

IMAGINATION FRUIT

By: Tyler M., Jaeda D., Taylor S.

What is Imagination Fruit?

Imagination Fruit is a black owned local black-owned business in Indianapolis that sells fresh fruits and vegetables, smoothies, juices, salads, and more. They have a fresh fruit bar where you get to pick whatever types of fruits you want in your bowl. They have tons of fruit to choose from, including rarer fruits like starfruit.

Hours of operation: Wed-Sat 12-5 pm

New tagline/Statement strategy/hashtag: Your Fruit, Your Way

- With this tagline, we really want to emphasize the freedom of choice they have

Goals/Objectives

1. To show our target audiences why 'Imagination Fruit' is better than its competitors
2. Rebrand their socials to increase brand awareness—Mainly by getting more traffic on our social medias
3. Create and market to gender and age inclusivity within their brand

We had three main goals for our three month campaign. Our first goal was to show our target audiences why 'Imagination Fruit' is better than its competitors, which I feel like we achieved through using our strengths to the fullest when making posts and captions. Our second goal was to rebrand the 'Imagination Fruit' social media to increase brand awareness by getting more traffic to each of our social medias (Twitter, Facebook, and Instagram). Our third one is to create and market to different genders and have age inclusivity within our brand by not only catering to one singular group.

We chose Twitter, Facebook, and Instagram because those platforms are what are going to resonate with our target audiences most. They also were the more successful platforms on Mimic Social. Our target audiences are explained and expanded upon under our SWOT analysis.

Strengths

1. Imagination Fruit lets people order over Instagram DM/social media.
2. The fruit is not only sourced locally, but also fresh.
3. The brand appeals to family and bringing people together which can appeal to pathos.
4. Imagination Fruit delivers to your door.
5. They get a fresh stock of fruit every Monday.
6. Imagination Fruit is cheaper than Edible Arrangements.
7. Also, at Edible Arrangements, you don't get to choose what fruit goes in their arrangements and it's also not a sit down place. It doesn't have the same local feel that Imagination Fruit has.
8. You can take as much as you want, it's like a fruit buffet!
9. As mentioned earlier, Imagination Fruit is a locally owned business, not corporate. Not only that, but its family owned. The overall vibe is just all about comfort and inclusivity.
10. It's a black-owned business on top of it, so the representation it can bring for entrepreneurs of color is great.

Weaknesses

1. Limited hours, closed on 3 days of the week
2. Imagination Fruit is not open during colder seasons (fruit out of season)
3. No merchandise like tee-shirts or anything

These are all weaknesses because they can limit when customers can come in, however, this might be a good thing because it drives good Fall, Spring, and Summer traffic giving something for people to look forward to.

Merchandise can also include tote bags and pins! Having merchandise is always a good idea for people who want to support a local business further (especially with their logo being so cute.)

Opportunities

1. High demand on healthy eating
2. Summer time (Summer goals and new year's resolutions, lots of people want to eat healthier)
3. Post-pandemic traffic
4. Trends like:
 - Wordle
 - Instagram reels that can associate with any Tik Tok trend
 - TGIF
 - Throwback Thursday
 - Fruit puns

Threats

1. Competitors:
 - Grocery stores
 - Edible Arrangements
 - Baby food brands
 - Smoothie stores
 - Instacart
2. Fruit could stop getting imported to the U.S. or the store
 - Kind of what almost happened with Avocados From Mexico

Target Audience/s

1. Parents with toddlers (for the baby food)
2. People who want to eat a little healthier
3. Teens who love the aesthetic of the fruit bowl photos and photo wall

Imagination Fruit is trying to expand to be a store for everyone to enjoy. That's why they added smoothies and baby food, so that adults can enjoy both the regular fruit bowls while kids who can't chew yet (and people who prefer smoothies) can enjoy a meal as a family!

There will also always be a market for people who want to start getting summer bodies and eating healthy.

