



# ROUND ROCK HONEY

Proposal presented by **EM360**

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# THE WORKER BEES BEHIND EM360

At Envision Media, we pride ourselves on taking a 360° approach, providing our clients with the big picture for their brand, the market landscape, and their consumer. We are data-driven storytellers who use innovative strategies to drive successful campaigns. Our goal is simple: creating messaging that will drive conversations between the brand and its audience.



**Tess Forneris** Brand Strategist

Tess was born and raised in Chicago, Illinois. Now, she thrives in the artsy, active environment of Austin, Texas. Tess' passion lies in the intersection of data and creative storytelling. In her free time, Tess performs improv comedy at a local Austin theatre.

**Carrine Hen** Media Planner

Hailing from Houston, TX, Carrine is passionate about connecting brands with their ideal audience by utilizing the most compelling media platforms. Outside of her work, you can find her photographing concerts and attending music-related events.



**Cassy Carlton** Research Strategist

Dallas born and Austin raised, Cassy's passion lies in giving data new meaning and connecting stats with real-world events. Outside of that, you can catch her competing for the US powerlifting team and creating YouTube videos.

**Cheryl Gutierrez** Competitive Analyst

Born in California and raised in Texas, Cheryl has a passion for advertising research. In her free time, you can find her volunteering with children, or at Zilker Park either running or playing sand volleyball.



**Danielle Song** Copywriter

Born and raised in Texas, Danielle is an innovator who combines computer science and advertising to create digital advertisements. Other than that, she enjoys exploring her artistic side through music and making song covers.

**Jamie Hwang** Creative Director

Originally from Seoul, South Korea, Jamie is enthusiastic about creating content to catch people's eye. Outside of his work, he enjoys photographing portraits and editing videos for social media.





# EXECUTIVE SUMMARY

Envision Media 360° has been researching and strategizing the new market of Asheville, NC. **EM360** has developed a full media plan to zero in on the researched ideal target market, Natural Environmentalists, with a strategically used budget of \$150,000. The campaign focuses on Round Rock Honey's long-standing model of "community-and-bees-first."

## Spreading Sweetness to Their Community

The communication platform embodies Round Rock Honey's commitment to high standards, exceptional products, and full transparency of their process. In every aspect of their business, Round Rock Honey is committed to spreading the sweetness of their high-quality honey and its positive impact on the environment to their growing community.

## Consumer Strategy

Natural Environmentalists in Asheville are health and sustainability-minded, experience-seeking, and lead busy lives. To reach this target market, Round Rock Honey will meet millennials consumers in Asheville where they are, seamlessly integrating the brand into their lives through interactive, tactile, and experiential mediums. In each phase of the 10-month campaign, Round Rock Honey will foster buzz for their brand in Asheville, starting conversations that will drive sales and preference for the unique flavor of Round Rock Honey.

### Flight 1: Let's Get Buzzing!

Through fostered buzz and generated interactions, Natural Environmentalists will have the opportunity to become familiar with the Round Rock Honey brand and become aware of the natural, high-quality products they have to offer.

### Flight 2: Sweet Summer in Asheville

Round Rock Honey will actively seek interactions with Natural Environmentalists, which will lead to a reinforced brand image and direct purchases.

### Flight 3: 'Pollen In Love' with ROUND ROCK HONEY

Building on the buzz and interactions they've fostered, continued conversations between Natural Environmentalists and Round Rock Honey will keep the brand and product top of mind and establish brand loyalty.

## B2B Strategy

Round Rock Honey will partner with local coffee shops, cafes, and cooking schools for a total of 10 distribution sell-in deals. To build these mutually-beneficial relationships, Round Rock Honey will emphasize their strong values of high-quality, community-minded offerings. For every B2B effort, they will seek out businesses that share these strong core values, furthering their mission to leave a positive impact on the greater community. The B2B strategy will result in direct sales to businesses, increased consumer sales, and an overall increase in awareness and liking of Round Rock Honey in the Asheville community.

## EM360 IS HERE TO HELP

**EM360** has created a media plan that will be constantly engaging Natural Environmentalists within the Asheville community, centered around their environmentally-friendly, active lifestyle. At the end of this campaign period, 70% of Natural Environmentalists in Asheville should be aware of Round Rock Honey when prompted by aided recall. The media efforts and events Round Rock Honey will host will be worth buzzing about!





# COMMUNICATION PLATFORM

## Spreading Sweetness to Their Community



Round Rock Honey is rooted in its commitment to high standards, exceptional products, and full transparency of its process. With both their customers and bees in mind, owners Konrad and Elizabeth Bouffard have shown full transparency on their product—how it's produced, the source of their bees, and even how they maintain a superior quality of life for their bees. Their “community-and-bees-first” business model resonates with Natural Environmentalists, who prefer sustainable practices, natural food options, and products that benefit the greater good; Round Rock Honey goes above and beyond to meet these standards. In every aspect of their business, Round Rock Honey is committed to spreading the sweetness of its high-quality honey and its positive impact on the environment to its growing community.

