

Innov8 Media Presents

# ROUND ROCK HONEY

HONEY FROM THE ROCK™

ASHEVILLE MARCH 1ST



PART I: THE INSIGHT

# Meet the Team



**Matthew Smith**  
PROJECT MANAGEMENT LEAD



**Trey Carrillo**  
RESEARCH LEAD



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STRATEGY LEAD



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DESIGN LEAD



**Mia Dellovade**  
BUDGET & LOGISTICS



**Joe Fulp**  
WRITING LEAD

# Campaign Scope

On Saturday, March 15th, 2024...

Round Rock Honey will open in the downtown River Arts District of Asheville, NC

## *Main Objective?*

Inspire potential customers to seek out the Round Rock Honey experience and hear their story in order to grow the brand.

Budget: \$100,000

Target Audience Awareness: 70%

# COMMUNICATIONS PLATFORM

What defines what we do?

*"Quality from hive to home"*

Every aspect of the honey-making **journey** is marked by unparalleled quality and dedication to preserving the natural essence of this golden nectar.

With Round Rock Honey, it's more than just honey; it's an embodiment of excellence, a journey of quality that brings the sweet taste of the hive to the comfort of your home.

# STRATEGY OVERVIEW



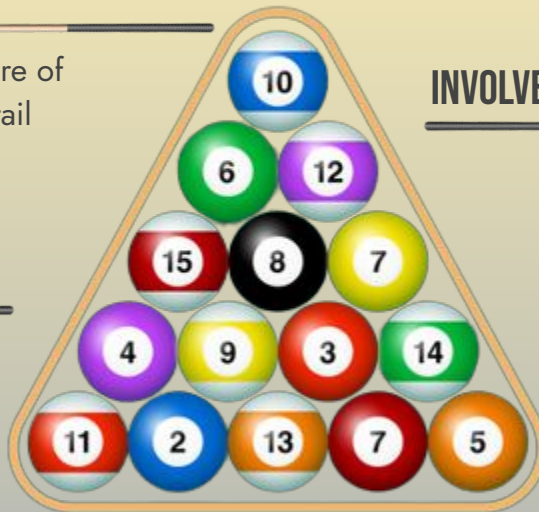
# KPIs

## DISCOVERY

1. 70% of the target audience will be aware of the Round Rock Honey name and new retail location through aided recall.

## ACTION

1. 100 Jars of honey/week March - May, with 250 bottles/week from summer – year's end.
2. Soap and Skin Care - \$1,200/week starting May 1
3. Classes - 25 individual classes/week starting May 1
4. Tours - 50 honey house tours/week starting May 1



## INVOLVEMENT

1. 35% increase in website visits, with 65% in the local Asheville DMA
2. Boost in-store attendance by 10%
3. 50 walk-in customers on weekdays, 100 on weekends
4. 25 initial subscribers for digital newsletter in 1 month, with an additional 25 each month throughout the year

## SHARE

1. Regular distribution sell-in at 10 local area restaurants by year's end
2. An experiential event



# Brand and Product Profile



## Brand Truth:

In 2003, Konrad and Elizabeth Bouffard founded Round Rock Honey with just four backyard hives and a mission to provide **quality.**

### UVP:

Unwavering dedication to delivering excellence and elevating honey from a product to an experience for all customers.

## Where Does RR Honey Stand?

**Growing Market!**

### Mission Statement:

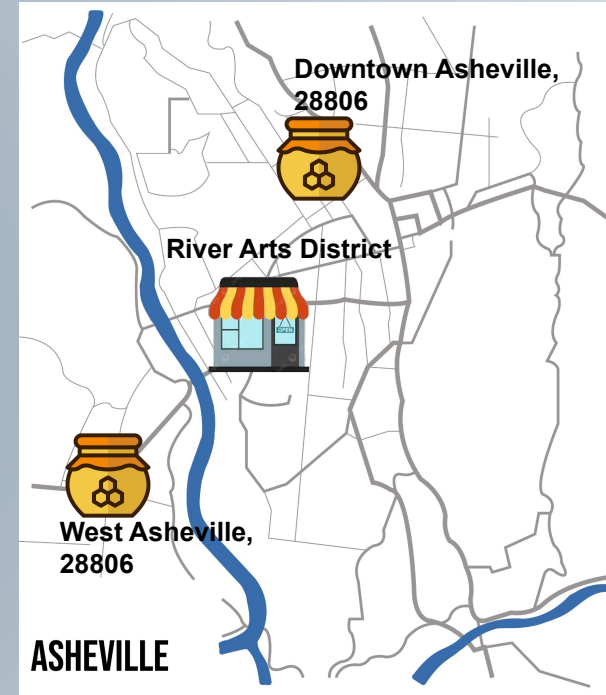
"That which the bees give us, we give you. When we say 100% honey, we mean it!"

