

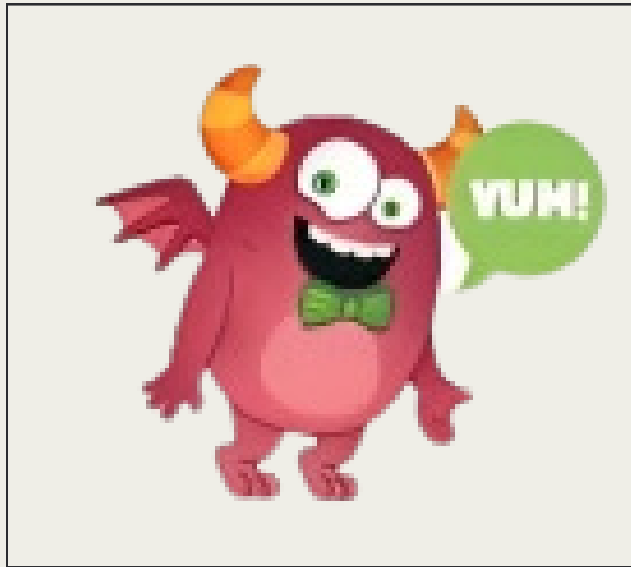
PITCH PLAN

PLANT-BASED LUNCH MATE | MAPLE LEAF FOODS

By,
Group 5 | Tensei4
Bhavi Vinod Bhatt
Deepak Ishwar Chatwani
Sourabh Subrata Kumar Chatterjee
Zalakben Padhiyar

august 6

MEET THE TEAM



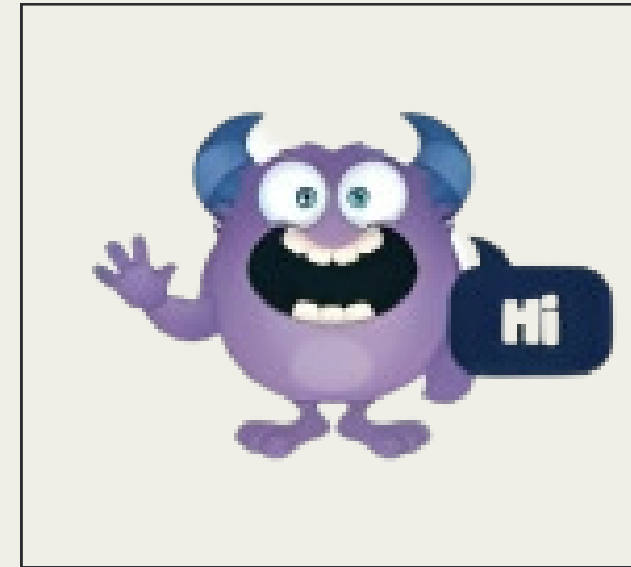
Leader
Zalakben Padhiyar

- Ambivert
- Creative
- Wants to know everything
- Loves challenge
- Loudest one in the group
- Introvert at unfortunate times



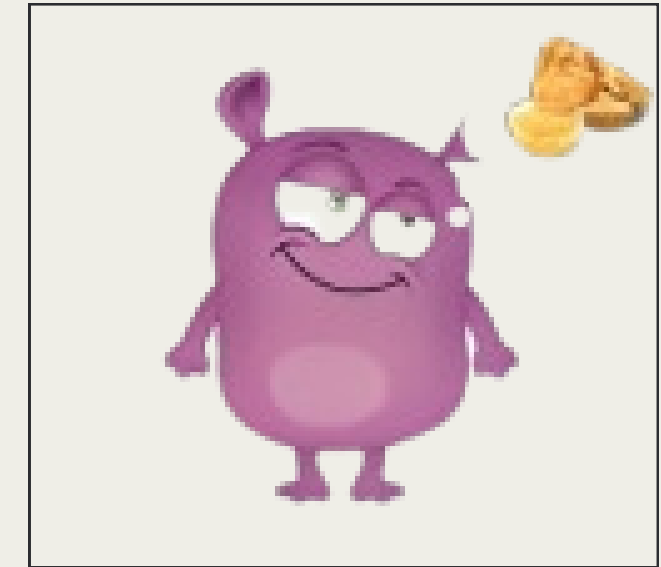
Organizer
Sourabh Chatterjee

- Introvert by default, extrovert at work.
- Digital Marketing enthusiast, always exploring new strategies.
- Musically inclined, blending Tabla and Guitar into his creative marketing approach.
- Committed to delivering with sincerity and dedication.
- Enjoys sports and finds peace in music.



