



1907 Meat Co. Strategic Campaigns Communication Plan

A g e n c y K e y s t o n e

**A MESSAGE
FROM THE TEAM:**

1907 Meat Company,

Thank you so much for the opportunity to work with you on this campaign. We were so eager to begin our journey with you, and as it comes to an end, we are more than excited to present this campaign to you.

Our team was dedicated to providing the best possible goals, strategies and tactics to help your local butcher shop and restaurant as much as possible.

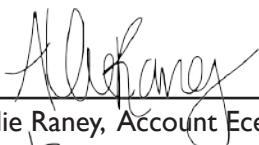
We began our time with your company by conducting secondary research to determine what or what was not working for your company. We then conducted primary research to determine what the public thought of your business. Throughout our semester working with your company, we have gathered several tactics to help bring more traffic into the door of your store daily. We enjoyed coming to 1907 throughout the weeks we worked on this project in order to gain a better knowledge of the true atmosphere of the business. Your staff were always incredibly welcoming and ready to help in whatever ways they could.

We have grown to appreciate local and fresh meats even more as we have put our time into this campaign. Our group has purchased several meats from your business since we started this project a few months ago, and we are more than thrilled with the meats and would love to tell the world about it.

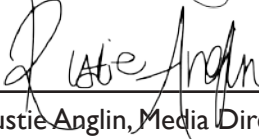
We greatly appreciate you allowing us to produce this campaign. We have put a lot of time into this book to ensure that this will give the maximum amount of help that we can offer. We hope you enjoy this campaign's book and find it helpful. Please do not hesitate to contact us with any questions or comments. Thank you for your time and consideration!

Sincerely,

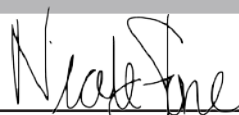
Agency Keystone



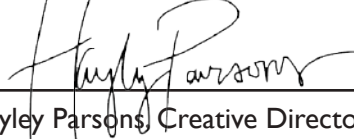
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Allie Raney.

Account Executive: Allie Raney has a passion for creativity and production. She enjoys documenting moments and discovering the best way possible to relate to all kinds of audiences. She believes in the power of storytelling through all avenues of creativity.



Nicole Stone.

Research Director: Nicole Stone has gained notable public relations, marketing and management experience as the public relations director for a nonprofit organization called The Source of Hope. She enjoys working with individuals and businesses in need to push them to be successful. Her passion pushes her to explore all the possibilities in order to help others reach their fullest potential.

Media Director: Rustie Anglin enjoys the creative and social media management aspect of Strategic Communications. She loves being able to communicate to an audience in a variety of different ways.

Rustie Anglin.



Hayley Parsons.

Creative Director: Hayley Parsons loves to think outside of the box when it comes to branding and design. Her passion for creativity pushes her to make each new project better than the last. She also thrives on creative new ways to communicate a message. To her, creativity is her strong-suit but communication is key.

EXECUTIVE SUMMARY.

1907 Meat Company

The goal of the **Make Meat ____ Again** campaign is to increase the community awareness for the 1907 Meat Co. and strengthen the brand recognition for the local butcher shop; specifically targeting Oklahoma State University's faculty and staff. The **Make Meat ____ Again** campaign is specifically designed to increase the social media presence of 1907 Meat Co. as well as increase their presence in the community to raise their brand and product awareness in the Stillwater area.

In order to gain a deeper understanding of the customer base and current community standing we conducted extensive primary research through an online survey and an in-person questionnaire that took place during business hours at the butcher shop. Our survey was sent out to Stillwater residents, trying to focus more on Oklahoma State University faculty and staff.

We were able to conclude from our online survey that most of the respondents had heard of 1907 Meat Co. from friends and word of mouth. We also concluded from our survey that the majority of respondents found 1907 Meat Co. to be more expensive than other raw meat purchase options. Our in-person questionnaires were conducted on the business' busiest day and least busy day. From our questionnaires, we were able to conclude that most of the customers found the hours of 1907 Meat Co. to be inconvenient. However, our questionnaire did reveal that most patrons of 1907 Meat Co. found the location to be a convenience. Secondary research was also executed in order to determine the target audience, needs of the business and the current environment.

Through our research, Agency Keystone has concluded two main goals for this campaign. They include the following:

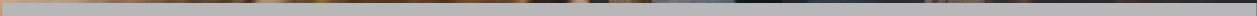
- Generate increased brand awareness throughout the Stillwater community
- Reshape the brand image throughout the community to portray the benefits of 1907 Meat Company

We compiled the opportunities 1907 Meat Co. can take advantage of through our strategies and tactics to reach faculty and staff, as well as the possibility of young Stillwater residents during the school year. Lastly, we gathered and executed creative content ideas for the business that can be viewed in the appendix.

Agency Keystone is excited to share the rest of the **Make Meat ____ Again** campaign with you and we are confident that this campaign will be successful in accomplishing our established goals and objectives.



Company Analysis.



THE COMPANY

1907 Meat Co. is part butcher shop and part restaurant. They sell local cows butchered in-house. Cuts of meat change weekly as they receive new cows. They Also offer pre-marinated steaks. Butcher items that don't sell as quickly are also used in the kitchen to prepare the entrees to lower waste. The kitchen serves lunch on weekdays and brunch on the weekends.



Past and current communications have relied on Facebook advertisements and word-of-mouth. So far, word-of-mouth has been the most effective form of gaining new patrons, while the staff of 1907 Meat Co. seem to think Facebook was their most effective form of communication. The public thinks of the butcher items slightly overpriced, however their meals are reasonable for what you get taste- and portion-wise. It is trendy and simplistic. It has casual feel of a nice sit-down restaurant with fast service. The community feels 1907 Meat Co. is a refreshing take on a butcher shop with the added benefit of providing locally-sourced items.

