



Part-1 Persona

Better Than Provisions

Because at the end of the day, we all just want to become better versions of ourselves!



MEET MONICA BING

NAME:

MONICA BING

AGE:

29

GENDER:

FEMALE

LOCATION:

TUCSON, ARIZONA

OCCUPATION:

BRANCH MANAGER
AT CAPITAL ONE

MARITAL STATUS:

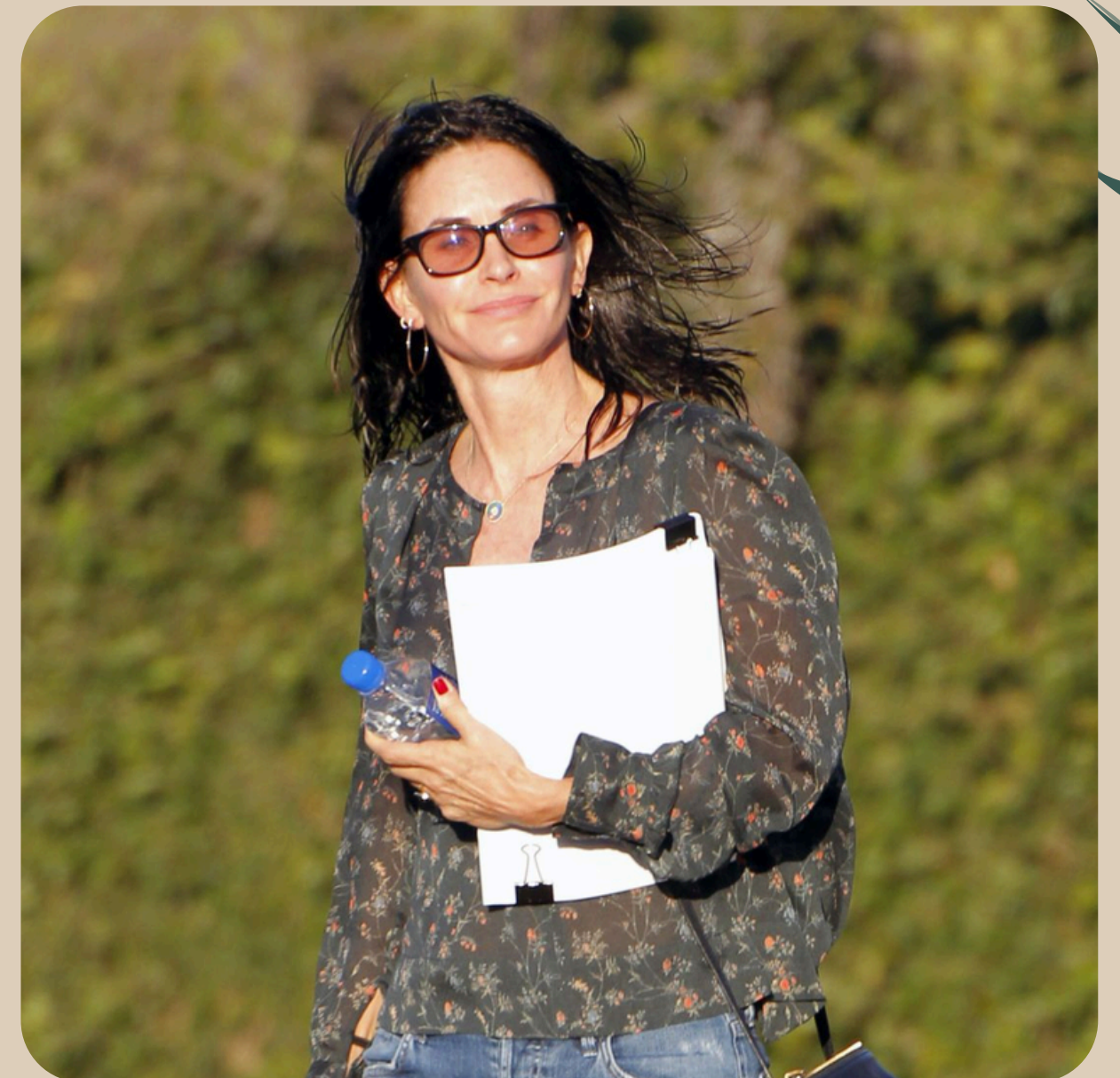
MARRIED

HOUSEHOLD:

TWO CHILDREN

INCOME:

\$80,000



HOW WE MET OUR PERSONA

Hectic schedules

Sustainable Lifestyle

Adventure and active

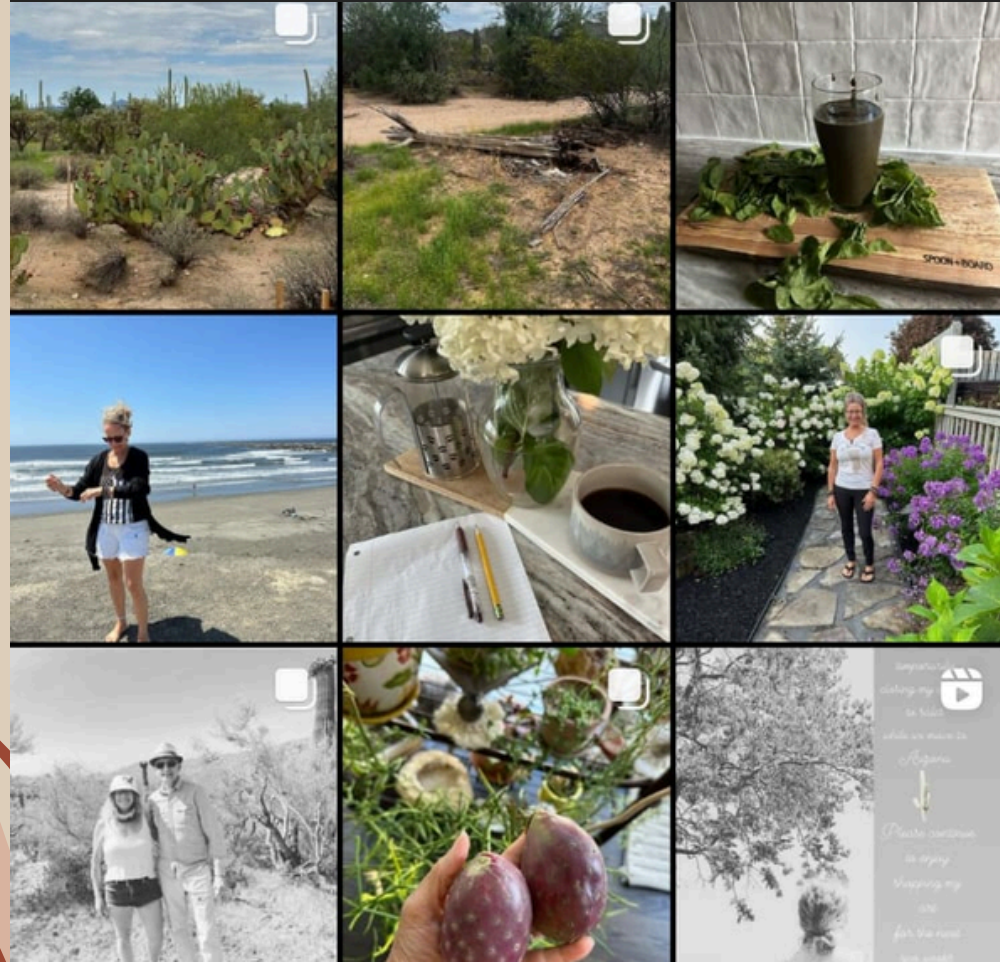
Environment

Comments

kimberly_ann_harper_ 25w

Can't wait to get back out there; so we can visit you on the weekends. Just got a 3 pack! Michael is so happy.

Reply



hollie.warnick 17w

Delicious and perfect for summer activities! I keep some in the car for when my kids need snacks or I forget food out on errands. So delightful to have these handy!

