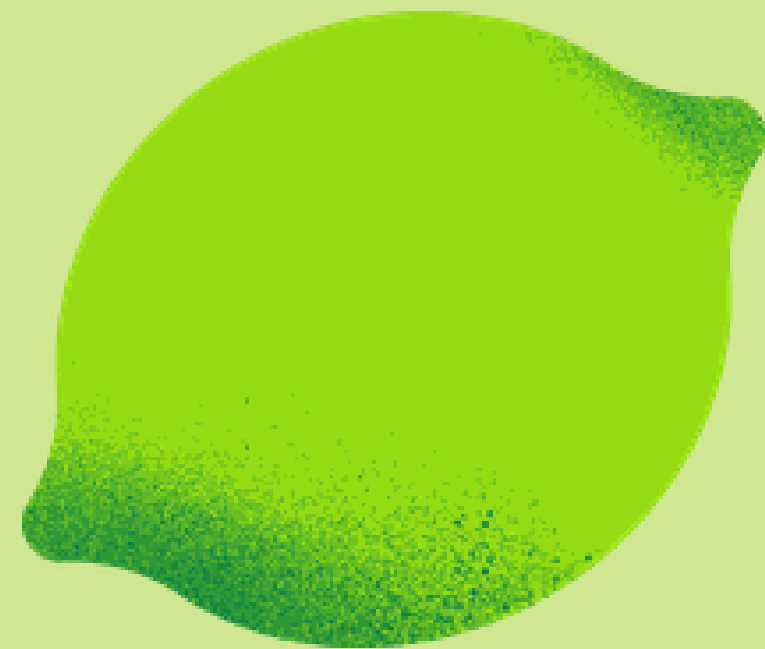


MARK 4650s



**HELLO
FRESH**

DIGITAL MARKETING MEASUREMENT STRATEGY

SAMANTHA TAM

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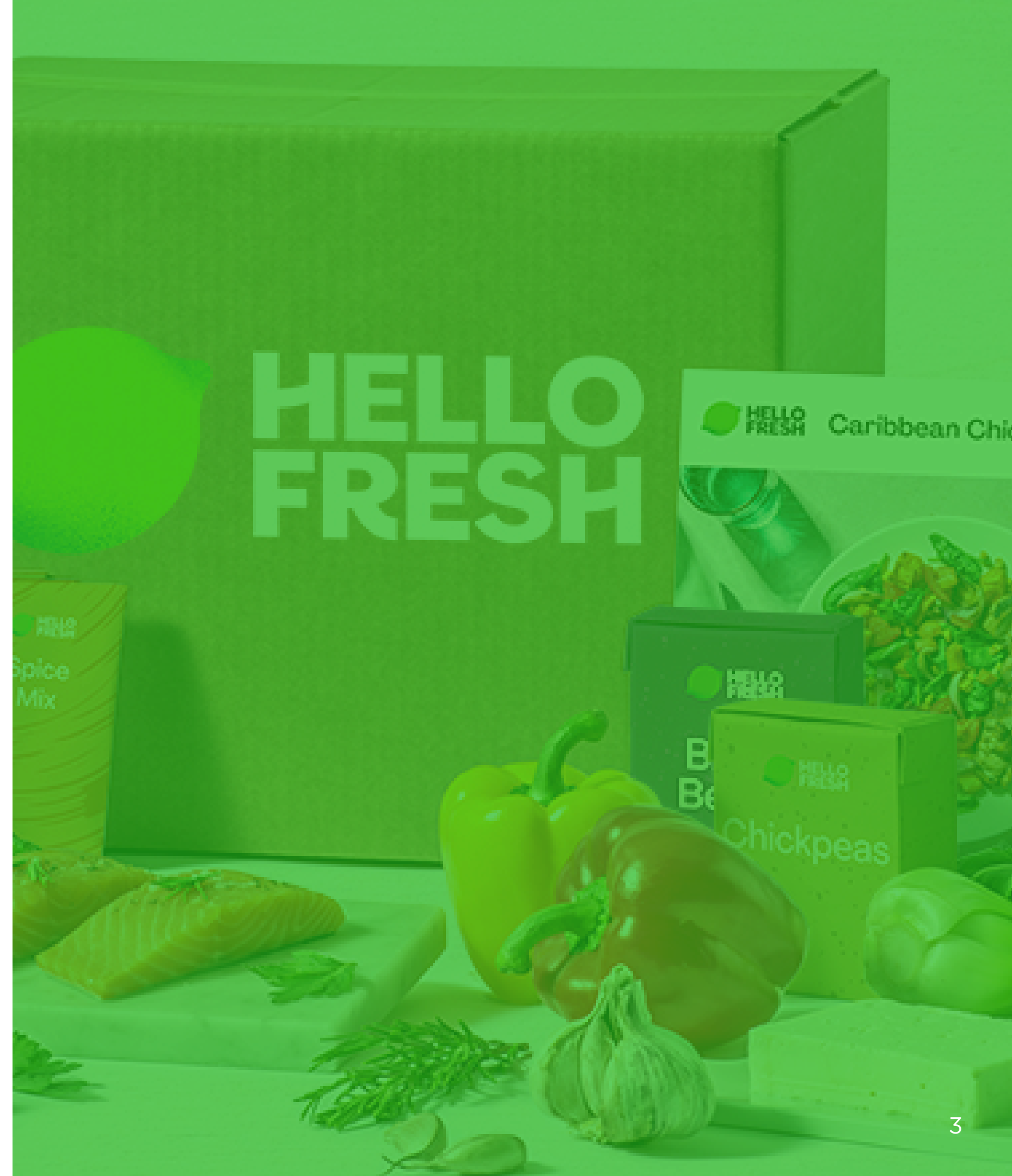
INTRODUCTION

This document outlines a recommended measurement and investment strategy for HelloFresh's digital analytics.

The proposal outlines steps to create our next campaign:

