



## **RFP Presentation**

**August 10, 2017**

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# Presentation Slides



# Appendix



# *Media Audit*

## Simple as SPAM Campaign Partnership

### 3-Month Media Audit – SPAM

#### Analysis:

- Articles mainly focus on Spam’s 80<sup>th</sup> birthday and the history of the product. Other articles touch on SPAM’s role feeding soldiers during WWII and SPAM’s six simple ingredients, de-mystifying the canned meat.

#### Overview:

- TIME, [Spam is Turning 80. Here’s How the Canned Meat Took Over the World](#), Olivia Waxman
  - “Spam — the square can of pork, salt, water, sugar, potato starch and sodium nitrite that first rolled off the assembly lines 80 years ago during the Great Depression — was invented ‘as a way to peddle the then-unprofitable pork shoulder.’”
- Metro, [What is Spam and what does it stand for?](#), Miranda Larbi
  - Highlights six simple ingredients
  - Gives simple recipe linked to SPAM’s website
- Independent, [Spam’s 80<sup>th</sup> Birthday: The History of the Much-Maligned Canned Meat](#), Beth Timmins
  - Gives a brief history of the SPAM brand
  - Highlights Hawaii Foodbank donations and the “Spam Jam” festival every April which brings together 20,000 SPAM lovers
  - Discussion on how the word ‘spam’ has evolved in the digital age
- Live Science, SPAM, [Lovely Spam! Mystery Meat Celebrates 80<sup>th</sup> Spam-iversary](#), Mindy Weisberger
  - Highlights history of SPAM during WWII and American soldiers complicated relationship toward the canned food – it was a reliable source of protein on the front lines but soldiers grew tired of eating it on a near daily basis.
  - “In Hawaii alone, people eat approximately seven million cans of SPAM each year, and their annual Spam festival, Waikiki Spam Jam, attracts an estimated 25,000 people.”
  - “But even after 80 years have passed, one lingering question about Spam remains unanswered: the origins of its name.”

- Cleveland.com, [Spam: A brief history of the meat product as it turns 80](#), Patrick Cooley
  - “Spam spread throughout territories in the Pacific Ocean -- such as the Philippines -- thanks to soldiers stationed there, and it remains popular in many of those places. Hawaiians are said to be particularly fond of Spam.”
  - Margaret Thatcher once called the meat a “wartime delicacy,” which Monty Python went on to develop a sketch on.
  - “But the product survives, and will likely continue to do so as long as it remains less expensive than other meat products.”
- The Stranger, [Spam: The Mystery Meat That Continues to Inspire Conflicting” Feelings of Agony and Ecstasy](#), Jessica Stein
  - Chronicles one writer’s “discovery” of SPAM.
  - “My earliest memory of Spam goes back to a summer vacation in Romania in 1995. At a roadside picnic table, one of my relatives pulled out a can of it. My brother and I, ages 14 and 12, respectively, both born and raised in New York, recoiled in horror. My father said, ‘What? We ate this growing up. It’s good. Eat it.’”
  - “My gateway to Spam as an adult was Hawaiian pizza. Growing up in Brooklyn, the notion of pineapple on a slice was anathema. And the combination of sweet and savory, as a general rule, was frowned upon in my Romanian-Hungarian family. But as a hungry graduate student in Seattle, who was I to say no to free food at a teacher training? Reader: I liked it.”
- Adweek, [How Spam Used the Super Bowl to Kick Off Its Sizzling New Message](#), Robert Klara
  - Using 2016’s tally of 125.82 million households in America, that comes to nearly 43 million homes with a can of Spam on the shelf.
  - Hormel’s internal research revealed that while a third of Americans already have a can of Spam in the house, many of them just leave it there. Maybe they’re saving it for an emergency. Maybe it’s there for when they run out of groceries. Or maybe Americans simply have too much faith in Spam’s theoretically unlimited shelf life.
  - “We’re transitioning into our 80th anniversary year,” said marketing director Nicole Behne, “and we centered on one thing we know to be true: When people hear the sizzle of Spam, it gets them to start craving it.”
  - The article gave an early overview of the Sizzle, Pork And Mmm campaign.
  - “The company has also put a renewed emphasis on the fact that Spam has only six ingredients.”

