



TOVALA

Taste of Tovala: Live Activation

**360 Experiential Campaigns
Columbia College Chicago
Fall 2017**

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RESEARCH



COMPANY OVERVIEW

Cofounder and CEO David Rabie created Tovala as a way to bring the idea of having readily available, and healthier meals as a real possibility. His partner and CTO Bryan Wilcox is an engineer, and together, they created the health conscious and convenient steam oven. Raising over \$2 million in funding, Tovala aims to make cooking easier, and take care of a few meals instead of replacing cooking entirely.

PRODUCTS AND SERVICES

Table-Top Steam Oven

- Clean meals with nutrition information
- Weekly meal delivery service
- 3 meals for 1-2 people
- 3 meals for 2-4 people

Target Market Overview

- Millennials
- Aged: 24-40
- High school, college, grad college and post-college (most educated age group in history)
- Quick, busy & urban lifestyles (New York, Chicago, LA)
- About 40% of the workforce
- Social media users & tech-savvy
- Average salary of \$16,000-\$40,000 (40% goes to dining out)
- Millennial annual restaurant market share = 23%
- Prefer traditional grocery stores (90%)
- Grocery Stores = 90%, Meal kits = 2%, Prepped Meals = 1%, Eating Out = 87%
- Costco, Kroger, Whole Foods
- Illinois = 31% grocery & delivery

STRENGTHS

- 100% recyclable, reusable containers, has allergen/nutritional info
- All-in-one solution to preparing and cooking food
- Flexible menu, professional top chefs
- Available nationally and online
- Smart packaging (ice packs, keeps frozen)
- Lots of positive press
- Can cancel, pause or skip meal plans
- No major competitors

WEAKNESSES

- Lack of brand awareness
- Lacking vegan/gluten-free menu
- Lacking choices for meal plans
- Only available online
- Pricey, not ideal for all demographics
- Misconception of brand

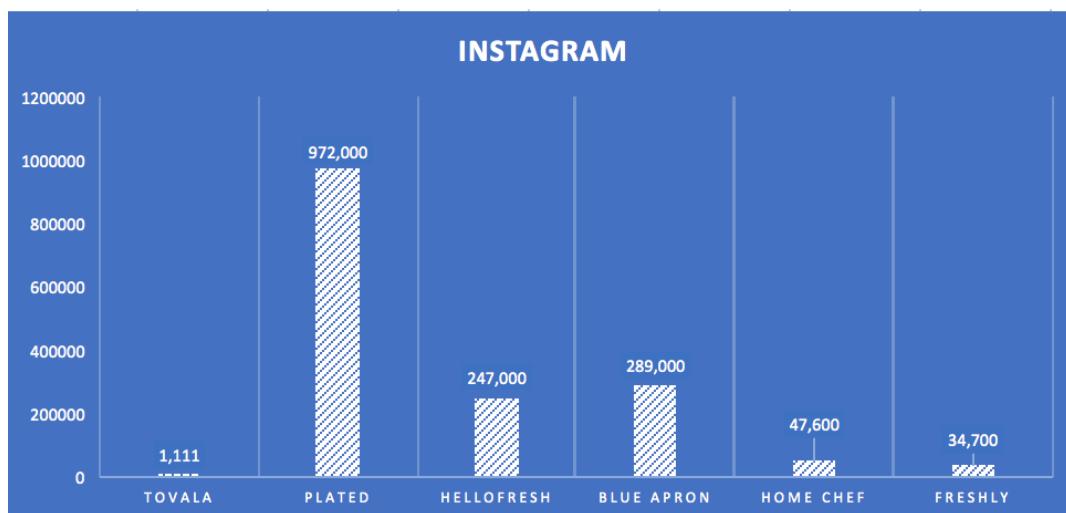
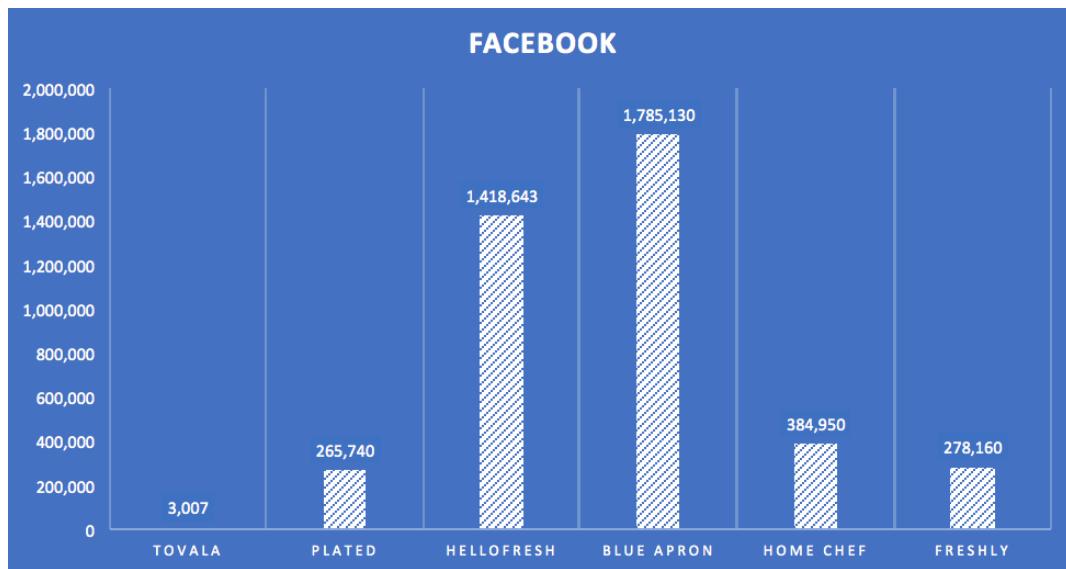
OPPORTUNITIES