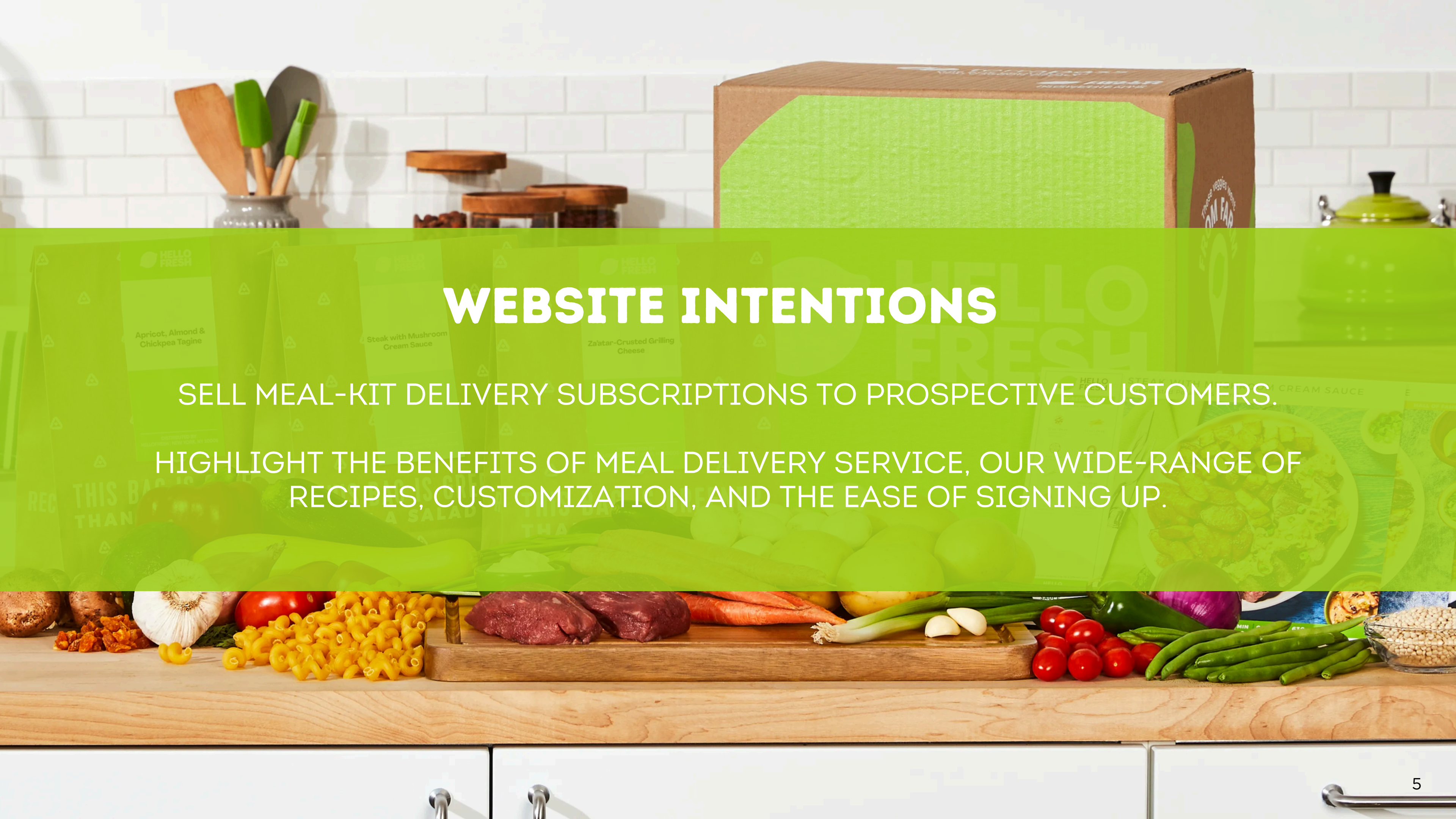
It's Bowl Season:
What are you cooking?

The main topics include: Measurement Strategy, Google Search Ads, META Ads, Programmatic Ad Strategy, and Connected TV.





PART 1: MEASUREMENT STRATEGY

A photograph of a Hello Fresh meal kit delivery box on a kitchen counter. The box is brown with a large green section. In the background, there are kitchen utensils in a holder and jars on a shelf. In the foreground, there is a wooden cutting board with various fresh ingredients including mushrooms, yellow pasta, meat, carrots, green onions, garlic, cherry tomatoes, green beans, and a bowl of lentils. A semi-transparent green banner with white text is overlaid on the image.

WEBSITE INTENTIONS

SELL MEAL-KIT DELIVERY SUBSCRIPTIONS TO PROSPECTIVE CUSTOMERS.

HIGHLIGHT THE BENEFITS OF MEAL DELIVERY SERVICE, OUR WIDE-RANGE OF RECIPES, CUSTOMIZATION, AND THE EASE OF SIGNING UP.

LANDING PAGES

HOME:

Current Promotions,
Why Hello Fresh?,
FAQs, Social Media
Mentions

OUR MENU:

Weekly meal/recipe
recommendations

COOKBOOK:

Interactive database
of recipes sorted by
skill level, cuisine type,
popularity, etc

HELLOFRESH FOR TEAMS:

Informative page with
contact form

OUR PLANS:

Interactive form to
customize meal plan
and check for
qualification

HOW IT WORKS:

Shows step by step
process from online
purchase to package
recycling instructions
& benefits and FAQs

SUSTAINABILITY:

Informative page
highlighting
sustainability efforts
and instructions

GIFT CARDS:

Purchase or redeem
gift cards & FAQ

AUDIENCES

WORKING YOUNG ADULTS

COLLEGE STUDENTS

WORKING FAMILIES

EMPLOYERS

DEMOGRAPHICS:

23-27

Financially
Independent

Lives in an apartment

Recently graduated,
working first full-time
job

NEEDS:

Quick access to well
balanced meals

PROBLEMS:

Not enough free time
to shop for groceries &
lack of easy access to
grocery stores

TARGETED LANDING PAGES:

OUR MENU
COOKBOOK
OUR PLANS



AUDIENCES

WORKING YOUNG ADULTS

COLLEGE STUDENTS

WORKING FAMILIES

EMPLOYERS

DEMOGRAPHICS:

19-21

Lives off-campus
(apartment/small
home)

Full time student

May work a part time
job

NEEDS:

Access and guidance
to cook balanced meals

PROBLEMS:

Lack of free time to
grocery shop

Strict budget

Beginner chef

TARGETED LANDING PAGES:

COOKBOOK

OUR PLANS

OUR MENU



AUDIENCES

WORKING YOUNG ADULTS

COLLEGE STUDENTS

WORKING FAMILIES

EMPLOYERS

DEMOGRAPHICS:

28-39

Married couple

1-3 children

Both working parents

Longer commute to
work

NEEDS:

Quick solutions for
dinner for the family

PROBLEMS:

Busy schedule
prevents time to plan
and shop for family
dinner

Children can be picky
eaters

TARGETED LANDING PAGES:

OUR MENU

COOKBOOK

OUR PLANS

HOW IT WORKS

SUSTAINABILITY

GIFTCARDS



AUDIENCES

WORKING YOUNG ADULTS

COLLEGE STUDENTS

WORKING FAMILIES

EMPLOYERS

DEMOGRAPHICS:

Small-medium sized corporations

Employers looking to boost company health benefits and morale

Employers looking for alternatives to catering and dining out

NEEDS:

Cost effective benefits for employees

PROBLEMS:

Employees are too occupied at work to shop and plan their meals

TARGETED LANDING PAGES:

