



RFP Presentation

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Burson-Marsteller

Situation

Identify an unexpected yet authentic brand collaboration and campaign that compels millennials to not only try SPAM[®], but to buy it as well.



Goal

To make millennials, specifically in the U.S., crave the SPAM® brand.

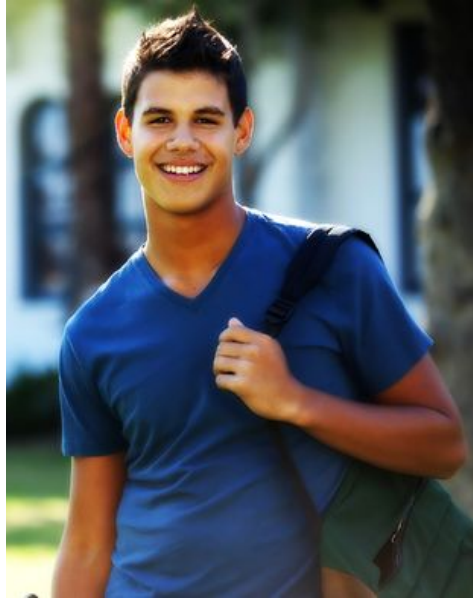


Target Audience

Max, 21

College Senior

Activities:
Club Soccer,
Business
Fraternity,
Improv Troupe



Jenna, 27

Design Consultant at
Interior Design Firm

Activities:
Running, Book Club,
College Alumni Board



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Research Insights

Food

**Social
Media**

Travel



Objectives

Increase
brand
affinity by
celebrating
the crave.



Drive sales
and get
SPAM® into
the hands
of
consumers.



Generate
awareness
among the
target
audience,
millennials in
the U.S.



Strategy

Design an integrated campaign centered around an authentic brand collaboration that drives media interest, increases trial among millennials and positions SPAM[®] as versatile, convenient and trendy.



Putting it all together...



Simple as SPAM®



Carnival Liberty



Tactic 1: Experiential Activation



Tactic 2: Celebrity Partnership



Kristen Kish

- Top Chef season 10 winner
- Author
- Strong social media presence



Tactic 3: Influencers



@missremiasten

Lifestyle: “Youtuber and sushi enthusiast”



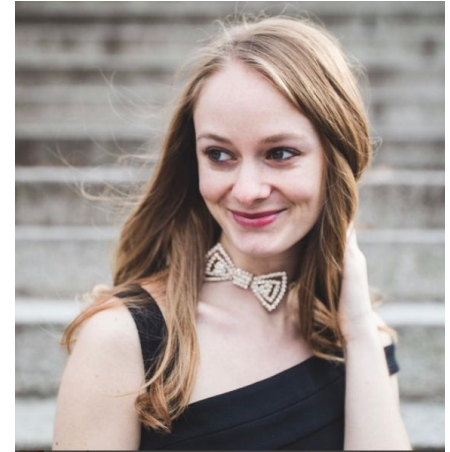
@vlogaftercollege

Food and lifestyle: vlogs and Instagram



@atasteofkoko

Food and travel



@chowdownusa

Food, fashion, travel



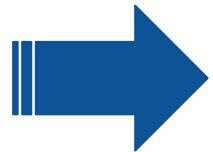
Tactic 4: Media (Part A)



Kristen Kish

Media Day (Launch)

Danielle Librizzo,
Food
Producer



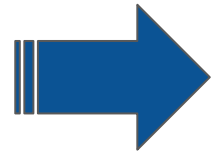
cheddar

Kristen Scholar,
Anchor

Kristen Aiken, Exec.
Food Editor



THE
HUFFINGTON
POST



**GRUB
STREET**

Mark Bittman,
Columnist



Sample Headlines (Tactic 4, Part A)

*Kristen Kish crafts SPAM® Recipes being served on
Carnival Cruises*

*SPAM® introduces collaborations that are serving quick,
delicious recipes*

*SPAM® is teaming up with Carnival Cruises to
revolutionize late night food for spring breakers*



Tactic 4: Media (Part B)

**SMT/RMT &
ANR**



Tactic 4: Media (Part C)

Ongoing Earned Media Outreach

The Seattle Times



Bethany Jean Clement,
Food Writer

BuzzFeed



Michelle No,
Writer

THRILLIST



Summer Nakaishi,
Author

The Boston Globe



Bethany Ao,
Arts & Living Writer

TASTING TABLE



Amy Sherman,
Contributing Writer

INSIDER



Megan Willett,
Deputy Editor



"I'm feeling spring
break" annual section



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Tactic 5: Social Media

#SimpleasSPAM
#CraveitCruiseit



Measurement

Impact

Track conversations using social monitoring toolkit

Output

Impressions
Tonality
Key message penetration
Social media engagement
SPAM samples distributed

Outcome

Measure sales increase alongside SPAM[®] team



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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Proposed 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
TOTAL	\$437,100	\$562,900
GRAND TOTAL		\$1,000,000

What do we estimate this -paign will cost?



The image features the SPAM BRAND logo centered on a wooden plank background. The logo consists of the word "SPAM" in a large, bold, yellow, sans-serif font with a registered trademark symbol (®) to its upper right. Below "SPAM" is the word "BRAND" in a smaller, white, sans-serif font. The entire logo is set within a dark blue rectangular background. Surrounding the logo is a vibrant floral wreath made of various hibiscus flowers in shades of red, yellow, and blue, interspersed with green fern-like leaves. The background of the entire image is a dark blue gradient.

SPAM[®]
BRAND

