



# **CRANKED ENERGY PROPOSAL**

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## **PURPOSE STATEMENT**

The purpose of this proposal is to increase brand awareness and drive sales for Cranked Energy by creating a strategic communications plan. This is done by targeting key publics through PR, social media campaigns, and retail activations.

## SITUATION ANALYSIS

A situation analysis evaluates a company's internal and external factors to identify strengths, weaknesses, opportunities, and threats (SWOT). It is a tool to help better understand a brand's current position in the market and develop strategic tactics to achieve business goals. For Cranked Energy, this analysis will assess the brand's biggest competitors, spots for improvement, market opportunities, and challenges in the energy bar industry.

### Strengths

- Cranked Energy is committed to offering high-quality and fresh ingredients. We could highlight freshness as a unique selling point in messaging across their social media, their website, and their packaging.
- The brand is local and has a strong reputation in Winnipeg, Manitoba. We could leverage this by partnering with local influencers to strengthen the brand's community presence while expanding its reach.
- Cheryl Zealand is a mom, and her story appeals to health-conscious consumers and busy people. Her entrepreneurial journey and dedication to health resonate with her consumers. We could share her story by hosting live events for her to speak and connect with her audience.
- Cranked Energy is an inclusive product offering 17 flavours. They are also dietary restrictive with dairy-free and gluten-free options. We will leverage these by continuing to promote our variety and keep consumers happy.
- Cranked Energy has a loyal team of six people. We could show behind-the-scenes videos or highlight their personalities with an Instagram Reel on our social media. This could enhance Cranked Energy's overall brand.

### Weaknesses

- Cranked Energy has a higher price point because of its fresh ingredients. We could highlight the quality and benefits of the product to justify the price. We could send out an email or make a social media announcement to show the product is worth the investment.
- Cranked Energy can't legally say that it's a meal replacement. However, we could change our wording to advertise it as an energy booster. For example, when the consumer doesn't have time for a full sit-down meal, this bar can raise energy levels and tie you over until you can eat a full, healthy and balanced meal.

- Some people think the bars "go bad" when they melt, so we could communicate they've got a long shelf life—10 weeks in the fridge and 16 weeks in the freezer. We could share tips on social media on how to keep your bars fresh with coolers.
- Cheryl Zealand said that they are not currently doing any email marketing. This could be seen as a weakness because it makes measuring analytics more difficult. We could measure how many people viewed it and/or clicked on it if we consider starting this tactic.

## **Opportunities**

- In 2022, Cheryl Zealand received The Queen Elizabeth II Platinum Jubilee Medal. Sharing this achievement on social media could help generate earned media and enhance her credibility.
- Highlighting Cheryl Zealand's story as a mom and the foundation of Cranked Energy would make a relatable campaign to expand the brand, allowing it to resonate with a broader audience across Canada (and the States).
- Cheryl Zealand has been super active in her community, sharing her accomplishments and making an impact. Getting her to speak at an event could get more exposure for Cranked Energy.
- Having pop-up shops at local events in Manitoba could boost visibility and make Cranked Energy more relevant. Offering samples and engaging with people would help build brand recognition and connect with local communities.

## **Threats**

- If there were an economic decline, consumers could become more cautious about spending. This could hurt sales and lead to less engagement. We could offer time-limited offers, or loyalty programs to help make the product more attractive.
- Their online store and shipping have been difficult because of costs and consumers complaining about the melted bars. If we show the consumers how the process works, it might communicate the reasoning behind the delivery setting. Although this is a threat, Cranked Energy has been attempting to focus primarily on wholesale.
- As more brands enter the energy bar industry, consumers have more choices, which can make it difficult for Cranked Energy to stand out. Their biggest competitor, the PerfectBar, offers similar products with comparable ingredients, price points, and health benefits, leading to a crowded marketplace. This could lead to reduced profit margins.
- Cranked Energy has a strong following on Instagram with a large following. However, since they don't own the platform, there's a risk that they could lose customers and followers if the app were to ever shut down.

## KEY PUBLIC ANALYSIS AND DESIRED OUTCOMES

The goal of this plan is to attract new customers to Cranked Energy and expand its market presence. To achieve this, we will leverage PR tactics to maximize publicity, brand recognition, and engagement, generating buzz surrounding key target audiences.

