

Save What Matters

Freshness that goes further.



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Overview



Problem

StixFresh is only sold B2B despite consumer interest, limiting growth



Business Need

Expand reach into the consumer market



Solution

Save What Matters expands StixFresh from B2B to B2C

Company Description

typ LABS

- Biotech company that aims to end food waste

Business Objectives:



Create accessible sustainability solutions



Fight climate change and food waste



Build brand visibility and trust



Product Description

StixFresh

Sticker that extends produce shelf life

- Airborne compounds slow ripening

Pricing

- Starter Pack - \$15/25 stickers
- Sample Pack - \$35/100 stickers
- 1-Year Supply - \$149/365 stickers
- Family Pack - \$249/900 stickers



Why B2C Now?

Consumer values and behaviors

Objectives

S

Spread awareness of StixFresh to 20,000+ consumers

A

Attract 9,000 email subscribers and social media followers

V

Validate consumer demand by generating \$75,000+

E

Educate households on food waste to save 100,000 lbs of fruit

Target Markets: Segmentation



Eco-conscious Parents



Millennials, ages 30-45
Middle income



U.S. green-culture suburbs



Sustainability/health interest
Family-focused



Young Professionals

Gen Z, ages 22-30
Recent grads, early in careers

U.S. urban areas & college towns

Efficiency-oriented
Cost-conscious

Target Markets: Customer Profiles



Alice, 34-year-old
Married, one child
Teacher



Eco-guilt, time for family

- Family meal planning
- Social media shopping



Jason, 25-year-old
Single
Marketing analyst



Money, time

- Grocery apps/meal kits
- Kitchen low-waste trends

Value alignment + **convenience/savings** → early adopters

Household purchasing + **early adulthood adoption** → long-term customers

Campaign Strategy

Theme: Save What Matters

- Target consumer desires
- StixFresh's features positioned as lifestyle solution
- Integration → maximum awareness for launch



Social
Media



Email
Reposition



Website
Revamp



Partnerships



Pop-Up
Shops



Sales
Promotions

Campaign Schedule

	Pre-Launch			Launch	Post-Launch	
Week	1: 4/1-4/7	2: 4/8-4/14	3: 4/15-4/21	4: 4/22-4/28	5: 4/29-5/5	6: 5/6-5/15
Social Media	Teasers	BTS Vlog	#SAVEWHATMATTERS 30-Day Challenge			
Digital Media	Secret Sticker Squad + The Bestie Blog Launch					
Partnerships			HelloFresh Kits		Misfits Market	
Events				Pop-Up Shops		
Promotions		Food Waste Prevention Week		Earth Day Sale		
Product	Objectives	Target Market	Proposed Plan	Expenses	Key Metrics	

Social Media Revival

Facebook

Instagram

LinkedIn

1

4/1 - 4/14: The Revival

Pre-launch teasers + behind-the-scenes (BTS) vlog → awareness + trust



2

4/15 - 5/15: #SaveWhatMatters

- 30-day cooking challenge → save 5,000 lbs of fruit
- Involve cooking/zero-waste community + food experts

