

# TOM & JENNY'S

The background of the slide features a close-up photograph of several square, golden-brown caramel candies. One candy in the foreground is wrapped with a glossy, orange-colored liquid caramel that forms a decorative, swirling pattern. The candies are set against a dark, textured surface, and the overall lighting is soft, highlighting the textures of the caramel.

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# THINK GLOBALLY. ACT LOCALLY.

A MARKETING PLAN TO  
MAKE LIFE SWEETER FOR (AND WITH)  
TOM & JENNY'S CANDY COMPANY



## Introduction

- Goals
  - Boost online sales
  - Increase overall brand awareness
  - Emphasize great taste, locality, and overall health appeal

**Marketing Pitch Tagline:** Life just got sweeter in a town near you.

# Problem & Opportunity

- Challenge finding mass appeal→ gourmet price point
- Solution: Expand business through a farmer's market stall in various targeted areas
  - Would eliminate price barrier
  - Increase brand awareness
  - Generate online sales





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## MARKET RESEARCH

- Primary research
  - Facebook
  - Instagram
- Secondary research
  - Competition
  - Scientific studies



A woman with blonde hair in a bun, wearing sunglasses, a grey sleeveless top, and bright orange pants, is holding a baby in a blue hat. She is standing in a park-like setting with other people and trees in the background. In the foreground, another woman is sitting on the grass, feeding a baby with a bottle. A baby stroller is visible on the right, and a brown paper bag with the 'WHOLE FOODS' logo is on the ground.

