

RIGHT BRAIN CREATIVE



FINAL BRAND BOOK 2020

TABLE OF CONTENTS

3	INTRODUCTION Meet the Team 3 Our Agency 4 The Product 5
6	PROPOSAL The Ask 7 Campaign Theme 8 Creative Strategy 9 Creative Brief 10 Meet Our Audience 11
12	RESEARCH Primary Research 13 SWOT Analysis 15 Direct Competitors Analysis 16
17	EXECUTIONS Print Ads 18 Pop-Up Art 19 Sample Boxes 20 MilkRun Mobile 21 Digital / Social 22 Instagram Campaign 23
25	MEDIA PLAN Media Plan 26 Calendar 27 Budget 28 Metrics 30
31	SOURCES

RIGHT BRAIN CREATIVE

Meet the Team



KYLA FELDMAN
Creative Director



JOE PRINZ
Media Planner



SARALYN TROEGER
Copywriter



LUKE KAUFMAN
Strategist



GIANNA GEORGE
Strategist



OWEN SCHATZ
Producer

OUR AGENCY

Right Brain Creative consists of six driven thinkers from the University of Oregon. As a creative team we strive to push boundaries, create the unexpected, and accomplish every mission with pizzazz and flare. That's why we like to call ourselves Right Brain Creative – because when we think, we think with immense creativity and when we feel, we feel with passion.

THE PRODUCT

Radically Local Groceries, delivered.

MilkRun is a unique collective of humans working to give small farms a comeback. Conveniently located in Portland, Oregon, their team is providing a farm-to-table grocery delivery service that makes local food accessible in the community in which it's grown.



Remember the **Milk Man**? MilkRun has created a scaleable reimaging of the Milk-Man style of delivery by providing local, natural, and fresh goods that bring us together.

PROPOSAL

The Ask

Campaign Theme

Creative Strategy

Creative Brief

Audience / Profiles

THE ASK

Raise awareness of MilkRun's service and products in Portland through a creative campaign and content strategy. Emphasize the advantages and importance of locally sourced food and the convenience/quality of delivered groceries.

CAMPAIGN THEME

Bring the Farmer's Market
experience to the comfort of one's
home.

CREATIVE STRATEGY

Promote a more sustainable and proactive way of life for Portland locals. With MilkRun, we can create relationships between farmers and consumers by reimagining, replicating and personalizing the Farmer's Market experience.

CREATIVE BRIEF

KEY FACT

Most consumers are reluctant to use subscription grocery delivery services because they prefer the experience associated with picking out their own food. This experience includes having agency over what food they buy and also their personal relationship with their food provider. Many consumers also believe that both local food and grocery delivery services are more expensive options.

PROBLEM

Most people prefer shopping from stores supplied by industrial farms because they are more convenient and often cheaper. We want to bring the focus back to local and small farms to emphasize the importance for the environment and community-centered living. By doing so, we will create a stronger brand awareness in Portland and sell more weekly subscription boxes.

TARGET AUDIENCE

Our target audience ranges from 36 to 55 years old. Good quality food is at the top of their priority list, and they are willing to pay the price for higher valued items. Our audience is largely family-oriented, and while they value the environment and have pride for their community, they are looking for ways to make their lifestyle more conveniently sustainable to accommodate their ever-busy schedules.

POSITIONING

MilkRun will position itself as a brand that values the customer experience as well as the community at large. As opposed to its competitors, MilkRun establishes itself as more than a delivery service, but a way to support local farms and small businesses by replicating the farmer's market experience in its subscription boxes.

MEET OUR AUDIENCE

Age Range: 36–55 years old

Jack and Lauren are a 45-year-old couple living in Portland, Oregon with their two kids, who are 7 and 10 years old. Both being Oregon natives, they live an active, sustainable lifestyle and do their best to support local businesses and farms whenever they can. Lauren works a full-time job in downtown Portland and Jack works part-time remotely while maintaining their kids' busy schedules with school and afternoon activities. Their family tries their best to eat mainly vegetarian but still eat meat a few times a month, and due to their busy schedule they are looking for an easier alternative for grocery shopping while also keeping up their efforts to support local vendors and a semi-vegetarian diet.

