

Module: BUSI4H215 - Contemporary Marketing Communications

Title: Marketing Communications Campaign Plan of Plantique in the UK Market

Student ID:

Word Count: 3168

Reference Style: Harvard

Executive Summary

The present report is the marketing communications plan designed for a brand called 'Plantique', which is a plant-based meat brand that will primarily offer two main products: burgers and sausages to customers. The report initially shows the market analysis, which makes it clear that the plant-based market of the UK is growing and consumers are shifting towards plant-based meat options due to manifold reasons. However, the industry is also facing challenges to match the taste and texture of real meat and to promote products properly for influencing customers. Consequently, the target market of the company include customers who vegetarians, flexitarians, and vegans. They are environmentally aware and health conscious, live in urban areas, enjoy home cooked meals and look for value for money. The consumer profile shows the psychographic profile, media and buying habits of the target consumers. Later, a unique brand positioning has been suggested to the company, which will focus on taste, low calorie and reasonable price to differentiate Plantique's products from competitive products. Based on the context, six campaign objectives have been designed for Plantique's communication campaign. Finally, the communication campaign has been divided into three stages; pre-launch, launch and post launch. The report discusses communication techniques, media and key message used for promoting products at each stage along with the assumed cost.

Table of Contents

1. Campaign Context.....	4
1.1 Market Analysis.....	4
1.2 Target Market	5
1.3 Brand Image/Positioning.....	7
2. Campaign Objectives	9
3. The Communications Campaign.....	9
3.1 Pre-Launch	10
3.2 Launch.....	13
3.3 Post-Launch.....	17
4. Evaluation and Monitoring	19
References	20

1. Campaign Context

1.1 Market Analysis

The plant-based meat market, or the meat substitutes market in the UK, is one of the largest markets in Europe, valued at 0.5 billion USD in the year 2022. It is forecasted to grow at a CAGR of 18.10% during 2024-2032 and reach a market value of 2.3 billion USD in 2032 (Nandi, 2024; GFI, 2022). In the last few years, the popularity of plant-based products has grown significantly in the UK. Several factors have served as the drivers for growth in this popularity, such as environmental issues because animal-based protein demands huge water and land and releases greenhouse gases (Statista, 2024), health and ethical concerns, such as lower blood pressure, reduced risks of heart diseases, and weight management; and lastly the emergence of flexitarians, i.e. people who are focused on alternative protein consumption (Croft Filters, 2024). The key segments of the plant-based meat market are refrigerated, frozen and shelf-stable plant-based meat. Refrigerated plant-based meat holds 61% of total plant-based meat sales, while shelf-stable and frozen plant-based meat represents 1% and 38%, respectively. The UK's most renowned plant-based meat formats are strips/pieces, followed by sausages, burgers, mince and steak (GFI Europe, 2022).

On average, UK consumers purchased about 9.1 million plant-based products weekly from supermarkets in the initial months of 2024. However, the cost-of-living crisis has affected Brits' demand for plant-based meat as they look for cheaper and budget-friendly items. Also, companies have long faced a challenge to match the taste and texture of plant-based meat products to traditional meat products, which has served as a key barrier to shifting meat-eating consumers to a plant-based diet (GFI Europe, 2022). However, with the technological advancements in the industry, few companies have successfully matched the texture and taste of traditional meat products. The success rate is less because to produce the same taste and texture, a long list of ingredients needs to be followed, which often results in high sugar and salt content, making it a less favourable choice for health-conscious customers. Apart from this, the industry also faces challenges in promotional activities, as making vegan and plant-based claims for products is complicated and requires robust controls by companies (Croft Filters, 2024).

In terms of the competitive landscape, the UK plant-based meat market is quite competitive with companies like- THIS, Meatless Farm, The Curators, Beyond Meat, Heura, Vivera, and VBites (Global Data, 2023).