HOW IT WORKS

GIFTCARDS

SUSTAINABILITY

HELLO FRESH FOR TEAMS

WEBSITE CORE FUNCTIONALITY

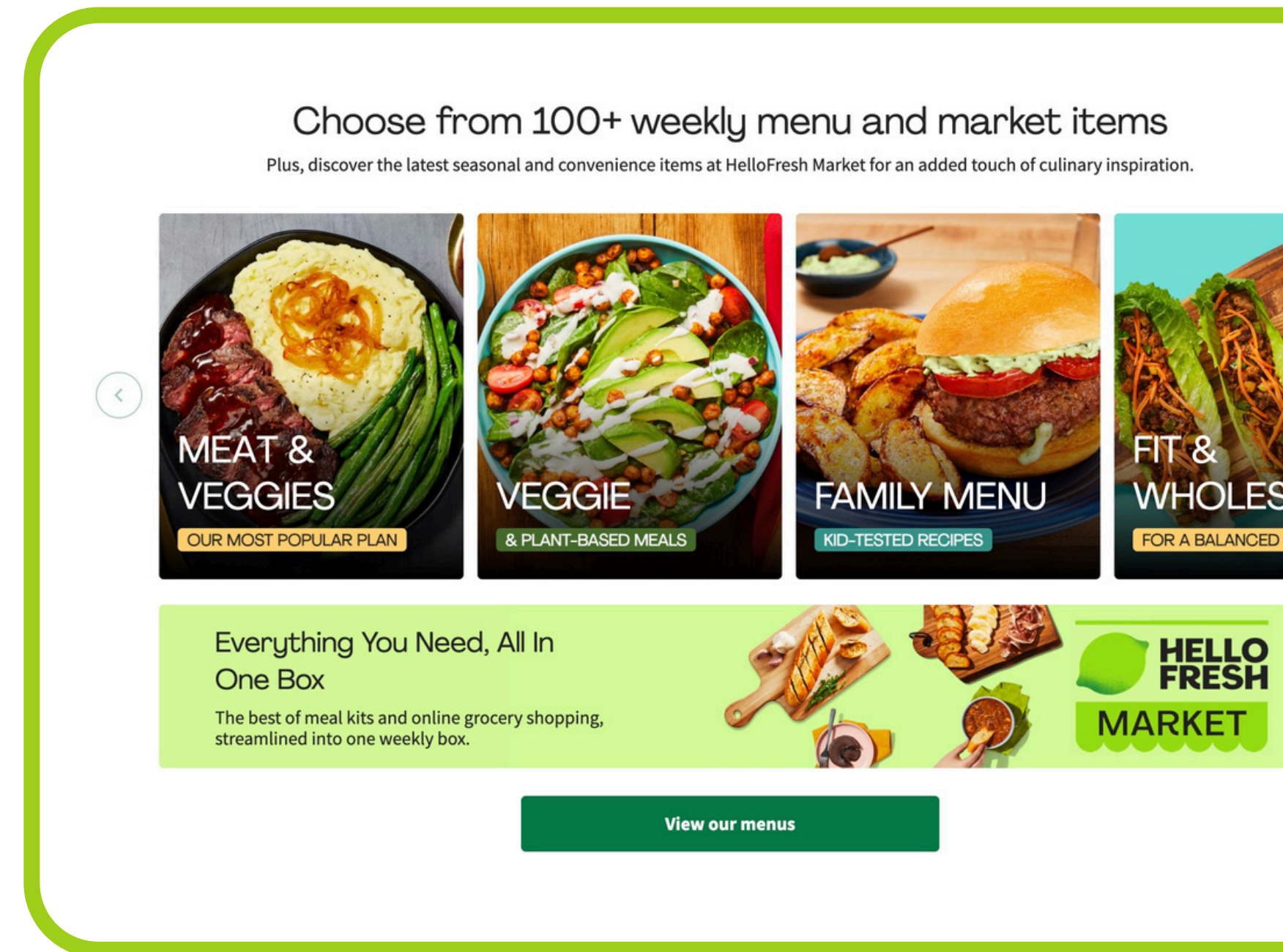
LOGIN/SIGN UP

CUSTOMIZE & ORDER SUBSCRIPTION

EXPLORE MENU & RECIPES

PURCHASE & REDEEM GIFT CARDS

CUSTOMER SERVICE CONTACT

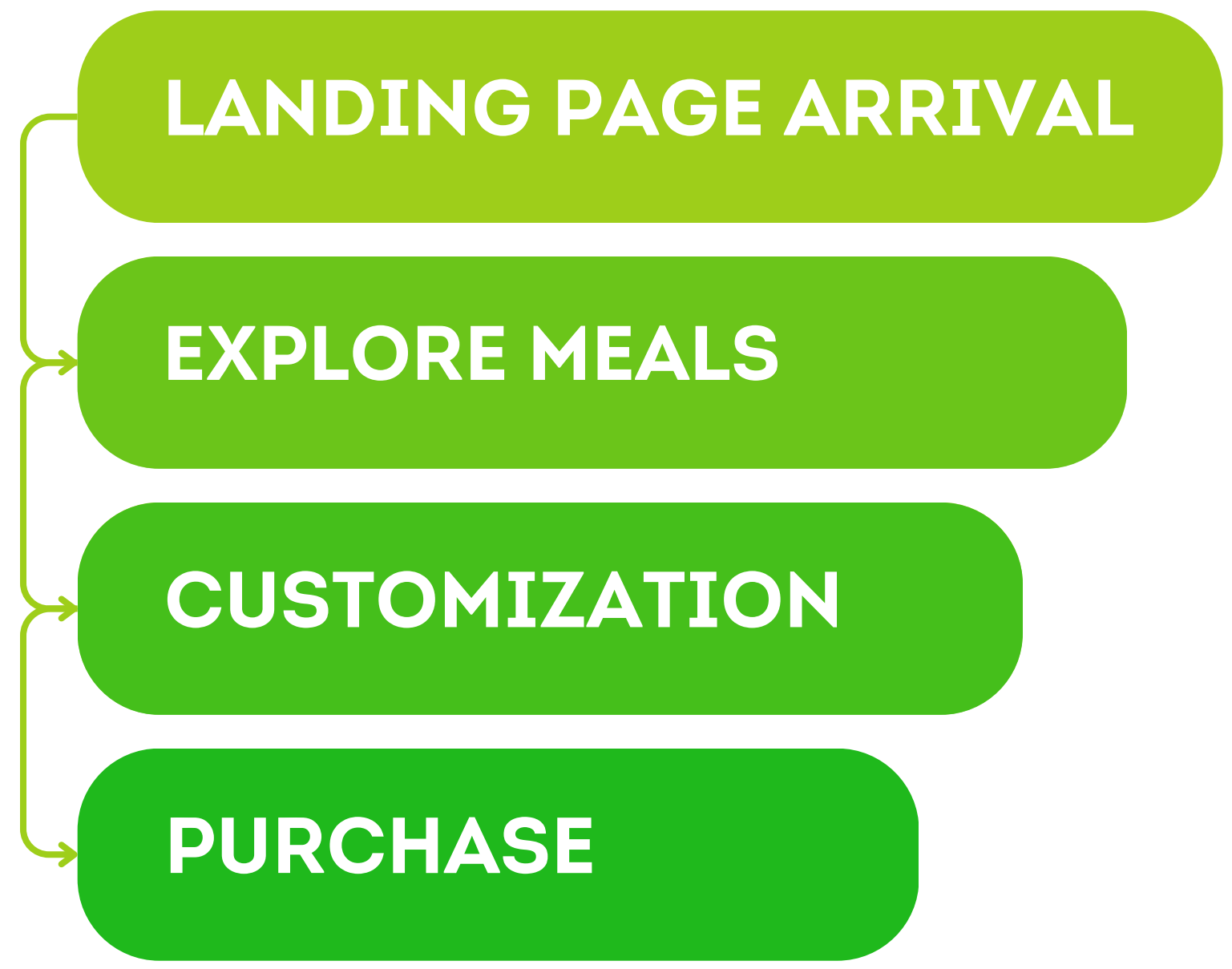




MACRO GOAL:

PLACE AN ORDER FOR A MEAL PLAN SUBSCRIPTION

MACRO GOAL CONVERSION EVENTS



LANDING PAGE ARRIVAL

EXPLORE MEALS

CUSTOMIZATION

PURCHASE

Coming from an ad or search, the landing page is important for gaining customer interest and providing quick information with many CTAs.

Exploring our meals is an important conversion event because customers are able to examine our diverse recipe line-up and be prompted to sign up for the meal to be delivered. This creates high consideration and involvement,

After showing interest in a meal, customers will be led to customize their own box, selecting any dietary requests, number of servings, and number of meals- one step closer to purchase

Finally, customers will be prompted to check out and purchase their delivery kit, our macro goal.

MICRO CONVERSION EVENTS

RECIPE SHARE

Indicates interest in our meal offerings. Customer is willing to cook this dish.

GIFTCARD PURCHASE

Creates word-of-mouth advertisement and generates new customers.

FAQ INTERACTION

Clicking on our FAQ drop down menus show high interest in our service.

SUSTAINABILITY PAGE CLICKS

Sustainability can be a major component in deciding if meal delivery service is worth the purchase.

APP DOWNLOAD CLICKS

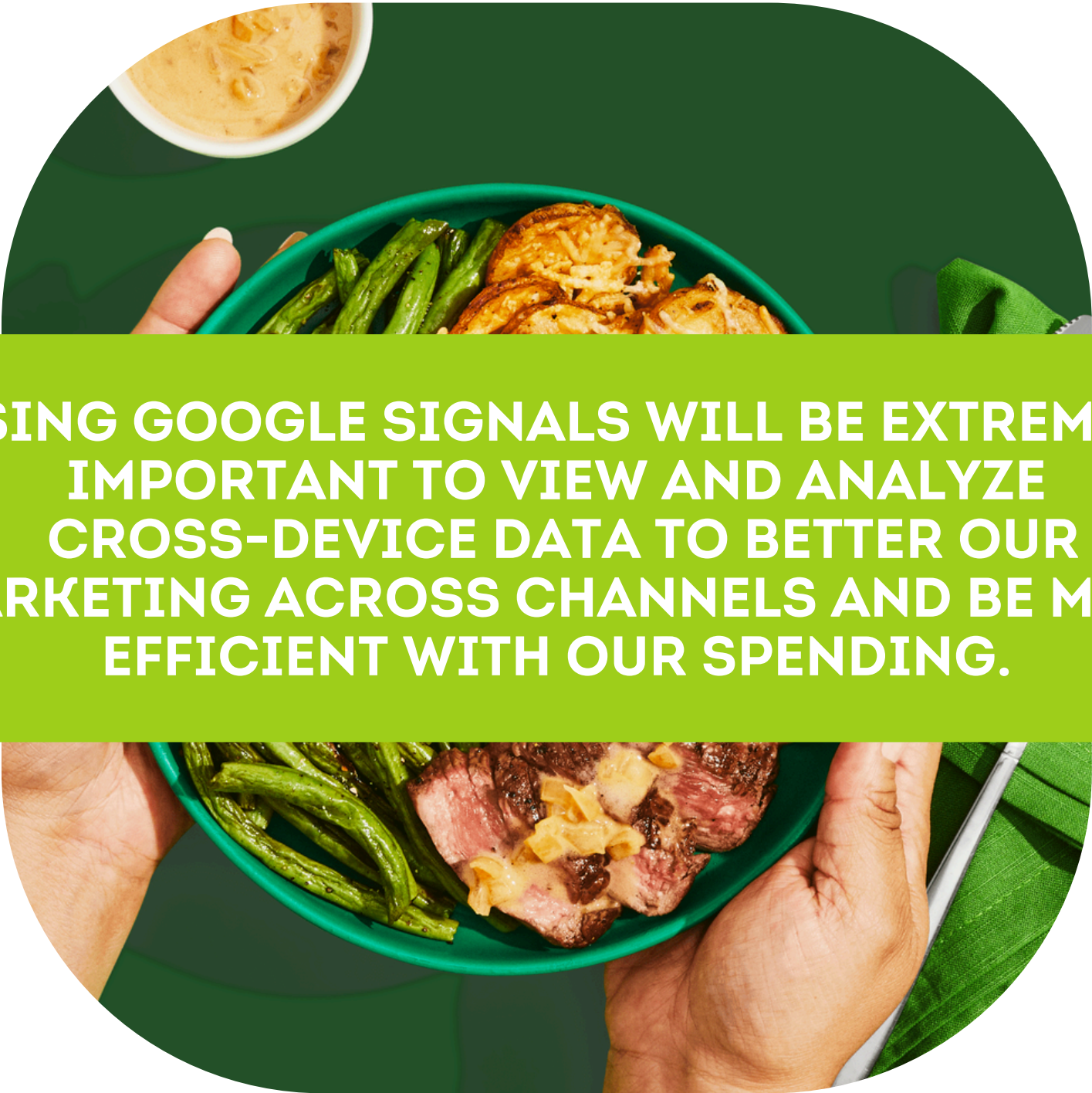
Many customers will not download our app unless they plan on purchasing or repurchasing.

RECOMMENDATION: GOOGLE SIGNALS

Google Signals are session data from sites and apps that Google associates with users who have signed into their Google accounts who have ads personalization on.

With Google Signals, we are able to collect additional demographic information and data that can be used for remarketing and export to Google Ads

This will be vital to understand how users search and purchase across their mobile devices and/or laptop when looking for Hello Fresh Meal Plans.



USING GOOGLE SIGNALS WILL BE EXTREMELY IMPORTANT TO VIEW AND ANALYZE CROSS-DEVICE DATA TO BETTER OUR MARKETING ACROSS CHANNELS AND BE MORE EFFICIENT WITH OUR SPENDING.

RECOMMENDATION: GOOGLE PRODUCTS

SEARCH CONSOLE

Google Search Console is a free and important tool to track how Hello Fresh performs on Google Search.

This is important to track due to the high competition of meal-kit delivery services available on the web as well as online recipes.

GOOGLE ADS

Google Ads allows us to bid for ads to bring more traffic to HelloFresh.com with features to analyze and optimize our data.

