

## Skyballs Social Media Campaign

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## Our understanding

Primal Move Foods wants to land a gig with Qantas. Ante and Chris's commitment to healthy and sustainable living is at the heart of their product, appropriately named Skyballs, which is designed to fulfill the needs of busy, health-conscious customers. Skyballs is a high-quality protein ball that is made from certified organic ingredients. Compared to high volume competitors, Skyballs is a high quality product which contains no traces of pesticides, additives or preservatives. Primal Move Food's commitment to healthy and sustainable living is also reflected in its packaging. Wrapped in a 100 percent biodegradable container, Skyballs lives up to its corporate commitment: 'to heal the world one bite at a time'.

Ante and Chris have identified a gap in the airline catering market, particularly Qantas. Qantas is regarded as a premium airline for customer service and safety, however, food & beverage quality on domestic routes are rated poorly. Virgin recently introduced protein balls and healthy food options on Australian domestic routes, highlighting the consumer demand for healthy airline food options. Also, the lack of healthy food items has, [in some cases](#), encouraged customers to bring their own food onto airlines and rate customer service poorly. Australian social media influencers, Steph-Claire Smith and Laura Henshaw, have documented this behaviour on Instagram. Both these cases highlight low satisfaction levels among Australian travellers, and an existing demand to try something new and healthy. The need to bring Qantas's attention to this business problem is at the heart of our strategy.

To achieve your objective, Primal Move Foods must bring Skyballs to the attention of Qantas procurement officers. Your initial request to go 'viral' may be unviable due to the budget and resource constraints of this project. We believe, instead, the best way to achieve your goals is to align your product with Qantas's business values, and gain awareness through a social media campaign that speaks about the benefits of your product, the story behind it, and the need to get them in the sky. Primal Move Food's existing communications are extensive, covering

YouTube, Facebook and Instagram with video, text and photos, providing information to the public on product offerings and the business's history. Through existing channels, Primal Move Food can communicate the unique attributes of their protein balls to their target stakeholders while building an online audience.

## **Stakeholders**

### Primary stakeholders

1. Qantas executives
  - a. Jane Harley - Chief Procurement Officer
  - b. Cassie Mackie - Head of Procurement - Food and Beverage, Inflight and Corporate Goods and Services
    - i. Fulfill Qantas desire to provide modern, on trend food, as well as meeting the needs of a variety of customers dietary requirements.
2. Qantas Customers
  - a. Often travelling for business requirements, Frequent Flyers and regular passengers are elite, upper class customers that are stylish, modern, and usually interested in the latest trends. These passengers expect a reliable service with premium comfort and quality. Many are active on social media and would associate themselves with a premium brand such as Qantas.
  - b. A push for healthy food options has been identified.

### Secondary stakeholders

1. Qantas flight attendants
  - a. Will be able to cater for a variety of customers with a range of dietary requirements, which will achieve greater customer satisfaction on domestic flights.
2. Qantas pilots
  - a. Pilots are known for wanting to look after their passengers and get them home safe; a healthy food option to provide for more customers is part of caring for

customers.

3. Social media influencers

a. - Steph Claire Smith (<https://www.instagram.com/stephclairesmith/?hl=en>,  
<http://stephclairesmith.com.au>)

b. - Laura Henshaw (<https://www.instagram.com/laura.henshaw/?hl=en>,  
<https://www.keepitcleaner.com.au>)

- i. These Australian models are passionate about healthy living and have a much wider audience - Steph has over 1.2 million followers on Instagram. They are constantly travelling domestically with Qantas, and have documented the requirement to pack their own snacks for flights due to a lack of healthy option in-flight. Skyballs would be a perfect option for people like Steph and Laura who need a healthy snack to satisfy them on their flights.