The industry observes both the presence of small-scale plant-based meat-producing companies and the entry of big conglomerates such as Nestle and Unilever in the UK market. Besides that,

supermarkets like Sainsbury, Tesco, and Asda have also launched their plant-based product lines, making this industry a highly competitive market. Any new company which intends to enter this market would have to face competition from local manufacturers, foreign brands, and supermarkets (Croft Filters, 2024). Companies must establish differentiation to sustain themselves in the market, mainly accomplished through unique selling points, such as innovative packaging, flavours, promotional activities, or environmental storytelling.

1.2 Target Market

The target market for Plantique has been designed using the ‘DAMP’ criteria (Kotler, 1984) to make the target consumers distinct, accessible, measurable and profitable. The target consumers include vegetarians, flexitarians, and vegans who are environmentally aware and health conscious. These customers demand value for money, clean labels, and products that can complement their sustainable lifestyle. Plantique will focus on young families residing in urban areas who are socially influenced to minimise their carbon footprint and improve their well-being. These customers seek value for money and often look for promotional offers, such as discounts and samples. The target market of Plantique will be tech-savvy, which would use social media platforms, such as Facebook, Instagram, and YouTube, to gather information. This audience follows sustainability influencers, food bloggers, and nutritionists on social media and trusts word-of-mouth recommendations and online reviews before making any purchase (Kitchen and Tourky, 2022).

Figure: Consumer Profile of Plantique



Demographics

Gender: Female

Age: 32 years

Location: London, UK

Education: Masters

Marital Status: Unmarried

Career: Job in MNC

Psychographics

Lifestyle: Busy, health conscious,

Minimise carbon footprint and improve their well-being

Hobbies: eating, trying new food, cooking

Attitudes: health conscious,

environmentally

conscious, support animal rights and against animal cruelty, flexitarians and vegetarians

Interests: Loves eating home-cooked food, healthy eating, home parting, following plant-based food trends on social media

Values: Ethical and sustainable living, value for money

Pain Points

- Price sensitivity
- Preference for flavour, texture and low-calorie
- Easy availability at a reasonable price

Buying Habits

- Convenience: Foods that are easy to cook
- Accessibility: Foods easy to purchase from nearby stores

Media Habits

- Media and celebrity endorsements
- Tech-savvy who use social media platforms such as Facebook, Instagram, and YouTube

