

Whole Foods

Honest quality for a growing community

The Client

Whole Foods Market is a global grocery chain that sells natural and organic foods and products. The chain prides itself on maintaining strict quality standards with a strong commitment to sustainable agriculture.

Research and Findings - Colleyville

Colleyville Population Demographics 2010 by Census Tracts. *Reference USA

2010* Average Household Income: \$199,168

2010* Median Household Income: \$154,233

2010* Average Household Size: 3.04

2010* Per Capita Income: \$66,236

2010* Median Age: 43.2

Suburbanstats.org - 2014 based on the US Census Bureau

Total Population - about 23,000-24,000

Male & Female ratio - 1:1 - 11,297 males and 11,510 females

Median age: 45

18 years + population: 15,554:

Under 18: 6,011

Research and Findings - Newspaper

The Colleyville Courier is a weekly newspaper delivered to more than 27,000 homes in Colleyville and Grapevine.

A single day of print and online Star-Telegram delivers more impressions than a whole week of spots on any DFW radio or TV station. (per Star Telegram)

Print allows you to target the audience and pay only for eyes in your area saving money.

Magazines and newspapers can stay in houses or offices for months or years, while Internet ads can disappear into cyber space instantaneously. (forbes)

Research and Findings - Internet

According to a new survey from Brightroll, 72 percent of ad agencies say online video advertising is as effective, if not more effective, than television. (marketingland.com)

Overall, 71% of internet users are on Facebook, maintaining that percentage from 2013. The engagement of Facebook users continues to grow, while daily use on other platforms shows little change. Fully 70% of facebook users engage with the site daily and 45% do so several times a day, a significant increase from the 63% who did so in 2013. (pewinternet.org)

Goal

To create an ad campaign that focuses on quality and local involvement within the community. This appeal will help empower parents and their teenagers within Colleyville to take control of their own eating habits and share it among their network.

Storyscape model

Organizing ideas- Empowering the community to adopt a healthy lifestyle.

Experience space- Whole Foods Market and Colleyville Heritage Highschool.

Brand Strategy- Only chain that has a strong emphasis and commitment to impact the local community through events, community gardens, and involvement in local schools and organizations.

Product positioning- Leading competitor within the healthy and organic grocery chain. Direct competitors include: Central Market, Market Street, and Sprouts Farmers Market.

Storyscape cont-

Consumer insight-

2010* Average Household Income: \$199,168

2010* Average Household Size: 3.04

2010* Median Age: 43.2

Consumer journey- To encourage a lifestyle that makes making healthy choices easier with a community that shares that same value.

Shared values and experiences- Sharing the experience of making a healthy decision with their peers.

Media Plan

Five advertisements reflecting the commitment of Whole Foods Market and Colleyville.

Media platforms: The Colleyville Courier, Youtube and social media.

Who: Middle age health conscious families and their teenagers.

Where: Colleyville, north DFW

When: Throughout the first week of school Aug 23-29. Social media posts throughout each day. Print ads in the weekly Saturday and Sunday issue of the Colleyville Courier. Youtube video that will be shared on social media. Reach about a minimum of 60% of the audience with a minimum of four or five frequency.

Marketing: Sales promotions and collaboration.

Money: Annual budget of around \$250,000 for advertisements and the campaign will use about \$4,808 for the week.



Creative Executions

Two social media campaigns:

- Facebook
- Twitter

Two print ads:

- Pullout
- Newspaper ad

One Youtube video

Print Ads

Honest Quality for a Growing Community



WHOLE FOODS MARKET

\$2.00 off
Revolver
Blood and Honey
6 - pack beer

Happy Hour Bar
Every Monday
2pm - 5 pm

\$1.00 off
Lakewood
Temptress
12 - pack beers

www.wholefoodsmarket.com • 4801 Colleyville Blvd, Colleyville TX 76034 • (817) 918-3821



Honest Quality for a Growing Community

*~ raising the standard of quality
from the fields to the community ~*

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Social Media ads



Whole Foods Market @WholeFoods · Apr 27

There's nothing quite like the taste of freshly baked pizza with our favorite locally brewed Texas Tea. Share your pictures of your favorite locally made product at Whole Foods to receive a 20% discount on your next 16 inch pizza. #shareaslice

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Whole Foods Market Colleyville

Page Liked · 11 hrs ·

Community comes first at Whole foods. Feel free to ask any of our wonderful employees for help while shopping or to know what's in our new egg and ham salad recipe. #CommunityFirst #WholeValues

Like · Comment · Share

24 people like this.

Most Relevant

12 shares



Valerie Coin Watson Thank you!!!!

Like · Reply · 21 mins



Leigh Atkinson Thank you for your support



Youtube ad



Questions?