Amazon's most active users. Amazon customers are also able to buy large quantities of Harvest Snaps on Amazon.com for a bulk price, which is another incentive of using the site.

**Buzz
Feed**

BUZZFEED.COM

31,093,031 daily viewers

Buzzfeed shares interactive content targeted specifically to our tech savvy target market. Having banners and ads on Buzzfeed is one beneficial way to reach our audience. Sponsoring content on the site about Harvest Snaps will also be an effective way for prospective customers to get to know the brand.



Media Flowchart

Budget: \$12,000,000	January	February	March	April	May	June	July	August	September	October	November	December					
Weeks	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4					
TV													Rating Points		CPP	Total	
Big Bang Theory													19	\$30,000	\$570,000		
Ellen													19	\$30,000	\$570,000		
Modern Family													19	\$30,000	\$570,000		
																TV Total:	1,710,000
Magazines													# of Pages		Cost Per Page	Total	
Cooking Light													5	\$160,900	\$804,500		
Self													4	\$216,890	\$867,560		
US Weekly													3	\$229,528	\$688,584		
Men's Journal													5	\$127,755	\$638,775		
																Magazine Total:	2,999,419
Internet													Reach	Frequency	CPM	Total	
Facebook													15,000,000	5	\$10	\$750,000	
Amazon													17,000,000	10	\$10	\$1,700,000	
Buzzfeed													10,000,000	6	\$10	\$600,000	
																Internet Total:	\$3,050,000
Transit													# of Days		Cost Per Day	Total	
Washington Metro													30	\$64,156	1,924,680		
New Jersey Transit													30	\$24,093	\$722,790		
Minneapolis Metro													30	27,267	\$818,010		
																Transit Total:	\$3,465,480
																Production Cost:	\$700,000
																Grand Total:	11,924,899



Brand Activation

SOCIAL MEDIA CAMPAIGN

#PeasInAPod

OBJECTIVE: We want to introduce the product to consumers who have not yet tried it. We want millennials within the region to get involved with Harvest Snaps and have a fun way of trying the product, while also gaining attention through social media.

STRATEGY: We will have brand ambassadors at colleges and universities in the Northeast place multiple face in hole cardboard cutout stands in popular spots on the campuses. These will feature two snap peas with a circular hole at the top where people can put their faces. We will encourage students to take pictures in the cutouts and post them on social media, such as Twitter and Instagram, with the hashtag #peasinapod. Once they have completed this task and show proof, they will receive a free bag of Harvest Snaps and a 50% off coupon for future use.

POP-UP PARTNERSHIP WITH AMNESTY INTERNATIONAL

OBJECTIVE: We want to appeal to millennials and create a positive image of Harvest Snaps among consumers. We want to show that Harvest Snaps is interested in more than just making sales; it is a brand that cares about the world.

STRATEGY: We will build a partnership with non profit organization Amnesty International, which works to fight in justice and promote human rights. We will organize pop-up events in cities such as Portland, OR, Brooklyn, NY, Miami, FL, and Bridgeport, CT. At the events, there will be pea and nature themed decorations. There will be stuffed bean bags shaped like peas, a jousting ring for people to compete against one another using giant snap peas as lances. By holding events in parks or other popular spots, we will attract consumers in the area and distribute free product samples and coupons. These events are intended to spread the PEACE while also spreading brand awareness and promoting #PeasInAPod.

**AMNESTY
INTERNATIONAL**



Brand Activation



SNAPCHAT: SNAP YOUR SNAPS

OBJECTIVE: We want to spread the word about Harvest Snaps among millennials and have a unique way of presenting the brand to the public.

STRATEGY: We will design and implement a filter option on the popular mobile application, Snapchat, that will be available June 8th which is National Best Friend Day. It will feature the phrase "Peas in a Pod" and a natural, decorative design. This will encourage Snapchat users to include their friends in the picture, therefore capturing the attention of even more consumers. It will start a conversation about the brand, and get people interested in Harvest Snaps.