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## CONSUMER PROFILE

the well-to-do,  
trend watching family



**SARAH, 26**  
**The “Well-to-do Trend-Watcher”**

- Stage of life
- Attributes
- Lifestyle

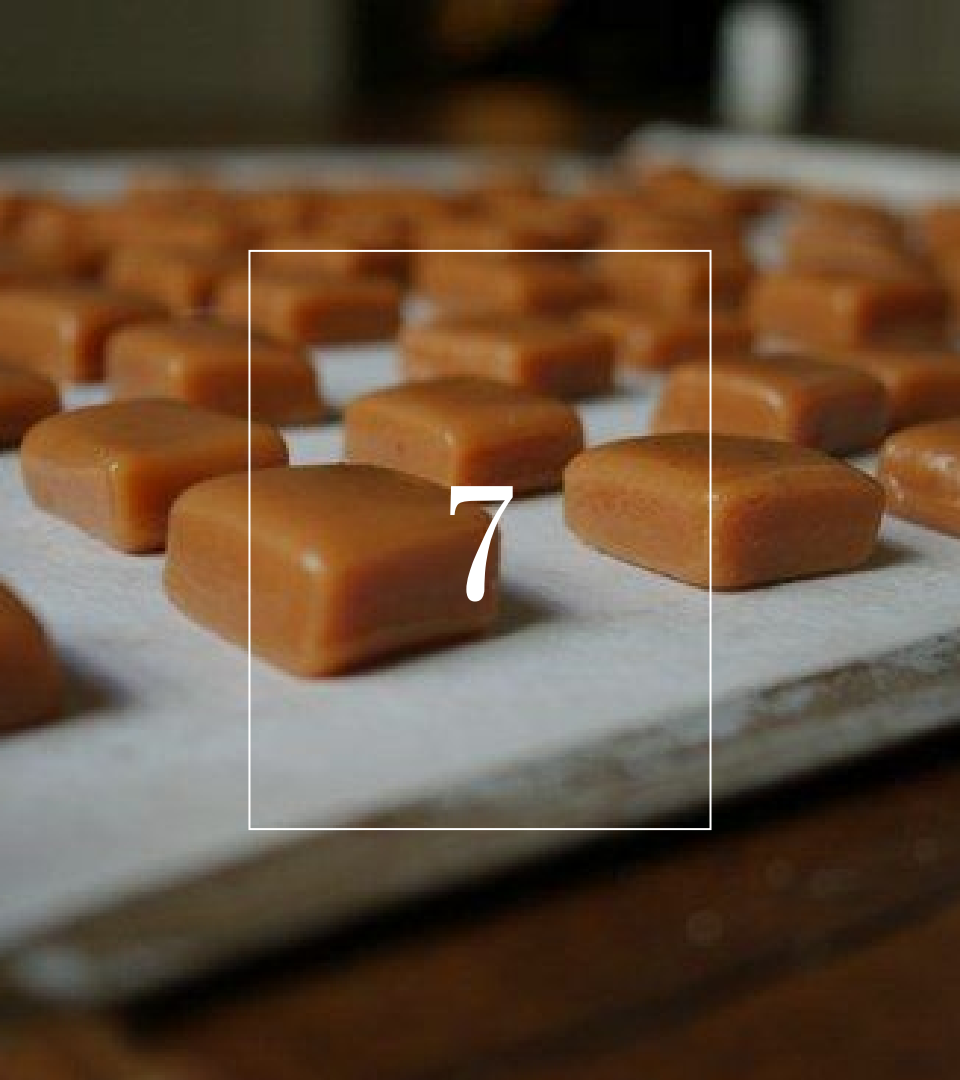


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## Creative Brief & Value Proposition

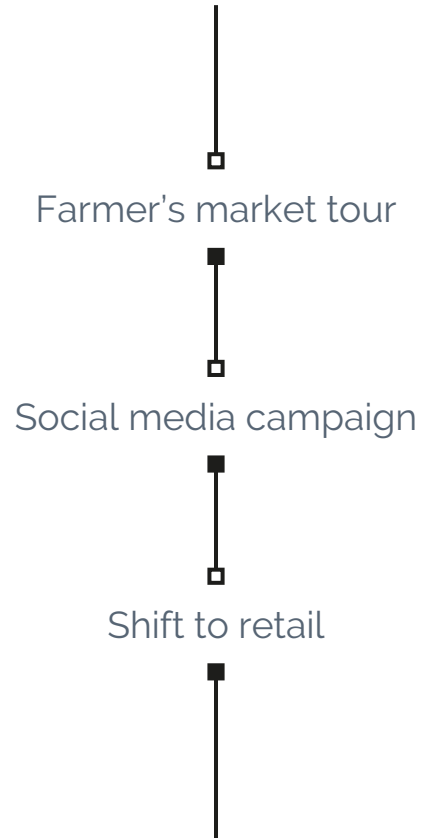
- To the discerning sweet tooth, Tom and Jenny's is a natural, sugar free candy that doesn't sacrifice taste. Putting a piece of Tom and Jenny's caramels into you mouth is an invitation to the guilt-free, sweet life.
- Tom and Jenny's offers the luxurious taste of gourmet caramels, while offering health benefits not seen at this taste level





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## OUR PROCESS IS EASY



A vibrant photograph of a farmers market. In the foreground, a man in a yellow shirt is seated in a wheelchair, facing away from the camera. To his left, a woman in a light blue shirt and a man in a grey shirt are looking at produce. The market is filled with people of various ages. White and blue pop-up tents line the street, providing shade. In the background, large green trees and a brick building are visible. A white Isuzu NPR truck is parked on the right side of the frame. The overall atmosphere is lively and community-oriented.

# FARMERS MARKET TOUR

Bringing the Tom & Jenny's story to potential customers nationwide

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## FARMERS MARKETS

- Premium and healthy products
- 10 East Coast markets
- Building consumer relationship
- Existing community events
- Brand interaction

## BOOTH DISPLAY



## EVENT FLYER





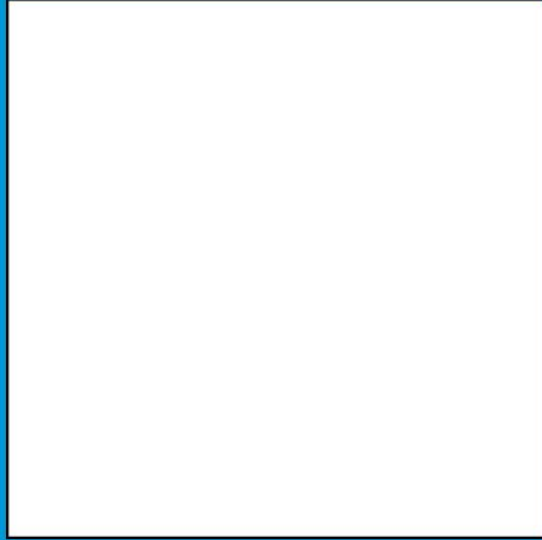
A close-up, slightly angled view of a white computer keyboard. Several keys are visible, each featuring a different social media icon. The icons include Facebook (blue 'f'), Twitter (blue bird), Instagram (camera), YouTube (red play button), LinkedIn (blue 'in'), and others. The keys are arranged in a grid, and the lighting creates soft shadows, giving them a three-dimensional appearance.

