

MISFITS

MISFITS

March 8, 2026

Haasini Sambathraj

15500 Simonds Rd NE

Inglemoor High School

Kenmore, Washington, 98028

Integrated Marketing Campaign - Product



TABLE OF CONTENTS

04	<u>I. Overview</u>	10	<u>V. Campaign Activities and Schedule</u>
05	<u>II. Description of Product</u>	17	<u>VI. Budget</u>
07	<u>III. Campaign Objective</u>	18	<u>VII. Key Metrics</u>
09	<u>IV. Target market</u>	20	<u>VIII. Bibliography</u>

CAMPAIGN OVERVIEW

**PROBLEM:**

Lack of **Brand Positioning/Awareness** among **Target market**

**SOLUTION:**

45-day campaign to draw in **new consumers + build awareness**

**CAMPAIGN TARGET MARKET:**

PRIMARY: busy “YoPros” (young professionals)

SECONDARY: “Wellness Warriors”

**MISSION:**

Poise Misfits as a **convenient, tasty, and healthy** snack in both **Target Markets**

MISFITS HEALTH



Plant-based snack company



High-protein, vegan, low-sugar snacks



Make nutrition **simple, convenient, and delicious!**



MISFITS PROTEIN BARS

- ✓ **Candy Bar**-like taste
- ✓ **Junk-free** ingredients
- ✓ **1g Sugar & 15g** of
vegan **protein**



OTHER COMPETITORS

- ✗ **Chalky, Grainy** Taste
- ✗ **Artificial**, filler
ingredients
- ✗ **Sugar** filled

 STRENGTHS

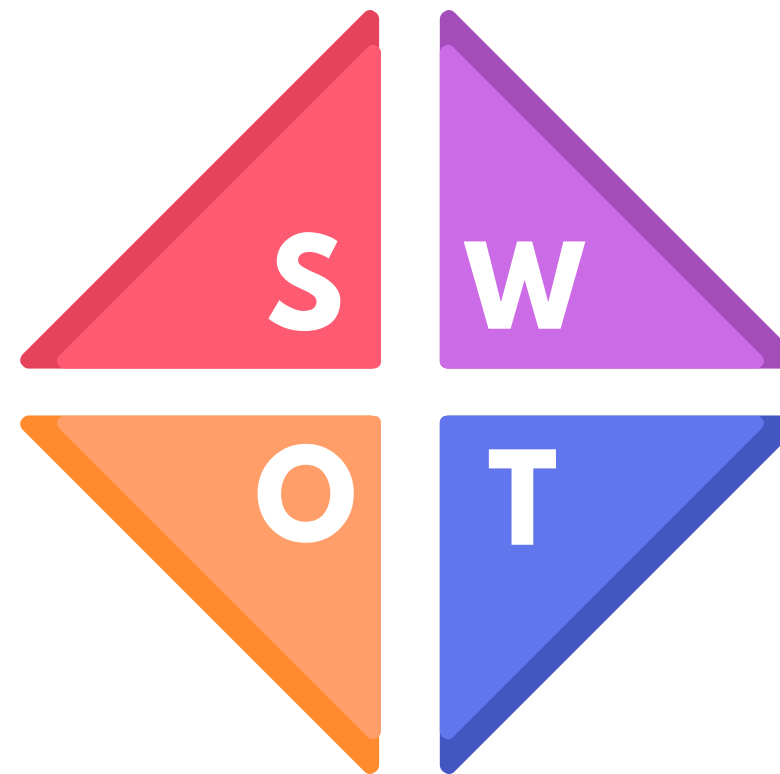
- **UVP** aligns w/ target market needs

WEAKNESSES

- **Poor Online Presence**

 OPPORTUNITIES

- **Expand Digital Marketing**

**THREATS**

- **Market Saturation & Competition**

PROBLEM: LACK OF BRAND POSITIONING & AWARENESS

CAMPAIGN OBJECTIVES



BUILD ONLINE VISIBILITY

4,350,000+ impressions with 10-15% enagement

GROW AUDIENCE

8% growth in followers across all platforms

RAISE BRAND AFFINITY + PROFITS

8% growth in followers across all platforms

TARGET MARKET

Primary Market:

BUSY YOUNG PROFESSIONALS

(AKA: YoPros)

