

Integrated Brand Promotion Plan: Our Place

IBM 3072.04

Professor Bryant

23 November 2021

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Describe your product or service in its competitive market.

Our Place was founded in 2019 by Shiza Shahid in the hopes of creating a product line of cookware that would make home cooking simple while accommodating a variety of culinary traditions and styles. This Los Angeles-based brand carries a belief that “sharing a home-cooked meal is foundational to connection,” which customers have been able to achieve through the brand’s best-selling Always Pan (“Mission - Our Place.”). The Always Pan is an all-in-one cookware item that is “thoughtfully designed to be the perfect size and shape to do the work of eight pieces of traditional cookware,” specifically a frying pan, saute pan, steamer, skillet, saucier, saucepan, non-stick pan, spatula, and spoon rest (“Always Pan.”). The product comes in ten different colors for a price of \$145 with a total of 19,682 reviews averaging at 4.5 out of 5.0 stars. Some of the unique features of the Always Pan are its nesting Beachwood spatula with an integrated spoon rest, a modular lid to let off as well as lock in steam, a custom stainless steel steamer basket, and an exclusive non-toxic, nonstick ceramic coating.

The key product category that Our Place competes in is the cookware and food preparation equipment category. Since the company was founded, there has been an increase in direct-to-consumer cookware startups such as Caraway, Great Jones, Equal Parts, Material Kitchen, and Made In, most of which have reported a “pandemic-driven rise in sales” (Chittal, 2020). What all of these brands have in common are their ubiquitous ads popping up on Instagram targeting Millennial and Gen Z women along with their partnerships with micro and macro influencers who advertise the multifunctionality, high quality, and aesthetic design of the pans.

Cookware as a product category has always been fairly profitable and a vital piece in every home kitchen. In fact, the global cookware market size was valued at 11.84 billion USD in

2020 and is expected to grow to 20.15 billion USD by 2028. Of this market share, pots and pans make up 62.8% of that value and the interest in multi-purpose pans has also increased (James, 2021). Another factor that has been affecting this product sector is the growth of restaurants introducing new types of food which brings awareness to different cooking techniques and cookware. Over this past year, the largest factor that has led to substantial growth within the cookware product category is the COVID-19 pandemic that resulted in a dramatic increase in home cooking or consumers adjusting their eating habits. Given these two major factors, consumers have taken the opportunity to learn how to cook new types of food and thereby purchase various cookware products. The most recent trend that has been adopted by this new group of home cooks is “more color, adaptable pieces for smaller spaces, and pieces that meet [their] individual needs” (“Cookware Market Size,” 2021). Furthermore, a study done by the International Food Information Council stated that 85% of people started adjusting their eating habits and 60% claimed to cook more at home since the start of the pandemic (Poinski, 2020). With this recent increase in home cooking, the overall demand for cookware has only increased. The Always Pan is a great product for this new audience because it carries many features that allow for multipurpose and easy storage options while maintaining an aesthetically pleasing appearance, which coincides with the growing trends.

Identify your target audience.

The current target market for Our Place is women from ages 20 and 30. The women being targeted are those who live in highly populated cities such as Los Angeles and New York where living spaces are smaller. However, the new target audience that Our Place should cater their products to are males who range between the ages of 20 to 30 years. The reason behind this decision is that males are a growing market who are cooking at a higher rate than before. A 2016

article by The Washington Post stated, “A higher proportion of American men 43 percent are cooking these days” (Premack, 2016). Referring to the quote mentioned previously can be attributed to men trying out cooking based on the growing popularity of cooking shows or following recipes from cookbooks. With the COVID-19 pandemic that arose in 2020, it made cooking at home a necessity for those who frequently used to dine in at restaurants. More are looking to continue their routine of cooking meals at home according to a study done by Hunter which states, “People in the U.S. are continuing to cook more, with 71% saying they will continue to do so after pandemic ends” (Devenyns, 2021). Although this includes the population as a whole and not just males, it shows that more home cooking is conducted due to the pandemic. This is a great opportunity for Our Place to market their Always Pan and other cookware products to these people who are looking for cookware that can fulfill all their needs in one place rather than having to search for additional items elsewhere. Furthermore, in recent years, men are more inclined to adopt a minimalist lifestyle compared to women since more men today are living a stressful life(Becker, 2019). Where a minimalist lifestyle is definitely on the rise and more suited for a male, a pan that can replace eight pieces of traditional cookware fits the criteria of a minimalist lifestyle. Whilst replacing all these types of cookware, the Always Pan is the perfect cookware item to bring on camping trips or even for the military to use. Its simplicity and multipurpose features give them another reason to purchase the product as men are more likely to purchase based on facts and data (Zoovu, 2015). Another multipurpose product commonly purchased by males is the five in 1 shampoo, which correlates to the concept of the Always Pan.