THE CUSTOMERS

The local population consists of students for nine months out of the year. Millennials typically advocate for local business that source locally. They prefer new and "different" restaurants similar to 1907 Meat Co. Not only is it popular in taste among students, but also the atmosphere also attracts them. It is not like every other chain restaurant in town. The permanent Stillwater community, like residents and professors, patron 1907 Meat Co. for high quality meats not available in their typical shopping locations. They also use the kitchen side as a quiet, nice and fairly priced lunch for meetings, breaks with colleagues or simply a nicer lunch than they usually would purchase; it is fairly fast service and can be eaten in under an hour. The customers at 1907 are Stillwater residents and students who eat out at restaurants or buy meats to cook at home. Customers affect the organization by providing business both in the butcher and kitchen side of the organization. Business is needed to keep the store open.

The target market for our campaign is faculty and staff who are employed at Oklahoma State University, because 1907 is not currently seeing a lot of business from them. Oklahoma State University currently employs 1,333 faculty and staff members. This number will grow as Oklahoma State University grows.

Using demographic segmentation, we expect to see a market of people who live relatively close to 1907 Meat Company or pass through there on their way home after work. Using psychographic segmentation, we target a market who chooses to cook meat at home regularly, and who also supports the local farm and ranch businesses.

When shopping or eating at 1907 Meat Company, the consumer is looking for a place with quality and local food, good prices and a good atmosphere. The consumer should be motivated to stop at 1907 for their fresh and local meats offered both in the restaurant portion and butcher portion.

The ideal price of meat is often thought to be considerably more expensive at 1907 Meat Company rather than a competitor such as Wal-Mart or Sprouts. This can cause a consumer to decide not to come to 1907, when in reality, meat prices are relatively comparable.

Stillwater residents have the ability to purchase meat and kitchen items from the 1907 Meat Company store itself, located on Main Street in downtown Stillwater. Most consumers go through a careful consideration when deciding to purchase kitchen items from 1907 Meat Company, but after purchasing their meal, they receive a coupon for 15% off a butcher item in that same store visit, so the butcher item typically ends up being an impulse buy. Once consumers buy meat from 1907 Meat Company for the first time, some keep coming back for more because they realize the quality of the meat. Since Oklahoma State University is not in its normal school session in the summer, business tends to be considerably lower.

The direct competition in Stillwater for 1907 Meat Co. includes Walmart, Sprouts and Aldi. The indirect competition includes those who raise their own beef and farmer markets. Walmart is a worldwide retail and grocery store chain.

Their customers can be anyone but are usually mid to low income households. Walmart offers a variety of products, from food, to clothing, to furniture. They position themselves as a more affordable place to shop for their customers (Friesner, 2018). Because Walmart offers such low prices they take away customers from companies like 1907 Meat Co. While Walmart offers low prices for their goods, their quality does not compare. Walmart already had an established reputation among customers as a destination for affordable products (Friesner, 2018).

Sprouts is a high-end grocery store, established in the United States. They focus on fresh, healthy foods, unlike big chain stores like Walmart and Target (Mbaskool, Sprouts, 2017). Much like 1907 Meat Co., they offer grass-fed meat options. Unlike 1907 Meat Co., they offer other foods and products, which makes it a one stop shop. Their target customers are working upper class professionals, who are focused on eating and being healthy in their lifestyles (Mbaskool, Sprouts, 2017). Sprouts is fresh and healthy focused, offering

healthier and organic options. Sprouts positions themselves as smaller than big supercenters with the ability to focus on fresh, healthy alternatives to meat, vegetable, and snack foods (Mbaskool, Sprouts, 2017).

Aldi is a global small grocery store chain targeting families and young adults that offers mostly international options at competitive prices compared to other stores. They sell international products at an affordable price (Mbaskool, ALDI, 2017). They are very popular among the younger generations because of their low prices and high-quality products (Mbaskool, ALDI, 2017). Aldi's strengths lie in its ability to keep their prices affordable compared to their competitors (Mbaskool, ALDI, 2017). Their weaknesses lie in their inability to be a one stop shop for customers and seen as low quality (Mbaskool, ALDI, 2017). They position themselves as an international based grocery store which mostly sell German products (Mbaskool, ALDI, 2017).

People who raise their own meat are an indirect competitor of 1907 Meat Co. because these people do not buy any meat in stores. Farmers Markets are also an indirect competitor because they facilitate farmers who offer similar products to 1907 Meat Co., but at different prices. They also offer a more direct relationship with their customers.



Walmart

Strengths of Walmart:

- Convenience
- Large market share and brand recognition
- Other types of meats available, i.e. pork, turkey

Weaknesses of Walmart:

- Not fresh meats
- Limited selection of cut of beef



Sprouts

Strengths of Sprouts:

- Easy to get to
- Close to campus
- Popular among students
- Also, more locally-sourced

Weaknesses of Sprouts:

- Expensive
- Extremely limited selection of cut of meat
- Has few of each type of cut



Neighborhood Market

Strengths of Neighborhood Market

- Familiar brand
- Convenient
- Different meats available

Weaknesses of Neighborhood Market

- Extremely small selection
- Not fresh
- Not locally-sourced



Aldi

Strengths of Aldi

- Cheap
- Other meats available
- Convenient

Weaknesses of Aldi

- Low grade and low-quality meats
- Not fresh
- Not local
- Not easy to get to
- No shopping bags/Provide your own
-

Tactic Six



The Research.