### Primary Public: Mindful Mom Mandy

- Geographics
  - Lives in an urban area where she has access to the gym and the grocery store
- Demographics
  - Age: 35
  - Gender: Female
  - Occupation: Business professional
  - Income level: mid-level income (\$120,000–\$150,000 annually). She has disposable income to spend on health and wellness products.
- Psychographics
  - Persona: Driven, goal-oriented, energetic and involved in her community.
  - Lifestyle: Active, health-conscious and productive. She is a mom, so she seeks products that enhance her physical and mental performance to keep her energy up for her family.
  - Values: Prioritizes health, fitness and efficiency. She values quality products that help optimize her daily routine.
  - Interests: Fitness (yoga, running, spin), nutrition, tech, sports, and the outdoors.
- Behavioural Segmentation
  - Buying Motivation: Convenience, performance improvement and sustained energy without crashing. She seeks products that align with her active lifestyle and health goals.
  - Brand loyalty: Loyal to brands that align with her values (e.g., eco-friendly, fresh ingredients). She is willing to try new products.
  - Purchase Behaviour: Typically buys online through e-commerce sites (Amazon, health & wellness stores) or at health-conscious retailers (Sobeys, Superstore). She might make impulse purchases in stores, particularly when she's introduced to new products for her kids (maybe at an event).

### Desired Outcomes:

- Increase awareness of Cranked Energy's benefits among 50% of health-conscious moms within the target market in three months.

- Increase sales by 25% in two months from people with a busy lifestyle in five months by grocery store purchases.
- Strengthen perception of Cranked Energy as a convenient and nutritious snack that supports their lifestyle.
- Use strategic product placement, promotions, and incentives to increase sales. This outcome can be achieved within five months of retailers starting to stock and promote Cranked Energy on social media or by email marketing.

### **Secondary Public: Rink-Ready Ryan**

- Geographics
  - Lives in Transcona.
- Demographics
  - Age: 18
  - Gender: Male
  - He is in grade 12 and plays on a competitive hockey team with three practices and two games per week.
  - Income level: his family makes mid-level income (\$120,000–\$150,000 annually).
- Psychographics
  - Persona: Highly engaged in sports and physical activity. He is athletic, busy, and thinks creatively.
  - Lifestyle: Active and fast-paced. He is a student and plays a sport, so he seeks products that enhance his physical and mental performance to keep his energy up for his classes and his games.
  - Values: Prioritizes friends, fitness, and hockey. He values quality products that help boost his energy on the ice, especially for his early morning practices.
  - Interests: Hockey, video games, hanging out with friends, movies and the outdoors.
- Behavioural Segmentation
  - Buying Motivation: Convenience and whatever is easy to grab and go. He seeks products that align with his active lifestyle.
  - Brand loyalty: Loyal to consistent brands that taste good and deliver top tier health benefits. He is willing to try new products if his mom buys them or if his friends/teammates get him to try them.
  - Purchase Behaviour: He typically buys in the store or has it around the house because his parents will buy it in bulk.

### **Desired Outcomes:**

- Strengthen recognition of Cranked Energy by 50% of 18-year-old hockey players in Transcona as a high-energy snack in three months.

- Position Cranked Energy as a must-have pre- and post-game snack for hockey players, reinforcing its benefits for performance.
- Increase purchases among hockey players by 25% in two months.

**Overall Desired Outcomes:**

- Ensure 75% of active individuals aged 18–35 in target cities know Cranked Energy’s benefits within the five-month campaign.
- Strengthen Cranked Energy’s reputation as a high-quality, convenient, and performance-boosting snack for busy consumers.
- Increase overall product purchases by 25% within two months, focusing on both online and in-store sales, including repeat purchases.
- Build brand loyalty by developing a strong connection with consumers and aligning with their values of health and nutrition.
- Expand market reach by targeting key demographics (Moms, busy breakfast skippers, athletes, health enthusiasts) through social media, influencers, and in-store promotions.

## STRATEGY AND RATIONALE

### Strategy

To amplify Cranked Energy's brand awareness, we would leverage social media campaigns, collaborations with social proof, and in-store sampling events. This strategy is designed to maximize Cranked Energy's strengths. We would achieve this by highlighting the brand's strong connection with key publics like Rink-Ready Ryan and Mindful Mom Mandy. These tactics will allow them to experience the product firsthand, which is important for driving repeat purchases.

### Action: What Are We Going to Do?

- Brand pop-up booths at fitness studios and hockey arenas. Also, branch out and have in-store sampling events at local grocery stores.
- Partner with local fitness influencers and mom bloggers to showcase real-life product integration.
- Use social media as a tactic by creating 15-30-second videos for TikTok tailored to each key public. One of the videos would highlight busy moms opening and eating a Cranked Energy Bar, the nutritious on-the-go choice. Another would be a video of a hockey team leaving the arena after their practice, each grabbing a Cranked Energy Bar from a pop-up stand in the lobby.