Linking to Google Ads imports its data into our GA4 account which will unlock new features in analytics and better our analysis.

BIGQUERY

BigQuery is a great Google product to better analyze large amounts of data.

Using features like SQL, machine learning, and geo spatial analysis to better understand insights about products, users, channels, etc.

IT'S BOWL SEASON: WHAT ARE YOU COOKING?



CAMPAIGN:
**IT'S BOWL SEASON:
WHAT ARE YOU
COOKING?**

STRATEGY:

RUN CAMPAIGN DURING **FOOTBALL PLAYOFF SEASON (BOWL GAMES)** TO ENCOURAGE BUSY FOOTBALL FANS TO SIGN UP FOR HELLO FRESH

CHANNELS:

GOOGLE SEARCH ADS
META ADS
PROGRAMMATIC AD & CONNECTED TV

LANDING PAGE:

PROMPT CUSTOMERS TO **OUR MEALS PAGE** TO BROWSE OUR ASSORTMENT OF MEALS & BEGIN TO PLACE ORDER



CAMPAIGN AUDIENCES:

**TARGET YOUNG
PROFESSIONALS TO
CONNECT HELLOFRESH TO
THEIR NEW BUSY
LIFESTYLE AND FOOTBALL
EXPERIENCES**

YOUNG PROFESSIONALS

REMARKETING

This campaign will target busy recent graduates still interested in college and professional football that have entered the workforce or are recruiting to enter.

Remarketing HelloFresh to this audience is important as they could have been previous customers in college as a student or have been familiar with our service.





CAMPAIGN AUDIENCES:

TARGET **COLLEGE
STUDENTS** TO CONNECT
HELLOFRESH TO THEIR
BUSY LIFESTYLE AND
SCHOOL SPIRIT



COLLEGE STUDENTS

REPEAT MARKETING

This campaign will also target current college students interested in the school's athletics that live off campus and need help with meal planning/grocery budgeting.

Using *repeat marketing* is important because this campaign will target college students maintaining their loyalty showing how beneficial our program is throughout different points of the year.



CAMPAIGN AUDIENCES:

TARGET **FOOTBALL FAN
FAMILIES** TO ASSIST WITH
FAMILY MEAL PREP



FOOTBALL FAN FAMILIES

REMARKETING

For small families with dual income that are occupied watching football in their free time.

Remarketing HelloFresh to this audience is important to cement HelloFresh as a service to aid the stress and time that comes with planning dinner for the family for those who lack the time to do so.

KEY EVENTS TO MEASURE

LANDING PAGE ARRIVAL

Vital to track amount of page visits and the visits from campaign efforts

“GET STARTED” BUTTON CLICK

Useful to track quantitative interest in enrolling in subscription service

RECIPE BROWSING TIME

Time spent can depict amount of curiosity in what the program offers

LOG INS

Amount of logins gives insights of returning customers

CART ABANDONMENT

Cart abandonment rate measures interest levels and likelihood of purchasing



MEET YOUR NEW MEALTIME ROUTINE

Free Breakfast for Life* + 10 Free Meals
+ First Box Ships Free
with America's #1 Meal Kit

GET STARTED

*One free breakfast item per box with an active subscription. Applied to all boxes, new subscribers only, varies by plan.

PART 1 SUMMARY

IMMEDIATE RECOMMENDATION:

Implement **Google Analytics** for better business analytics for HelloFresh.

KEY MACRO EVENTS:

Landing Page, Explore Meals, Customization, Purchase

KEY MICRO EVENTS:

Recipe Shares, Gift Card Redemption/Purchase, FAQ, Sustainability Page, App Downloads

CAMPAIGN REQUEST:

**IT'S BOWL SEASON:
*WHAT ARE YOU COOKING?***

Seeking approval to run our campaign during 2024-2025 College Football Playoff Season to market HelloFresh's hassle free meals to busy collegiate football fans across the nation.



PART 2: GOOGLE SEARCH ADS INVESTMENT STRATEGY

GOOGLE SEARCH ADS

Powered by AI, Google Search Ad Campaigns help businesses deliver the best message at the best time to the right customers.

Broad Matching: Using AI, Google is better equipped to understand what customers are actually searching for (language & intent)

Smart Bidding: Google provides an AI-powered smart bidding strategy to better optimize your budget and ROAS

Responsive Search Ads: Google AI organizes & presents your search assets in the most effective combination



**GOOGLE SEARCH ADS WILL BETTER
DISPLAY HELLOFRESH'S OFFERINGS
AGAINST COMPETITORS WHEN
SEARCHING FOR MEAL DELIVERY
SERVICES**

HELLOFRESH VS COMPETITORS



HELLOFRESH ADVANTAGES:

UP TO 6 MEALS PER WEEK

LARGE LIBRARY OF AVAILABLE RECIPES
CATERING DIFFERENT DIETS & SKILL LEVEL

COMPETITIVE PRICING

REPLACEABLE INGREDIENTS

HELLOFRESH MARKET: ADDITIONAL BOX OF
CUSTOMIZABLE GROCERIES (SNACKS,
BREAKFAST, PREMIUM PROTEINS, ETC.)

A man and a woman are smiling and eating from bowls in a kitchen. The man is holding a bowl, and the woman is eating with a fork. In the background, there is a Hello Fresh box on a shelf. The text is overlaid on the image.

IMPLEMENTING GOOGLE SEARCH ADS FOR
**ITS BOWL SEASON:
WHAT ARE YOU
COOKING?**



GOOGLE SEARCH ADS CAMPAIGN GOAL:

THE PRIMARY GOAL OF THE GOOGLE SEARCH ADS CAMPAIGN WILL BE TO **GENERATE MORE SALES** OF HELLOFRESH SUBSCRIPTIONS.

TARGETED AUDIENCES

YOUNG PROFESSIONALS

DEMOGRAPHICS:

23-27

Financially Independent

Lives in an apartment

Recently graduated, working
first full-time job

DIGITAL BEHAVIOR

Research before purchase.
Desktop and mobile purchases.
Less price sensitive.

COLLEGE STUDENTS

DEMOGRAPHICS:

18-22

Full Time Student

Lives in an on/off campus
apartment

May work a part-time job

DIGITAL BEHAVIOR

Purchases are socially driven.
Desktop and mobile purchases.

CAMPAIGN DETAILS

DEVICES:

MOBILE, DESKTOP, TABLET

LOCATION & LANGUAGES:

UNITED STATES, ENGLISH

GOAL & BID STRATEGY:

UNITED STATES, ENGLISH

BUDGET:

\$36,000

CAMPAIGN TIMING:

RUNS FOR 60 DAYS
FROM *DECEMBER 2024*
JANUARY 2025 TO
ALIGN WITH COLLEGE
FOOTBALL BOWL
SEASON. 24/7
SCHEDULING.