Time Keeper
Deepak Chatwani

- Life is more shifted towards managing the business (owner of the grocery store)
- Freelance web designer – because juggling HTML and CSS is my idea of fun
- Loves swimming – my escape from life's complexities
- Solving the Rubik's cube



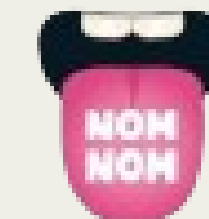
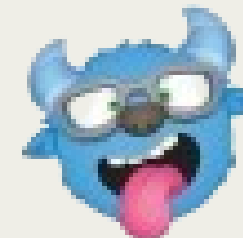
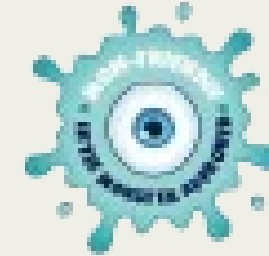
Researcher
Bhavi Bhatt

Claudia is a skilled lawyer with a focus on the creative industries. With years of experience navigating the legal landscape of this dynamic sector, she fully understands the concerns and challenges facing the business.



AGENDA

- Introduction
- Executive summary
- Promotion (IMC) Strategy
- Online Video or TV Campaign
- A Radio Spot or Streaming Campaign
- An OOH Campaign
- A digital or analog print campaign
- Implementation and Evaluation
- Blocking Chart
- Budget
- Conclusion



INTRODUCTION - BHAVI

To revolutionise access to ideas and technology, enabling all individuals to realise their full creative potential. Through collaboration, innovation, and a commitment to inclusivity, we strive to create a more equitable and inspiring world.



EXECUTIVE SUMMARY - SOURABH

Launch Overview

- Product: Plant-based Lunch Mate by Maple Leaf Foods
- Goal: Offer a healthy, convenient vegetarian snack for flexitarians, vegetarians, and health-conscious individuals.
- Campaign: Multi-platform approach, including social media, food influencers, video marketing, and OOH boards.

Marketing Objectives

- Increasing Brand Awareness
- Drive Product Trial and Adoption
- Enhance Market Exposure
- Support Busy Lifestyles with Nutritious Options



EXECUTIVE SUMMARY - SOURABH

1. Financial Objectives

- Increase Sales Revenue
- Improve Profit Margins

2. Target Audience

- Flexible Eaters
- Vegetarians & Vegans
- Health Conscious Individuals
- Busy Professionals

3. Key Benefits

- High protein, low calorie
- Convenient and nutritious
- Supports a healthy lifestyle
- Environmentally sustainable

4. Campaign Theme

- Theme: “From Plants to Plate: The Perfect LunchMate!”
- Tone: Friendly and positive
- Tactics: Advertisements, demos and testimonials



PROMOTION IMC STRATEGY - ZALAK



Servicing **Creative Industries**

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Simplifying **Technology**

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Solving **Affordability**

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Innovating **Creative Finance**

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ONLINE VIDEO - SOURABH, BHAVI AND ZAI AK

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**Analytics-driven / User-friendly / Cloud-based
AI-powered / Scalable**



A RADIO SPOT

- **OBJECTIVE**

GOAL: Increase brand awareness and drive sale.