# MEDIA MENU ADDITIONS

Miscellaneous			
Farmers Market Booth <sup>1</sup>	\$80 per month	6 months	\$500
RRH Honey Lip Balm	\$3 per balm	9 lip balms	\$27
RRH Vanilla Honey Soap	\$8 per soap	6 soaps	\$48
RRH Oatmeal Honey Lotion Bar	\$16 per lotion bar	6 lotion bars	\$96
RRH Honey Salve	\$15 per honey salve	6 honey salves	\$90
RRH Lavender Honey Soap	\$8 per soap	6 soaps	\$48
RRH Peppermint Tea Tree Soap	\$8 per soap	3 soaps	\$24
RRH Honey 1lb.	\$14 per container	3 honey containers	\$42
Van w/ Company Logo	\$25,000 per van	1 van	\$25,000
Sample Cups <sup>2</sup>	\$.04 per cup	500 2oz. cups	\$20
Raffle Tickets <sup>3</sup>	\$10 per roll of 2000	2000 tickets	\$10
Mural <sup>4</sup>	\$100 per square foot	15' x 10'	\$1,500

Promotional Merchandise			
Pens <sup>5</sup>	\$0.24 per pen	500 pens	\$120
Stickers <sup>5</sup>	\$0.59 per sticker	500 stickers	\$295
Flyers <sup>6</sup>	\$0.10 per flyer	500 flyers	\$50
Koozies <sup>7</sup>	\$0.40 per koozie	500 koozies	\$200
Printed Napkins <sup>8</sup>	\$0.14 per napkin	50,000 napkins	\$7,000

Online			
Facebook Promotional Ad	CPC= 0.70	5,000 clicks	\$3,500
Facebook Ad	CPC= 0.70	5,000 clicks	\$3,500
Instagram Ad	CPC= 0.61	7,500 clicks	\$4,575

Direct Mail			
Mailing Cards <sup>9</sup>	\$1.25 per card	10,000 HH	\$12,500

OTT/Audio			
Spotify Podcast Ad <sup>10</sup>	\$18 per 30 sec. ad	50 ads	\$900

People			
DJ <sup>11</sup>	\$820 per night x 1 night	1 person	\$820
Raffle Ticket Manager	\$10 per hour x 12 hours	1 person	\$120
Flyer Distributors	\$12 per hour x 8 hours	2 people	\$192
B2C Social Media Intern	\$200 per week x 26 weeks	1 person	\$5,200
Bartenders	\$15 per hour x 8 hours	4 people	\$500
Food Preparers	\$12.50 per hour x 8 hours	5 people	\$500
Live Music Band <sup>12</sup>	\$2,500 per night x 1 night	1 band	\$2,500
Koozie & Sample Stationers	\$10 per hour x 10 hours	2 people	\$200
Honey Distributor	\$240 per week x 40 weeks	1 person	\$9,600
B2B Social Media Intern	\$100 per week x 40 weeks	1 person	\$4,000

<sup>1</sup> Farmers Market - <https://www.forbes.com/sites/moneybuilder/2012/04/11/how-to-make-money-at-the-farmers-market/#6c2b6393546b>

<sup>2</sup> Sample Cups - [https://www.amazon.com/dp/B0184725YY/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_U\\_uyGQEb4Z6RPOP](https://www.amazon.com/dp/B0184725YY/ref=cm_sw_em_r_mt_dp_U_uyGQEb4Z6RPOP)

<sup>3</sup> Raffle Tickets - [https://www.amazon.com/dp/B005OMVJ2W/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_U\\_9AGQEb0QYNG8T](https://www.amazon.com/dp/B005OMVJ2W/ref=cm_sw_em_r_mt_dp_U_9AGQEb0QYNG8T)

<sup>4</sup> Murals - <https://www.davisimages.com/murals/prices.html>

<sup>5</sup> Pens and Stickers - <https://www.4imprint.com>

<sup>6</sup> Flyers - <https://www.gotprint.com/products/flyers/order.html?fid=2744095&size=111&quantity=100>

<sup>7</sup> Koozies - <https://www.totallypromotional.com/best-value-collapsible-can-cooler.html>

<sup>8</sup> Napkins - <https://www.4imprint.com/product/874-W-LQ/Beverage-Napkin-3-ply-White-Low-Qty>

<sup>9</sup> Direct Mail - <https://www.mediaspacesolutions.com/blog/how-much-does-direct-mail-marketing-cost>

<sup>10</sup> Spotify Podcast Ads - <https://www.wordstream.com/blog/ws/2018/06/05/podcast-advertising>

<sup>11</sup> DJ - <https://fash.com/costs/wedding-dj-cost>

<sup>12</sup> Live Music Band - <https://www.samhillbands.com/faq>

# MEDIA OBJECTIVES



## CONSUMER OBJECTIVES

### Let's Get Buzzing!

In the first six weeks of the campaign, Round Rock Honey will grab the attention of the Natural Environmentalists in Asheville in order to foster buzz for the brand and generate interactions. Before the grand opening event on March 13, they will introduce the Round Rock Honey brand and new location using the campaign's foundational media efforts: social media, SEM, a booth at the Western North Carolina Farmers Market, and a monthly newsletter. Round Rock Honey will also create awareness for the brand and grand opening in flight one with a radio advertising heavy-up. After the grand opening event, these efforts will continue through mid-April in order to drive millennials to join the Round Rock Honey hive.