Product

Objectives

Target Market

Proposed Plan

Expenses

Key Metrics

12

Digital Media

Secret Sticker Squad

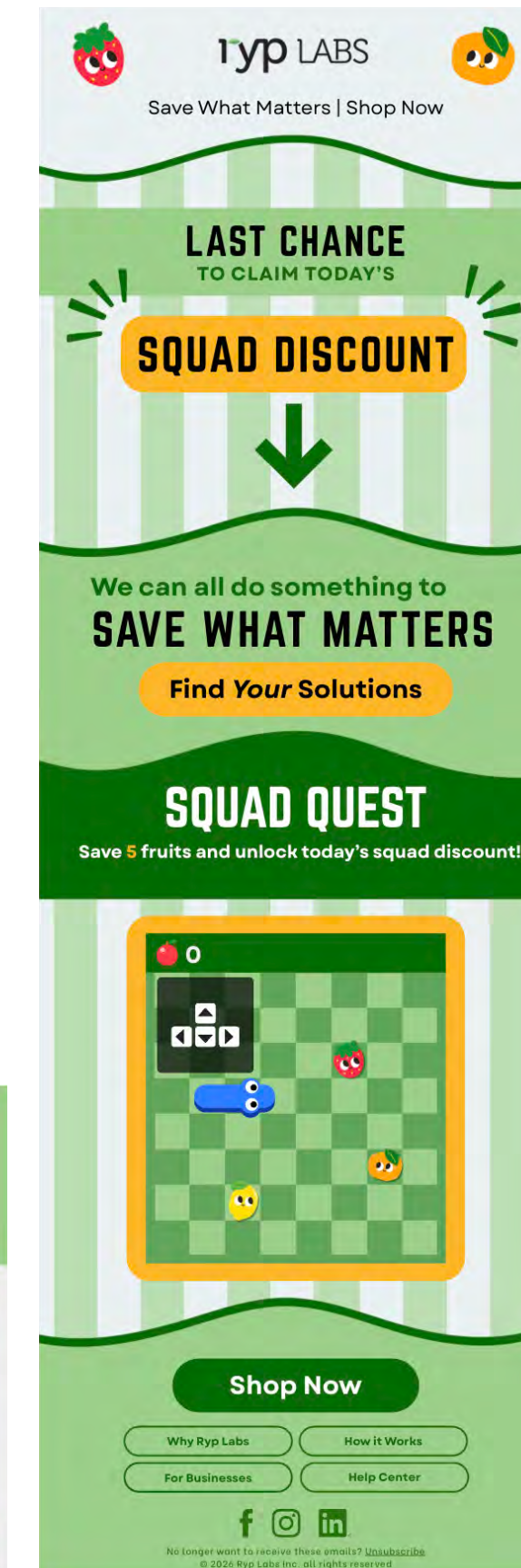
Emails repositioned as savings club → engagement

- Discounts, early access, interactive quests

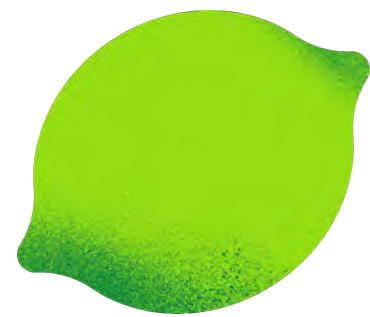
Website Revamp

Drive emails + sales with:

- Pop-ups
- SEO-optimization
- The Bestie Blog
- Savings counter



Partnerships



**HELLO
FRESH**

Weeks 3 to 4
4/15 - 4/28

- Leads U.S. meal kit market
- Audience wants food efficiency
- Co-branded kits + QR code

**Misfits
Market**

Weeks 5 to 6
4/29 - 5/15

- Sustainable grocery service
- Eco- and cost-conscious audience
- Cross-promotion



Product

Objectives

Target Market

Proposed Plan

Expenses

Key Metrics

Events & Promotions

Pop-Up Shops

At farmers' markets in Portland (OR), Seattle, Los Angeles for launch week

- Fruit Mascot Stickers
- Prize Raffle / Product Demos
- POS Signage

Promotions

- **Food Waste Prevention Week:** Daily promo codes shared via email → new subscribers
- **Earth Day:** Share food waste tips for 20% off → awareness + edu.



Product

Objectives

Target Market

Proposed Plan

Expenses

Key Metrics

15

Other Creative Samples

Aims:

