



SPERRI MARKETING PLAN PRESENTATION



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Section I

Introduction

This report aims to develop a clear and actionable marketing strategy for **Sperri**, a plant-based, certified organic meal replacement created by Novagevity Inc. The objective is to identify the best path forward to increase Sperri's market presence, expand its customer base, and grow sales across Canada with a future view toward U.S. market entry.

The central issue Sperri faces is how to **effectively communicate and position its brand** to two distinct customer segments the medically unwell ("Get Well") and health-conscious lifestyle consumers ("Live Well") while operating within a **limited budget** and against well-established competitors. This presents both a **problem** (splintered targeting, unclear brand positioning) and an **opportunity** (a first-mover advantage in organic, plant-based meal replacements in Canada).

Background Research and Analysis

Who They Are

Sperri is the flagship product of **Novagevity Inc.**, founded in 2019 by serial entrepreneur **Gregg Curwin** and physician-scientist **Dr. Mary Lynch**. It is Canada's first complete **certified organic, non-GMO, plant-based meal replacement** drink designed to serve both the medically ill and health-conscious consumers. Sperri avoids allergens like soy, dairy, and nuts, and is made with nutrient-dense ingredients such as **hemp and pea protein**.

Why They Exist

Dr. Lynch identified a critical gap in the market, most available nutritional supplements and meal replacements like Boost and Ensure are loaded with sugars, allergens, and additives. Patients with chronic conditions often had adverse reactions or couldn't tolerate these options. Sperri was developed as a **clean-label alternative**, offering a **nutrient-rich, anti-inflammatory, plant-based solution** that supports both recovery and daily wellness.

Business Opportunity

Sperry is well-positioned to:

- Serve a growing demographic of **health-conscious Canadians** looking for convenient, clean nutrition.
- Capitalize on **medical endorsements** and referrals for patients needing recovery nutrition.
- Lead the niche segment of **plant-based clinical nutrition**, where few competitors exist.

Insights & Industry Analysis

Meal Replacement Industry in Canada: Trends & Shifts

- **Market Size:**
 - Part of an \$11.85B global industry with a projected CAGR of 8.6% (2022–2027).
- **Consumer Behavior:**
 - COVID-19 accelerated interest in health, immunity, and plant-based nutrition.
- **Key Growth Drivers:**
 - Aging population and rise in chronic conditions.
 - Increasing numbers of **vegans, vegetarians, and flexitarians**.
 - **Busy, urban lifestyles** fueling demand for convenient, healthy alternatives to traditional meals.
- **Key Challenges:**
 - Market confusion between meal replacements vs. protein shakes.
 - **Price sensitivity:** Plant-based products often carry a premium.

- **Retail access:** Shelf space is costly and competitive in Canadian grocery stores.

Additional Learning:

- **Plant-based diets** are now mainstream. Canada's updated Food Guide recommends plant-based protein.
- **Gen Z and Millennial consumers** are driving demand for ethical, sustainable, and functional food choices.
- **Online and DTC (Direct-to-Consumer)** models are thriving, especially with trust-building via storytelling and influencer marketing.

Competitive Overview & SWOT Analysis

Competitive Landscape

Direct Competitors:

- **Boost (Nestlé):**
 - High market penetration, low price, widely available.
- **Ensure (Abbott):**
 - Strong in medical nutrition and widely trusted by healthcare professionals.
- **SlimFast (Unilever):**
 - Price-focused, more about weight loss.

Indirect Competitors:

- **Protein shakes (e.g., Vega, Garden of Life):**
 - Popular with fitness consumers, but not full meal replacements.(Fischer , 2022)
- **Bars and powders (e.g., Huel, Soylent):** (Huel, 2024)

- Functional, trend-driven, but often lacking the health system credibility Sperri aims for.

SWOT Analysis for Sperri

Strengths

- **First-mover advantage** in Canada: certified organic, plant-based, complete meal replacement.
- **Developed by medical professionals:**
 - Strong credibility and trust.
- **Allergen-free and anti-inflammatory formulation:**
 - Differentiates from sugar-heavy competitors.
- **Positive testimonials** and strong emotional brand potential.
- **DTC sales via Sperri.ca:**
 - Bypasses retail shelf constraints and builds customer relationships.

