

# KitchenAid Campaign Booklet 2011

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The following is the text only version of my writing sample that has to do with creating a new campaign for KitchenAid brand stand mixers. The designed version is above in the slideshare document.

## **Executive Brief**

KitchenAid's "Be Part of the Kulture" campaign is aimed toward expanding our target audience to increase our sales. We want to make the KitchenAid mixer a staple in any home for people of all ages, genders, and lifestyles. We hope to uphold, promote, and expand the image of KitchenAid through this campaign.

Our KitchenAid campaign is composed of three stages that are going to be implemented in fall 2011.

### *Phase One*

In the first two months, we will update and monitor our previously established social media. We will also present free mixers to the top ten online food bloggers. Lastly, we will integrate our six advertisements into television rotation with the intention of directing viewers to our blog.

### *Phase Two*

Our second phase will be a three month period following phase one. Phase two will focus on our print campaign. We will place our ads in magazines such as Good Housekeeping, Bon Appétit, and Men's Health.

### *Phase Three*

Phase three will be when our in-store and outdoor advertisements are released. We will be creating better, interactive display areas for potential KitchenAid customers.

## **Creative Brief**

KitchenAid has been selling stand mixers with unique "planetary action" technology to the typical homemaker audience since 1919. This has made the KitchenAid brand a frontrunner in kitchen mixers, and loyal consumers, but it is time we embrace the diversity of America's households today and expand our products reach. We will target home enthusiasts and "foodies" of all ages and genders, creating a "kulture" and making the KitchenAid mixer a staple in all households.

For this campaign we have set a goal to raise awareness of our stand mixers. We want to extend the stand mixer audience to include more diverse individuals, and through this also establish a relationship with the male cooking community. We will also focus on different uses of the mixer. These goals will add value to the product and further increase sales.

A major selling point of the stand mixers is the variety of colors. Colors are associated with feelings, emotions, and attitude, and what better way to appeal to our audience than through pathos. People desire to be unique or express their individuality. We

will link these feelings to KitchenAid by offering our customers the opportunity to find the KitchenAid mixer color with which they identify.

The tagline for the campaign is "Be Part of the Kulture." This will be featured throughout the advertisements. Our television spots will focus on identity through color, and how it can make an individual person part of the KitchenAid "kulture." The graphics for our print advertisements, in-store, and outdoor promotion will be drawn from our commercials and placed strategically.

Our product has not changed. Our stand mixer still remains as durable as ever. We know that consumers, who use are brand, already love it. However, it is essential that we expand our consumer reach to stay on top of and ahead of product sales. This campaign will allow us to do so.

## **Stand Mixer History**

1919 – The stand mixer is born

1923 – KitchenAid launches first advertising campaign for mixer

1936 – Retains famed designer Egmont Arens

1955 – Released mixers in various colors

1990 – KitchenAid receives trademark on silhouette

2001 – KitchenAid teamed up with Susan G. Komen and created Cook for the Cure

## **Situational Analysis**

Since its start 90 years ago KitchenAid has grown into a strong brand. There sales are made through retailers such as Bed, Bath, and Beyond, department and home goods stores like Sears, and online purchasing. Their website offers more varieties of mixer colors and attachments compared to most retailers.

KitchenAid's biggest competitor is Cuisinart who makes a similarly priced stand mixer for the home. Yet, KitchenAid has history, color, and an iconic, sought after silhouette. We feel that creating our kulture will allow KitchenAid to propel beyond the competition.

Their history and philanthropic efforts have established KitchenAid as a highly regarded brand. Currently KitchenAid does minimal print and television advertising, and has a fair amount of social media presence. Along with their company website they use Facebook and Twitter, allowing for consumer interaction and involvement. We will capitalize on these online outlets to further create a community around KitchenAid mixers. As well as utilize print, television, in-store and outdoor advertisements.

## **Strategy**

### *Phase One*

In the first two months of our fall 2011 campaign we will monitor our Facebook and Twitter pages to connect with customers we already have. Mixers will be sent out to the top ten online food bloggers in the U.S. to start the process of their blogging for KitchenAid. We will start our six television advertisements and direct people to our new blog, as well as send a sticker to everyone who buys a KitchenAid mixer to encourage the outdoor campaign.

### *Phase Two*

In the next three months, after phase one, we will implement our print campaign. This will be comprised of mostly trade magazines such as Good Housekeeping, Bon Appétit, and Men's Health.

### *Phase Three*

There will be an emphasis on our in-store implementation after the first five months of our campaign. Kiosks will be set up at Bed Bath & Beyond, large chain retail stores, as well as high end cooking stores such as Sur La Table. The outdoor campaign will also be underway.

## **SWOT**

### *Strengths*

1. Mixers have a reputation to be durable and dependable.
2. Ninety years of durability helped us establish a loyal customer base, many of who, through their Facebook page, have now become brand ambassadors.
3. The machine itself is easily recognized. The trademark of the silhouette has propelled the recognition.
4. The slightly heavier build of the machine makes it a part of your kitchen. It is a staple. The ability to choose colors allows it to be an adornment to one's kitchen.
5. It is a status symbol in the kitchen.
6. Because it works on its own, it allows the individual to multitask as they use it.
7. Attachments work on every KitchenAid mixer made since the 1930s.

### *Weaknesses*

1. Competitors have timers attached while KitchenAid does not.
2. They have minimal advertisements and do not try to capture new audiences.

### *Opportunities*

1. Emerging aggressive social media campaign.
2. "Foodie" culture: Television shows devoted to different types of food and cooking have established a "foodie" culture which makes customers more willing to purchase expensive kitchen appliances.
3. The desire to be healthier in response to the threat of obesity in America attracts people to make their own food. The mixer gives individuals the opportunity to bring high quality, low calorie food into their household.
4. The recession has made people more conscious of their spending. Buying groceries and using a mixer to make quality food will save individuals money they would be typically spending eating at restaurants.

