



Interactive Plan: **a peel** Smoothie Bar  
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## Executive Summary

TMAC Agency has been hired by a retail developer to come up with an innovative retail concept for one of its commercial properties. The retail space incorporates a 2,000 square foot retail space in Upper Oakville Shopping Centre. The developer is looking for a creative idea that will supply a demand currently unmet. TMAC Agency has taken into account the concerns of the developer and has assembled this proposal, which will provide a concise analysis to illustrate why **a peel** is the perfect concept as a new and refreshing retail store. (Molasy & Ranieri, 2014, pg.1)

When analyzing the industry market situation, it is determined that the health and wellness trend is becoming one of the key growth areas and marketing strategies implemented within the food industry. In addition, the health and wellness trend shows moderate growth in sales. This emerging trend has provided food manufactures with a chance to differentiate from the competition by developing innovative ideas.

Additionally, it is determined that Canadian consumers are willing to pay more for products that are organic and also for products that are marketed on a broader environmentally-friendly platform (Molasy & Ranieri, 2014, pg.1)

Following the analysis of the industry, the Agency defines the target market for **a peel**. It is determined, through Print Measurement Bureau reports, that the demographic and psychographic traits for fruit drinkers are adults, age 25 – 49 years, with a household income of \$50,000+ and are the principle grocery shopper. They are married with children and are a secondary/high school graduate with English as the main spoken language. They enjoy keeping fit and tend to buy food based on quality, not the price. Their overall health depends on eating well and they always informed about any new products or services. It is also identified that social factors, which may influence purchase decisions, are associated with Internet usage, as well as exposure to television. (Molasy & Ranieri, 2014, pg.1)

Following the defined target market, the Agency discusses competition in the market. The competition has been divided into two categories: primary and secondary. The primary competitors for **a peel**, which are located within the Oakville area, are Booster Juice, Liquid Nutrition, and Jugo Juice. The secondary competitors for **a peel**, which are located in Oakville as well as within the Upper Oakville Shopping Centre, are Tim Hortons, Timothy's, and Starbucks. The Agency suggests **a peel** analyze its competitors' strengths and weaknesses in order to gain insight and to develop a competitive advantage over the competition. It is suggested that the brand position itself as a healthy, socially active, on-the-go, simple lifestyle that's fun and quirky. In addition, **a peel**'s key benefits are that it can be part of a healthy diet, offering healthier and specialty-diet specific options for those individuals always on-the-go. (Molasy & Ranieri, 2014, pg.1)

Following competition is a discussion of the retail image and mix. TMAC recommends a logo that incorporates an orange peel in the shape of an orange, invoking the fresh and zesty taste of the fruit. The warm, yellow background is meant to invoke the sun and its brightness, and the happiness one feels when in its presence. The brand slogan is "...to your senses". TMAC observed and discussed with several locals at Upper Oakville Shopping

Centre and gain insight into the proposal of a retailer who specializes in smoothies – the majority of individuals favoured the idea and also made suggestions. With consumer knowledge in mind, TMAC recommends the retail concept to be a smoothie café and juice bar, which would also include a product mix of sandwiches, wraps, bagels, salads, fruit and vegetable cups, and yogurt with fruit. Beverage orders will cater to the customer's tastes with the option to include an assortment of fruit and vegetables that consider dietary needs to address any personal health matters. (Molasy & Ranieri, 2014, pg.1)

## Retail Image

### i. The Brand

**Store Name: a peel**

#### **Logo**

Below are three logo alternatives for a peel. The Agency recommends the first logo a). It incorporates an orange peel in the shape of an orange, invoking the fresh and zesty taste of the fruit. The warm, yellow background is meant to invoke the sun and the brightness its light has. The text selected for the brand name is Chalkduster. The chosen text is meant to invoke a local market feel, similar to the chalk boards used to promote daily specials to individuals attending a market or café. The text suggested to be used for brand content is Century Gothic. The text selected is meant to invoke a very clean, simple philosophy that reflects the brand's vision to provide its customers with only the most purest and organic of fruits and vegetables. (Molasy & Ranieri, 2014, pg. 23)







c)

Source: (Molasy & Ranieri, 2014, pg. 23)

### Positioning Strategy

Lifestyle; **a peel** is for all individuals who believe that healthy is not boring. Healthy means enjoying the simple things and adding a bit of zest to keep life fresh and fun. **a peel** is more than just the happiness of self, but of the wellness of the community. **a peel** is about living a life free of any dietary restrictions; it is about finding beverage or food options that are friendly to your health, offering specialty menu items that are personalized according to your tastes and dietary needs, such as dairy-, gluten- and nut-free. (Molasy & Ranieri, 2014, pg. 24)

