

Final Campaign Portfolio and Pitch

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Executive Summary

This paper discusses how Kraft Macaroni and Cheese is the best option for on the go families with young children who need a healthy and easy meal. The goal of this paper is to convince consumers that Kraft Macaroni and Cheese's quick and easy recipe is committed to being safe and healthy with no artificial flavors, preservatives or dyes. It describes how originally Kraft has come a long way from where they first began back in 1903. It demonstrates the current target audience which is women ages 35-44 and the new target audience which are men ages 25 to 34 years of age. The current target audience are millennials and have a very high usage of social media and are very active. The target audience use Kraft almost every day to make their lives easier and better because they are eating their very favorite mac and cheese, with time to spare. This paper also describes the ISC problem as being Kraft Macaroni and Cheese consumers are afraid of toxic chemicals that may be in Kraft Macaroni and Cheese products. To demonstrate the goal of Kraft Macaroni and Cheese it presented four executions. The first execution is the paid advertisement followed by the direct response email and then the client content marketing and social promotion. Overall this piece focuses on the Kraft Macaroni and Cheese and how it is safe, quick and healthy for young families on the go.

Situational Analysis and SWOT

Background of the Client

James L. Kraft was the founder of Kraft. In 1903, J.L Kraft started and established a wholesale cheese business in Chicago (Bellis, 2019). As his business continued to grow, he combined his company with his brothers to create J.L. Kraft and Bros. Together, they opened their very first cheese factory in 1914, in Stockton, Illinois (Bellis, 2019). With a young, fast growing company, Kraft started expanding product offerings. Within a year, the company began to produce processed cheese in tins, which the U.S government began providing to the armed forces during World War I (Bellis, 2019). In 1928, Kraft introduced Velveeta processed cheese (Bellis, 2019). By 1916, the company received its first patent on the process of processing cheese (Augustyn, 2018). This was big for the company because it showed not just how well the company was doing but also the business and food world. Finally, in 1937 Kraft Macaroni and Cheese Dinners were introduced with the advertising slogan “Make a Meal for 4 in 9 Minutes” (The Editors of Encyclopedia Britannica 2018). As Kraft continued to grow, the company merged with Heinz in 2015 to form Kraft Heinz (Augustyn, 2018). The Heinz’s parent company is Berkshire Hathaway and 3G Capitol (Struble, 2019). Kraft’s parent was Kraft Food company (Kraft Heinz, 2019). The merger opened the door to so many more products that can be sold.

According to Kraft’s website they have also changed a few things from their original recipe. Now their macaroni and cheese now has no artificial flavors, preservatives or dyes (Kraft, 2019). The company has changed over the years, for example producing noodles shaped as different characters and introducing deluxe items. The deluxe items include white cheddar and bacon and cheddar and broccoli macaroni & cheese. Kraft makes microwavable macaroni and cheese now, as well. This is a quick and easy alternative especially for college students. These

product expansions broaden the client range even more. Kraft's headquarters can be found in Northfield, Illinois (My Food and Family, 2019). A little bit away from where it originally started, in Chicago. Kraft's mission is "Helping people around the world to eat and live better" (Kraft Heinz, 2019). One of Kraft's goals as a company is to help end hunger worldwide (Kraft Heinz, 2019). This is a good goal because their consumers are centered around children and their families so they are trying to help the same type of people that can't afford it.

Competitors

Direct. Kraft has three main direct competitors, including Chef Boyardee's canned macaroni and cheese, Annie's macaroni and cheese, and Pamela's products. These direct competitors have one thing in common with Kraft macaroni and cheese, they all want to sell their brand and make money.

Direct 1. Chef Boyardee's canned macaroni and cheese is a fast and easy way to make a meal on your own or with your family. The company is described as "the time-tested taste your family loves" (Chef Boyardee, 2019). They are trying to position the product of a quicker way to eat as fast as possible while at home. The main Integrated Strategic Communication campaigns for Chef Boyardee are through the chef's logo itself. They use a sweet looking old man to portray that they have good old fashioned recipes that will people will love.

Direct 2. Annie's macaroni and cheese it comes in a similar box and is made in the same way. This positions the brand one of Kraft's largest direct competitors. Annie's macaroni and cheese has a very strong love for their all whole grain menu. Their mission is "We are on a mission to make Organic for every bunny" (Annie's, 2019). Annie's makes a lot of similar products as Kraft but has changed the way people look at them because of their different vision.

Annie's Integrated Strategic Communication campaign prides itself on their organic ingredients and how they are healthy for growing children and their families.

Direct 3. The last direct competitor is Pamela's products. They are another way to make at home macaroni and cheese instantly. They are a little different than the other competitors in the sense that they want people to know that gluten free food taste good too. They pride themselves on that they have "refined what gluten-free should taste like for generations of food lovers" (Pamela's, 2019). Their Integrated Strategic Communication campaign targets more of the families than the children unlike Kraft. This is a good direct competitor because the perception of Kraft is that they are in competition with them and their own brand of fast and easy macaroni and cheese.