Teens also love taking photos and posting to their Instagrams of where they are so that is a market for Imagination Fruit and helpful for user-generated content

Demographics

When researching the demographics of people who would come here and also from past experiences visiting our store, we determined that the main demographics are:

- Women, mainly black women
- People in the age range of: 18-35
- People who reside on the east or west side of Indianapolis

Obviously, there will be outliers in our presentation, but these demographics are Imagination Fruit's main audience demographic!

Creative Tactics:

1. We could have more vibrant photos
2. Instagram: Instagram stories showing fruit trays (array of fruits, shows variety)
3. Promotion for kids who get good grades in school.
4. Show off logo in store/fruit wall - people in front of it (photo ops)
5. Wordle spelling out "fruits"
6. Post the photo wall more on socials
7. Post a photo of a fit person going in their store after a workout eating a bowl
8. More photos of people EATING the fruits
9. More colorful graphics of all the different fruits they offer and fun facts about the
10. Gift cards will be offered
11. Give away coupon books / coupons.
12. Host a raffle if you follow us on social media (handles posted on a board at the register)
13. Coloring book page wall (competitions of children to win free fruit bowls)
14. Instagram/Twitter post of riddle- winner gets a free bowl
15. Possible ideas for merchandise could be shirts, sweaters, Imagination Fruit bowl, etc.

Event Idea

Our event idea is a smoothie tasting contest that will be held on the 9th of July.

Here are the parameters we set for our event:

- To enter for the contest, you have to follow @imaginationfruit on Instagram, FB, and Twitter and post us on your Instagram story that you'd like to participate and what your favorite smoothie flavor is!
- Guess the fruit that's in the smoothie - what combination it is
- Whoever gets the closest wins a \$25 gift card or 1 free smoothie of your choice on your next choice!
- All ages can participate
- Money used from our budget for event: \$10k

We will spend time in May, June, and early July helping to promote this upcoming event. We want a lot of people to come to this and for it to generate a lot of buzz, so we can help achieve our goals/objectives about spreading the message of inclusivity and also increasing brand awareness and gaining traction on our socials.

The top 3 winners for each category would be divided up between kids 13-17 and adults 18+

For adults -


1st place gets \$100, second gets \$50, third gets \$25

For kids - a picture with the wall and...

1st place gets 2 free smoothies and tshirt, 2nd place gets 1 free fruit bowl and a pin and 3rd place gets a \$15 gift card

Content Calendar: May

<https://docs.google.com/spreadsheets/d/1h9XMJZ9w4kTSFP04O1aTnTKtY72zeBv2sAg6WtFj8tw/edit?usp=sharing>

DAY OF WEEK		 Topic	Post	Stories	Cost	 Facebook	Cost	 Twitter	Cost
SUNDAY	1	first day of the week	picture of smoothies and fruit bowl. Start your week	repost of post #yourfruitjourney	\$6.00				
MONDAY	2								
TUESDAY	3	work day	Work got you down? It's not cheat day yet! Enjoy		\$9.00	Work got you tired and stressed? You're still	\$1.00	Photo of customers enjoying fruit	\$5.00
WEDNESDAY	4								
THURSDAY	5	mother's day	fruit arrangement w/ mother's day sale	reel of fruit arrangement	\$1.00	post with fruit arrangements and travel	\$5.00	promotion of fruit arrangement. Who	\$5.00
FRIDAY	6								
SATURDAY	7					professional photos of mothers and fruit	\$1.00		
SUNDAY	8	mother's day	fruit arrangements and fruit letters/numbers		\$2.00				
MONDAY	9							Happy Monday! Tweet us a pic of your favorite	\$2.00
TUESDAY	10					Follow our instagram and see what we have	\$5.00		
WEDNESDAY	11	national eat what you	Video of full menu and fruit offerings. It's National	Repost of video	\$1.00				
THURSDAY	12								
FRIDAY	13	National Fruit	sale on fruit bowls and fresh fruit. TGIF! Start your	customers posing with fruit at	\$3.00	photo of fruit bar with announcement of sale	\$1.00	announcement of sale on fruit bowls and fresh	\$1.00
SATURDAY	14								
SUNDAY	15	start of a new week	Happy Sunday! We hope you had a great	repost	\$5.00				
MONDAY	16					Did you know that eating fruit everyday	\$2.00		
TUESDAY	17		We all know that fruit is a great source of vitamins	repost	\$5.00			Come take a pic with us at our lovely fruit wall	\$5.00
WEDNESDAY	18								
THURSDAY	19	Giveaway	Surprise Surprise! The first 50 customers that	fruit poll. apples vs. bananas	\$5.00	Surprise Surprise! The first 50 customers that	\$5.00	Surprise Surprise! The first 50 customers that	\$5.00
FRIDAY	20								