- Mix 97-3, [Happy 80<sup>th</sup> Birthday Spam!](#), Patty Dee
  - “Spam was introduced to a grateful nation in 1937 when the Hormel company was looking for a way to use the excess amounts of pork shoulder they were producing. They mixed it with ground ham, canned it and a legend was born.”
  - “But Spam really took off during World War II thanks to the meaty product’s long shelf life and low cost. It was particularly appreciated in the Pacific theater during WWII and in fact to this day more Spam is consumed by Hawaiians than almost anywhere else in the world, (approximately 6 million cans per year).”
  - “Hawaiians fry it first to bring out the flavor and a lovely red color and then add it to favorite recipes, like Spam musubi.”
- The Modesto Bee, [Spam has turned 80 and a canned meat tribute is coming to a city near you \(sort of\)](#), John Holland
  - “The [Mercury News](#) in San Jose reports that Hormel Foods has launched a national tour honoring its pork-based product. It will be at the California State Fair from July 14 to 16 and at San Francisco Giants home games on Aug. 5 and 9.”
  - The Minnesota-based Hormel introduced Spam on July 5, 1937, and found a big market in soldier rations in World War II. Lately, it has inspired a few fine chefs.
- The Straits Times, [It’s Spam-a-lot: Celebrating the joys of luncheon meat on Hawaii’s Waikiki beach](#), Sam Musguin-Rowe
  - “As late April showers fall on Kalakaua Avenue, the roads are lined three-deep with sunburnt tourists, surfer bros and silver-haired pensioners. Their colorful T-shirts, flower garlands and fancy dress costumes are soaked by rain, but eagerly they wait. Suddenly, a chorus of tiny ukuleles starts to play. The procession begins. Are they waiting to pay homage to a visiting dignitary or religious leader? No. They are here to celebrate Hawaii’s favorite food: the immortal luncheon meat called Spam.”
  - “I join snaking queues for seemingly endless food stalls, each dish more absurd than the last: Spam pizza, Spam fried rice, Spam crackers, Spam pho, deep-fried mac and cheese bites (with Spam) and, of course, Spam fritters. I spot some Spam-infused macadamia nuts, and a slab of grilled Spam atop sticky rice, doused in soy sauce and bound with seaweed: Spam sushi. There is even Spam dipped in chocolate.”
  - “Serious Spam fans are focused on buying up rare flavours such as Spam Mezclita, Spam Tocino and Spam Portuguese Sausage . Others snap selfies beneath a giant arch of Spam cans or gawp at a catamaran festooned with Spam tins.”
  - “Kids try their luck at the Spam wheel of fortune, hoping to take home a branded T-shirt or headphones. I stumble into a king-sized Spam can made of foam, with

human arms and legs sticking out. Inside is Honolulu Foodbank employee John Valdez. ‘What would Hawaii be without Spam?’ he shouts through the costume. ‘It would be boring.’ The residents of America's 50th state eat more Spam per capita than anywhere on earth, with ‘Hawaiian steak’ found on five-star restaurant menus and at McDonald's. Last year, 8m cans were sold here - and that is just the regular-sized ones, not counting Spam Singles, Spam Spread or smaller tins. But it is not just Hawaii that adores Spam: in time for Spam's 80th birthday on July 5, global can sales topped eight billion.”

- A comprehensive, emotionally compelling story about the origins of SPAM and how the product positioned Hormel Foods as a Fortune 500 mainstay.

### 3-Month Media Audit – Carnival Cruises

#### Analysis:

- No visible main media focus in the past three months. Some industry coverage on travel agent commissions and new ship construction. Major media attention garnered surrounding Nick Jonas’ announcement that he will perform a live concert series on Carnival ships. Most recently in the news, an unattended three year-old fell from a balcony onto the ship deck, was airlifted by the Coast Guard to a hospital but is reported to have only minor injuries and is expected to make a full recovery.