Indirect. Some of the indirect competitors vary because macaroni and cheese is more commonly used as a side dish. One indirect competitor would be pasta salad because it is also a form of pasta and similar to mac and cheese. Pasta salad is an indirect competitor because they are both side dishes and drawn from the same target audience. Another indirect competitor would be instant mashed potatoes. Just like pasta salad, mashed potatoes are a side dish for any meal. Mashed potatoes could be picked over macaroni and cheese making it an indirect competitor. The last and final indirect competitor is potato salad. Potato salad is fast and easy and if you don't want to make it as a side you can always buy it quick and easy at a grocery store as well.

ISC Strategies & Campaigns

Kraft Macaroni and Cheese is highly advertised and is a recognizable symbol around the world. Especially in America, it can be found on everyone television screens advertising to

children and families. They are known for their upbeat ads and kid friendly pasta shapes. Kraft has commercials, advertising in stores and even coupons that put their brand out there and make people want to buy from them. Kraft's most recent commercial looks at how a brother and a sister are eating their Kraft products. The brother has a sandwich and the sister has Kraft macaroni and cheese but they are in a 'win-win' situation because they both split half of the food so the other can have some too (Kraft Cheeses Tv Commercials, 2019). The perception of this campaign is that you can not only have one good product in your household from Kraft, but many.

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • The company is very large and has a lot diverse product range • They have a well-established distribution for their products, they also carry many items for their Kraft products (Southeast Food Distribution, 2018) • Since Kraft has been around for so long everyone knows they are reliable for good taste, inexpensive and quick 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Kraft has to compete with other similar brands or within the categories of price and quality of the product • More and more companies are popping up that send ingredients back home to you and the exact directions on how to cook it. This could be hard because macaroni and cheese is an at home quick and easy meal but these take home meals have more nutritional value and more variety
Opportunities	Threats

<ul style="list-style-type: none"> • Kraft has some room for international growth considering they are also located in Canada but could also be considered farther as well (My Food and Family, 2019) • Kraft could expand their social media reach by targeting additional audiences besides rather just children and families 	<ul style="list-style-type: none"> • There could be a decrease in the consumption of family food products because of all the fast food chain restaurants • Fast food chains making sides of mac and cheese just like on Chick Fil A's new menu (Chick-Fil-A, 2019)
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Problem Identification

The one key problem found was Kraft's website. Kraft's website was a little hard to figure out. It had clear tabs but needed way more information. The Kraft Heinz website was a little better but needed work on where to put important information and where to find it. Kraft's website also has a big areas just to show the whole Kraft macaroni and cheese box. This perception to the public makes it hard to focus on what you're looking for. The brand's intentions should be to focus on the big picture and make it easy to find details on the website like what ingredients are in every product or what kind of products they sell. According to Top5 Website Builders "your work speaks for itself" (Top5 Website Builders, 2019). That means that Kraft would want their website to be fun and easy because they target young and hungry families.

Target Audience

The current target audience for Kraft Original Flavor Macaroni & Cheese Dinner are 35-44 (MRI 2018, Household Products: Packaged Dinners). Mostly women buy it, but men aren't far behind (MRI 2018). The women have attended college and are employed with "other" jobs (MRI 2018, Household Products: Packaged Dinners). They're usually white and make about \$75,000 to \$149,999 a year (MRI 2018, Household Products: Packaged Dinners). These women also usually have high school educations and rent homes (Claritas, 2018). It's important to Kraft that they stick to their kid friendly, quick and easy menu that makes it easy for anyone to love. Kraft should start targeting people with younger children who are buying meals for their young families. The recommended target audience is men ages 25-34. This audience has kids, and are heavy users on social media (VALS, 2019).

Demographics

The new target audience is Caucasian men 25 to 34 years of age, which are classified as Millennials. These individuals almost always have kids and their employment levels are management and professional (Claritas, 2018). Mintel (2018) states, that "Parents are most likely to say that their kids like age-appropriate brands" (Kids as Influencers, para.1). The individuals usually live around the Northeast region (MRI 2018, Household Products: Packaged Dinners). Kraft is age appropriate for any of the parents children who are hungry and ready for a hot meal.

Psychographics

The people who make up the target audience for Kraft Macaroni and Cheese are experiencers (VALS, 2019). In this group, 64% of them have subscriptions to Netflix and follow most of their sports on Facebook, Twitter and Instagram (VALS, 2019). They need fast ways to

access what they want because they are always on the move and don't have a lot of free time on their hands. These people are classified as assertive, energetic and optimistic people (VALS, 2019).

Millennials love physical activity, and like to go against main stream (VALS, 2019). According to Mintel (2018), "Households with children are much more likely than those without children to buy these products, likely because they represent convenient meal solutions for busy parents." The benefit of having time to make dinner for their kids in a timely fashion means a lot to them. As parents, they need to make sure their kids are fed quickly and with healthy food.

According to Mintel (2018), "Millennials are more likely than other generations to buy macaroni & cheese and pasta-based meals" (Pasta, Rice and Grains. Para.2). This shows most of the target audience is in a big swing to make quicker meals in their busy schedules. Millennials around this age also grew up eating Kraft Macaroni and Cheese. According to Jacques Legault, he states "Attachment theory attempts to explain how relationships with primary caregivers (usually parents) in the first six years of life and beyond lay the templates for future relationships and how we relate to the world" (Hackernoon, 2018). He is explaining that we are creatures of habit and we want the same things for our children that we once had as well. Millennials don't have a ton of free time but they like to surf the internet when they relax and are very active in exercising (Claritas, 2018). This explains them not having a lot of time to do many other things when their lives are jam packed with activities and important things to do.