# **SOCIAL MEDIA CAMPAIGN**

Integrated with the farmers market tour to being  
local impact to a global level

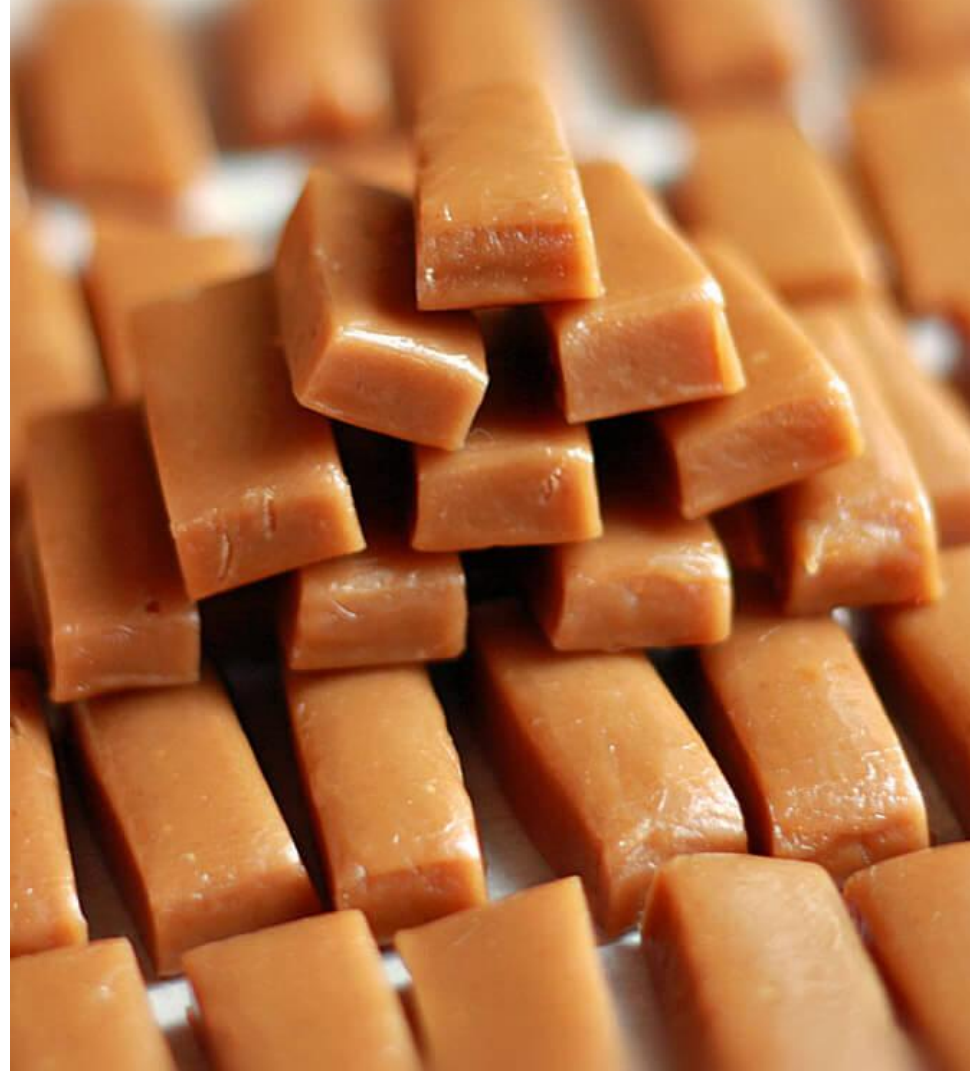


PHOTO FRAME

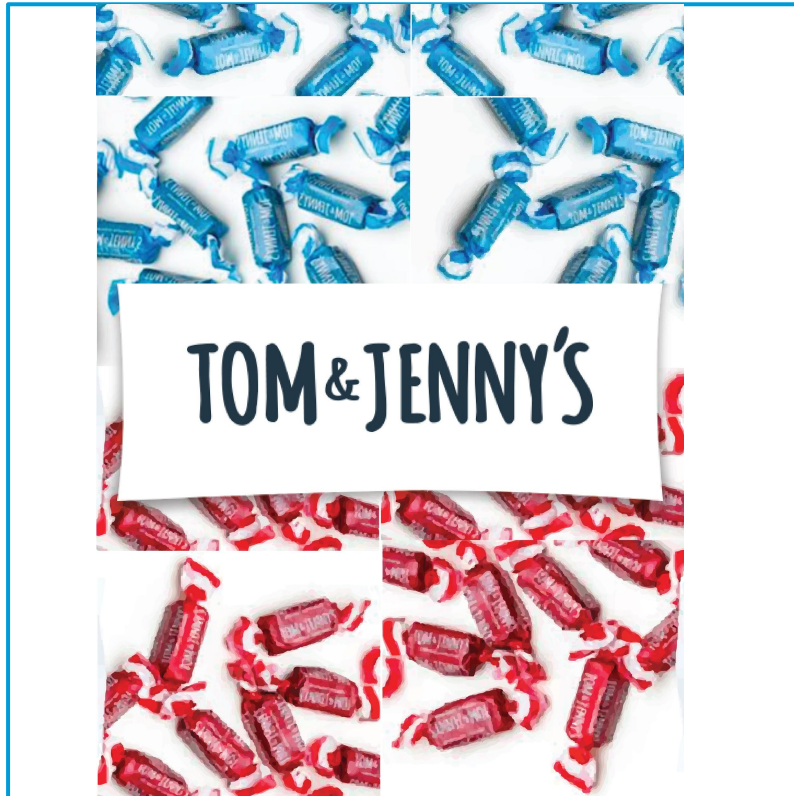


#LIFEJUSTGOTSWEETERINDURHAM

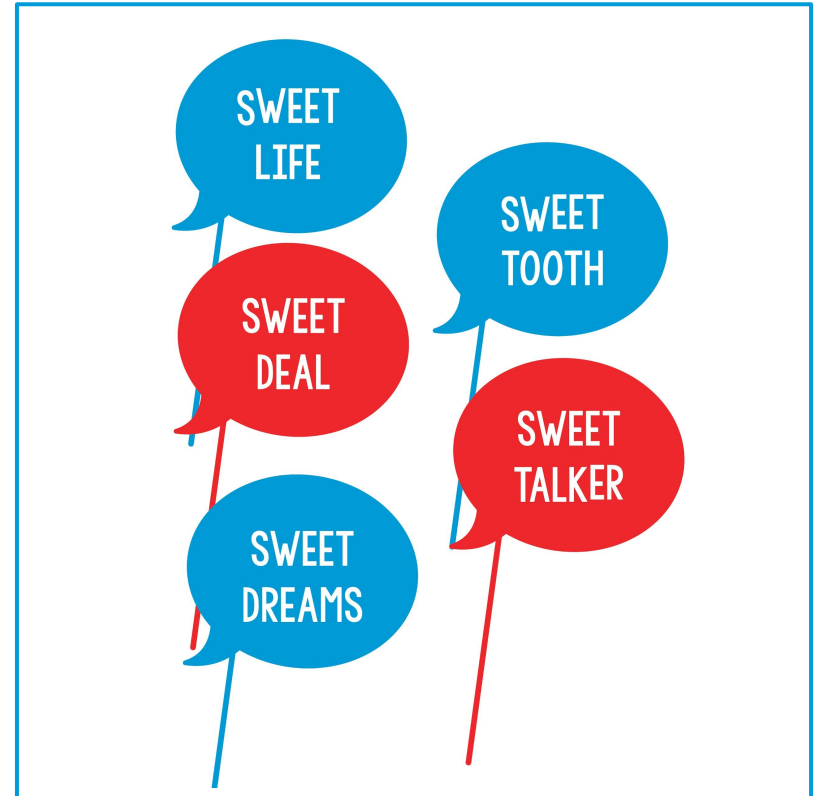
**TOM & JENNY'S**



## BACKDROP



## ACCESSORIES





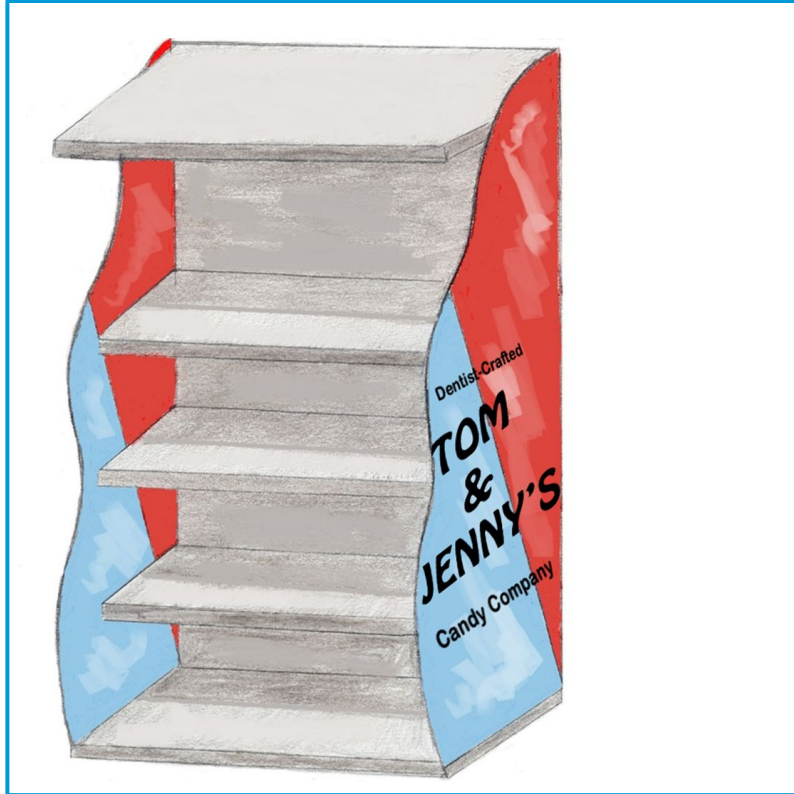


# SHIFT TO RETAIL

Integrated with the farmers market tour to being local impact to a global level

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## AISLE DISPLAY



## LOCAL, UPSCALE GROCERY STORES

- Low price sensitivity
- Premium, quality items
- In person sales pitches during Farmer's Market Tour