### Products & Services:

- Honey (4oz - 12lbs)
- Soaps
- Skincare
- Beekeeping Classes
- Honey House Tours



# Geographic Profile





Population: 17,632  
Age: 43  
Income: \$75,000 +

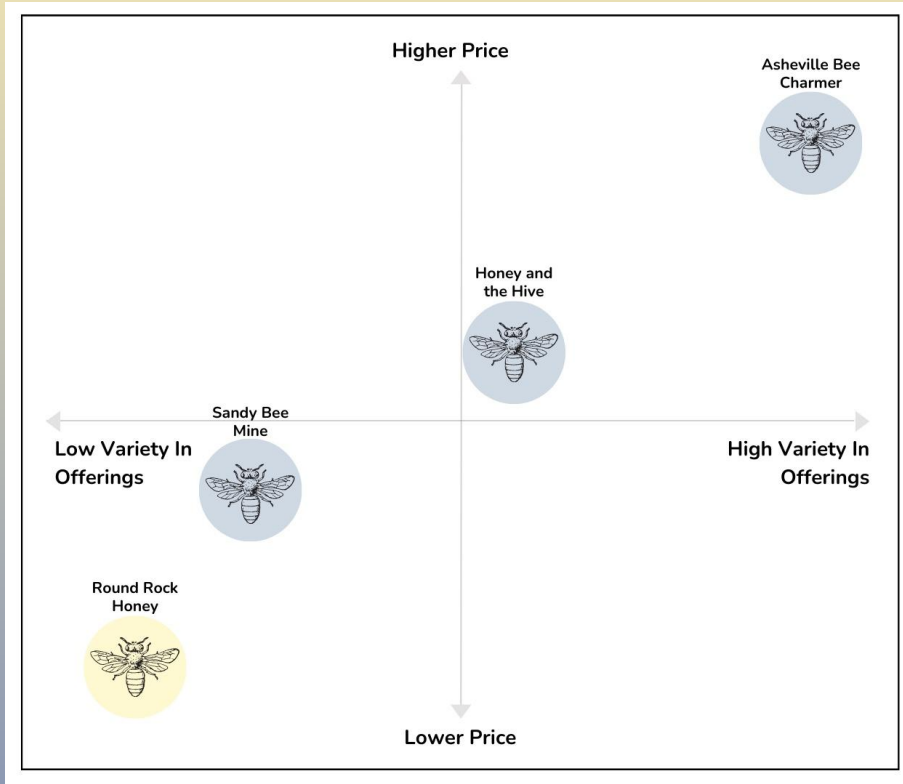


# Target Market

## ***I need to get my steps in.***

These are health-conscious consumers who prioritize their well-being and that of their children. They meticulously craft their daily routines around staying fit and eating healthily. For them, honey is not just a sweetener; it's a natural, nutrient-rich alternative that aligns perfectly with their commitment to a wholesome lifestyle. These people, while health-conscious, also favor convenience due to their demanding schedules, making them particularly receptive to honey products that offer both nutrition and ease of use.

# Competitive Market



## The Noteable 3 Competitors

- **The Top Dog**
  - Asheville Bee Charmer
- **The Experience**
  - Honey and Hive
- **The Family Owned**
  - Sandy Bee Mine

# FLIGHT STRATEGY – BY FLIGHT



## Flight 1 (timeline: March 1 - April 1)

- **Paid Social Media:** 25,000 impressions
- **Experiential:** 25 subscribers on Round Rock Honey's newsletter.
- **OOH:** 100 consumers/weekend and 50 consumers/weekday.
- **SEM:** 100 jars of honey a week.
- **Evergreen**

