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Integrated Marketing Communication Plan for *Organable*

Background:

Introducing organable, a hip new product that's been taking over the parenting world by storm. The ultimate solution for busy parents who are always on the go and juggling many tasks throughout their days. With organable parents can say goodbye to rushed messy snacks and introduce themselves to these healthy, organic, and tasty alternative yogurt squeezers made in biodegradable packaging.

Our mission is to promote healthy living habits, preserve the environment, and provide convenience for our audience. Millennial mothers need an affordable and meaningful alternative to quickly and easily feed their children. That is why we have created a product that is convenient, kid-friendly, and adds a meaningful experience to their lives. So whether these mothers rush to work or run errands with or for their children, we got them. It's a perfect solution for middle-class families who are always on the go but conscious about what they give their children.

The Audience:

Mothers, especially those aged thirty to forty, are always looking for the next best thing for their children's health. Having children under the age of ten can get overwhelming at times for these hard working women with middle class income. Constantly working and rushing around can cause these mothers to be forgetful, but no more. According to PopSugar, about nine million millennials are mothers raising children right now. Placing organables in their tracks can be the next most significant innovation in children's snacks. What is not to love about organic, delicious, easily accessible, and environmentally friendly products? Organables are a snack your kids will love and a product you will feel confident about giving them.

The strong work ethic and values these mothers have can get bumpy at times. Working full-time to support their families leaves little time to watch over your children. They undergo the stress from daily

lives and parenting struggles. Organables are a stress-free way to show your children that you care.

Children under the age of ten still need full attention and care, for women with unreliable partners, it is even more difficult. Single millennial mothers being the only caregiver puts added pressure on ensuring they know your love and support while working twice as hard to provide for them. An alleviation from this stress is our alternative healthy, yummy, and biodegradable squeezer.

Alternatively, we also know that millennial fathers will come into contact with this product as well. Fathers are an important part of the equation for some families. Organables will primarily be more appealing to millennial mothers, but we also know that some fathers play a prominent role. Constant stereotypes lead people to believe that mothers are only good for cooking and cleaning, but in today's society that is not the case. Next time your partner is grocery shopping, tell them to grab a pack of organables. It's an easy and delicious snack that both parents and children will love.

Strategy:

When it comes to millennial mothers and their shopping habits, there are many factors put into play. These women are no stranger to hard work so they tend to plan out their purchases. Millennial mothers tend to be extremely mindful about their spending habits, savings, and overall financial well-being. The fuel that drives them is the desire to provide for their children by making the most of their hard earned money. Social media also plays a big role for tech-savvy and visually motivated women. These women need more time to read lengthy articles or do intensive research on products, instead they rely on images and visual cues to make decisions.

With the rise of streaming services like Netflix, Amazon Prime, and Hulu, traditional television viewers have been on a rapid decline. Although these women may be watching the news, they do not watch for product recommendations. As a result of the rapid incline of social media usage, it has become one of the most effective ways to promote products towards the target audience. They often turn to Instagram, Facebook, and Pinterest when it comes time for inspiration. Barely having time for themselves these women are taking shortcuts to find inspiration on shopping. A recent survey by The Shelf found that

86% of millennial women turn to social media as their primary source of inspiration when it comes to shopping.

That's where organables comes in, our healthy, environmentally friendly snack is a perfect fit for busy millennial mothers to see on their feed. By sharing a positive advertisement that highlights the benefits of Organables, we hope to guide these women to feel good about their purchasing habits again. Because they are not just buying a snack, they are making a statement.

The Message:

The tone of this campaign is positive and enthusiastic. We want to show off the product with bursts of bright colors like yellow and greens to convey sunshine, happiness, and all things natural. There's more to our campaign than just pretty colors and positive messages, we're all for stress relief and convenience. Offering a snack for on-the-go moms or a quick pick me up around the house. With the packaging being biodegradable and the product being organic you can feel good about your purchase and be a part of the positive change on the environment.

We understand that millennial mothers care deeply about sustainability and providing their children with organic products. That is why we are offering a healthy and fresh alternative that they can rely on. If you are looking to give your children guilt free indulgence, organables is here for you. So what are you waiting for? Join us in the movement to make the world more environmentally friendly one snack at a time.

The Media Mix:

The millennial mother generation is a diverse group of women. In 2014, Zen Media stated that four out of ten women are single mothers, about 60% are multicultural, and there are many unmarried mothers. Despite these differences, one thing that unites all millennial mothers is their passion for social media. Whether it's Facebook, Instagram, Email, or an E-Newsletter, these tech-savvy individuals get their information with ease.

At Organables, we believe a social media campaign on Facebook would be a perfect way to connect with our target audience. Not only is this a popular platform for millennial mothers, but it also provides valuable tools for displaying advertisements. According to Comms Planning, a marketing research firm, millennial moms rely on social media for parenting advice and tips. One thousand millennial parents with at least one child ten or younger revealed that more than 90% of parents found Facebook and other social media platforms helpful information on parenting. With this campaign we aim to show millennial mothers that we see and want to support them. With their hardworking tendencies we can empower these women to build stronger relationships with their children while feeling more confident in their abilities. We're optimistic that Facebook can reach our audience to make impacts on their futures.

The Deadline:

The end of the Summer is the perfect time of year for this campaign to launch. With going back to school sneaking up on these busy mothers, they need to find new alternatives to school lunches and after-school snacks. School lunches can come with uncertainty and be time-consuming, but confident in what you are feeding your child. Organables can be grabbed in a pinch and provide no clean-up time. Starting advertising before the summer ends is critical for optimizing the delivery of this campaign. Parents get attracted by seeing products in use, especially in a classroom setting. After being home all summer with your children it is vital to show you are accessible to their needs during the school year. Organables are an easy and fun way to connect with your children, even when you are not with them.

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