Rose is a 54-year old living in Gresham, Oregon with her dog, Buddy. Growing up, her family was big on gardening and grew a lot of their own food, and she continues this in her lifestyle today. She doesn't like to shop at big grocery stores because she has grown up supporting local farms; thus, she prefers shopping at the Portland Saturday Market weekly. However, her job has been increasingly more busy lately, so she is looking for a sustainable and convenient option for getting her regular groceries. She loves spending time with her dog and would like to find a supplier that sells trustworthy items, like bones, for her dog to chew on.

RESEARCH

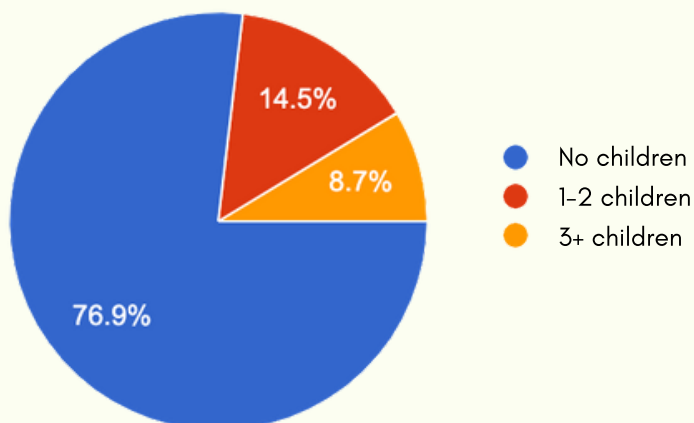
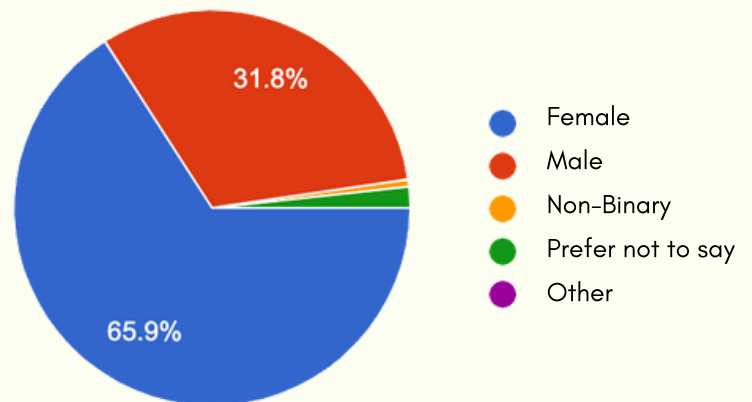
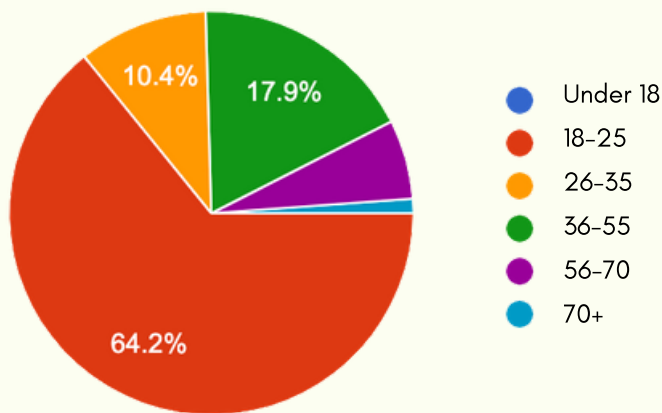
Primary Research

SWOT Analysis

Direct Competitors Analysis

PRIMARY RESEARCH

Survey Demographic



PRIMARY RESEARCH

Survey Results

When it comes to act of grocery shopping, our audience's top two priorities are price (**56%**) and quality (**67%**), while location, convenience, and experience show about half the importance.