Buying Behavior

According to Mintel (2018) "Age plays a role in whether product reviews boost perception of products, with 18-34s more likely to be impressed with well-reviewed products"

(Television Advertising-US. para.6). This is guided towards the target audience because it is also including ages 25-34 and that also includes dads trying to buy Kraft meals for their children. Millennials are in this group and we know that they it can be more convenient for them to purchase those type of products. Mintel (2018) states “Young men show a particular penchant for seeing product claims made by real people as more believable: some 37% of men age 18-34, and 33% of men 35-54 think these ads are more credible, in sharp contrast with rates for older men and women across age groups” (Television Advertising-US. para.7). This is a type of decision that the target audience plays into when figuring out what to buy.

Products are always changing and trying to improve their brand, to get to millennials you have to go through websites they understand and can access with ease. According to Drew Housman, “..it’s no surprise that they support companies that are known for their lightning-fast tech and slick user interfaces” (Drew Housman, 2018). Just like Drew Housman said, Millennials want something they can reach fast and doesn’t take up their time. The target audience already use Kraft Macaroni and Cheese as a product they buy regularly.

Media Habits

In today’s world it depends on if you use the newspaper or not anymore to find ads or coupons as much as they used to. Millennials don’t use the newspaper as much as older people anymore. Millennials are highly centered around technology and what it can provide them. According to Kate Clark, “Instead of reading through long articles on websites, watching televised news, or investing in print, many Millennials are first seeking out quick synopses of major stories, often times accessible through just a few taps on their favorite social media apps” (Clark, 2018). When they are looking through their feed of Facebook or a Sports Magazine they can find ads that can help target them to buy something. They also watch a lot of TV like ESPN.

Stated in Mintel (2018), “Consistent with data by age and gender seen above, dads show substantively greater interest in both product reviews and customer testimonials.” This shows that the target audience gets more pleasure and security after watching commercials with real reviews and customer testimonials.

Creative Brief

Key Insight

When millennials have time to cook, they like to cook healthier for themselves (Shoup, 2019).

ISC Problem

Kraft Macaroni and Cheese consumers are afraid of toxic chemicals that may be in Kraft Macaroni and Cheese products (Gibbs, 2017).

ISC Goal

Convince consumers that Kraft Macaroni and Cheese's quick and easy recipe is committed to being safe and healthy with no artificial flavors, preservatives or dyes (Kraft, 2019).

Persona

Broderick is a 31-year-old dad of two, him and his wife, Clara, live in Manassas, Virginia (Claritas, 2018). They were high school sweethearts and have known each other for 15 years. He graduated from The Ohio State University with a master's in Business Management. They had two good jobs about a year out of college and they started to get an upper midscale income, so they started to have a family earlier on in their relationship (Caritas, 2018). They used to live in Maine but had to move closer to their new jobs and family. Broderick enjoys surfing the net on apps like Facebook, Instagram and Twitter, to watch sports and the follow the news (Claritas, 2018). Broderick and Clara enjoy watching Netflix after they put their kids to bed and make sure the dog is calmed down. Their two kids is Dakota, their daughter who loves to play dress up and with dolls, and their son, Joe. Joe enjoys watching sports with his dad and watching over his little sister. Broderick drives a 2017 Mitsubishi to work every day and makes sure to drop off the kids

on the way. Clara picks them up on the way back (Claritas, 2018). Before they had kids, Broderick loved to travel with Clara. They vacationed in Florida and Texas a lot. When they travel they prefer to stay at Days Inn, one with a pool for the kids is ideal (Claritas, 2018).

Broderick likes to find brands and items he likes off of his social media apps and news apps (Claritas, 2018). He finds his favorite brands like the store Finish Line, online. Broderick and Clara love shopping for their kids as well. They buy them their favorite snacks and go to their favorite restaurant, Jack in The Box (Claritas, 2018). Broderick is a very busy on the go dad that likes things to be healthy for his kids and something they enjoy as well as put a smile on his face.

Benefits & Features

Providing your children with a safe, and quick meal that your whole family will enjoy.

[Functional]

1. Kraft states that its's "The part of parenting that's impossible to mess up" (Kraft, 2019).
2. Kraft Macaroni and Cheese is fast and easy to prepare, and are a convenient food choice to make on a busy day (Kraft, 2019).
3. Kraft takes food safety and quality very seriously because it knows moms and dads trust Mac & Cheese as a quality, tasty, and safe food for the family (Kraft, 2019).

Campaign Tone & Voice

Spirited. A spirited tone for Kraft Macaroni and Cheese's campaign would be very beneficial. The target audience for macaroni and cheese is dad's ages 24-35 and they are part of the millennial generation (MRI 2018, Household Products: Packaged Dinners). Millennials are an up and coming young group of people who want to learn and be heard. Spirited would fit well

because it shows that the campaign should be young and cool to hit the target audience's attention. This would draw consumers in because they will have a sense of belonging and feel like it's meant for just them and will get excited to purchase the items.

