



# COMMON THREADS

*"Cooking for life"*



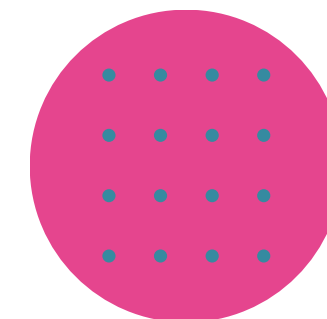
Let's go!



## Who We Are

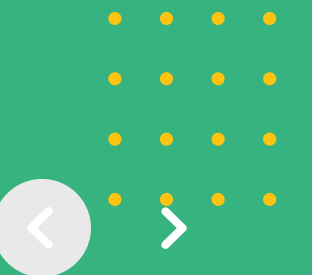
# avant garde

We are an innovative and experimental full service comms and PR firm dedicated to solving problems, telling stories, and connecting brands to their audiences.



COMMON THREADS' 20TH  
BIRTHDAY IS COMING IN  
2024

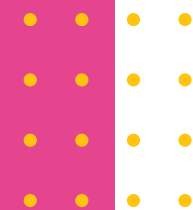
# WE NEED TO CELEBRATE





# BUT... HERE'S THE PROBLEM

- Unclear goals and objectives
- Weak audience
- Lack of communication strategy
- Too much social content
- Conjested website layout



BUT

HOW

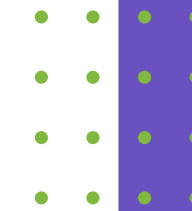


# LET'S IDENTIFY YOUR NEW GOALS & OBJECTIVES

- Tap into a new audience through your campaign
- Strengthen your audience using successful tactics

- Add 10,000 engaged millennial subscribers over 12 months to your newsletter (this will lead to future donors)

# SO HOW ARE WE GOING TO DO THIS?

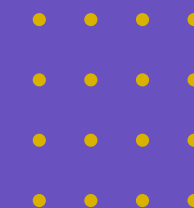


- Tapping into the "Millennial Mindset"
- Identifying your target audiences
- Revamping your digital footprint
- Introducing new target audiences



"Our world is a large quilt and its people are the fabric – colorful swatches of beautifully woven material – all joined together by these common threads – family and food."

– Chef Art Smith, Co-Founder





## The Revamp

# OUR MISSION

We know that in the modern day and age, people are drifting further and further apart. We also believe that healthy, tasty food does more than just keep your body functioning: it has the power to bring people together and overall add happiness to your life.

**#COOKINGFORLIFE** **#FOODISMEDICINE**



## CURRENT AUDIENCE DEMOGRAPHIC

# GEN X & BOOMMERS

- 42-57 and 58-76
- Possible potential donors for the organization
- Might have grandchildren
- Overall ready to settle down



## YOUR NEW TARGET AUDIENCE DEMOGRAPHIC

# MILLENNIALS

- 27 - 34 year olds
- POC
- Tech savvy
- Socially active and aware
- Soon to be parents or young parents
- Interest in a healthy lifestyle
- Have school aged children (direct to your program market)
- Someone who would use your services, and possibly become a donor in the future