Content Calendar: June

<https://docs.google.com/spreadsheets/d/1h9XMJZ9w4kTSFP04O1aTnTKtY72zeBv2sAg6WtFj8tw/edit?usp=sharing>

1	2022										B2C													
2	June 2022										CW	DAY OF WEEK		Topic	Caption Idea	Photo/Vid	cost		post Idea	cost		post idea	cost	Hashtags
3	Week 1																							
4	S	M	T	W	T	F	S				1	SUNDAY												
5	29	30	31	1	2	3	4					MONDAY												
6	5	6	7	8	9	10	11					TUESDAY												
7	12	13	14	15	16	17	18					WEDNESDAY	1	Pride post	We love our LGBTQ+ customers	Array of fruit in shape of rainbow	\$3.00	Pride month graphic	\$1.00	We support you, we love you!			#youloveyourway	
8	19	20	21	22	23	24	25					THURSDAY	2											
9	26	27	28	29	30				FRIDAY	3		Black Music Month	Cheers to our favorite artists this month!	Graphic of artists		*rename smoothies for artists!		Come grab yourself a				#yourfruityourway		
10											SATURDAY	4												
11	Week 2																							
12	S	M	T	W	T	F	S				2	SUNDAY	5	Photo wall	Promote photo wall	Photo of teens in front of wall	\$1.00	Come take a photo at our unique photo wall	\$1.00	Photo of wall itself	\$1.00	#yourpicyourway		
13	29	30	31	1	2	3	4					MONDAY	6											
14	5	6	7	8	9	10	11					TUESDAY	7	Q and A	Let's ask our customers what they think	Video asking customer what	\$5.00	repost	\$5.00	You heard it here folks. Imagination. Enite it.	\$5.00	#yourfruityourway		
15	12	13	14	15	16	17	18					WEDNESDAY	8											
16	19	20	21	22	23	24	25					THURSDAY	9	Giveaway	Guess the fruit	Person blindfold guessing fruit	\$2.00	repost	\$2.00	repost with funny caption	\$2.00	#yourfruityourway		
17	26	27	28	29	30				FRIDAY	10														
18											SATURDAY	11	Weekend update	I hope you're all having a good weekend!	Photo of smoothie		repost		repost			#yourfruityourway		
19	Week 3																							
20	S	M	T	W	T	F	S				3	SUNDAY	12											
21	29	30	31	1	2	3	4					MONDAY	13	Repost from customer	Look at these satisfied customer reviews that	Pic of friends enjoying that	\$1.00	repost	\$1.00	repost	\$1.00	#yourfruityourway		
22	5	6	7	8	9	10	11					TUESDAY	14											
23	12	13	14	15	16	17	18					WEDNESDAY	15	Graphic	Come to Imagination Enite and eat your fruit	Graphic of all the different options	\$1.00	repost	\$1.00	Happy Wednesday!	\$1.00	#yourfruityourway		
24	19	20	21	22	23	24	25					THURSDAY	16											
25	26	27	28	29	30				FRIDAY	17		TGIF	Relax this Friday with a relaxing drink and	Coloring book photo		repost		Be zen today with our coloring books			#yourfruityourway			
26											SATURDAY	18												
27	Week 4																							
28	S	M	T	W	T	F	S				29	SUNDAY	19	Fathers Day	We're here to celebrate all the wonderful dads out	Video of dad at class	\$1.00	repost	\$1.00	Happy Father's Day this fathers day	\$1.00			
29	29	30	31	1	2	3	4					MONDAY	20											
30	5	6	7	8	9	10	11					TUESDAY	21	Wordle	We got the Wordle today in our hand	fruit to spell out "fr	\$3.00	How many tries did it take you to eat the	\$3.00	and the Wordle word is	\$3.00	#yourwordyourway		
31	12	13	14	15	16	17	18					WEDNESDAY	22											
32	19	20	21	22	23	24	25					THURSDAY	23	Throwback	Happy TBT from your Imagination Enite Smoothie!	Throwback photo of LE a few years		repost from Instagram		They grow up so fast		#yourfruityourway		
33	26	27	28	29	30				FRIDAY	24														
34											SATURDAY	25	Reminder	Reminder of Event	Graphic		Reminder about event		Reminder about event			#yourfruityourway		
35	Week 5																							
36	S	M	T	W	T	F	S				30	SUNDAY	26	New Summer Enite	get in line for some brand new smoothie!	Photo of new Enite in store						#yourfruityourway		
37	29	30	31	1	2	3	4					MONDAY	27											
38	5	6	7	8	9	10	11					TUESDAY	28											
39	12	13	14	15	16	17	18					WEDNESDAY	29	Event mention 4th of July event	Our smoothie tasting event is coming up! The 4th is coming soon	Photo of our smoothie American flag made out of Enite		repost		repost		#yourfruityourway		
40	19	20	21	22	23	24	25					THURSDAY	30											
41	26	27	28	29	30																			
42																								