## Flight 2 (timeline: April 1 - May 1)

- **Paid Social Media:** 25,000 impressions
- **SEM:** website visits by 35%,
- **Radio:** 100 weekend and 50 weekday visitors.
- **OOH:** 100 jars of honey a week.
- **Evergreen**

## Flight 3 (timeline: May 1 - June 1)

- **Partnership:** reinforcing brand recall and recognition.
- **Print (Newspaper):** 250 jars of honey a week.
- **Print (Magazine):** an increase RRH edible products and skin care.
- **Print (Newspaper):** 50 tours in the month
- **Digital Display:** 25 classes through the month, 25 additional subscribers
- **Paid Social Media:** 25,000 impressions
- **Evergreen**

## Flight 4 (timeline: August 1 - September 1)

- **Podcast:** discovery
- **Print (Magazine):** increase RRH sales and in-store.
- **Digital Display:** 25 additional subscribers and increase sales, 250 jars of honey in a week.
- **Digital Display:** \$1,200 worth of skincare sold.
- **Paid Social Media:** sell-in at 5 local area restaurants.
- **Evergreen**

## Flight 5 (timeline: November 9 - December 15)

- **Experiential:**
- **Digital Display:** 25 subscribers to our newsletter.
- **Experiential**
- **Evergreen**