Demographics

- College Students/Working Class
- Middle - upper income

Geographics

- U.S. urban/suburban areas
- University towns & business districts

Psychographics

- Health Conscious
- Constantly **busy**/on the move



HEALTH CONSCIOUS but BUSY,
will use misfits as a CONVENIENT,
HEALTHY SNACK during hectic
times

Secondary Market:

"WELLNESS WARRIORS"

Demographics

- Tech-savvy Gen Z/Millennials
- Middle - upper income

Geographics

- U.S. urban/suburban areas
- Ease of access to grocery stores

Psychographics

- **Passionate** about health & wellness



LOVES wellness and will be
EXCITED to try a new, novel
product that ALIGNS with their
values

CAMPAIGN TIMELINE

August 23th to October 7th

AWARENESS - Weeks 2-5

Launch 3/3 **College popups**
Continue with Ads, Emails, and UGC

FINAL PUSH- Weeks 7

3 day **flash sale** on website- turn
hype into sales



LAUNCH - Week 1

Begin **Social Media Ads**, Misfits
Fuel Club, **#BeAMisfit** and **Fuel**
the Future

IMPACT- Weeks 5-6

Choose **#BeAMisfit** winner
Award Fuel the Future **Scholarships**,
create + share **impact summary**

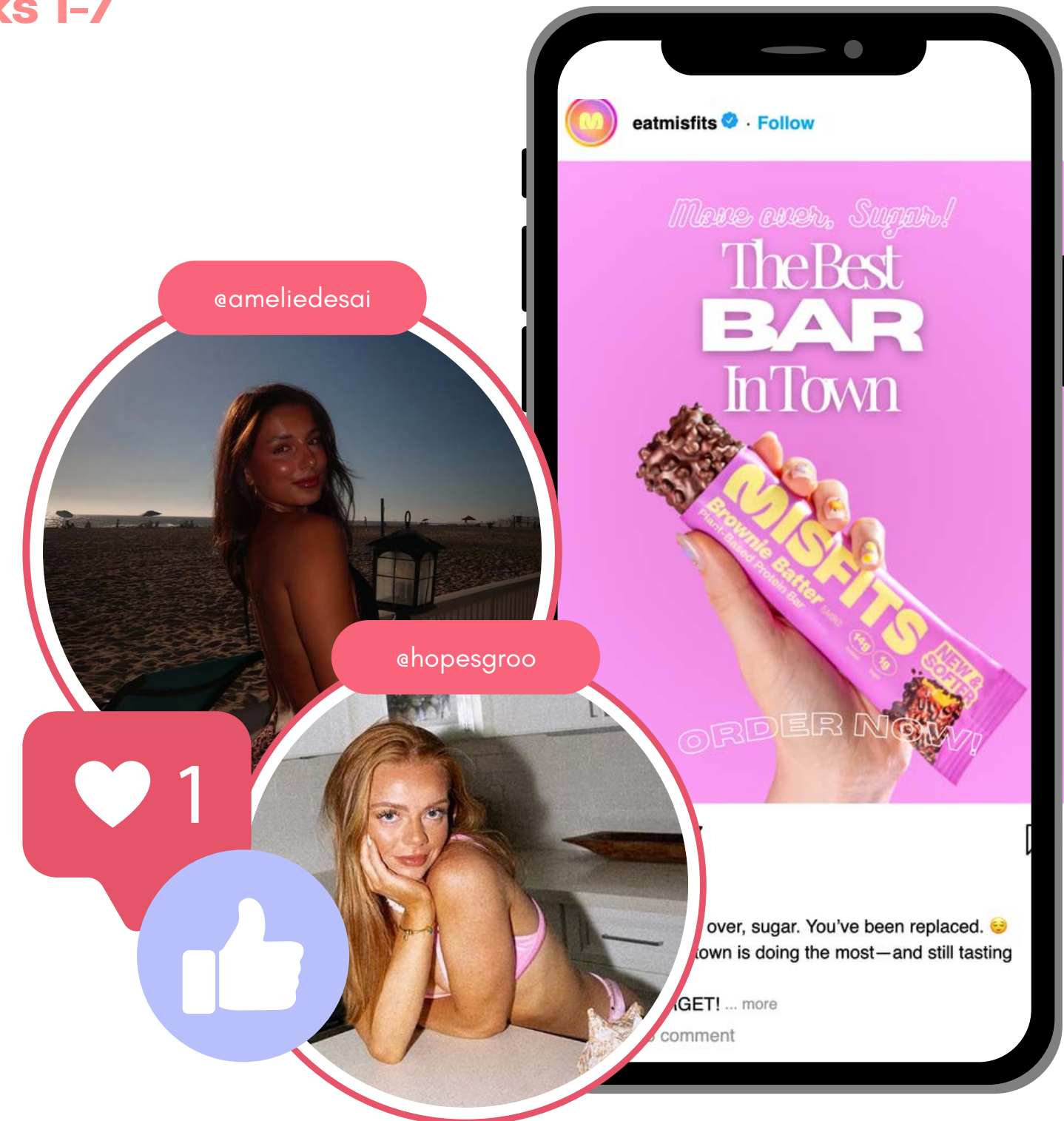
SOCIAL MEDIA ADVERTISING

Bi-weekly, weeks 1-7

- **Partner** with micro-tier food and exercise influencers
- **Targeted digital reach & awareness** among both target markets
- **Create awareness** through paid ads on **Instagram and Tiktok**