Content Calendar: July

<https://docs.google.com/spreadsheets/d/1h9XMIJZ9w4kTSFP04O1aTnTKtY72zeBv2sAg6WtFj8tw/edit?usp=sharing>

2022												B2C												
July 2022												CW	DAY OF WEEK	 Topic	Post/Caption	Photo/Vid	cost	 Facebook	cost	 Twitter	cost	Hashtags		
8	17	18	19	20	21	22	23						THURSDAY			6k a week								
9	24	25	26	1	2	3	4						FRIDAY	1										
10													SATURDAY	2										
11	Week 2																							
12	S	M	T	W	T	F	S						SUNDAY	3	Collage of pictures	Looking refreshing as always	Pictures taken from a customer		Repost		Repost		#yourfruityourway	
13	26	27	28	29	30	1	2						MONDAY	4	4th of July	Happy 4th of July! Stay cool and safe!	Reel of creation of fireworks for it	\$5.00	Promotion Deal- 4th of July! Fresh fruit all day!	\$5.00	Happy 4th of July Post and fruit animation with	\$5.00	#yourfruityourway	
14	3	4	5	6	7	8	9						TUESDAY	5										
15	10	11	12	13	14	15	16						3 WEDNESDAY	6	International Kissing Day	Give a love one a kiss today! Love International!	Animation of fruit kissing a lady	\$5.00	Repost	\$5.00	Repost	\$5.00	#yourfruityourway	
16	17	18	19	20	21	22	23						THURSDAY	7	Almost Friday!	Almost Friday!	Graphic of famous pictures with fruit	\$1.00	Repost	\$1.00	Repost	\$1.00	#yourfruityourway	
17	24	25	26	27	28	29	30						FRIDAY	8										
18													SATURDAY	9	Smoothie Event	Here are some pictures from our event today!	Posting reels of event on story	\$1.00	Reminder of the event	\$1.00	es of event	\$1.00	#yourfruityourway	
19	Week 3																							
20	S	M	T	W	T	F	S						SUNDAY	10										
21	26	27	28	29	30	1	2						MONDAY	11	Pictures	Check these pictures from our customers!	Best pictures taken from		Repost		Repost		#yourfruityourway	
22	3	4	5	6	7	8	9						TUESDAY	12										
23	10	11	12	13	14	15	16						3 WEDNESDAY	13	Hump day	Post of Lama/ Guess what day it is!	Lama with fruit animation	\$1.00	Repost	\$1.00	Repost	\$1.00	#yourfruityourway	
24	17	18	19	20	21	22	23						THURSDAY	14										
25	24	25	26	27	28	29	30						FRIDAY	15	Heat Friday	Post about the weather, half off a fruit cup	Fruit emojis graphics	\$2.00	Repost	\$2.00	Two posts: Trivia post / Heat Friday post deal	\$1.00	#yourfruityourway	
26													SATURDAY	16										
27	Week 4																							
28	S	M	T	W	T	F	S						SUNDAY	17	World Emoji Day	Emoji in darkness and cold. I	Animation of fruit emoji	\$2.00	(Riddle) What is the coldest fruit?	\$2.00	(Riddle) Hundreds of blackberries in a	\$2.00	#yourfruityourway	
29	26	27	28	29	30	1	2						MONDAY	18										
30	3	4	5	6	7	8	9						TUESDAY	19										
31	10	11	12	13	14	15	16						4 WEDNESDAY	20	Hump day	Post of Lama/ Guess what day it is!	Animation of fruit emoji	\$5.00	Repost	\$5.00	Repost	\$5.00	#yourfruityourway	
32	17	18	19	20	21	22	23						THURSDAY	21	Almost Friday!	Hang in there! It's almost Friday! Come in for a	Graphic of famous pictures with fruit	\$1.00	Repost	\$1.00	Repost	\$1.00	#yourfruityourway	

