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APR 429 Final Paper

Table of Contents

Executive Summary	2
Company Description	2
Company Missions, Goals, Core	3
SWOT Analysis	4
Target Market	6
Marketing Mix	7
Communications Timeline	9
Public Relations Press Release	10
Appendices	11
References	13
Powerpoint Presentation	14

Executive Summary

Aroma Joe's is a Northeast-based coffee shop that specializes in high-quality coffee, energy drinks, and even breakfast foods served all day. Aroma Joe's, otherwise known as "AJ's," has built a loyal customer base in the Northeast of the United States. Some beverages that Aroma Joes is known for range from iced coffee to smoothies to their own special energy drinks, otherwise known as "Rushes." Aroma Joe's mission statement is to promote their brand by "positively impacting people with passion, caring, and a commitment to excellence throughout every shop and community. We believe in positivity and the impact it has on everything we do. Proud to lead Aroma Joe's with passion, purpose, and a commitment to excellence. Aroma Joe's is structured as a franchise model, which allows for rapid expansion. Each location is different as some have a store inside, and others are drive-thru only or walk-up windows only.

Smucker's is a global brand by The J.M. Smucker Company known for their unique fruit spreads, peanut butter, and ice cream toppings. Their mission statement is to "focus on consumers, build brands that consumers love, lead in growing categories, and drive long-term growth." Smucker's is sold in stores all across the United States, especially at Target, Walmart, Stop & Shop, and Amazon. Smucker's is a great brand to team up with Aroma Joe's because their spreads and toppings go hand in hand with Aroma Joe's products, such as Rushes and their breakfast items.

Company Description

Aroma Joe's was founded in 2000 by four cousins from Maine who had a heart for handcrafted coffee and unique flavors. The first Aroma Joe's was opened in East Rochester, New Hampshire, by Marty and Tim McKenna and Mike and Brian Sillon. Aroma Joe's is more than just a cup of boring coffee. With its passion for serving each customer positively, Aroma has

created a community in the Northeast states. Aroma Joe's, otherwise known as "AJ's," is unique because they have many distinct flavor combinations like no other. Aroma Joe's offers a variety of beverages, such as handcrafted coffee, espresso, signature brews, seasonal specials, and energy drinks, along with baked goods, breakfast items, and other small snacks. AJ's signature drink is their Rush energy drink, which was created in 2012 and still is a fan favorite among many for its vast flavors and perfect bases for signature flavors.

Founded in 1897, The J.M. Smucker Company was started by Jerome Monroe Smucker in Orville, Ohio. He began by selling apple cider and building a cider mill for these goods. However, Smucker's did not become incorporated until 1921. The slogan for Smucker's remains the exact same as that of 1962, which is "With a name like Smucker's, it has to be good!" Smucker's is known for a lot of its products, which range from jams, jellies, and fruit spreads to peanut butter and ice cream toppings. Their most popular product on the shelf that is outselling is Uncrustables. Uncrustables was founded in 1995, but The J.M Smucker Corporation bought the brand in 1998 and added this favorite product to the frozen food market. These PB&J sandwiches were so popular that Smucker's was unable to meet production needs even with 24/7, 365-day production.

Company Missions, Goals, Core Competencies

Smucker's mission is to "engage, delight, and inspire consumers by building brands they love and leading in growing categories." By doing this, Smucker's is looking at the long-term effects and setting goals for their brand, aligning business priorities with emerging and on-trend brands for long-term growth across North America. Another goal Smucker has is to continue supporting the planet by sustaining operations "through a focus on climate action, natural resource stewardship, and responsible sourcing & packaging."

Some of their financial goals include maintaining their fourth-quarter results from 2023, which exceeded \$8.5 billion in net sales. This was a 7% increase compared to the 2022 year. Smucker's company does a very good job at keeping this type of net sales as each year, they have proceeded to increase their dollar signs. Non-financial goals could include but are not limited to focusing on customer and brand loyalty to create better relationships. Another non-financial goal that would be beneficial for the business would be providing personalized customer experiences, such as giving recommendations to consumers on what products they might want to try next based on their recent purchases.