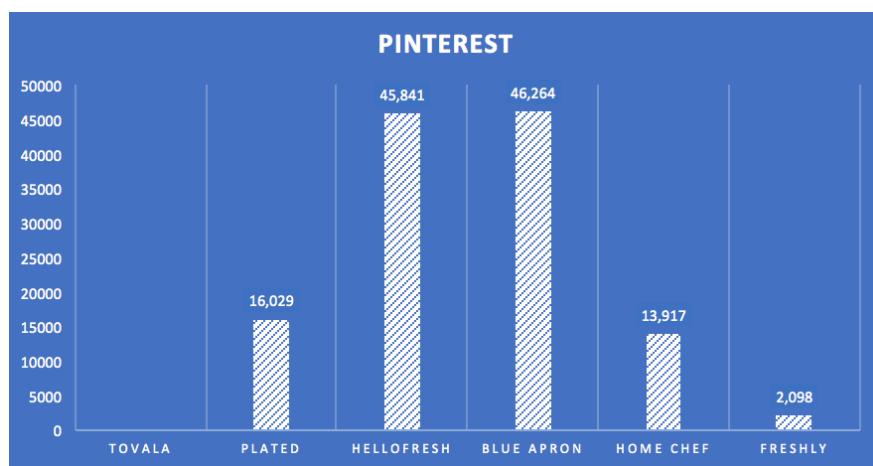
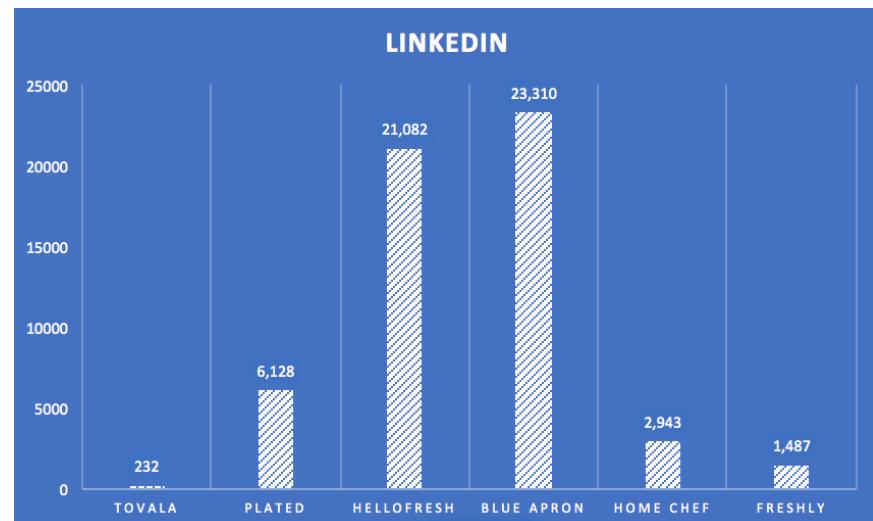
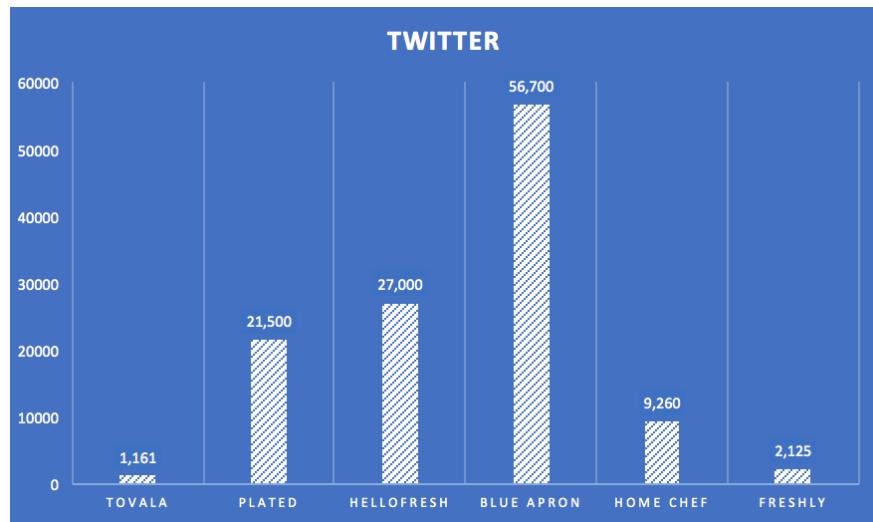
- Sampling events and headquarters tours
- WOM advertising
- Vegan & gluten free menus
- Expand meal plans & sizing of products
- Student discounts/plans

THREATS

- Negative WOM advertising
- Technological glitches/repairs
- Demographic's unfamiliar with scanning technology/smartphones could be put off by the product
- Competition with other meal delivery services
- Competition with other countertop steam appliances

DIGITAL FOOTPRINT - FOOD DELIVERY





MARKET SHARE

When opening in the summer of 2017, they had prototype 700 orders. During the first month of being open to the public, 2,000 were sold. Tovala raised \$2.6 million in fundraising to start and support themselves. They are a private company which means, their company information is not open to the public and is not currently on the stock market. Current revenue, subscriptions and number of users are not available to the public.

The current North American micro-oven/wave industry is expected to be worth \$7.9 billion by 2020. Between 2015 to 2020, there is expected to be a growth of 5.1% in the industry where as more people are wanting an in-home easy appliance.