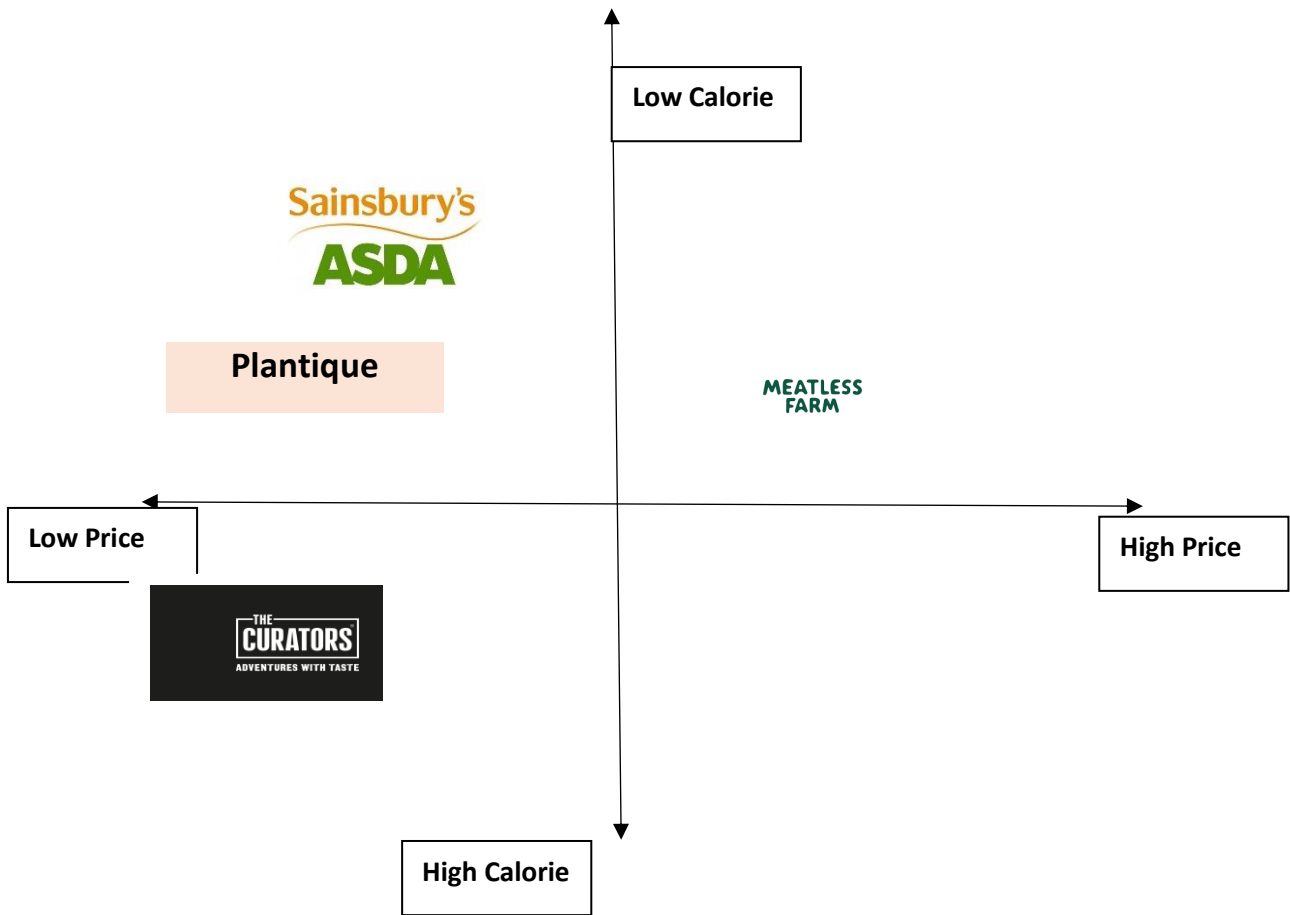
	<ul style="list-style-type: none"> • Likelihood to try new plant-based protein products • Buying every week 	<ul style="list-style-type: none"> • Follows sustainability influencers, food bloggers, and nutritionists on social media • Trusts word-of-mouth recommendations and online reviews
--	---	---

1.3 Brand Image/Positioning

Plantique is a plant-based premium brand that redefines sustainable eating by introducing exceptional quality and taste products that align with customers' environment-conscious values. Serving urban health-conscious individuals, Plantique offers a guilt-free meat alternative to customers by combining culinary innovation and the goodness of the earth. Our Focus is on encouraging a shift to sustainable eating habits through our plant-based products without sacrificing nutrition, taste, and ethics. Plantique's products are high in protein, free from preservatives and artificial additives, and low in saturated fats (Juska, 2014).

Taste is paramount for the company, as it replicates the flavour and rich texture of traditional meat while at the same time meeting nutritional value to appeal to vegetarians, flexitarians, and vegans. It equally commits to the planet by ethically and sustainably sourcing its ingredients and using packaging that minimises environmental impact. Plantique products will be tasty, fresh, and low-calorie. The company positions itself as a premium and, simultaneously, an accessible brand that would stand out in the UK plant-based meat market. It would target customers who demand value for their money. Unlike niche brands offering budget options, Plantique would strike a balance between affordability and quality products, allowing customers to enjoy healthy lifestyles instead of luxury (Kitchen and Tourky, 2022).