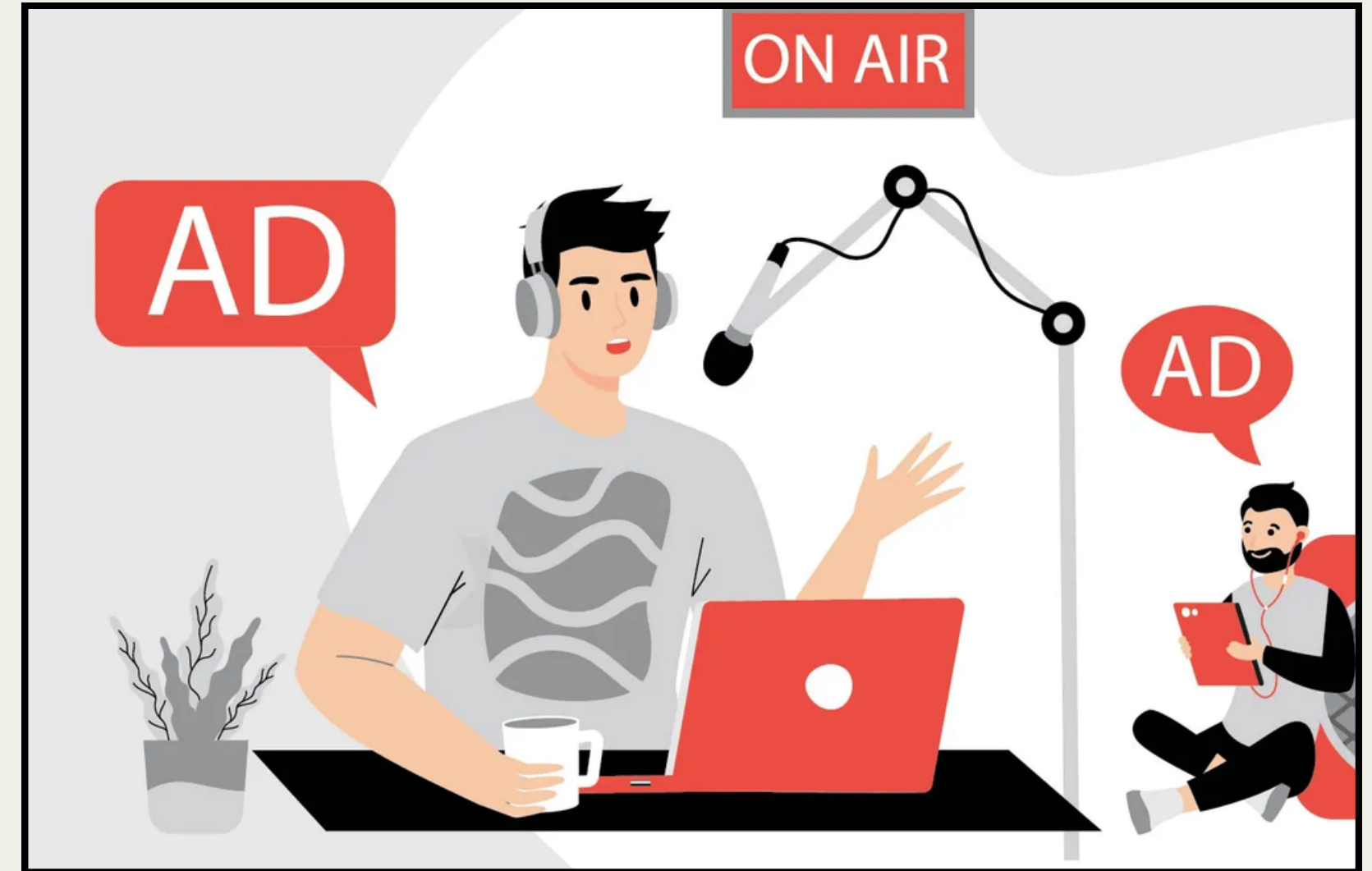
TARGET AUDIENCE: Vegetarian, health conscious, Environmental conscious and vegan consumers.

- **KEY MESSAGE**

Product Benefits

Unique Selling Proposition (USP)

Call to Action (CTA)



- **Timing and Placement**

Duration: Approx 40-60 seconds.

Frequency: Air the spot multiple times a day, especially during peak listening hours (morning and evening commutes).