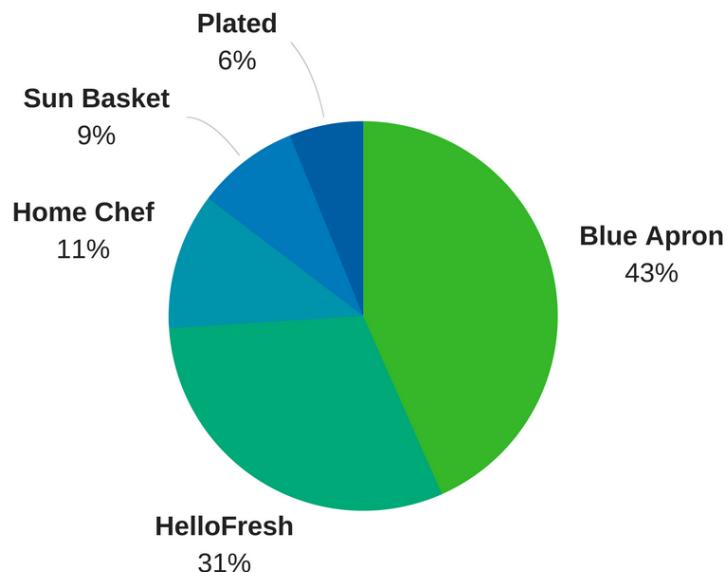
APPLIANCE COMPETITORS

- Breville - \$464.16 Million
- Kitchenaid- \$413.717 Million
- Kenmore - N/A
- Cuisinart - N/A

MEAL DELIVERY COMPETITORS

In 2016, 56% of Americans use food delivery services less than once a month. Only 12% use food delivery services multiple times a month, 10% once a week, 7% several times a week and 3% daily.

Meal Kit Market Share



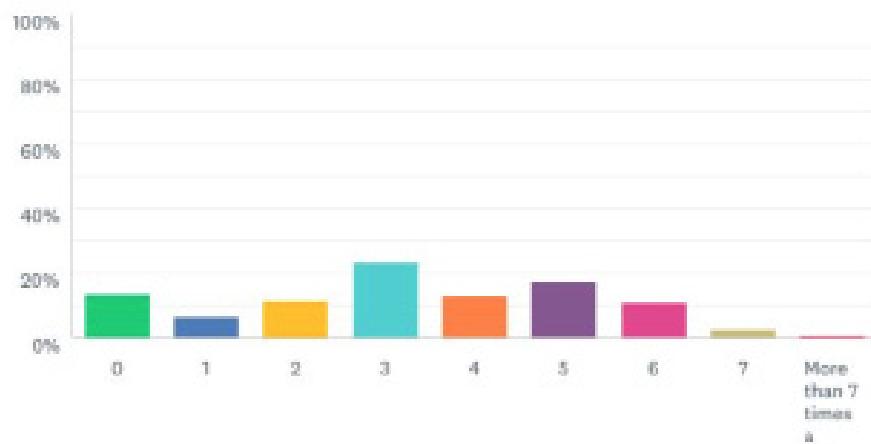
SURVEY QUESTIONS

We conducted a survey in order to discover whether or not people were familiar with Tovala, whether or not they have experience with steaming food, with ordering meal services, and find out what is most important to them when it comes to cooking.

Out of 172 participants 60% stated on surveymonkey.com that they were ages 18 to 24 and mostly lived in a urban and suburban areas. Sixty-five percent said they were single and received less than \$10,000 in their annual income. Twenty-five percent of participants cooked for themselves at least three times a week and 40% had no dietary restrictions. Most people agreed that taste, time, convenience, nutrition and cost were equally as important when cooking and making dinner.

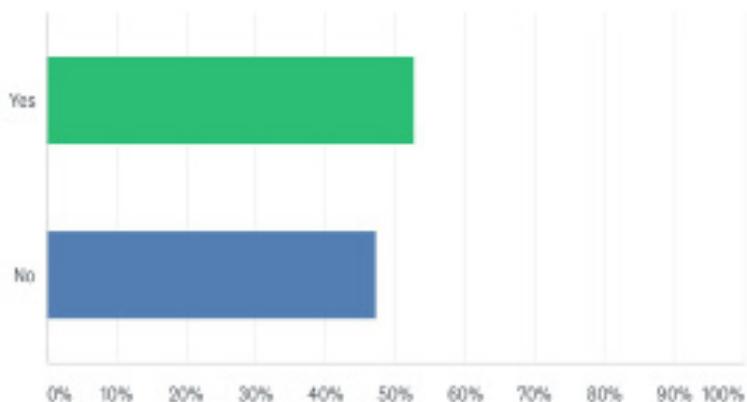
How many times a week do you cook yourself dinner?

Answered: 172 Skipped: 0



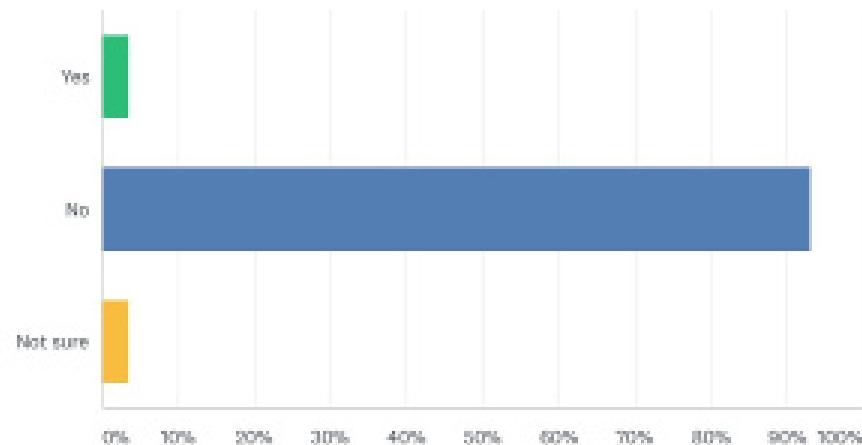
Are you familiar with the benefits of steaming food?