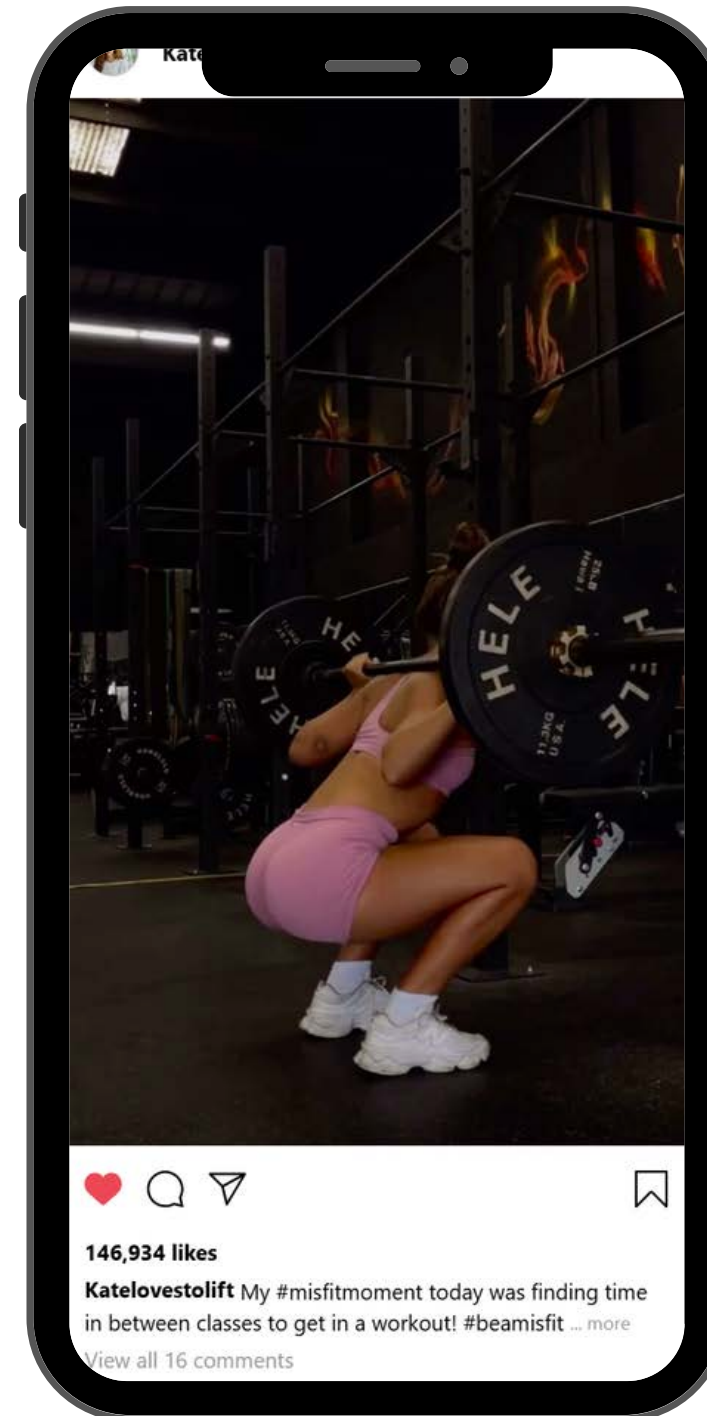
Effective touchpoint for target market



#BEAMISFIT

Weeks 1-6, winners announced 10/3

- Online social media challenge - **UGC content**
- Users share their **own wellness** moment- **#BeAMisfit**
- **Generates** brand affinity, awareness and online engagement



Participants can win
**Misfits PR Box +
Semester Supply**



CAMPUS TAKEOVERS!

Weekends of weeks 2-4



- Pop up booths on key campuses
- Free protein bars, misfits merchandise
- Scan display QR code = **10% off first order**
- Touchpoint for key markets