The OSU Professor

Name: David

Age: 34

- Newly Married
- Lives in Tulsa
- Household income of \$120,000 per year
- No children but one dog

Behaviors:

- Enjoys trying new food and wine pairings with his wife
- Meets with guys friends at a local spot every week
- Frequently attends sports events
- Enjoys working out and maintaining a healthy lifestyle
- Loves to cook for his wife

Digital Media Habits:

- Uses Facebook and Instagram to keep up with friends and family
- Maintains creative playlists on Spotify
- Follows favorite sports teams and events on Twitter



The Stay at Home Mom

Name: Kayla

Age: 36

- Married for twelve years
- Three children ages 3, 8 and 10
- Two dogs
- Lives in Stillwater

Behaviors:

- Attends book club that take turns to bring food
- Volunteers at children's schools
- Maintains an organic, non-GMO diet for her and her family
- Enjoys creating new healthy treats for the pups

Digital Media Habits:

- Uses Facebook to stay connected with friends and family and is a member of various groups that volunteer, sell, trade and buy new stuff
- Has an Instagram account but never uses it



The Young Adult

Name: Kesley

Age: 23

- In a long-term relationship
- Has one dog
- Works full-time
- Almost finished with graduate school
- Lives in Stillwater

Behaviors:

- Meal preps every Sunday due to her busy schedule
- Always likes trying new recipes
- Member of local church
- Enjoys cooking for friends and sharing recipes on social media
- Likes to have brunch with friends on the weekends

Digital Media Habits:

- Uses Facebook to stay connected with family and to share her college adventures with them
 - Uses Instagram and Snapchat to connect with old and new friends and to share her new recipes
 - Uses Twitter and Instagram to interact with more people and connect with favorite celebrities
 - Uses Spotify and Apple Music to keep track of the trending new songs
-

We conducted an online survey of Oklahoma State University faculty and staff, and Stillwater residents, asking in-depth questions about what our target audience prefers in butcher shops. We emailed out this survey and posted on Facebook. We also conducted an observation on 1907 Meat Co.'s busiest day and asked randomly patrons questions about the restaurant. We discovered many didn't think the location was inconvenient, however, they found the hours incredibly inconvenient for shopping for butcher items. Many people who works a 9 to 5 job only have one hour to visit the butcher shop before it closes, and most people don't want to do their grocery shopping immediately after their workday is finished. This does not allow people who have never visited an easy way to visit for the first time. Most people do not want to rush somewhere after work they have never experienced before. This is similar to Saturday and Sunday hours as well.

Most people go to church. After lunch, they typically have about an hour to get to the store before it closes at 2 p.m. Typically, people grocery shop on Sundays, so the Saturday hours do not help them. This information will drive our campaign to either work with 1907 Meat Co. on changing their hours, creating a need to drive consumers to get in the door before 6pm, or simply educating people on their hours so they can decide the most convenient time for them to visit.

After conducting our research and analyzing our results, we discovered the potential that 1907 Meat Company holds in Stillwater, Oklahoma. In our survey, we found that eating out in Stillwater is quite common among residents and students. About half of our respondents reported that they are willing to spend \$10 to \$15 on a meal whenever they go out. One-third of our respondents said that they purchase raw meat to cook at home about once a week. Of those people, over half of them are willing to \$10 or less per pound of meat. Over half of our respondents had heard of 1907 Meat Company and almost all of them reported of having an above average experience at the establishment.

The majority of the respondents who had been to 1907 Meat Company reported of much higher meat quality than its competitors, such as Walmart or Sprouts. Walmart was the top competitor for 1907 Meat Company, having reports of over 80% of the respondents saying that they purchase their meats from Walmart.

Of all of the respondents, 17% said that 1907 Meat Company offers products that make good gifts, while others said that 1907 Meat is meeting a need for them that has not yet been met yet by other competitors in the Stillwater area.

We gave the respondents a scale from 1 to 100 to show how convenient they believed the location to be. The average location number was 47, which means about half of the respondents found it convenient and half of them did not. Almost half of our respondents that

took our survey are Stillwater residents. We gave the respondents an opportunity to fill in a blank stating what their occupation is. We were surprised to find that we had a good amount of Oklahoma State University faculty and staff.

Major findings:

- Our respondents showed that 1907 Meat Company is in an averagely convenient location
- The majority of our respondents had heard of 1907 Meat Company and reported of having an above average experience
- Almost half of the respondents purchase raw meat at least once a week
- Adjectives used to describe the atmosphere of the establishment were nice and hip
- Almost 90% of the respondents stated that 1907 Meat Company has higher quality meats than anywhere else in Stillwater, Oklahoma

OBSERVATION

Our research instruments for this method were in-person observations. We looked for specific things such as types of people, age, gender, popular times to come into the store and restaurant or retail preference. Once arriving to the store, we decided to observe customers coming into the store. We also printed survey sheets and provided pens for customers to fill out a short paper survey that we collected after they were done.

We later learned that instead of providing surveys at the register, we should simply talk to customers in the store and gather information that way. In turn, we received much more in depth answers that gave us more insight as to how they heard, why and when they come.

Out of the people we spoke to, most people found the hours of 1907 Meat Company to be inconvenient. "I can never come in the evening to buy meat because they close too early," one respondent said. 1907 Meat Co. closes at 6pm on weekdays and 2:30 pm on Sunday. "I usually go grocery shopping for meats and other items after lunch around 3pm. If I don't eat lunch here, I don't buy my meat here. It is always closed and a little way away from Wal-Mart [where I typically grocery shop], so I usually just go ahead and buy my meat there." Some believed that Main Street can sometimes be out of the way and inconvenient, especially to get to after work with Stillwater traffic.

Most customers found the idea of receiving a discount on butcher items after purchasing a kitchen item was a nice way to help the butcher side of the business flourish. "I bought the butcher items after eating brunch here one day and now I like to purchase my meat here when I can," one respondent said.

We called 1907 to see when their busiest and slowest days were. We went to 1907 on Thursday evening because it is their slowest day. From our time there, we observed that business is incredibly slow, and that the few people who came into the store were older retired adults who were buying butcher items. Saturdays and Sundays are their busiest days, so we went to 1907

to observe and ask customers some questions. From observing these days, we found that there was a considerable amount of younger people who came in these days. There was a pretty even mix of college students and working adults. From this, we observed that working people probably do not get the chance to come into 1907 on the weekdays because 1907's hours do not meet their needs.

