

Sperri Marketing Campaign

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Introduction & Background



Purpose



Sperris
Mission



Problem





Industry
Insight



We Do It
The Organic Way



Competitive Landscape – Sperri in the Canadian Market

- **Direct Competitors**
- **Boost** – Strong brand recognition, wide distribution, popular with seniors
- **Soylent** – Tech-oriented, minimalist, attracts young professionals
- **Huel** – Focuses on complete nutrition, eco-conscious, fitness-friendly
-  **Indirect Competitors**
- **Smoothie Brands** (e.g., Naked Juice, Bolthouse Farms) – Wholesome, quick, not full meals
- **Protein Bars** (e.g., RXBAR, Clif Bar) – Convenient, nutritious, on-the-go snacking
-  **Market Dynamics**
- Rising demand for **plant-based** and **sustainable** products
- **Social media presence** is key for younger demographics
- Preference for **clean labels**, **organic ingredients**, and **functional benefits** (energy, digestion)

SWOT Analysis – Strategic Positioning

Strengths	Weaknesses
<ul style="list-style-type: none">• Certified organic & plant-based• Complete, nutrient-rich meal solution• Strong sustainability message• Appeals to health-conscious professionals & gym-goers	<ul style="list-style-type: none">• Low brand recognition• Limited availability in large retailers• Smaller marketing budget• Not yet a household name
Opportunities	Threats
<ul style="list-style-type: none">• Growing plant-based lifestyle trend• Rising influence of digital health creators• Expansion into retail & fitness markets	<ul style="list-style-type: none">• Dominance of big brands like Boost• Changing food regulation landscape• Economic pressures shifting buying habits• Increasing cost of organic ingredients

Objectives & Target Market

SMART Objectives:

- **Grow new customer base by 20%** in 6 months through digital ads
- **Convert 10% of new visitors** using influencer promo codes within 3 months
- **Increase retention by 15%** over 12 months through email and SMS campaigns

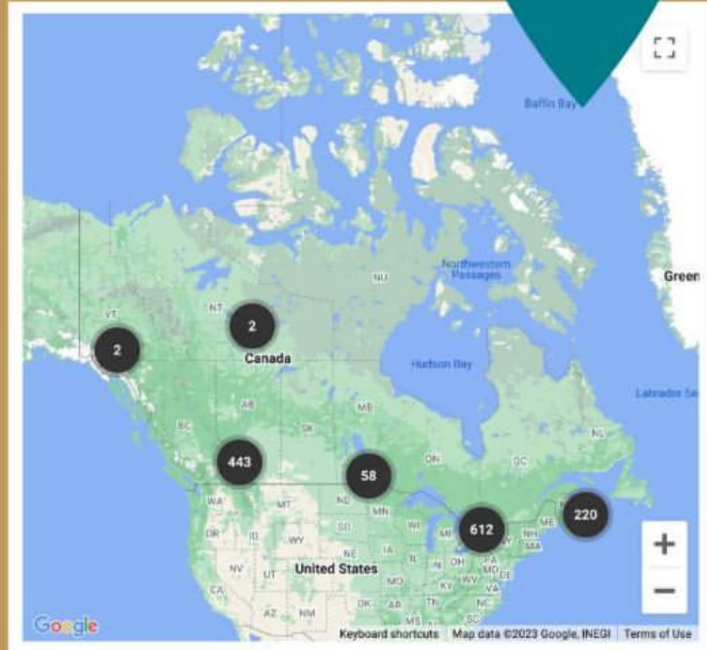
Target Market:

- Urban professionals, ages 25–45
- Live in cities like Toronto, Vancouver, Montreal
- Care about health, convenience, and clean ingredients
- Active on Instagram, TikTok, and YouTube, Facebook, X



FIND SPERRI

Across Canada



Strategies

- **Social ads** with strong **CTAs** on TikTok, Instagram, YouTube
- **Micro-influencer collabs** with **promo codes**
- **Email/SMS flows** to **welcome, remind, and reward**
- **Referral program** to boost **word-of-mouth**
- **Trackable landing pages** for each campaign



Tactics & Creative Campaign



Media &
Channels:



Instagram,
TikTok, YouTube



Email/SMS
Campaigns



Influencer
Collaborations



Campaign
Message: "Fuel
Your Day, Your
Way"



YouTube Ad (30-
sec intro)