FUEL THE FUTURE SCHOLARSHIP

Weeks 1-6, Winners announced 9/27

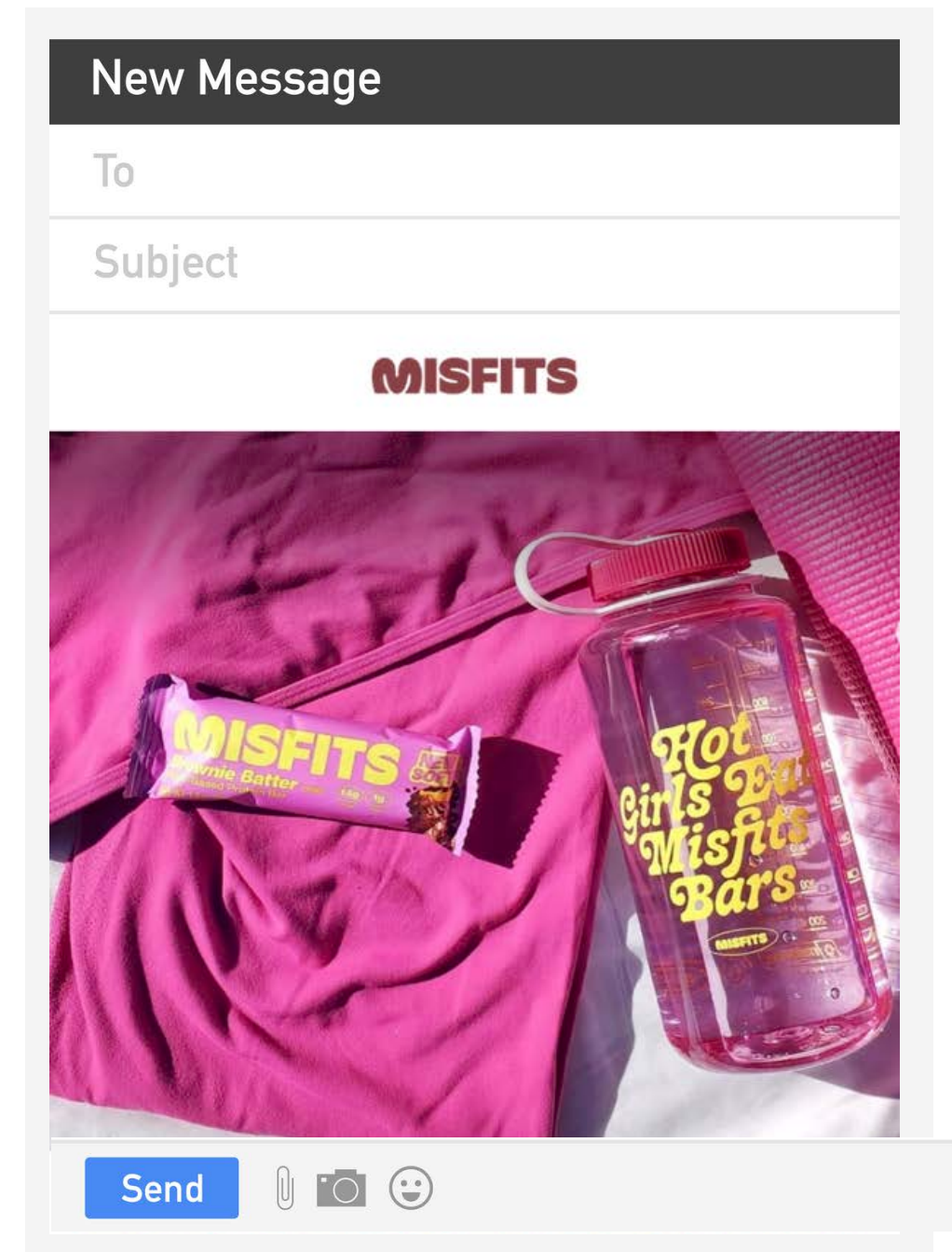


- Open to **U.S. College Students**
- **1,000\$ Scholarship + 6 month supply** for **3 winners**
- Application: short-answer questions about **personal wellness/academic goals**
- **Enhances** brand image & relations