Major Findings:

- Most people find the location convenient
 - Most people do not find the business hours accommodating
 - People are more likely to purchase meat from the butcher section when they purchase a meal first
 - Walmart still seems to be the easiest decision
-

Strengths

- 1907 Meat Company offers both kitchen and butcher items that are raised locally both in and around Stillwater
- These local meats provide for a specialty menu that only 1907 can have because of their locally-raised meats that they offer
- Only butcher in the area
- High quality selection

Weaknesses

- The 1907 Meat Company hours do not reach the target audience, faculty and staff of Oklahoma State University. They are only open Wednesday through Sunday. During the weekdays, they open too late for working people and close too early for faculty and staff to come by after they get off work
- Perception of prices
- Location can be a strength or a weakness depending on who is considering it. Most people find the location to be okay, and still believe that Main Street is a convenient location for them.
- Size and layout of building does not fit customer base
- The signage out front of 1907 is not as recognizable as it should be.

Opportunities

- Since 1907 is the only butcher in the area, this gives them an opportunity to reach customers in who are wanting a special place to buy meats.
- OSU provides more and more people in the Stillwater community. This gives 1907 an opportunity to reach out to those students and increase their customer base considerably.
- Faculty and staff could be offered a discount which would give more teachers a reason to see what 1907 Meat Company is all about.

Threats

- A poor perception on price offers 1907 a threat because young people choose not to eat there because they think it is too expensive.
- Regulations and policies are constantly changing, so it is always going to be a threat that something changes and meat isn't allowed to be sold anymore.
- Convenience of supermarket and Sprouts

A photograph of a restaurant interior featuring several long wooden tables and matching wooden chairs. The tables are arranged in a row, and the chairs are tucked under them. In the background, there is a dark wall with a large window and a poster that reads "07 MEAT CO PROVIDERS". A small potted plant sits on one of the tables. The floor is dark and reflective. The text "The Plan." is overlaid in white on the right side of the image.

The Plan.

THE PROBLEM

1907 Meat Co. is a local Stillwater butcher shop and restaurant that offers local and fresh meats and dishes. Since its establishment in 2016, 1907 Meat Co. has provided high-quality, local meats and kitchen items. Although 1907 Meat Co. has grown successfully since its conception, it has struggled to reach its target audience of OSU's faculty and staff. This is partially due to the image the local business has to the community of Stillwater, in the fact that patrons perceive the butcher shop as being too expensive.

Agency Keystone has designed this campaign to combat these existing perceptions of 1907 Meat Co. in order to reshape the likeability of the local business as well as increase the community awareness to new customers.

BIG IDEA

The company began in Stillwater in 2016 to help consumers understand where their meat comes from. They wanted to bring local products to the Stillwater community through a butcher and restaurant option.

Through research and observation, we have discovered that most of the community thinks 1907 Meat Co. is too expensive. We created the campaign **Make Meat ____ Again** to help bring people into the store. This campaign will target Stillwater residents, especially Oklahoma State University faculty and staff.

1907 Meat Co. keeps a variety of cuts of meat and can customize orders for consumers when requested. The **Make Meat ____ Again** campaign will focus on attracting consumers to the store to try a new cut of meat. The campaign will pair trying something new with showing consumers that 1907 offers affordable cuts at a higher quality than their competitors.

We plan on using this big idea through several creative projects in our campaign. The first is a t-shirt, which will be able to be purchased in store. The t-shirt is would be a grey color with the 1907 logo in red on left breast; on the back of the shirt will include the "**Make Meat ____ Again**" design we have come up with that features the **Make Meat ____ Again** quote with a list of words that 1907 want to convey to their customers about their products.

Additionally, this idea can be used with a recipe card that will be featured monthly on their social media and blog. The card will feature a recipe and the 1907 logo. We would also represent this idea in short videos spotlighting new products and how you can use these local products in your recipes.

Lastly, we will use the blog post to show this idea by detailing some of these qualities 1907 strives to represent to customers. Examples of blog post topics can include: How To Tell if Your Meat is a Good Quality, Why Grass-Fed Meat is Better, How Buying Local Will Affect Your Community, How To Season Your Steaks/Meats, etc.

The Goals

- Increase community awareness for 1907 Meat Co.
- Reshape existing image of 1907 Meat Co.

Strategy One: Maintain an active and consistent social media presence using Facebook, Instagram and blog posts.

Tactic One

Create a social media calendar to organize thoughts and create an effective plan of communication. One central calendar helps save time, stay organized, stay on task in a timely manner, and remain consistent. It is important to stay consistent so your followers know when to expect posts from you and remain engaged in your brand.

Time frame: Create Timelines every month.

Budget: \$0 for the free version. \$15 per month, for the premium plan.

Target Audience Personality: Young adult

Special considerations: Timelines are specific. You will plan the exact dates for every post for the month. Social media management programs like Buffer and Hootsuite are free programs that can be used to write social media posts ahead of time. These programs will post for you so you don't have to remember. We highly recommend creating an account with the platform that best fits your company's needs.

Tactic Two

Encourage online engagement by hosting a giveaway for a burger box every month. The benefit of hosting this giveaway every month would be twofold: burger patties that go unused and will eventually be thrown out can be given away to promote your brand, engage your followers, encourage new followers and optimize your beef usage that benefits the brand the most instead of potentially going to waste.

Time frame: Monthly.

Budget: Market cost of ground beef patties, \$1.60 - \$3.00 per lbs (beefretail.org)

Target Audience Personality: Young adult, The OSU Professor

Special considerations: When these competitions occur is up to the company based on the need. Monthly, you might want to consider when your ground beef typically expires the most. Consider what popular times of the year to buy ground beef or beef patties. These times of the month (and year) would be the best way to optimize waste in the butcher shop. Obviously, you want to consider the USDA regulations on expiration dates for the patties and allow enough time for the winner to consume them safely. You can find an example Facebook post in appendix E.

Tactic Three

Create a monthly recipe spotlight to feature specialty products and how you can cook them at home. This is a great way to show your followers the proper way to cook premium butcher items and lead customers to venture out of their normal cooking routine.