Answered: 171 Skipped: 1



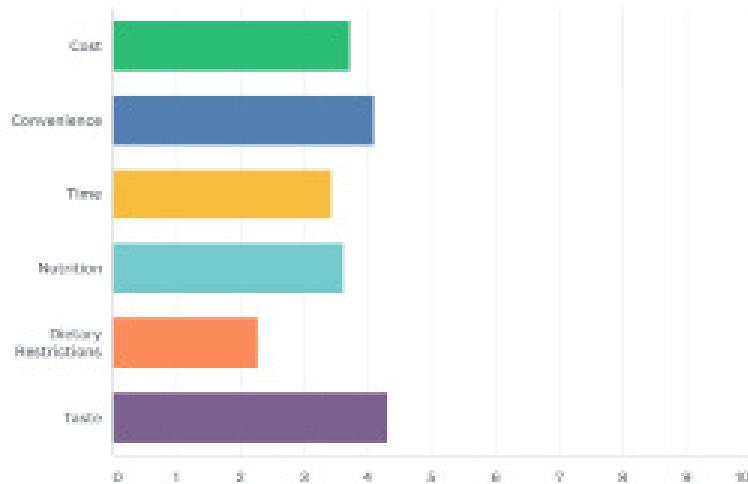
Have you ever heard of Tovala?

Answered: 172 Skipped: 0



What do you value most when it comes to making dinner? (1 being the most important)

Answered: 171 Skipped: 1



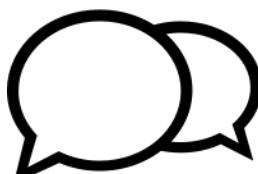
The most important information shared through the survey was that over 90% would eat healthier if it were easier and more convenient. And most of the participants cooked for themselves three times a week. Over 90% of people also said they do not have a subscription to a meal prep service and 45% of people were unfamiliar with the benefits of steaming food. Information from the survey also concluded that the likelihood of people subscribing to a meal prep service was less than 25%.

OBJECTIVES

To have Columbia College Chicago students interact with the Tovala brand to learn about the product in order to reach the following goals:



Raise awareness by 30% of Communication students during the day of the event



Reach more than 10,000 impressions through social media, word of mouth and the event



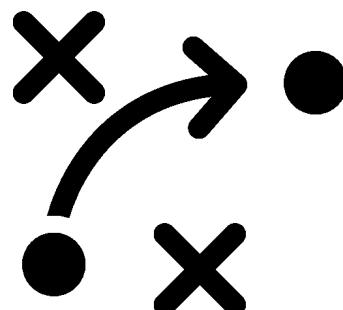
Have Columbia College Students interact with the Tovala brand and teach them about the product

STRATEGY



The experiential campaign strategy implemented for this event was a tasting of Tovala's meals and demonstration of how the Tovala ovens and app work in conjunction. The event was held on Columbia College's campus at the 5th floor event space in 33 E. Congress on Monday, November 27th from 3pm to 5:30pm. Our research led us to believe that exposure to how the ovens and the app operate and the sampling of the brand's meals would be the best method of informing students about Tovala.

Three ovens in total were used at the event. Two ovens were used to cook Tovala meals for sampling, while one oven was used to bake chocolate chip cookies to demonstrate that food other than Tovala meals can be prepared in the ovens. The smell of the food cooking, our flyers and posters, as well as the general foot traffic in the event space created intrigue and drew in more passersby. Patrons were served their Tovala meal samples in branded mason jars. This allowed for the food to stay warm in the jar, let consumers interact with the brand, and gave them a takeaway from the event. In addition, the Tovala website was listed as a call to action on the jars in order to encourage students to visit the brand's website. As food was prepared, demonstrations were held to walk students through how Tovala works and answer any questions about the brand.