  - Highlight homemade characteristics



Original Caramels



Chocolate Caramels



Mixed Caramels



# Bellevue

**CANDY...YUMMY!**

**SALTINES**

**CRACKERS**

**FANCY CRACKERS!**

## Shift To Retail

- After the conclusion of the summer tour, reach out to stores in the areas visited
- Offer premade displays if the store buys 200 bags
  - Cost \$200/display



## Tentative timeline, budget, and measures for analysis

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## Farmer's Market Tour



### 1-2 WEEKS BEFORE EVENT

- Promote event in local newspaper
- Email local Tom & Jenny's customers
- Post flyers in neighborhood businesses

### WEEKEND OF EVENT

- Sell Tom&Jenny's product at booth
- Build rapport with community
- Meet with local retailers

### THROUGHOUT SUMMER

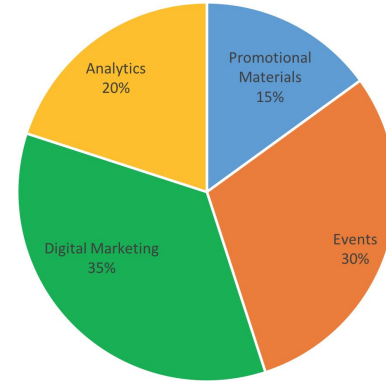
- Connect with Influencers
- Showcase Food Tour on Social Media

### SEPTEMBER-DECEMBER

- Analyze Marketing and Sales results from tour
- Begin process of shifting into retail



## Budget



- Farmer's market fees ~\$200/wk
- Booth cost ~\$5,000
- Labor and Transportation ~\$1,000/wk
- Aisle Display: ~\$600
- Facebook advertising: ~\$0.25 per 1,000 Impressions
- Amazon SEO Services: \$150



## Measuring Success

- Our goals:
  - Increase brand awareness
  - Boost Amazon sales by 25%
  - Sell 50 bags/wk at farmers markets
  - Double social media following



# Thank You



TOM & JENNY'S