P-O-PEA EVENT DISPLAY

OBJECTIVE: We want to spread the word about Harvest Snaps among millennials and implement a unique way of presenting the brand to the public. Clutch Creative aims to tie in the natural, modern pea theme to a physical life sized store display.

STRATEGY: We will design and create a large snap pea shaped display that contains bags of Harvest Snaps within. The display will also include our slogan, to make Harvest Snaps more recognizable in the future. We will place these displays in the frontmost section of grocery stores that sell the product.



Brand Activation Flowchart and Evaluation



BRAND ACTIVATION FLOWCHART

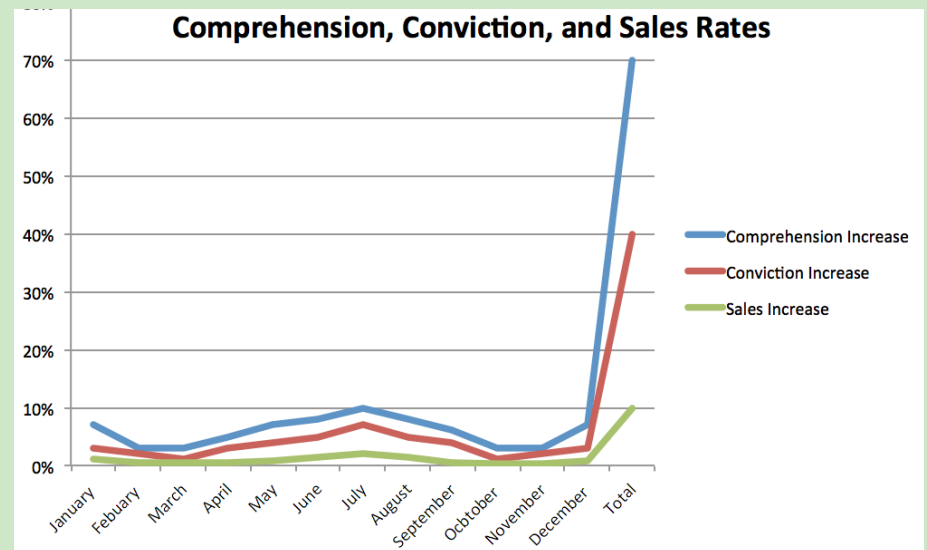
Months	January	February	March	April	May	June
#peasinapod						
Spread the PEace						
P-O-Pea Display						
Snap Your Snaps						

Months	July	August	September	October	November	December
#peasinapod						
Spread the PEace						
P-O-Pea Display						
Snap Your Snaps						

EVALUATION

Our target audience includes women and men ages 18 to 49. Through our research we have found that our audience cares about eating snacks that are healthy, natural and appear to have a healthy, popular image. They want access to brands that are transparent, vibrant and connect with them beyond just the product.

Month	Comprehension Increase	Conviction Increase	Sales Increase
January	7%	3%	1.00%
February	3%	2%	0.40%
March	3%	1%	0.40%
April	5%	3%	0.50%
May	7%	4%	0.80%
June	8%	5%	1.50%
July	10%	7%	2%
August	8%	5%	1.50%
September	6%	4%	0.50%
October	3%	1%	0.30%
November	3%	2%	0.30%
December	7%	3%	0.80%
Total	70%	40%	10%



Marketing Recommendations

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PACKAGING

We found one issue that would be a simple fix for the brand. Though Harvest Snaps makes a great snack, it lacks resealable bags within its line of products. Without the ability to reseal a bag of snaps, you are either forced to eat them all at once or risk them going stale. Having a bag that is resealable would make the product more convenient to transport and eat. Our team believes that making this small change would help the company to sell more of the product because of the convenience of having a snack that you can put away, and then take back out whenever you want. This is a very small change to the bag design that would be highly effective and appealing.



NEW FLAVORS

We also suggest that Harvest Snaps expands the spectrum of tastes for its products. There are only 4 kinds available (lightly salted, black pepper, wasabi ranch and caesar) with certain flavors being way more specific than others. This means they only appeal to certain flavor profiles. We suggest that they put out a national survey asking all of their customers what new flavors they would like to try and what current flavors are less appealing. Other snacks have tried ideas similar to ours and it has proven to be very successful. Adding more kinds of the product would not only increase sales, but also boost brand popularity.