Down-to-earth. A down-to-earth tone gives off a family-oriented vibe and connects to families. Making down to Earth tone a perfect campaign for Kraft Macaroni and Cheese. Kraft Macaroni and Cheese is centered around family and children and how it is quick and ready for on the go families (Kraft, 2019). The company uses no artificial flavors, preservatives or dyes. This is beneficial to healthy millennial families, who are on busy day to day schedules. The consumers won't have to be worried about what is in their child's meal. It has a sincere feel that gives consumers a real take on Kraft's product.

Successful. A successful tone for Kraft Macaroni and Cheese would be another good campaign. Kraft Macaroni and Cheese has been around since 1903, and are a very established company (Bellis, 2019). This would be a perfect tone because it is one of the lead in fast and ready meals that started off the packaging company today. Kraft is willing to be a part of the food business for this long then it must be good.

Client Paid Advertising + Rationale

Magazine Advertising

Objective. To give rise to website views and communicate through millennial fathers by 15% by July of 2020.

Strategy. To use magazine advertising to promote Kraft Macaroni and Cheese as the easiest and safest choice, intriguing the target audience.

Tactic. To create a magazine advertisement for Food Network magazine that promotes the product and after you eat Kraft Macaroni and Cheese the only hard part is the cleanup, it will direct the audience to their website for any further questions.

Easy Mac, The Only Hard Part is the Dishes

YOU KNOW YOU LOVE IT

ISSN 22



Fast and
worry free
meal for you
kids!

Kraft Macaroni and cheese is the perfect family friendly dish for on the go kids. There is no artificial colors, dyes or flavors, making it safe for all ages. For more information contact the

FAQ page at

<https://www.kraftmacaroniandcheese.com/>

Rationale

Kraft Macaroni and Cheese's target audience is men 25 to 34 years of age, which are classified as millennials and they are dedicated to their work and family life (MRI 2018, Household Products: Packaged Dinners). This headline for the magazine advertisement makes the target audience think deep on how much time they really have. Millennials don't have a lot of free time so this headline sticks out to them because they want to be able to feed their children with time to spare. This headline will give them the courage to follow the advertisement to the Kraft website and find products they can purchase for the family. Through the past few years people are ever changing and moving, people are centered around technology and materialistic things. Generation Y love physical activity, and like to go against main stream (VALS, 2019). The advertisement is going to be placed in Food Network magazine because it targets millennials both male and female and can be spotted very easily.

The visual in this advertisement is showing a little girl enjoying her Kraft Macaroni and Cheese in a bowl. The headline states "Easy Mac, the Only Hard Part is the Dishes" explaining that parents will have more free time while making their children Kraft Macaroni and Cheese because it is so quick that only the dishes will take time to wash. The colors are popping enough where someone would stop to read the advertisement and the child on the front will appeal to the parents emotions reminding them of their own children.

This headline is an example of direct benefit. This advertisement is simple and to the point which is what millennials are drawn to. According to Mintel (2018) "Age plays a role in whether product reviews boost perception of products, with 18-34s more likely to be impressed with well-reviewed products" (Television Advertising-US. para.6). So once the target audience is attracted to the advertisement, then they will follow it up to Kraft's website that has a whole

section dedicated to a FAQ section. On the magazine ad it has the link that takes them right to Kraft's FAQ page as well. By creating this clear and straight to the point advertisement, Kraft Macaroni and Cheese's target audience will have a better understanding of what Kraft stands for.

Social Media Post

Objective. To increase website use by 10% by the end of 5 months using Facebook.

Strategy. To use Facebook as an advertisement channel to drive people to the website and demonstrate that Kraft Macaroni and Cheese is the healthiest and quickest choice for young families on the go.

Tactic. To create a social media post for Facebook that expresses how easy it is to cook and eat Kraft Macaroni and Cheese, while using our quick and easy website link.

Kraft Macaroni & Cheese
Sponsored

Like Page

Kraft Macaroni and Cheese is the quickest and healthiest meal for your little kids to enjoy!

It takes 10min to cook, what will you do in your free time?
www.kraftmacandcheese.com

ASK US QUESTIONS! Contact Us

89 54 Comments 98 Shares

Like Comment Share

Rationale

Kraft Macaroni and Cheese social media post will be on Facebook. The people who make up the target audience for Kraft Macaroni and Cheese are experiencers (VALS, 2019). 64% of them have subscriptions to Netflix and follow most of their sports on Facebook, Twitter, and Instagram (VALS, 2019). Most of millennials use social media apps to quickly find out news and what's going on with their favorite brands and products, so Facebook was the perfect media post for this target audience.

The Facebook advertisement is an example of a question headline. The question headline is "It takes 10min to cook what will you do in your free time?" this is explaining that Kraft can be a quick meal for your family, while still being good for the kids. The Facebook advertisement has a macaroni and cheese bowl filled with Kraft Macaroni and Cheese and three boxes of Kraft behind the bowl. This visual intrigues the target audience to click on the website link and go buy some of their own macaroni and cheese. This is simple but also focuses on the hunger appeal in order to catch the reader's attention.

The Facebook advertisement is also showing the target audience that Kraft Macaroni and cheese only takes 10 minutes to make, giving them more time to do other things. Once they click the link it will take them to the Kraft website giving them more options. They can ask questions about the brand or even search the products. The first thing they will see on the website is that Kraft has no artificial flavors, colors or dyes. This is important to young millennial families in search of healthier choices for their children (VALS, 2019).