Collect your competitors' advertising messages.

Towards the beginning of the pandemic, people were dining out less due to restaurant shutdowns and strict social distancing restrictions. Therefore, with the extra time spent at home, people had to dedicate their food budgets to groceries and any necessary cooking equipment. As a result, many startup cookware brands gained more recognition during the pandemic, such as Caraway. Caraway is a direct-to-consumer cookware brand founded in 2018 in New York City and has taken over social media platforms through sponsorships and partnerships with influencers. Caraway's mission is to create well-designed kitchenware that aims to make consumers' lives easier and healthier. As seen in their video advertisements, the brand emphasizes building good-looking quality pans that are safe to cook and easy to clean (Caraway Home, 2021). However, it might be daunting, especially for the Millennial generation who are not very skilled at cooking, to bring professional tools into the home. Caraway co-founder, Jordan Nathan, brought up during an interview with Morning Brew that they are "trying to target that younger audience, who aren't professional chefs and are just trying for something easy to cook off of" (Lesavage, 2019). Considering the habits of the young generation who frequently use the Internet, Caraway mainly conducts online marketing to increase brand awareness and reach its target audience. All of its social media ads align with the company's classy and stylish branding with muted color schemes, beautiful photography, and simple ad copy (Appendix Fig. 1). Having a standard ad style and layout in ads ensures brand consistency, which helps build awareness, create trust, and leave a lasting impression on their audience. As people start to recognize the design elements of the ads through their frequent use, they will become more aware and trusting of the brand over time, which may lead to an increase in sales.

Another top leading cookware brand is Le Creuset which is known for the quality and design of its products. In the YouTube ad from Le Creuset, it advertises their well-designed cookware by showing how their pots and pans are easy and durable to make food (“Le Creuset TV Advert”). A unique aspect of their marketing strategy is how they focus on brand loyalty because they want to ensure that their customers receive the best quality products and customer service. Le Creuset is known to have excellent customer service with their customer support team that is always there to help. This brand continuously reaches new audiences in the digital area by bringing brand awareness to lower-funnel consumers. Le Creuset has been able to build strong advertising through social media marketing to engage with its customers. They have over 700,000 followers on Instagram, which they capitalize on as a way to increase brand awareness. In addition, their main target audience includes women and men between 20 to 45. Since their main source of advertising is through social media, they can garner attention from younger generations because many of them frequently use Instagram, Facebook, and Twitter. Le Creuset continuously convinces its target audience that they have modern cookware that is durable, easy to clean, and of good quality. Overall, this brand's main goal is to build up its brand awareness and ensure its customers receive the highest quality products.

Describe and evaluate the competitors’ advertising messages

One of Our Place’s top competitors is Caraway and the advertisements we found are from YouTube and Instagram. The Caraway YouTube advertisement uses the testimonial execution approach and includes four testimonials from customers who appear to be in their mid-20s to early 30s. Since their target audience is Millennials, this advertisement is in line with that and the customer testimonials come from both men and women with various ethnic backgrounds. This is important in the current social climate and “testimonials can enhance company credibility.

Endorsers and famous individuals do not always have high levels of credibility, because consumers know they are being paid for their endorsements.” (Clow et al., 173). This advertisement also utilizes rational appeals by mentioning how easy the products are to clean, emphasizes the nonstick surface, and nontoxic coatings. In the Instagram advertisements (Appendix Fig. 1), the photos show some of the color options and how easily the products can be integrated into your home kitchen. All three examples put emphasis on how the cookware is nontoxic and nonstick in the captions, which uses the rational appeal. Another common theme in the Caraway advertisements is the muted color scheme against a white background. “The thing about muted colors is that subtlety is everything, it gives the design meaning ... Muted colors also allow designers to create depth within a page without breaking the rules of minimalist flat design.” (“Muted or Bold: Which Way Should Your Design Go?”). Caraway caters their advertisements to fit the minimalistic and simple image that many Millennials seek.

