

April 25, 2025

Cheryl Zealand

Cranked Energy

1226 Sherwin Rd

Winnipeg, Manitoba

Dear Ms. Zealand,

Attached is a proposal for a communications strategy designed to elevate Cranked Energy's profile across Manitoba and beyond. The Cranked Energy Convenience Campaign is designed to boost brand visibility, drive sales, and position Cranked Energy Bars as the go-to snack for business professionals, students, and others with busy lifestyles.

This strategy focuses on meeting your target customers where they are, online and on the move, through compelling social media storytelling, partnerships with local influencers, and a sharpened digital presence. These tactics are supported by measurable goals and tailored messaging that highlight the values of convenience, health, and whole ingredients.

The proposal includes a situation analysis, audience insights, campaign tactics, and success metrics to ensure result-driven execution. Every element is built to connect with your audience's fast-paced lifestyle while strengthening loyalty to your brand.

I'd be happy to meet at your convenience to walk you through the proposal and discuss any questions you might have.

Thank you for the opportunity. I'd be thrilled to help Cranked Energy grow its community and reach new heights.

Warm regards,

Emma Grandmont

Public Relations Specialist

[egrandmont@rrc.ca](mailto:egrandmont@rrc.ca) | (204) 955-9329

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**Purpose Statement:**

This proposal aims to increase brand awareness and drive sales for Cranked Energy by creating a strategic communications plan. This is done by setting measurable goals, targeting key publics, launching social media campaigns, and refining digital presence.

## Situation Analysis for Cranked Energy:

This situation analysis will identify the internal and external factors we must consider when creating a communications plan to increase awareness and sales of Cranked Energy Bars. Evaluating these factors, both positive and negative, will enable us to craft a strategy that leverages strengths and addresses weaknesses, ensuring we achieve our goal effectively.

### Strengths:

- Cheryl Zealand is an enthusiastic, relatable, and knowledgeable spokesperson who has a credible profile in the local Manitoba community. Create a publicity campaign through social media platforms to introduce her as a person, along with her story to a broader audience.
- Cranked Energy Bars are sold through an extensive retail network and are widely available across Manitoba. This distribution model, in tandem with a publicity campaign, could be used as a template when expanding other provincial markets.
- Cranked Energy Bars have a variety of different flavours, catering to different taste preferences while still being nutritious. Designing a campaign across all social media platforms around the flavours and the fact that Cheryl Zealand comes up with new seasonal flavours would help in reaching a broader audience.
- As a product, Cranked Energy Bars contain healthy natural ingredients. Linking these ingredients to a convenient way of supporting a healthy lifestyle could be relatable to target audiences.

### Weaknesses:

- The perception is that Cranked Energy Bars “go bad” if they are not refrigerated. Promote the fact that natural ingredients benefit from refrigeration and suggest that Cranked Energy Bars could be eaten before an activity, on the way out of the house, rather than carrying them with you for extended periods of time.
- Cranked Energy Bars’ current target audience is very broad, leading to potential confusion about product identity. Designing focused campaigns for specific groups of people, centred around convenience for busy moms, farmers, university students, fitness enthusiasts, and others, will create more relatable content and broaden awareness.
- Cranked Energy’s current social media profile has limited reach other than Instagram. Create targeted campaigns geared to each social media platform. (Example: Moms on Facebook, teens on TikTok, busy professionals on LinkedIn.)
- There is limited information on the Cranked Energy website. As part of a campaign, we could expand website content by building out the events section and adding video messages and testimonials.

**Opportunities:**

- In Manitoba, there is a strong culture of supporting/sponsoring community events. The strategy for choosing events for Cranked Energy Bars to support could be linked to the target audience and then leveraged more strategically on social media platforms.
- There has been a trend recently for healthy and quick meals to support busy lifestyles. Leveraging Cranked Energy Bar's natural ingredients and nutritional content for audiences across Canada through social media videos and posts would help to connect the product with that trend.
- There is a growing awareness of dietary restrictions and food sensitivities. Create a promotional campaign identifying that Cranked Energy Bars have options for food sensitivities, including gluten and dairy.

**Threats:**

- Rising food costs and inflation are causing challenges for many people. Promote the consistently healthy ingredients of Cranked Energy Bars as a cost-effective alternative with superior nutritional value.
- Complex shipping requirements are expensive and have limited transportation methods. As a communications strategy, shifting the focus from online orders to shopping locally as expansion occurs.
- Political instability in the United States and the threat of import-export tariffs present challenges. The communication strategy may be better focused on expansion in Canada until more is known about potential outcomes.