#### Overview:

- Cruise Critic, [Nick Jonas to Perform on Carnival Live Cruise Concert Series in Fall](#), 8/3/2017
  - “Get ready to scream: Multi-platinum, Grammy-nominated musician Nick Jonas will be performing on two Carnival cruise ships this fall. The concerts, part of the line's Carnival Live series, will take place November 17 and November 18 on Carnival Liberty and Carnival Victory, respectively, while the ships are docked in Nassau.”
  - The concerts are only open to people on the cruises.
- Cruise Fever, [Carnival Cruise Ships to Host Nick Jonas Concert in the Bahamas](#), Ben Souza
  - “Carnival LIVE is a one-of-a-kind entertainment experience that brings the best in live music and comedy to the seas, providing guests an opportunity to enjoy captivating performances by top artists at an incredible value. Performances are held in the ships’ main show lounges – which range in capacity from 900 to 1,300 – meaning there’s never a bad seat in the house.”



- Cruise Hive, [Child Falls From Carnival Cruise Shop Balcony to Deck Below](#), Emrys Thakkar
  - “The girl fell from the stateroom balcony to the public deck below. No other details are known or how it happened, The girl was airlifted by the U.S. Coast Guard in the early hours of Saturday morning.” The Coast Guard said she had face injuries but is fine.
- USA Today, [Carnival Cruise Line kicks off Cuba voyages](#), Gene Sloan
  - “ The growth of cruising to Cuba hit another milestone on Thursday as Carnival Cruise Line kicked off its first voyage to the destination.”
  - The Miami-based line’s 2,052-passenger Carnival Paradise departed Tampa on the first of a dozen short voyages that feature an overnight stay in the Cuban capital of Havana.
  - Carnival joins nearly half a dozen other cruise lines that have begun sailing from the USA to Cuba in recent months.
- Travel Pulse, [Ranking Carnival Cruise Line’s Specialty Restaurants](#), Jason Leppert
  - Article ranks the culinary options on Carnival Cruise Lines
- Travelmarket, [Carnival Cruise Line Ups Travel Agent Commissions For September](#), Daniel McCarthy
  - Trade outlet breaks news that the new “AMP Up Commission Challenge” that raises commission percentage for travel agents.
- Cruise Radio, [5 Tips for Selecting a Carnival Cruise Room](#), Heather Rasching
  - Outlines room types and gives tips on booking the different rooms
- USA Today, [Construction begins on yet another new Carnival ship](#), Gene Sloan
  - Italian shipbuilder Fincantieri began construction on a new ship for Carnival which is scheduled to debut in 2019. The new ship will be a sister ship to Carnival Vista and Carnival Horizon (soon-to-debut).

# *Experiential Activation*



# *Celebrity Contract*

**Opportunity for Kristen Kish (“Talent”) with SPAM (Hormel Foods)  
2018 SPAM Brand Tour**

**Desired Timing: March 1, 2018- August 31, 2018**

**Day of Service: Thursday, March 1- Monday, March 5, 2018 and Monday, July 2, 2018**

**Kristen Kish Talent Fee: \$150,000**

**Program Overview:**

Starting in Spring 2018 SPAM wants to get the attention of millennials and have the audience not only crave SPAM but take the initiative to go out and purchase it. This initiative will be made possible through a collaboration with Carnival Cruise Line to get millennial’s attention to crave the cuisine. The experiential activation will highlight the cuisine and give cruisers the opportunity to try dishes and interact with the space while watching their food being made and taking photos at the photo booth. The entire campaign will incorporate various social channels, influencers, contests and the cruise in order to show off the delicious SPAM product.

- To kick-off the Tour on Thursday, March 1, 2018 in Port Canaveral, FL, the talent will go on board the ship for an all expense paid cruise.
- While on the cruise for three days/two nights the talent will film b-roll and demonstrate four simple recipes.
- Talent will fly from Orlando, FL to New York City for a media day on Monday, March 5, 2018 where she will conduct interviews.

**Responsibilities:**

**Cruise on Board Liberty:** Talent to take cruise for three days/two nights and film for one (1) day of filming and cooking on board.

- B-roll filming: Talent to participate in on board filming in front of the SPAM hut. She will make four recipes while at the stand.