ARTWORK

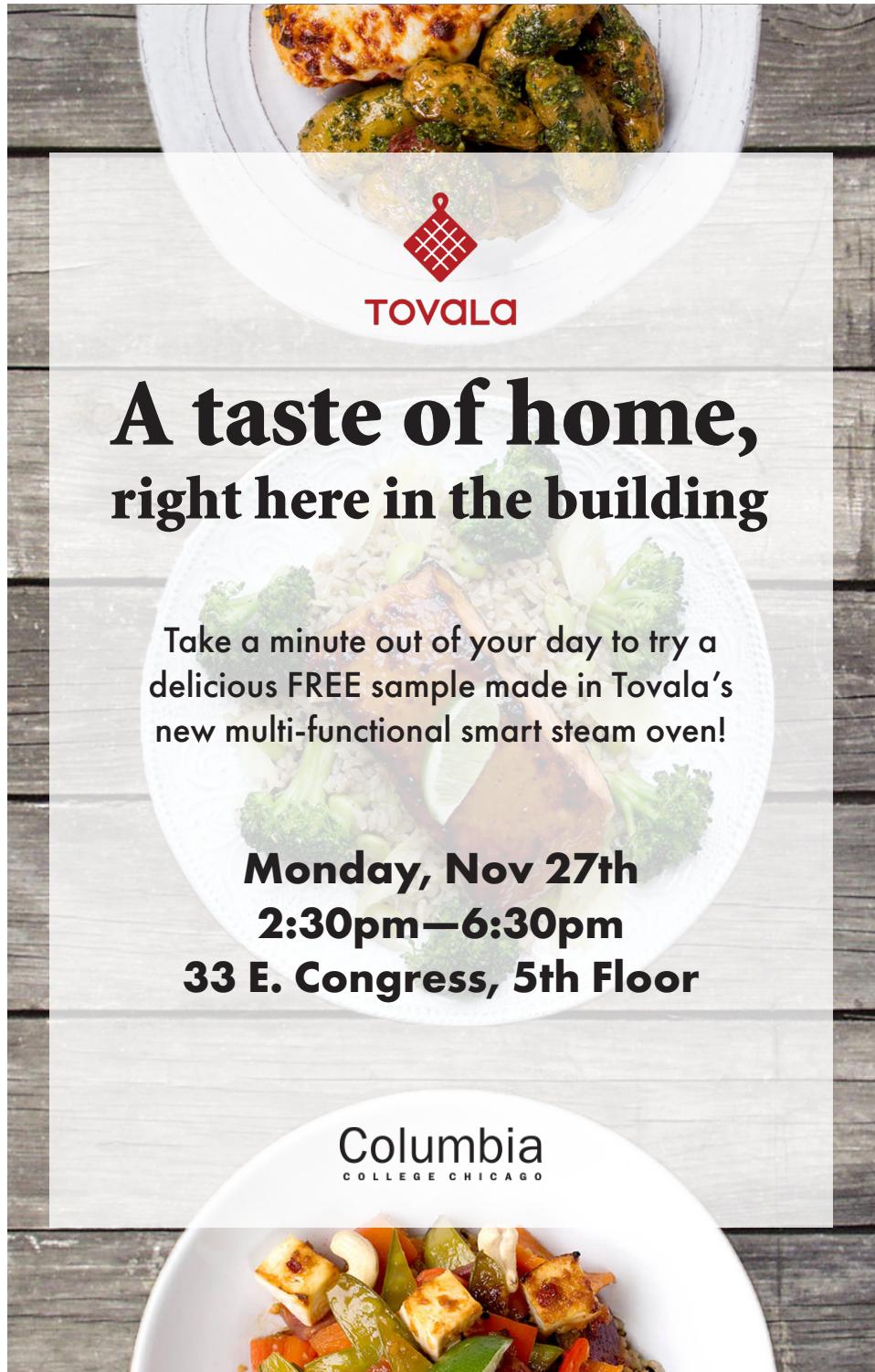


SAMPLING JARS



FLYERS/POSTER

- 50 posters were posted around the Columbia College Chicago Campus, with a focus on the Communications department building
- 500 flyers were distributed the day of the event in classrooms and at the lobby of the Communications building



EMAIL PROMOTION

- 130 emails were sent out by our social media team to professors, the Communication Department newsletter, Columbia College Chicago's activities newsletter, and various student organizations including Black Student Union, Advertising Club, and Public Relations Student Society. These emails reached about 1000 people.



SOCIAL MEDIA

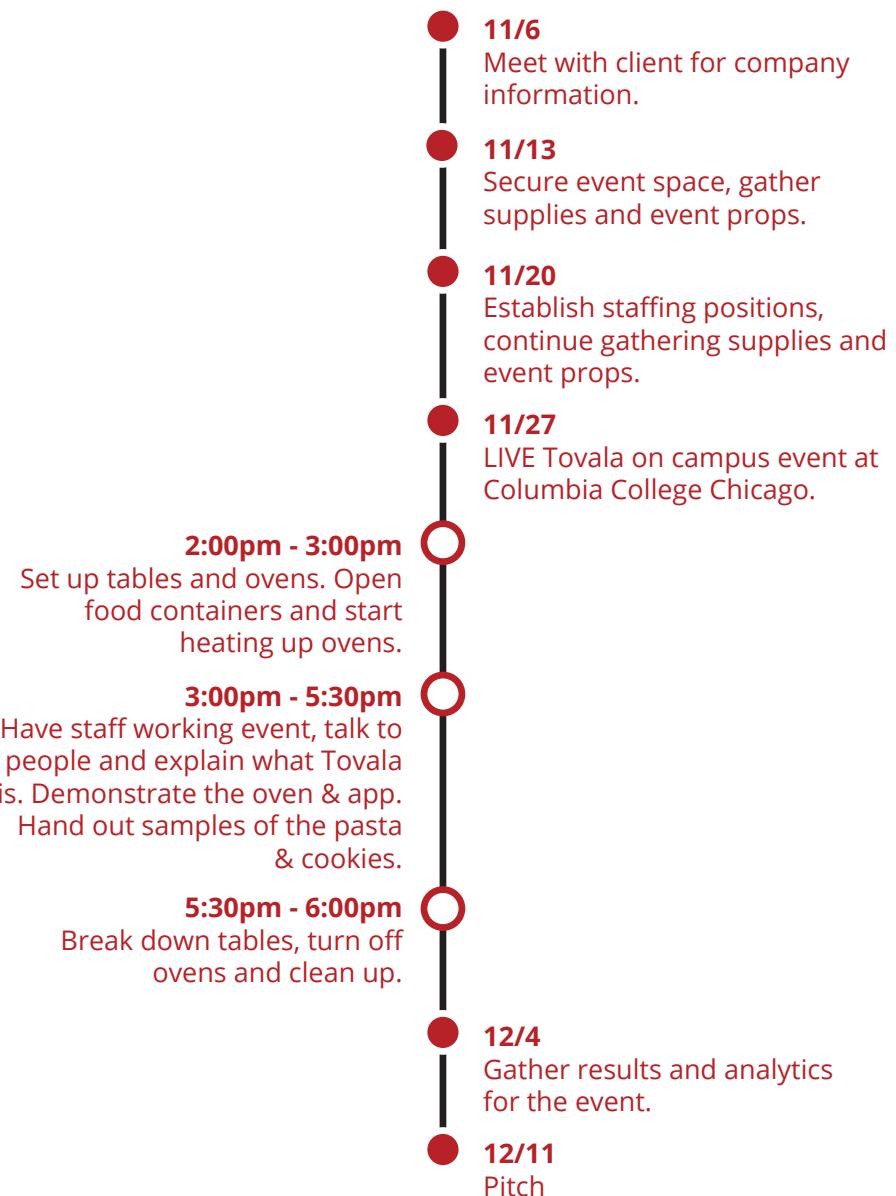
- 11 Facebook posts
- 1 Facebook Event





OPERATIONS

GENERAL TIMELINE



RUN OF SHOW

2:00pm-3:00pm: Set up tables and ovens. Open food containers and start heating up ovens.

3:00pm-5:30pm: Have staff working event, talking to people and explain what Tovala is.

Demonstrate the oven & app. Cut samples of pasta and place them into branded mason jars.