Reply



Lynda Skinner 🐾

479 Posts 1,922 Followers 3,791 Following

Film Producer | Integral and Somatic Therapist | Business Consultant | Oneirnaut | Witnessing consciousness is at the heart of change. #somatichealing

www.amomati.com/

Follow Message

Story Doc Dream Yoga Law of Time Warrior

CLIENT TESTIMONIAL

"The quiet little movements of Lynda's integrated somatic therapies, combined with a person's primary method of support from looking to feeling, there's nothing more with looking but feeling is better for ensuring physical safety and balance. However, a mind released of these preoccupations becomes clearer and more still. I believe that this shift is one of the goals of most meditative practices, much of which is to help you see the world from a different perspective. It's about feeling but you are looking for it in a different way. Somatic Experiencing is a shared good place to start. Not coincidentally, a sense of unshakable strength opens the heart. There's nothing more with the world that looking or even work, especially that inner world where we're stuck with our fears and disempowerment. Choosing immediate responsibility changes everything."

- Deb S., Oriskany Island, NY

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Full Moon in Sagittarius Face Our Fears

AWARENESS. Every time you feel yourself closing off or pulling away, Be curious. Be very curious.

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A LOOK INTO
MONICA'S LIFE





All About Monica!



PSYCHOGRAPHICS

- Health-conscious, active, and environmentally aware.
- Eats Gluten-free and vegan food that is easily digestible.
- Values local and sustainable products.
- Enjoys outdoor activities, adventure, yoga, and cooking with her friends and family.
- Works for long hours, travel occasionally for work, and has family to take care of.

GOALS & MOTIVATIONS

- To maintain work-life balance.
- One of her kids suffers from Gastroparesis, making it difficult for him to digest food; Monica looks for easy-to-digest and tasty snacks.
- She is influenced by her friends who attend workshops on cooking and health-related seminars in order to maintain a healthy lifestyle.

SHOPPING BEHAVIOUR

- Prefers to shop from local and organic markets like Sprouts, Whole Foods and Farmers Markets.
- Her decision making process is influenced by time constraints, convenience and accessibility and family responsibility.

PERSONALITY

- Active on social media sites such as Instagram, Twitter, LinkedIn and YouTube
- She likes to look up recipes online and make homemade snacks.
- Part of wellness and local communities.
- Attends webinars and workshops.
- Follows blogs and podcasts.



COMPETITORS



PROBLEMS

INTERNAL

People want to eat healthier while still eating tasty food.

EXTERNAL

People want an on the go snack

PHILOSOPHICAL

People want to eat environmentally friendly and healthy food: keto, vegan and gluten-free.



RESEARCH

36% of people in the U.S. consume granola

50% of people actively eat healthy

70% of people wish that they ate healthier

38% of people wish to become gluten-free (ages 25-34)

1/3 of people want to eat more vegan food

REFERENCES

- <https://www.bonappetit.com/story/editors-best-granola-brands>
- <https://www.mintel.com/press-centre/43-of-us-cereal-consumers-eat-cereal-as-a-snack-at-home/#:~:text=Today%2C%20many%20cereal%20consumers%20say,of%20how%20nutritious%20it%20is.>
- <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/hungry-and-confused-the-winding-road-to-conscious-eating>
- <https://www.statista.com/chart/16796/us-interest-in-healthy-food/#:~:text=Around%20half%20of%20Americans%20are,actively%20try%20to%20eat%20healthy.>
- <https://www.forbes.com/sites/carlieporterfield/2023/01/26/just-28-of-americans-are-exercising-enough-cdc-says-and-its-even-lower-in-some-regions/?sh=ce279682b968>
- <https://civicscience.com/interest-in-gluten-free-foods-is-hot-among-gen-z-consumers-and-qsr-diners/#:~:text=Gluten%2DFree%20Interest%20Largely%20Depends%20on%20Age&text=According%20to%20survey%20results%2C%2038,want%20to%20do%20the%20same.>
- <https://worldanimalfoundation.org/advocate/how-many-vegans-are-in-the-us/#:~:text=According%20to%20Stats%20of%202022,who%20want%20to%20try%20veganism.>



Part-2 Media Strategy

Better Than Provisions

Because at the end of the day, we all just want
to become better versions of ourselves!

PERSONA

- Enjoys outdoor activities, adventure, yoga, and cooking with her friends and family.
- Works for long hours, travels occasionally for work, and has family to take care of.
- Prefers to shop from local and organic markets.
- Active on social media sites such as Instagram, Twitter, LinkedIn and YouTube
- She likes to look up recipes online and make homemade snacks.
- Part of wellness and local communities.



Funnel

Awareness

Digital Marketing

Consideration

Digital Marketing

Conversion

Direct Marketing

Advocacy

Digital Marketing



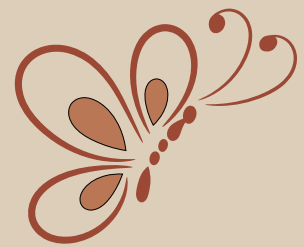
PROSPECT TO LOYAL CUSTOMER:

MONICA'S JOURNEY TO BEING

BETTER THAN YESTERDAY,

ONE DAY AT A TIME WITH

**better
than**
PROVISIONS®



Justification

Awareness

- ✧✧ "82% of customers shop from brands that share their values"
- ✧✧ "81% of consumers go online to find information and answer any questions about the product or service before heading out to the store to make a purchase"
- ✧✧ "Close to 7 in 10 (69%) of consumers say being a part of a community makes them more likely to purchase the brand more often."

AWARENESS



Channels

- SEO (Keyword Research and Competitor analysis)
- Collaborations in community driven events.