Figure: Perceptual Map



2. Campaign Objectives

- To create brand awareness among 40% of British consumers before the launch of Plantique
- To achieve a 20% increase in brand recognition among customers within 3 months from the month of launch
- To generate 300,000 impressions by using multi-channel digital advertising (on social media platforms- Facebook, Instagram, and YouTube) by the end of the marketing campaign
- To achieve a 6% conversion to purchase rate by distributing 12,000 samples at high street groceries/ supermarkets, fitness events, and food festivals
- To secure shelf space in at least 180 retail outlets across major supermarkets in the UK and achieve 65% sales of these products in launch locations within 3 months of launch
- To achieve a repeat purchase of 10% among initially new customers by introducing loyalty programs (discounts and other incentives) for making a second purchase within 3 months

3. The Communications Campaign

Table: Campaign Structure

Stages	Communication Techniques	Activities	Budget
Pre-Launch	<ul style="list-style-type: none">➤ Advertising➤ Direct Marketing➤ Sales Promotion	<ul style="list-style-type: none">➤ Print, Outdoor and Digital Media➤ Email Marketing➤ Fitness Events	€23,000
Launch	<ul style="list-style-type: none">➤ Social Media Campaigns➤ Content Marketing➤ Experiential Marketing➤ Influencer Marketing	<ul style="list-style-type: none">➤ #MeatFreeWeekends Campaign➤ Blog posts, email, social media infographics➤ Tasting events➤ Influencers posts	€47,000
Post-launch	<ul style="list-style-type: none">➤ Email Newsletter➤ Social Media Updates➤ Store Incentives	<ul style="list-style-type: none">➤ New product launches, current product updates, future events, store discounts and stories of success	€30,000

		<ul style="list-style-type: none"> ➤ Celebrating success, highlighting milestones, thanking customers, and announcing winners ➤ Post-launch special discounts, limited-time offers and rewards 	
--	--	--	--

3.1 Pre-Launch

Communication Techniques:

The company will use three techniques before the launch of the products. These include- advertising, direct marketing, and sales promotion. Advertising is a marketing tactic where a company pays for space to promote its products and services. Direct marketing involves establishing communication directly with customers to encourage them to take a specific action (Lee and Johnson, 2005). On the other hand, sales promotion involves incentivising customers to make a specific purchase decision (Krafft and Mantrala, 2009).

Communication Media:

For every communication technique, different communication media will be used, which are mentioned as follows:

- Advertising- Print (newspaper and magazines), Outdoor (billboards), and digital media (social media platforms including Facebook, Instagram, and YouTube)
- Direct Marketing- Email marketing
- Sales Promotion- Events (fitness events)

Key Message:

The message for promoting Plantique during this phase of campaigning should be compelling, concise, and focus on attributes that make it stand out among the audience (Percy, 2014). The message will mainly be information-based. Following is the key message designed for this phase:

“Come and explore the future of healthy eating with Plantique- a delectable plant-based, sustainably sourced, traditional meat alternative for those who crave flavour without compromising nutrition. Coming soon to the supermarkets near you- join us and be the first one to have a scrumptious experience.”

Integration:

Advertising: The company will advertise the new products using print, outdoor and digital media. For print media, the company will advertise weekly in leading newspapers 4 weeks before the launch for consistent visibility, followed by twice a week (in weekend editions) 2 weeks before the launch to develop a sense of urgency. It will place advertisements thrice in the week of launch (front section of the newspaper) to maximise brand retention at the time of launch. For outdoor advertising, the company will display ads on billboards in high-traffic areas. Lastly, for digital media advertising, the company will use Facebook, Instagram, and YouTube to create a buzz before the launch of products.

Figure: Billboard Advertising



Table: Digital Media Strategies

Digital Media	Audience	Type of Ads	Frequency
Facebook	Health-conscious, flexitarians, plant-based eaters, and sustainability-conscious	Engagement ads, including-quizzes, polls Lead-generating ads focused on collecting emails for direct marketing	4 weeks before launch- thrice per week 2 weeks before launch- 5 ads per week

Instagram	Food lovers, youth, and lifestyle-conscious individuals	Carousel ads showcasing products and sustainability focus Partnering with influencers Reels and stories with hashtags	4 weeks before launch- 3 posts per week 2 weeks before launch- Daily stories and influencer posts
YouTube	Broader audience interested in health and sustainability	YouTube shorts Skippable ads with product highlights	4 weeks before launch- 2 ads per week 2 weeks before launch- 4 ads per week

Direct Marketing: As a part of this strategy, the company will build a list of emails through social media sign-ups or third party and send a series of pre-launch newsletters to potential customers containing information about Plantique’s offerings, exclusive previews, offers regarding early-bird deals, and behind the scene content, such as packaging process or development of recipe.