**GOOGLE
SEARCH ADS
CAMPAIGN:**

IT'S BOWL SEASON:
***WHAT ARE YOU
COOKING?***



ACCOUNT:

HELLOFRESH

CAMPAIGN:

IT'S BOWL SEASON

AD GROUPS:

CURRENT STUDENTS

LOOKING FOR EASY, AFFORDABLE MEALS

YOUNG PROFESSIONALS

LOOKING FOR EASY, HEALTHY MEALS

KEYWORD STRATEGY

SEMANTIC SEARCH

Using Artificial Intelligence, Google understands searches based on the context/meaning rather than matching literal words

BROAD MATCH

It is important to **utilize Broad Match** to increase efficiency when creating keyword lists. Broad Match expands to searches that aren't directly within your keywords list but are recognized as similar, including *close variants*.

OPTIMIZATION SCORE

Optimization score is a predictive score of how well they believe your ad will perform.

This is based on several real-time factors.

An optimal score is anything about 80%

CAMPAIGN KEYWORDS

KEYWORDS:

BEST MEAL DELIVERY SERVICE

FOOD PREP DELIVERY

HELLO FRESH PRICES

MEAL SUBSCRIPTION SERVICES

HOME MEAL KITS

NEGATIVE KEY WORDS:

RESTAURANTS NEAR ME

FROZEN MEALS

PREMADE MEALS

CLOSE KEYWORD VARIANTS:

INCLUDES MISSPELLINGS,
SINGULAR/PLURALS, REORDERS,
IMPLIED WORDS, STEMMINGS, ETC.

SAMPLE ADS

QUERY: 'MEAL DELIVERY SERVICE'

Sponsored

 HelloFresh
www.hellofresh.com/menu ⋮

It's Bowl Season | Customize Your Meal Kit Today

Fresh, Delicious meal kits delivered weekly. Explore our wide selection of recipies. Don't let gametime stop you. What are you cooking?

QUERY: 'STUDENT HOME MEAL DELIVERY'

Sponsored

 Google Ads
www.example.com/ppc-services ⋮

It's Bowl Season | Easy Home Meal Kits Delivered

See why students love Hello Fresh meal kits starting at \$9.99 per serving! Don't let gametime stop you. What are you cooking?

★★★★★ Rating: 4.9 · 925 reviews

AD GROUP 1: YOUNG PROFESSIONALS

Searching for quick, meal kit delivery services.

Ad caters to their greater interest of recipes and options to suit their new lifestyle.

SAMPLE ADS

QUERY: 'MEAL DELIVERY SERVICE'

Sponsored



HelloFresh

www.hellofresh.com/menu ⋮

It's Bowl Season | Customize Your Meal Kit Today

Fresh, Delicious meal kits delivered weekly. Explore our wide selection of recipies. Don't let gametime stop you. What are you cooking?

QUERY: 'STUDENT HOME MEAL DELIVERY'

Sponsored



Google Ads

www.example.com/ppc-services ⋮

It's Bowl Season | Easy Home Meal Kits Delivered

See why students love Hello Fresh meal kits starting at \$9.99 per serving! Don't let gametime stop you. What are you cooking?

★★★★★ Rating: 4.9 · 925 reviews

AD GROUP 2: COLLEGE STUDENTS

Searching for home-style meals to cook.

Ad caters to group's shopping behavior by mentioning social influences.

SAMPLE ADS

QUERY: 'MEAL DELIVERY SERVICE'

Sponsored



HelloFresh

www.hellofresh.com/menu

It's Bowl Season | Customize Your Meal Kit Today

Fresh, Delicious meal kits delivered weekly. Explore our wide selection of recipies. Don't let gametime stop you. What are you cooking?

QUERY: 'STUDENT HOME MEAL DELIVERY'

Sponsored



Google Ads

www.example.com/ppc-services

It's Bowl Season | Easy Home Meal Kits Delivered

See why students love Hello Fresh meal kits starting at \$9.99 per serving! Don't let gametime stop you. What are you cooking?

★★★★★ Rating: 4.9 · 925 reviews

RECOMMENDATION: RESPONSIVE ADS & ASSETS

Responsive ads use AI to better determine the best way to configure your Google Ads to customers based on what they are searching for.

This utilizes uploaded *assets*, including: headlines, descriptions, specific links, buttons, location, ratings, etc.

BUDGET

TOTAL
ALLOCATED
BUDGET:

\$36,000

EVENLY DISTRIBUTED ACROSS 60 DAYS

Conversions

4.1K

Avg. CPA

\$8.74

Conversion value

\$1.6M

ROAS

46

Clicks

82K

Impressions

1.2M

Cost

\$36K

CTR

6.7%

GOALS:

82K

CLICKS

\$8.74

TARGET
CPA

46:1

TARGET
ROAS

PROJECTED RESULTS EXPANDED

Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR
4.1K	\$8.74	\$1.6M	46	82K	1.2M	\$36K	6.7%

THE PRIMARY GOAL OF THE GOOGLE SEARCH AD CAMPAIGN IS TO INCREASE SALES OF HELLOFRESH SUBSCRIPTIONS.

A PROJECTED **CTR OF 6.7%** AT AN AVERAGE **CPC OF \$0.44** SHOULD GENERATE **1.2M IMPRESSIONS** AND **82,000 CLICKS** TO SITE.

WITH A 5% CONVERSION RATE, WE ESTIMATE **4.1K CONVERSIONS**.

ASSUMING A \$400 CONVERSION VALUE, AN ESTIMATED **\$1.6M IN EXPECTED REVENUE** IS GENERATED.

WE CAN EXPECT A **46:1 ROAS**

PART 2 SUMMARY:

IT IS **HIGHLY RECOMMENDED TO IMPLEMENT GOOGLE SEARCH ADS** FOR THE 'IT'S BOWL SEASON' CAMPAIGN FROM DECEMBER TO JANUARY TO INCREASE SITE TRAFFIC AND GENERATE AN **ESTIMATED 4.6K CONVERSIONS WORTH \$1.6M.**

THE INVESTMENT IN GOOGLE SEARCH ADS WILL BE KEY TO THE SUCCESS OF HELLOFRESH'S ENTIRE CAMPAIGN.





PART 3: META INVESTMENT STRATEGY



META INVESTMENT OBJECTIVE

**INCREASE SALES
OF HELLOFRESH
SUBSCRIPTIONS**

BUYING TYPE: AUCTION BUYING

Auction buying is a more efficient method to use with a conversions based goal.

Auction offers greater choice and flexibility with cost efficient results.

META recommends auction buying for ads on Facebook and Instagram.

AUDIENCE

Using META's advertising platform, the campaign will *target New Audiences*.

A new audience allows hellofresh to use *narrow targeting* to identify potential customers based on demographic data including interests using audience parameters.

For example, targeting can find students & young adults interested in healthy habits, cooking, and football.