Time frame: monthly

Budget: Market price of beef and/or other butcher items, \$1.00-\$4.00 per lbs (beefretail.org)

Target audience personality: The stay at home mom, the young adult

Special considerations: This is also an opportunity to use items that are not selling and may expire soon. The additional benefit would showcase how to cook these items that may not be as popular. Sometimes when items don't sell it is because consumers do not know what to do with them. This is the company's opportunity to inform the consumers in a fun and engaging way. You can also create short videos to post to Facebook and Instagram that show new ways to cook products. An example is included in the appendix. You can find an example in appendix B.

Tactic Four

Create sponsored posts on Instagram and Facebook. As you already know, the benefits of advertising on Facebook and Instagram are huge. You are able to set your own budget and target audience.

Time frame: we suggest monthly.

Budget: \$10-\$300

Target audience personality: the young adult, the OSU professor, the stay at home mom

Special considerations: When creating these sponsored advertisements, consider your monthly budget. Facebook lets users spend what their budget allows per month. For the best results, we suggest a budget of no less than \$180 a month, or \$10 per 28 days. When setting up your advertisement, take into consideration your target market we describe at the beginning of the book and tag the most important aspects of the target market you want to reach.

Tactic Five

Create a blog with a subscription. Blog posts will consist of recipes that showcase the different, unique ways to prepare products for the home. It will also contain a mix of lifestyle posts that will appeal to a stay at home mom. This is important to keep in-depth engagement with your followers.

Time frame: monthly

Budget: \$20/month; \$120/6 month period

Target audience personality: the stay at home mom, the young adult

Special considerations: Your company may want to hire a student intern or similar to write these blog posts. Contracted work by a student or firm is also an option. You can find two example blog posts in appendix I and J.

Host a cute dog contest, where you post a picture of your dog and yourself using the hashtag #1907MeatMyDog and tagging 1907 Meat Co. in the picture. The winner with the most likes wins a dog bone for the dog and a steak for the owner.

Time frame: One time

Budget: cost of bone (\$0.49) and cost of steak (market depending)

Target audience personality: the young adult, the stay at home mom

Special considerations: This is a great tactic for today's consumer. It encourages online engagement as well as informs the participant's followers of your brand even if they don't follow you. This gives them the opportunity to follow you as well and even participate. You can find a sample post in appendix D.

Strategy Two: Increase brand recognition throughout Stillwater and surrounding areas.

Tactic One

Purchase a table to give away merchandise and coupons on campus, outside of the student union. This will help reach the desired target audience on campus: the Oklahoma State staff. The campus is where the professors and staff spend most of their time Monday through Friday. By coming to them and offering these gifts, you are creating brand recognition.

Time frame: September - October

Budget: \$8 a t-shirt, \$250 per semester for permit; \$40.00 per table space per day

Target audience personality: the OSU professor, the young adult

Special Considerations: This time of year is when people typically host football cookouts and would be a prime time to push your brand and encourage the local community and OSU staff/professors to shop with you for all their tailgate needs. This event can be done as many times as you deem appropriate, however, we suggest hosting the table on campus at least twice. You can find an example t-shirt in appendix A and a sample campaign button in appendix G.

Tactic Two

Partner with local bars who host game nights and exchange coupons/discounts as prizes. This is a tactic already used by many businesses in Stillwater. Rocky Mountain Chocolate Factory partner's with Louie's Bar and Grill to provide small prizes and coupons to the winner of their weekly bingo night competitions in the restaurant. Other restaurants and bars who host game nights are College Bar, The Garage and Eskimo Joe's.

Time Frame: provide coupons weekly to businesses

Budget: Cost of the coupons, \$8 per t-shirt

Target audience personality: the young adult

Special considerations: The great part about the weekly coupons is you can change the coupons based on your stock of meat and need. You can set your own expiration date, which can set a sense of urgency for the potential customer. This is a great opportunity to reach people who may not otherwise be reached. Providing a t-shirt that the potential customer can wear will create free, or rather, \$5 advertising whenever the consumer wears this shirt. You can find a t-shirt example in appendix A and an example of a coupon in appendix F.

Tactic Three

Design a t-shirt with the 1907 logo for purchase in store that aligns with the campaign **Make Meat ____ Again**. When a customer purchases this t-shirt, every time it is worn it is free advertising. Take the local coffee shop, Aspen, for example, their simple t-shirt design is now a must-have for every coffee lover in Stillwater. With the right advertising, 1907 Meat Co. can have that same effect.

Time frame: As soon as possible

Budget: \$0. \$8 a t-shirt sold for profit i.e. no cost

Target audience personalities: the young adult, the stay at home mom

Special considerations: The t-shirt we designed aligns with the campaign we created, however, the shirt can be reprinted and sold continuously even after the campaign is over. An example of the t-shirt for the campaign is located in appendix A.

Tactic Four

Attend more local events as a business (Stillwater Women's Night Out, County Fair etc.) It is important to create a local community presence. Attending community events like the ones mentioned above reaches more than just your specific target audience and reaches the people you serve: the people of Stillwater. All types of people visit these events and it is important to host a booth for brand recognition.

Time frame: All year

Budget: \$0 or cost of booth depending on event

Target audience personality: the OSU professor, the stay at home mom

Special considerations: Simply handing out coupons or having an informational booth where visitors can buy t-shirts or learn more about your company is important. We suggest your company attend at least one event per year.

Strategy Three: Increase awareness of butcher shop items compared to other local grocery stores.

Tactic One

Encourage an online competition for people to post how they use and cook their I907 products at home. Winner(s) can be eligible for a discount. Participants must tag the I907 social media page(s) as well as use #homecookingwithI907.

Time Frame: One time

Budget:: Price of discount

Target audience personality: the stay at home mom, the young adult

Special consideration: To ensure that the product was purchased at I907 Meat Co., make sure the winner can provide a receipt from the store within the competition dates of the cut of meat and amount purchased. To further ensure this, have employees ask if they are participating on the dates specified and sign the receipt when purchasing. Include this in your terms and conditions, or “rules,” within the post announcing the competition.