Weaknesses

- **Premium price point:**
 - May deter budget-conscious buyers.
- **Limited brand awareness** beyond niche health circles.
- **Split focus on two very different segments** with conflicting messaging needs.
- **Operational challenges** (e.g., shift in production due to COVID-related shutdowns).
- **Not available on key e-commerce platforms** like Amazon.

Opportunities

- **Broaden distribution:**
 - Leverage recent shelf access in major grocery chains.
- **Use influencer and social media marketing** to engage "Live Well" segment.

- **Educate consumers on meal replacement vs. protein shakes.**
- **Expand into U.S. market**, especially in health-conscious regions like California and New York.
- **Subscription models** or bundling via DTC for increased customer lifetime value.

Threats

- **Established competitors with bigger budgets** and brand recognition.
- **Consumer confusion** around product category.
- **Retail shelf competition:**
 - Dominated by giants like Nestlé and Abbott.
- **Economic pressure:**
 - Inflation may cause consumers to trade down to cheaper options.
- **Potential backlash or skepticism** about functional foods and health claims.

Section II

OBJECTIVES

The following **SMART marketing objectives** are recommended for Sperri's 2023 direct response marketing plan:

1. Customer Acquisition:

1. Acquire **10,000 new unique customers** from the "Live Well" segment via Sperri.ca within **12 months**, driven by a targeted digital campaign and influencer outreach.
(*Specific, Measurable, Achievable, Relevant, Time-bound*)

2. Trial Increase:

1. Generate **20,000 product trials** in Toronto, Vancouver, and Halifax through a mix of online promotions, coupon codes, and in-store sampling within **6 months**.

(Reinforces trial and acquisition)

3. **Customer Retention:**

1. Achieve a **25% repeat purchase rate** among first-time buyers within **90 days** of initial purchase via subscription offers and personalized follow-up email campaigns.

(Reinforces retention and reduces attrition)

B. STRATEGIES

Primary Target Market: Live Well Segment

Sperry should prioritize the **Live Well** segment as its primary target for this campaign. This group is easier to scale, highly active online, responsive to values-based messaging, and already primed to pay a premium for clean, functional products.

Demographic and Psychographic Profile

- **Age:** 24–54
- **Gender:**
 - Females are more active on social media so they will be primary target.
- **Lifestyle:**
 - Busy professionals, active parents, fitness-conscious, allergy-aware, or following vegan/flexitarian diets
- **Values:**
 - Sustainability, health, transparency, convenience
- **Media Habits:**

- High engagement with Instagram, YouTube, Pinterest, and TikTok

PRIZM Environics Segment: "Eat, Play and Love "

- Middle to upper-middle-income suburban families with an average household income of \$129,014
- Strong focus on wellness and nutrition
- Heavy users of online shopping and digital platforms
- Concentrated in the urban core of Toronto, Montreal and Vancouver
- Responsive to wellness trends and recommendations from peers. (PRIZM, 2025)

Strategic Goals

- **Build brand awareness** through digital-first storytelling that connects emotionally
- **Drive customer acquisition** using measurable online and influencer-based campaigns
- **Increase trial** by leveraging promotional bundles and referral offers
- **Reinforce retention** through subscription models and email-based loyalty follow-ups

C. TACTICS

Campaign Title:

“Fuel Your Day, Your Way”

Tagline: *Clean, Complete, Conscious Nutrition.*

Direct Response Campaign Concept

A digital-first campaign focused on **Instagram, YouTube, Pinterest, and TikTok**, using **micro-influencers** and **paid promotions** to drive trials and subscriptions through Sperri.ca.