**NYC Media Day:** Talent to participate in one (1) day of service in New York for the following activities:

- **Media Interviews:** Talent to participate in interviews during the New York-based

service day. Talent interviews will include four large media outlets including broadcast, online and print.

- o Timing– Eight (8) consecutive hours of service (exclusive of travel time to the location for first media opportunity, hair/make up/wardrobe)
- o Event timing will likely start in the early morning.
- **Media Content:** Talent will participate in photo opportunities to be serviced post event to media. Talent to participate in interviews/sound bites & footage requests, which will be used in b-roll video package distributed to media, used in-market at events, on SPAM® branded social properties and internally at Hormel Foods.

**SMT Media Day:** Talent to participate in one (1) day of service in-studio in New York City.

- **Media Interviews:** Talent to participate in interviews during the New York-based service day. Talent interviews will include media outlets including broadcast, online and print.
  - o Timing– Eight (8) consecutive hours of service (exclusive of travel time to the location for first media opportunity, hair/make up/wardrobe)
  - o Event timing will likely start in the early morning.

**Ongoing Engagement:** Talent to generate content and act as brand ambassador in social space

- **Social Media & Digital Promotion:**
  - o Talent to post a minimum of six (6) client approved messages on her own social media channels (i.e. Facebook, Twitter, Instagram) and tag the SPAM brand on her social media channels once per month during the sixth month term.
  - o Use of name and likeness on SPAM social channels (Facebook, Twitter, Instagram), including photos from the onboard experience.
  - o Talent to grant approved name, likeness and image to be included on Hormel Foods/SPAM brand social media channels and on [www.SPAM.com](http://www.SPAM.com)
  - o Talent to grant right to publish unique SPAM recipe to Hormel Foods/SPAM brand social media channels and on [www.SPAM.com](http://www.SPAM.com).
- **Message Training & Partnership Overview:**
  - o Talent to participate in one (1), sixty (60) minute call to provide an overview of the

partnership and event as well as a message training session. Also, talent will share recipes created for the partnership. This will be conducted on a mutually agreeable date/time prior to the first activity.

- **Exclusivity & Media Considerations:**

- o Talent will not render Talent's professional services and/or performances nor authorize the use of Talent's Likeness of endorsement in the publicity, advertising or promotion in any medium on behalf of any canned or packaged meat products during the Term and thirty (30) days post Term. Talent will not participate in any media tours prior to the first service date, nor permit any other Third Parties to pitch Talent for media interviews prior to service date and thirty (30) days post service date. Talent's representation will make best efforts to coordinate any one-off interview requests

with

Client's agency to perform as part of the service date, and will make Client's agency aware of any interview requests for consideration.

###

# *Press Release*





For Immediate Release:  
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## The SPAM® brand partners with Carnival Cruise Line

AUSTIN, MINN. August 10, 2017 –The SPAM® brand launches its new “Simple as SPAM” campaign targeting Millennials. “Simple as SPAM®” encourages young adults ages 18-29 to not only crave SPAM®, but to buy the canned meat and enjoy it immediately. The brand has teamed up with Carnival Cruise Line to create an experience onboard the Carnival Liberty during spring and summer of 2018. The brand will be working with Kristen Kish, *Top Chef* Season 10 winner, cookbook author and host of *36 Hours*.

“I am thrilled to be working with SPAM® brand to create quick, simple and tasty recipes,” said Kristen Kish. “Millennials need to see how SPAM® is a tasty protein packed item that is not only cheap but easy to prepare. I am excited to see my recipes being prepared onboard the ship and for many to try.”

An onboard experience produced alongside Carnival Cruise Line will feature a walk-up stand on the Lido deck where chefs will be making Kish’s simple and delicious recipes in front of the customers. While cruise goers are waiting for their dishes to be prepared, an adjacent photo booth will be next that allows users to text or email their photos to later post online. The experiential hut will be featured onboard the Liberty on five different cruises on the following dates:

- Thursday, March 1, 2018- Sunday, March 4, 2018
- Sunday, March 11, 2018- Thursday, March 15, 2018
- Sunday, April 29, 2018- Thursday, May 3, 2018
- Thursday, July 5, 2018- Sunday, July 8, 2018
- Thursday, August 9, 2018- Sunday, August 12, 2018

The partnership is part of an ongoing effort by SPAM® to position their product as more appealing to Millennials. The “Simple as SPAM®” campaign will engage its target audience in an online conversation about the brand, including the chance for several to win a free cruise onboard the Carnival Liberty to experience SPAM® firsthand.