### Sweet Summer in Asheville

Utilizing the buzz and interactions that they've fostered in the first six weeks of the campaign, Round Rock Honey will focus their efforts on driving the direct purchase of honey, tours, and classes. Anticipating the increase of traffic and sales during the summer months, Round Rock Honey will combine their foundational media efforts with an OOH heavy-up, print media, and their summer event, Honey & Hopps. The summer flight will increase traffic and drive sales, both of which will lead to repeat purchases in flight 3.

### 'Pollen In Love' with ROUND ROCK HONEY

During the final flight of the campaign, Round Rock Honey will increase its digital and mobile advertising efforts. Using OTT audio, print advertising, SEM, and a newsletter heavy-up, they will drive even more in-store and online sales of products and classes, generate repeat purchases and create loyal customers. In anticipation of the increased holiday shopping for food and gifts, they will also introduce heavy digital display and direct mail efforts. Round Rock Honey can expect 70% awareness among millennials in Asheville when prompted by an aided recall by the end of December.

## BEE TO BEE OBJECTIVES



Round Rock Honey will partner with local businesses in Asheville in order to collaborate on promotions and events, sell directly to the restaurants, and secure a distribution sell-in with each business. Of utmost importance for Round Rock Honey's B2B efforts is to seek out businesses that share the mentality and values of Round Rock Honey. In every effort, Round Rock Honey will continue to put nature first and to provide high-quality service and partnerships.

Round Rock Honey's B2B efforts will be split between 3 business types: coffee shops, cafes, and local businesses offering cooking classes. These partnerships will generate awareness and liking for Round Rock Honey, extend the purchase cycle outside of store hours, and generate direct sales of honey bottles. Round Rock Honey will invest in promotional materials, event sponsorships, and staff for their B2B efforts. The remaining costs of selling their product at wholesale prices will be offset by the profit of the generated sales.

By the end of December, Round Rock Honey will be partnered with 8 local businesses in Asheville, totaling 10 restaurant locations with a secured distribution sell-in.

# STRATEGY FLIGHT 1

## Let's Get Buzzing!

**Timeline:** March 1st - April 12th

**Objectives:** Foster Buzz, Generate Interactions



### **Grand Opening Event**

To launch the campaign, Round Rock Honey will host a grand opening event on March 13, 2021. This event will generate interactions with the target audience and introduce them to the brand and storefront. There will be a DJ at the event to appeal to the millennial audience. Additionally, honey samples will be distributed, allowing consumers to have a first taste of the unique flavor that Round Rock Honey has to offer. Every attendee will have three chances to win a raffle. The prizes will include an assortment of Round Rock Honey's finest honey and beauty products.



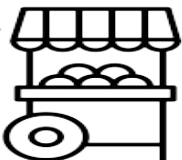
### **Event Promotion**

During the two weeks prior to the grand opening, Round Rock Honey will hand out flyers, branded pens, and branded stickers in the downtown area to drive traffic to the event. They will also have users choose to opt-in to the newsletter. A promoted Facebook teaser campaign with a goal of 5,000 clicks will encourage "going" responses to the event on Facebook and awareness of the new location.



### **SEM**

Using Google Ads will help inform Natural Environmentalists of the brand and lead them to Round Rock Honey. SEM efforts in flight one will use strategically targeted keywords related to honey in order to drive online traffic, foster customer relationships, and generate sales. Five keywords, including "honey," "best honey," and "honey company," will be used to generate a total of 5,000 clicks.



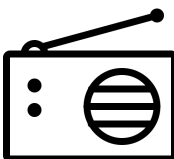
### **Farmers Market**

The introduction of a booth at the Western North Carolina Farmers Market will take place beginning grand opening week. Round Rock Honey's presence will continue through August, allowing consumers to interact with the brand in person during the warm weather months in Asheville. Employees can voice brand values, promote upcoming events, encourage newsletter sign-ups, and allow attendees to sample the honey.



### **Monthly Newsletter**

Three days before the Grand Opening Event, Round Rock Honey will launch its monthly newsletter. The newsletter will be written by a paid intern, and it will go out to customers that have interacted with Round Rock Honey. The first newsletter will promote the grand opening event and drive experiential traffic. Subsequent monthly issues will serve to continue the conversation with Natural Environmentalists by highlighting products, providing readers with recipes, and inviting consumers to share their meals that feature Round Rock Honey on social media.