Another top competitor is Le Creuset who also has a broader target audience that includes people in their 40s. The YouTube advertisement uses a montage of cooking close-ups and sounds as well as a voiceover done by a man with a French accent. The montage includes a variety of different types of foods being cooked, which is an example of demonstration execution and the usage of “a soft French accent is ideal for making you feel as though the finer things in life are waiting just around the corner for you.” (Chris, 2021). The way that the video is produced can also be considered as using sexual suggestiveness as an appeal because it adds to the allure of cooking. Le Creuset is also a French brand so using a French accent in the narration adds validity to the brand’s French roots. At the end of the video, the narrator states Le Creuset’s slogan, “Le Creuset, a great recipe lasts forever,” which uses a generic message and attempts to link great recipes to Le Creuset’s Cookware. The other advertisements are two graphics that show off two

of the color options of their products: Palm and Nectar (Appendix Fig. 2). Another marketing tactic within the Le Creuset Nectar graphic is the detail that it is only available at Williams Sonoma. By making the Nectar shade available only at Williams Sonoma, “it creates an elite image that enhances name recognition for a product and extends a ‘quality, not quantity’ reputation” (Brunot, 2017). This exclusivity can also act as an appeal to scarcity because consumers are only able to purchase this line at Williams Sonoma which adds to the product’s perceived value. Altogether, Le Creuset’s advertisements put a lot of emphasis on their French roots and the art of cooking creating a refined and sophisticated brand image.

Develop your own positioning strategy

From shifting our target market from women between the ages of 20 to 30 to men between the ages of 20 to 30, we believe that focusing on our product attributes is the best course of action and there are a couple of reasons why. We believe what makes Our Place different and unique from competitors is the fact they can replace eight traditional cooking pans. Product Attributes is any product trait that sets a brand apart from other brands, so in turn what sets Our Place apart from other brands is its multi-functional system. Not only it replaces eight pieces of cookware but some other attributes are its patent-pending multi-functional system, no PFOAS or PTFE, and their version of a high-performance non-stick pan is unique and exclusive only to their brand. After doing research, we discovered that Our Place is the only company that manufactures and markets an eight in one pan. Being an eight-in-one pan it offers multiple benefits especially to men whose psychographic are Thinkers. Some of the benefits that it does offer again are their space management and how simple they are to use. While Thinkers look for durability, functionality, and value, men who are campers, adventures, and who are minimalist are the ones to have the most amount of value from it. They are to benefit the best from the

products that Our Place offers. That is the reason why we believe that ad marketing on platforms such as YouTube and Instagram is the best choice to reach a majority of our target market.

Our reasoning on why we believe that targeting on staple platforms like Instagram and YouTube will have the biggest amount of success is that they will capture the biggest audience, especially on our target market. Furthermore, Instagram has more than 16 million active users that fit in our target market (Dean, 2021). Comparing marketing strategies to their biggest competitor, Caraway, if Our Place were to develop a similar strategy as far as presenting their product on Instagram, they are guaranteed increased consumer capture and revenue. Taking this similar approach and applying it to different platforms and other consumer capture tools will lead to the same outcome but on a much larger scale. One area that stands out to us that could help with generating more focus is men's magazines such as Men's Health and GQ.

Develop a message strategy to support your positioning

The three message strategies that would be appropriate for Our Place would be cognitive, affective, and conative messaging. Cognitive messaging is the “explicit, testable claim of uniqueness or superiority that can be supported or substantiated in some manner” and the Always Pan by Our Place is a unique and one-of-a-kind product in the cookware industry because of its ability to replace multiple pans, is offered in a variety of colors, and saves storage space (Clow et al., 177). Affective messaging is when a brand connects with “consumer's experiences to develop stronger ties between the product and the consumer is affective resonance advertising,” which would be a strong messaging strategy to use when expressing the connections that food can create with family and friends. As for conative messaging, this would be another helpful message strategy to “encourage consumers to access a website,” which is the channel in which Our Place customers can make their purchase of the Always Pan.

