



THE THINK AGAIN CAMPAIGN

THINK YOU KNOW FOOD ALLERGIES? THINK AGAIN.

Team Confirmation Number: PR-104-027

YOUR LANDSCAPE

BRAND CHALLENGE

E.A.T. lacks the brand equity and awareness of their more established competitive set.

BRAND OPPORTUNITY

E.A.T. has the opportunity to revolutionize the dialogue around food allergies, without carrying the baggage of years of public scrutiny.

CULTURAL CHALLENGE

Society conflates the everyday prevalence of food allergies with an assumption of their harmless nature, deaf to the urgency required to eradicate food allergies.

CULTURAL OPPORTUNITY

As food becomes an increasingly innovative field, millennials are primed for a new message about food allergies through an experiential approach.

RESEARCH METHODS

TARGET AUDIENCE

Millennials are self-expressive, health-conscious, compassionate, and socially engaged individuals, seeking out experiences that satisfy their globally-minded desires.

Millennials are an individualistic audience, where one size does not fit all. They expect brands to tailor experiences targeted at them, including the food they consume and how they consume it.

RESEARCH CONDUCTED



Led four qualitative stakeholder interviews with target audience members to **assess food choices and behaviors**.



Researched **nutritional, cultural and philanthropic trends** across target audience.



Analyzed the landscape of food allergy organization peers and competitors to understand **industry portrayal of food allergies and competitors for target audience dollars**.



Conducted SWOT analysis of E.A.T. brand for understanding of **brand strengths, weaknesses, opportunities and threats**.

KEY INSIGHT

While millennials' nutritional pursuits are defined by an abundance of choice, food allergies constrict choice and redefine the everyday behaviors we take for granted.

Encouraging millennials to Think Again about their choices is key. Educating millennials on the realities of the food allergy epidemic and motivating them to donate must be done through the experiences, usage patterns and channels they seek and dictate, via coordinated brand experiences.

PR CAMPAIGN OVERVIEW

NAME: THE THINK AGAIN CAMPAIGN



BRAND PARTNERSHIP

Blue Apron: Offers culinary experiences at home through its meal, wine and marketplace offerings, by delivering fresh, pre-portioned ingredients and recipes.



INFLUENCER PARTNERSHIP

Samin Nosrat: New York Times bestselling author of *Salt, Fat, Acid, Heat: Mastering the Elements of Good Cooking*, Netflix show host, and celebrity chef.



PRIMARY OBJECTIVE

Raise money in the form of small-batch donations in amounts of \$1 to \$50 for food allergy research.



SECONDARY OBJECTIVE

Grow awareness of the urgency of the food allergy epidemic and motivating a millennial audience toward cause investment in food allergy research.



TARGET AUDIENCE

Millennials (20-30 years old) engaged in cultural discussions around food who do not have food allergies themselves but have a direct relation to someone who does.

CAMPAIGN STRATEGY + MESSAGING

Meet Millennials where they are through the experiences they enjoy (Blue Apron) and the personalities they listen to (Samin Nosrat) where they are exercising choice: What to order? What to make? What to personalize? When to listen and tune in?

Make our audience Think Again while leveraging their equity placed in these brands to encourage donations and drive awareness of food allergies.



PRODUCT TAKEOVER: ORANGE APRON



TACTIC

E.A.T. will partner with Blue Apron, launching the Orange Apron box and orange aprons. The Orange Apron box will raise awareness of various ingredients and the lack of choice people with food allergies have while preparing and consuming their meals, by highlighting common allergy-prone ingredients and facts. Limited-edition orange aprons will be included in each Orange Apron box, and also be sold on E.A.T.'s website. A promotional URL link inside each Orange Apron box will drive donations to E.A.T.'s website

This meal delivery service is a well-known and influential brand among our target audience. With 30% of Blue Apron customers between the ages of 25-34, and located around the U.S. this partnership will afford E.A.T. the benefit of Blue Apron's brand equity.

RESULTS

Orange Apron box sales; orange apron sales; tracking donations through custom Orange Apron box URL; organic and earned media hits regarding the Orange Apron box.

BRAND PARTNERSHIP: BLUE APRON

TACTIC

E.A.T. will take over Blue Apron's social channels, sharing posts, photos, videos and information about food allergies, appealing to a millennial audience already looking for nutritional guidance. The social channel takeover emphasizes the awareness objective of the campaign, priming customers about E.A.T.'s mission.

The brand partnership and social takeover will launch the Think Again campaign. Leveraging Blue Apron's digital affluence will lend itself as a advantageous medium of distributing E.A.T. branded content in an entertaining fashion, while still growing E.A.T.'s brand equity and relevance across the intended target audience.

The social channel takeover will also deliver the Orange Apron announcement and the pre-launch teasers of the limited edition Orange Apron box.

RESULTS

Social media impressions, engagements, and click-through rate of all digital channels; measuring website traffic; organic and earned media hits regarding the partnership.



INFLUENCER PARTNERSHIP: SAMIN NOSRAT



TACTIC

E.A.T. will partner with Samin Nosrat and leverage her influence to spread awareness about food allergies. Samin will craft a series of recipes for Blue Apron, which will be shared in the Orange Apron box and shared on Blue Apron social channels. Additionally, Samin will write about food allergy awareness and E.A.T. in her New York Times *Eat* column.

Samin Nosrat is the New York Times bestselling author of *Salt, Fat, Acid, Heat: Mastering the Elements of Good Cooking* with a Netflix show by the same title, and has become a millennial food celebrity.

An influencer partnership with Nosrat will lend her brand equity and gravitas on food issues to E.A.T. and the Think Again Campaign.

RESULTS

Samin's New York Times' *Eat* Column readership and impressions; social media impressions, engagements, and click-through rate of all digital channels; measuring website traffic; organic and earned media hits.

CALENDAR & BUDGET

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Cost
Blue Apron Social Channels Takeover	E.A.T. branded posts, photos, videos, and infographics about allergy awareness								Pushing sales of the Orange Apron Box	\$150,000
Think Again Orange Apron Sales	Introduction of Orange Apron on social channels		Holiday promotions		Promotional push for Orange Apron included in the limited-edition Orange Apron box				Closing sales push	\$50,000
Samin Nosrat Partnership					Announcing partnership with press		Releasing Blue Apron recipes	NYT <i>Eat</i> column about E.A.T. and allergy awareness	Today Show cooking demo wearing the Orange Apron	\$150,000
Orange Apron Box		Pre launch teasers on Blue Apron's social channels				Countdown to launch	Limited-edition Orange Apron box sold through Blue Apron			\$150,000
TOTAL										\$500,000



OUR CHARGE: MOVE THE NEEDLE

We know that...

food allergies are more than a runny nose.

the cure for food allergies is more than avoiding peanut snacks on airplanes.

cause campaigns are more than flashy photos and high-profile news placements.

truly moving the needle with cause campaigns means changing hearts and minds, and driving real action.

ending food allergies means educating audiences on the urgent realities of the food allergy epidemic, engaging them on a personal level and urging them to donate to E.A.T.'s groundbreaking research to accelerate treatments and cures.

The Think Again Campaign is built to create real and lasting change, driving dollars toward the research that needs it most.