PLACEMENTS

INSTAGRAM

FEED, STORIES, EXPLORE, REELS

FACEBOOK

MORE BENEFICIAL FOR OLDER AUDIENCE: FEED, COLUMN, STORIES, SEARCH, VIDEOS, ETC

AUDIENCE NETWORK

EXPAND BEYOND FACEBOOK WITH META PARTNERS: NATIVE, BANNER, INTERSTITIAL

MESSENGER

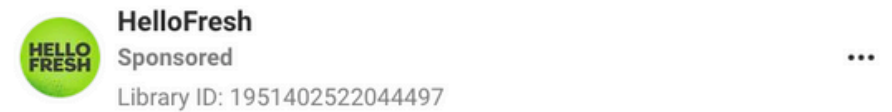
INBOX, STORIES, SPONSORED MESSAGES

AD FORMATS:

SINGLE IMAGE
SINGLE VIDEO
CAROUSAL
INSTANT EXPERIENCE

SAMPLE ADS

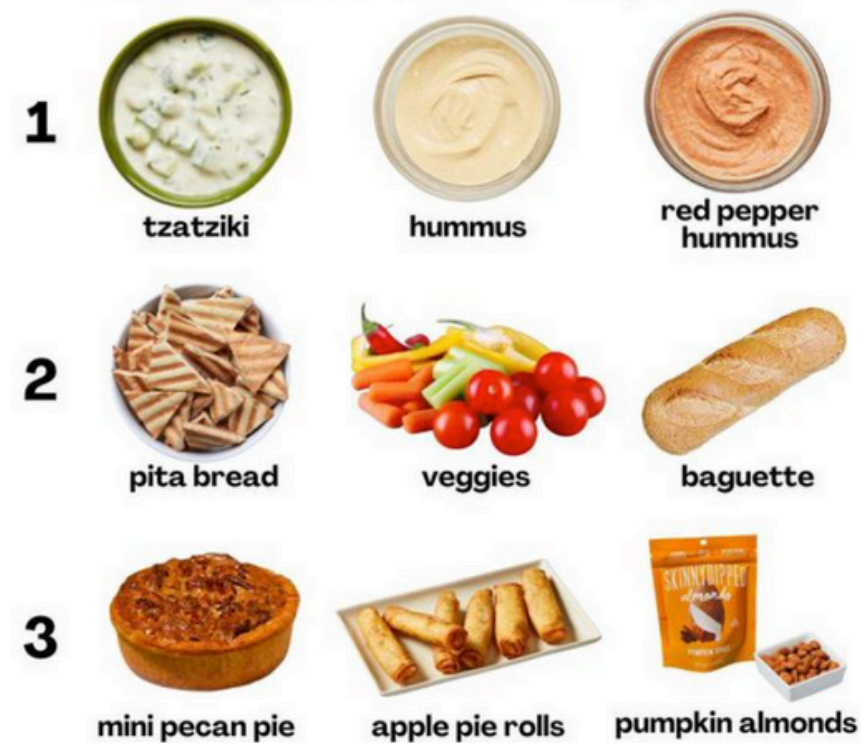
SINGLE IMAGE IN-FEED:



🍷 The #HelloFresh Market now has hummus, sweet heat hummus, and tzatziki 🍷

Active subscribers can get these HelloFresh Market items next week on the #HelloFresh app or website

**pick one from each row to
build your own fall picnic**



CAMPAIGN IDEA:
“DRAFT YOUR
DINNER LINE UP”

Clickable ad leads
to website to
explore recipies and
order subscription

STORIES AD:



CAMPAIGN IDEA: “ITS BOWL SEASON”

Swipe up leads to website to explore recipies and order subscription

BUDGET & PARAMETERS

\$42,000
LIFETIME BUDGET

BID STRATEGY:
HIGHEST VOLUME

MAXIMIZE DELIVERY AND
CONVERSIONS

SPEND THE FULL BUDGET

GET THE MOST RESULTS
POSSIBLE FROM YOUR BUDGET

PARAMETERS:

STANDARD DELIVERY

ENABLE FREQUENCY CAP TO
PREVENT SPAM

DAILY REACH PREDICTIONS

PRICING REFLECT MARKET
CONDITIONS

PERFORMANCE GOALS

SALES OBJECTIVE:

WEBSITE:

VALUE, LANDING PAGE VIEWS, LINK CLICKS, IMPRESSIONS, DAILY UNIQUE REACH

APP:

APP EVENTS, LINK CLICKS, DAILY UNIQUE REACH

MESSENGER:

CONVERSATIONS, CONVERSIONS, LINK CLICKS, IMPRESSIONS, REACH



PROJECTED INSIGHTS

6.43M
IMPRESSIONS

$(\$42\text{K BUDGET} / \$6.53 \text{ CPM}) * 1000$

128.6K
WEBSITE
VISITORS

$6,431,853 \text{ IMP.} * 2\% \text{ CTR} = 128,637$

1,287
CONVERSIONS

$128,637 \text{ VISITORS} * 1\% \text{ CVR} = 1,287$

\$514K
EXPECTED REVENUE

$1,287 \text{ CONVERSIONS} * \$400 \text{ EXPECTED VALUE} = \$514,800$

ADDITIONAL CAMPAIGN INFORMATION

LEARNING PHASE:

New ad sets and certain edits require a learning period to determine the best audience and most effective way to present the ad.

During the learning phase, performance is less stable and CPC may increase.

Learning phase will end after 50 optimization sets.

PERFORMANCE OPTIMIZATION:

BID PACING:

Adjust bid and auction activity based on remaining budget and length of campaign to optimize spending

DATA SOURCES:

META PIXEL:

Code placed on website to track how one interacts with content after seeing an ad to create more effective ads and audiences.

CONVERSIONS API:

Connect external marketing data to META.

META INVESTMENT SUMMARY

WITH THE GOAL OF SELLING MORE HELLOFRESH SUBSCRIPTIONS, IT IS **HIGHLY RECOMMENDED TO IMPLEMENT META ADS** TO BETTER TARGET NEW HELLOFRESH CUSTOMERS.

WITH A \$46,000 BUDGET, INVESTING IN META ADVERTISING WILL GENERATE **\$514,800 IN EXPECTED REVENUE.**

6.43M
IMPRESSIONS

128.6K
VISITORS

\$514K
EXPECTED
REVENUE



PART 4: PROGRAMMATIC & CONNECTED TV

CONNECTED TV BENEFITS

**HIGHLY
TARGETED
ADVERTISING**

**IMPROVED
MEASUREMENT &
ANALYTICS**

**INCREASED
REACH**

**REDUCED AD
FRAUD**

**COST
EFFECTIVE**

**ACCESS
EXTENSIVE &
PREMIUM
INVENTORY**

CTV ALONG THE AUDIENCE JOURNEY

TOP OF FUNNEL: *AWARENESS*

The **main purpose of CTV in the campaign is for awareness**. The other investment strategies in Google and META ads will retarget exposed CTV users and better promote HelloFresh conversions.