Sales Promotion: As a part of this strategy, the company will host pop-ups and partner with supermarkets to offer samples for tasting. It will attend food events to showcase its products- burgers and sausages and offer free samples to journalists, food bloggers and dieticians. These activities will be performed 2 weeks before the launch.



Justification:

All three communication techniques are considered effective strategies because they work together for a company to build brand awareness, engage customers, and create anticipation among the target market (Ekhlassi, Maghsoodi and Mehrmanesh, 2012). All three tools include engaging videos and visuals that communicate the unique selling points of Plantique's products, which helps attract the target audience's attention. Due to their wide reach, personalised connection, and relationship-building opportunity, these tools are an appropriate choice for creating awareness about the brand and engaging with the target audience (Funk, 2014; Krafft et al., 2007). As a part of information processing theories, the AIDA model is an effective framework that justifies using these tools at this stage of the campaign (Juska, 2021).

Table: Application of AIDA framework for justifying the use of communication tools for creating brand awareness and customer engagement

Stages of AIDA	Advertising	Direct Marketing	Sales Promotion
Attention	Bold visuals in advertisements	Eye-catching emails	Offers (discounts on first purchase)
Interest	Highlighting unique selling points (sustainability and taste) and storytelling	Engaging content and sneak peeks about the company and products	Free samples
Desire	Influencer endorsements	Offering incentives	Promotional activities aligned with sustainability values
Action	Individuals signing for updates	Individuals opting for early access	Individuals claiming discounts

3.2 Launch

Communication Techniques: Communication techniques for launching the Plantique will be social media campaigns, content marketing, experiential and influencer marketing. Social media campaigns will be done to share product launch updates and visuals along with contests that will engage consumers and further generate word-of-mouth publicity (Nieves-Casasnovas and Lozada-Contreras, 2020).

Further, content marketing as a communication technique will be used to generate and distribute content like videos, blog posts, infographics and media updates that will educate potential customers about the benefits of Plantique's burgers and sausages, their distinctive taste and features and how these products will solve their pain points (Hossain, 2019).

Experiential marketing can be used during the product launch because it will help generate memorable and immersive experiences for people to engage directly with the brand. The main Focus will be generating interactive and sensory experiences that engage customers (Batat, 2022). Lastly, in influencer marketing, the company can engage vegan celebrities and influencers to endorse its products to get direct influence on customers. This will also bring credibility to the brand and generate customer trust and confidence in Plantique's products (Ilieva et al., 2024).

Communication Media:

Social Media Campaigns	Facebook, Instagram and YouTube
Content Marketing	Blog posts, email, social media infographics
Experiential Marketing	Tasting Events
Influencer Marketing	Facebook and Instagram

Key Message:

The key message during this phase will be a mix of emotion- and information-based messaging. The message would emphasise information regarding the availability and uniqueness offered by the Plantique and the excitement factor associated with it (Kitchen and Tourky, 2022). The key message for this stage is as follows:

“The wait is finally over! We have arrived! Plantique- the delicious and sustainable plant-based meat developed for you who cares about the planet, health, and taste has finally arrived. Available in supermarkets near you. Join us and be a part of the plant-based revolution today.”

Integration:

Social Media Campaigns: The campaign will be named "MeatFree Weekends", where Plantique will encourage consumers to try its plant-based meat burgers and sausages on weekends and enhance community engagement. The brand will encourage customers to share the hashtag #MeatFreeWeekends so that they can substitute meat with its plant-based products. Also, consumers will be encouraged to share their weekend plant-based meat recipes with

Plantique's burgers and sausages, which will help the company create user-generated content. Under this campaign, the company can also organise giveaways for customers where customers sharing their weekend recipes with Plantique's recipes will get free product gifts.