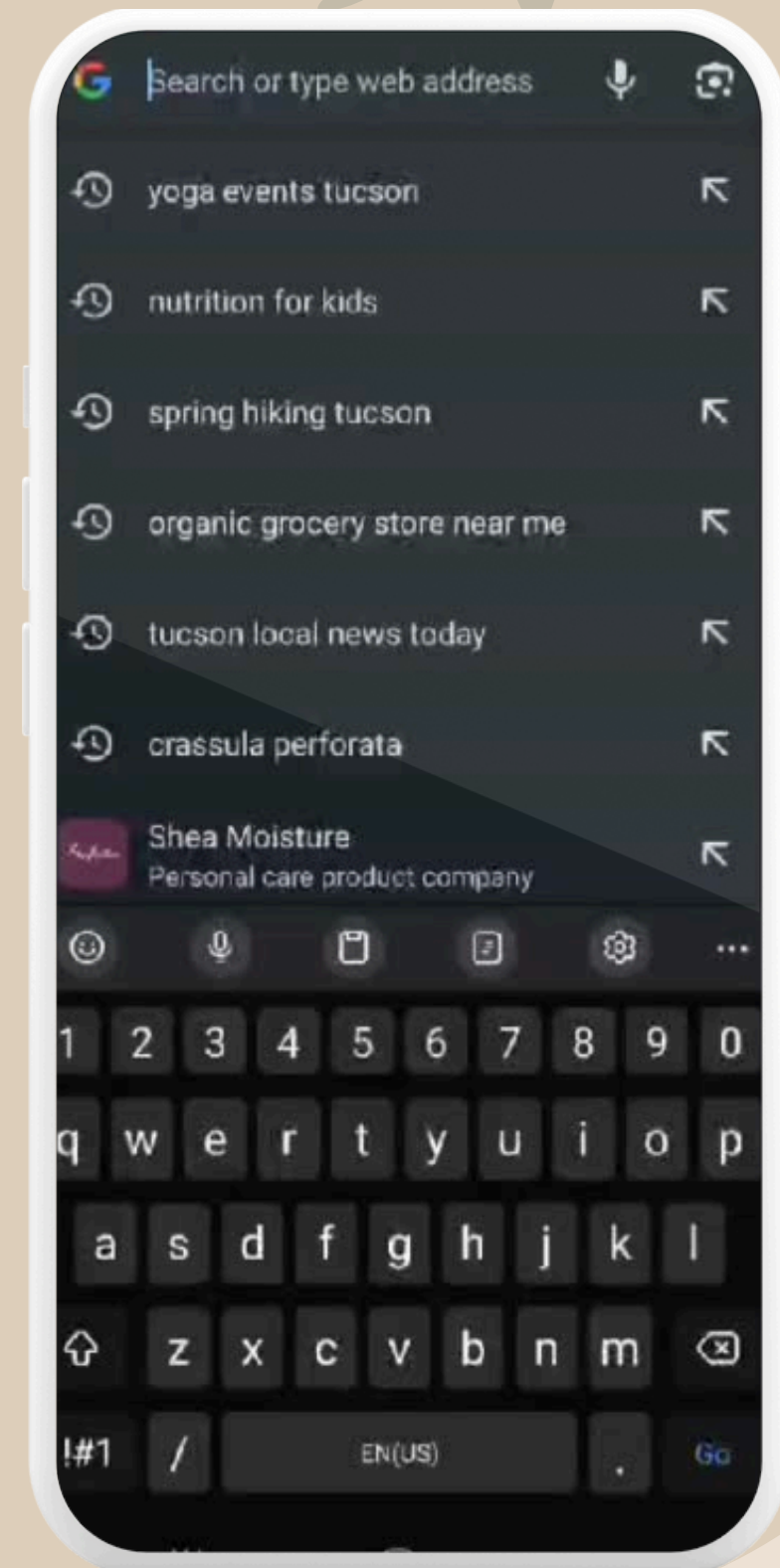
SMART GOAL

- Increase brand awareness for Better Than Provisions by 25% among health-conscious consumers in the target market.



KPI

- Website Traffic
- Website ranking
- Bounce Rate



Justification

Consideration

- ✦✦ "Instagram is the #1 social media platform for people to connect with brands."
- ✦✦ Reels Ads are Most Effective for Targeting Users Aged 18-34.
- ✦✦ "One of the fastest-growing sectors of the food industry is snacks. A rise in gluten-free and vegan snacks ensures that there's something on the shelves for everyone."

CONSIDERATION



Channels

- Instagram
 - Reels- food recipes, behind the scenes, origin story, benefits, UGC



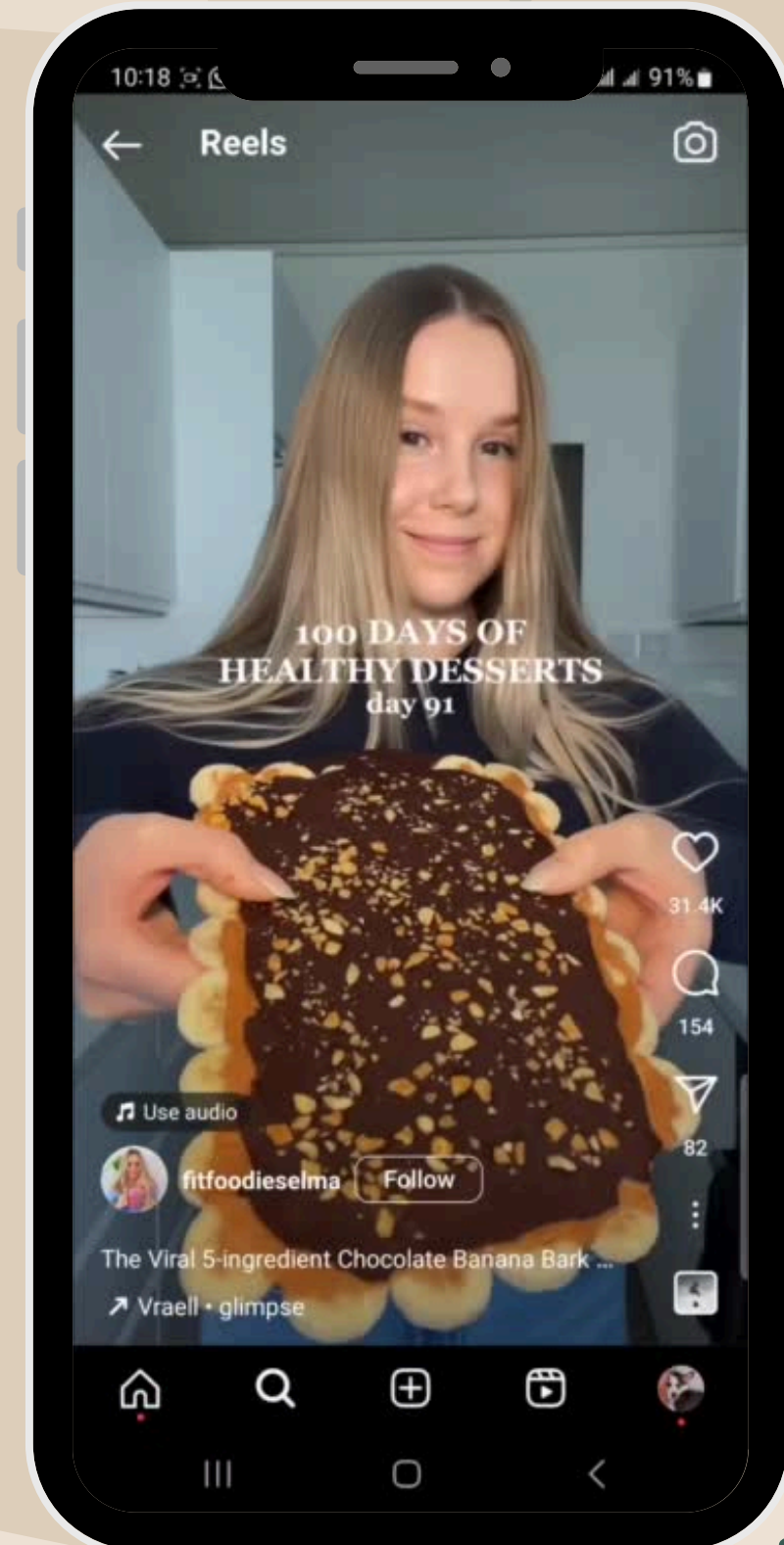
SMART GOAL

- Increase the purchase behavior of Better Than by 20% in the target market within the next six months.



KPI

- Impressions
- Engagement (likes, shares, comments)
- Follower count



Justification

Conversion

✦✦ "63% of consumers will buy online from you if they've had a positive in-store experience"

✦✦ "55% of marketers say finding convert leads is one of the biggest challenges to generating new leads."

CONVERSION



Channels

- Promotions (Personal Selling, Display and QR code)



SMART GOAL

- Increase the purchase rate of Better Than by 10% within the next six months from existing customers.



KPI

- Shopping cart abandonment rate
- Repeat purchase
- Average order value



Justification

Advocacy

- ✦✦ "90% of people are more likely to trust a recommended brand (even from strangers)"
- ✦✦ "88% of people trust a brand most when a family or friend recommends it."