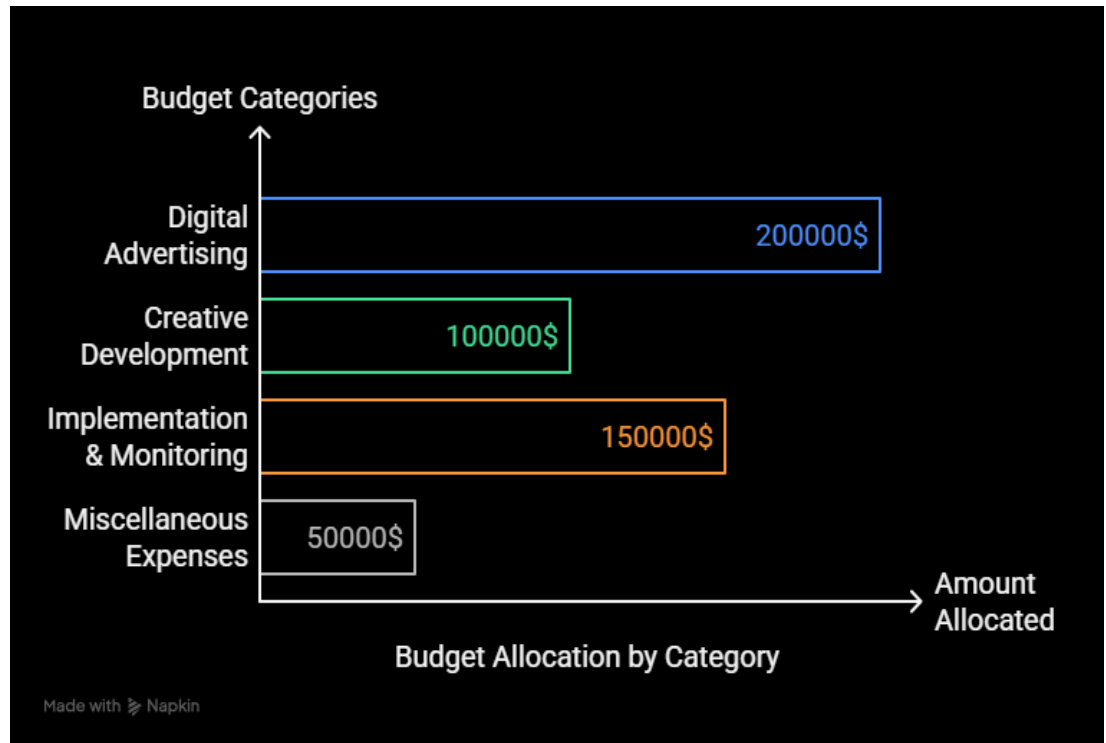
Direct Response
Campaign: CTR,
conversions,
influencer
redemptions

Implementation & Budget

Implementation Timeline

Phase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Launch Digital Campaigns	X					
Track Performance		X	X			
Optimize Ad Placements		X	X			
Refine Messaging		X	X			
Implement Retargeting				X	X	
Referral Programs				X	X	

Budget Allocation



Measurements



CONVERSION RATE:
PERCENTAGE OF PEOPLE
WHO VISITED THE
WEBSITE BEFORE BUYING
SOMETHING.



COST PER ACQUISITION:
TOTAL COSTS DIVIDED BY
THE NUMBER OF NEW
CUSTOMERS ARRIVED.



RETURN ON INVESTMENT:
IT CALCULATES REVENUE
FROM MARKETING
EXPENDITURE.



ENGAGEMENT METRICS:
CLICK-THROUGH RATES
(CTR) FOR ADS AND
DISCOUNT CODE
REDEMPTIONS FROM
INFLUENCER CAMPAIGNS.



RETENTION METRICS: THE
NUMBER OF CUSTOMERS
REPEAT PURCHASES WILL
BE MEASURED USING
EMAIL AND SMS
NOTIFICATIONS SYSTEM.

How Metrics Tie to Objectives:



CONVERSION RATES MEASURE
NEW CUSTOMER ACQUISITION
SUCCESS.



CPA AND ROI EVALUATE COST
EFFICIENCY AND PROFITABILITY.



ENGAGEMENT METRICS ASSESS
THE EFFECTIVENESS OF SOCIAL
MEDIA STRATEGIES.



RETENTION METRICS TRACK
CUSTOMER LOYALTY
IMPROVEMENTS.

