



## CREATIVE BRIEF ASSIGNMENT

Jacey Gellasch

Kirsten Turner

Chelsea Buczek

### OUR PRODUCT

HelloFresh is the world's leading meal kit provider (LinkedIn, 2019). Their goal is to eliminate the stress and planning that goes along with grocery shopping and cooking every night. HelloFresh prides themselves in using quality and fresh ingredients in every recipe that is delivered to your doorstep. HelloFresh offers a variety of recipes to choose from, including vegetarian, family meals and gourmet.

HelloFresh is a subscription based service that allows the customer to choose how many meals they want each week and what days they want them delivered. You simply have to go onto the website and choose from the different meal plans to start your subscription. There is no commitment to this service. The customer has the option to cancel at any time, even if it is just for a week. HelloFresh aims to give their customers the best meals paired with the most convenient customer service.

### OUR TARGET AUDIENCE

Currently, HelloFresh mainly targets individuals and couples aged 25 to 40. The new market that we want to heavily tap into are college students aged 18-24. As technology continues to close the gap between campus and commerce and become more and more a part of everyday, the younger generations are looking for options like HelloFresh to make life more convenient (Pearson, 2018). Today, students come to college with a household income twice the amount of their non-college peers and research shows they will make over \$1 million more in their lifetimes. They are the highest lifetime value consumers who are ready, willing and able to try out and develop an affinity for a new brand (Kronman, 2018). College students will be able to use products and hopefully carry that loyalty into their career after graduation and throughout their lifetime.

## CONSUMER OBSERVATIONS & INSIGHTS

Observation: College students are extremely experimental. They are all in a new place surrounded by new people and ideas (Kronman, 2018). This is the first time, for the most part, that they have had to make brand choices on their own.

Insight: Our target audience are looking for brands that will align with their new formed identities. To them, the brands they choose heavily communicate to others who they are and who they are going to be.

Observation: Brands with strong missions stand out to students more than older audiences (Kronman, 2018).

Insight: Students are encouraged to be idealistic and are looking for brands that support their beliefs and identities.

Observation: Most of today's current students have never known a world without technology. They have grown up avoiding digital advertising and are more likely to be on social media platforms where there are less developed ad products (Kronman, 2018).

Insight: Normal digital ads will hold little to know resonance with college students because they have been oversaturated with them their whole lives. College students are tired of seeing traditional digital marketing and don't care about it. Instead of interrupting, a brand should aim to seamlessly integrate into the lifestyles of students to make them pay attention.

Observation: College students lack a ton of funds.

Insight: The target audience is looking for brands that are worth spending their money on. However, when it comes down to it, luxuries or things that aren't a necessity are the first to go.

## CONSUMER PROFILES

1. Amy is a current sophomore in college who is also on the soccer team. She struggles everyday to balance her hectic schedule between class, practice, homework and friends. This usually means she doesn't put much thought into what she is going to eat that day. Being a student athlete, it is extremely important that Amy keeps her body as healthy as she can so she can perform at her best. HelloFresh would provide Amy with the resources delivered right to her door to easily cook a fresh and healthy meal every night. Amy would have one less thing on her plate to worry about.

2. Ben is a busy pre-med junior in college. He spends his days in class, his nights studying and his weekends working. He works so hard to achieve a perfect GPA in hopes of getting into the medical school of his dreams. Ben lives alone and hardly has any groceries in his fridge. He usually picks up his dinner at a local fast food restaurant. HelloFresh would provide ben with the opportunity to skip the drive through lines and consume fresh and tasty meals. Taking no more than 30 minutes of his time, he would be able to go back to studying knowing he has had a healthy and filling meal.
3. Emily is a freshman in college who is trying to get the hang of this new chapter in her life. Trying to balance her new class schedule, work and a social life has been tough. She wants to make the change to living a healthier lifestyle instead of filling her body with junk. HelloFresh makes it easy for college students to fuel their bodies with healthy food even when they don't think they will have the time. With every meal Emily is taking a step in the right direction.