### ABOUT HORMEL FOODS

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. Hormel Foods, which leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring branded, value-added products to the global marketplace, is celebrating its 125th anniversary in 2016. The company is a member of the Standard & Poor’s (S&P) 500 Index, S&P 500 Dividend Aristocrats, and was named one of “The 100 Best Corporate Citizens” by Corporate Responsibility Magazine for the eighth year in a row. Hormel Foods also received a perfect score on the 2016 Human Rights Campaign Foundation’s Corporate Equality Index, was recognized on the 2016 Best for Vets Employers List by Military Times, and was named one of the 2016 Best Companies for Leaders by Chief Executive magazine. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit <http://www.hormelfoods.com> and <http://2015csr.hormelfoods.com>

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# *Campaign Timeline*

**MARCH** **APRIL** **MAY** **JUNE** **JULY** **AUGUST**

**DURATION OF SPAM-PAIGN**

**LAUNCH**

**5 EXPERIENTIAL ACTIVATIONS ONBOARD**

**3 REGIONAL PITCHES**

**ANR**

**RECIPES  
ON SOCIAL**

**SMT**

**4 INFLUENCERS: CRUISE/BLOG/SOCIAL CONTEST**

**SOCIAL CONTEST: 3 \$1,000 GIFT CARDS (CARNIVAL)**





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## MARCH

				1 Celeb/Burson team cruise	2 Social post: #CraveitCruiseit (Dr.Suess theme)	3
4	5 Media launch day in NYC Press release to wire, pitches sent	6	7	8	9 Social post: #CraveitCruiseit	10
11 Cruise w/ hut & influencer #1	12	13 Social post: influencer announces free cruise sweepstakes	14	15	16	17
18	19	20	21	22	23 Social post: #CraveitCruiseit	24
25	26	27	28	29	30	31

## APRIL

1	2	3	4	5	6 Social post: #CraveitCruiseit	7
8	9	10 Social post: Announce \$1,000 Carnival gift card	11	12	13	14
15	16 Regional media pitch #1	17	18	19	20	21
22	23	24	25	26	27 Social post: #CraveitCruiseit	28
29 Cruise w/ hut & influencer #2	30					

**MAY**

		1 ANR pitch goes out	2 Social post: influencer announces free cruise sweepstakes	3	4t	5
6	7	8	9	10	11 Social post: #CraveitCruiseit	12
13	14	15	16	17	18 Social post: #CraveitCruiseit	19
20	21	22	23	24	25	26
27	28	29	30	31 Social post: Announce \$1,000 Carnival gift card		

## JUNE

					1 Social post: Introduce 1 recipe a week Social post: #CraveitCru seit	2
3	4 Social post: 1st recipe	5	6	7	8	9
10	11 Social post: 2nd recipe	12	13 Regional media pitch #2	14	15	16
17	18 Social post: 3rd recipe	19	20	21	22 Social post: #CraveitCru seit	23
24	25 Social post: 4th recipe	26	27	28	29	30

## JULY

1	2 SMT/RMT (4th of July hook)	3	4	5 Cruise w/ hut & influencer #3	6	7 Social post: influencer announces free cruise sweepstake s
8	9	10	11	12	13 Social post: #CraveitCru seit	14
15	16	17	18	19	20 Social post: #CraveitCru seit	21
22	23	24	25	26	27 Social post: #CraveitCru seit	28
29	30	31				



## AUGUST

			1 Regional media pitch #3	2	3	4
5	6	7	8	9 Cruise w/ hut & influencer #4	10	11
12	13	14	15	16	17 Social post: #CraveitCruis eit	18
19	20 Social post: Announce \$1,000 Carnival gift card	21	22	23	24	25
26	27	28	29	30	31 Social post: #CraveitCruis eit	

