



# CAMPAIGN ANALYSIS

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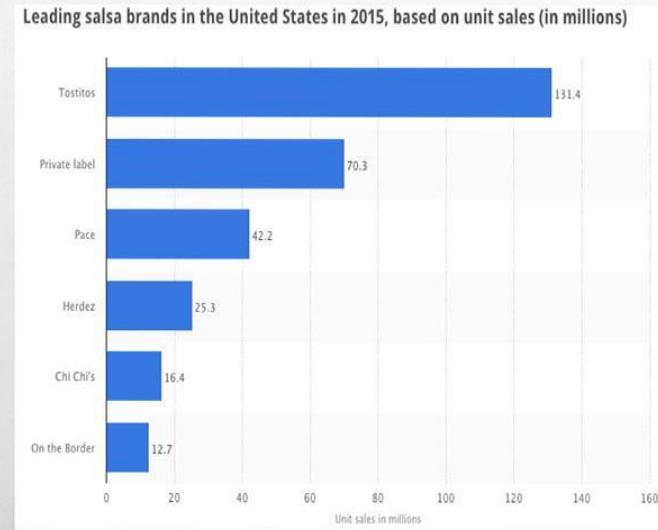
# THE CHALLENGE

SHOWING THAT PACE IS MORE THAN A SNACK, IT'S A NECESSITY FOR FAMILY MEAL TOGETHERNESS

# SITUATION ANALYSIS

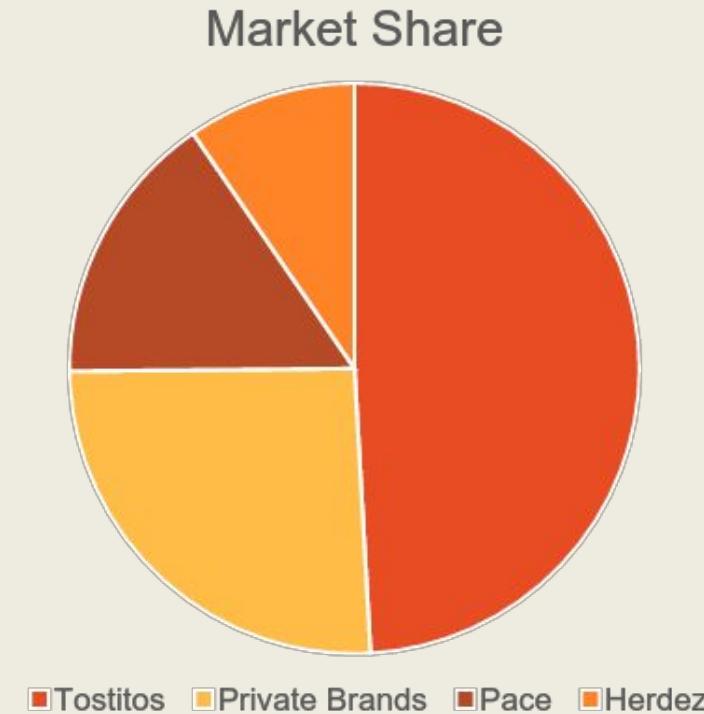
- In today's salsa market, we found that Pace only accounts for 26% of the market share according to Statista. Pace often is overlooked by other brands like Tostitos with 80% of the market share and private brands with 43% of the market share. Most of the time, salsa is just used as a snack, so our goal is to make Pace a key ingredient for every day usage.

## THE COMPETITION: KEY PLAYERS



### Top Competitor's:

1. Tostito's
2. Private Label
3. Herdez



# THE COMPETITION: MARKETING FOR KEY BRANDS

TOSTITO'S	HERDEZ	PRIVATE LABEL
TAGLINE: "Bring the Party"	"Bring Home the Taste of Tradition"	-
POSITIONING: The go-to chips and salsa	Heritage, quality ingredients	Low price, convenience
TONE: Social, energetic, party	Authentic	-
KEY CREATIVE ELEMENTS: Tostito's new party bag knows when you've been drinking and will call you an Uber	Real family stories and recipes made with Herdez authentic Mexican salsa	-

# THE COMPETITION: SOCIAL MEDIA

<b>FOLLOWING:</b>	<b>TOSTITO'S</b>	<b>HERDEZ</b>	<b>PACE</b>
Facebook	775,260	225,199	10,445
Twitter	32,008	4,656	210
Instagram	4,987	2,968	230