## MARKETPLACE STATUS

HelloFresh is the leading meal kit company in the market. When focusing on our target audience, college students, the cost is the main factor to keep in mind. The challenge when marketing to college students is getting them to see the benefits gained from the product. Food delivery sales increased by 20 percent from 2012 to 2017, this is mainly due to mobile apps like DoorDash and UberEats. If students have the means to use food delivery services, then they will (Grocers Beware, 2018). In general, they seem to appreciate the idea of having meals delivered to their door.

Students are more apt to try the product at a discounted price (Why Offer a Student, 2018). Currently, a promotion code unlocks a savings of \$20 off each of your first four boxes, this is applied with the first purchase (HelloFresh, 2018). However, many feel they cannot afford to continue the service beyond the discounted trial. To combat this issue, students are offered a discount of 15 percent off of the price of one box each week, plus free shipping (Unidays, 2018). Still, some may feel that the cost is too high even with the discount as other financial needs take a higher priority. Food insecurity is a growing issue as a result of increased poverty among college students (New Study Finds, 2018). This leaves many to ask, "why would I spend so much on meal kits when fast food seems less costly?" The solution here is to show students the full range of benefits received from purchasing the product, with an emphasis on the value of saving time and money and gaining convenience.

## COMPETITION

- Direct Competitors: Blue Apron, Plated, Sun Basket, Home Chef, Green Chef, Peach Dish, Gobble, Gousto, Ooooby, KochAbo, My Food Bag, Marley Spoon, Spoon University
- Indirect Competitors:
  - Restaurant Delivery Services: DoorDash, UberEats, Grubhub, Postmates, Caviar
  - Grocery Delivery Services: Burpy, Shipt, ShopHero, GroceryKey, Fetch, Foods, JoyRun, Tapingo
  - Fast Food, University Dining and Meal Programs, Traditional Sit-Down Restaurants,

## CHALLENGE

### The challenges of marketing to college students:

- Meal kit high price perception
- Meal kits are seen as a luxury
- Make college students realize the benefits outweigh the costs and competition
- Low brand awareness on campus
- Digital advertising marketing is extremely saturated
- Trying to figure out how to fit into their various lifestyles
- Competition:
  - Fast food
  - Food courts on campus
  - Food delivery services (DoorDash, UberEats, Tapingo, etc.)

## OBJECTIVES

- To convince college students that HelloFresh is worth a try and get them to try it.
- To show how HelloFresh can integrate seamlessly into college lifestyle.
- To build brand awareness of HelloFresh on college campuses and within the target audience.
- To build positive HelloFresh brand perception.

- To change college students' current opinions that meal kits are a luxury and not a necessity that is worth their money.
- To earn college student market share.
- To get social media influencers to advocate for the product.

## DRIVING BRAND IDEA

*HelloFresh is the best meal option for college students' goals and lifestyle.*

## REASONING

HelloFresh is a convenient and easy way for college students to achieve their meal and food related goals, whether that be to eat healthier, eat better quality, eat tastier, learn how to cook, eat faster, cook faster, save time out of their busy schedules or more.

There are a wide variety of benefits available to college students, we just hope to help them see that. HelloFresh is currently the number one meal kit delivery service in the US, so it holds a lot of credibility in that aspect.

We want our advertising to convey that, simply, HelloFresh gets it. They understand college students and want to become an avenue for students to easily reach their goals. In many ways, HelloFresh could be cheaper than eating out and even when it isn't, it could have many more positive effects in the long term than other food options could have and we want to showcase that.

## STRATEGIES

Our strategy is to use college students to reach college students. By using students as brand ambassadors, we are integrating ourselves into their lifestyles and the values that they view as important. We want to stand out by comparing HelloFresh to other options, whether that be direct or indirect and show how our benefits outweigh theirs.

We plan to reach this target audience by marketing to them through other students posts on social media. By using these brand ambassadors, it gives us the opportunity to interact with our target market in person through posters, stickers, t-shirts, etc. around campus.

With this strategy, we hope to help college students achieve both their long term and short term goals. We also hope to create brand loyalty so when they graduate and have careers, they will continue to use HelloFresh.

## MEDIA CHANNEL(S)

- Social Media
  - Brand ambassador posts on Instagram and Twitter will create a following and reach people in our target audience all around the world, not just the campus they are currently attending.
- Coupons, posters and flyers posted around campus in dorm rooms, classroom buildings, sorority/fraternity houses, food courts, athletic departments, etc.

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