#MeatFree Weekends



Content Marketing: This strategy will be integrated to educate customers about product benefits and address their issues by leveraging visual and video content so they get influenced. The company should do blog posts to inform customers about the benefits of plant-based meat eating and shifting towards it, infographics should demonstrate how plant-based meat benefits the environment, and videos can show recipes and reasons to switch to plant-based meat products.

Experiential Marketing: The company can launch experiential campaigns to organise tasting events so people can try its products before adopting them in their daily diets. This way, the company can create traction with consumers by giving them an experience of their products that taste like real meat.



Influencer Marketing: Plantique should partner with celebrities who are vegan, fitness experts, and professional chefs by showing cooking videos that will help promote the product on their respective social media handles and influence their followers to try Plantique's products.

Justification:

Social Media Campaigns	According to the use and gratifications theory, people look for media that satisfies particular needs. Thus, regarding social media, people choose social media platforms to fulfil their personal needs, be it to link with others, get information, express their views or for entertainment. Therefore, users (consumers) are goal-oriented when selecting media to attain satisfaction based on their motivations (Falgoust et al., 2022). Hence, social media campaigns will help Plantique inform its burgers and sages, collect their views, and send them to other customers. them to
Content Marketing	Considering uses and gratification theory, content will be tailored to meet the target audience's needs, such as learning the importance of plant-based products and recipes, social connection through videos and personal identification (Hossain, 2019).
Experiential Marketing	Experiential marketing campaigns will generate immersive experiences that enhance customer engagement in multi-sensory means, such as touch, taste, sound and smell,

	which will make the brand more memorable for consumers (Tian, 2022)
Influencer Marketing	<p>Influencers will be selected based on Kelman's source attributes (credibility, attractiveness and power).</p> <p>Credibility: Fitness experts and professional chefs</p> <p>Attractiveness: celebrities</p> <p>Power: Environmentalists (Ismagilova et al., 2020)</p>

3.3 Post-Launch

Communication Techniques: After the product launch, the company can use email newsletters, social media updates, and store incentives to maintain customers' interest in its products and turn them into loyal customers.

Key Message:

The key message at this stage will be more emotional, and the company will show its emotions related to the product's successful launch.

Thank You for Accepting Plantique and Making it a household product! As we keep enhancing and adding new products, we want you to support our products incredibly. Stay Connected for More Plant-Based Delicacies