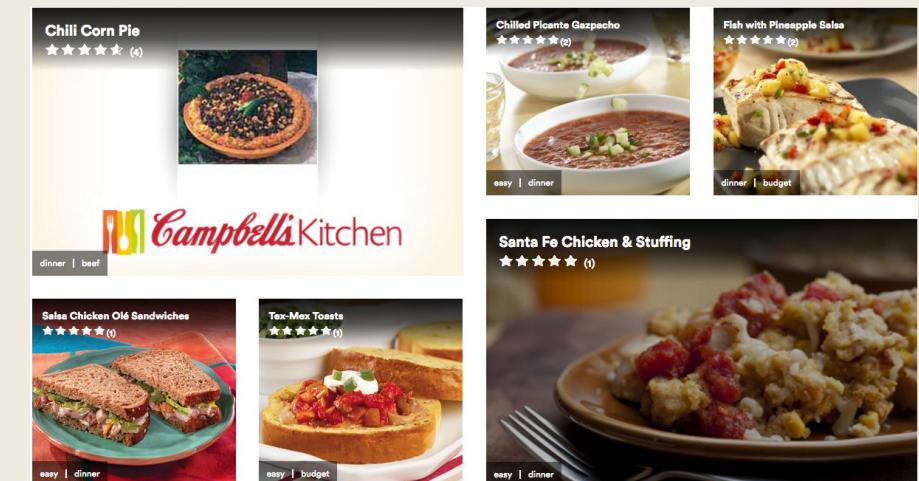
# BRAND METRICS

## Campbell's Soup Sales Trend Over 5 years



# BRAND MARKETING

- Tagline: “Make it saucy”
- Positioning: Main competitor in a small market, seeking variety and brand loyalty
- Tone: Traditional, family friendly
- Key creative elements: Campbell’s Kitchen recipes with Pace salsa’s
- TV (30s and 15s), Print (newspaper and magazines), Online ads, website
- Cross platform ideas: Use of a spokesperson- “Taco Tuesdays”



# PRIMARY RESEARCH: QUANTITATIVE

Objective: To determine consumer habits and motivations associated with buying salsa

- What motivates you to buy salsa? Special event or mealtime?
- How often is salsa consumed in your family?
- Is there a specific brand of salsa you choose over others? Which ones?
- Is Pace an ingredient you could see using in your family meals?

Screener: Women ages 35-55

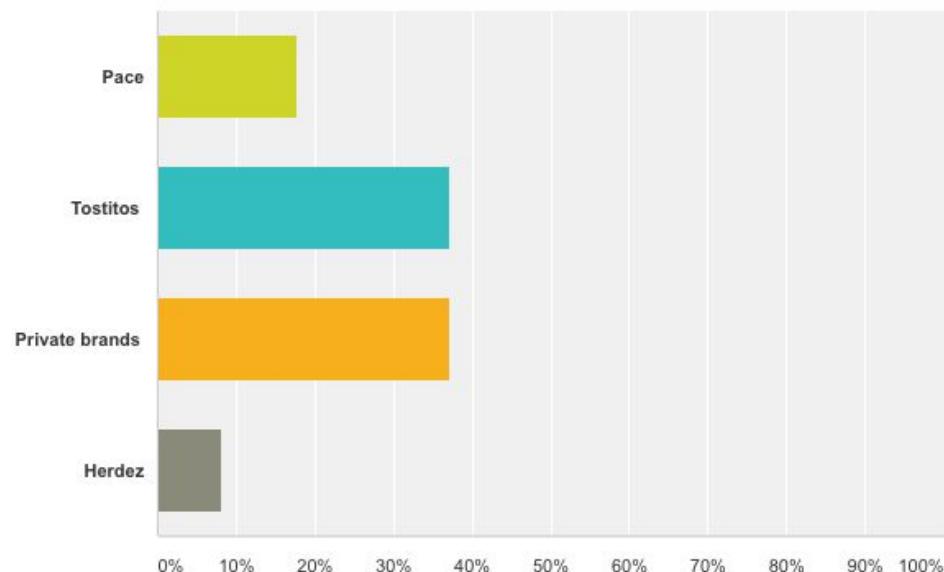
Target Consumer: Families with kids under the age of 17, where family meals/traditions are important to them, but most of all quality family time is of the utmost importance

Mixed Methodology: We surveyed 67 people, 60% were female who were unaware of the Pace brand and mostly use salsa as a snack

# PRIMARY RESEARCH: QUANTITATIVE

When you think of salsa, what brands come to your mind?