As for Smucker's core competencies, an advantage this company has over competitors would be by making meaningful connections in the community. These connections make us stronger and are "vital to a happy, healthy, fulfilling life." The J.M. Smucker Corporation's top competitor, based on statistics, would be Nestle USA. Although Nestle USA is the world's largest food and beverage company, Smucker's has a competitive advantage over them because Smucker's is more connected with our consumers and conscious of the environment while Nestle USA has over 2,000 brands that they cannot make these important customer connections and cannot keep track of every detail.

SWOT Analysis

Strengths

One of the strengths that can be identified from this collaboration between Smucker's and Aroma Joe's is seasonal appeal. Limited-time drinks entice consumers to come and test out the newest flavor launches before they disappear, especially around holidays, which drive additional sales. Since this event takes place in the winter, customers are seeking cozy treats and comfort drinks. Another strength of this collaboration would be brand recognition, which allows

Smucker's and Aroma Joe's to gain more traction. Since Smucker's is not a super well-known brand in the Northeast, pairing it with a brand such as Aroma Joe's will create more brand awareness in New England for long-term results.

Weaknesses

Some weaknesses that could come from this collaboration would be the limited time frame for the pop-up as it does not guarantee long-lasting effects for promotion. February is also the shortest month of the year, so the impact may not last long. Another potential weakness for this event could be the product risk that customers do not like the new products we have created with the cloud top, syrups, or even the taste of the Uncrustables. The backlash could harm both brand's reputations.

Opportunities

On the other hand, some opportunities that can come from this event would be to partner with influencers, such as Emma Pritchard, formally MacDonald. She is a Boston-based influencer who has a large following and is always down to try out the newest products as she loves coffee, so this collaboration is suitable for her. This would be a good idea because in 2016, J.M. Smucker's Corporation signed current members of Team USA during the Olympic season to endorse its products, and it was widely successful. Sports Business Journal states that the athletes were featured in "advertising, packaging, digital marketing, and retail promos. Participating brands will be Smucker's, Folgers, Jif, and Smucker's Uncrustables." This campaign was very effective as it led to brand awareness and generated revenue. Social media and influencer marketing are effective as they will allow influencers to create a "buzz" around the event and make consumers curious about these visually appealing drinks. Another opportunity that could be seized through this marketing plan would be expansion potential. If

consumers enjoyed the collaboration between Uncrustables and Rushes, it could become sold in Aroma Joe's stores in the long term. By combining these two brands, it could lead to more potential collaborations throughout the year.

Threats

Some threats in this campaign would be competition with other coffee shops, especially around this time of year with seasonal deals. Some of our competition would be Starbucks and Dunkin, especially because they are on every corner in the Northeast, making it harder for Aroma Joe's to stand out. Another potential threat to this marketing plan would be consumer reception, meaning that if customers do not like the new syrup-infused Rushes, it could have a negative impact on both brands. These types of negative reviews spread fast, especially on social media platforms like TikTok. We would not want to go viral for the wrong reasons.

Target Market

Smucker's target market caters to mostly families with children, young adults, and even middle-aged people. Smucker's brand is gender-neutral, which appeals to men and women who enjoy jams, peanut butter, and other fruit spreads as a tasty snack. I would say Smucker's targets both males and females as it is a snack brand that can be enjoyed by all. As for location, Smucker's is based in the U.S. and focuses on promoting its products in North America and Canada. Smucker's products are in many grocery stores and big-box retailers in urban and suburban areas. Even though Smucker's is not sold internationally, it is widely known and makes a market presence through one of their peanut butter brands, Jif, which is a global brand. Smucker's main target market for income is middle- and upper-class households, as their products are affordable and of good quality. Our active consumers represent a range of convenience seekers who prefer a quick and easy meal that is kid-friendly. Products such as

Uncrustables by Smucker's are an innovative option for busy and on-the-go lifestyles. Other consumers in our target market may be seeking a more organic and healthy approach when it comes to food such as Smucker's organic peanut butter or fruit preserves.

Marketing Mix

For this collaboration between Smucker's and Aroma Joe's, the product that I chose was Smucker's Uncrustables. We are going to have a sampling event of a new Uncrustables flavor, Chocolate Covered Strawberry, and pair it with Aroma Joe's popular Rushes. We are also going to be incorporating Smucker's syrups in special Aroma Joe's Valentine's Rush also named Chocolate Covered Strawberry as a trial run to see how consumers like it. This event is being held at a different Aroma Joe's location each Saturday in February leading up to Valentine's Day. One weekend, is in Middleton, Massachusetts. The following week is in Rochester, New Hampshire, and the final week is in Sanford, Maine, as these locations are in different states in the Northeast and have an inside store, as not all locations have.