Direct Response + Rationale

Direct Mailer Objective. To increase website interaction and purchasing behavior of millennial men by 35% at the end of 5 months.

Direct Mailer Strategy. To persuade the target audience to visit Kraft's website and learn more about their quick and easy, no artificial flavors, preservatives or dyes recipe.

Direct Mailer Tactic. To send direct mail to the target audience that will include the benefits that Kraft Macaroni and Cheese can provide for young, growing, hungry families by leading them to the webpage for more details and deals.



The fastest, healthiest meal for your children.

Hi Bernadette!



Kraft's specific recipe and home comfort come together to make the perfect meal.

Kraft Macaroni & Cheese is the fastest way to feed your family around the holidays with all of the busy schedules. You and your family can whip up a quick side dish to any meal or even have Kraft Macaroni & Cheese as your main dish. It is very versatile and healthy. Kraft has no artificial flavors, preservatives or dyes, so it is safe for the whole family.

Find deals and information on Kraft's website. Click the link below to take you straight to Kraft's website.

So when dad forgets to buy the side dish, you'll be prepared.

[Start Shopping](#)



Sales for the Holidays!

Thanksgiving is right around the corner, save **15%** with the promo code QUIK on online purchases.

[View Deals >](#)



What's new?

There are plenty of new shapes and flavors to try, go to the link below to find out more!

[Learn More >](#)



Digital Strategy

The target audience for Kraft Macaroni and Cheese is men 25 to 34 years of age, which are classified as millennials and they are dedicated their work and family life (MRI 2018, Household Products: Packaged Dinners). Direct mail is very important for getting Kraft's image and brand out there to the public. Direct mail can attract many different audiences but helps attract Kraft's target audience the best. This target audience has a very strong tie with social media and working off of a lot of technology. According to Forbes "Millennials are, surprisingly, obsessed with email" (Gay, 2017). Forbes also goes on to say that "43 percent of millennials ages 25-34 report checking their email while still in bed in the morning" (Gay, 2017). This shows that the target audience will be interested in seeing mail in their inbox.

The direct response is an email that is designed to attract the target audience with emotion and memories. The emotion is grabbing at the parents love for their child while wanting them to have the best things. There is a memory appeal because it will remind them of the times before when they enjoyed sharing a moment with their children while eating together with little stress. This direct response piece includes three different ways to access the website. The first one is right after the logo and Kraft box. It will direct the target audience directly to the front page of Kraft's website where they can find the ingredients in the products they buy and the FAQ section to have all their questions answered. The next two things the audience can click on are at the bottom of the email and the first one takes you straight to the deals on the Kraft website. The second one gives people other option than the original mac & cheese, it brings you to other Kraft products. These are all placed to fit the target audience life style because they spend lots of time with their families and like to find things quick and easy (VALS, 2019).

The direct response will encourage the target audience to sign up for emails because it is a simpler advertisement so they won't be distracted by a lot of clutter. It gets right to the point and directs them to the important information, since Millennials are so busy they will be more willing to click on it because it is fast and easy (VALS, 2019). Once they sign up for the email then the next order the customer has will have two items half off with four or more items purchased, making them want to come back but also still buying other products and now being subscribed to the email list. The second is if they are on the email list then they will be the first to hear about deals and promotions. Giving the target audience the upper hand on getting their favorite products.

Rationale

The simple layout is targeted to millennials because they want something quick and easy with their busy lives (Claritas, 2018). This is the best email targeted to millennials because it shows them a simple way to get where they want as fast as possible. Kraft can measure how many people have used the promo code to see how many customers actually used the sources found in the direct response. The email is personalized by welcoming the customer. The target audience will be drawn to the email and magazine because they need to look for things that best fits their children and everyday life. This is effective because then they feel important and want to come back to be welcomed again. This personalization is important since the target audience wants to feel important just like any audience. The direct response used the correct standard formula by using a header, body copy and logo. With my body copy I made sure it was to the point and draws the attention of the target audience. I picked the overall design as a holiday themed email because I wanted to make sure it drew in the customers. I wanted to make sure they opened the email and clicked on the links provided for them. The website is mentioned to

make sure customers know where to go, and the logo and header are to grab the attention of the target audience and give a little more detail on who Kraft is. There are a few call to actions, one of them targets looking at Kraft's website and looking at the review section. This is perfect for the target audience because more men like to buy things that have reviews (Television Advertising-US. para.7). The email is scannable because there isn't too much to read and can be quick enough to get to the point. The type of offer used is a promo code that gives the individuals 15% off when they use the special code. This type of offer is used so that there is an instant reward while looking at the direct response and making the customer more interested in the advertisement and brand.

Content Marketing & Social

Objective, Strategy, and Tactic

Objective. To generate 345 shares and over 500 likes in 4 days on each post on social media by Kraft for the contest within a month.

Strategy. To draw in the target audience to the website by using a contest to strike the consumer's attention.

Tactic. To create Facebook and Instagram posts that will make the target audience want to participate in the contest and more people share the posts and visit Kraft's website.