ADVOCACY



Channels

- Testimonials And Reviews



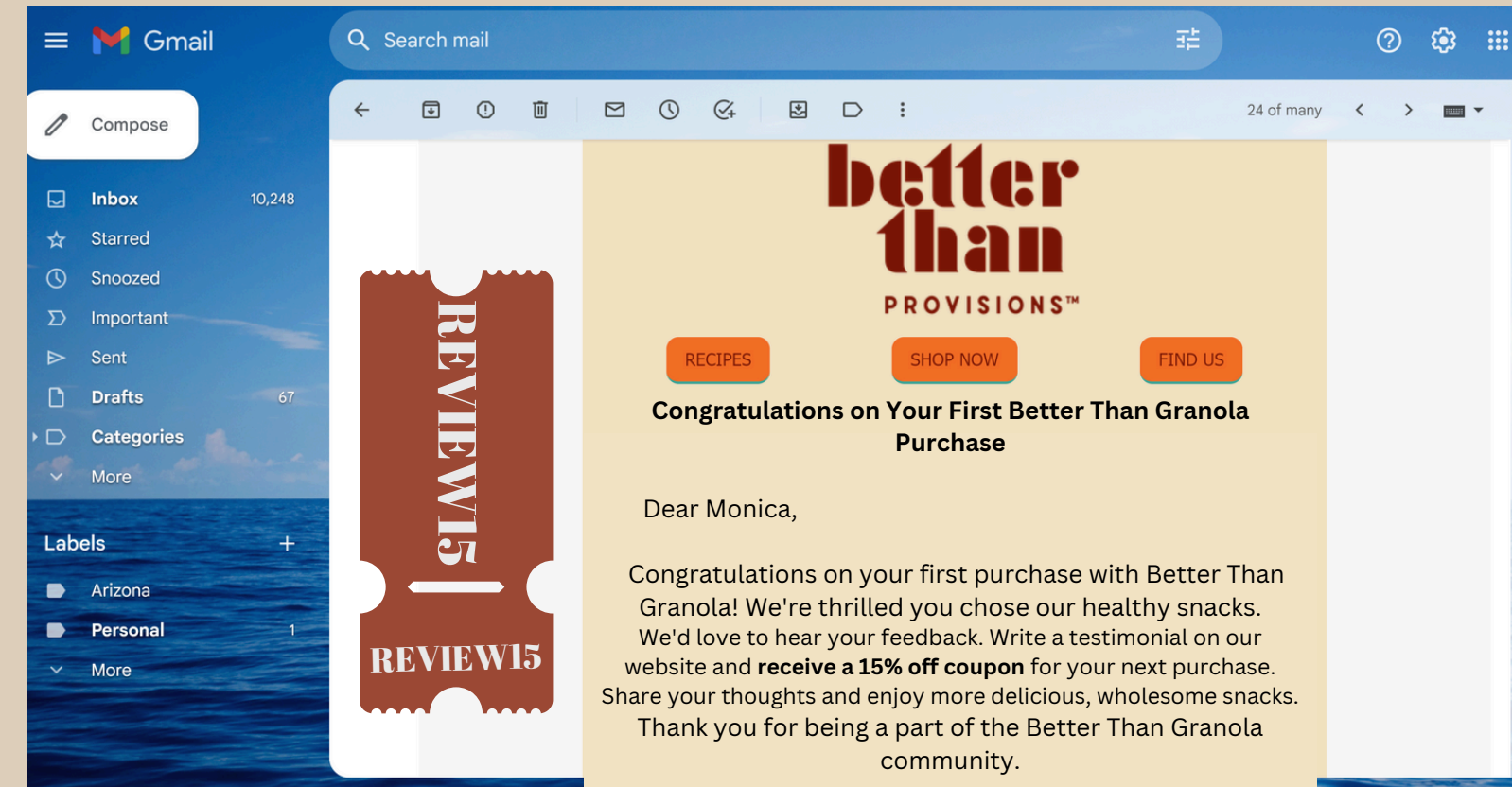
SMART GOAL

- Increase brand advocacy for Better Than by 5% within the next six months; reviews and recommendations measure this.



KPI

- Ratings and reviews
- Referrals
- Social media mentions
- Advocacy posts- UGC



Better Than Granola has been a game-changer for our family. The taste is exceptional, and my kid loves it as a snack. Its versatility shines in both recipes and as a standalone treat. Using it with nuts adds an unmatched crunch and richness. I appreciate the quality ingredients and the health-conscious approach. Better Than Granola is now a staple in our kitchen, making snacking and cooking a joy.

• Monica

ADVOCACY

Channels

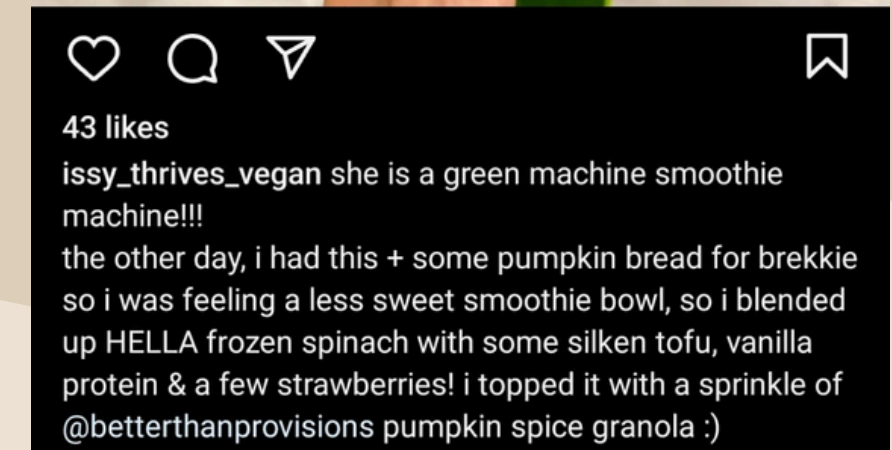
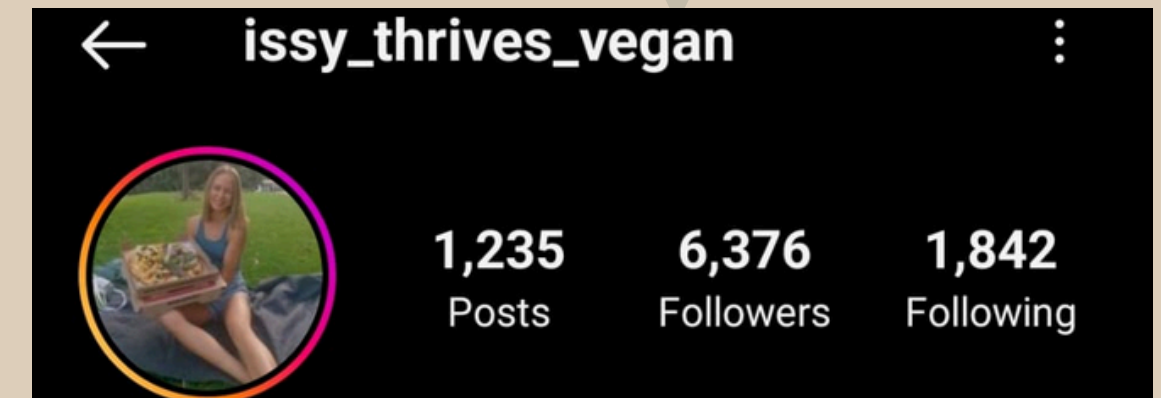
- Testimonials And Reviews

SMART GOAL

- Increase brand advocacy for Better Than by 5% within the next six months; reviews and recommendations measure this.

KPI

- Ratings and reviews
- Referrals
- Social media mentions
- Advocacy posts- UGC



Resources

- <https://www.tailorbrands.com/blog/word-of-mouth-marketing#:~:text=90%25%20of%20people%20are%20more,and%20a%20deeper%20customer%20experience>
- <https://www.webfx.com/blog/conversion-rate-optimization/cro-statistics/#:~:text=General%20CRO%20stats,-To%20start%20this&text=79%25%20of%20generated%20leads%20don,challenges%20to%20generating%20new%20leads>.
- <https://www.zippia.com/advice/branding-statistics/#:~:text=86%25%20of%20consumers%20prefer%20an,attractive%20qualities%20in%20a%20brand>.
- <https://www.vesta-go.com/community-powered-marketing/new-research-what-consumers-want-in-online-brand-communities/#:~:text=Close%20to%207%20in%2010,purchase%20the%20brand%20more%20often>.
- <https://blog.hootsuite.com/instagram-statistics/>
- <https://saleslion.io/sales-statistics/81-of-shoppers-research-their-product-online-before-purchasing/#:~:text=According%20to%20the%20study%2C%2081,store%20to%20make%20a%20purchase>.
- www.influencermarketinghub.com/instagram-reels-stats



PART -3 Cultural Strategy

Better Than Provisions

Because at the end of the day, we all just want to become better versions of ourselves!



