

JB 4603 Integrated Marketing Communication  
Summer 2012 • Lewis  
Due Monday July 9 at 9 p.m.

#### Case Study 4: Social Media

Instead of reviewing an actual case study on social media, you are going to do a more hands-on approach. For this assignment, you are going to take the role of a social media agency representing Starkist Tuna. The social media campaign should have a theme or hook that will generate buzz about the brand in the form of shares, likes, tweets, pins, etcetera that will lead to keeping the brand in top of mind awareness for the target market. The theme or hook could be in the form of a contest, sales promotion, cross-promotion with another brand or even a movie/TV show. The sky is the limit. Be creative.

You are going to develop a social media plan identifying:

1. Objectives of the campaign.
2. Target audience including demographics and psychographics.
3. 3 social media platforms to be used to reach the target audience.
4. How the social media platforms will work together to add strength to the campaign.
5. Theme of the campaign and explanation of why it will resonate with the target audience.
6. How success of the campaign will be measured.

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#### Starkist Tuna

1. Objective: Michael's agency objective is to create top of mind awareness and increase sales through social media and fan contest interaction. Our goal is to market relationships with people through social media so they can like and trust

- what the product has to offer. We want to emphasize the importance of building a strong relationship with our target market by providing them with social interaction and information about Starkist Tuna that will rock their socks off.
2. Target audience is men and women age 18-40, college educated, lower to middle class individuals who are interested in a healthy diet, live an active lifestyle, like to live the American way, and express positive attitudes.
  3. To make it simple for our customers to gather informational content about Starkist Tuna, we chose to market our product through Facebook, Twitter, and WordPress.
  4. Facebook: There are 355,000,000 users on Facebook and is at the top of the list when it comes to views. Facebook gives us the ability to reach out to a large portion of our target market to showcase our brand image and get customers to be familiar with Starkist Tuna. I want the Facebook page to have photos, likes, and factual information regarding Starkist health ingredients on the page.

Photos: I want Starkist Tuna to be a proud sponsor of Major League Baseball. There will be a Starkist Tuna bus along with, Charlie, the mascot of Starkist dressed up in a baseball uniform that will travel to the location of every Sunday night baseball game throughout the season featured on ESPN. The bus will arrive a few hours before every game and offer free samples of Starkist Tuna to fans that are able to throw a baseball through a hole the size of a catchers glove. Fans who receive a tuna “can” also receive a Tops baseball card of their favorite hometown player with Charlie the tuna featured in the left corner. The back of the card will offer all of the nutritional information including calories, protein, carbs etc. There

will be photos taken of fans that participate and express their love for Starkist Tuna in front of the ballpark. Photos will be taken of participants and will be posted on the Starkist Tuna Facebook page. There will also be photos related to different holidays through the year with Charlie dressed up for the occasion. This will give customers a way to interact with the brand through Americas past time sport.

Videos: There will be different videos posted on Facebook of fan experience at the ballparks and factual information regarding where the tuna comes from along with a little history behind Starkist Tuna.

Likes: Fans will be able to visit the Facebook page and like different photos and videos that are posted.

Twitter: My agency will set up a twitter account that will help followers become familiar with the brand image and attitude behind the brand. There will be a picture of Charlie swinging a bat with a baseball cap on as the default picture.

Tweets will make followers be more aware of the health benefits that the tuna provides and why it is better than other tuna brands in the market. There will also be some tweets that provide us with factual baseball information regarding stats of former players and teams in the form of “did you know.....?”

Wordpress: Blogging is thing that all companies should do. I want Starkist to blog because it is a cost free way to offer more brand awareness while interacting with consumers. It offers great feedback from consumers who are interested in buying the product. Starkist Tuna blogs will provide all the information you need to eat an amazingly healthy meal or snack for a great cost. Blog post will consist of different recipes, pictures from the ballpark, special events, and giveaways. This will also help with the gathering of emails from previous customers and contact them in the future about discount and coupons.

5. Brand: Starkist

Character: Charlie with a baseball cap and baseball bat

Theme: Hit one out of the park with Charlie! Fan interaction before baseball games

Colors: Red White & Blue can

The colors and theme will make families and individuals all over know that Starkist Tuna is the American way to go when it comes to eating Tuna. It gives us a taste of Americas past time connected with the healthy diet that America is lacking.

6. The success of the campaign will be based on a customer feed back website. The back of the card given at the ballpark will feature a web address that will lead to a survey on what they thought about the overall representation and taste of Starkist Tuna.

