

SPAM CAMPAIGN



Food for Thought Market Agency

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Who are we?

Food for Thought is a Brooklyn based Market Agency that advertises and connect food brands and products to the public. Our goal is to help phase out the decision-making process by increasing brand awareness and engaging new consumers from new markets. Our marketing campaigns are based on customer needs and desires. We strive to use our advanced marketing analytics to identify niche markets that our clients have not yet reached. We cater to both the brand and consumer! At Food, for Thought, we help clients rule out the competition and exceed in future business.

Our Mission

Our mission is to help provide innovative and effective marketing analytic techniques to help our clients engage, influence and build relationships with target markets and prospective consumers.

Team Profile

Yasnia Davis: is the CEO of Food for Thought and in charge of overseeing all client campaigns. She is currently a senior at New York City College of Technology majoring in Marketing Management and Sales. Soon she will be furthering her education at Baruch Zicklin Business School. For fun, she enjoys traveling internationally/gaining new experiences and taking on new projects.

[Team profile/Spam Review/Situation Analysis/ Creative Rational](#)

Zi Di Chen: is the CFO. He's a senior at New York City College of Technology, CUNY majoring in the Business and Technology of Fashion BS. Upon graduation, Mr. Chen plans to pursue his graduate degree in Finance or Business Administration.

[Media Planning/Media Buying/ Sales Promotion/Budget](#)

Flayvon Milord is the Account Executive currently a student at City Tech studying Marketing Management and Sales. Born in Brooklyn, New York and raised in both Atlanta and New York City. He's passionate about business and the arts. His first business endeavor is in real estate. He now finds mixing his passion for business and the arts through joining Food For Thought.

[Research Foundation/ Proposed Target Market \(Audience\)/ Advertising Objective.](#)

SPAM REVIEW

SPAM stands for Spiced Ham/Special Processed American Meat. When people think of SPAM, they associate it with those annoying emails that nobody wants while others call it a poor man's food, but SPAM is a juicy surprise marinated and canned. With only six ingredients of mixed pork with ham, salt, water, potato starch, sugar, and sodium nitrite, the all pork meat wonder is compacted into a square-shaped can. Hormel is an American Food Corporation based in Austin Minnesota that introduced SPAM to the public in 1937. According to Hormel, towards the end of the Great Depression, SPAM helped fill a great need for inexpensive meat products. Spam provides protein and several other micronutrients like zinc, potassium, iron, copper, small amounts of vitamin C, magnesium, folate, and calcium. When America entered World War II so did SPAM. This special can was able to store the ham for long periods, the sodium nitrite helps preserve its freshness. SPAMs products are available in 44 different countries, and in real-time have been heavily adapted by the Hawaiian people. In Hawaii SPAM is the perfect combination meat for any meal. The demand for "Hawaiian steak" has reached selling over six million cans each year. The demand is so high that purchase limits are 5 cans per person. Today there are 14 different varieties of SPAM like classic, less sodium, lite, hot and spicy, black pepper, jalapeno, pumpkin spics, spread, singles, singles lite, hickory smoke, beacon, cheese, and roasted turkey. This delicious meal can be paired with many different foods for breakfast, lunch, and dinner. SPAM has flourished in business and just reached its 80th anniversary in July of 2018. Spam hits all the categories in terms of taste, reliability, price, and quality.

SITUATION ANALYSIS (SWOT)

Strengths:

Productive Innovation- Great additions to Hormel like Rev Wraps, Spam Pumpkin spice, Skippy, and Wholly Guacamole help gain market share, volume growth, and enhance profitability.

Strong Balance Sheets- at 857 million, the company remains in strong financial standing. According to the Wall Street Journal, cash assets are over 500 million, and the company is known for having the best balance sheets of its sector in meats.

Convenient and Self-Stable- Spam is fast and easy to prepare if someone is short on time. This pre-cooked meat can also be eaten straight from the can. Its high in versatility and can be prepared with a high variety of recipes.

Weaknesses:

Failed Acquisitions

Health Risks – Spam is a high Sodium and Fat product; this doesn't mean that the product isn't good but consuming too much of the meat can put Spammers at risk for serious health issues. This is not only a weakness but can be a threat to the company in terms of product recalls.

Opportunities:

Building Overseas Markets- building market share with overseas buyers can increase revenue and profits and give the brand a better international presence.

Emerging Technology- One thing that Hormel is trying to improve is there presence for E-commerce customers, tapping into a digital market can increase sales making purchasing the product easier.

Threats:

Competition- Competing against other protein-based companies, Hormel's Spam must execute its product to surpass the competition. Products like Corn Beef, Beef Jerky, Salami, Hot Dogs, Bacon, and other meats that are fast to make and easy to consume are competitors.