When picking a food product, **74%** of our audience places importance on price, while sustainability follows at **32%**, and local and organic food at **24%**.

70% of our audience prefers going to the grocery store for fresh produce, **38%** prefer the Farmer's Market, and only **3%** use online delivery services.

Of those who go to the farmer's market, they like that it is full of local and organic produce, the atmosphere, being able to support local/small businesses, the friendliness of the farmers, and over all knowing where their food comes from.

"It just seems cleaner. With produce at large superstores, you don't know how many hands it's passed through or trucks it's been on. With farmers markets, you know there's more of a direct line between the product and the customer."

On average, about **70%** of our audience consciously tries to support local vendors or brands while shopping.

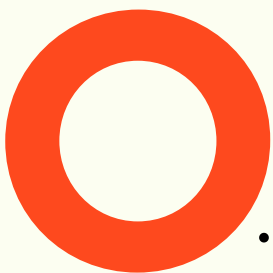
SWOT ANALYSIS



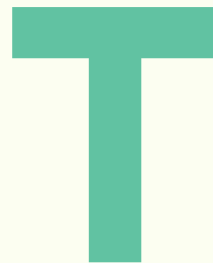
- Provides small, local farmers & producers with a sustainable income.
- Gives consumers the opportunity to understand every aspect of the supply chain.



- Lack of public consumer engagement on social media.
- Little opportunity for expansion.
- Major dependence on farmers for multiple facets of business (i.e. production, packaging, etc.)



- Being the first true "Farm-to-Table" grocery delivery service.
- On-trend with the movement to support local farms.
- Provide a Farmer's Market alternative as our world changes post COVID-19.



- National/chain grocery stores.
- Reliance on industrial farming.
- Farmer's Market experience.
- Ease and familiarity of competitors (i.e. Instacart, Hello Fresh, Blue Apron).

DIRECT COMPETITIVE ANALYSIS

FARMER'S MARKET

PRODUCT

- Locally-sourced produce, baked goods, food-truck vendors, etc.
- Products vary based on season.

PRICE

- Farmers set prices that allow them to reasonably cover their costs.
- Varies based on item
- Often cheaper than grocery store prices.

PLACE

- Every state in the U.S. has a Farmer's Market, but states that are more agricultural have markets located more abundantly throughout.

PROMOTIONS

- Varies based on market.

Our most direct competitor are Farmer's Markets as they serve a similar purpose and mission – supporting small farms and a love of local produce. Our goal is to prepare for our inevitably changing world post COVID-19 and shift the societal focus to the convenience, safety and reliability of grocery delivery services.