— “MISFITS FUEL CLUB” EMAIL CAMPAIGN —

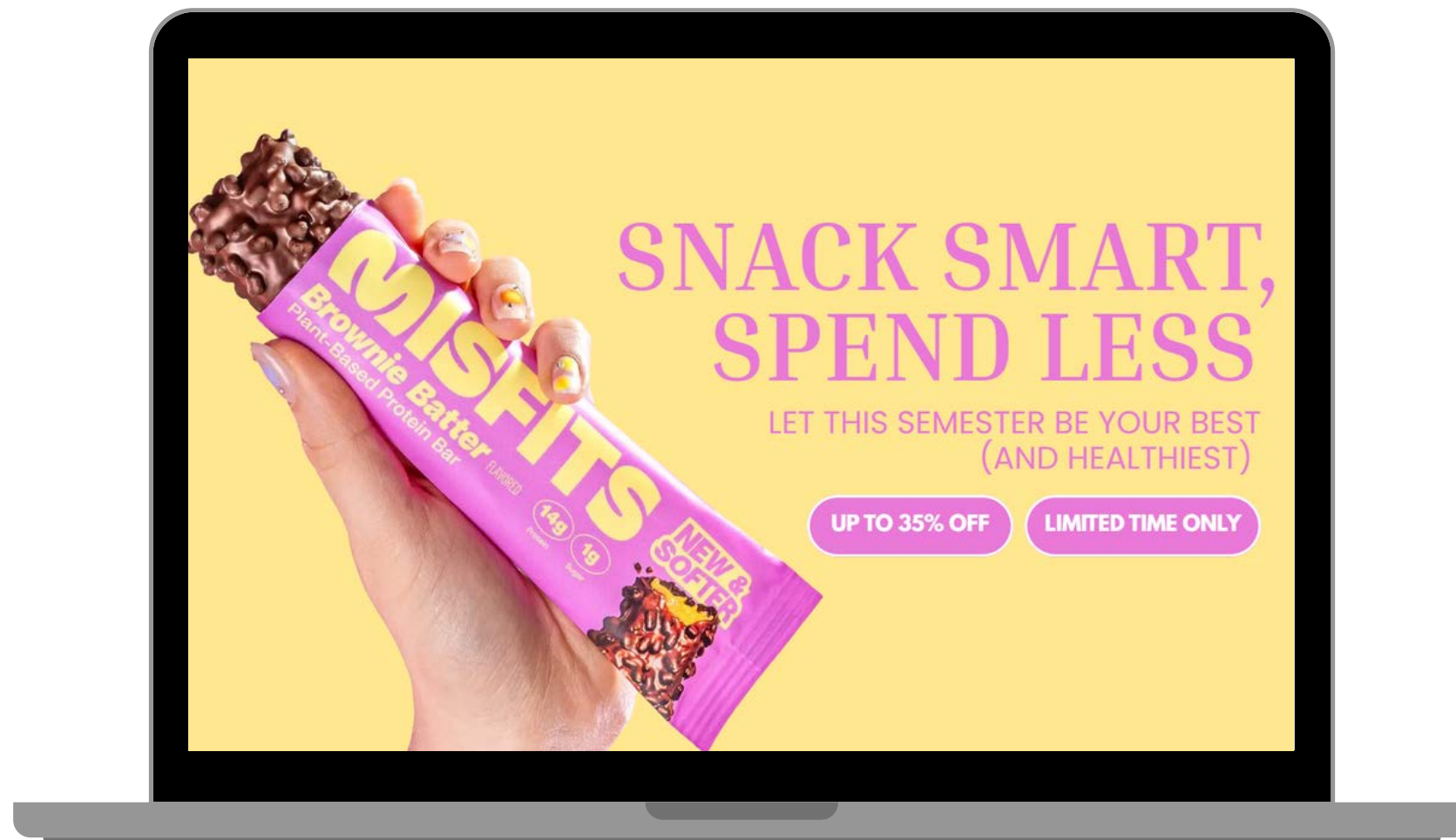
Bi-weekly, weeks 1-7

- Email campaign
- Share ways to make **wellness maintainable** while **busy**
- Recipes, study hacks and exclusive offers
- Builds customer relations & loyalty