APPENDICES



Creative Brief

Client: Calbee North America
Brand: Harvest Snaps Snapea Crisps
Agency: Clutch Creative
Big idea: "Making Healthy Snacking Easy *PEAZy*"

Advertising problem:

Customers believe that snacks advertised as healthy and tasty are still filled with tons of sodium and preservatives. Snap Peas are a healthy alternative to salty crunchy snacks, like potato chips, that are sure to keep you satisfied. Customers are also more inclined to turn to other veggie snack brands and don't seek Harvest Snaps immediately.

Goals:

- Marketing objective - Increase Harvest Snaps sales by 10%
- Advertising objective - 70% comprehension rate & 40% conviction rate
- Time frame - Our campaign will run from June 2016 to May 2017 with hopes of engaging consumers the most during the summertime/fall.

Target audience:

18-49 year olds, primarily health conscious millennials and young, hip moms.

Consumer insights:

More millennials are leaning towards healthy alternatives of the tasty snacks they've grown to love. Now more than ever, younger parents are searching for snacks to give their kids that have high nutritional values and are free of allergens such as gluten, peanuts, dairy, etc. Snacking brands are facing pressure to be more transparent with the ingredients in their products, especially as more and more brands use creative strategies to spread their message online and create conversations.

Key message of campaign:

Harvest Snaps are the perfect natural, multi flavored veggie snacks to share with friends or feed your children. Because of their nutritional value and high quality taste, Harvest Snaps are the superior snack choice for individuals who want something flavorful yet inherently natural.

Mandatories:

Gluten free

Competitors:

- Sensible Portions Veggie Straws
- Terra Real Vegetable Chips
- Good Health Veggie Stix

Historical Background:

Since 1970, Calbee North America has launched several unique snack brands. In an attempt to provide a healthier alternative snack, Harvest Snaps Snapea Crisps were launched in 1999. Over time, the brand has expanded to include 6 different flavors and several limited-time-only offerings. Harvest Snaps is constantly working to expand their digital presence and connect to customers who want a natural, health conscious snack.

Agency Profiles



SARAH KESSLER grew up in Short Hills, New Jersey and is nineteen years old. She is currently in her second year at Ithaca College, majoring in Integrated Marketing Communications and minoring in legal studies. In her free time Sarah spends time with her friends, focuses on school work and plays with her new puppy Harper.

ROBERT MANTELL grew up in Queens and Westchester County NY. His strong willed, outgoing personality has made him into the imaginative strategist he is today. Robert is Vice President of Communication and Membership for Ithaca College's American Marketing Association and as the Marketing Director for Ithaca College's chapter of Challah For Hunger. A lover of food, travel and adventure, Robert sees himself pursuing a career in branding within the food/beverage, tourism or lifestyle product Industries.



GLENN TOBEY is a native of a small town 30 minutes outside of Syracuse, NY and is nineteen years of age. She is now a sophomore at Ithaca College majoring in Integrated Marketing Communication. She enjoys spending time with friends, going on walks to all the different gorges, and traveling. She hopes to study abroad in London, Spring of 2017. She is very excited to see what the future holds, and to take in everything she can within her small time frame in Ithaca.



Agency Profiles



KIRA SHUTOWICH was born and raised on Long Island, NY, spending most of her time here in the town of Saint James. She is a sophomore attending Ithaca College, pursuing a degree in Integrated Marketing Communications. She enjoys traveling and hopes to study abroad in Europe in the Spring of 2017. Kira spends her free time exploring Ithaca, NY, with friends and planning new adventures for the future.



EMILY GLICKMAN was born in Oceanside, NY on Long Island. She attended Oceanside Senior High School, where she was a member of the National Honor Society. Currently, Emily is a sophomore Integrated Marketing Communications major at Ithaca College. Additionally, Emily is working towards her minor in Integrative Health Studies. Emily enjoys being a Park student and hopes to study abroad at Ithaca College's London Center in the Spring of 2017.



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