Monica's planning crisis



Monica's list

Rachel

Gluten free

Phoebe

Vegetarian

Dixie

Vegan

Joey

Just should be tasty

Anika

Vegetarian

Ruth

no preferences

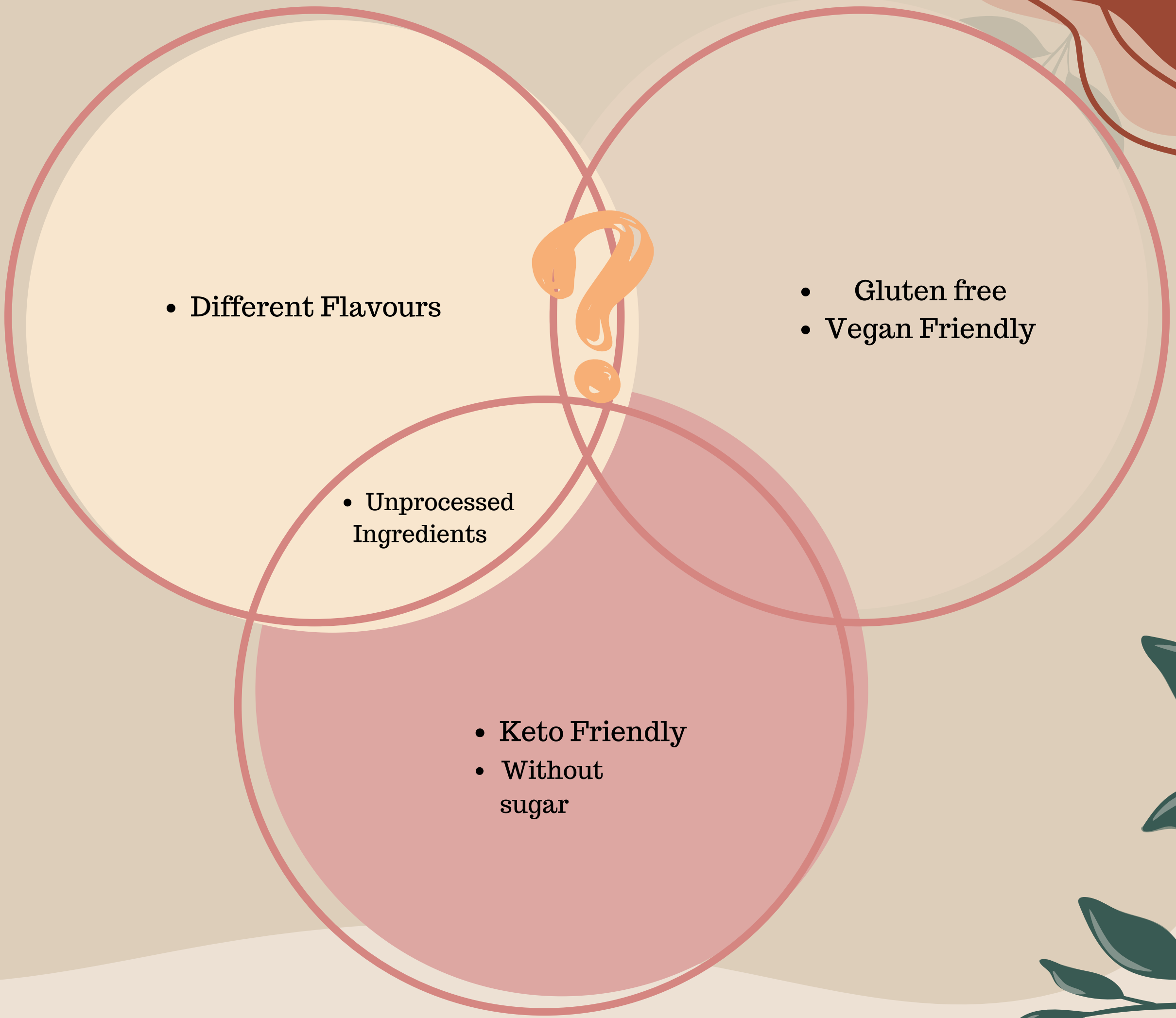
Ross

Sugar free diet

The kids

Varying
preferences

Index



CULTURAL ORTHODOXY

"Dietary restrictions make it difficult to make everyone feel included"

"Healthy isn't tasty or flavorful."

"Granola is just like a breakfast cereal"