BACK TO SCHOOL SALE

Day 43-45

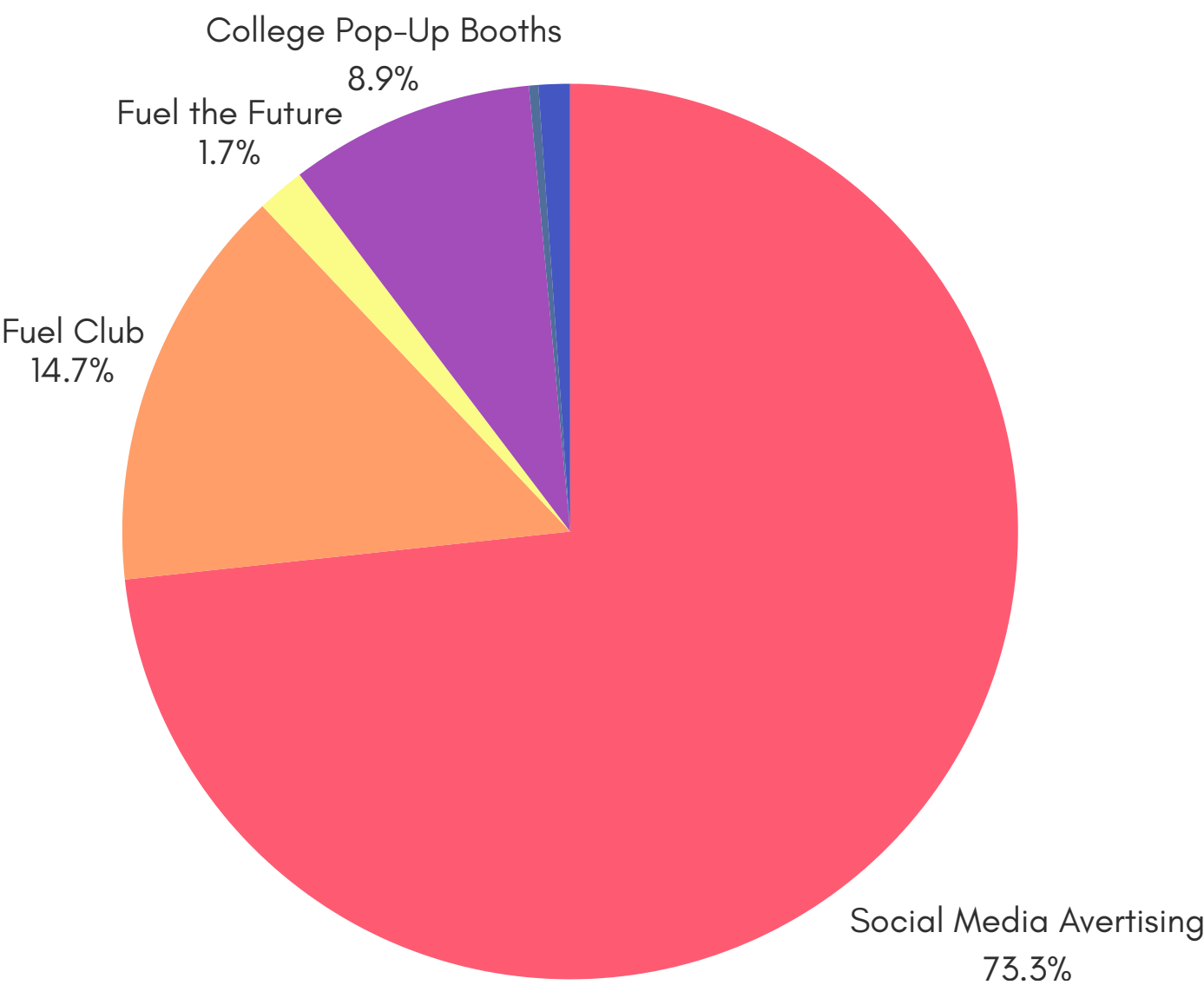


- 3-day exclusive discounts on website
- **Urgency** driven messaging
- Reels in **hesitant** customers

BUDGET

EXPENSES	PRICE	AMOUNT	COST
SOCIAL MEDIA *includes ads for other campaign activites			\$150,000
Instagram Ads	\$0.7/click	50,000 clicks	35,000
Tiktok Ads	\$0.02/view	4M views	80,000
Influencer partnerships - Micro Influencers	\$5,000/bundle (2 feed posts, 4 stories)	7 influencers	35,000
FUEL CLUB EMAIL CAMPAIGN			\$30,000
Email Marketing Agency - Retainer Service	\$20,000/month	45 days	30,000
FUEL THE FUTURE*			\$3,540
Prize Cost	\$1180/winner	3 winners	3540
COLLEGE POP-UP BOOTHS*			\$18,120
Rental space	\$500/college (full-day)	3 colleges, 2 days each	3000
Staff expenses (pay, travel, stay)	\$1580/staff member	3 event staff, 3 colleges	14220
Booth materials + transport	\$300 for booth, \$100/transport	6 days, 1 booth	900
BACK TO SCHOOL SALE*			\$690
Urgency Tools / Website popups Bundle	\$50/month	1 month subscription	\$50
Technical support and management	\$80/hour for specialist	8 hours	\$640
#BEAMISFIT*			\$2,320
PR Box	\$30/box	3 winners	90
Semester Supply	\$120/winner	3 winners	360
Content monitoring and management	\$40/hour	8hours/week x 41 days	1870

TOTAL COST: \$204,670



A majority of funds is spent on social media advertising to maximize brand awareness & reach

KEY METRICS

BUILD ONLINE PRESENCE



Amount of **Content Impressions** to measure reach

Engagement Rate to track content impact