Communication Media

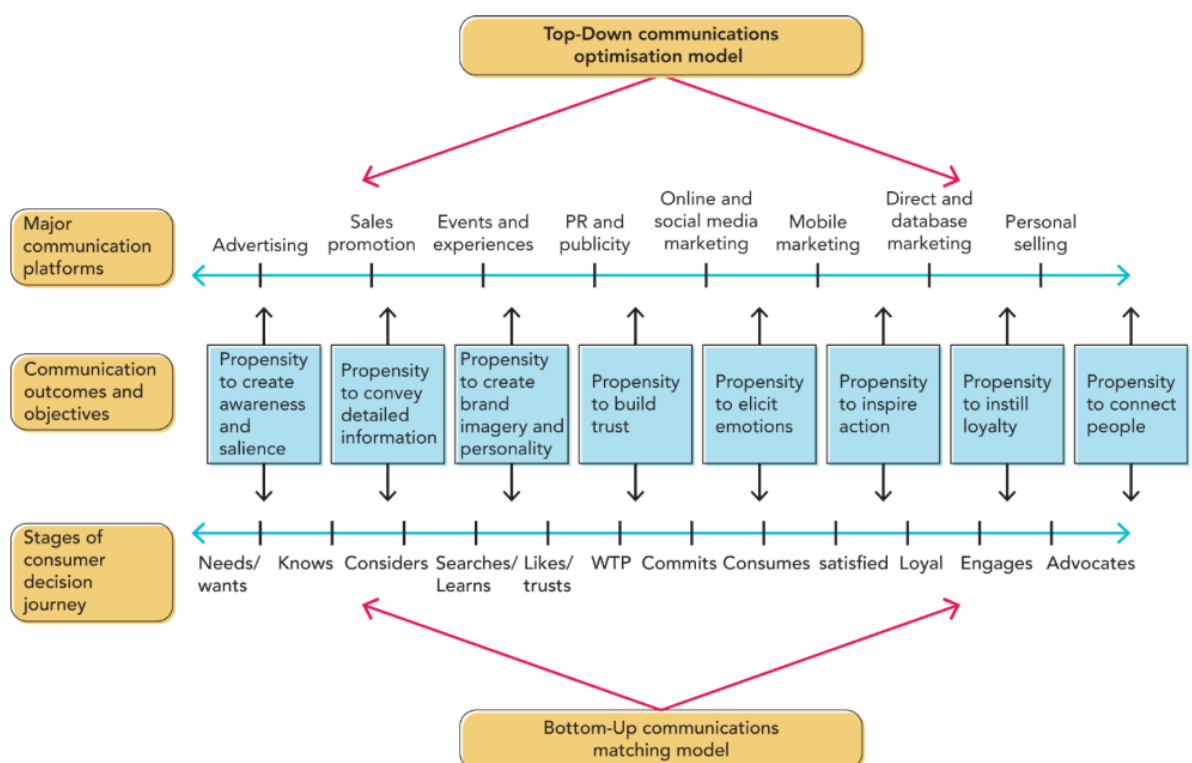
Email Newsletter: Regular newsletters via emails will be sent to customers and will include new product launches, current product updates, future events, store discounts, and stories of success.

Social Media Updates: Plantique should keep the buzz on social media alive by celebrating success by showing real numbers to customers, highlighting milestones, thanking customers, announcing winners and presenting celebration videos and pictures. Also, customer enquiries and concerns should be addressed through live video streaming and addressing feedback (Nieves-Casasnovas and Lozada-Contreras, 2020).

Store Incentives: Post-launch special discounts, limited-time offers and rewards should be provided to customers to turn them into loyal customers (Shimp and Andrews, 2013).

Justification

The choice of communication techniques post-launch can be justified based on the below figure. Notably, these techniques will instil loyalty among customers, inspire actions, and make them feel more connected with the company.



4. Evaluation and Monitoring

Evaluation and Monitoring play a vital role in identifying the effectiveness of communication techniques and determining whether they address the objectives. Thus, different evaluation techniques will be used for different objectives designed for Plantique, as shown in the table below.

Objective	Evaluation	Monitoring
To create brand awareness	Comparison Survey done before and after the campaign to identify brand awareness	6 months
To increase brand recognition	Reach of print and digital media by performing media analysis to determine how the brand is recognised (Batra and Keller, 2016)	3 months
To generate 300,000 impressions	Social media impression: likes, shares, comments	3 months
To achieve a 6% conversion	Number of products sold, conversion rate, observing consumers' behaviour inside stores.	10 months
To secure shelf space	Return on investment and tracking key performance indicators (Batra and Keller, 2016)	3 months
To achieve a repeat purchase	Sales and Profit Figures (Copley, 2014)	6 months