MYTH



SOMETHING FOR
EVERYONE

MYTH

Keto-friendly
Vegan friendly
Diabetic friendly

Versatile

Tasty

Healthy and
easy to digest

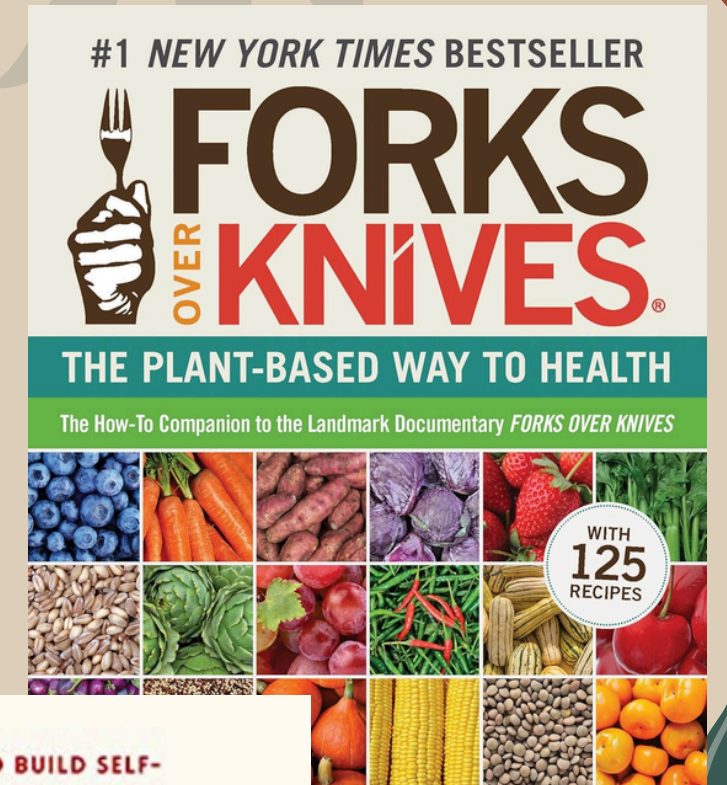
Feeling of being
included



SOURCE MATERIALS: ENTERTAINMENT

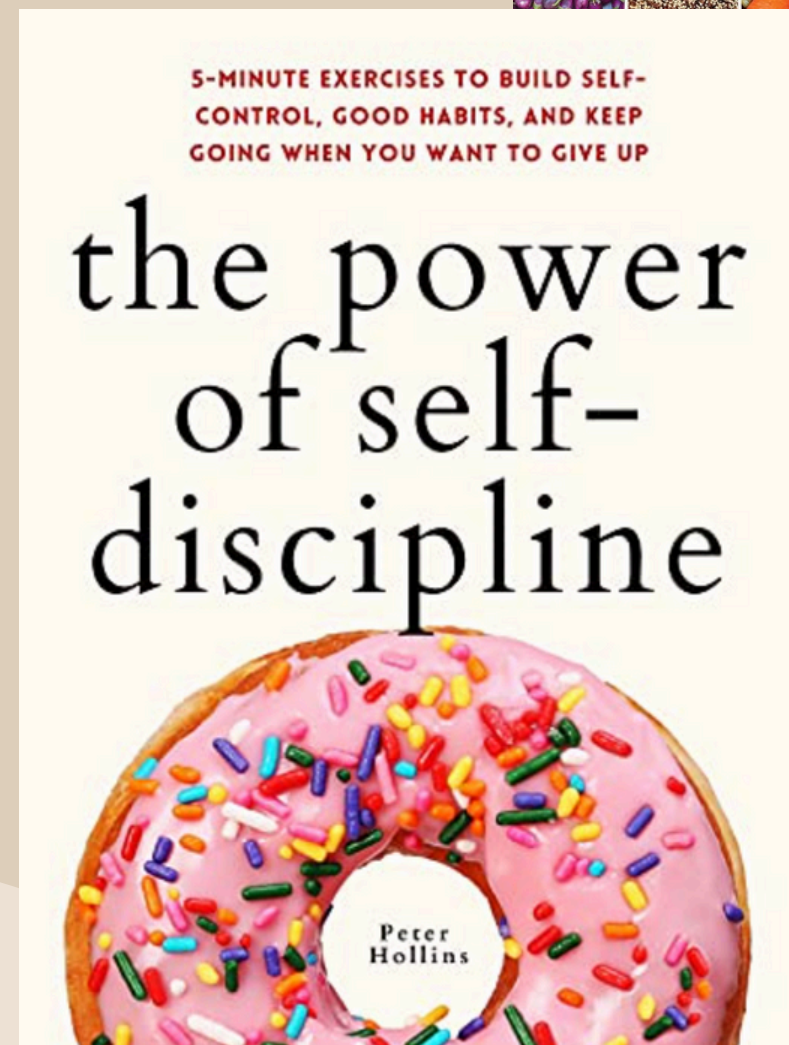
Movies

- “Forks Over Knives” - emphasizes on how plant-based recipes can help eliminate or control diseases like cancer and diabetes.



Books

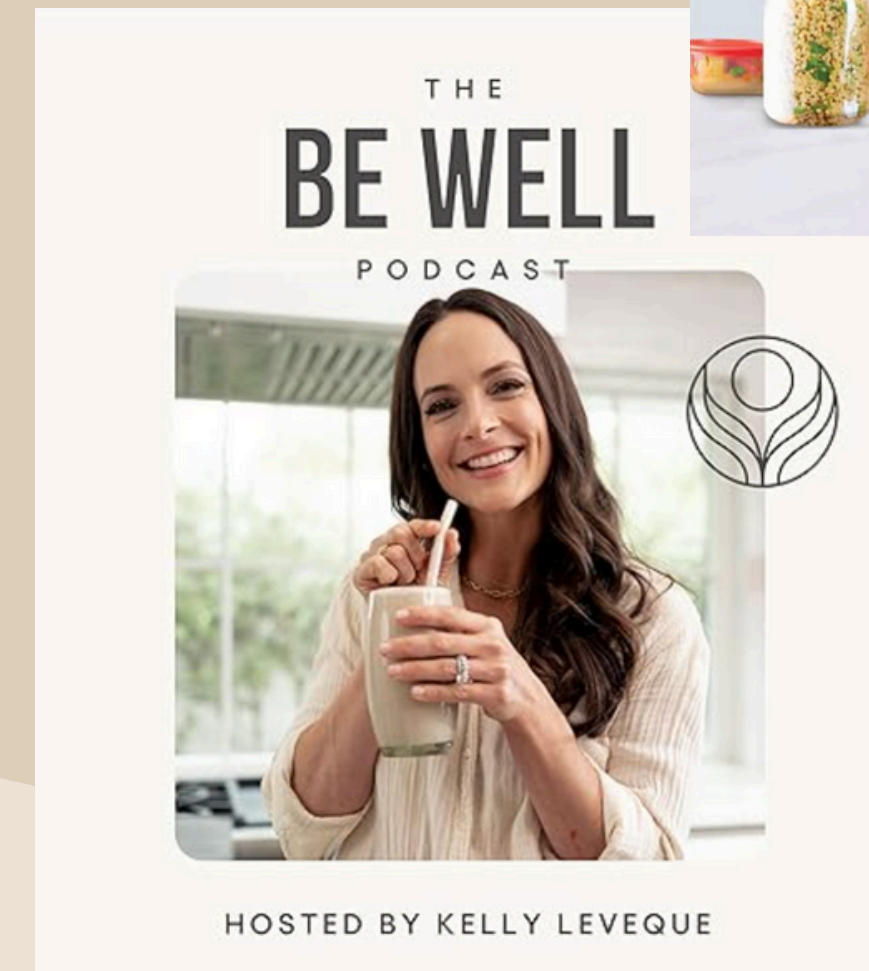
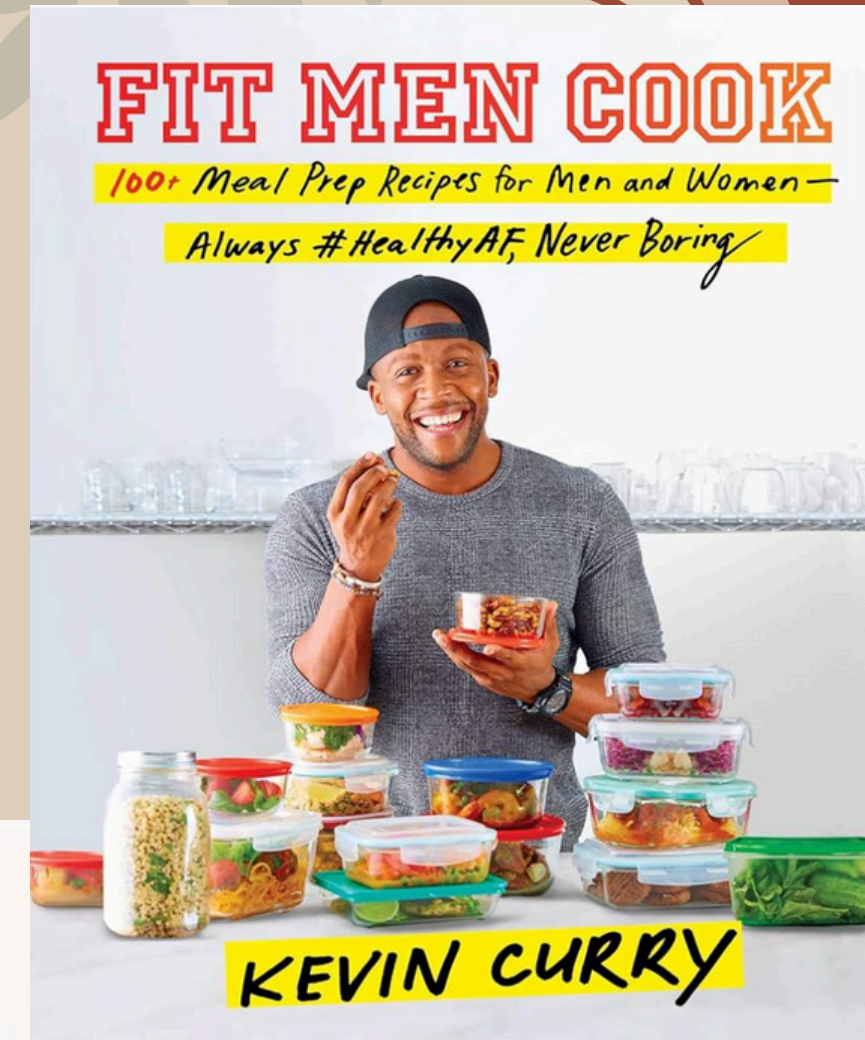
- “The Power of Self-Discipline” - tools to help you meet your consumption goals.



SOURCE MATERIALS: INFLUENCERS

Influencers

- Kelly Leveque has a podcast promoting simplifying healthy eating and posting healthy recipes.
- Kevin Curry created Fit Men Cook to promote healthy eating habits directly to men.



