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The Recipe of U.S.

Introduction



In our presentation today, we will talk about our new target consumer for Farm To Feet and Great Outdoor Provision Company. We will then introduce our new marketing campaign, "The Recipe of U.S.", and how we plan to execute it through brand partnerships, social media outlets, and other promotional efforts. Ultimately, we hope this recipe satisfies your appetite.

New Target Consumer:

THE NATURAL GO-GETTER

- Age range: 25 to late 30s
- Passionate about being outdoors
 - Challenge themselves with outdoor activities
 - Enjoy group activities with friends and family
- Values functional, quality, fashionable gear/products that can be used for multiple activities
- Active on social media and likes to share daily activities with their community
 - Facebook
 - Instagram
 - YouTube

Nick & Natalie



New Target Consumer:

THE LOCAL LEISURIST

- Age range: 45 to mid 60s
- Outdoor activities near home
 - Parks
 - Mountains
 - Lakes
- Style conscious
 - Versatility
 - Comfort
- Has product knowledge
- Values guidance when shopping
- Primary social media profile
 - Facebook
- Can be reached through print ads

Lance & Linda





FARM TO FEET

100% AMERICAN

presents...

The Recipe of U.S.

Ingredients:

U.S. Bred Sheep
U.S. Manufacturing
U.S. Workers
Final Product
Consumer

The Recipe of U.S. focuses on Farm To Feet's All-American Supply Chain. This connects the consumer to the brand on an emotional level through transparency in the supply chain and U.S. roots that instill American pride.

Whole Foods Partnership



To go along with the Recipe of U.S., we decided to partner with Whole Foods. Our target consumers not only appreciate high-quality outdoor gear, but they also appreciate high-quality food, which is why they shop at Whole Foods.

Whole Foods Partnership

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A Sock for Your
Everyday Adventures.

Everyday Style: From Office to Outdoors



see reverse for granola recipe
and savings coupon



Almond-Nutmeg Granola

3 cups old-fashioned rolled oats
3 tbsp oat flour or whole wheat
pastry flour
1 cup slivered, blanched almonds
1/2 cup pure maple syrup or honey
1/3 cup expeller-pressed canola oil
1 tsp pure almond extract
1 tsp freshly grated nutmeg
1/8 tsp fine sea salt

Preheat oven to 300°F.
Toss together oats, flour and
almonds in a large bowl.
Whisk remaining ingredients
together with the oats.
Spread on baking sheet and
bake 30-40 minutes, stirring
occasionally, until golden brown.
Enjoy!

\$2 off 365 Everyday Value Rolled Oats



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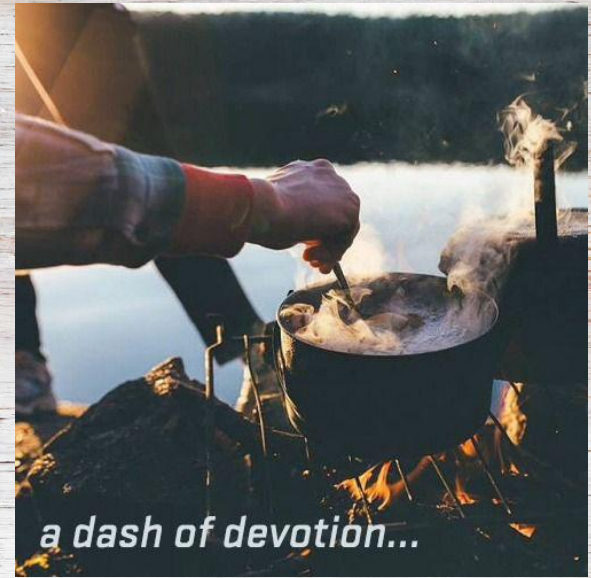
Whole Foods Partnership

These recipe cards would be featured at the Whole Foods check out line and Great Outdoor's in-store display.

They highlight the everyday style sock and teach the consumer how Farm To Feet fits into their life. When the consumer flips the card over, they see a simple, everyday recipe along with a coupon for a key ingredient.

Video

- Opens with "The Recipe of U.S."
- Shear sheep on a farm
 - Toss wool to production facility
- Spin wool into spools of yarn
 - Toss spool of yarn to knitting facility
- Knit yarn spools into finished socks
 - Toss socks to employee at Great Outdoor Provision Company
- Transitions to Nick & Natalie cooking their own recipe while camping.
- Ends with "The Recipe of U.S." and the Farm To Feet logo
- Use sayings like "a pinch of this" and "a sprinkle of that" to play along with recipe theme



Video

The promotional video will be used on Farm to Feet's social media outlets, including YouTube, Facebook, and Instagram, to introduce the new marketing campaign "The Recipe of U.S.".

Each scene highlights a key recipe ingredient and transitions from ingredient to ingredient to encompass Farm to Feet's All-American supply chain.

The video starts at the very beginning of the supply chain, with the sheep, and ends with the consumer using the final product.



We made an excerpt of the video which shows Nick, our Natural Go-Getter, wearing his favorite Farm To Feet socks.

The Recipe of U.S. can be split up into a series of clips, including "Hike with U.S." and "Camp with U.S.", which you saw in our in-store display.

And this is the "Hike with U.S." clip.

Facebook



Farm To Feet

April 16 at 12:57pm · Mount Airy, NC

Go check out the video we made about the Recipe of U.S. on our YouTube channel! Hint: You are an important ingredient!



1.1K Views

Like Comment Share

39

Top Comments

14 shares



Farm To Feet

April 15 at 2:09pm

Hooray, it's the weekend! Come join us for a hike at Umstead State Park on Saturday. Find out who else is going and what time to meet with the link below.

<http://www.meetup.com/GetHiking-Triangle/events/230120911/>



Like Comment Share

6

Additional Promotions

- Farm to Feet Fridays
 - 10% off Farm to Feet socks at all Great Outdoor Provision Company locations
 - Gift with purchase: Farm to Feet decals
- Launch party to introduce new Raleigh sock
 - Giveaways and door prizes
 - Raleigh Brewing Company
 - Local music



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The Raleigh Sock

Join us in celebrating the launch of our new sock!

FRIDAY, MAY 1st | 6-9 PM

Great Outdoor Provision Company | Raleigh, NC

Free beer from Raleigh Brewing Co. and **local music** will bring a good time to all.

There will also be **giveaways** and **door prizes** so you won't want to miss out on this **FREE** event!

Conclusion

The natural go-getters and local leisurists will connect to the Recipe of us campaign that involves many different promotional strategies. This will create brand loyalty, thus increasing Farm to Feet's presence in the outdoor market and helping them stand out from competition.

We believe that this campaign will satisfy the consumer's appetite, and we hope we have satisfied yours. Thank you!



Sources

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