Hand out free cookies

5:30pm-6:00pm: Break down tables, turn off ovens and clean up

EVENT MATERIALS

- 96 mason jars
- 3 Tovala Ovens
- 3 Tables
- Spatulas, plates, forks, napkins, oven mitts
- Extension cords
- Paper menus and infographics about Tovala

STAFFING POSITIONS

(4+) Handing out samples of pasta

(2+) Handing out samples of cookies

(2) Controlling Tovala ovens with their cell phones

(3+) People demonstrating Tovala ovens and answering all questions

(1) Taking notes and tally on how many people were at the event/tasted the sample

(Everyone) Post-event clean up

(1) Event photographer



PROMOTIONS



INCENTIVES

- Free Tovala food for students to taste
- Free cookies
- Experience Tovala ovens in action
- Small take-away: mini mason jars

PROMOTIONS

- Facebook posts on the event page
- Mass email to Columbia College professors
- Partnerships with Black Student Union, HAPS, Communications Department newsletter
- Word of mouth
- 500 Flyers distributed at the first floor the day of the event
- 50 posters were posted around the Columbia College Chicago Campus, with a focus on the Communications department building
- 11 Facebook posts

SOCIAL MEDIA PLAN

Facebook Event Page

- 2 posts before event
- 2 posts during event



NOV 27 Taste of Tovala

Public · Hosted by Columbia Tovala

✓ Going ▾

...

Monday, November 27 at 2:30 PM - 6:30 PM
about 1 week ago

33 E Congress Pkwy, 5th Floor

Show Map

Invited by Heloísa Carramate

About

Discussion



Jasmine Careddu

November 27 at 7:19pm · Chicago · ⓘ

...

Delicious food! And I loved that we got to
keep the little jar 😊

Like

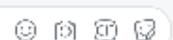
Comment

Share

Heiloísa Carramate



Write a comment...



OLDER



Natalie Ekonomuk

November 27 at 4:36pm · ⓘ

...

Absolutely loved it. Asking for a Tovala for
Christmas 😊

Like

Comment

Share

Heiloísa Carramate



Write a comment...



Jane Van Amberg

November 27 at 4:21pm · Chicago · ⓘ

...

Food was good, ty 😊

Like

Comment

Share



ANALYTICS

EVENT OVERVIEW

Overall Taste of Tovala was a success. The event was set up in a way that students would get to interact with the product, see how it worked and finally, get a taste of the meals provided by Tovala. Once the meals began getting prepped, people stopped by to try the food and ask about the product. We had 3 ovens set up on three stations in which 2 were making the baked pasta meal, and the third oven had cookies. Students had a positive reaction to the mason jars that samples were served in, and they liked Tovala. Originally, the event was supposed to run from 2:30pm to 6:30pm, but so many people stopped by for samples that we ran out of food at 5:30pm, therefore ending the Taste of Tovala earlier than previously predicted.

ATTENDANCE

Total: 130 patrons

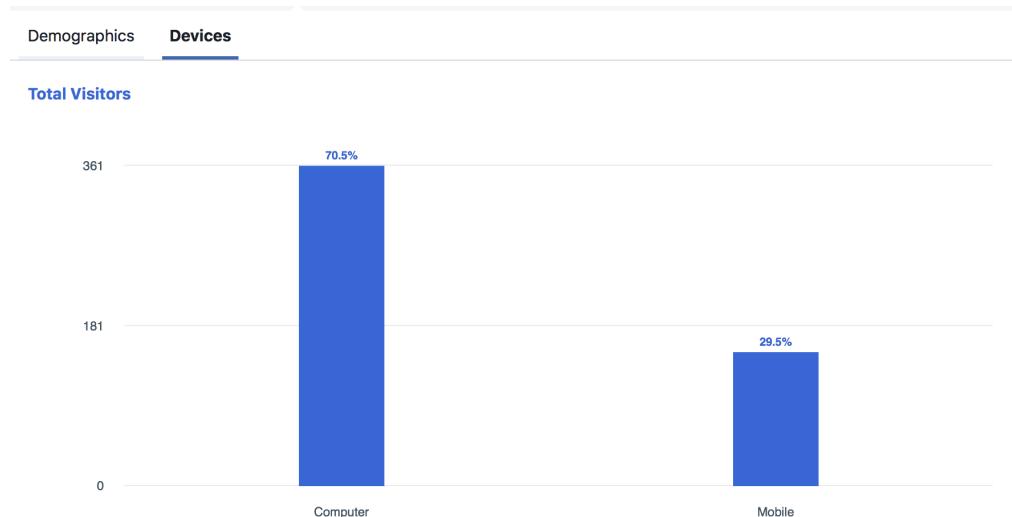
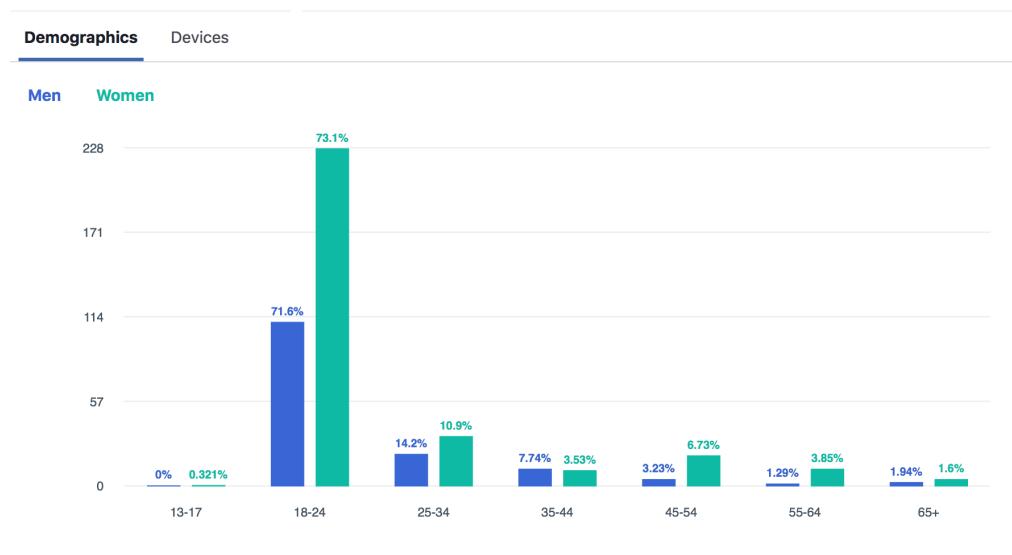
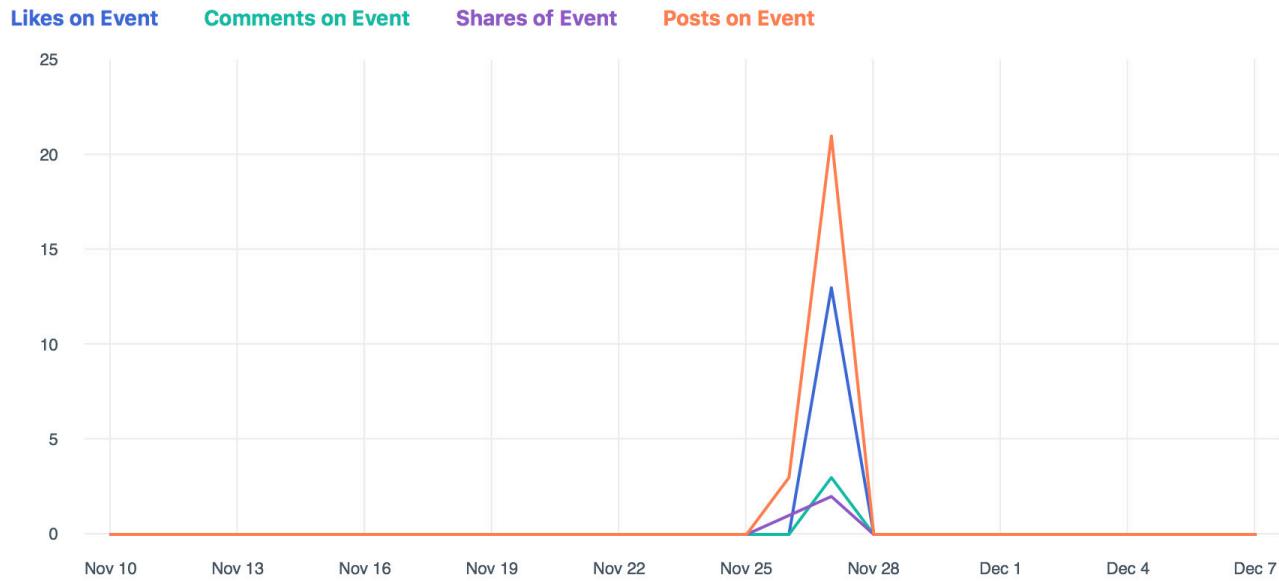
Female: 82 patrons