Answered: 62 Skipped: 0



Our quantitative research survey showed us that only 18% of our target audience thought of Pace when asked this question.

**Insight: Lacking brand awareness**

Answer Choices	Responses
Pace	11
Tostitos	23
Private brands	23
Herdez	5
Total	62

# PRIMARY RESEARCH: QUALITATIVE

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Screener: Women ages 35-55

Target Consumer: Families with kids under the age of 17, where family meals/traditions are important to them, but most of all quality family time is of the utmost importance

Mixed Methodology: We interviewed a total of 17 people to gather insight on our consumer habits and motivations

Projective Techniques: Brand association, description of usage, and purchase drives

# KEY FINDINGS

Taste and ingredients are important to the consumer over price

Most of these parents cook at home 5-6 times a week

Everyone agrees that they could see Pace fitting into their weekly meal traditions

Family traditions are important to them

Salsa is an important part of their life for food and snacks and gatherings

Facebook and Instagram are the most commonly used social media platforms for this age range

# PROJECTIVE RESEARCH: QUALITATIVE

Brand Association:

If Pace could talk, what would it say?

“Let’s dance!”

Description of Usage

“I buy salsa probably once a month”

Purchase Drives

“I use salsa mostly for parties or get-togethers at my house”

# STRATEGY

## STRENGTHS:

- It's a new image for Pace to follow
- Connects with the Consumer on a personal level
- Gets the consumer involved in many ways
- links to the community

## WEAKNESSES:

- Narrow target objectives
- Could not get the consumer involved
- People could miss the connection between Pace and “Lifecessity”