Key Components:

1. Influencer Collaborations

- **Micro-influencers (10k–50k)** in wellness, parenting, and vegan living
- Estimated cost: \$100–\$500 per post
- Content type: Morning routine videos, testimonials, “what I eat in a day” clips
- Measurable via custom links and discount codes (e.g., “SPERRI10”)

2. Instagram & Pinterest Ads

- Ad Spend:
 1. \$2,500/month
- Focus on 25–44 year-old women
- CPM: \$30 (Pinterest), \$7.19 (Instagram/Facebook)
- Carousel and Reels format showcasing product use in daily life
- Lead directly to limited-time trial pack landing page

3. YouTube Pre-Roll & Shorts

- Cost-efficient (\$9.68 CPM)
- Wellness-focused content placement (yoga, recipe, recovery videos)
- 15–30 sec spots highlighting Sperri’s clean label and full-meal nutrition
- CTA: “Try a 4-pack for \$9.99 + free shipping”

4. Email Campaign + SMS Reminders

- Automated email funnel for first-time customers:
 1. Welcome email
 2. 1-week follow-up with recipe ideas
 3. 3-week email with personalized reorder offer

- SMS reminder at 30 days: “Still loving Sperri? Get 10% off your next order!”

5. Landing Page

- Conversion-optimized page with UGC testimonials, benefits comparison chart, nutrition facts, and CTA
- Trackable links from each media channel

Why These Channels?

As there are over 80% people use daily social media with majority of women which allows to target them easily.

- **Instagram & Pinterest:**
 - Popular with health-conscious women (PRIZM data) and proven success in driving CPG trials.
- **YouTube:**
 - High use among Canadians for both education and inspiration.
- **TikTok:**
 - Emerging health trends and recipe content align well with Sperri’s niche.
- **Email/SMS:**
 - High ROI and best for conversion and retention.

Key Message

- **Core Message:**
 - *“Sperri is more than a meal. It’s clean, complete nutrition for real life.”*
- **Supporting Proof Points:**
 - Certified organic, non-GMO
 - Free from allergens and additives

- Developed by doctors, designed for your day
- 24 vitamins, minerals, and 16g protein per drink

Creative Examples

- **Instagram Ad:**

- Visual: Young professional woman sipping Sperri while walking to work
Caption: “Your gut deserves better than a donut. Try Sperri for a cleaner start to your day. #FuelYourDay”

- **YouTube Pre-Roll:**

- Script: “Busy life? You don’t have to choose between health and convenience. Meet Sperri—doctor-designed, plant-powered, and ready when you are.”

- **Pinterest Pin:**

- Image: Vibrant flat lay of Sperri, avocado toast, and workout gear
Text: “Breakfast that actually fuels you. Plant-based. Doctor-designed. Delicious.”

Direct Response Marketing Campaign Title

Campaign Name: “Fuel Your Day, Your Way”

Tagline: *Clean, Complete, Conscious Nutrition.*

This campaign speaks directly to the “Live Well” segment—busy, health-conscious women aged 24–54—by highlighting Sperri as a trustworthy, convenient, and nutrient-rich option that fits into their fast-paced lives.

How Sperri Should Communicate & Engage with Customers

Measurable Direct Response Campaign Plan

Sperri should launch a **90-day digital-first direct response campaign** targeting three key cities: Toronto, Vancouver, and Halifax. The focus will be on driving **website visits, trial pack purchases, and email opt-ins.**

Core Tactics:

1. Paid Social Ads (Instagram & Pinterest)

- **Instagram Reels & Stories:** Featuring morning routines, workout prep, or busy moms grabbing Sperri on the go.
- **Pinterest Pins:** Featuring healthy lifestyle visuals with CTAs like “Try a 4-pack for \$9.99.”

2. YouTube Shorts & Pre-Roll Ads

- 15–30 second spots highlighting Sperri's clean ingredients and medical credibility.
- Placement on health, recipe, and wellness channels.
- Measured via click-through rates and tracked coupon redemptions.

3. Influencer Partnerships

- **Micro-influencers (10k–50k followers)** in wellness, vegan lifestyle, parenting, and health recovery spaces.
- Measurable via affiliate codes and landing page links.

4. Email & SMS Retargeting

- Collect emails via a 10% off first purchase offer.
- Follow-up flow:
 - Day 0: Thank you + education on Sperri.
 - Day 7: Customer story or use-case.
 - Day 21: Reorder reminder with promo code.
- SMS at Day 30: “Still loving Sperri? Save 10% on your next order.”