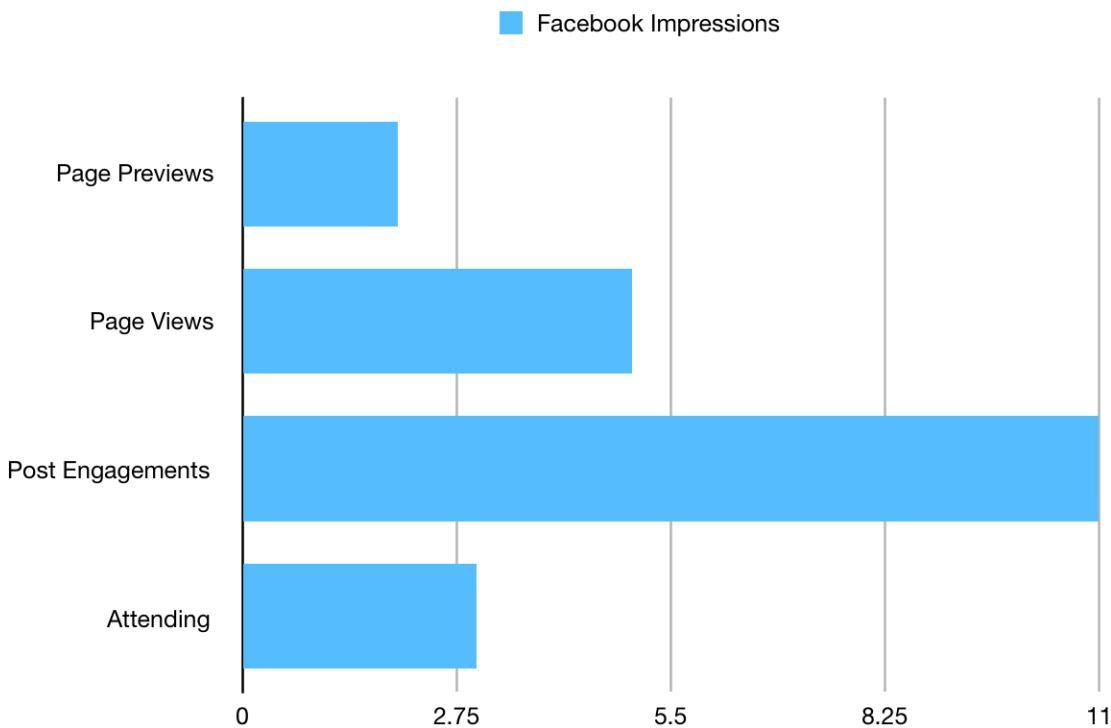
Male: 48 patrons

WHAT WAS SAID ABOUT TOVALA

- [The oven] looks really nice. It looks really clean.
- They should make a bigger version of the oven. My grandma would want one.
- Wow, it can do everything.
- [About the food] Wow, this is actually pretty good.
- It smells too good to resist.
- This is so tasty.
- Can I keep the jar? What a cute way to market these.
- I wish I had this when I was living on my own.
- This is impressive. This is the future.
- What does this cost? [...] Oh, wow. That's expensive.