EXECUTIONS

Campaign Theme

Print Ads

Pop-Up Art





Sample Boxes

MilkRun Mobile

Digital / Social

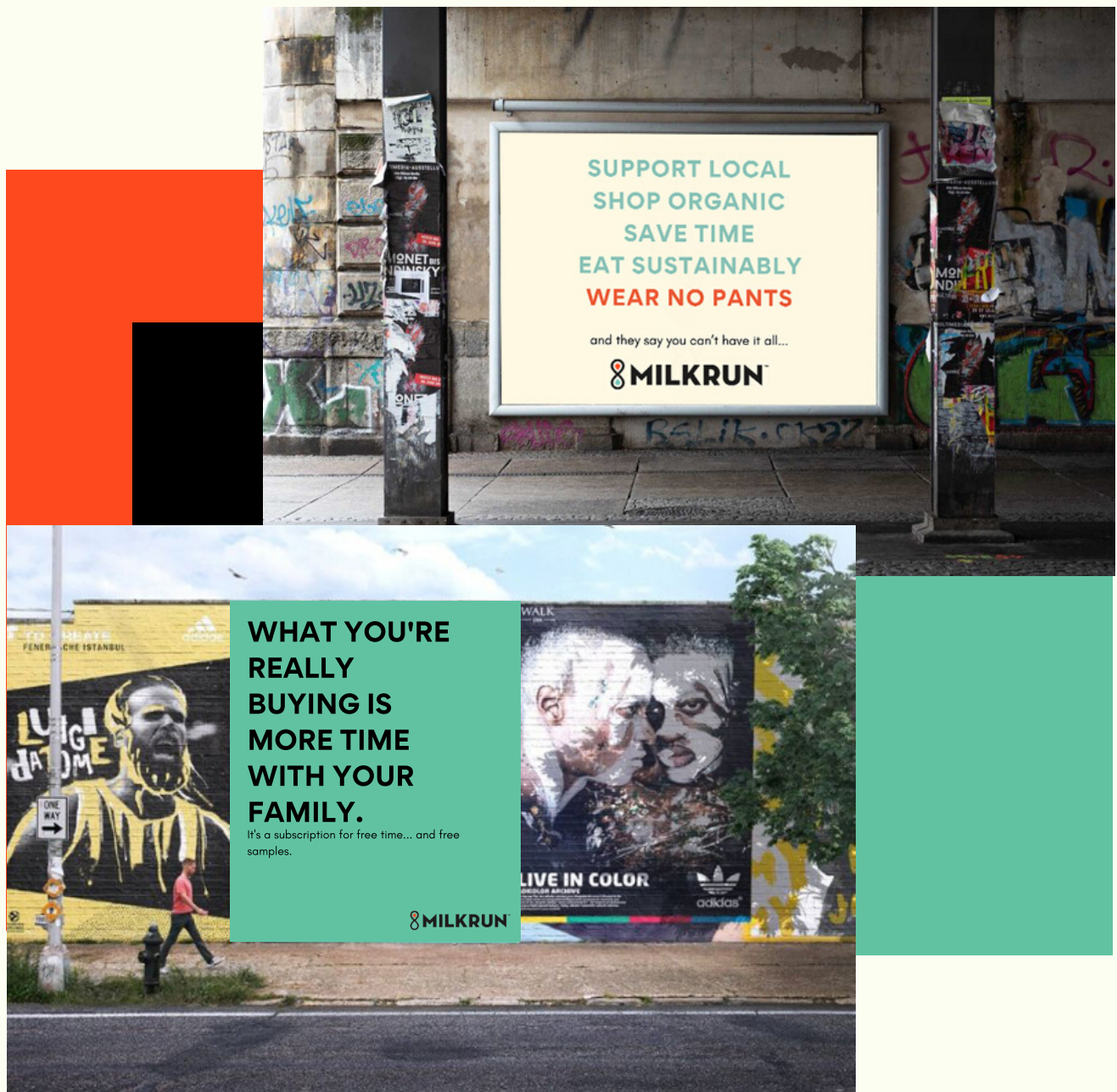
PRINT ADS

In order to most directly advertise to Portland locals, we think it's best to promote MilkRun through local editions of national magazines. Print advertisements will be placed in commonly used magazines such as "Food & Wine" and "Portland Monthly" along with information about the subscription service. We hope that this will authenticate MilkRun as a credible and community-centric brand.

<p>WHAT YOU'RE REALLY BUYING IS MORE TIME WITH YOUR FAMILY.</p> <p>It's a subscription for free time... and free samples.</p> <p> MILKRUN™</p>	<p>THE ONLY BAGS YOU SHOULD BE WORRYING ABOUT ARE THE ONES UNDER YOUR EYES.</p> <p>Go get some sleep, your groceries will be here when you wake up.</p> <p> MILKRUN™</p>
<p>LIE TO YOUR FRIENDS.</p> <p>Food so fresh you'll want to take all the credit. No shame.</p> <p> MILKRUN™</p>	<p>IMAGINE A FOOD TRUCK THAT BRINGS FARM-FRESH SAMPLES TO YOUR DOOR.</p> <p>Now look outside and see for yourself. Keep an eye out for the MilkRun Mobile in your neighborhood!</p> <p> MILKRUN™</p>

POP-UP ART

Portland is a hub for creativity and it is common to see artists portray their work throughout the city. As a contribution, we want to provide customized pop-up art promoting MilkRun on buildings and sidewalks throughout Portland and near the Saturday Market.



