

# Nutribullet: Family Fuel

# Nutribullet

## Basics:

- Founded in 2003
- known for their blenders
- Service health-conscious individuals, busy professionals, families, culinary enthusiasts, and people with dietary restrictions

## Competitors:

- Ninja
- Vitamix
- Kitchen aid
- Hamilton beach.

## Brand Values:

Nutrition

Simplicity

Versatility

# The Campaign Opportunity

The common assumption is that Nutribullet is only a tool for smoothies

There is an opportunity here to change the perception of Nutribullet to a versatile kitchen tool that makes preparing nutritious meals for everyone in the family easier than it's ever been





Current



& New



Target Audiences



# Personas

## Emily

- Age & Role: 38, full-time parent and freelance writer
- Location: Denver, Colorado
- Goals: Quick, nutritious family meals that include fruits, veggies, and seasonal ingredients; loves versatile tools for healthy homemade favorites
- Challenges: Balancing healthy cooking with a busy schedule and accommodating picky eaters without needing multiple appliances
- Personality: Nurturing, eco-conscious, DIY enthusiast; values sustainability and family time
- Brands: Whole Foods, Trader Joe's, Patagonia, and Seventh Generation
- Media Habits: Pinterest for recipes, Instagram for lifestyle tips, and blogs like The Kitchn for family-friendly and eco-friendly ideas

## Jake

- Age & Role: 29, personal trainer
- Location: Portland, Oregon
- Goals: Create quick, nutrient-packed meals for muscle recovery and wellness; values seasonal, versatile tools for soups, smoothies, and supplements
- Challenges: Struggles with time-efficient meal prep that maintains variety, flavor, and nutrition; dislikes using multiple appliances for different recipes
- Personality: Energetic, driven, and health-conscious; tech-savvy and values innovative, compact, multi-functional products
- Brands: Nike, Whole Foods, Muscle Milk, Patagonia, Yeti, Apple
- Media Habits: Instagram and TikTok for recipes, YouTube for fitness tips, and wellness podcasts like The Rich Roll Podcast, MyFitnessPal and Strava

# How Might We...

Create a  
family-focused  
lifestyle campaign

For health  
conscious parents

So that they can view Nutribullet  
as an essential tool for preparing  
quick, nutritious meals and snacks  
that satisfy everyone from  
toddlers to teens, while fitting  
into busy family routines?



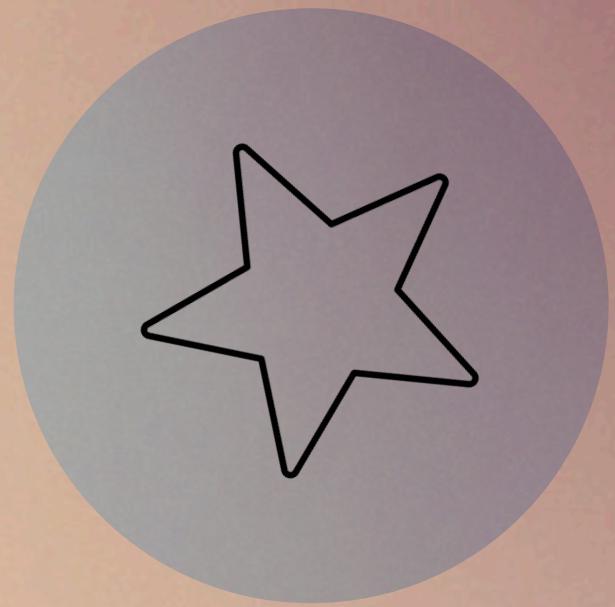
# The Concept

One Tool, Endless Family Fuel

Nutribullet is an essential family-friendly kitchen tool  
that:

Helps parents create nutritious  
meals and snacks for everyone  
from toddlers to teens

Caters to busy family  
schedules by making  
wholesome food prep quick,  
easy, and mess-free.

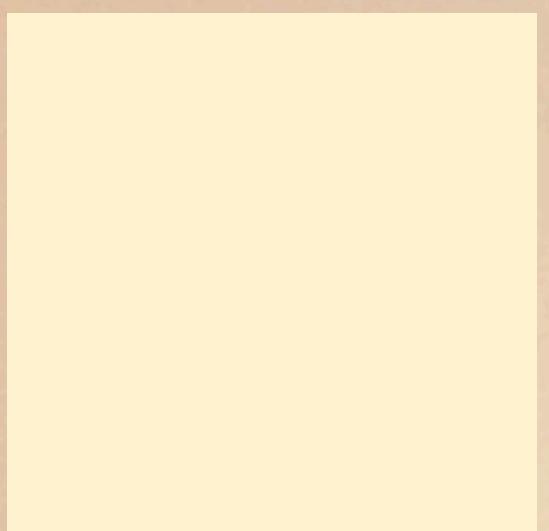


# Visual Elements

## Recoleta

## Boiling Demo

*Lorum ipsum is simply dummy text.*



Morning



Evening

No Time?