### **Radio Ad Heavy-Up**

Round Rock Honey will introduce radio advertisements, with 300 TRPs distributed equally across the four dayparts. Radio spots will announce the brand, new storefront, and grand opening event, inviting all who are listening to save the date and foster buzz. In each radio spot, we will provide the brand's social media handles to generate interactions and open the door for future conversations.



### **Social Media**

Round Rock Honey will use Facebook and Instagram to foster buzz for the new location and introduce the brand's personality and values to Asheville. To generate interactions, the recommended goal is 2,500 clicks on each platform. Posts will include employee spotlights, featured products, and photos of food and beverages made with Round Rock Honey.



# STRATEGY FLIGHT 2

## Sweet Summer in Asheville

**Timeline:** June - August

**Objectives:** Direct Purchase, Reinforce Brand Image



### OOH

Professional millennials in Asheville commute an average of 15 minutes each day and own an average of two cars per household.<sup>1</sup> As these consumers drive to and from work each day, they will pass two digital bulletins for Round Rock Honey on Highway 176, the most frequently traveled commuter highway to downtown Asheville. The digital bulletins are essential in keeping Round Rock Honey top of mind and the top choice for local honey.



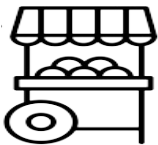
### Print

Round Rock Honey's presence within the Asheville Lifestyle magazine will allow them to reach hyper-targeted segments of Natural Environmentalists and reinforce their brand image. Round Rock Honey will run ½ page colored ads within the Asheville Lifestyle magazines, within both the "Food + Drink" and "Beauty + Health" sections. The ads will be published every month through September, for a total of four insertions.



### Social Media

Facebook and Instagram, with the goal of 5,000 clicks each, will be used to strengthen customer relationships and drive online sales of products and classes. In addition to driving direct sales, these platforms will be used to promote Round Rock Honey's summer event and downtown mural. Posts will prompt the community to reserve their spots to Honey & Hopps, join the email list, and visit the online store.



### Farmers Market

Round Rock Honey will continue holding a booth at the Western North Carolina Farmers Market each week throughout the summer, providing a means for direct purchases of honey and beauty products. New shoppers will be given the opportunity to sign up for our newsletter, furthering the goal of brand loyalty in flight three.



### SEM

Round Rock Honey's continued efforts in SEM will shift to drawing in users who are seeking out organic ingredients. Five keywords, including "organic food," "organic sugar," and "wholesome honey," will be used to generate an estimated 5,000 clicks. SEM will drive more online traffic, leading to increased customer relationships and direct purchases.



### Bi-Weekly Newsletter

The brand will increase newsletter activity to bi-weekly installments in order to drive traffic to the website and drive sales of products, classes, and honey tours. The newsletter will also provide the Round Rock Honey community with recipes, sustainability tips, and alert customers of in-store promotions.



### Honey & Hopps

The Honey & Hopps event will take place on June 19, 2021. Round Rock Honey will partner with two local businesses, one local brewery, and one local restaurant, that share their values of community-first and sustainable sources. The event will be hosted at the partnering brewery and will feature local drinks, food tasting, honey samples, and live music. 500 attendees will receive branded koozies featuring all three partnering brand's logos and coupons to drive in-store traffic. Participants will also be able to purchase bottles of Round Rock Honey onsite.



### Mural

A 10x15 ft mural located on the storefront or sidewall in the River Arts District will launch on National Honey Bee Day on August 15, 2021. In the creation of the mural, Round Rock Honey will partner with a local Asheville artist to capture the brand's natural and sustainable values. The mural will drive foot traffic to the storefront, reinforce the brand image, and facilitate organic content as millennial customers post their photos of the mural on social media.

<sup>1</sup> "Asheville, NC." Data USA. <https://datausa.io/profile/geo/asheville-nc>

# STRATEGY FLIGHT 3

## 'Pollen in Love' with ROUND ROCK HONEY

**Timeline:** October - November

**Objectives:** Repeat Purchase, Brand Loyalty



### **Print**

Round Rock Honey will continue their print efforts with two insertions in the Asheville Lifestyle magazine. Round Rock Honey's continued presence in the Asheville Lifestyle magazine will allow them to convert Natural Environmentalists readers into loyal fans of Round Rock Honey. They will run ½ page colored ads within the magazine's "Food + Drink" and "Beauty + Health" sections to appeal to health-conscious millennials.



### **SEM**

With keywords such as "local beekeeping classes" and "beekeeping lessons," SEM will be used to drive sales of beekeeping classes in flight three. Five keywords with a total of 5,000 estimated clicks will be used to draw in consumers who are ready to build loyal relationships with a local, sustainable company.



### **Podcasts**

Roughly 39% of millennials listened to podcasts in 2019, making them a great way to reach active millennial consumers during their long commutes and busy days.<sup>1</sup> To generate repeat purchases, Round Rock Honey will partner with podcasts to integrate their honey products within the podcast content, for a total of 500 30-second ads.