SOURCE MATERIALS: LIFESTYLE

- Community-driven lifestyle-going on hikes with her friends and going to farmers and vegan markets in search of a fulfilling experience.



MOCKUP





PART-4 Deliver The Story

Better Than Provisions

Because at the end of the day, we all just want to become
better versions of ourselves!



“Nourishing Progress, Not Perfection”



Objective:

To resonate with prioritizing progress over perfection, acknowledging that the journey of self-improvement is enriched by embracing imperfections and finding fulfillment in the ongoing process

Story:

Embracing Imperfection

-learning to accept and appreciate the flaws as integral parts of the growth journey.

Continuous Learning and Adaptation

highlighting the importance of learning, adapting to change, and evolving in the pursuit of self-improvement.

Community and Support

- emphasizing the significance of relationships and a supportive community

"NOURISHING PROGRESS, NOT PERFECTION"

Channels Used:

- Awareness: Display Ad
- Consideration & Conversion: Amazon Storefront
- Advocacy: Influencer and Affiliate Marketing

DISPLAY AD

OBJECTIVE: AWARENESS

- Introducing products to new customers at the beginning of the purchase funnel.
- Clickable ads that attract customers to the Amazon Storefront and social media platform for encouraging reviews.

DISPLAY AD

- Simple:
 - Minimalistic
 - Clear message
 - Visually Appealing
- Concrete:
 - High-quality images
 - Incorporate benefits

**better
than**
PROVISIONS™

[SHOP NOW](#)

A top-down view of a light-colored ceramic bowl filled with white yogurt, topped with a generous amount of granola. The granola consists of various nuts (almonds, pecans, walnuts), seeds, and dried fruits (blueberries, raspberries). A silver spoon is placed to the left of the bowl. The background is a neutral, light-colored surface.

**NOURISHING
PROGRESS, NOT
PERFECTION**

GRAIN FREE, GLUTEN FREE, VEGAN, KETO-FRIENDLY

Better than

PROVISIONS®

Nourishing progress, not perfection



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Use the code **PROGRESS15** and get 15% on your first order!

 **FREE SHIPPING ON ORDERS OVER \$45**



AMAZON STOREFRONT



Consideration & Conversion

OBJECTIVE: equating better than with celebrating progress and taking care of yourself.

STICKY:

- Simple (Brand colors, no jargons),
Concrete ("Handmade in small batches"),
Credible (certified nutritionist)

Handmade in small batches by April King, a certified nutritionist who recognizes the importance of healthy snacks!

Keto | Clean Ingredients | Gluten-Free
2-3 Net Carbs | Grain Free | Vegan-Friendly

Order in 6 pack bundles or subscribe now!

Order now

Pancakes, puddings, smoothie bowls and more!
20+ recipes with your favorite granola!

Learn more

Videos Page 1 of 2

better

AMAZON STOREFRONT



AMAZON STOREFRONT

OBJECTIVE:

Equating product with progress, Aligning with their wants of being a little bit better today.

STICKY:

Simple: Voiceover and one character' journey.

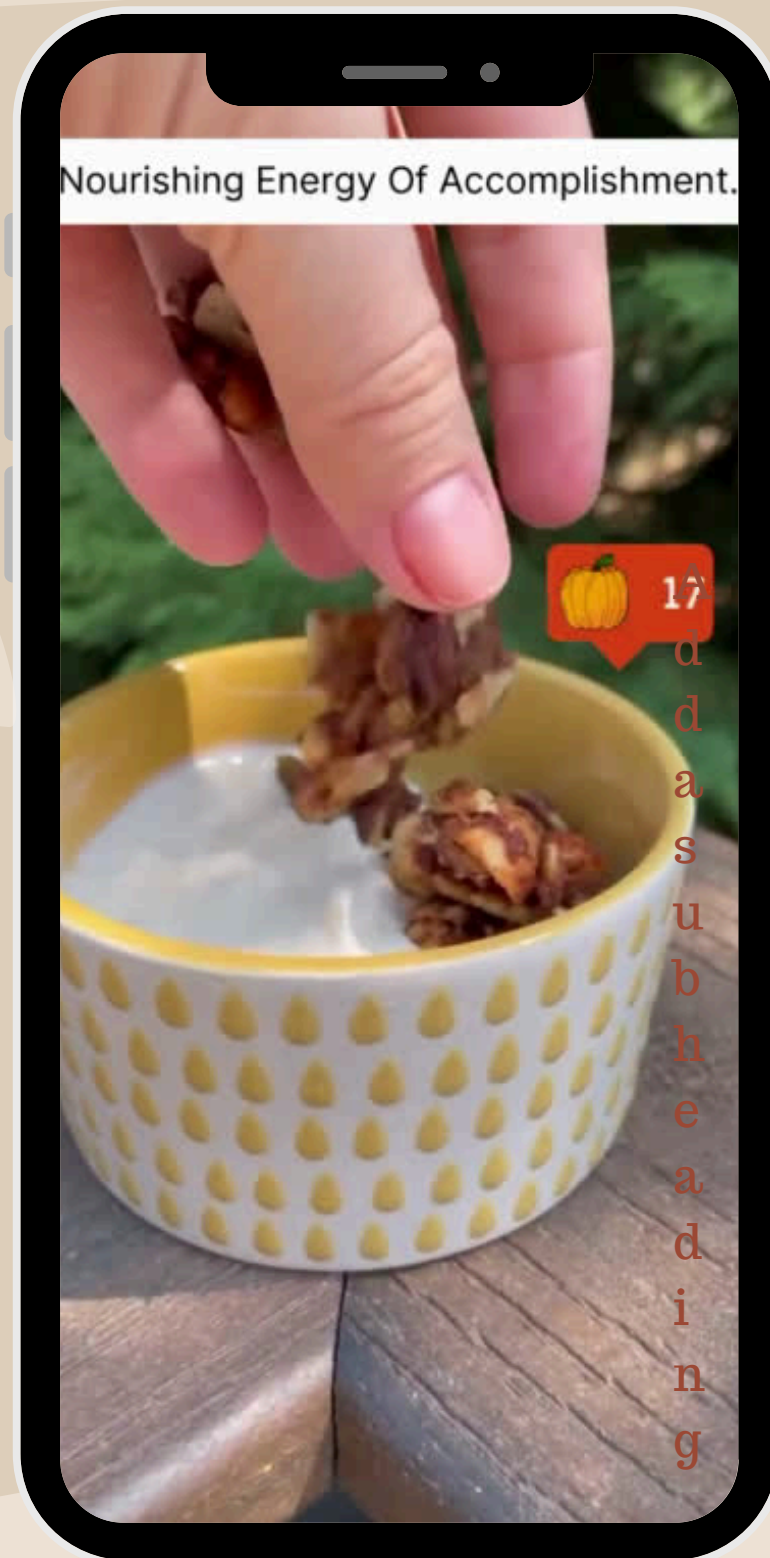
Unexpected: keeps you engaged with the question, "What is better than?"

Story: Overcoming yourself is the first step to progress.