# BUDGET RECAP



## FLIGHT 1

### Paid Social

- \$593.07

### Experiential

- \$4,000

### OOH

- 1,000
- \$1,000

### SEM

- \$2,385

**Total: \$9,478.07**

## FLIGHT 2

### SEM

- \$1,435
- 3,170

### Radio

- \$2,340

### OOH

- \$4,375

**Total: \$11,913.07**

## FLIGHT 3

### Newspaper

- \$1,150
- \$3,500

### Magazine

- \$1,570

### Digital Display

- 6,722
- \$1,000

### Paid Social

- \$593.08

### Partnership

- \$1,000

**Total: \$15,535.07**

## FLIGHT 4

### Magazine

- \$1,570

### Digital Display

- \$6,120
- \$8,000

### Paid Social

- \$10,240

### Podcast

- \$2,500

**Total: \$28,430**

## FLIGHT 5

### Experiential

- \$3,000
- \$8500

### Digital Display

- \$1,000
- \$5,000

### Paid Social

- \$5,120

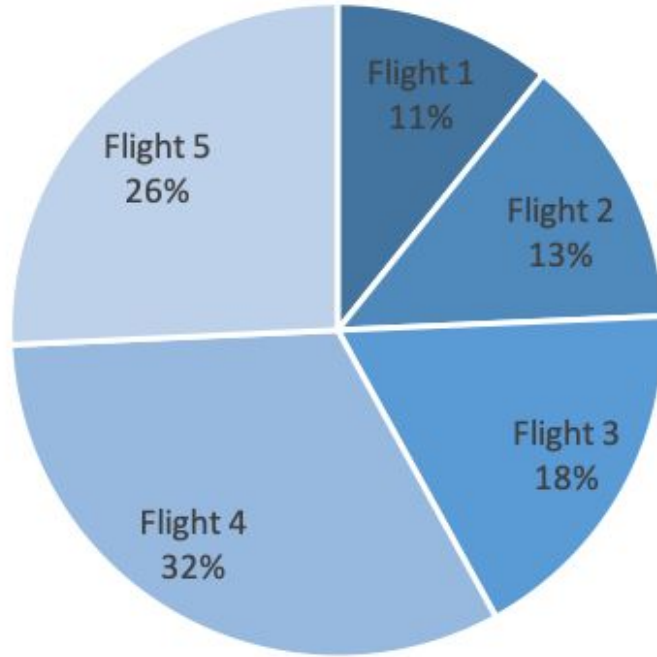
**Total: \$22,620**

# FLOWCHART

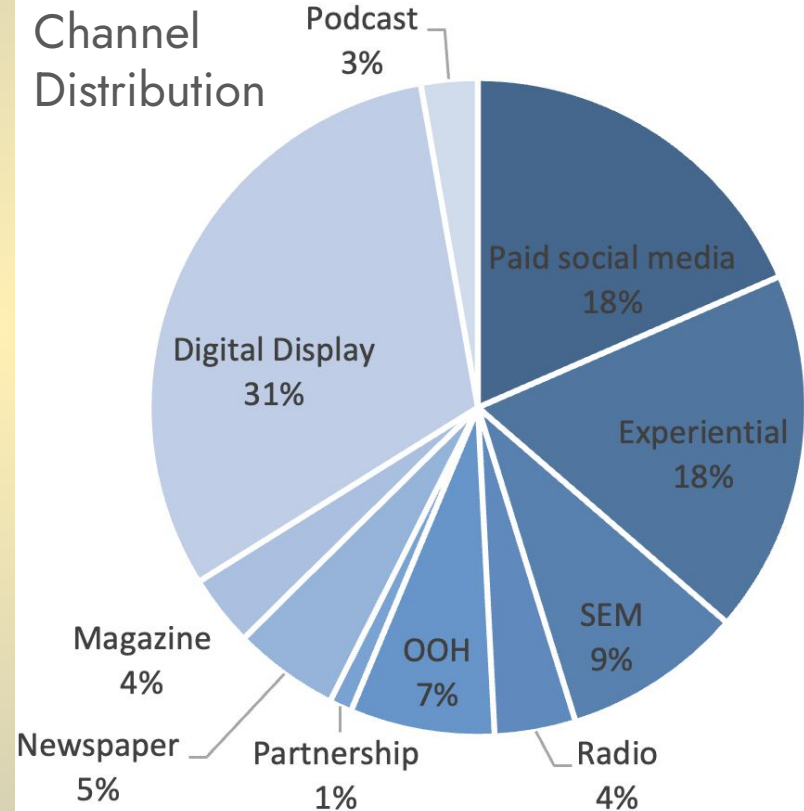
Month	March				April				May				June				July				August				September				October				November				Total Costs	% of Budget	Impressions/TRPs/C				
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4											
	Flight 1				Flight 2				Flight 3				Flight 4								Flight 5																						
OOH																																											
Medium Poster	\$2,000																																										
Pharmacy receipt					\$4,375																																\$6,375	6%					
SEM																																											
"Raw honey"	\$2,385 1,500 clicks				3,170 2,000 clicks																																						
"Local Honey"					1,435 1,000 clicks												\$2,380 1,000 Clicks																				\$7,935	8%	5,500 clicks				
Social Media																																											
Facebook	\$593.08 25,000 impressions												\$593.08 25,000 impressions								\$10,240 500,000 impressions								\$5,120 250,000 impressions								\$16,546	17%	800,000 impressions				
Print																																											
Magazine: The Laurel of Asheville; 1/2 page													\$1,570 60,000 circulation								\$1,570 60,000 circulation																\$7,790	8%	131,493 circulation				
Newspaper: The Anderson Independent-Mail (color); 1/2 page													\$1,150 4,518 circulation																														
Newspaper: Asheville Citizen Times; 1/4 page													\$3,500 6,975 circulation																														
Radio																																											
Early Morning (6AM to 10AM)					\$2,340 15 TRPs								\$1,230 15 TRP's																								\$3,570	3.50%	30 TRPs				
Digital Media																																											
Website (exploreasheville.com)													\$6,722 300,000 impressions								\$1,000 61,065 impressions																						
Website (asheville.com)													\$1,000								\$5,120 250,000 Impressions								\$1,000 61,065 impressions														
Website (independentmail.com)																					\$8,000 472,918 impressions								\$5,000 472,918 impressions								\$27,842	28%	1617966 impressions				
Experiential																																											
Round Rock Honey Grand Opening	\$4500 500 attendees																																										
Back to School Event																																	\$8500 500 attendees										
Aerial Advertisement (november 9)																																	\$1,500 3,500 attendees										
Aerial Advertisement (november 16)																																	\$1,500 3,500 attendees				\$16,000	16%	8000 attendees				

# MEDIA BREAKDOWN

## Flight Distribution



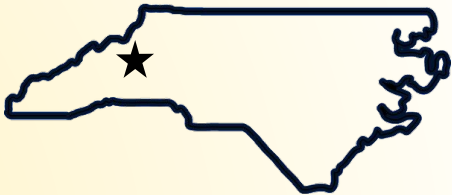
## Channel Distribution





# CALL TO ACTION

ROUND ROCK  
**HONEY**  
HONEY FROM THE ROCK™





WE CREATE FUTURES.