Tactic Two

Post live videos on both platforms announcing the arrival of new products. Your company has a tentative weekly menu for the restaurant and the butcher shop. Typically not all the same items are offered from week to week. It is important to show your followers what is available each week and what the price is, as well as what is not in stock this week. This will save the consumer time and frustration if what they came to I907 Meat Co. for is not there. This also gives the consumer ideas of what they can go to your store for the coming week.

Time frame: as-needed

Budget: \$0

Target audience personality: the OSU professor, the young adult, the stay at home mom

Special consideration: It is important to mention if the new items is limited time only so customers do not expect these items to be in constant stock in the store. A facebook storyboard is included in the appendix.

Tactic Three

Post the new daily items for brunch and lunch on all forms of social media everyday. The menu is changing daily/weekly depending on restaurant needs. It is important to inform customers what is available, what is new and what is out of stock. This will avoid frustration for the consumer if they happen to visit the store for a specific meal.

Time frame: As-needed/weekly

Budget: \$0

Target audience personality: the OSU professor, the young adult, the stay at home mom

Special consideration: It is important to note in your post how long something will be available and how long something will be out of stock.

August

8/20/18: Sponsor welcome back lunch for OSU professors and educate them on 1907's business and offers.

8/27/18: Publish first blog post: Benefits of Cooking at Home for You and Your Family and first farmer spotlight.

September

9/10/18: To welcome students back to school, host a burger box giveaway in order to promote online engagement.

9/14/18: Post farmer spotlight on all social media platforms.

9/17/18: Purchase a table on OSU's campus that sells 1907 Meat Co. meals to faculty and staff during lunch hours.

9/24/18: Post Facebook video of new recipe featuring menu items.

9/24/18: Offer a small discount to OSU professors who come in on their lunch break. Notify via email blast.

October

10/1/18: Submit second blog post: Homemade Treats for Dogs .

10/8/18: Partner with local bars who host game nights and exchange coupons/discounts as prizes.

10/15/18: Create 1907 T-shirts for in-store purchase.

10/22/18: Post Farmer Spotlight.

November

11/5/18: Sponsor and/or cater staff events on campus and with local high schools.

11/12/18: Encourage putting phone down for 10 minutes.

11/26/18: Encourage an online competition for people to post how they use and cook their 1907 products at home with #homecooking-with1907.

December

12/3/18: Post Farmer Spotlight & Blog Post: Benefits of Purchasing Local Meats.

12/10/18: Post Facebook recipe video featuring current product.

TACTICS

AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

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2018 BUDGET

SOCIAL MEDIA

Calendar	\$90.00
Monthly Recipe Spotlight	\$72.00
Sponsored Posts on Social Media	\$1680.00
Blog Posts	\$120
Live Videos	\$0.00
Daily items	\$0.00
Doggy Instagram Contest	\$10.49
Monthly Burger Box	\$270.00
Total Cost	\$2242.49

ENGAGEMENT

Tabling	\$450.00
Local Events	\$0.00
Game Nights	\$170.00
Total Cost	\$620.00

ONE TIME EXPENSE

Media Equipment	\$300.00
Video Software	\$120.00
Custom Logo Banner	\$2000.00
Total Cost	\$2420.00

OTHER

T-Shirts	\$0.00
Contingency	\$2500.00
Total Cost	\$2500.00

BUDGET TOTAL

\$7782.49

Objective 1: Increase Community Awareness

Evaluation Techniques	Potential Results:
Website traffic	Increased foot traffic
social media engagement	large increase in brand, logo and business overall
following taken before and after campaign	increased social media engagement

Objective 2: Reshape existing image of 1907 Meat Co.

Evaluation Techniques:	Potential Results:
surveys taken online and in-store	Increased foot traffic
tracking of social media following	increased community engagement with business and increased social media following and engagement
engagement comparison of butcher items purchased versus kitchen items	increase in purchases from butcher shop items



The Appendix.

1907
MEAT CO.



Slow-Cooker Grass-Fed Beef Roast

- 1 grass-fed beef roast (chuck, sirloin, rump)
- 1 cup water or beef broth
- salt and pepper

Place roast in slow-cooker (roast can be thawed or frozen), pour in water or broth, sprinkle both sides of roast with salt and pepper (about 1 tsp salt per side depending on size of roast). Cover and turn slow-cooker on lowest heat setting. Let cook for 10-12 hours. After roast is fully cooked and fork tender, remove meat from slow-cooker, place on a plate, cover and let rest for 10-15 minutes. While meat is resting you can make a gravy from the juices left in the slow-cooker.



MAKE MEAT ~~corporate~~ AGAIN.