# THE MIND OF THE MILLENNIAL

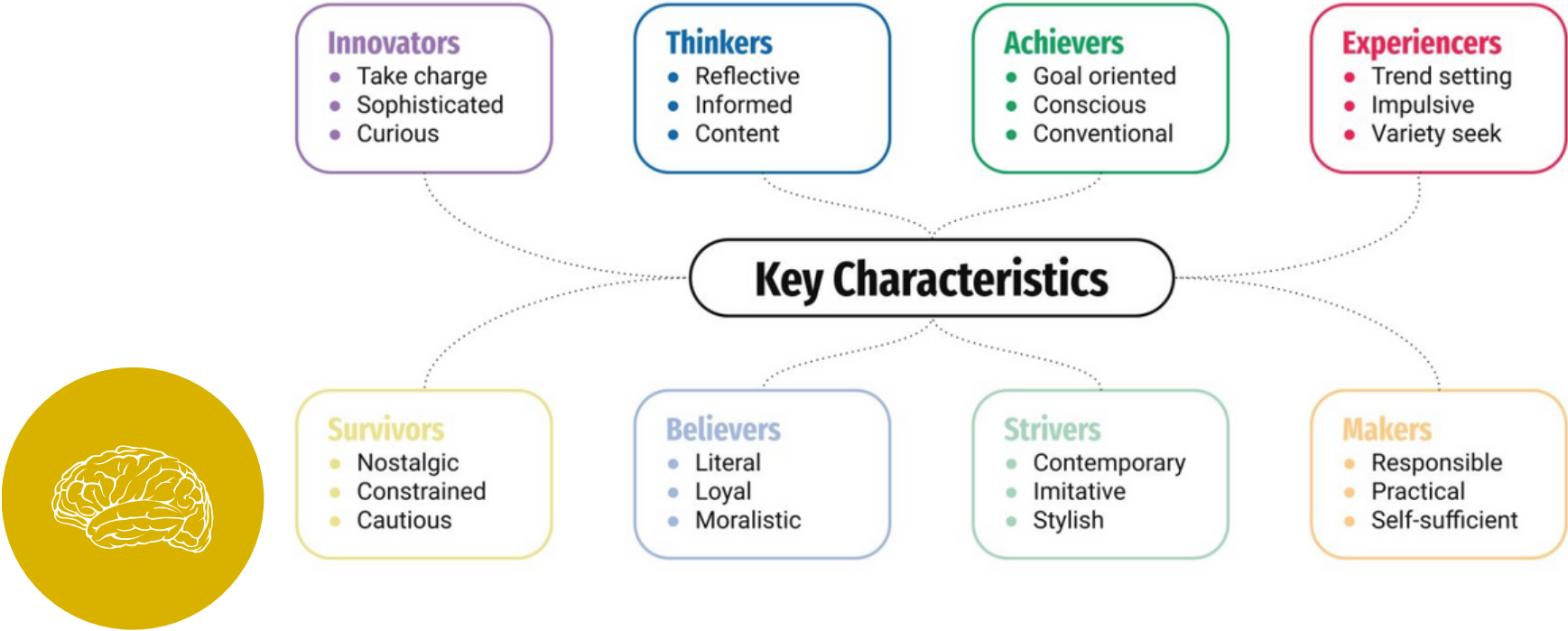
## How to market to millennials?

account for a whopping \$1.3 trillion in consumer spending

second most racially/ethnically diverse generation

millennials participate with brands when the content resonates and appeals with them

## VALS Framework Template



## Engagement

Millennials are more than three times more likely than Boomers to turn to social media for opinions

When Millennials believe in your company and its messages they will invest in your product.