Stations: CBC Radio One & Indie88



OOH CAMPAIGN - ZALAK AND SOURABH

Objectives

- *Goal*

Boost Brand and Product Awareness

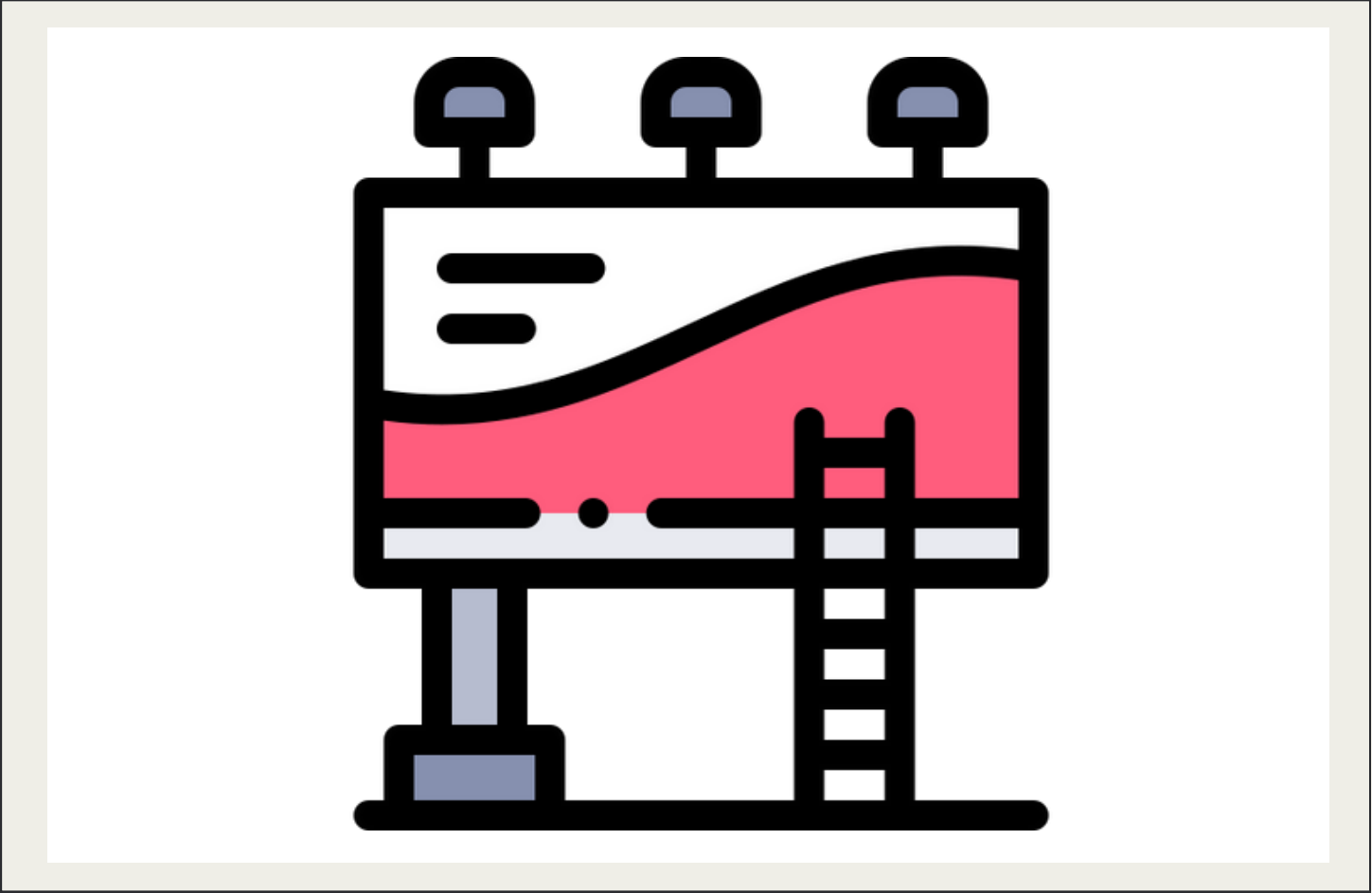
- *Time and Placement*

Duration: Sept'24 - Dec'24 (4 Months)

Billboards: Major cities (Toronto, Vancouver, Montreal)

Transit Advertising: Buses, subway stations, streetcar

Digital Billboards: Shopping centers, super market and busy intersections



- *Key Message Overview*

Product Benefits

- Protein-packed
- Low-calorie
- Convenient
- Tasty

USP

- Healthy Plant-Based Snack
- Quick & eco-friendly

CTA

- “Try Lunch Mate today!”
- “Grab your Lunch Mate today!”



DIGITAL OR PRINT CAMPAIGN - ZAI AK AND SOURABH

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Data-driven / Dynamic / Secure / Connected



IMPLEMENTATION & EVALUATION - DEEPAK, SOURABH AND BHAVI

We took a step back to survey our industry's competitive landscape, in order to gain insights that would allow us to better serve our clients. We achieved that and also gained a deeper understanding of our place in the creative industry.



BLOCKING CHART - DEEPAK, SOURABH AND BHAVI

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12 million monthly active users

Tiered ad brackets

Primarily desktop platform

100 employees

Hanover and Tyke

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100 million monthly active users

Ad-supported platform

2.9 million podcast titles

7000 employees

Salford & Co.

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12 million monthly active users

Female content focus

Majority of users are ages 25-34

500 employees



BUDGET - DEEPAK, SOURABH AND BHAVI

Wardiere Inc.

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- Tiered ad brackets
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- 2.9 million podcast titles
- 7000 employees

Salford & Co.

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- 12 million monthly active users
- Female content focus
- Majority of users are ages 25-34
- 500 employees



SIZE OF MARKET - I LIKED THIS STYLE MAY BE CAN USE THIS

1.3B

488M

228M

TAM

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OUR NUMBERS

1 year
in operation

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180k
subscribers

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3 million
raised

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employees

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OUR NUMBERS - I LIKED THIS STYLE MAY BE CAN
USE THIS

1 year
in operation

3 million
raised

180k
subscribers

8
employees

54k
MAU

7%
churn rate

10.8k
DAU

44%
NPS



OUR NUMBERS - I LIKED THIS STYLE MAY BE CAN USE THIS

Our revenue projections over the next two years are very promising, with expected revenue tripling from year one to year two.

This growth is a testament to the strength of our product and the dedication of our team to driving success.



PATH TO INTEGRATION

●	●	●	●	●
<i>Adapt</i> Q1	<i>Evaluate</i> Q2	<i>Launch</i> Q3	<i>Monitor</i> Q4	<i>Iterate</i> Q1
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Join us in revolutionising access to
ideas and emerging technologies.



Thank You!!!

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