fresh

local

yummy

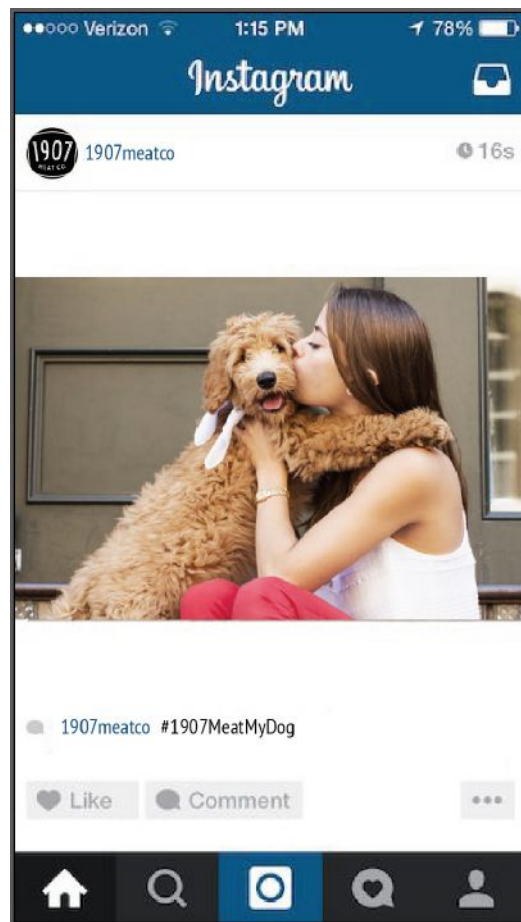
quality

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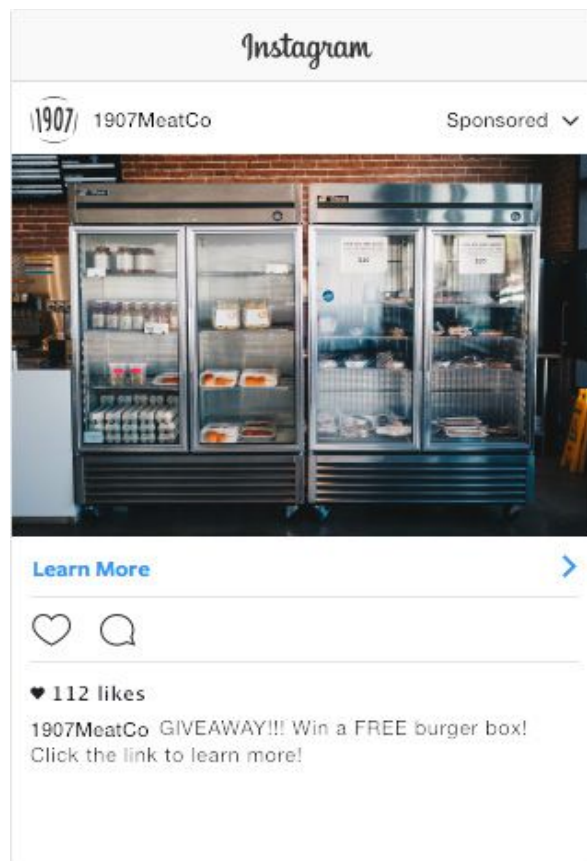
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APPENDIX D