Appealing to consumers is another crucial aspect of a brand's message strategy. For Our Place, in particular, integrating a rational, emotional, and musical appeal are three that can help amplify their messaging in a saturated market. A rational appeal would be useful because the features of the Always Pan are practical and intuitive. The product makes cooking a more seamless and enjoyable experience with the non-stick coating, integrated spatula rest, and modular lid to release and trap steam. The emotional appeal would be helpful when selling the Always Pan so that it can capture the attention of the target market and create a lasting impression that will help consumers remember and come back to the brand. Additionally, given that the established target audience includes consumers between the ages of 20 to 30, implementing a musical appeal in the message strategy could assist in connecting the emotions elicited through the emotional appeal. Using a familiar song that aligns with Our Place's personality would be a good strategy because a study has found that Millennials are the largest audio generation "demonstrating that consumer interest in audio is now at an all-time high with listeners enjoying more audio content across a vast array of platforms" (Bloomberg, 2019).

The executional approach is a part of the message strategy that represents the "manner in which an ad appeal will be presented" and through this approach, the slice-of-life, storytelling, and demonstrative executions are the frameworks to be implemented with the message strategy of Our Place. The slice-of-life is a unique framework because it allows brands to "provide solutions to the everyday problems consumers or businesses face" (Clow et al., 192). With a product like the Always Pan, the solution it provides for home cooks is reducing clutter and increasing storage space. The storytelling framework is another approach that would appeal to the target consumers of Our Place. It allows viewers to draw their conclusions about the product and ideally establish an attachment to it. As seen in Figure 4, the billboard advertisement depicts

families gathered around the dining table who seem to be enjoying a meal and each other's company. Although the Always Pan is not physically featured in the advertisement, the meaning and story behind it is something everyday consumers can connect to. Lastly, the demonstrative execution framework would help Our Place communicate the benefits of the Always Pan and how it works because it is a newer product in the market. By conducting a demonstration of how to effectively use the Always Pan, it can also help consumers visualize using the pan themselves in their kitchens.

The best combination of that will most likely attract our new audience of men between the ages of 20 to 30 would be the cognitive message strategy, specifically the unique selling proposition, rational appeal, and the slice-of-life execution framework. This combination is ideal because men tend to be more direct, efficient, and want to quickly overcome problems they encounter (Johnson, 2021). Through the unique selling proposition that falls under the cognitive message strategy, Our Place can claim to be unique and superior to other brands, which would help attract male consumers because they “tend to focus on product performance” (Clow et al., 114). Furthermore, the slice-of-life execution would be a convincing way to get men to buy the Always Pan because they won't have to deal with buying multiple pans. If it only takes one thing to get the job done, men will likely be receptive to investing in the product.

Produce 3 original examples of executions (e.g., print ads and commercials) in line with your message strategy

For our first ad (Figure 4), we designed a billboard advertisement to make an emotional connection with our audience through that “slice-of-life” execution. With that being said, we added tender family moments in the kitchen or at the dining table seeing everyone's happy faces, and right over the images are the words “America is Our Place.” We included the brand name

within this statement and stand for meaningful moments like these in hopes that those who see these billboards will associate our brand with the warm and familiar feeling of being home. Following up with our second ad execution (Figure 5), we took the Instagram sponsored post route. Social media marketing is the cheapest yet highly effective way to market to a variety of audiences, which will also aid in the message we put out on billboards. Instagram posts allow you to connect more with your followers through the comment section and even provide them with more details about the product in the captions. In our second Instagram ad example, it gives off that “slice-of-life” execution, but it also focuses more on our features and what makes us stand out from other brands. The last ad execution (see Figure 6) is an integrated ad on a cooking YouTube channel. This reaches out to customers who take on the same interests as the video they are watching or have watched. Though we do not get that same connection with the Instagram post, we can still capture that consumer's attention with our latest deals on the product and direct link to our website.