We will be promoting this event on all social media platforms, such as TikTok, Instagram, and our app, to spread the word and tell our customers. We will not be charging for this as this event will be a sampling event. From our market research, we have found that nut-flavored snacks are the leading snack purchased by Americans and earn 14.8 billion a year. A scholarly article by IBIS World states, "Millennials, who snack more than any other generation, strongly influence the snack industry's portfolio. Their preferences drive innovation and shape product offerings, focussing on convenience, health, and unique flavors". Millennials are part of our target market, which shows that they will love our new, unique products and be willing to try them. Another thing we found from our market research was the performance of energy drinks in the United States, stating that energy drinks "continue to benefit from the

expanding penetration of energy drinks among the general population. New product formats, like energy shots and drink mixes, as well as new flavors, have appealed to different consumer groups, allowing these manufacturers to expand market reach and support profit”. Not to mention that the energy drink market has expanded over the past few years and is now outperforming other beverages.

Our long term goal is for Aroma Joe’s company to carry our new flavor of Uncrustables in their stores and the original flavors of Uncrustables as it would pair well with their “munchin” menu. Smucker’s will supply the Uncrustables monthly to AJ’s. The J.M. Smucker Corporation will be paying for this entire pop-up event and it will cost around \$2,045 total.

Cost Breakdown for two Saturdays in February and Valentine’s Day featuring a new Uncrustable and Smuckers syrups

Sampling Event Materials	Estimated Cost	Total
Product Costs	Uncrustables (\$262.50) + Smucker’s Syrups (\$52.50)	\$315
Labor Costs	2 staff members for 2 Saturdays for \$80 per person + Valentine’s Day	\$480
Venue	Estimated at \$300 per Saturday	\$900
Promotional Materials	Flyers, signage, banners, etc	\$200
Miscellaneous	Packaging and transportation of materials	\$150
Total	Estimated Final Cost	\$2,045




Communications Timeline

This marketing plan will start in January 2025 and be implemented by the end date of early February 2025. From a marketing perspective, we will need to book our venue, where this sampling event will take place, at different Aroma Joe's location with an inside seating area for customers. We will have to book this venue to finalize the dates on which Smucker's will be setting up inside their shop. As for promotion purposes, we will start posting on all social media platforms to educate our customers about this upcoming event. We will post after the new year kicks in to give enough time to promote our event. January will be the month when we create a content calendar and post it at least three times weekly to show why consumers should come to this event. Although events are normally planned more in advance, this is the appropriate amount of time for this campaign as it is just a sampling event and does not take as much time to prepare as other marketing plans.

Press Release

Sweet Sips and Spreads: Aroma Joe's Teams Up with Smucker's for the Ultimate Flavor Fusion

Aroma Joe's Coffee Shop is thrilled to announce the launch of its newest collaboration with The J.M. Smucker Company this Valentine's season. This collaboration offers a pop-up at a few locations on the two Saturdays leading up to Valentine's Day in the month of February. The collaboration will entail a special tasting of Smucker's newest product, which has not hit the shelves yet. Their new syrups will be tested in Aroma Joe's famous "Rushes" and other coffee flavors. See the schedule below to stop by. These stores were chosen based on having an inside store with seating rather than just a walk-up window and drive-thru. Aroma Joe's is a northeast-based coffee shop, so we chose the location for the pop-ups. Smucker's has incorporated a new line of syrups that will be used at all Aroma Joe's locations starting after the pop event on February 14, 2025. The Middleton, MA, Rochester, NH, and Sanford, ME locations will host these pop-up events to kick off the season of love.

February 2025		
February 1	Middleton, Massachusetts	
February 8	Rochester, New Hampshire	
February 14	Sanford, Maine	

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For more information, scan this QR code!



Appendices



Figure 1: Location 1- Middleton, Massachusetts; 210 South Main Street Middleton, MA 01949



Figure 2: Location 2- Rochester, New Hampshire; 26 Gonic Road Rochester, NH 03839



Figure 3: Location 3- Sanford, Maine; 1247 Main Street Sanford, ME 04073

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