



That Pickle Guy Strategic Message Planner

Courtney Kurhayez

Advertising Goal

The primary goal is to expand That Pickle Guy's reach across the country to consumers looking for healthy food. This is achieved by constructing messaging that clearly explains the taste of the product and the health benefits (i.e., sugar free, vegan, etc.) while still emphasizing the Chicago taste people love. The primary goal is to increase the percentage of online sales by 15%, and the secondary goal is to increase the SEO for those searching for healthy pickle products by 10%.

Brand Image

- Current brand image: The target audience believes that That Pickle Guy has a quality product, but that it may be outdated and not appealing to a younger audience, such as consumers in their twenties or thirties.
- Desired brand image: That Pickle Guy is a family-oriented business focused on providing healthy pickles to consumers that are safe for vegans, vegetarians, and those on certain diets to eat.

Challenges

- Brand image challenge: The challenge is to increase the reach and desirability to consumers looking for fresh, vegan, vegetarian, and healthy pickle options (i.e., no sugar, etc.).
- The challenge is to increase That Pickle Guy's reach to an audience that is very conscious about what they put into their bodies.
- While easy to navigate, the website aesthetic is outdated and the copy is clunky at times
- Website logo is pixelated
- No clear link to social media accounts
- Website contains typos
- Social media is not updated regularly/consistently
- Use of all caps can turn off customers
- Not easy to find information on international shipping

Purpose of Product

The purpose of the product is to provide customers with a fresh and healthy jar of pickles perfect for any occasion.

Target Audience: Demographics and Psychographics

There are a few target audiences for this campaign:

- Health-conscious individuals
- Consumers searching for gluten-free products with no trans fat or sugar
- Consumers searching for vegan products and/or vegetarian products

Primary Target Audience: Health-conscious individuals looking for a great-tasting product that is gluten-free, and able to be consumed by vegans and/or vegetarians

The overall main target audience focuses on consumers who are health-conscious and are concerned about the quality of the products that they are buying. These consumers take responsibility for their own health, and therefore seek out products that they know they can trust, and that are good for them. Millennials, those between 25-34 years of age, have been found to be the most health-conscious individuals. However, Generation Z, especially those that are currently 18 years of age and up, are also part of the health-conscious group. These consumers do not want to see sensational claims, but rather receive their information from influencers, blogs, and other trusted sources of information.

Product: Key Features

- Fresh, all-natural products that are gluten-free, vegan, and vegetarian

Product Benefits

- Products are all-natural, Kosher, Gluten-Free, Vegan, Vegetarian, and contain no MSG or Trans Fat or sugar
- Shipping price is determined by amount of money spent on the products, not weight
- Great taste
- Variety of options
- Freshly made

Direct Competitors

- Other pickle brands that are sold at the same locations that his product is shelved at, or those available online. Examples include:
 - Claussen pickles
 - Vlasic pickles
 - YeeHaw Pickle Co.

Strategic Message: The Promise (Overall)

- That Pickle Guy is committed to providing the freshest and healthiest products for customers, regardless of location or quantity of product.

Strategic Message: The Promise (Campaign)

- That Pickle Guy guarantees a healthy product safe for vegans, vegetarians, and other health-conscious individuals, while giving everyone the opportunity to enjoy its great taste.

Supporting Evidence: The Proof

- Selected as a “one of the Top 10 Best Local Products” in 2007
- Products appeared on Season 4 of Top Chef and was endorsed by Celebrity chef Andrew Zimmern
- Sold in stores (Whole Foods, Costco, etc.) across the country

Client: Key Facts

- That Pickle Guy is a locally owned business based out of Lisle, IL
- Products are developed from old family recipes - strong emphasis on family
- Founded by Greg Frederick
- Products are sold online, at farmer’s markets, and at Whole Foods stores in the Midwest region since 2008 (2005 for Illinois locations)
- Products are vegetable blends, such as: New Orleans Style Olive Muffalata, Chicago Style Giardiniera, and more
- Products are all-natural, Kosher, Gluten-Free, Vegan, Vegetarian, and contain no MSG or Trans Fat or sugar