## SWOT analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Certified organic, gluten free, dairy free, vegan, vegetarian certified products.</li> <li>● An environmentally friendly profile.</li> <li>● Products have a great opportunity to create visual content (for social media).</li> <li>● Primal Move Foods values align well with Qantas'(supporting local).</li> <li>● Primal Move Food are 'on trend'.</li> <li>● Premium quality product (aligns with Qantas).</li> <li>● Sustainable business (ingredients through to packaging).</li> <li>● Primal Move Foods products are eco friendly and have a 'health approach' (on trend).</li> <li>● Multiple flavour options available for customers.</li> </ul>	<ul style="list-style-type: none"> <li>● Products need to be refrigerated (storage) and must be consumed within 7 days after defrosting.</li> <li>● Products are delivered frozen (storage).</li> <li>● Current social media content is poor and lacks viewer engagement.</li> <li>● Primal Move Foods website is weak and has an unclear intention of their business and product(s).</li> <li>● There is a stigma around the 'vegan' diet which may exclude some groups/publics.</li> <li>● 'Skyball' is gimmicky and potentially limits future business.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● Primal Move Foods products are eco friendly and have an eco-friendly/ 'health approach' (on trend).</li> <li>● Domestic routes are currently rated poorly in term of food.</li> <li>● Improve audience reach on social media.</li> </ul>	<ul style="list-style-type: none"> <li>● Virgin have already identified the want for healthy options and have established the sale of protein balls on their domestic flight routes.</li> <li>● Competitors pose a threat as we're unsure of their next move(s).</li> <li>● There is a lack of interest for protein</li> </ul>

<ul style="list-style-type: none"><li>• Improve social media presence and stakeholder engagement.</li><li>• Qantas domestic flights have consistently poor reviews for quality and variety of snacks.</li></ul>	<p>balls in some groups and they can be viewed as a product for younger people/ a 'fad'.</p> <ul style="list-style-type: none"><li>• Potential lack of interest from some publics.</li><li>• Competitors (Bounce, Luv Sum, etc).</li></ul>
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## **Communication challenges**

1. Social media
  - a. Primal Move Foods currently has a small following on social media channels (Facebook, Instagram and Youtube)
  - b. Current images and descriptions narrowing audiences
    - i. Needs to have consistent creative/exciting content
2. Website
  - a. Protein balls are hard to locate
  - b. Protein ball photos need to reflect different flavours
  - c. Website restructure (Make clearer)
  - d. Website focused on previous business
3. Audience backlash
  - a. Potential sexualisation of the product
  - b. Product could be seen as a fad/trend.
  - c. Vegan / eco warrior stigma may alienate stakeholders.
4. Start-up business
  - a. Unknown brand
  - b. Unknown project
5. Competition
  - a. Have to stand out from competitors
  - b. Other brands already
6. Target public
  - a. May not be active on social media

## **Objectives**

1. To increase social media followers by 70% by December 2017.
2. To garner the attention of Qantas procurement officers.
3. To increase online traffic by 80% by December 2017.
4. 500 social media endorsements of the Skyball product by December 2017.

## **Key Messages**

1. Skyballs are a healthy, Australian made snack.
2. Skyballs are a healthy snack option that should be included in the menu of Qantas flights to ensure customers nutritional needs are met.
3. Help us get our balls on Qantas flights
4. Skyballs are a nutritious gourmet snack with five unique flavours for a first class experience in every seat.
5. Skyballs are a natural high every time you fly.

## Concepts

- a. Help us get our balls in the sky.
  - i. Primal Move Foods is a young company with big ambitions. Primal Move Foods is positioned as a small, Australian business looking to partner with an Australian airline. This campaign will focus on the story of Antes and Chris and drive a conversation about the reasons why Qantas passengers place a high value on organic food. Customers will be encouraged to take photos of the product in a creative ways on their favourite social channel. Customers can jump, throw or find other creative ways to show they want skyballs in the air. Twitter is used frequently by Qantas and will be a primary communications tool. A video featuring Antes and Chris will launch the campaign, deliver the intended messages, and demonstrate creative ways their balls can get in the sky.
- b. Skyballs are an organic, environmentally friendly snack that is perfect for domestic airline travel.
  - b. Primal Move Foods creates a range of healthy meal and snack options, and their Skyballs in particular address an exposed gap in the airline travel market. Currently, there is a lack in healthy snack options on board domestic flights around Australia and passengers are dissatisfied with the options they are being offered. Skyballs address this need as they are a 100 percent certified organic, environmentally friendly, vegan, dairy free and gluten free snack. Each of the ingredients are sourced locally, its packaging is biodegradable and the snacks are created here in Australia. Not only does this product address the market gap, it aligns with Qantas' values of being 'Australian made' as Qantas is the 'Spirit of Australia' and Primal Move Foods is an Australian owned and operated business. This campaign will connect with customers and influencers to show that customers want a healthy, organic food option on Qantas flights.