# *Budget Breakdown*

	Professional Fees	Out-of-Pocket
Media Day	\$25,000	\$2,000
SMT/RMT	\$20,000	\$25,000
Audio News Release	\$3,000	\$7,500
Celebrity Influencer	\$20,000	\$158,000
Partnership with Carnival	\$125,000	\$128,000
Activation Onboard Cruise Ship	\$150,000	\$215,000
Influencers (bloggers)	\$30,000	\$6,400
Video Content	\$15,000	\$15,000
News release to wire (launch day)	\$5,000	\$1,000
Burson Team Travel	\$0	\$5,000
Ongoing Earned Media Pitching	\$40,000	\$0
Social Content	\$4,100	\$0
<b>TOTAL</b>	<b>\$437,100</b>	<b>\$562,900</b>
<b>GRAND TOTAL</b>		<b>\$1,000,000</b>

### ***Budget Breakdown in Depth***

*The campaign execution team includes an Associate, Senior Associate and Manager, but support staff may serve as additional resources.*

#### **Media day:**

- Professional fees (\$25,000)
  - Prepare Kristen Kish
  - Burson team goes to media day
  - Draft all media materials
  - Pitch media/send release to wire
  - Update client on all information
  - Work with the celebrity's manager
- Out of pocket fees (\$2,000)
  - Media day cost
  - Kristen Kish at media day

#### **SMT/RMT:**

- Professional fees (\$20,000)
  - Prepare Kristen Kish
  - Burson team at SMT
  - Make sure client is aligned
  - Coordination with MultiVu and Kristen's manager
- Out of pocket fees (\$25,000)
  - SMT/RMT cost
  - Kristen Kish at SMT/RMT

#### **Audio NR:**

- Professional fees (\$3,000)
  - Write release
  - Get quote from Kristen Kish
- Out of pocket fees (\$7,500)
  - Send release to AP Newswire

#### **Celebrity Influencer:**

- Professional fees (\$20,000)
  - Write contract
  - Work with manager
  - Lay out all tasks and responsibilities
  - Media training for celebrity spokesperson

- Out of pocket fees (\$158,000)
  - Cruise cost
  - Cost of partnership with celebrity

**Partnership:**

- Professional fees (\$125,000)
  - Create contract
  - Generate materials to present to cruise line
  - Speak with cruise line on and off-site
- Out of pocket fees (\$128,000)
  - Money allotted for 3 \$1,000 carnival gift cards
  - Partnership cost

**On-site Experiential Activation:**

- Professional Fees (\$150,000)
  - Design sign
  - Train staff
  - Meet with Carnival to go over logistics (food, chef, TV, stand)
  - Lay out the rundown of the activation on days it is live
  - Research giveaways
  - Design photobooth backdrop
  - Burson team is on first cruise with Kristen Kish
- Out of pocket fees (\$215,000)
  - Setting up/tearing down the installation
  - Ordering free giveaways/photobooth
  - On-site staffing
  - TV, Griddle, Food for recipes from Carnival
  - Purchase/rent photobooth

**Influencers:**

- Professional fees (\$30,000)
  - Create contract
  - Identify the influencers
  - Coordinate contest
  - Train on influencers on topics to cover and action items
- Out of pocket fees (\$6,400)
  - All-expense paid cruise (travel costs included)
  - Money allotted for 3 (+1 extra person each) for social contest

**Video content:**

- Professional fees (\$15,000)



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- Outline what to film for SMT b-roll
- Outline/create video recipes for social
- Review video content
- Out of pocket fees (\$15,000)
  - Pay video crew to film/edit footage
  - Pay for crew's cruise

**Pitching:**

- Professional fees (\$40,000)
  - Regional (3) and national (1) pitches
  - Full team pitching
  - Create all the materials
  - Client media training
- Out of pocket fees (\$0)

**Social content creation:**

- Professional fees (\$4,100)
  - Write social sweepstakes content
  - Write content
  - Edit content
- Out of pocket fees (\$0)