Execution

The two social media platforms, Instagram and Facebook, are perfect ways for Kraft to reach out to millennial men with kids (Claritas, 2018). Social media will be used to promote Kraft's content marketing and generate engagement. Kraft will post once on Instagram and twice on Facebook. These are perfect because they reach out to many people on many different devices like phones, computers or iPads. The two sources are also very popular sites. This type of social media will work best for my overall plan because these are high volumes of traffic on social media for millennials (VALS, 2019). This will invite Kraft's users to put the post on their Facebook or Instagram stories for even more people to see the contest posts. When the target audience sees the post, they can repost it to their Facebook or Instagram story. By doing this it will let the target audience's followers see Kraft's post as well even if their followers don't follow Kraft's social media already. These will be posted in July because it is when kids are in multiple activities and families are busy. The contest will start on July first and people will be able to send in their own spin on Kraft Macaroni and Cheese for two weeks before the contest


closes. Once it is closed kraft will pick their top five and then people will be allowed to vote for their top spin offs. Based on the psychographics of millennial men, this works best because they will want to participate and learn more about the product (Claritas, 2018). Based on the psychographics of the target audience, they will participate because they will most likely have kids and are very heavy social media users (VALS, 2019). This will bring in many more people to the website and their social media pages because the top five people will want their friends and family to vote for theirs, bringing in more customers, visitors, and views on their website.

In the Kraft Macaroni and Cheese contest it will be posted on Facebook and Instagram and details on how to enter to win the family of the month. The family of the month will get a case of their box with their family on it and publicity for Kraft. The family of the month will be featured on the Kraft website for a month. The contest will be how a family makes Kraft Macaroni and Cheese their own while enjoying with each other. On the post on Instagram and Facebook, there will be a link to go to the Kraft website and enter to win. Each family must submit a recipe and picture of their spin on Kraft Macaroni and Cheese. It can include ideas like someone cuts up hotdogs and puts it in their dish or how they put a little extra cheese on top for a mix of flavors or if they even like to put ketchup in it. Then one family with the most creative spin on the classic macaroni and cheese will be selected by special judges in the company and how many votes they get on social media after picking the top five. Then whichever family wins will be the family of the month on Kraft's website and one special printed box of Kraft Macaroni and Cheese. This will be produced and published on the Kraft website the night before the contest starts, as soon as its posted on Instagram and Facebook around 8am Monday morning the contest will start July 1. This campaign would be successful because it gives Kraft a very high profile look and lots of shares. By sharing Kraft's information to enter the contest it spreads

Kraft's information even faster than their own social media. The target audience will be encouraged to like, comment and share and then once they do that they can follow the link to the website where they can enter their picture and recipe list. They will want to share it more because they need more votes to win if they get to the top five. They are only allowed to enter the contest after they like comment and share and the website will track the names to make sure. The overall theme of this contest is "Krafty K creations", it's something the whole family can be involved in and enjoy in different ways.




 **Kraft Macaroni & Cheese**
Sponsored Like Page



Would you and your family like to be Kraft's family?



How do you Kraft your Cheese?
Now you can enter to win the family of the month!

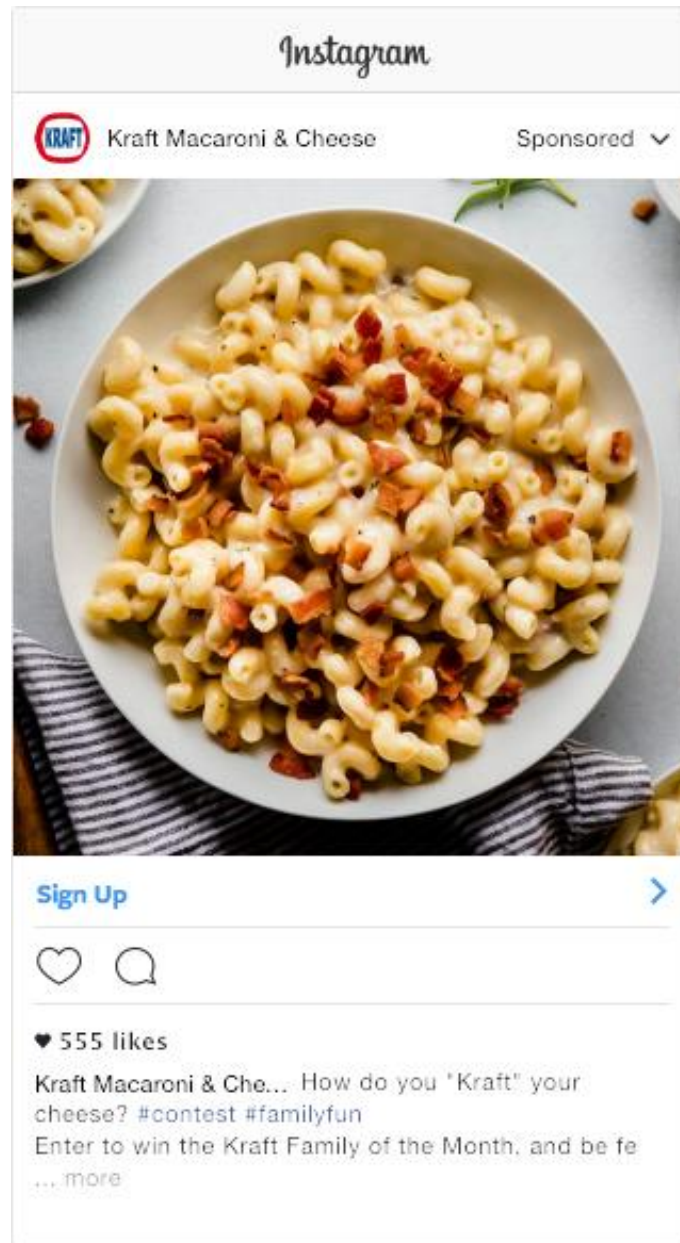
FIRST LIKE, AND FOLLOW OUR PAGE, THEN COMMENT WHEN DO... Apply Now