References

- Batat, W. (2022). Why is the traditional marketing mix dead? Towards the “experiential marketing mix”(7E), a strategic framework for business experience design in the phygital age. *Journal of Strategic Marketing*, pp. 1-13.
- Batra, R. and Keller, K. (2016). Integrating Marketing Communications: New Findings, New Lessons and New Ideas. *Journal of Marketing*, 80 (6).
- Copley, P. 2014. *Marketing Communications Management: Analysis, Planning, Implementation*. UK: SAGE.
- Croft Filters. (2024) *Growth of the Plant-based market: The Drivers, Opportunities and Challenges*. [online] Available from: <https://filters.co.uk/news/growth-of-the-plant-based-market/> [accessed 20th November 2024]
- Ekhlassi, A., Maghsoodi, V. and Mehrmanesh, S. (2012) Determining the integrated marketing communication tools for different customer relationship stages in the digital era. *International Journal of Information and Electronics Engineering*. 2(5), pp.761-765.
- Falgoust, G., Winterlind, E., Moon, P., Parker, A., Zinzow, H. and Madathil, K.C. (2022). Applying the uses and gratifications theory to identify motivational factors behind young adult's participation in viral social media challenges on TikTok. *Human Factors in Healthcare*, 2.
- Funk, T. (2014) *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program*. Berlin: Apress.
- GFI. (2022) *UK: Plant-Based Foods Retail Market Report*. [online] Available from: chrome-extension://efaidnbnmnibpcajpcglclefindmkaj/https://gfiEurope.org/wp-content/uploads/2023/04/2020-2022-UK-retail-market-insights_updated.pdf [accessed 20th November 2024]
- Global Data. (2023) *United Kingdom Meat Substitutes Market Opportunities, Trends, Growth Analysis and Forecast to 2027*. [online] Available from: <https://www.globaldata.com/store/report/uk-meat-substitutes-market-analysis/> [accessed 20th November 2024]
- Hossain, A. (2019). Effects of uses and gratifications on social media use The Facebook case with multiple mediator analysis. *PSU Research Review*, 3 (1), pp. 16-28.
- Ilieva, G., Yankova, T., Ruseva, M., Dzhabarova, Y., Klisarova-Belcheva, S. and Bratkov, M. (2024). Social Media Influencers: Customer Attitudes and Impact on Purchase Behaviour. *Information*, 15(6), 359.
- Ismagilova, E., Slade, E. and Rana, N.P. et al (2020) The effect of characteristics of source credibility on consumer behaviour: a meta-analysis. *Journal of Retailing and Consumer Services*, 53.
- Juska, J.M. (2021) *Integrated Marketing Communication: Advertising and Promotion in a Digital World*. London: Routledge.
- Kitchen, P.J. and Tourky, M.E. (2022) *Integrated Marketing Communications: A Global Brand-Driven Approach*. Berlin: Springer Nature.
- Krafft, M. and Mantrala, M.K. (2009) *Retailing in the 21st Century: Current and Future Trends*. Berlin: Springer Science & Business Media.

Krafft, M., Hesse, J., Höfling, J., Peters, K. and Rinas, D. (2007) *International Direct Marketing: Principles, Best Practices, Marketing Facts*. Berlin: Springer Science & Business Media.

Lee, M. and Johnson, C. (2005) *Principles of Advertising: A Global Perspective*. New York: Psychology Press.

Nandi, P. (2024) *United Kingdom Vegan Meat Market Research Report Information By Type (Beef, Chicken, Pork, Seafood, Others), By Application (Supermarkets and Hypermarkets, Independent Retailers, Convenience Stores, Online Retailers, Others), – United Kingdom Market Forecast Till 2032*. [online] Available from: <https://www.marketresearchfuture.com/reports/united-kingdom-vegan-meat-market-21335> [accessed 20th November 2024]

Nieves-Casasnovas, J. and Lozada-Contreras, F. (2020). Marketing communication objectives through digital content marketing on social media. *Fórum Empresarial*, 25 (1), pp. 79-104.

Percy, L. (2014) *Strategic Integrated Marketing Communications*. London: Routledge.

Shimp, T. and Andrews, J. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. Mason, Ohio: South-Western.

Statista. (2024) *Meat Substitutes - United Kingdom*. [online] Available from: <https://www.statista.com/outlook/cmo/food/meat/meat-substitutes/united-kingdom> [accessed 20th November 2024]

Tian, Y. (2022). How the Five Dimensions of Experiential Marketing Affect Customer Satisfaction: Focused on Starbucks. *Advances in Economics, Business and Management Research*, 219, pp. 741-746