5. Landing Page Optimization

- Dedicated campaign page with customer testimonials, benefits, and trial offer.
- UTM-tagged links for tracking performance by channel.

Digital Media Channels to Use & Why

Channel	Why It Fits the Target	Cost (CPM)	Supporting Research
Instagram	80% of Canadian women use it regularly. Strong engagement from 25–44 age group.	\$7.19	Appendix 4
Pinterest	Used heavily by 18–34 women. Great for wellness, recipe, and lifestyle discovery.	\$30	Appendix 4
YouTube	Second highest visit share. Canadians use it for wellness and education content.	\$9.68	Appendix 4
TikTok	Growing fast among 25–34s. Good for authentic influencer storytelling.	\$10	Appendix 4
Email/SMS	Low cost, high ROI. Best for customer retention, education, and upselling.	N/A	Industry best practice

Reason for Selection: These channels are popular with the target segment, cost-effective, and offer performance

metrics (click-throughs, conversions, video views) to directly measure ROI.

Key Message & Theme

Theme: *“Fuel Your Day, Your Way”*

Message Pillars:

1. **Clean:** Organic, non-GMO, allergen-free
2. **Complete:** 16g protein + 24 essential vitamins & minerals
3. **Conscious:** Backed by doctors, designed for real lives

Creative Examples

Instagram Reel (15 sec)

- Visual: A busy mom grabbing a Sperri while packing kids' lunches and heading out the door.
- Text Overlay: *"Plant-powered fuel for your day. No dairy. No junk. Just what you need."*
- CTA: "Try your first 4-pack for \$9.99"

Pinterest Pin

- Visual: Flat lay of Sperri with a yoga mat, planner, and smoothie bowl
- Caption: *"Nutrition that fits your life. Try Sperri today."*

YouTube Pre-Roll (30 sec)

- Script:

"When you're juggling a full life, nutrition shouldn't be a compromise. Sperri is a clean, complete, plant-based meal replacement designed by doctors, made for real people. No junk. Just fuel. Try it today—risk-free."

Budget Allocation Suggestion (within \$500,000)

Channel	Spend Estimate
Instagram/Pinterest Ads	\$90,000

Channel	Spend Estimate
YouTube Pre-Roll/Shorts	\$60,000
TikTok + Influencers	\$75,000
Email/SMS Software + Team	\$20,000
Landing Page Design	\$15,000
Trial Promo Subsidies	\$40,000
Content Creation/UGC Assets	\$50,000
Performance Tracking Tools	\$10,000
Contingency Buffer (10%)	\$45,000
Total	\$405,000

(Leaving \$95,000 for scaling based on performance or testing additional creative.)

Section III

Execution & Measurement

Implementation Timeline (90-Day Campaign Rollout)

Week	Activity	Owner
Week 1–2	Finalize campaign creative (ad copy, visuals, influencer briefs, video scripts)	Marketing Team + Agency
Week 3–4	Launch paid Instagram, Pinterest, and YouTube ad campaigns	Ad Agency

Week	Activity	Owner
Week 3–4	Publish landing page with UTM links for campaign tracking	Web Dev
Week 4	Launch micro-influencer partnerships with custom discount codes	Influencer Manager
Week 4–6	Launch email collection via trial offer pop-up + SMS opt-in	Marketing Tech
Week 5–8	Roll out email funnel and SMS follow-ups to new buyers	CRM/Retention Lead
Week 5–12	Retarget abandoned carts and non-converting visitors with follow-up ads	Paid Media Specialist
Week 6–12	Weekly tracking/reporting of performance metrics (traffic, trials, sales, ROAS)	Data Analyst
Week 12	End-of-campaign analysis and reporting	Marketing Manager

Marketing Budget (Based on \$500,000)

All costs estimated using Appendix 5 data + industry averages for digital media and content.