Quick, nutritious,  
and mess-free  
meals for everyone in  
the family

nutribullet

# Key Artwork



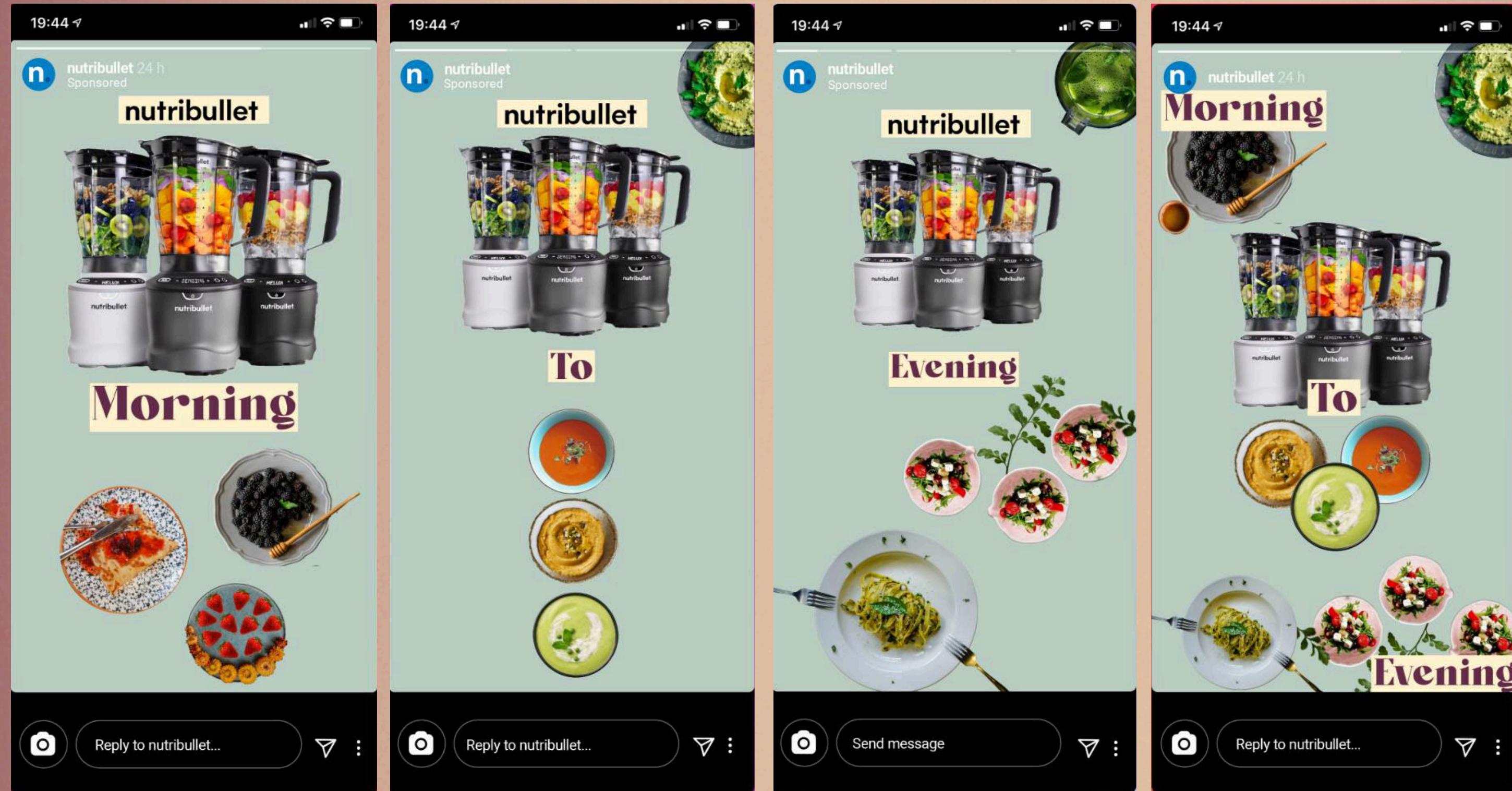
For quick, nutritious, and mess-free meals for every family member, visit <https://www.nutribullet.com/recipes/>

We've Got You.



[nutribullet.com](https://www.nutribullet.com)

# Digital Artwork



# Non-traditional Artwork



# Media Plan

## Goals:

- Increase Nutribullet sales by 15% during the campaign period
- Build brand awareness among busy families and health-conscious individuals in Portland
- Drive engagement with campaign content on social media by 25%

## KPIs:

- Social media engagement (likes, shares, comments, and user-generated content)
- Website traffic and sales conversions tracked via campaign-specific codes
- Attendance at pop-up events and workshops

# Audience:

Primary Audience: Busy parents (ages 28-45) seeking quick, nutritious meal solutions

Channels Preferred: Instagram, Pinterest, local newspapers (like Willamette Week), and wellness blogs

## Behavioral Insights:

- Morning and evening are prime phone usage times
- Frequently access content via mobile devices and engage with recipe tutorials

# Timeline

- Mid-August: Launch teaser campaign on social media and billboards
- Late August: Print ads in local parenting magazines (PDX Parent) and newspapers
- September: Social media influencer partnerships, pop-up events at farmers' markets, and school posters
- October: Launch subway posters and podcast sponsorships
- November: Focus on Thanksgiving-themed recipes and family gatherings, using video tutorials and email campaigns

# Scheduling:

## Social Media:

- Instagram Stories: Daily posts at 8 AM and 8 PM
- Pinterest ads: Weekly recipe pins on Sundays (high engagement day for recipe searches)

## Print Media:

- Parenting magazines: Full-page ads in PDX Parent for September and October issues
- Local newspapers: Bi-weekly ads in Willamette Week

## Billboards:

- High-traffic areas near schools and grocery stores, displayed from mid-August to mid-November

# Media Mix and Channels:

## Social Media:

- Instagram and Pinterest: Tutorials, user-generated content, and ads.
- Paid ads targeting parents and health-conscious individuals.

## Print:

- Parenting magazines (PDX Parent): Full-page color ads with recipes.
- Newspapers (Willamette Week): Half-page ads highlighting product versatility.

## Non-Traditional Media:

- Pop-up events: Farmers' markets with cooking demos.
- Community workshops: Free Nutribullet recipe classes.

Thanks!