Develop a media plan to support your advertising strategy

The media plan that will allow for Our Place products to reach male audiences is to go towards male-driven programming. This is because males are more likely to watch shows or videos that are made by males who are cooking. The traditional promotions that will be chosen to promote the Always Pan will be cable television, magazines, and billboards. The nontraditional promotions that will be used are the social media platforms of YouTube and Instagram. We will use product placement of our products on YouTube as a form of alternative marketing. Using these media vehicles will allow the Always Pan to reach all males no matter their way of viewing advertisements.

The first media vehicle that will be chosen is cable programming through the Food Network channel. The shows we have selected are the following: *Well Done with Sebastian Maniscalco*, *Beat Bobby Flay*, and *Chopped*. We will also be adding to the mix of two shows hosted by Guy Fieri: *Diners, Drive-Ins and Dives*, and *Guy's Grocery Games*. These programs are one of our main targets as it involves male hosts and brings in people who are interested in food and cooking. The male audience of these shows presents an opportunity for Our Place to promote the Always Pan as the audience will be looking for products to cook the food featured on the shows. In terms of the frequency of ads, they will be presented every week during the specific times the shows are aired on the Food Network Channel.

YouTube is a growing platform where people are allowed to show their cooking skills by making videos on how to make different foods. What we can do to reach our audience is by promoting our products on every cooking video. This allows us to reach those who are interested in cooking and looking for tips on what kind of cookware they should use. We can set our ads to specifically target people who fit the demographics we are marketing to allow our targeted consumers to connect with the messages they are showing. Additionally, placing the ads displayed in the appendix on Instagram can assist in targeting our new intended male audience. We would make our ads appear for males whose age range is 20 to 30 and are interested in food and cooking. The frequency for these ads will be three times a day every day for four weeks.

The next media vehicle which can allow us to reach our new target audience will be the following magazines: *Men's Health*, *Men's Journal*, and *GQ*. Each magazine is targeted towards males and includes subscribers who fall within the intended age range. For *Men's Health*, they have a total audience of 10,759,000, and 30% fall within the range of 18 to 34 years, *Men's Journal* has a total audience count of 3,070,000, and 34% of that audience is also within the 18 to

34-year range, GQ has a total audience of 5,138,000 and of that audience, 41% is within the 18 to 34-year range (Men's Health Media Kit, 2021). These three magazines have sections in which they talk about nutrition in which advertisements can be placed. This can give the consumers who get this service a product they can cook what they see in the magazine. For frequency in each magazine, it would depend on the number of issues for Men's Health is ten issues, GQ is eleven issues, and Men's Journal is six issues. Our ads will appear in the sections of the magazine that are related to food or nutrition.

Another marketing selection we will have is the use of traditional advertising by billboards. Billboards are typically placed in high-traffic areas such as roads, highways, trains, and subways to attract the highest amount of attention from drivers and pedestrians. Although many may assume billboards are ineffective in today's climate, it is far from true. In fact, billboards have a return on investment (ROI) of 497% and are expected to grow 10% annually throughout 2021 (Lew, 2020). As automobiles are the most common transportation in the United States, billboard advertising was found to be effective on drivers. According to the U.S. Department of Transportation Federal Highway Administration (FHWA), the average driver drives around 13,500 miles per year. Within that, men tend to drive more miles than women, averaging around 6,000 more miles per year. Moreover, the age groups that best encompass typical working ages tend to drive the most (Megna, 2021). Therefore, billboard advertising is a good alternative to target specifically working men.

For product placement, we will have our products on YouTube on selected channels. Instead of the ad playing in between the video, we would have the creators using the product in a couple of their videos. We have selected creators on YouTube who has a large number of subscribers on their channel: Sam the Cooking Guy with 3.13 million subscribers, Pro Home

Cooks with 2.85 million subscribers, and Jamie Oliver with 5.59 million subscribers. These creators in their respective videos will use the Always Pan to cook a meal and demonstrate the various features of the pan. The frequency these videos will be created using the pan will be four times each month for each channel selected.

Advertising Budget Program

For our advertising budget, we have found the amounts that would be needed for the Our Place campaign to reach our new target audience. When reaching an audience on YouTube, WebFX states, “On average, businesses’ YouTube ad costs are \$0.10 to 0.30 per view or action, within an average \$10 daily budget” (WebFX). After understanding how advertising works on YouTube, we want Our Place ads to reach more of an audience so our daily budget would be \$30. After having it run for a whole year, the cost comes out to \$11,160.