SAMPLE BOXES

Any Farmer's Market regular knows that one of the best parts of going to the market every weekend is the free samples. Whether you're on the hunt for a new ingredient or are just craving a cut of freshly baked bread, there's a sample for everyone. So, we are making sure that **every box is complete with some of the freshest and most unique samples, free to the consumer.**

Sample boxes include food samples from MilkRun farms. They may include cheese, fruit, vegetables, nuts, bread, jam, honey, cured meats, etc. and will vary based on the season. Letting the consumer taste the products before they receive them as a sneak-peak into the season's best goods will hopefully give them a more positive experience every week.



MILKRUN MOBILE

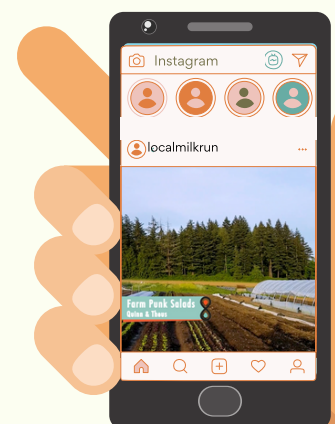
Whether it is parked around downtown Portland or en route in your local neighborhood, the MilkRun Mobile is the best way to personally connect and build relationships with customers. Similar to an ice-cream truck, the MilkRun Mobile will play a distinct song as it travels. As the song attracts people to the truck, they will receive sample boxes and information about MilkRun. This can show customers how easily they can get access to local and farm-fresh food in a fun and convenient way.



DIGITAL / SOCIAL

"RAD FARMER" VIDEOS

The "Rad Farmers" videos will be created for MilkRun's digital platforms including their website, Instagram, Twitter, and Facebook. These videos will be filmed by the farmers on their phones/cameras to explain and show off their products and farms to further the connection between the consumers and suppliers. These videos are a way to humanize the supply chain and help consumers understand the value of knowing where their food comes from.



INSTAGRAM CAMPAIGN

MILKRUN

SHOP LOCAL

Radical local groceries delivered.
We make it easy to buy direct
from local farmers online.



MILKRUN

THE MODERN FARMERS MARKET

Support local business and get
the farmers market experience
from the comfort of your couch.



WITH THE SNAP OF A
FINGER



**FRESH,
LOCAL,
DELICIOUS**

GOODIES CAME RIGHT
TO YOUR DOOR!



**THOSE
HANDS
WERE MADE
FOR SWIPIN'**

NOT for carrying groceries.

MILKRUN™



MILKRUN

MOBILE

Meet Portland's farmers and sample
their quality ingredients, destined to
end up in your kitchen.

Get a sneak peak into the season's
best goods near Portland's Saturday
Market.

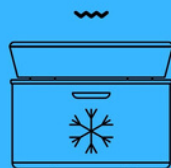


MILKRUN

SUBSCRIPTION

Whether it's weekly staples or a
surprise treat, we've got you covered.

Sign up for our subscription service
to get your favorite farm-fresh
groceries delivered every week.



MILKRUN

MOBILE

Your neighbors are getting farm-
fresh groceries delivered to their
door. Why shouldn't you?

Listen for our jingle in your
neighborhood and come outside to
try fresh food for free.



MILKRUN

SAMPLE BOXES

Don't go to the farmers market, let
the farmers bring the market to you.

Sneak peaks into the season's
freshest goods. Every box is
complete with most unique samples,
brought to your door.



INSTAGRAM CAMPAIGN

Each week MilkRun's Instagram and Facebook pages will shine light on a farm, a farmer, and a product. We hope this allows customers to feel personally connected to the MilkRun community and feel incentivized to shop locally.