Influencer Impressions to quantify exposure

GROW AUDIENCE



Growth In Followers to identify online presence expansion

UGC participation (#BeAMisfit Challenge) to track community interaction

Fuel Club Email Subscription & CTR to monitor subscriber growth

RAISE BRAND AFFINITY & PROFITS



Volume of Purchases during promotion to measure conversion effectiveness

Positive Social Mentions to track brand sentiment (via social listening tools)

Net profit / ROI to evaluate financial impact

REVENUE FROM CAMPAIGN



Social Media Marketing Conversions:
\$482,000



Campaign Events:
\$11,400



Online Touchpoint **Conversion:**
\$23,232



Total Estimated Net Profit
\$312,002

152%
ROI

BIBLIOGRAPHY

- "A Comprehensive Guide to Marketing Campaigns." Adobe for Business, 22 July 2022, business.adobe.com/blog/basics/marketing-campaigns. Accessed 17 Nov. 2025.
- "EatMisfits." Instagram, Meta, www.instagram.com/eatmisfits/?hl=en. Accessed 17 Nov. 2025.
- French, Rachel. "Keys to Food, Beverage Product Success for Gen Z." SupplySide, 4 Jan. 2024, www.supplysidefbj.com/market-trends-analysis/keys-to-food-beverage-product-success-for-gen-z. Accessed 17 Nov. 2025.
- "Misfits Brand Activation." Brianmacdesigns, brianmacdesigns.com/misfits-brand-activation/. Accessed 17 Nov. 2025.
- Misfits Health. us.misfits.health/. Accessed 17 Nov. 2025.
- Quash, Carl. "Five Key Snack Trends to Track 2025-2026." Euromonitor, 4 Aug. 2025C, www.euromonitor.com/article/five-key-snack-trends-to-track-2025-2026. Accessed 17 Nov. 2025.