### **Digital Display Ads**

Round Rock Honey's digital display efforts will begin in October and continue through December, keeping the brand on millennial's screens as they shop for holiday ingredients and gifts. Round Rock Honey will reach these major mobile device users with a targeted 3,000,000 views across three websites.



### **Direct Mail**

In anticipation of increased holiday sales, Round Rock Honey will send direct mail advertisements to an estimated total of 10,000 community members. The direct mail efforts will target both previous customers and those community members within the 28801-zip code. Along with generating repeat purchases, the ads will serve to remind consumers of the Round Rock Honey brand, keeping them top of mind for their holiday shopping.



### **Bi-Weekly Newsletter**

The newsletter will continue to be released bi-weekly and will be targeted to previous purchasers in order to stimulate repeat purchases and foster brand loyalty. The newsletter will provide exclusive deals, while still containing information about honey products, cooking recipes, and classes offered at Round Rock Honey.



### **Organic Social**

In the final months of the campaign, the social media intern will create organic content for the Round Rock Honey audience, converting fans into loyal followers.

<sup>1</sup> "The Infinite Dial 2019." <https://www.edisonresearch.com/wp-content/uploads/2019/03/Infinite-Dial-2019-PDF-1.pdf>

# B2B STRATEGY

## Local Lunch Favorites

To better reach Natural Environmentalists where they are and generate direct sales, Round Rock Honey will work with three popular local lunch spots in Asheville, NC.

**Laughing Seed Cafe, Sunny Point Cafe, and Green Sage Cafe are the recommended local cafes for Round Rock Honey to partner with.**

All three cafes are locally owned businesses with a mind towards healthy, sustainable cooking and practices. Round Rock Honey will partner with the three downtown locations to sell bottles of honey to each cafe's customers. Additionally, they will offer online promotion of the three cafes through social media, their newsletter, and an "Our Valued Partners" section on their website.

## Wake Up To ROUND ROCK HONEY

To generate awareness of their brand and extend the purchase cycle of sales outside of their store hours, Round Rock Honey will partner with Summit Coffee Co., High Five Coffee, and Ultra Coffeebar.

**These morning hot-spots are all located within the heart of the River Arts District and are local favorites for our Natural Environmentalists.**

Summit Coffee and High Five Coffee specializes in coffee and teas, offering a quick coffee experience for their customers, including busy millennials. Ultra Coffeebar, another prime location to reach health-minded and experience-seeking consumers in Asheville, offers a variety of organic specialty coffee drinks, a full breakfast and lunch menu, and evening music events.

### Partnerships Centered on Providing Value

Along with securing a distribution sell-in, Round Rock Honey will partner with all three businesses to provide 16,500 branded napkins, featuring the logos of both companies, and bottled honey for their coffee stations. The honey is to be sold direct-to-business at a discounted rate, creating a preference for Round Rock Honey among Ashevilleans before they make a purchase. Round Rock Honey will sponsor one of Ultra Coffeebar's live music events during the Fall in order to strengthen their business relationship and increase awareness among the music-loving millennials in Asheville.



# B2B STRATEGY CONTINUED



## ◆ Cookin' Up Sweetness

To create a health and sustainability-minded experience for the Natural Environmentalist in Asheville, Round Rock Honey will partner with two local businesses that offer cooking classes. The recommended businesses to collaborate with on a cooking experience are The Asheville Kitchen and The Farmer's Hands.

**Each business is locally owned and will offer a unique experience for the millennials in Asheville.**

The Asheville Kitchen is located in the River Arts District and offers affordable and approachable classes to beginner cooks, perfect for health-oriented millennials that wish to start cooking more at home. Similarly, The Farmer's Hands will bring in Natural Environmentalists looking for a cooking adventure. They have a unique eye towards local, sustainable ingredients, and healthy cooking.

### **Cooking with Round Rock Honey**

Round Rock Honey and their cooking class counterpart will create and promote honey-themed cooking classes where participants will be able to purchase bottles of Round Rock Honey. The themes will include "Cooking with Round Rock Honey" and "From Hive to Table." Round Rock Honey will provide honey to be used during the classes at a wholesale price, promote the cooking classes through their social media and newsletter, and create co-branded giveaways.