Media List #1

Name/Blog	Type of Blog	Contact Info	Extra Details
Caitlin @ From My Bowl	Recipe blog for vegan food; includes website, Instagram, and YouTube	frommybowl@gmail.com	Makes wholesome, easy-to-follow, and budget-friendly vegan recipes that are mostly gluten, oil, and refined sugar-free; 751k subscribers on YouTube; lives outside of Portland, OR
Amanda and Aaron @ Pickles & Honey	Take recipes and simplify them to the essentials, always with a plant-based twist. Nearly all recipes are vegan (a few include raw, organic honey) and many are also gluten-free.	https://picklesnhoney.com/services/	Can do sponsored social media promotion or recipe promotion; Located in Boston; *do not do product reviews or promotion in exchange for free product or exposure; Sponsored Recipe Posts; Sponsored Social Media Promotion
Ania @ lazy cat kitchen	Vegan recipes	https://www.lazycatkitchen.com/contact/	Lives in Bristol, UK; has done recipes including pickles before
Lauren Toyota @ Hot for Food	Vegan recipes	info@hotforfoodblog.com	Doesn't do advertising for free product; Has done recipes including pickles before
Rebecca @ Strength and Sunshine	Gluten-free and allergy free recipes	press(at)strengthhandsunshine(dot)com	Located in Jersey
Mohini Patel (Contributor) @ VegOut	Vegans passionate about the plant-based food and lifestyle scene	submissions@vegoutmag.com	Focuses on various cities, including Chicago; needs a press release

Pitch #1

Email Subject Line: That Pickle Guy Partnership Opportunity

Hi <insert name here>,

We read your post on a great vegan dish for <insert recipe specific to their site>, and see that you share the value of providing others with healthy and tasty vegan dishes. That Pickle Guy has created pickle products that are vegan, vegetarian, and are gluten-free -- among a variety of other healthy advantages.

The products are available online, as well as at Whole Foods and Costco. They also appeared on season four of Top Chef, and were endorsed by celebrity chef Andrew Zimmern. We would love to provide you with a free jar to use in a vegan recipe, as well as provide you with an affiliate link for your audience to use.

Would you like to talk more about partnering with us to help bring your audiences a new, healthy side that will be a great addition to their favorite dishes?

Please let me know, thanks.

Courtney Kurhayez
PR Specialist
ckurhayez@thatpickleguy.com
thatpickleguy.com

Instagram Post for Affiliates

Slide 1



Slide 2



Order at thatpickleguy.com/vegout

MAKE YOUR OWN PICKLE SALAD

- 1.5 lbs baby potatoes red kind, quartered & skin on
- ½ cup fresh dill finely chopped
- 2 stalks green onion finely chopped
- ¼ red onion diced
- ½ cup That Pickle Guy original crunch pickles finely chopped
- 1 tsp dill pickle juice
- 2 tbsp lemon juice
- 2 tsp apple cider vinegar
- 1 tsp Dijon mustard
- ¼ tsp garlic powder
- ¼ tsp paprika
- 1 tsp salt
- Pepper to taste
- ½ cup vegan mayo



If you're looking for the perfect pickle to use to make your own pickle salad...look no further! Use my affiliate link (thatpickleguy.com/vegout) to purchase your own jar of original crunch pickles, and follow along with the recipe! #vegan #vegout #glutenfreesalad @thatpickleguy_

Media List #2

Name	Publication	Beat/Extra Info	Contact
Aaron Gettinger	Hyde Park Herald	Wrote about how the Hyde Park farmers market will return this summer	a.gettinger@hpherald.com
Lisa Farver	Patch	Wrote on the Downers Grove farmers market	lisa.farver@patch.com
<u>Erin Hegarty</u>	Naperville Sun - Chicago Tribune	Wrote on the Naperville farmers market	ehegarty@tribpub.com
<u>Chuck Fieldman</u> and <u>Kimberly Fornek</u>	LaGrange Doings - Chicago Tribune	Wrote on how farmers market vendors are handling the pandemic in 2020; previously have written articles mentioning the Western Springs market	cfieldman@pioneerlocal.com

Pitch #2

Email Subject Line: Local Pickle Business Returns to Farmers Markets

Hi <insert name here>,

Finding vegan and gluten-free food products was a challenge in 2020, which was further amplified by the cancellation of many farmers markets. This summer, they are making a comeback. Local favorite That Pickle Guy will be returning to the <insert town here> market starting on <insert date.>

Details on the fresh-packed pickles can be found here:
<https://thatpickleguy.com/pickle-guy-fresh-packed-pickles/>

Would you like me to connect you with Greg Frederick, founder of That Pickle Guy, to discuss what it's like being able to return to the market this year?

Please let me know, thanks.

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Instagram Post for Newspapers



The farmers market is back! A fan favorite, That Pickle Guy, will be at Hyde Park every Thursday from 7 a.m. to 1 p.m. to provide you with a variety of your favorite vegan, gluten-free pickles! #shoplocal #farmersmarket #freshfood