Tactic	Cost Estimate	Justification / Source
Instagram Ads	\$30,000	\$7.19 CPM – targeting women 24–54 in 3 major cities
Pinterest Ads	\$30,000	\$30 CPM – recipe/health/lifestyle boards

Tactic	Cost Estimate	Justification / Source
YouTube Pre-Roll + Shorts	\$40,000	\$9.68 CPM – wellness content placement
TikTok Content + Paid Boosts	\$25,000	\$10 CPM – fastest growing platform among 25–34 segment
Influencer Partnerships (Micro-level)	\$50,000	\$100–\$500/post x ~100 posts from micro-influencers in wellness, parenting, vegan niches
Trial Product Discounting (Subsidies)	\$40,000	Covers the cost of ~7,500 discounted 4-packs @ ~\$5 each
Landing Page Dev + Optimization	\$15,000	Campaign-specific UTM pages + eCommerce funnel
Email + SMS Platform / Content	\$20,000	Email flows, SMS reminders, A/B testing
Content Creation (Video/UGC Assets)	\$50,000	Professional photography, reels, influencer video editing
Campaign Management + Agency Fees	\$60,000	Includes strategy, creative, analytics, reporting
Tracking, Reporting, Data Tools	\$10,000	Google Tag Manager, analytics dashboards
Contingency Reserve (Performance scaling)	\$50,000	To scale top-performing tactics, launch retargeting

Tactic	Cost Estimate	Justification / Source
Total	\$420,000	Leaves \$80,000 buffer for additional testing, scale, or margin for cost variability

Success Metrics & Measurement Plan

We'll measure the campaign's success using **key performance indicators (KPIs)** directly tied to our SMART objectives:

Objective	Success Metric	Target	How Measured
Acquire 10,000 new customers	New customers via Sperri.ca	10,000	Google Analytics, eComm CRM
Generate 20,000 trials	Trial pack redemptions	20,000	Discount code redemptions, Shopify tracking
Retain 25% of new buyers	Repeat purchases within 90 days	2,500 customers	Email click-throughs + reorder tracking
Build brand awareness online	Reach, impressions, engagement	2 million impressions	Social platform analytics
Drive qualified traffic to landing page	Click-through rate (CTR) + Conversion rate	2.5% CTR; 5% conversion rate	UTM links, Google Tag Manager
Email/SMS list growth	Number of opt-ins during campaign	15,000+ new email subscribers	Email/SMS marketing platform reports

Objective	Success Metric	Target	How Measured
Influencer impact	Engagement + code usage from partner content	Avg. 3% engagement rate; 1,000+ redemptions	Manual tracking + affiliate dashboards

Final Notes:

- All campaign elements are designed to be **trackable** and **performance-driven**.
- Budgets and timelines leave room for **agile adjustments** if certain platforms overperform.
- Reporting will happen weekly with a final performance review at the 90-day mark.

References

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Appendix

Appendix 1: Medical Ingredients

Calories	300
Protein	16 g
Total Fat	11 g
Total Carbohydrate	37 g
Total Sugars	15 g
Fibre	1 g
Cholesterol	0 mg
Sodium	250 mg
Potassium	400 mg
Calcium	300 mg
Iron	3.5 mg
Vitamin A	400 mcg
Vitamin C	20 mg
Vitamin D	80 IU
Vitamin E	4.5 mg
Thiamine	0.5 mg
Riboflavin	0.5 mg
Niacin	6 mg
Vitamin B4	0.45 mg
Folate	90 mcg
Vitamin B12	500 mcg
Biotin	50 mcg
Pantothenate	1.9 mg

Phosphorus	400 mg
Iodide	80 mcg
Magnesium	70 mg
Zinc	4 mg
Selenium	15 mcg
Copper	0.58 mg
Manganese	1.1 mg
Chromium	15 mcg
Molybdenum	30 mcg

Other Ingredients

Purified water, Protein blend* (pea protein*, hemp protein*), Sugars (tapioca maltodextrin*, tapioca syrup*, maple syrup*), Sunflower oil*, Natural flavours*, Hemp seed oil*, Vitamin and mineral blend**, Sunflower lecithin*, Tara Gum*, DHA-rich algal oil, Sea salt, Broccoli sprout powder*, Gellan gum, Rosemary, Mixed tocopherols.