We would partner with local fitness centres like GoodLife Fitness or Altea Active to engage one of the key publics. Engaging customers at high-traffic gym locations ensures that Cranked Energy is positioned as a must-have, performance-boosting snack.

Retail activations, such as pop-up booths at hockey arenas, provide Cranked Energy with the opportunity to engage directly with active consumers. This hands-on approach creates memorable interactions that increase brand awareness. Additionally, in-store sampling events at grocery stores allow potential customers to experience the product firsthand, encouraging trial and building a stronger connection with the brand.

Collaborating with fitness influencers and mom bloggers allows Cranked Energy to showcase authentic product use in everyday life. By partnering with influencers who align with the brand's values, we would highlight how the product fits seamlessly into fitness routines and busy lifestyles, building credibility and trust with the target audience.

For example, we would create TikTok videos like "Come with me to find" and "Let's go buy Cranked Energy" would provide fun yet informative content that boosts engagement. In addition, creating TikTok videos would allow us to connect with our target audience and broaden the brand's reach.

### Communication: How Will Anyone Know We Did It?

To ensure visibility and awareness of Cranked Energy’s campaign, we would focus on media outreach, community engagement, and strategic retail placements.

- Press releases and pitches to health, wellness, and sports media.
- Contests and giveaways would encourage participation from hockey players, busy moms, and fitness enthusiasts.

Grocery store partnerships and impulse purchase strategies tackle the need for increased retail sales. Placing Cranked Energy in high-visibility areas, such as checkout counters, fitness sections, and health-conscious aisles ensures that busy parents and young athletes can conveniently grab a nutritious snack on the go.

Sampling events and digital activations will create opportunities for email collection and loyalty program sign-ups. This will help sustain engagement and drive long-term brand loyalty.

Ultimately, this multi-channel approach ensures that Cranked Energy is visible across key touchpoints where our target audiences naturally engage—online, in stores, at events, and within their communities. By implementing these tactics, we will drive brand awareness, increase sales, and secure long-term customer loyalty.

#### **Tactic:** TikTok Video

**TikTok Caption:** Come with me to grab my go-to energy bar from Cranked! Need that energy boost before I head over to the gym. #CrankedEnergy #FuelYourDay #GroceryRun #EnergyBoost

For my tactic, I created a TikTok video of going to the grocery store to find a Cranked Energy Bar. TikTok thrives on quick videos that show off products in real-life scenarios. By sharing my genuine experience with walking into my local grocery store (like it could be for Mindful Mom Mandy) Cranked Energy is easily accessible and convenient.

The "what's in it for me" aspect is the relatable lifestyle moments and tips on where to get this energy bar that followers can use in their own lives. This strategy gives followers a behind-the-scenes look into life and encourages them to try Cranked for themselves.

#### **Rationale**

This strategy is built on a deep understanding of Cranked Energy’s key publics and their behaviours. By prioritizing direct engagement tactics such as social media campaigns, collaborations, and in-store events we ensure that potential customers can experience the product firsthand. Trial-based marketing is highly effective in driving purchase decisions, especially for premium-priced items like Cranked Energy.

The use of digital engagement, including social media campaigns aligns with the habits of our target demographics. Busy moms and young athletes rely on social proof and recommendations from trusted sources, such as their community and peers. By collaborating with fitness influencers and community figures, we position Cranked Energy as an essential part of their lifestyle, making it more likely that their followers will buy the product.

Retail activations and impulse purchase strategies address the need for increased in-store sales. Placing Cranked Energy at checkout counters and within fitness-related aisles increases visibility and encourages purchases. This approach is effective for our secondary public, Rink-Ready Ryan, who is likely to grab a snack on the go before a hockey practice or a game.

Media outreach adds a layer of credibility to the campaign, ensuring that Cranked Energy is featured in trusted places. By highlighting Cheryl Zealand's entrepreneurial journey, we create a compelling story that resonates with consumers, reinforcing the brand's authenticity and goals. This kind of earned media coverage is valuable because it builds trust and enhances brand reputation.

We'll raise Cranked Energy's brand visibility through in-store sampling, social media content and high-traffic retail placement. Sampling boosts trial, 73% of consumers say they're more likely to buy after trying a product (EventTrack, 2023). Family, friends and people of the community provide social proof; 49% of consumers trust those recommendations (HubSpot, 2023). TikTok is key for reach, and 67% of users say the platform inspired them to shop even when they weren't planning to (TikTok Marketing Science, 2022).