The next platform is Instagram advertisements where the advertisements allow you a certain amount of clicks based on what the bid is. Based on the data provided on WebFX, it states, “If you only have a budget of \$500 and your bid amount is \$2 per click, you can only get 250 clicks on your ad” (WebFX). The budget allocated monthly for Instagram is \$20,000 and after the entire campaign, the total amount is \$240,000.

The next media are magazines for Men’s Journal, Men’s Health, and GQ to whom we would include an Our Place advertisement for each issue. The costs for a full page of an advertisement on each magazine are the following: Men’s Journal cost per page is \$210,830 per issue, Men’s Health cost per page is 238,905 per issue, GQ cost per page is \$183,303 per issue. The total budget for all three magazines which includes 6 issues for Men’s Journal, ten issues for Men’s Health, and eleven issues for GQ magazine is \$5,670,363. When promoting Our Place products on exclusive YouTube channels of Sam The Cooking Guy, Pro Home Cooks, and Jamie

Oliver the best manner is that each does four sponsored videos for four different months. The article “How much does influencer marketing cost?” states, “on average brands pay around \$2,000 per 100,000 followers” (Henderson, 2017). The total budget while taking into account the number of subscribers per channel for Sam The Cooking Guy is \$1,001,600, Pro Home Cooks is \$912,000, and Jamie Oliver is \$1,788,800.

For Food Network, we want our advertisements to be marketed based on the shows mentioned in the previous section, which would amount to our advertisements coming on ten times a week. The article “Cost of Marketing II: Advertising on cable TV,” states “prime time spots on network television that may cost \$2,000 to \$3,000 per spot usually cost around \$175 on cable. Using that cost per spot the total cost for 12 months for Food Network is \$84,000. For a billboard in New York City, the price is based on “costs between \$1.1 million and \$4 million a year...” (Edwards, 2012). Our total cost for this billboard in New York City will be \$4 million for a year of promotion. Data from “The Complete Guide to Billboards in Los Angeles,” states, “In Los Angeles, average billboard pricing generally ranges from \$2,000 to \$15,000 per month...” (Queiroz, 2020). Our total cost for two billboards in Los Angeles will come out to \$360,000 for the entire year. The total budget for the entire promotion across all different media vehicles mentioned previously is \$14,067,923.