   978 654 Comments 579 Shares

 Like  Comment  Share

This is the first Facebook post, it has a happy family supposed to be eating Kraft Macaroni and Cheese. It reaches an emotional appeal when parents see it because they love the memories they have with their family and it reminds them of theirs. The headline is “How do you “Kraft” your

Cheese?” because it is allowing the contest to give the target audience a way to be creative and get involved. This headline is an example of a question headline, which intrigues the target audience to learn more.



The image shows a screenshot of an Instagram post. At the top, the word "Instagram" is written in its signature font. Below that, the profile name "Kraft Macaroni & Cheese" is displayed next to the Kraft logo, and a "Sponsored" label is visible. The main content is a photograph of a white bowl filled with macaroni and cheese, topped with crumbled bacon. Below the photo, there is a blue "Sign Up" button with a right-pointing arrow. Underneath the button are icons for a heart and a comment bubble. The text below the icons reads "555 likes" followed by the post caption: "Kraft Macaroni & Che... How do you 'Kraft' your cheese? #contest #familyfun Enter to win the Kraft Family of the Month, and be fe ... more".

Instagram

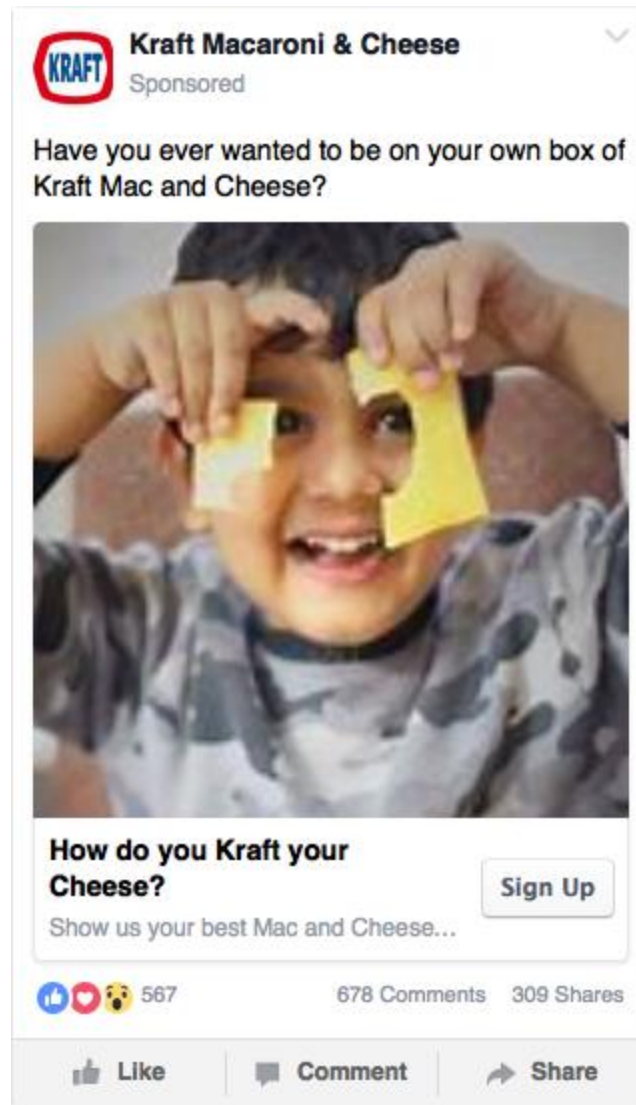
KRAFT Kraft Macaroni & Cheese Sponsored

Sign Up

555 likes

Kraft Macaroni & Che... How do you "Kraft" your cheese? #contest #familyfun
Enter to win the Kraft Family of the Month, and be fe
... more

The second social media platform Kraft will use is Instagram. This Instagram post will have a bowl of Kraft Macaroni and Cheese original pasta in a bowl with a little bit of bacon bits in it. It will show this to explain how people can enter their own spin on Kraft Mac and Cheese to the contest. It has the caption “How do you Kraft your Cheese?” so that people can see that they have the creative ability to show their own recipe or version to win.



The last social media post to promote the contest will be on Facebook. Facebook is a great way to get a lot of content out where a lot of people will be able to see it and mainly the target audience. This Facebook post shows a boy putting a Kraft single on his plate of mac and cheese

and showing his own way of making his Kraft Macaroni and Cheese his own by adding even more cheese. It shows how happy he is to be eating it and also creating his own little dish out of the original Kraft Macaroni and Cheese.