APPENDIX E



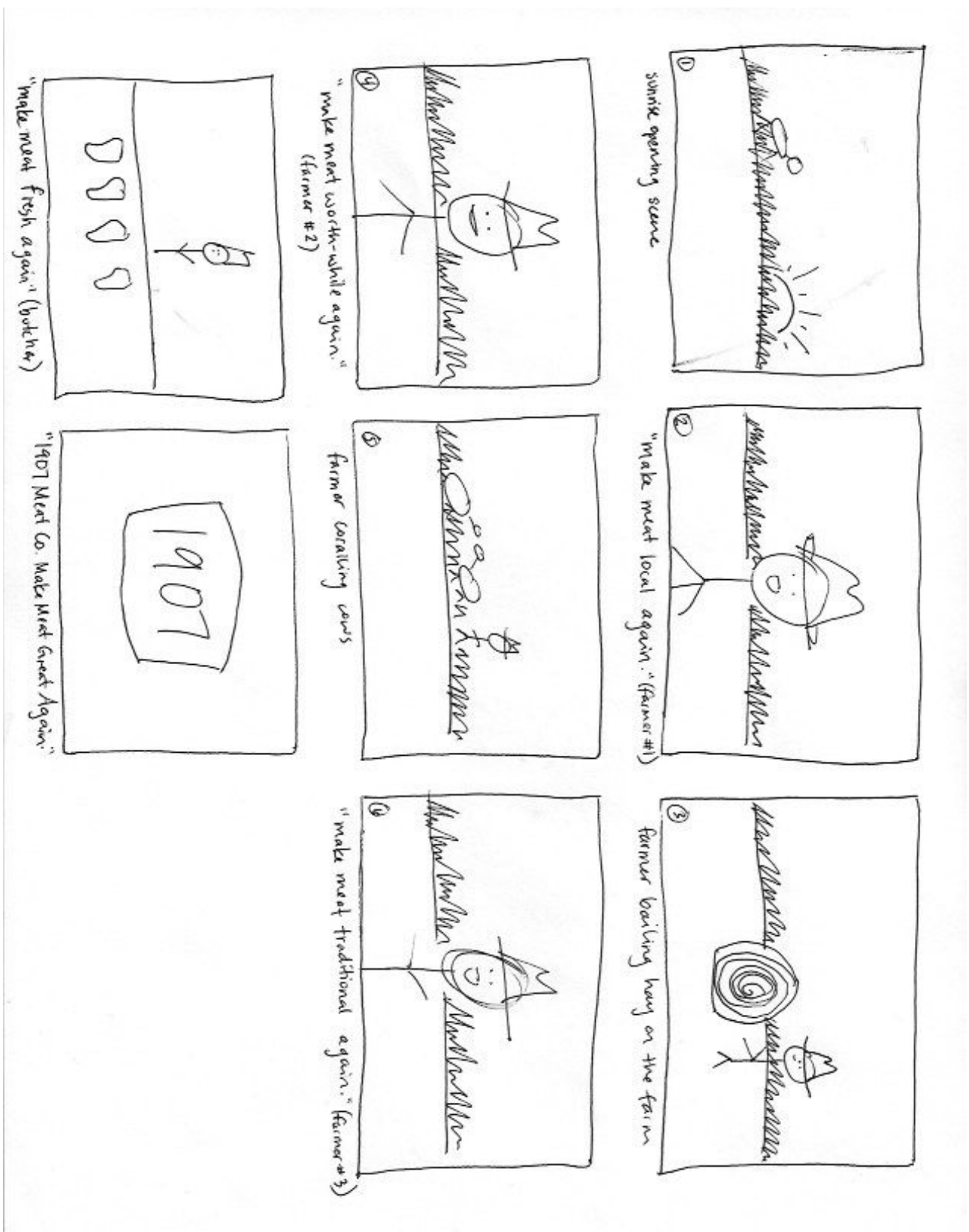
APPENDIX F



APPENDIX G



FACEBOOK ADVERTISEMENT STORYBOARD





HOW TO COOK AT HOME WHEN THERE ISN'T ANY TIME

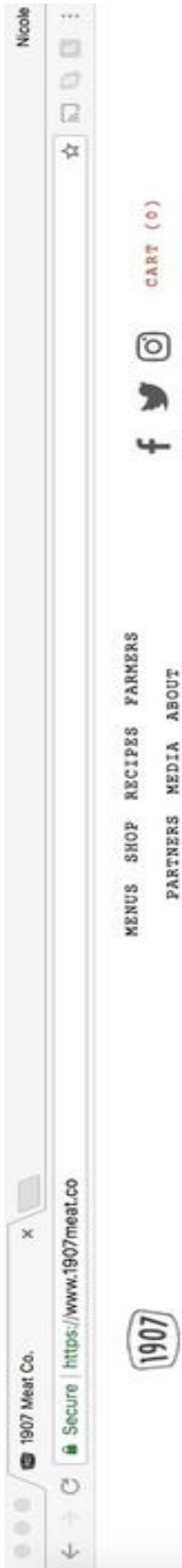
August 28, 2018

To some people cooking can be such a chore. There are days when people are so busy, so consumed with running from place to place in order to get everything done within 24 hours. But the truth is, cooking can bring such joy into the home for you and your family.

Cooking can be a conversation starter, stress reliever, and even a chance for some "me time." I know that's strange to say but its true.

It's a way to make you and your family happy and what is better than sitting down at the dinner table with a home cooked meal instead of something you ordered and had to pick up on the way





EASY HOMEMADE DOG TREATS

October 1, 2018

I don't know about you but I am very cautious when it comes to picking out dog food and treats for my fur baby. There are so many byproducts, extra chemicals and dyes that are put into processed dog food that can be very harmful! Here is an easy, five minute recipe for some homemade dog treats that will ave you time and \$\$\$ (my favorite;)) I make these all the time, especially in the summer because it is a nice cool snack and they also help keep that coat nice and shiny!....oh and they are fax approved! :)

INGREDIENTS:

- Frozen Bananas
- Pup's favorite peanut butter
- 100% Cold Pressed Coconut Oil

DIRECTIONS:

- Blend up all your ingredients until they are silky smooth

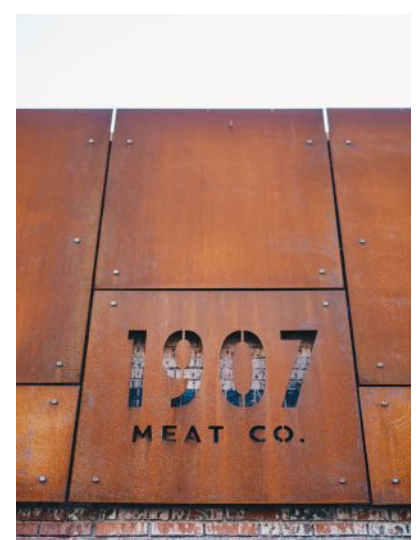
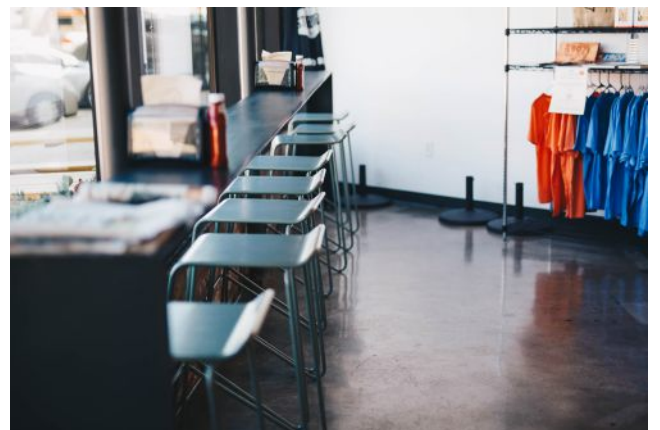




The 1907 Gallery.

By Allie Raney

*All photos included in this
booklet of 1907 Meat Co. are
by Allie Raney.*







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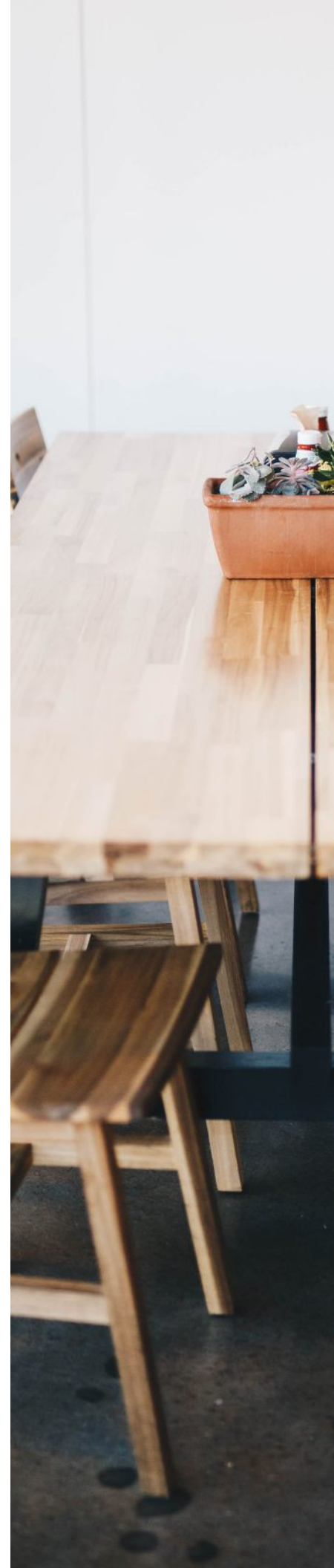
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