The selected farmer of the week will choose a product that they would like to promote, as well as provide taste descriptions and nutritional information. The swipe-up feature on Instagram stories will be activated to allow viewers to easily add these new items to their next order.

FARM OF THE WEEK

CORA & WOODY STARTED THEIR DAIRY IN 2018 WITH THE INTENTION OF PROVIDING CREAMERIES WITH THE BEST SHEEP MILK FOR CHEESE MAKING. GOING INTO THEIR SECOND YEAR OF MILKING, THEY KEPT DREAMING OF PRODUCING THEIR OWN PRODUCTS. LATE NIGHT CONVERSATIONS IN THE BARN TURNED TO DIPPING THEIR TOES IN THE WATER AND, BEFORE THEY KNEW IT, THEY HAD DOVE INTO THE DEEP END OF THE PROJECT. DRIVEN BY THEIR DREAMS, ADRENALINE, AND A DEEP WORK ETHIC, THEY'RE NOW EXCITED TO BE SHARING THEIR MILK WITH YOU.



MEET CORA FROM LANGLOIS CREAMERY!

PRICE DROP ALERT! CORA FROM LANGLOIS CREAMERY WAS ABLE TO GET A BETTER DEAL ON HER BOTTLING COSTS AND AS A RESULT, SHE'S ABLE TO LOWER THE WHOLESALE COST OF HER MILK. AND WE'RE PASSING THAT SAVINGS ON TO YOU FOR TWO REASONS: 1) IT'S THE RIGHT THING TO DO! AND 2) WE HOPE IT MEANS YOU'LL BUY MORE OF CORA'S MILK!

PRODUCT SPOTLIGHT

THIS **WHOLE SHEEP'S MILK** FROM LANGLOIS CREAMERY IN LANGLOIS, OREGON IS RICH AND CREAMY. IT'S FULL OF ALL THE GOODNESS YOU WANT FOR YOURSELF AND YOUR FAMILY.

SCHEEP'S MILK IS HIGHER IN PROTEIN, CALCIUM, PHOSPHORUS, MAGNESIUM, ZINC, AND VITAMINS A, B1, B2, B6, B12, C, AND E THAN COW'S MILK. IT ALSO CONTAINS THE A2 PROTEIN AS WELL AS SMALLER FAT GLOBULES THAN COW AND GOAT MILK, WHICH MAKES IT EASIER TO DRINK FOR PEOPLE WHO ARE SENSITIVE TO COW'S MILK.

SWIPE UP TO ORDER!



^
See More

MEDIA PLAN

Media Plan
Calendar
Budget

MEDIA PLAN



QUARTER 1: NON-TRADITIONAL ADS

Pop-up art

MilkRun Mobile

Emphasis - Increase word of mouth and key consumer interest

QUARTER 2: VIDEOS / PRINT ADS

"Rad Farmers" Videos

Print Ads in "Portland Monthly" and "Food & Wine"

Emphasis - Sharing our story with key consumers

QUARTER 3: PRESENCE / BRAND AWARENESS

Social Media Ads (Facebook, Instagram, Twitter, LinkedIn)

Emphasis - Further develop MilkRun's unique voice

QUARTER 4: CUSTOMER RETENTION / TRUST

Sample Boxes

Target consumer:

- Those who have used MilkRun once or twice
- Frequent MilkRun users but not active subscription model users

Emphasis - Solidifying a bond and a trust with our customer

CALENDAR



	MilkRun Mobile	Print Ads	Digital Ads	Pop-up Murals	Sample Boxes	"Rad Farmers"	Target Social Ads
June	X			X			
July	X			X			
August	X			X			
September	X	X	X	X		X	
October		X	X			X	
November		X	X			X	
December			X	X		X	X
January			X	X		X	X
February			X	X	X	X	X
March	X		X		X	X	
April	X		X		X	X	
May	X		X			X	