## Tactics

### 1. Video

- a. A short video where Ante and Chris introduce their audience to the product and their idea for getting their product on Qantas flights. Talking points can include Ante's recent experience in South America, identifying the need for healthier food options on flights. The video can include specific details of the production process, information about the organic concept, holistic approach to life, etc. It is important to focus on the high-quality of the product, its authenticity and its Australian origin. The video should be short form (no more than 3 minutes).

### 2. Social media

- a. Creating a hashtag as a way for social media users to follow the campaign and show support is a great measurement tool. Potential hashtags that allow social media users to show their support for Primal Move Foods getting their products onto Qantas domestic flights include:
  - i. #gettheballrolling
  - ii. #thehealthofAustralia
  - iii. #primalmovement
- b. Create a series of short videos, as discussed in section (1) of the Tactics section of this report. These videos can then be spread across Primal Move Foods social media channels as a way to educate and engage with followers.
- c. Website
  - i. Create a new platform or add to your existing site based specifically on the product to encourage product engagement and ease of information.
  - ii. The website's current pictures are inaccurate as the same/similar pictures are used for all recipes. The pictures on the site should reflect the product accurately.

- d. Employ social media influencers to post about the products through product gifting. Types of social media influencers include:
    1. Health and wellness influencers
    2. Fitness influencers
    3. Lifestyle influencers who travel frequently
  - ii. Potential social media influencers include:
    1. Steph Claire Smith
    2. Laura Henshaw
  - iii. Developing an online poll on various platforms (Facebook, Instagram and Twitter) to gauge opinions of followers.
3. User generated content
- a. Send influencers the product as gifts
  - b. Hand out product to boarding passengers
  - c. Create and distribute a range of content for industry professionals. This content could include:
    - i. Blogs
    - ii. Educational articles
    - iii. Visual content (photos and videos)
  - d. This content could then be distributed to:
    - i. Health food bloggers
    - ii. Travellers
    - iii. Nutritionists
    - iv. Dietitians
4. Experimental
- a. Take products to airport terminals and question customers about:
    - i. Their opinion of the products
    - ii. Their opinion of current snacks available of domestic flights
    - iii. Their opinion regarding the importance of having healthy snack options on flights
    - iv. Their opinion of the product in comparison to existing products

## Social media

- b. Focus on promoting the Skyball product on the social media platforms
  - i. Create more visually engaging content in the form of short videos, to connect with and inform online followers. These videos could be included on the Primal Move Foods website, Instagram profile and Youtube page.  
Video topics could include:
    1. History around the creation of the Sky Balls and the goal to get them on Qantas domestic flights.

## **Recommendations:**

1. We considered the idea of a viral social media campaign to gain Qantas' attention, however, after careful consideration, we thought it was best to approach Qantas with a high-value audience base rather than a viral campaign. We believe that creating a social media campaign that will go viral is not the best way to gain the attention of Qantas as they are a premium airline offering superior service, and a viral social media campaign may not be in line with their values or meet their social media expectations.
2. Guerilla marketing by taking products to an airport of choice, to:
  - a. Promote the product
  - b. Create conversation and hype around the market gap of the lack of healthy snack options on domestic flights
  - c. Generate data primary research
  - d. Create and record visual content (photos and videos of passenger opinions) which are to be used for social media/ online content
2. Before implementing the marketing campaign at airports, Primal Move Foods should establish a strong online presence that will ensure users are able to access all the relevant information they desire. These online sites could include:
  - a. Primal Move Foods website
  - b. Facebook page
  - c. Instagram profile
  - d. Twitter account (if applicable)
  - e. LinkedIn profile (if applicable)
  - f. Snapchat (if applicable)
3. Engage with social media influencers with gifting
4. Change the name of the product. Some potential product names include:
  - a. Healthy Bites.
  - b. EcoBites.