## Key Public Analysis and Desired Outcomes

### Purpose Statement:

The purpose of this plan is to increase sales and brand awareness for Cranked Energy by generating publicity, momentum, and trust using strategic public relations tactics.

### Primary Public: Busy Business Breanne

**Geographics:** Lives in urban centers throughout Canada. Works in corporate, healthcare, or entrepreneurial settings. Spends time at gyms, co-working spaces, grocery shopping and possibly travels for work.

### Demographics:

- **Age:** 32-40
- **Gender:** Female
- **Income:** \$85,000-\$110,000 per year
- **Education:** Post-secondary or higher
- **Relationship Status:** Married or in a long-term relationship; may have young children
- **Occupation:** Mid-to-senior level professional in corporate, healthcare, or entrepreneurial fields



### Psychographics:

- **Personal Habits:** Highly career-driven and constantly multitasking. She prioritizes health but often has limited time for sit-down meals. Seeks work-life balance while maintaining high performance at home and at work.
- **Personal Preferences:** Values clean-label, transparent brands that offer nutritious, easy solutions. Convenience is non-negotiable; products must fit seamlessly into her hectic routine.
- **Informational Habits:** Discovers new products on Facebook, Instagram and LinkedIn, occasionally reads wellness blogs and listens to productivity or health podcasts.
- **Pain Points:** Constant time pressure and decision fatigue. She needs trustworthy, fast fuel options that won't compromise her health goals or disrupt her day.

### Behavioural Segmentation:

- Frequently purchases protein bars, supplements, and meal replacements.
- Brand loyalty is built through consistency, ingredient integrity, and a compelling brand mission.
- Responds well to expert endorsements, testimonials, and content that acknowledges her busy lifestyle.

### Desired Outcomes:

Boost brand visibility among busy professionals via Instagram, Facebook and LinkedIn campaigns showcasing Cranked Energy as the perfect, convenient solution for active workdays.

Encourage repeat purchases through a loyalty program and referral rewards, aiming for a 20% subscription increase in five months.

Build brand credibility with three earned media features in reputable wellness, lifestyle, or business publications.

### Secondary Public: Studious Student Sam

**Geographics:** Lives in student housing or shared rentals in urban centers near universities, typically close to grocery stores and campus life.

### Demographics:

- **Age:** 18-24
- **Gender:** Any
- **Income:** \$15,000-\$40,000 per year (from part-time work, parental support, or student loans)
- **Occupation:** Post-secondary student, possibly with part-time employment
- **Relationship Status:** Likely single or casually dating



### Psychographics:

- **Personal Habits:** Balances academics, part-time work, and a social life, often skipping meals or snacking at irregular times. Interested in health but heavily budget-conscious.
- **Personality Preference:** Responds to playful, short-form content that speaks to their fast-paced lifestyle. Convenience and price are key.

- **Informational Habits:** Primarily on TikTok, Instagram, YouTube, and Reddit. Influenced by peers and social media content creators. Relates to brief, clear messaging (“soundbites”).
- **Pain Points:** Often forgets to eat or can’t find quick, healthy options between classes or shifts. Needs snacks that are portable, filling, and affordable.

### **Behavioural Segmentation:**

- Buys snacks in bulk, shops with student discounts or promo codes.
- Loyal to brands that feel relatable, fun, and responsive on social media.
- Likely to promote products they love through casual word-of-mouth or social sharing.

### **Desired Outcomes:**

- Increase brand awareness by launching a campus ambassador program featuring 10+ micro-influencers creating snack-related content on TikTok and Instagram.
- Run a targeted student campaign around speed and simplicity, with relatable, meme-style content that reinforces Cranked Energy as the ideal student fuel.

### **Overall Desired Outcomes:**

- Increase brand awareness by 30% in social media reach through a multi-platform digital campaign that highlights convenience for both professionals and students.
- Boost customer retention by 15% through loyalty incentives and personalized engagement.
- Drive a 40% increase in website traffic by expanding digital content, adding video testimonials and influencer collaborations.

## Strategy and Rationale:

The Cranked Energy Convenience Campaign will leverage a multi-platform social media strategy to target key publics with engaging, relatable content that emphasizes the ease of incorporating Cranked Energy Bars into busy lifestyles. The campaign will start with two key audiences: busy business professionals and students. The campaign will also target farmers, parents and other groups with demanding daily schedules. The campaign will use social media platforms, influencer collaborations, and community engagement to increase brand awareness and drive sales.

**Social Media Content Series:** We will develop a series of short-form videos, reels, and carousel posts tailored to each key public, showcasing real-life scenarios where Cranked Energy Bars provide a quick and nutritious on-the-go meal. These videos will be shared across Instagram, Facebook, TikTok, and LinkedIn (depending on the target audience).