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Appendices

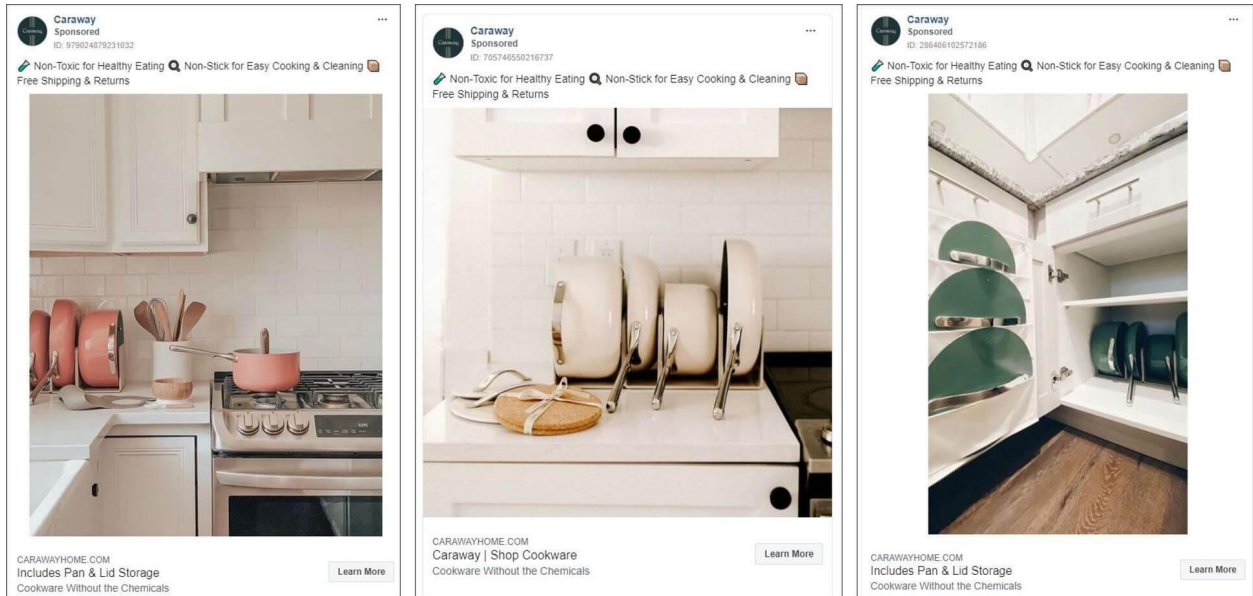


Figure 1. A picture showing the similarity and consistent design elements of Caraway Home cookware's internet ads on Facebook.



Figure 2. Pictures of Le Creuset ads that show competition with a similar design.

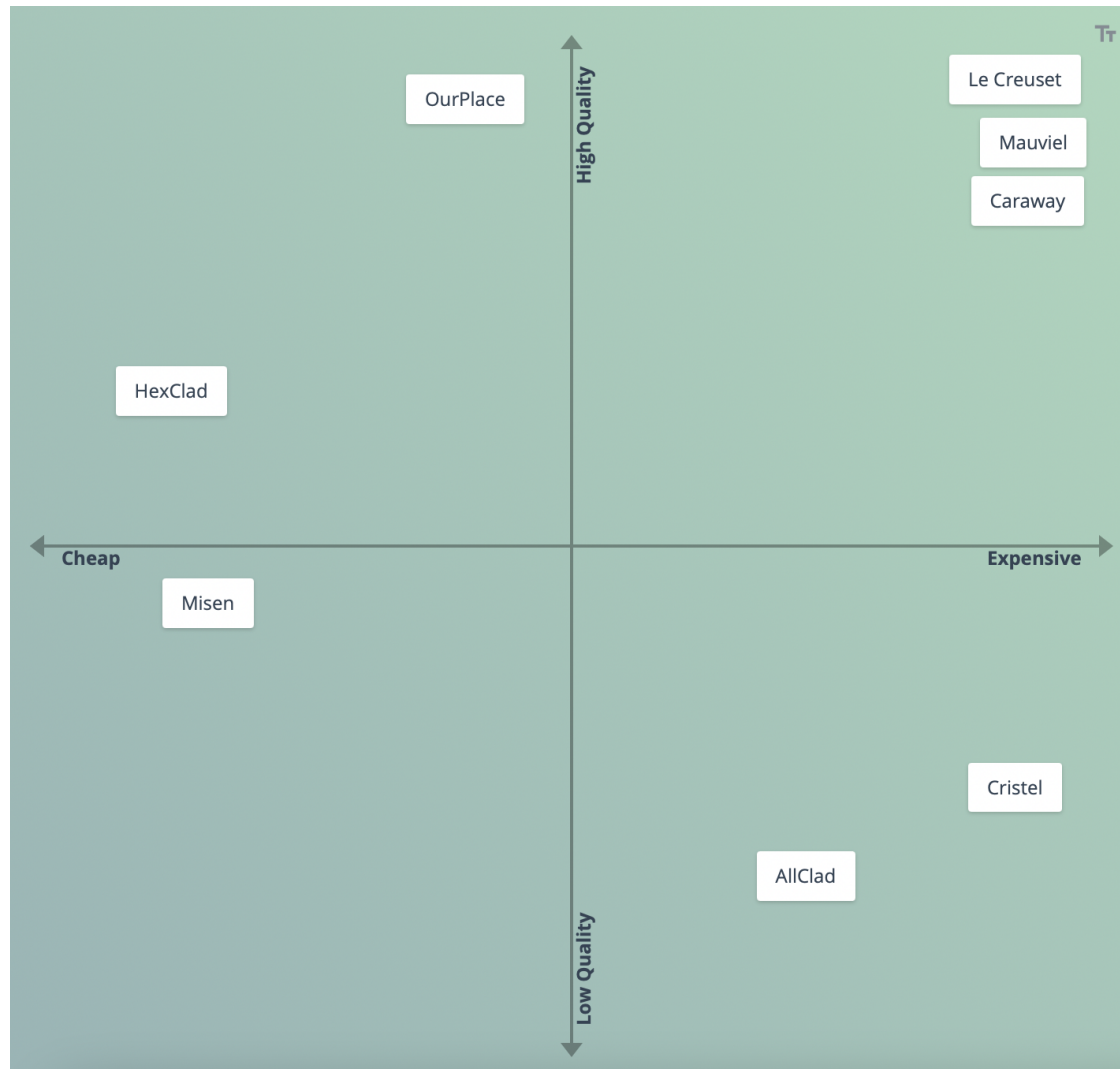


Figure 3. Perceptual map of Our Place and its competitors.