CURRENTLY



EDUCATION

Educating and promoting healthy food options and philosophies



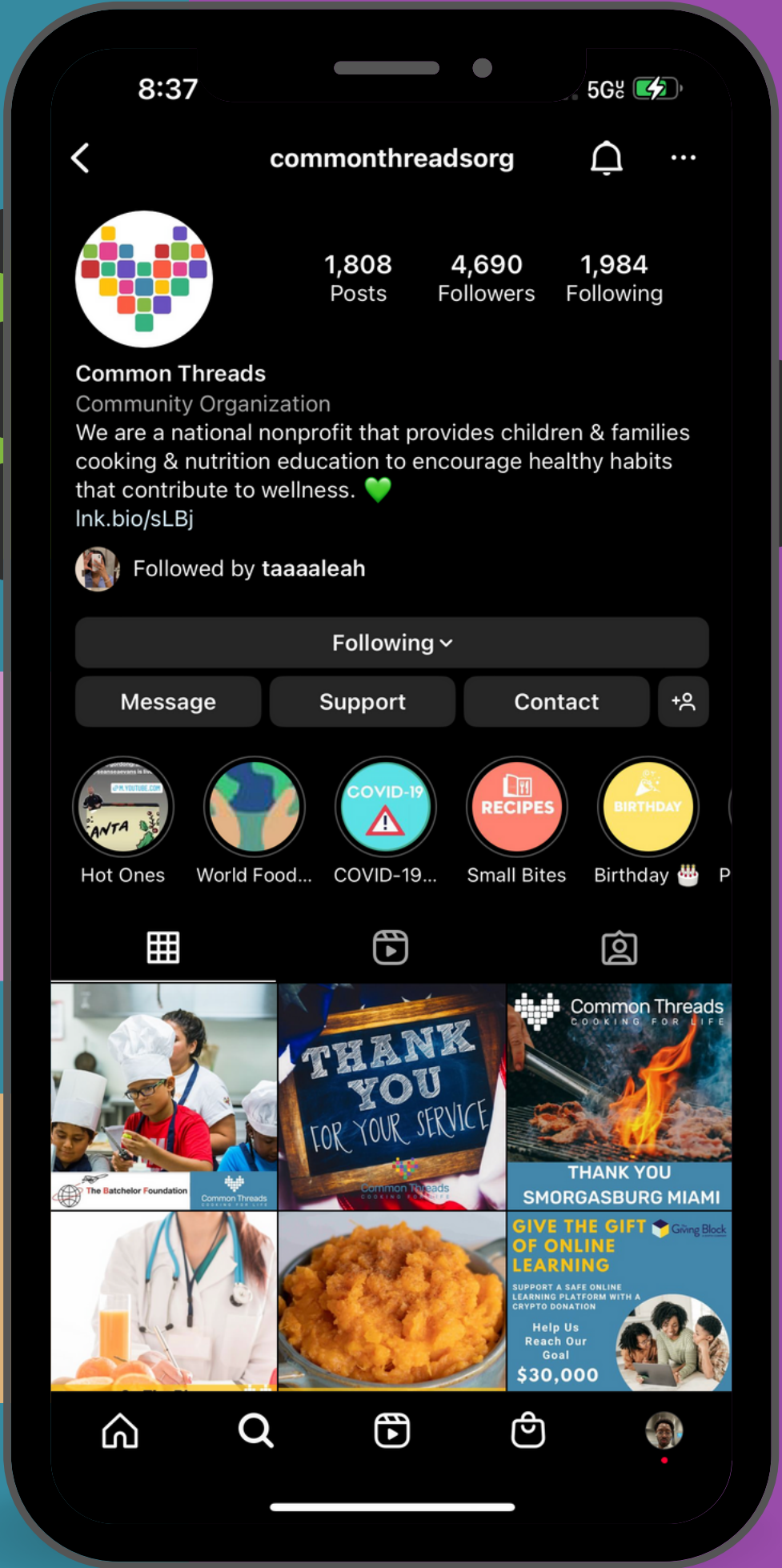
HANDS ON

Providing skills to improve quality of life



CULTURE

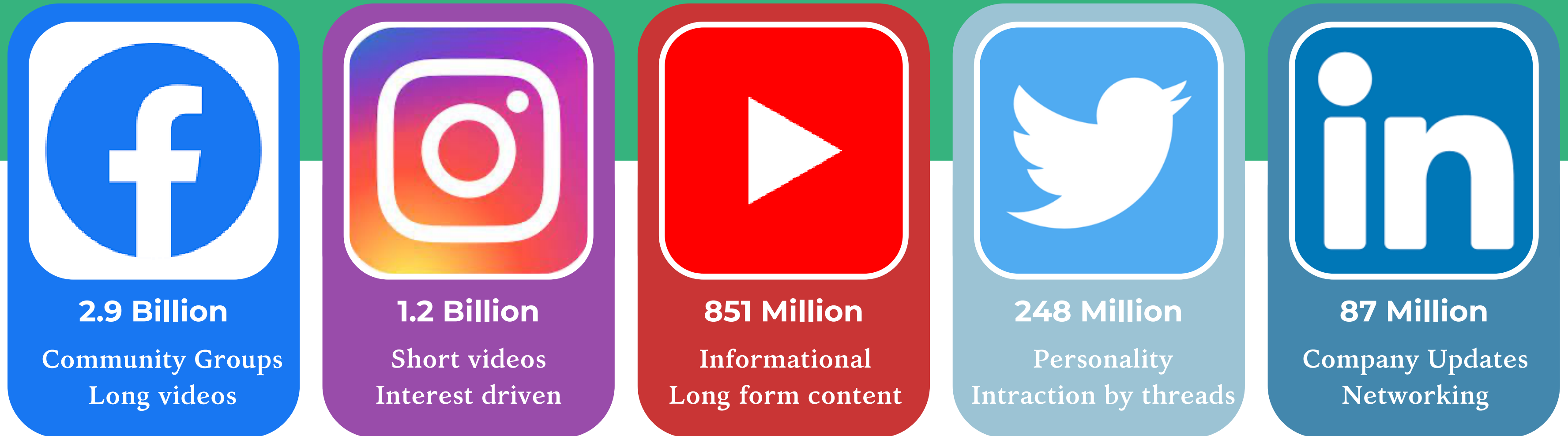
Celebrating diversity, community, and life