- Example: A fast-paced reel featuring “Busy Business Breanne” rushing out of the house to a morning workout before a client meeting, seamlessly grabbing a Cranked Energy Bar on her way out.
- Example: “Studious Student Sam” is running late for class but grabbing a Cranked Energy Bar instead of skipping breakfast.

**Influencer Partnerships and Testimonials:** We will recruit micro-influencers within each key demographic (student influencers, busy parents, and entrepreneurs) to promote the campaign through testimonials and lifestyle content.

- Example: Campus brand ambassadors will distribute free bars at university or college events and create TikTok videos showcasing how Cranked Energy fits into their study routines.

**Website & Content Expansion:** The Cranked Energy website will be enhanced with video testimonials, influencer spotlights, and a section for reviews, reinforcing Cranked Energy’s position as a convenient, nutritious choice.

## Communication:

### Social Media Content

We will create short-form videos, reels, and carousel posts tailored to each key public on platforms they frequent:

- **Instagram & TikTok:** Engaging, fast-paced videos featuring busy professionals, students, parents, and other target audiences grabbing a Cranked Energy Bar on the go. These will include influencer collaborations, day-in-the-life segments, and testimonials.

- **LinkedIn & Facebook:** Professional and family-oriented content from business leaders and working parents highlighting how Cranked Energy Bars fit into their busy schedules.
- **Hashtag Campaign:** A branded hashtag (Example: #CrankedOnTheGo) will encourage user-generated content, allowing real customers to showcase their busy lifestyle moments with Cranked Energy Bars.

### “Teaser Trailer” Explanation – Cranked Energy Convenience Campaign

The teaser trailer for the Cranked Energy Convenience Campaign on TikTok will serve as an introduction to the campaign’s message, emphasizing the effortless convenience of Cranked Energy Bars for individuals with demanding lifestyles. Designed to immediately capture attention, the video will feature a diverse range of consumers from our key target audiences, demonstrating how Cranked Energy Bars seamlessly fit into their busy routines.

As the campaign progresses, follow-up social media content will introduce “mini campaigns”, a series of day-in-the-life segments focused on specific audience groups. These segments will offer an authentic, behind-the-scenes look at how real people, whether professionals, students, parents, or farmers, rely on Cranked Energy Bars to fuel their day. By incorporating storytelling and relatable scenarios, these posts will strengthen engagement, build community trust, and reinforce the brand’s position as the go-to snack for busy individuals.

### **Rationale:**

The Cranked Energy Convenience Campaign is strategically designed to position Cranked Energy Bars as the go-to snack for busy individuals by directly addressing their need for fast and nutritious meal solutions. Our key publics often struggle to find healthy, convenient snacks that fit their hectic schedules. By demonstrating real-life scenarios where Cranked Energy Bars provide a seamless solution, we create an emotional and practical connection with our audience.

The campaign's reliance on short-form, visually engaging, and relatable content aligns with the social media habits of our target audiences. Social media platforms such as TikTok and Instagram are particularly effective for students and young professionals, who are drawn to quick, digestible content.

LinkedIn and Facebook will help us engage business professionals and parents, who may prefer content on different platforms. By utilizing social media as the primary communication channel, we ensure that the campaign reaches consumers where they already spend their time.

Our influencer partnerships will drive authenticity and credibility, particularly among younger audiences who rely on peer recommendations and social proof when making purchasing decisions. By encouraging user-generated content through social media partnerships and testimonials, we not only foster organic engagement but also build a sense of community around the brand, increasing brand loyalty and recognition.

Many existing protein and snack bars on the market prioritize either health or ease of access, but few successfully merge both attributes in a way that resonates with busy consumers. By emphasizing both quality ingredients and convenience through targeted digital storytelling, customer testimonials, and influencer collaborations, it ensures that Cranked Energy Bars become associated with nutritious, time-efficient snacking for people on the move.

The campaign also leverages Cranked Energy's existing strengths, such as its natural, whole ingredients, wide flavour variety, and strong local presence. Additionally, addressing consumer concerns, such as the perception that Cranked Energy Bars must always be refrigerated, by demonstrating real-life use cases where they can be consumed immediately after grabbing them from the fridge.

By integrating actionable engagement strategies with a robust digital communication plan, the Cranked Energy Convenience Campaign will effectively increase brand awareness, drive sales, and position Cranked Energy as an essential part of a busy, health-conscious lifestyle.