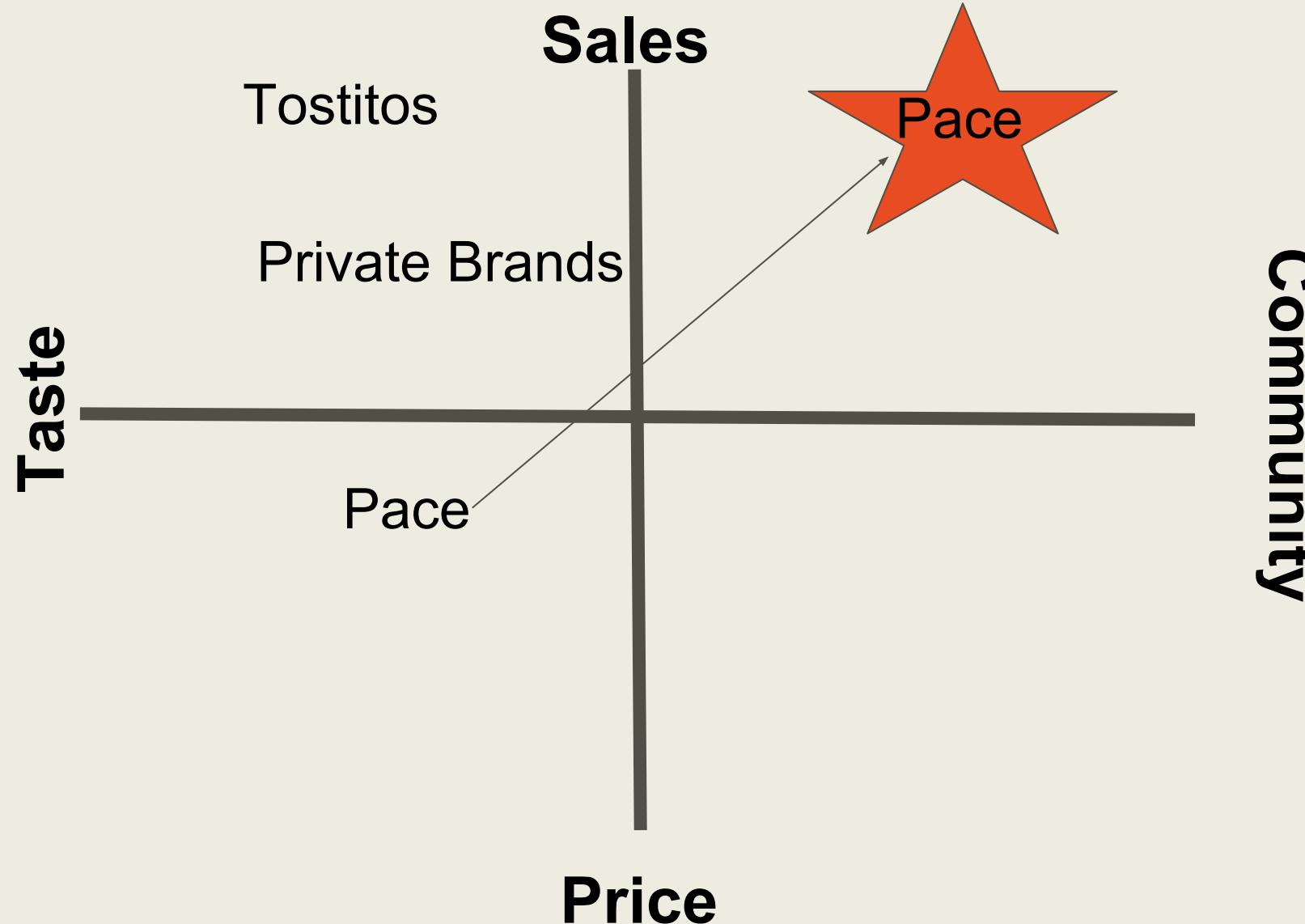
## Opportunities

- Opens the door to rebrand their image
- Gives the chance for Pace to stand out in communities
- Shows Pace is more than just a salsa or ingredient for Mexican cuisine

## THREATS:

- Competition could base their campaigns about helping others
- Outcome of charity fundraising could be questioned

# PERCEPTUAL MAP



# TARGET AUDIENCE DISCUSSION

## FAMILIES WITH CHILDREN UNDER THE AGE OF 17

- Women between the age of 25-54
- Buys salsa once a month
- Brand association is important

### Quotes:

“Family time is important to us”

“I could see myself using Pace”

“Being able to use salsa for more than just a dip would be great!”

### Behavioral

- Use Facebook as their main platform for social media
- Want to be involved in their community
- Family togetherness is important

# STRATEGY

## BIG INSIGHT: Togetherness is important to families

Positioning Statement: Pace is a brand that goes beyond just being a salsa. It is a necessity to prioritize the things that matter in your life by simplifying meal prep time and helping to create family meals in a variety of ways. This solution not only targets our audience but engages brand loyalty in showing that Pace goes beyond being a snack, but is something you can easily incorporate into any meal.

Creative Strategy: Show that Pace is more than a snack, it is a necessity for family meal togetherness. We will execute this through a multi-media campaign consisting of, consumer promotion events, social media, and print

# OBJECTIVES

## Business

- Our business objective is to increase sales of Pace by 30% so that Pace can top its competitors over the course of a year timeline

## Attitudinal

- Our attitudinal objective is to increase positive perception of Pace by 30% prompting our consumer to view Pace as a beneficial product to their lives

## Behavioral

- Our Behavioral objective is to increase usage of Pace to 3 times a month among consumers, because our target research survey concluded that salsa is only bought once a month

# BIG IDEA

“Pace is more than a salsa, it's a Lifecessity.”

This message conveys to our target audience that Pace is not just a salsa, but is a necessity that simplifies your life. By cutting down meal prep time, consumers will be able to enjoy the things that matter most and embrace family togetherness.

# PLATFORM 1

**Consumer Promotion Events:** We will use consumer promotion in the way of a food truck challenge. This will entail having 3-4 trucks with varying cultural cuisines, all using Pace products. There will be a voting process for them to choose their favorite truck via Facebook, for their chance to give back to their communities. The proceeds of the winning truck will be donated to the Campbell Soup Foundation, which supports community wellbeing, youth empowerment, and economic sustainability programming.



# PLATFORM 1 (IN STORE)

**In Store/Consumer Promotion:** Consistent with our event, when purchasing a jar of Pace in store, you will receive a code on the inside of the lid, which you then enter on the Pace Facebook page to locate where the trucks are currently located. This will engage consumer purchase of Pace salsa and create an interactive experience through social media.