Content Calendar

The content calendar will be for the entire month of July. The first two weeks families can send in their ideas for their own spin on the original Kraft Macaroni and Cheese. Then after that people can vote on the top five to see which one will win the Kraft Family of the Month. The month of July is the perfect time for the contest to go out because families will want to engage more in summer time activities and know Kraft is a quick and easy solution to any meal time. The contest should be posted at the beginning of the month and then the final five will be picked two weeks into submissions to the contest. Then the Kraft Family of the Month will be picked the last week of July. The content calendar will help the company know when they will post everything.

Execution Type	Platform	Timing	Description	Visual	Visual Type
CM Post #1	Facebook	On the first day of July this will be posted	The purpose of the Facebook post was to be able to spread the word about the new contest to become the	Family around the table enjoying Kraft Macaroni and Cheese	Picture

			Kraft family of the month.		
CM Post #2	Instagram	On the third day of July this will be posted	The purpose of this is to generate a wider audience of viewers from a different social media platform.	A bowl of Kraft Macaroni and Cheese with a customers spin on it.	Picture
CM Post #3	Facebook	On the fifth day of July this will be posted	The purpose of the last Facebook post is to draw the last few people who haven't seen the contest going on to be able to still participate.	A young boy mixing up his bowl of macaroni and cheese by adding even more cheese to his bowl of Kraft Macaroni and Cheese.	Picture

This is the best choice for Kraft's target audience and strategy because it is relevant to each of them. The target audience is men 25 to 34 years of age, which are classified as

millennials. This is the next highest group after 65+ that consumes Kraft Macaroni and Cheese (MRI 2018, Household Products: Packaged Dinners). So this connects to the millennials being the highest group to be looking and responding to these platforms. In this target audience group they connect to the emotional appeal because most of them are parents and are very family oriented (Claritas, 2018). In this group 64% of them have subscriptions to Netflix and follow most of their sports on Facebook, Twitter and Instagram (VALS, 2019). This means that they are heavy users of these platforms and are more likely to see the sponsored posts. The contest relates to the ISC goal because it is showing how it is committed to being safe and family friendly. This relates to interaction to the brand because it gets the target audience to click on the links and view Kraft's website. The contest also relates to the owned media because it interests the audience with social media channels and website visits. The ideal design for the mockups has only Kraft Macaroni and Cheese products being served in the photos not the other types of pasta. When people send their submission into the contest it will be a bowl of mac and cheese with their favorite non-Kraft ingredient in it. For example it could be someone who likes to cut up hotdogs and cover it in Ketchup, or someone cooks regular mac and cheese and then adds tuna for protein. They can even put the mac and cheese on things as well, like as a topping on a burger or hot dog, or even make it into a grilled cheese.

Reflection

The AP style book helped me the most through the class and revising my work. When I didn't know if something was right or wrong on my projects I would either look to the book for help or ask a classmate their opinion. The AP style quizzes also helped me keep up with learning the book and when to use specific things. At the beginning of the semester I was really struggling through the quizzes but Madison helped me by marking up and grading my assignments. This helped me to see where I was struggling the most. The reason I used the AP and the APA style books, classmates, and Madison was because I wanted a variety of ways I could make my pieces better. When I used the books I was learning more and more on my own and improving my skills. When I was getting advice from classmates it was good criticism to see what I could do better in the future. It was important for me to take this class and try hard because all these skills will be important in my everyday use while I'm working someday.

I learned a lot throughout the semester about myself as a writer. I learned how to better myself as a writer by getting more practice and asking for help in ISC. My TA was very helpful throughout this class because coming into it I was very nervous and worried because I hate getting my work revised and graded. Madison helped get me through this by explaining what I needed to work on and what I can fix about my projects. One thing that I had trouble with was the AP and the APA style writing. The AP style book helped me through the class by demonstrating and giving me examples of how to use AP style. Reflecting back to the beginning of the semester I wasn't confident at all in my writing skills and that scared me about the class, and the work load. By the end of class I feel that I grew as a writer and ISC major altogether. I learned that practice really does make you better and to be a better writer I must keep using my writing skills and getting feedback from others, while learning new things along the way. I also

learned so much about ISC in class as well. During class lecture it was the best for me when Dr. Barnes would explain and show examples in class of real life ISC examples.

I think that one of the biggest things I learned about myself as a strategic, critical-thinking, ISC planner, was that I want to go the PR path. The class helped me discover that the path I would like to go into is the PR path and this would fit best with my skills. I think the most useful and most enjoyable project we did was the paid advertisement and rationale. I enjoyed working on that project because I liked designing a magazine ad and Facebook post. In class I felt like I was using my skills as a ISC planner better as well. I had to make sure my assignments were done on time and turned in while doing other things for other classes as well. I learned how to do a lot of time management this semester and it prepared me well for ISC planning later in the future.

I made my campaign more cohesive throughout by using the same goal and keeping it throughout my campaign. I wanted to keep the same goal and target audience through my campaign because it made it more organized and easier for people to understand. At the beginning I couldn't see how this would all come together, but at the end it is so nice to see it all come together and feel very organized. It helped to figure it out earlier and then follow the goal in the rest of my projects to find the importance of my pitch. Reflecting on this semester I can see why my campaign was so important to figure out since I need it for work later on in life as well. So it was very important to learn how to do my campaign and projects since I will use them in an ISC job after school.

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