# BUDGET

## Flight 1

Media Vehicle	Cost
<b>Event</b>	
Grand Opening	
DJ	\$820
Raffle Ticket Manager (12hr x \$10/hr)	\$120
Flyer Distributors (2 people x 8hrs x \$12/hr)	\$192
Raffle Tickets	\$10
Sample cups (500 x 2oz.)	\$20
12 lb. Round Rock Honey (5, for samples)	\$320
<b>Round Rock Honey Giveaway Prizes</b>	
Honey Lip Balm (3)	\$9
Vanilla Honey Soap (3)	\$24
Oatmeal Honey Lotion Bar (3)	\$48
Honey Salve (3)	\$45
Lavender Honey Soap (3)	\$24
<b>Audio</b>	
<b>Radio</b>	
25% AM (25 x 75 TRP)	\$1,875
25% Day (24 x 75 TRP)	\$1,800
25% PM (25 x 75 TRP)	\$1,875
25% Evening (20 x 75 TRP)	\$1,500
<b>Online</b>	
Facebook Teaser Campaign (promotional ad 5,000 clicks)	\$3,500
<b>Social Media Ads</b>	
Facebook (CPC= 0.7 x 2,500 clicks)	\$1,750
Instagram (CPC= 0.61 x 2,500 clicks)	\$1,525
<b>SEM</b>	
"honey" (CPC= 3.45 x 1,000 clicks)	\$3,450
"honey and spice" (CPC= 1.13 x 1,000 clicks)	\$1,130
"honey company" (CPC=1.91 x 1,000 clicks)	\$1,910
"himalaya honey" (CPC= 0.21 x 1,000 clicks)	\$210
"best honey" (CPC= 0.21 x 1,000 clicks)	\$210
<b>Miscellaneous</b>	
<b>Grand Opening Promotional Marketing</b>	
Pens (500)	\$120
Stickers (500)	\$295
Flyers (500)	\$50
Social Media Intern (20 hr/wk x \$10/hr x 6 wks)	\$1,200
Farmers Market Booth (avg. cost \$500/ 6 mo.)	\$250
<b>Total</b>	<b>\$24,282</b>

## B2B

Media Vehicle	Cost
<b>Event</b>	
Event Sponsorship	\$350
<b>Online</b>	
Instagram Partnered Giveaway (3)	
<b>RR Honey Giveaway Prizes</b>	
Honey Lip Balm (6)	\$18
Lavender Honey Soap (3)	\$24
Peppermint Tea Tree Soap (3)	\$24
Honey Salve (3)	\$45
Oatmeal Honey Lotion Bar (3)	\$48
Vanilla Honey Soap (3)	\$24
Honey 1lb. (3)	\$42
<b>OOH</b>	
Van with Company Logo	\$25,000
<b>Miscellaneous</b>	
Honey Distributor (labor, \$12hr x 20hr/wk x 10mo.)	\$9,600
B2B Social Media Intern (\$10/hr x 10hr/wk x 10mo.)	\$4,000
Printed Napkins (50,000)	\$7,000
<b>Total</b>	<b>\$46,175</b>

## Flight 2

Media Vehicle	Cost
<b>OOH</b>	
Digital Bulletin (2)	\$9,000
Mural (10'x15' x \$100/ sqft.)	\$1,500
<b>Event</b>	
<b>Honey &amp; Hopps</b>	
Sample Cups	\$20
12 Lb. Round Rock Honey (5, for samples)	\$320
Local Brewery Bartenders (4 people x 8hr x \$15/hr)	\$500
Local Food Shop Preparers (5 people x 8hr x \$12.50/hr)	\$500
Live Music Band	\$2,500
Koozie & Sample Stationers (2 people x 10hrs x \$10/hr)	\$200
<b>Online</b>	
<b>Social Media Ads</b>	
Facebook (CPC= 0.7, 5,000 clicks)	\$3,500
National Honeybee Day Instagram Promotion (CPC=0.61, 5,000 clicks)	\$3,050
<b>SEM</b>	
"organic food" (CPC= 2.65 x 1,000 clicks)	\$2,650
"organic food items" (CPC=1.17 x 1,000 clicks)	\$1,170
"organic sugar" (CPC= 1.5 x 1,000 clicks)	\$1,500
"organic cane sugar" (CPC= 1.28 x 1,000 clicks)	\$1,280
"wholesome honey" (CPC= 1.43 x 1,000 clicks)	\$1,430
<b>Magazine</b>	
Asheville Lifestyle (3 insertions, 1/2 page color)	\$3,804
<b>Miscellaneous</b>	
<b>Honey &amp; Hopps Promotional Marketing</b>	
Koozies (500)	\$200
Social Media Intern (20 hr/wk x \$10 hr x 12 wks)	\$2,400
Farmers Market Booth (avg. cost \$500/6 mo.)	\$250
<b>Total</b>	<b>\$35,774</b>