# PLATFORM 2

**Social Media:** We will use Facebook because it is our target's largest utilized social media platform. Social media will be our platform to guide moms to find helpful tips, recipes, local events, and discounts for Pace. Facebook will be a big driving force for influencing moms to interact with the brand by entering their code to find the trucks, finding helpful “Mom Hack” videos/recipes to gain access to the recipes the trucks are using and DIY tips for reusing Pace bottles.

Like Follow Share ...

## Posts

 Pace, USA added an event.  
21 hrs ·

Get ready New Mexico! The Pace Food Truck Challenge is coming to you. We will be setting up more most of the day at the Park District with 3 local food trucks. Every truck will be using the secret ingredient, which is Pace Salsa! Make sure you try every truck and vote for the best Truck! All of the proceeds will go to the Campbell's Foundation!



JUN 16 Food Truck Challenge! Albuquerque, NM Fri 11 PM MDT · Albuquerque, NM Katie and 3 friends visited this place ★ Interested

Promote ▾ Boost Event

 Pace, USA  
21 hrs ·

Hey everyone! We know you want to find out more about the Food Truck Challenge. Well there is a way to track it. Go to your local grocery store and buy a bottle of Pace Salsa! There is a tracking code on the inside of the lid! Go out and buy some Pace!





**Pace Salsa "Mom Hacks"**  
Quick & Easy Taco Tuesday Tradition



**Pace Salsa "Mom Hack"**  
DIY Salsa Jar Planter

# PLATFORM 3

**Print Ads:** Our print ads will involve placing a series of images at bus stops, in train stations, in malls, on street level buildings, and in high traffic areas. These banners will be showing the benefit of simplifying meal prep time, and getting back to family time. This targets the working consumer, being placed where they commute.



# MEDIA RATIONALE

## Consumer Promotion

- The Food Truck Challenge will give the consumer a chance to engage with Pace in person and see for themselves how it can be incorporated into multi-cultural dishes that they can make at home
- The Facebook voting process will not only give Pace a personable appeal, but will also show that the brand goes beyond the dinner table and into the wellbeing of their community

## Social Media

- Since Facebook is our target's preferred media outlet, it will be a big driving force for influencing moms to interact with the brand

## Print

- These banners will be showing the benefit of simplifying meal prep time, and getting back to family time
- This targets the working consumer, being placed where they commute

# MEDIA VALUE ADDED

## Consumer Promotion

- Our Food Truck Challenge event will promote user engagement directly with the product, creating an immersive experience for consumers, building brand awareness
- Having proceeds of the winning truck go towards the “Campbell’s Soup Foundation,” will provide consumers the opportunity to give back to their communities

## Social Media

- Voting for the winner of the Pace truck, viewing recipes and engaging with entering your code, are all things bringing a more social experience to the consumer

## Print

- The series of print will show the image of family togetherness
- placed in certain transportation areas to reach our consumer and more
- These print ads can also be used on various media platforms- ex. social media posts

# IN STORE ACTIVATION

## Pace Lids

This will get the consumer to get involved and buy Pace at the same time!

- when you buy a bottle, you will get a location code that you enter on Facebook
- With this, we can monitor sales in Pace and social media interaction



# CONCEPT TESTING

## METHODOLOGY:

- Online survey researching consumer thoughts
- one-on-one interviews with consumer's thoughts and behavior

## PROSPECTIVE TARGET:

- Families with children under the age of 17
- more focused towards women
- family tradition and time together is important
- live in suburbs outside of cities and who live in cities
- community togetherness is important

## FEEDBACK:

“If Pace had a food truck I would participate!”

“Being able to help children in need would be great”

“Oh mom hacks would be a life savior.”

“Being involved with my family is important to my husband and I”

# MEASUREMENT PLANS

## Consumer Promotion

- Track how many people show up and post about every event on social media
- In store promotion will be the closest reach of our target, nearest to the point of purchase, and is the motivation for events and recipes to come after the purchase
- With the use of social media to track how many people enter their code
- Check monthly for in store sales

## Social Media

- Monitor the activity on our “Mom Hack” videos from the views, likes shares, comments and track interaction when people enter their code on Facebook
- Tracking social media daily will help analyze following and see increase throughout the campaign

## Print

- Use media kits to follow impressions and reach from shoppers or commuters as they see the ad
- Check in every 3 months for print