### *Threats*

1. Cuisinart mixers and the value of their timers.
2. New technologies and on-the-go meals threaten the value of our mixer.\

## **Goals & Objectives**

### *Goals*

To expand our target audience and increase our sales, the following goals will be most effective for our "KitchenAid Kulture" campaign.

1. Create awareness of the KitchenAid mixer product, not just the KitchenAid name.
2. Create a community around the mixer to connect fans and users who can share tips, stories, and recipes.

3. Create awareness of the different uses of the product and its attachments.
4. Create an online atmosphere that makes the community culture open-ended, broadening the range of who the individuals in the KitchenAid community can be.
5. Establish a relationship with the product and a desire to own the product, especially within the male cooking community.
6. Establish personality traits for the top selling mixer colors.

### *Objectives*

To fully reach our KitchenAid Kulture campaign goals, we have established the following objectives.

1. Increase regular commercial airtime on major cooking channels for both men and women demographics in the next six months by 65%.
2. Increase regular commercial airtime on gender specific channels such as Spike or Lifetime in the next six months by 65%.
3. In the next few months, increase magazine exposure of six advertisements in well established cooking, men, women, and health magazines by 65%.
4. Tailor one-third of our advertising campaign to the male cooking viewer to increase their awareness of the product and their involvement in it by 50%.
5. Increase awareness of product by 40% by giving the top 10 food bloggers in the United States KitchenAid mixers and following their feedback with testimonials from them in the next year.

## **Markets & Publics**

The traditional consumer base of KitchenAid mixers was the typical homemaker. We aim to reach a much broader audience and create loyalty with those consumers.

Our three main audiences are:

1. The traditional home enthusiast. They have been our loyal customers and we intend to keep them.
2. The “foodie” culture. Men and women ages 24-45. With food geared shows being more prevalent and appliances being used more often than they were during KitchenAid’s inception, this group has grown to be crucial in our reach.
3. Males. The public that has been neglected in the past years needs to be addressed. With cooking shows and books that highlight male leads, this seems to be an important target. We will aim at male 24-45.

We will market to these consumers who can identify with KitchenAid and become part of our culture. They will seek high quality and function, both of which KitchenAid is known for.

## **Tactics**

We will utilize tactics in five outlets: television, magazine, online, in-store, and outdoor. Each tactic will be tied with the other, making for a strong, unified consumer experience.

### *Television*

We will show spots in the morning and late evening to reach peak customer viewing. These commercials will be aired on all food channels, during “foodie” shows and men’s and women’s targeted programs.

### *Magazine*

Our print advertisements will reflect what is shown in our television spots. We will utilize different advertisements for each specific magazine genre. They will be geared to the audience that reads the magazine and reflect what might be their KitchenAid color. Some of the magazines we have chosen are People, Men's Health, GQ, Better Homes & Gardens, Bon Appétit, and Good Housekeeping.

#### *Online*

KitchenAid already has a firmly established website as well as Facebook and Twitter pages. We will continue the upkeep on them and further utilize them to point customers to the direction of the blog we plan to establish. Our blog will contain four pages as follows:

1. Mixer Page/Home Page: This page will welcome the viewer, introduce the mixer, and show off all of its capabilities.
2. Food Bloggers Page: This page will be dedicated to our ten food bloggers to whom we have given KitchenAid mixers. It will host their anecdotes, testimonials, tips and tutorials of the mixer.
3. Recipe Page: This page will offer various recipe ideas, and will be regularly updated with new ones. Readers will have the opportunity to submit recipes and be featured on this page.
4. Personality Page: This page will link to the featured mixer colors. It will offer a survey through which an individual can discover their KitchenAid mixer color and delve deeper into the KitchenAid culture.

#### *In-store*

Our campaign will add interactive computer kiosks next to the product display that can offer potential customers the opportunity to find their KitchenAid color before they purchase. We will also set up separate video screens as part of the display. These screens will show demonstrations of how to use the product, attach certain extras, and the endless recipe possibilities.

#### *Outdoor*

In our research we noticed overwhelming loyalty current customers have for our mixer with personalized mixers, T-shirts and numerous tattoos, all dedicated to their KitchenAid. To tie-in with our advertisements we will create a sticker customers can use on cars, laptops, or device of choosing. Communicating that the individual is part of the culture, and will be a constant advertisement to those not yet part of the culture.

### **Budget**

\$10,000,000

We have allocated funds to successfully infiltrate our target markets. These allocated percentages will be evenly distributed among the three phases of the campaign.

40% Television Advertisements

22% In-store Advertisements

18% Print Advertisements

10% Internet Advertisements

5% Outdoor Advertisements

5% Workers Stipend

### **Evaluation**

We believe the tactics we have chosen will accomplish our goals of reaching and broadening our audience. To evaluate the use of these tactics we will do the following:

1. Compare the quarterly and yearend sales.
2. Use online surveys to recall how consumers heard of us.
3. Survey in-store kiosks to see how many people use them, and see if they play a part in consumer purchase.
4. Survey how many people use, and how they use, outdoor campaign stickers.
5. Survey the number of people exposed to print advertisements as well as television.
6. Find how many stores are carrying the stand mixers around the U.S. and how helpful the employees find the kiosks.
7. Find the number of new consumers who have subscribed to our blog, posted and commented.
8. Monitor the responses posted to the ten food bloggers

By monitoring these tactics, we will understand if the campaign has had a significant impact on consumers view of the product as well as on their intent to purchase.