CHANNEL STRATEGY: *CTV PROSPECTING*

OPTIMIZATION METRICS: *CPM*



CREATIVE STRATEGY

AD SPECS:

15-30 SECONDS

16:9 ASPECT RATIO

HD RESOLUTION

OBJECTIVE:
PROMOTE RECALL

METHODS:
REPETITION &
SOCIAL/CULTURAL TIES

CALL TO ACTION:
“WHAT ARE YOU
COOKING?”
ORDER NOW



IT'S BOWL SEASON:
WHAT ARE YOU
COOKING?

TARGETING CHOICES

GEOGRAPHIC:

ENTIRE US POPULATION

DEVICES:

SMART TV & GAMING CONSOLES

NETWORKS:

EMPHASIS ON SPORT-STREAMING NETWORKS (ABC & ESPN FAMILY CHANNELS, FOX, NBC, ETC.)

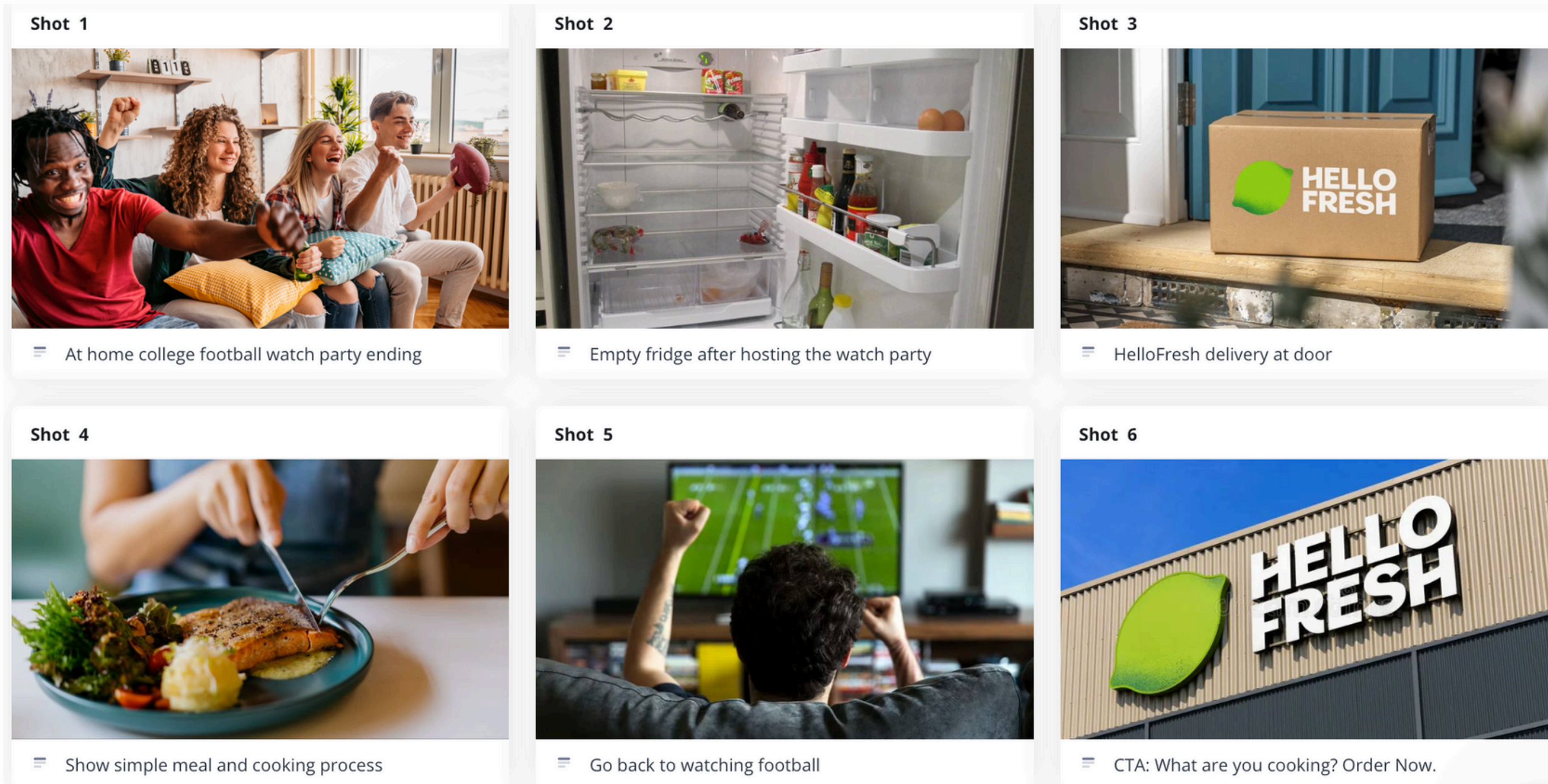
AUDIENCE TARGETING:

18-27 YEAR OLDS INTERESTED IN SPORTS, ACTIVE LIVING, OR HEALTHY EATING



IT'S BOWL SEASON:
*WHAT ARE YOU
COOKING?*

CREATIVE STORY BOARD



A/B testing is recommended to maximize CTV advertising efficiency.

By creating and testing multiple versions of the ad, we are better able to determine the most effective ad length and script.

CTV BUDGET

\$50,000
PRODUCTION BUDGET

We recommend *producing at least 30 seconds* of content that can be ran the full length or *cut into additional assets*.

Note:

It is important to account why **CTV** has a **higher average cost** than linear TV. A couple factors that affect OTT advertising include: Platform Type, Target Audience Specifics, Ad Formats, Competition.
CTV is 11% more likely to convert.

+

\$250,000
MEDIA BUY

*ASSUME A **\$45 CPM:***

$(\$250,000 / \$45) * 1000$

5.55M IMPRESSIONS

*ASSUME **7X REACH FREQUENCY:***

$(5.5M / 7)$

793,650
UNIQUE IMPRESSIONS

CTV INVESTMENT SUMMARY

WITH THE **GOAL OF DRIVING AWARENESS**, INVESTING IN CTV WILL RESULT IN OVER 790,000 UNIQUE IMPRESSIONS TOTALING TO OVER 5.5M IMPRESSIONS.

CTV WILL BE A CRUCIAL STEP IN THE CONSUMER JOURNEY ALLOWING HELLOFRESH TO RETARGET VIEWERS ON OTHER CHANNELS.

5.5M
IMPRESSIONS

793K
UNIQUE
IMPRESSIONS

\$300K
ESTIMATED
BUDGET

OVERALL RECOMMENDATION

GOOGLE ANALYTICS

Google Analytics will be a key component in the campaign to track efficiency. With analytics, it is easier to measure the success of the campaign and track minor and major key events.

GOOGLE SEARCH ADS

Google Search Ads will lead to a **46:1 ROAS** with **\$1.6M generated in revenue**. Google Ads will generate high amounts of impressions with keyword matching on search.

META

Investing in META better targets consumers outside of Google Ads and CTV. It is estimated to generate **6.4M impressions** and **\$514K in expected revenue**.

CONNECTED TV

Connected TV plays a vital role in generating awareness for the campaign. Investing in CTV will generate an estimated **5.5M impressions**.

OVERALL EXPECTED REVENUE: \$2,114,548