## Flight 3

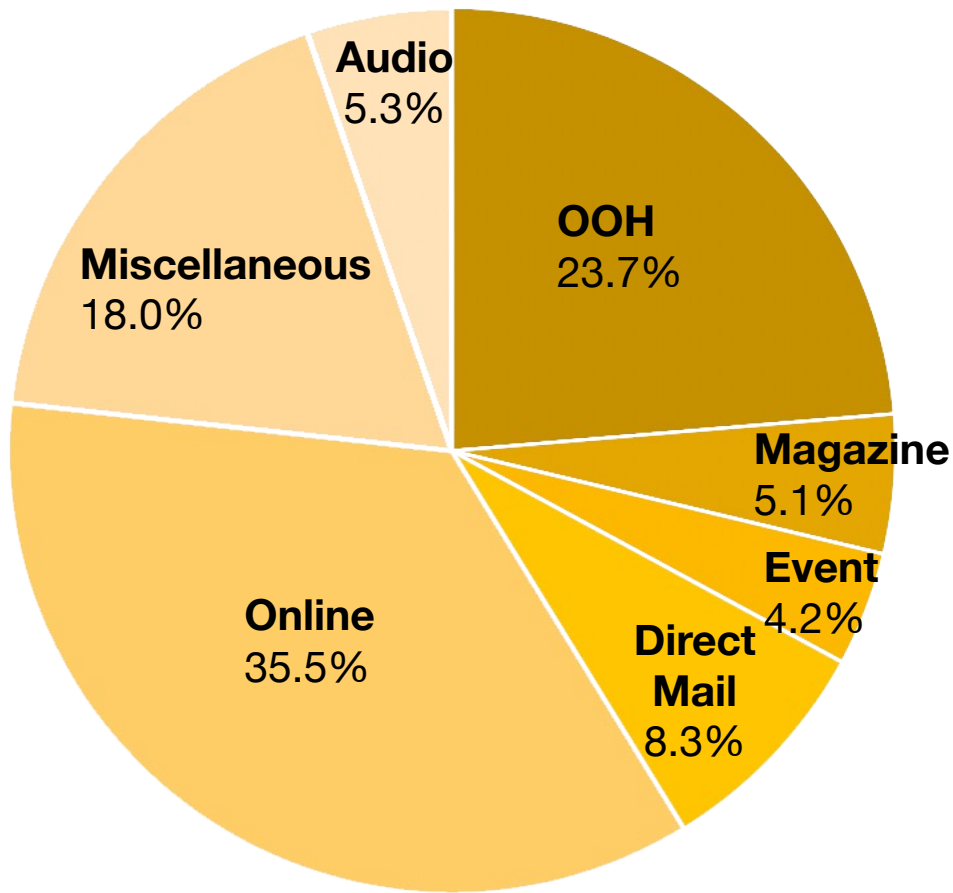
Media Vehicle	Cost
<b>Magazine</b>	
Asheville Lifestyle (3 insertions, 1/2 page color)	\$3,804
<b>Audio</b>	
<b>Podcast Advertising</b>	
Spotify Podcast Ad (50 ads x \$18/30 sec ad)	\$900
<b>Direct Mail</b>	
Mailing List (10,000 HH)	\$12,500
<b>Online</b>	
<b>Digital Display Advertising</b>	
wlos.com (medium ad, CPM= 1.75 x 1,500,000 imp.)	\$2,625
citizen-times.com (300x600 ad size, CPM=9.55 x 1,500,000 imp.)	\$14,325
asheville.com (home page, 575/mo.)	\$1,725
<b>SEM</b>	
"local beekeeping classes" (CPC= 0.99 x 1,000 clicks)	\$990
"beekeeping classes" (CPC= 1.36 x 1,000 clicks)	\$1,360
"honeybee class" (CPC= 1.28 x 1,000 clicks)	\$1,280
"beekeeping lessons" (CPC= 1.24 x 1,000 clicks)	\$1,240
"beekeeping training near me" (CPC= 1.42 x 1,000 clicks)	\$1,420
<b>Miscellaneous</b>	
Social Media Intern (20 hr/wk x \$10/hr x 8 wks)	\$1,600
<b>Total</b>	<b>\$43,769</b>