<b>Budget for the Cranked Energy Convenience Campaign</b>					
<b>Element</b>	<b>Hours</b>	<b>Hourly Rate</b>	<b>Fees</b>	<b>Incidental Expenses</b>	<b>Total</b>
Planning (e.g. project management, meetings, emails, sponsor outreach, influencer outreach, writing and design)					
Campaign planning meetings (4 meetings around 2 hrs)	8	\$75	\$600	\$0	
Ongoing check-ins, coordination (biweekly during campaign)	24	\$50	\$1,200	\$0	
Scriptwriting & storyboard	20	\$75	\$1,500	\$0	
Influencer outreach	10	\$35	\$350	\$0	
Logistics coordination	24	\$35	\$840	\$0	
Planning subtotal			\$4,490	\$0	<b>\$4,490</b>
Tactics (e.g. event, contest, booth, fundraiser)					
Filming short-form content (2 shoot days)	16	\$75	\$1,200	\$500	
Hashtag campaign prize (gift card)				\$100	
Giveaway bars (300 bars for sampling on campuses)				\$200	
Event subtotal			\$1,200	\$800	<b>\$2,000</b>
Communication (e.g. pitches, invitations, news releases, interviews, social media, website, posters, signage, brochures)					
Editing & post-production (videos)	16	\$75	\$1,200	\$0	
Google Analytics + website update	16	\$50	\$800	\$0	
Paid social boosts (TikTok, IG, FB ads)				\$500	
Graphic design (Website and socials)	20	\$50	\$1,000	\$0	
Communication subtotal			\$3,000	\$500	<b>\$3,500</b>
Evaluation					
Surveys (creation + distribution)	30	\$50	\$1,500	\$50	
Social media performance tracking	10	\$50	\$500		
Campaign metrics and analysis	10	\$50	\$500		
Evaluation subtotal			\$2,500	\$50	<b>\$2,550</b>
Grand Total					<b>\$12,540</b>

## Evaluating Success:

**Desired Outcome 1:** Increase Cranked Energy brand awareness among students, business professionals, and other individuals with busy lifestyles by 30% within three months of the campaign launch.

**Measurement:** We will conduct pre- and post-campaign surveys with a sample of 200 individuals from our target audiences. Participants will be asked to list energy or protein bars they're familiar with (unprompted). A 30% increase in unprompted recall of Cranked Energy Bars will signify success. We'll also use Google Analytics to monitor new users, time on site, and bounce rates.

An increase in website visits, especially from social media sources, will support awareness growth. Additionally, social media metrics such as impressions, reach, shares, and post saves will help gauge interest in campaign content like influencer videos and testimonials.

**Desired Outcome 2:** Generate a 20% increase in sales of Cranked Energy Bars within four months of the campaign launch.

**Measurement:** We will compare sales data from both online and retail partners before and after the campaign launch. A 20% rise in units sold will indicate the campaign's effectiveness in converting awareness into action.

**Desired Outcome 3:** Secure engagement from at least 20 micro-influencers and campus brand ambassadors who will promote Cranked Energy Bars.

**Measurement:** Each collaborator's performance will be measured using video views, likes, comments, shares, and follower engagement rate (targeting 5% or higher). Total reach and interactions will give us a clear picture of campaign influence.

**Desired Outcome 4:** Achieve a 25% increase in website traffic and engagement through video testimonials and user-generated content within the campaign period.

**Measurement:** Google Analytics will be used to compare website traffic, video views, and time spent on the testimonial pages before and after the campaign. A 25% increase will indicate success.

## Measuring Effectiveness of Action and Communication

### Social Media Content Effectiveness:

- **Output:** Creation and sharing of short-form videos, reels, and carousel posts tailored to each target audience.
- **Measurement:** Engagement metrics (views, likes, comments, shares) will be tracked using platform insights. Success will be determined by achieving an average engagement rate of 5% per post.

### Influencer Partnerships and Testimonials:

- **Output:** Collaboration with at least 20 micro-influencers, including campus brand ambassadors.
- **Measurement:** Each influencer's content will be assessed for engagement rates, and overall campaign reach will be determined by summing total views and interactions on influencer-generated posts.

### Website & Content Expansion:

- **Output:** Addition of influencer spotlights, testimonials, and customer reviews to the Cranked Energy website.
- **Measurement:** Website analytics will track increases in traffic to these sections, with success being a 25% increase in page visits and video engagement.

### Overall Communication Effectiveness

**Measurement:** A follow-up survey will be conducted at the end of the campaign to measure the overall success of The Cranked Energy Convenience Campaign. The survey will assess where respondents encountered campaign messaging (social media, influencer content, hashtag posts, etc.), providing insight into the most effective communication channels.

By implementing these measurement strategies, we will provide Cranked Energy with clear insights into the campaign's success, ensuring that the investment gives tangible, data-backed results.