We'll collect emails and push loyalty sign-ups at events to encourage repeat purchases.

**Timeline:**

- May: Launch content and sampling
- June: Loyalty push
- July: Evaluate

By integrating in-store, digital, and media tactics, this strategy ensures Cranked Energy reaches its key publics through multiple touchpoints. Each element is designed to drive awareness and receive measurable results for the brand.

## BUDGET

<b>Budget</b>				
<b>Element</b>	<b>Hours</b>	<b>Cost</b>		
Cranked Energy sampling at Goodlife gym				
<b>Planning (e.g. project management, meetings, emails, sponsor outreach, influencer outreach, writing and design)</b>				
Staff at booth (2 ambassadors, 4 hrs each)	8	\$126.40		
Product giveaway 20 Cranked Energy Bars to the first 20 people	3	\$69.80		
Table rental and branded sign (pick-up, printing)	3	\$100		
Meeting	1			
Planning subtotal		\$296.20		
<b>Tactics (e.g. event, contest, booth, fundraiser)</b>				
Pop-up booth	4			
Event subtotal				
<b>Communication (e.g. pitches, invitations, news releases, interviews, social media, website, posters, signage, brochures)</b>				
Email marketing	2	\$50		
Social media content	3	\$100		
Posters	4	\$200		
Communication subtotal		\$350.00		
<b>Evaluation</b>				
Evaluation subtotal				
<b>Total</b>		<b>\$646.20</b>		

## EVALUATION

### **Desired Outcomes**

Desired Outcome: Increase awareness of Cranked Energy's benefits among 50% of health-conscious moms within the target market in three months.

Measurement: We will track social media engagement (likes, shares, comments, saves) from health-conscious moms and analyze redemption rates of exclusive discount codes shared. We will also have a pre- and post-campaign survey distributed to a sample of 100 self-identified health-conscious moms through targeted Facebook/Instagram groups and email sign-ups from pop-up events.

Desired Outcome: Increase purchases among hockey players by 25% in two months.

Measurement: Sales data from hockey arenas, community rinks, and sporting goods stores will be collected and compared against a baseline from the two months before the campaign launch. We will also have short surveys distributed via QR codes at pop-up booths and rinks will collect insights on purchase motivation.

Desired Outcome: Increase overall product purchases by 25% within two months, focusing on both online and in-store sales, including repeat purchases.

Measurement: We will track online and in-store sales data, comparing it to the previous two-month period to assess a 25% increase. We will also analyze repeat purchase rates through Google Analytics to measure retention and loyalty.

Desired Outcome: Expand market reach by targeting key demographics (Moms, busy breakfast skippers, athletes, health enthusiasts) through social media and in-store promotions.

Measurement: We will track engagement growth within segmented audiences by using platform data (demographic filters by age, location, and interest). A short post-campaign survey will help assess shifts in brand awareness and product interest among these target groups.

### **Measuring Effectiveness of Action and Communication:**

Pop-up booths at fitness studios and hockey arenas

Measurement: We will track attendance at the pop-up booths by logging visitor interactions and getting them to sign a QR code. We will also collect email sign-ups for future promotions and analyze sales data from the event.

Social media content: We will create engaging posts showcasing the pop-up booths at fitness studios and hockey arenas, tagging attendees and using relevant hashtags to boost visibility.  
Example: #CrankedEnergyPopUpBooth!

Measurement: We will track engagement metrics (likes, shares, comments, and saves) from these posts, monitor interaction, and analyze any direct impact on sales or website traffic using promo codes shared in the posts.

Email marketing/Survey: We will distribute a follow-up email to pop-up booth attendees featuring a short feedback survey.

Measurement: We will analyze survey responses by tracking open and click-through rates on the email to assess engagement. Then, analyze survey data to understand how attendees heard about the event, their interest level in Cranked Energy, and their likelihood to purchase. We will use insights to refine future event planning, product messaging, and customer journey touchpoints.

## **Overall Communication**

The goal of this campaign is to increase brand awareness and drive sales by reaching Cranked Energy's key demographics through high-impact, in-person pop-up booths and strategic social media communication.

By combining face-to-face engagement at fitness studios and hockey arenas with social media coverage and targeted email follow-ups, we will create an interaction that reinforces brand visibility and encourages a call to action.

Success will be measured through a combination of sales data, social media performance, email/survey insights and booth attendance.

This multi-channel evaluation approach ensures we can track and optimize the effectiveness of each communication tactic while building long-term growth and connection for Cranked Energy.