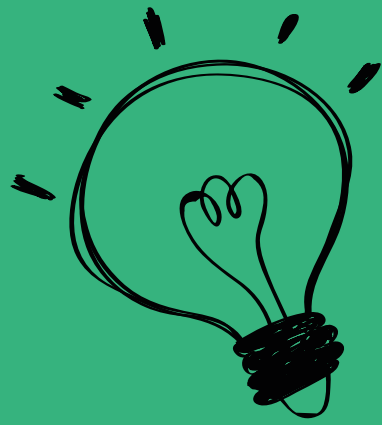
# THIS IS HOW THEY SHOW UP



The Millennial audience uses social platforms in unique ways on each social platform



What We Want



# THE STRATEGY

## THE MESSAGES

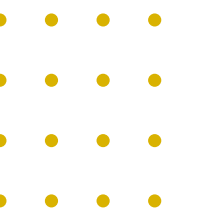
Food is medicine  
Food can turn strangers into friends  
and family

## BUILDING NETWORK

Growing audience  
Partnerships

## DIGITAL FOOTPRINT

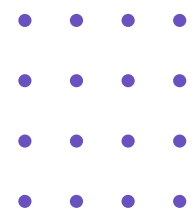
Social presence  
Website  
Newsletter





# THE WEBSITE

*Less is More*



ABOUT ▾ PROGRAMS ▾ RECIPES RESULTS NEWS [DONATE](#)

## RECIPES

Explore hundreds of recipes for healthy and cultural snacks, entrees, desserts and drinks



## NEWSLETTER

Common Threads' monthly newsletter for parents and teachers, and information to stay in the know!

[SUBSCRIBE](#)

## NEWSLETTER

Move the newsletter registration to top of the page to make it more of a focus

## SIMPLICITY

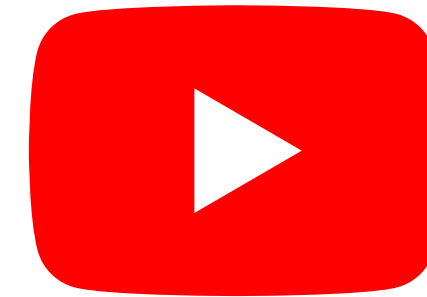
Simplify the layout of the website consolidating all services offered for easier navigation



## Strategy



- Posting 3x a week
- Stories 2x a week
- Reels 1-2x a week
- Instagram Live classes



- Consistent posting
- YouTube Shorts
- Clickbait true to the video
- Live cooking classes



## Strategy



- **Posting 2-3x a week**
- **Use of Carousels**
- **Facebook Live cooking classes**



- **"Healthy Tip of the Day"**
- **Interact with Twitter Users**
- **Post motivational content**



- **Company updates & milestones**
- **Gain more awareness and engagement for potential investors & partnerships**



THANK YOU  
FOR LISTENING!



# References:

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