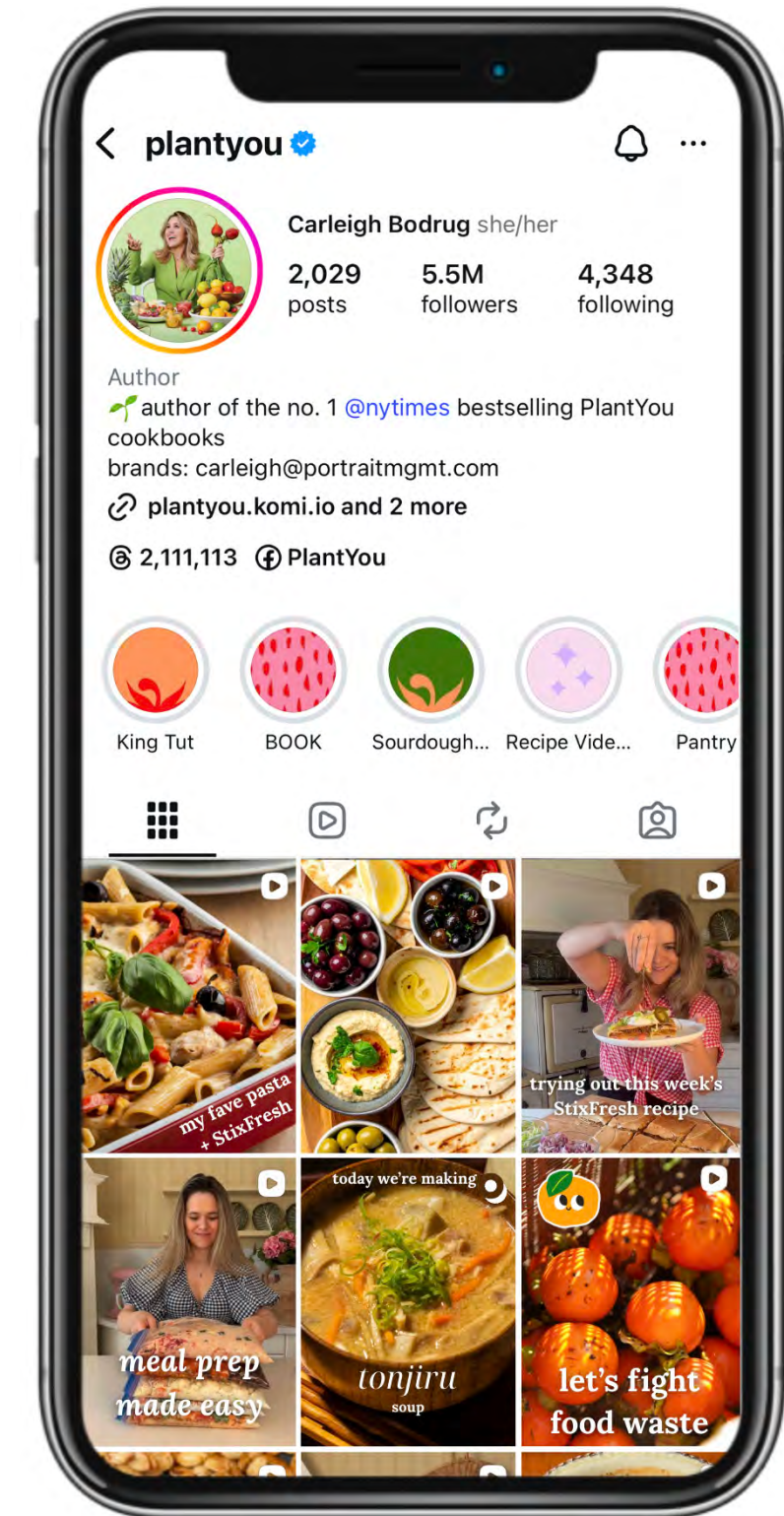
- **Increase conversion:** Build customer trust via partnerships & BTS content; increase urgency to buy via discounts
- **Encourage social sharing:** Aesthetic shareable designs and interactive elements promote UGC



Pop-Up Shop: Fruit Mascot Stickers



Partnerships:
Co-branded HelloFresh kit



Social Media: #SaveWhatMatters
Cooking Influencer Profile

Campaign Budget

Priorities:

1. Limit costs
2. Low CAC to remain profitable
3. High-ROI

\$20,500

CAC: \$6.83

ROI: 266%

Social Media		\$6,800	Print & Promotion		\$3,300
Paid Social Media Ads	\$2,300		POS Signage	\$1,300	
Influencer Partnerships	\$2,600		Flyers / Educational Cards	\$700	
Graphic Designers / Editors Payroll	\$1,900		Branded Packaging & Sticker Samples	\$1,300	
Pop-Up Shop Costs		\$6,400	Digital Infrastructure		\$3,000
Venue Fees	\$1,500		Secret Sticker Squad	\$750	
Booth Displays	\$1,500		Analytics Tools	\$800	
Product Demonstrations	\$900		Website Updates	\$1,450	
Travel & Lodging	\$2,500		Contingency		\$1,000

Key Metrics

S

Spread awareness

Qualified Reach

- Total Impressions, Event Attendance
- Source: Social media analytics + event QR code

A

Attract Subscribers + Followers

Net New Community Adds

- Source: Email platform + social media analytics

V

Validate demand

Sales

- Repeat Purchase Rate, AOV
- Source: Sales dashboard + website analytics

E

Educate to Reduce Waste

Lbs of Fruit Saved

- Educational Content Views
- Source: Social media / website analytics



Why Save What Matters?

This campaign cares about more than raw numbers; it unites not only RypLabs, but also everyday people behind a common mission to save what truly matters: our planet.

20,000+
reached

9,000
community adds

\$75,000+
in sales

100,000 lbs
of fruit saved

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