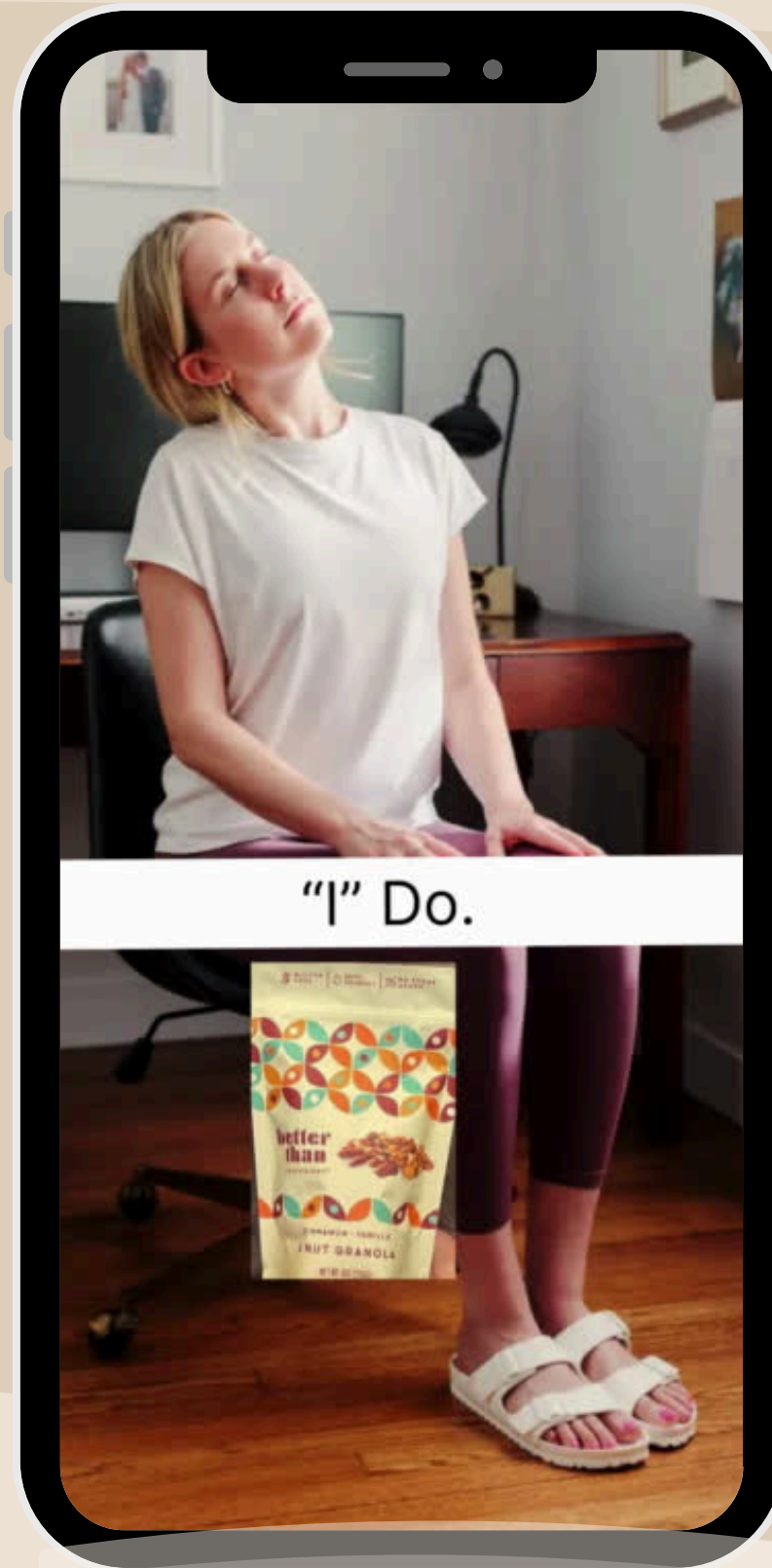
Emotional: Relevant storyline, a connect is created.

INFLUENCER MARKETING

-Integrated Influencer Marketing



Wellness



Professionals

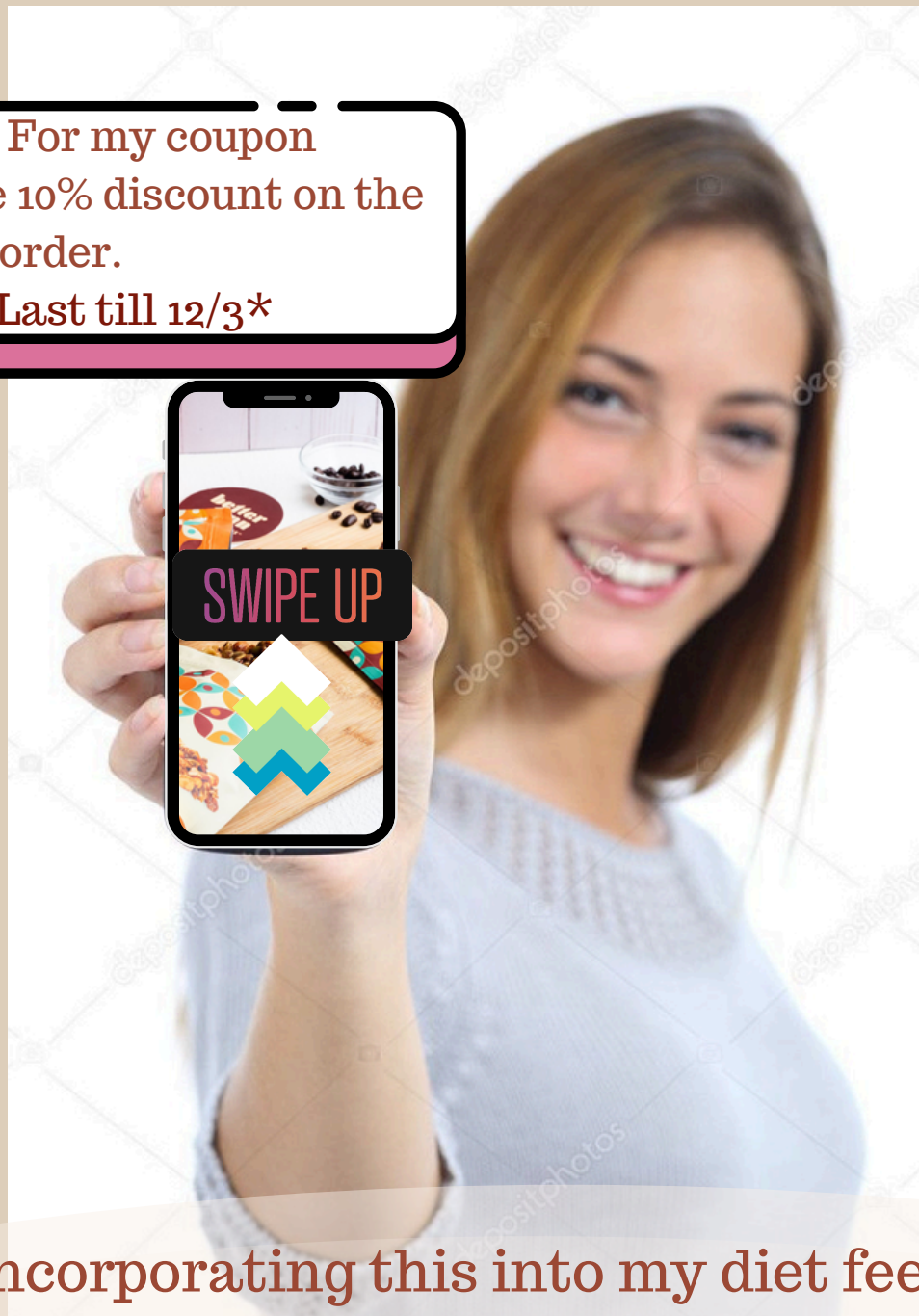


Lifestyle

Type of Influencers

AFFILIATE MARKETING

Swipe up! For my coupon code to receive 10% discount on the order.
Offer Last till 12/3



Directs To The Amazon Storefront

Incorporating this into my diet feels like a small victory with significant positive impact.

Better than Provisions is here to vouch for you as you celebrate the highs and learn from lows in your wellness journey!

No more portion control: Enjoy guilt-free snacking
100% premium whole ingredients – no fillers - no sugar

NO SUGAR ADDED | GLUTEN FREE | KETO FRIENDLY | GRAIN FREE | 2-3 NET CARBS**

Cinnamon - Vanilla Pumpkin Spice - Apple

Shop now Shop now

INFLUENCER MARKETING

OBJECTIVE- Conversion and Advocacy

To highlight daily activities and how it can be
nourished by using better than.

STICKY - Story Telling, Credibility and simple

REFERRALS

10% CashBack on each referral



Thank You