Content Calendar Explained

Our Budget is \$100,000 over the course of 3 months. This includes our event which is going to take up most of our budget. Dividing it out, we each get 6k a week to use, and a lot of that 6k goes to promotional videos and infographics which range from hundreds of thousands of dollars. Other promotional posts like regular photos are usually under \$100 and obviously user generated content is free promotion for us. **25% of our 6k budget a week goes to Twitter, 25% goes to Instagram, 25% goes to Facebook, 25% goes to us.**

Most of our posts cost money whether we paid people to make graphics or take photos for our business. But not every post is promoted because that may tend to annoy some consumers.

Our smoothie tasting event is set to be on the 9th of July, so we spent May and June promoting it through posts. Every post either has #yourfruityourway or represents our tagline somehow. Our overall tone as well is supposed to be funny and reflect that although imagination Fruit is a business that loves what they do, they can still have fun, be silly, and keep up with trends (like Wordle!) We also made a lot of celebratory posts for different holidays and worldwide event like Fathers Day, Mothers Day, fourth of July, etc. We also had classic throwback posts and TGIF posts and general Q+A's or things that would help produce user-generated content. We also threw in a few fruit puns in there.

We're using Twitter, Instagram, and Facebook because those social platforms performed the best for the content we want to post on Mimic Social and are the best platforms for the target audiences and age group we're trying to aim to.

Posts (20)

1. Come grab a coloring book to have with your fruit bowl to relax before finals! #yourfruityourway
2. The kiddos can enjoy some baby food while you can enjoy one of our delicious new smoothies this Summer!
3. Our smoothie contest is happening TODAY! Guess the combination to win a \$25 gift card for anything in our restaurant!
4. Remember it's always #yourfruityourway whenever you visit Imagination Fruit!
5. To all my starfruit lovers, we've got a surprise for you...starfruit is back in stock this week #yourfruityourway
6. Show your fathers some love this fathers day with some GRILLED pineapple skewers #yourfruityourway
7. Celebrate you and yours this wedding season with one of our fruit arrangements #yourfruityourway
8. Look at these satisfied customers enjoying their fruit bowl this Tuesday! #yourfruityourway
9. We're here to celebrate all the wonderful dads out there today for Father Day #yourfruityourway
10. Happy TBT from your Imagination Fruit Family! #yourfruityourway

These posts all include our hashtag or resemble the Imagination Fruit motto. We tried to keep up with trends, stay up to date on holidays, and also focused on some of our creative tactics such as promoting our photo wall and coloring book.