Figure 4. Multiple billboard ads that align with the “America is Our Place” campaign.



Figure 5. Instagram ad campaigns that encompass goal marketing strategies.

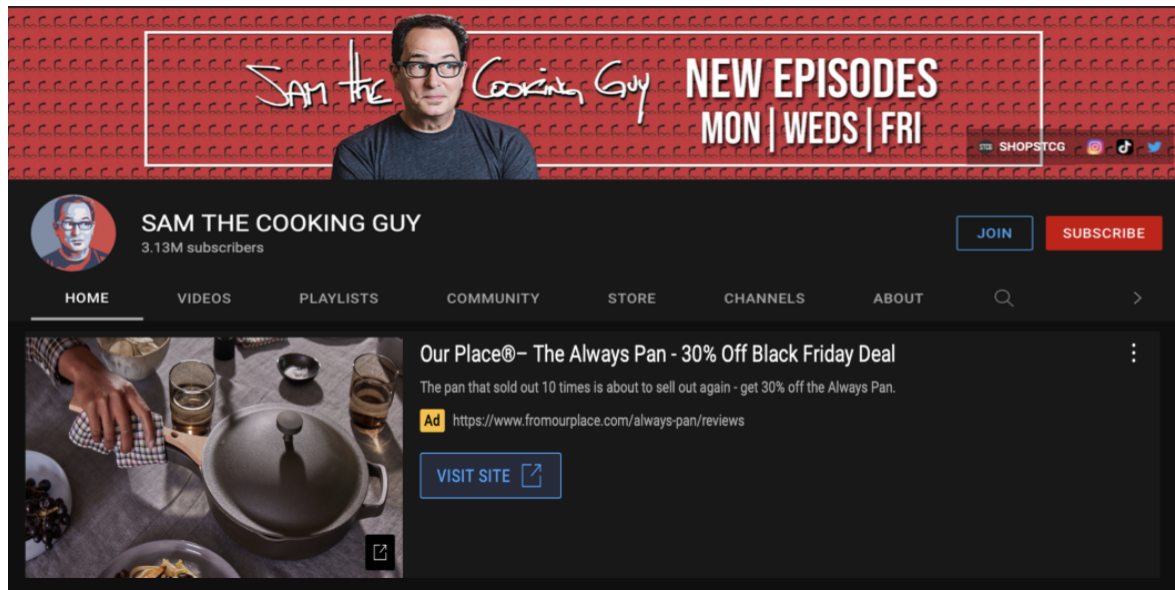


Figure 6. YouTube collaboration campaign that aligns with the media plan.

Youtube Ads	\$11,160
Instagram Ads	\$240,000
Men's Journal Magazine	\$1,264,980
Men's Health Magazine	\$2,389,050
GQ Magazine	\$2,016,333
Times Square Billboard	\$4,000,000
Los Angeles Billboards	\$360,000
Youtube Exclusive Channel	
<i>Sam The Cooking Guy</i>	\$1,001,600
<i>Pro Home Cooks</i>	\$912,000
<i>Jamie Oliver</i>	\$1,788,800
Food Network	\$84,000
Total Advertising Budget	\$14,067,923

Figure 7. Budget allocation for Our Place advertising.

Our Place	December	January	February	March	April	May	June	July	August	September	October	November
Weeks	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234
Television												
Food Network												
Magazines												
Men's Health												
GQ												
Men's Journal												
Youtube												
Sam The Cooking Guy												
Pro Home Cooks												
Jamie Oliver												
Youtube Regular Ads												
Instagram												
Billboards												
New York												
Los Angeles												

Figure 8. A media schedule for Our Place.