Change in Consumer Needs- consumers are trying to avoid pre-packaged meats, they prefer fresh products. Since Millennials are more conscious of what they eat while Gen X is focused on lower prices this can become a setback for brands like Spam.

PROPOSED TARGET MARKET

At Food for Thought our main goal for Hormel Food corporation is to increase brand awareness and engage new consumers to SPAM products. To do this in the most efficient way possible we have decided to make our main Target Market both Gen X and Millennials. We've decided not to focus on Baby Boomers because this is a generation who grew up eating the products already, targeting new markets is our goal. We've also chosen not to focus on Gen Z because they are the minority out of all the generations with the least amount of purchasing power.

We then broke our Target Markets into smaller Market Segments based on both demographic and psychographic information. These smaller market segments will start as proposed test markets, and our market segmentation will change and improve over time as we gather our market data. Our first proposed Market is low income/price-conscious Millennials and Gen Xers. This is mainly because SPAM is a cheap food product that is easily assessable, and easy to make. When it comes to price-conscious consumers, we specifically want to target parents and college students. Part of our advertising objective is to get parents to purchase SPAM to make quick and easy meals for their children(Gen Z). We also want to target college students because they're synonymous with budgeting and eating foods that are quick and easy to make. Another proposed Market are consumers who are looking for foods that help increase muscle mass or are high in protein. Spam is looked at as processed meat, but its high fats, proteins, and carbohydrates could be beneficial for those who want to put on some weight. These nutrients can be vital in helping someone build muscle, and store energy, which is good to help bulk

up. Emphasizing how the nutrients in Spam can work for a group of people will generate sales in markets without us even trying!

ADVERTISING OBJECTIVE

Spam is a popular food product that has made a name for itself in the Culinary industry. After conducting some research Food for Thought (FFT) found out Spam is making a triumph in America's food industry, and there are upscale restaurants in New York City that serve Spam as part of their dishes. With this data we want to do a complete rehaul of the way Spam is looked at in the market, especially among Millennials. Millennials want healthy foods, and we want to change the narrative and appeal to new prospective buyers.

This means we must promote new dishes that incorporate all-natural foods with Spam. Not only will these dishes have delicious outcomes, but it will also make Spam appeal healthier when presented the right way.

This can be good for people who are making transitions into eating healthier, incorporating protein, and gaining muscle mass. These people usually want to eat healthily but also want the food to still taste good with a decent number of calories to consume. Vegetable-based dishes will also use Spam as an ingredient for both flavor and extra calories.

If we showcase the benefits of Spam to transitioners we can get them to share these recipes with others, thus changing the way Spam is perceived by the public.

One of the main ways we will get these Spam recipes out there is through our Blog. We will use the Blog to promote these recipes actively. This should inspire people to give Spam another try. We will incorporate DIY videos into the Blog that show steps on how to make these easy, delicious, healthy, and fast recipes come to life!

This blog will take up to three years to implement successfully. We hope to normalize Spam to Millennials and reach Gen Y that will eventually reach Gen Z. We plan to hit markets with families and people on the go. A meal that's enjoyable no matter the preference. Incorporating these meals with Spam's traditional flavors make remembering the brand a whole lot easier! A great example recipe would be the "Spam Grilled Cheese". An appetizing lunch for both adults and children!

MEDIA PLAN AND SCHEDULE

TV Ads

DAY	NETWORK	TV SHOWS	TIME OF SHOW	FREQUENCY / WEEK
Sunday	ABC	Shark Tank	9:30pm	2
Sunday	NBC	Sunday Night Football	8:15pm	4
Monday	ION	Criminal Minds	8:00pm	6
Monday	COMEDY	The Office	8:00pm	6
Tuesday	FOOD	Chopped	9:00pm	4
Tuesday	CW	All American	8:00pm	2
Wednesday	FOX	The Resident	8:00pm	2
Wednesday	MNT	Chicago P.D.	9:00pm	2
Thursday	GSN	Family Feud	8:00pm	3
Thursday	truTV	Impractical Jokers	8:00pm	6
Friday	BRAVO	Below Deck	8:00pm	6
Friday	ESPN	NBA Basketball	8:00pm	4
Saturday	NBC	The Voice	8:00pm	2
Saturday	CNBC	Undercover Boss	8:00pm	4

Food For Thought decided to allocate 25% of the budget to TV advertising because according to Kasasa (2019), Gen X watches about 165 hours of TV per month and 95% of Millennials still watch TV despite choosing streaming services over live TV. Channels that were chosen for this medium are a diverse variety of shows and live sports. Shows that were chosen

from each channel are TV series that airs weekly and are interconnected, viewers will come back to the same channel to watch the show unless they decided to stream it online. Live sports channels such as ESPN and were chosen because sports attracts tons of viewers from all over the US. The times of the day that were chosen to run the advertisement are all during primetime hours (8pm to 11pm). Most people are off from work during these hours and viewership is at its highest.