FACEBOOK ANALYTICS





EMAIL ANALYTICS

[Click Performance](#) [Click Map](#)

URL	Total clicks	Unique clicks
https://www.facebook.com/events/130291387655092/	12 (31%)	11 (31%)
Open rate	59.8%	Click rate
List average	63.2%	List average
Industry average	(Select your industry)	Industry average

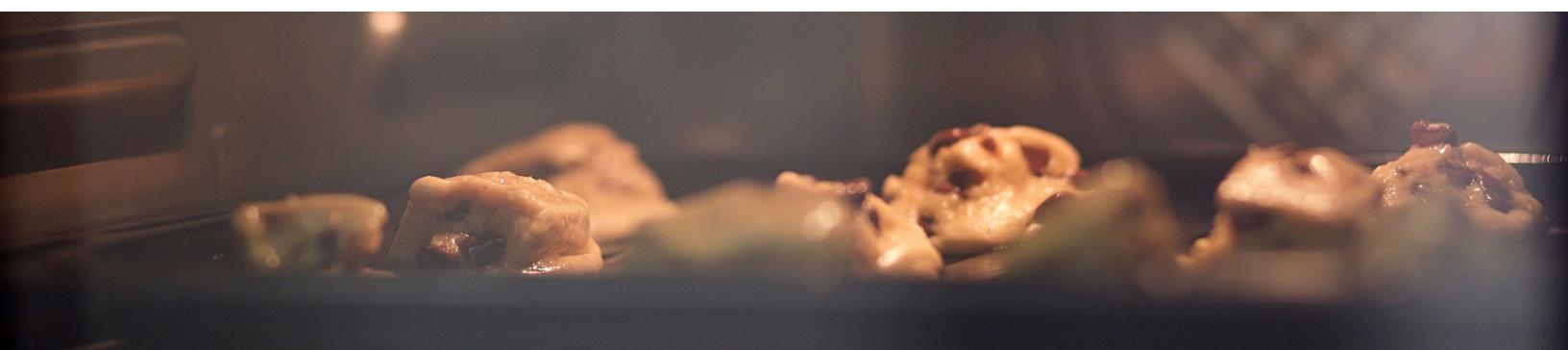
POSTERS AND FLYERS ANALYTICS

POSTERS

- 50 units total, generating 1500 impressions across campus

FLYERS

- 500 units distributed in total, generating 1000 impressions the day of the event



BUDGET



		Amount per Box	Number of Boxes	Total Number Needed	Vendor		Total Price
Venue	5th Floor 33. Congress	N/A	N/A	1	Venue		\$0.00
Tables	N/A	3	3	3	Venue		\$0.00
Chairs	N/A	8	8	8	Venue		\$0.00
Materials							
Tovala Ovens	N/A	3	3	3	Client		\$0.00
Duct Tape	1	1	1	1	ACE Hardware		\$7.49
Adapter	1	1	1	1	ACE Hardware		\$6.36
Latex Solid Balloons	29	1	29	29	Party City		\$16.68
Balloon Weight	1	6	6	6	Dollar Tree Stores, INC		\$6.00
Table Covers	1	6	6	6	Dollar Tree Stores, INC		\$6.00
Blue Paintes Tape	3	1	3	3	Amazon.com		\$13.99
Pitcher	2	1	2	2	Dollar Tree Stores, INC		\$2.00
Tongs	1	3	3	3	Dollar Tree Stores, INC		\$3.00
Oven Mitt Pot Holders	1	5	5	5	Dollar Tree Stores, INC		\$5.00
Solid Turner	1	3	3	3	Dollar Tree Stores, INC		\$3.00
Bath Cups	32	2	64	64	CVS Pharmacy		\$6.38
White Forks	48	2	96	96	CVS Pharmacy		\$3.16
Napkins	250	1	250	250	CVS Pharmacy		\$4.40
Nestle Cookie Dough	1	4	4	4	Target		\$10.54
Clear Plastic Forks	100	1	100	100	Amazon.com		\$8.95
Disposable Gloves	100	1	100	100	Amazon.com		\$7.99
Jar Labels	135	1	135	135	Amazon.com		\$12.68
Mini Mason Jars	32	3	98	98	Amazon.com		\$71.46
Advertising							
Flyers 11x17	20	1	20	20	Columbia College Chicago		\$0.00
Flyers 4x6	1000	1	1000	1000	Columbia College Chicago		\$0.00
Total Cost							\$195.08

RECOMMENDATIONS



Throughout learning about Tovala and holding our event we paid close attention and listened to consumer comments and concerns. From those insights, we came up with some recommendations for future changes and innovations for your product and service.

FLEXIBILITY IN SELECTING AMOUNT OF MEALS DELIVERED PER WEEK

Consumers want the option to order more or less meals during the week depending on personal preferences.

LARGE-SIZED OVENS

One of the most frequent recommendations we heard from consumers was that they wanted the ability to cook for more than four people or themselves.

COLLEGE BUS TOUR

Traveling to different schools and giving out samples while doing cooking demonstrations on campus.

PARTNERING WITH INFLUENCERS/YOUTUBERS

Advertising Tovala through people viewers trust, is a more intimate way to inform consumers about the Tovala oven.

PARTNERING WITH "TASTY" TWO-MINUTE VIDEOS

Have "Tasty" showcase recipes they're making using the Tovala oven.

FINAL REMARKS

We would like to express our gratitude to Tovala and everyone involved in the event. It was great to have the opportunity to work with the brand and create an experiential event. We learned how much time, effort, and energy goes into planning and executing a live event. Overall, the students were impressed and intrigued by the technology and simplicity of healthy eating with Tovala. Although the price is a little high for their budget as college students, we believe that the students at our event were excited about this product and its potential to make their lives simpler and healthier. We hope that it encouraged students to look into purchasing one Tovala oven for their home in the future.



TOVALA