BUDGET

MILKRUN MOBILE

Food Truck License = \$595

Food Truck & Equipment =
\$10,000 - \$20,000

Total

\$10,595 - \$20,595*

***Price may vary pending
necessary equipment**

PRINT ADS

Portland Monthly = \$5,500

Food & Wine = \$2,250

Better Home & Garden = \$9,210

Eating Well = \$3,340

Total

\$20,300*

***Prices are full page ads**

DIGITAL ADS

Google Ad Words = \$15,000

Google Search = \$300

Total

\$15,300

POP-UP MURALS

5ft x 9ft Mural = \$1350

6ft x 9ft Mural = \$1620

Total

\$2970*

***Price may vary pending artist
fees and location**

BUDGET CONT...

SAMPLE BOXES

Value of locally farmed items =
\$20 - \$40/box

***Price may change according
to seasonal items available**

TARGETED SOCIAL ADS

Facebook CPM = \$7.17

Twitter CPM = \$4.20

Instagram CPM = \$5.14

Total

\$16.51*

***Per round of social posts**

PRINT ADS

Instagram CPC for M36-55 =
\$0.90

Instagram CPM for M36-55 =
\$900

Instagram CPC for W36-55 =
\$1.00

Instagram CPM for W36-55 =
\$1,000

Total

\$900 for every thousand M36-
55, \$1,000 for every thousand
W36-55

METRICS

As a result of our campaign...

We predict a minimum **15-20%** increase in online consumer engagement. More specifically, we anticipate an increase in followers on all MilkRun social media accounts (i.e. Facebook, Instagram, and Twitter).



We expect a **25-30%** increase in our customer retention rate as a result of the strengthened trust between our pre-existing customers and our brand.



By establishing MilkRun as the premier local delivery service for Portlanders, we hope to have successfully educated them on accessibility and benefits of locally sourced produce. As a result of our increased brand awareness and community education, we anticipate **high consumer conversion rates** from Farmer's Market shoppers to online shoppers.



SOURCES

DIGITAL / SOCIAL

https://www.instagram.com/p/B_ixW0bBqy1/

ANIMATED ICONS

<https://www.canva.com>

MILKRUN MOBILE

<https://unsplash.com/photos/Nbk7aaqOPgs>

<https://arrellfoodinstitute.ca/food-price-covid/>

http://wallpapercrafter.com/88245-boxes-of-fresh-fruit-and-produce-at-a-farmers-market___fresh-fruit-at-the-market-in-summer.html

<https://www.vevolution.co/blog1/2020/4/3/all-the-positive-news>

BUDGET

<https://multco.us/services/food-carts>

<http://www.davisimages.com/murals/prices.html>

<https://localmilkrun.com/weekly-delivery?step=2>

<https://karolakarlson.com/instagram-ads-cost-and-bidding/>

<https://www.webfx.com/social-media/how-much-does-facebook-advertising-cost.html>

<https://blog.adstage.io/twitter-cpm-cpc-ctr-benchmarks-q1-2019-archive>

<https://www.lyfemarketing.com/blog/cost-advertise-instagram/>

<https://www.gaebler.com/Portland+Monthly-magazine-advertising-costs++30187>

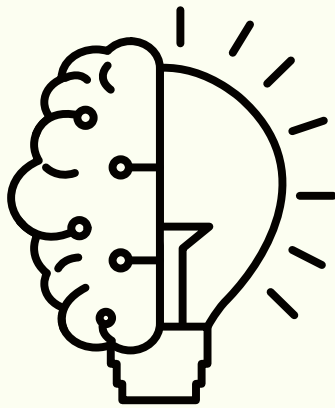
<https://www.addy.co/ads/magazines/eating-well?m=PORT>

<https://www.addy.co/ads/magazines/better-homes?m=PORT>

<https://www.addy.co/ads/magazines/food-wine?m=PORT>

<https://www.addy.co/shop/magazines?zip=97222>

<https://bhgmarketing.com/rates-dates>



THANK YOU