Posts Pt. 2

1. New Summer Fruit in stock! #yourfruityourway
2. We got the Wordle today in one try! Can you guess what it is *fruit emojis* #yourwordyourway #yourfruityourway
3. Our smoothie tasting event is coming up! To enter... #yourfruityourway
4. Baby you're a firework...come get a half off fruit bowl for the fourth today! #yourfruityourway
5. Like fireworks in our mouths! Happy 4th of July! #yourfruityourway
6. Sit back and relax with a nice (coloring) book and some of our fresh fruit because Summer's officially here!
#yourfruityourway
7. You heard it here folks, Imagination Fruits is AMAZING according to our lovely customers - Q+A video asking costumes in store what they think
8. We love our LGBTQ+ customers #yourloveyourway #yourfruityourway
9. Check these pictures from our customers! #ourfruitourway #inthistogether
10. Give a loved one a kiss today for international kissing day! *picture of a strawberry shaped like a heart* #yourfruityourway

These posts all include our hashtag or resemble the Imagination Fruit motto. We tried to keep up with trends, stay up to date on holidays, and also focused on some of our creative tactics such as promoting our photo wall and coloring book.

Goals/Objectives

1. To show our target audiences why 'Imagination Fruit' is better than its competitors
2. Rebrand their socials to increase brand awareness—Mainly by getting more traffic on our social medias
3. Create and market to gender and age inclusivity within our brand

We had three main goals for our three month campaign. Our first goal was to show our target audiences why 'Imagination Fruit' is better than its competitors, which I feel like we achieved through using our strengths to the fullest when making posts and captions. Our second goal was to rebrand the 'Imagination Fruit' social media to increase brand awareness by getting more traffic to each of our social medias (Twitter, Facebook, and Instagram). Our third one is to create and market to different genders and have age inclusivity within our brand by not only catering to one singular group.

We'll see how well we achieved our goals and if our campaign was a success by looking at our KPI's.

Evaluation (KPIs)

1. How did the overall campaign perform?

- We can check our engagement on our socials by looking at how many likes, clicks, retweets, and comments we received.
- Did we gain more followers? More tagged posts? More likes? These are metrics we will look at.
 - Customers tagging us in their posts about/of the product adds more exposure to our company. We are focusing on tactics to influence the reposts because we believe this is key to keep gaining new customers

2. Do we have more customers? Are we getting more money in each week? Are also metrics we will check.

- The reposts would help gain new customers as said before, but also adding promotions and giveaways would lead to more customers and money as well. For example, the BOGO deals helps us gain money and customers.
- We can check Google analytics and SEO to see if we're popping up more in Google searches.

3. Did the campaign achieve its objectives?

- Our objective was to increase brand awareness through our social medias, with includes user generated content (people tagging us in posts, posting on their story about our contest) and Instagram has insights, twitter has impressions, etc.

What is a success or a failure?

- Success would be achieving our goal, even if we don't get much post engagement at first, we just want to make others aware of our brand.

Evaluation (KPIs) Pt. 2

4. What worked and what didn't
 - Examine what posts (blogs, infographics, graphics, photos of others in groups or solo, just fruit photos) got the most engagement and don't replicate the ones that didn't
5. Was the target audience reached?
 - Looking at who views your Instagram story- including watch times at certain time periods
 - Looking at who quote tweets and retweets
 - Looking at user generated content
 - Any shared posts
 - checking Tik Tok viewership- who's watches our tik toks?- what videos are generating the most views/engagement
 - Look at who reposts on their Instagram stories
6. Did the incentives work
 - Tagged posts! If people, mention us, spread the word to their friends
 - Getting a lot of new customers around the time of event, or posts
 - Seeing if people are using our hashtag, #yourfruityourway on their posts
7. Were enough resources allocated
 - If our budget is used up fully and we profited from it
 - if not, readjust and rethink new potential strategies