## Total

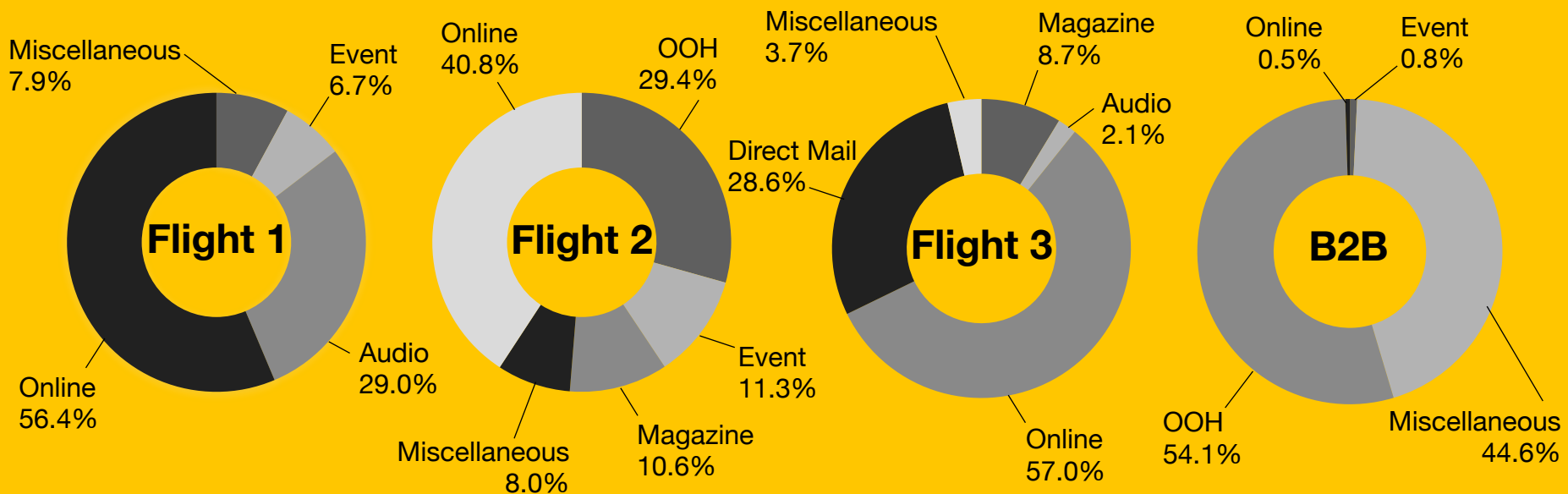
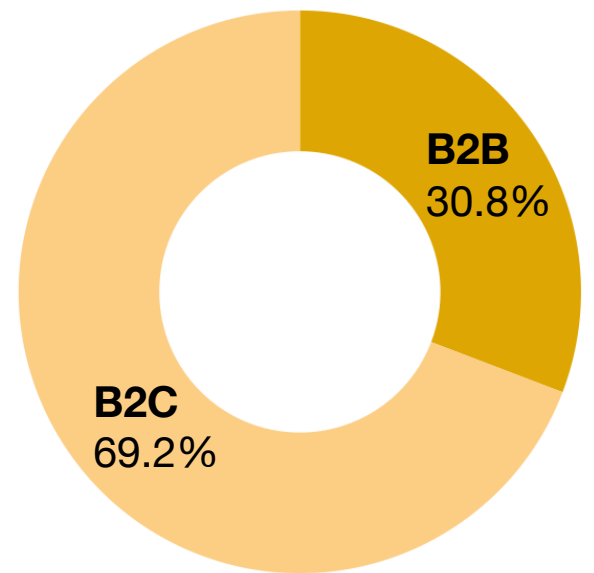
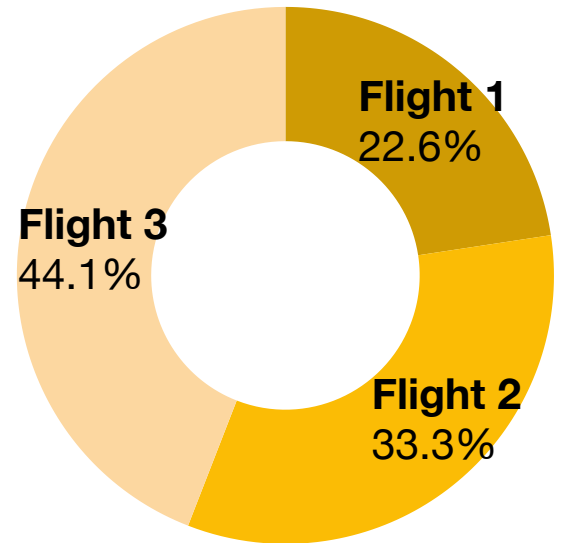
Round Rock Honey Campaign	
Flight 1	\$24,282
Flight 2	\$35,774
Flight 3	\$43,769
B2B	\$46,175
<b>Total</b>	<b>\$150,000</b>

# BUDGET

◆ Total Campaign Media Mix



◆ Flight Mix





# CALL TO ACTION

Round Rock Honey has been proudly serving Texas with local wildflower honey and high-quality service since 2002. As they expand their business outside of Texas, **EM360** wants to help bring the success, values, and brand personality from Austin to Asheville. At **EM360**, we envision Round Rock Honey's new location thriving within the artsy, active vibe of Asheville. With our media recommendations, we can appeal to the Natural Environmentalists' values, keep Round Rock Honey at the forefront of consumer's minds, and turn brand interactions into loyal customer relationships.

The continuous efforts to create special experiences for Natural Environmentalists will be executed through the compelling skill sets exhibited by the six data-driven, creative members of the EM360 team. Our goal for Round Rock Honey is to not only meet expectations but surpass them and foster the brand's success through a 10-month campaign. Targeting Natural Environmentalists will create a steady foundation for Round Rock Honey to cultivate a buzzing community.

## Business to Business

**EM360** wants to help Round Rock Honey with its commitment to serving its entire community, including the locally owned business around them. With Round Rock Honey's values in mind, we will create a network of local businesses that are founded on shared integrity and community-first ideals. Together we can start a conversation with the local food establishments in Asheville, foster deep business relationships, and fully integrate Round Rock Honey into the fabric of the Asheville community.

**Let's join together and create a thriving hive in Asheville.**