Social Media Ads

SOCIAL MEDIA PLATFORM	BIDDING OPTIONS
Facebook	CPC, CPL, CPA
Instagram	CPC, CPL, CPA
Twitter	CPC, CPE, CPF, CPD
Youtube	CPC, CPM, CPV, CPA
Snapchat	CPM

CPC = Cost-per-click, **CPL** = Cost-per-like, **CPA** = Cost-per-action, **CPM** = Cost-per-thousand-impressions, **CPV** = Cost-per-view, **CPE** = Cost-per-engagement, **CPF** = Cost-per-follow, **CPD** = Cost-per-download

Hormel Foods Corporation already uses social media marketing platforms such as Facebook, Instagram, and Twitter, but to reach Gen X and Millennials, Youtube and Snapchat will be utilized. According to Kasasa (2019), Gen X spends the most time on Facebook among all generational cohorts with about 7 hours per week and Millennials have multiple social media

accounts. Facebook has 1.4 Billion active users daily, Instagram has 500 Million active users daily that are more engaging than Facebook, Twitter has 250 Million+ users, Youtube has 1 Billion+ hours viewership daily (Web FX, n.d.), and Snapchat has 210 Million active users daily (Clement, 2019). Allocating 10% of our budget towards current and new social media marketing mediums will tap into more Gen X and Millennials.

Streaming Services Ads

STREAMING SERVICES
Hulu
Sling TV
Youtube TV
CBS All Access
Philo
fuboTV

Millennials are resorting to “cord-cutting” and are in favor of using streaming websites and apps (Kasasa, 2019). In the current stage of the US economy, a lot of companies are entering into the streaming business, hence the “Streaming Wars”. Netflix has captured the majority of the market in the streaming business, but now other companies getting into the business and launching their own streaming service (Moore & Albanesius, 2019). More competition means better prices and promotions to appeal to customers. Streaming services will have plenty of new subscribers to try out the new services, therefore advertising on streaming services with ads will reach a new Millennial audience. 15% of our budget will go toward streaming service ads.

Print Ads

NEWSPAPERS	FREQUENCY / YEAR
THE WALL STREET JOURNAL	12 Times
USA TODAY	12 Times
LOS ANGELES TIMES	12 Times
THE NEW YORK TIMES	12 Times
MAGAZINES	FREQUENCY / YEAR
Better Homes and Garden	12 Times
Good Housekeeping	11 Times
People Magazine	27 Times
Time	12 Times

Radio Ads

RADIO STATIONS	FREQUENCY / WEEK
KOST 103.5 FM	15 Times
Kiss FM (WKSC-FM) 103.5 FM	15 Times
WFMU 91.1 FM	15 Times
KEXP 90.3 FM	15 Times

Four newspapers, magazines, and radio stations were chosen as marketing mediums to reach the Gen X audience. According to Kasasa (2019), Gen X still reads newspapers and

magazines, and listens to the radio. They are also trying to raise a family and take care of their aging parents. Four of the top ten newspapers and magazines by circulation (Agility PR, 2019), and four of the top ten most-listened-to radio stations (Harvey, n.d.) were selected based on Gen X characteristics. 15% of the budget will go toward print ads and 10% will go toward radio ads.

SALES PROMOTION

SPAM

THERE ARE FIVE DAYS OF THE WEEK.

FLAVOR-ITES

DEALS!

ANY 2 FOR \$5.50!