Appendix 2

Sperri's three flavours in their individual packages, and in a typical four pack.



APPENDIX 3 – DEMOGRAPHICS MAJOR CITIES

(from Statistics Canada unless otherwise noted)

	Population*	Annual Growth Rate	% with Bachelor's Degree	Life Expectancy at Birth (years)	% of people in province without a regular health care provider	Self reported health status as excellent or very good	Mean Household Income \$
Vancouver	675,218	4.4%	65.8%	80.2	17.7	50%	72,662
Toronto	2,956,024	4.3%	31.5%	80.5	9.4	50%	104,3789
Halifax	480,000	4.4%	62.6%	80.1	14.4	58%	81,000

*Population is for the city core only.

Vancouver, Toronto, and Halifax are surrounded by many suburbs or small cities.

Each city has large hospitals.

Population % by Age

	20-29	30-39	40-49	50-59	60 and above
Vancouver	17.1%	17.6%	13.1%	13.5%	38.7%
Toronto	15.6%	15.4%	12.9%	13.4%	39%
Halifax	15.2%	15.5%	12.7%	13.7%	42.9%

APPENDIX 4 – Canadians and Social Media¹

- 34.7 million (89%) of Canadians use social media; one of the highest penetration rates in the world
 - Canadians spend almost 2 hours per day (113 minutes) on social networks
 - 25-34 year-olds are the most active followed by those aged 35-44
 - Facebook:
 - Used regularly by 80% of Canadians
 - Highest Share of Visits (57%)
 - More women than men; young men are leaving this platform
 - Little difference in incomes or education levels
 - Used by many top brands to engage customers
 - Instagram
 - 58.2% of Canadian use this platform (growing)
 - Users are younger (teenagers)
 - All income groups
 - Twitter
 - Used by 37% of Canadians
 - Highest educated group of users of all platforms
 - 2nd highest share of visits (14%)
 - YouTube
 - Used by 62% of Canadians
 - Used for educational purposes as well as entertainment
 - Used more often than many other types of social media
 - Pinterest
-

- 36% of Canadians
- Largest group of users are 18-24 year olds
- Third highest share of visits (13.6%)
- Women more likely to be users
- Visit frequency is stable across income levels, but lower income Canadian visit most
- TikTok
- 26% of Canadians (use is growing)
- Younger: heaviest users 28-24; 25-34 fastest growing group of users
- More users are employed part-time versus full time

APPENDIX 5 – SPENDING AND COSTS OF MEDIA IN CANADA

- Companies with \$2m to \$10m in sales spend:
 - \$37,721 for their website
 - \$38,396 for on-line marketing
 -
- Digital advertising cost/month ranges from \$1000 to \$4000
- Digital marketing agencies cost from \$2,000 to \$20,000/month
- Costs are determined by cost/1000 impressions (CPM)
- Pinterest:
 - \$30/1000;
 - Monthly Ad Spend \$200-\$1500/month, • Campaign management \$1000-\$2500/month
- TikTok:
 - \$10/1000
 - Minimum budget: \$50/day

- YouTube:
- \$9.68/1000
- Facebook: \$7.19/1000 impressions
- Twitter
- \$6.46/100
- Influencer Costs²
- Nano influencers (1000 - 10,000 followers): \$10 - \$100 per post
- Micro influencers (10,000 - 50,000 followers): \$100 - \$500 per post
- Mid-tier influencers (50,000 - 500,000 followers): \$500 - \$5,000 per post
- Macro influencers (500,000 - 1,000,000 followers): \$5000 - \$10,000 per post
- Mega influencers (1,000,000+ followers): \$10,000+ per post
- Traditional Media: Cost to run an advertisement (approx.)
- National TV Advertising: \$342,000
- National Magazine Advertising: \$250,000
- National Newspaper Advertising: \$113,000
- Radio Advertising: \$200-\$5000 per week
- Billboard Advertising: \$14,000 per billboard (large cities) for a 4-week period