SIZZLE PORK AND M M M
-TASTE YOU CAN HEAR-

Download The App. Get Exclusive Deals

Download on the App Store

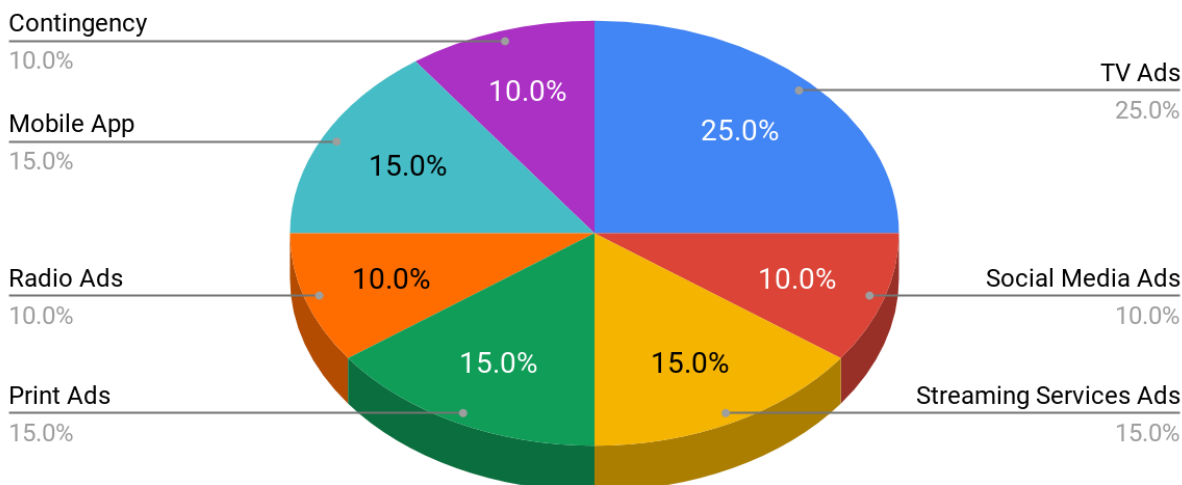
GET IT ON Google Play

Hormel Foods Corporation currently has a website and three different social media platforms that are dedicated to the SPAM® Brand. To stimulate sales we will use mobile marketing by targeting Gen X and Millennials. Food For Thought proposes to create an app dedicated to the SPAM® Brand that will be similar to the SPAM® Brand website. The app will mirror the SPAM® Brand’s website but will contain ‘Deals’. Deals will include purchase deals

such as ‘Buy One Get One Half-Off’ or ‘Buy Any 2 for \$5.50’. The app will be available on both the App Store and Google Play, and will be promoted on all marketing mediums.

BUDGET

Distribution of Ad Dollars



For Hormel Foods Corporation’s SPAM® marketing campaign, a quarter of the budget will go towards TV ads. TV ads are very expensive and the most effective way to reach both Gen X and Millennials simultaneously is through TV ads. 10% of the budget will go towards social media ads. Social media ads are relatively inexpensive and will reach the vast audience of Gen Xers on Facebook, and Millennials throughout all five chosen platforms. More streaming services are being created, so 15% of our budget will go towards advertising through streaming services that support ads. Gen Xers are the main targets for advertising through Print and Radio ads since many of them still use those mediums. Therefore, 15% of the budget will go towards

print ads, such as Newspapers and Magazines and 10% of the budget will towards radio ads. The research and development of the complex mobile app will use 15% of the budget, and the remaining 10% will go towards contingency (blogs, etc.).



Spam Headquarters

BLOG SPOT

(All Recipes can be found on the official SPAM website!)

Jjigae Army Stew



- 1 (12-ounce) can SPAM® Classic, sliced
- 1 (8-ounce) can pork and beans
- 7 ounces Kielbasa, sliced
- 1 (16-ounce) package firm tofu, sliced
- 1 cup kimchi, diced
- 1/2 onion, sliced

- 8 ounces mushrooms, sliced
- 1 (4.2-ounce) package Korean ramen noodle, with seasoning packet
- 2 tablespoons Korean chili flakes
- 1 tablespoon Korean chili paste
- 1 tablespoon minced garlic
- 2 tablespoons soy sauce
- ½ teaspoon black pepper
- 4 cups chicken broth
- ¼ cup sliced green onions
- Hot cooked rice

Scrambled Eggs with SPAM



- 1 12-ounce can SPAM® Classic, cut into cubes

- 2 fresh chives, chopped if desired
- 4 large eggs
- 1/4 cup milk

SPAM Grilled Cheese

- 1 12-ounce can SPAM® Classic, sliced into 8 pieces
- 2 slices bread
- 1 tablespoon butter
- 2 slices cheese

Spam Fried Rice



- 1 12-ounce can SPAM® Teriyaki, diced
- 2 tablespoons vegetable oil, divided
- 2 eggs, beaten
- 1/4 cup diced carrots
- 1/4 cup chopped green onions
- 1/4 cup frozen peas, thawed
- 1/4 cup chopped red bell pepper

- 2 cups cooked rice
- 3 tablespoons HOUSE OF TSANG® soy sauce

SPAM AND RAMEN NOODLES (THE SPRAMEN)



- 3 (3-ounce) packages Ramen noodles soup, chicken flavor
- 1 (12-ounce) can SPAM® Classic, cubed
- 1 tablespoon olive oil
- 2 cups broccoli florets
- 1/2 cup yellow bell pepper, diced
- 1/2 cup cherry tomato halves
- 2 tablespoons House of Tsang® sweet chili dipping sauce

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