**Brand Slogan:** “.... to your senses”

**Campaign Slogan Suggestions:** “Smile from peel to peel” + “Keep Calm. Peel On.”

### Rationale

**a peel** is a brand that appeals to both the young and young at heart; male, female; family or single. Fresh, healthy, happy and delicious, **a peel** is simple and naturally sweet with a retail image that is equally appealing to your senses. (Molasy & Ranieri, 2014, pg. 24)

### Strengths

**a peel** offers customers a product mix that is currently in demand; however, not supplied. The Agency observed and discussed with several locals at the retail location and discovered insight into the proposed juice bar and smoothie café. (Personal Observation, September 18, 2014) There is no direct or similar competition within the centre; however, there is a juice bar within the fitness facility, yet, it is limited to the members of the gym. **a peel** is an on-the-go, convenience alternative for healthier lifestyle options. Orders are customizable to the customer’s tastes, offering an assortment of fruit and vegetables and dietary substitutions to

address any health concerns, such as dairy-, gluten- and nut-free allergies. (Molasy & Ranieri, 2014, pg. 24)

## **ii. Unique Selling Proposition & Competitive Advantage**

### **USP**

The brand offers fresh, made to order beverage options for those seeking a healthy, active lifestyle. Produce and dairy used for beverages are sourced from a local wholesaler, like *Fresh Start Foods*, and are organic. (Fresh Start Foods, Organic Produce, 2014) Baked goods used for the brand's food mix are sourced from a local wholesaler, like *Organic Oven*, offering gluten-free, wheat-free and sesame-free options that are non-GMO. (Organic Oven, Our Products, 2014) (Molasy & Ranieri, 2014, pg. 24)

**Attributes:** Active, Fun, Happy, Cheerful, Social, and Knowledgeable.

### **Key Benefits**

**a peel** may be used as part of a healthy diet; offering a healthier options to on-the-go, convenience products within the plaza. **a peel** is great for a morning pick-me up, lunch for students and seniors, after work for adults who need a snack to tie them over until dinner and is accessible to shopping center employees prior to, during, or after working hours. (Molasy & Ranieri, 2014, pg. 25)

## **iii. Potential Weaknesses of Brand**

One of the potential weaknesses of the brand is the inability to address seasonal highs and lows. The brand must carefully monitor purchasing behaviour and plan accordingly to meet demand. (Molasy & Ranieri, 2014, pg. 25)

A second potential weakness of the brand is distribution. Considering that the brand has delivery of fresh produce every day, a delay in delivery must be considered. It is suggested that a peel consider a storage area to stock additional product in case of any external incidents uncontrollable by the brand. (Molasy & Ranieri, 2014, pg. 25)

## **iv. Implications**

The Agency recommends the brand to focus on buyer behaviour in order to address any seasonal lows and highs prior to its onset. If the buying behavior is not considered, seasonal lows may result in significant loss. (Molasy & Ranieri, 2014, pg. 26)

If the brand cannot appeal to new customers and **a peel** receives a negative response from its market penetration, it may result in an unsuccessful launch of the brand. (Molasy & Ranieri, 2014, pg. 26)

## Advertising Objectives

1. To increase awareness for the store opening of **a peel** from 0% - 40% among individuals age 25 - 49 years old, with a HHI of \$50,000+, married with children, which reside within 10km of the store by opening date on January 1, 2015. (Molasy & Ranieri, 2014, pg. 34)
2. To increase knowledge and understanding of products offered by **a peel** from 0% - 40% among individuals age 25 - 49 years old, with an HHI of \$50,000+, married with children within 6 months. (Molasy & Ranieri, 2014, pg. 34)
3. To encourage trial and repeat purchase of **a peel** products from 0% - 40% among individuals age 25 - 49 years old, with an HHI of \$50,000+, married with children within 3 months. (Molasy & Ranieri, 2014, pg. 34)
4. To increase brand preference of **a peel** from 0% - 40% among individuals age 25 - 49 years old, with an HHI of \$50,000+, married with children within a year. (Molasy & Ranieri, 2014, pg. 34)

## Promotional Objectives

1. To increase awareness of the brand with an invitation to **a peel**'s grand opening event. Included will be a description of what the brand entails. The message will include strengths of the retail initiative. For example: **a peel** is fresh and made to order. Personalize your beverage of choice with a selection of organic and locally grown fruits and vegetables. **A peel** offers a variety of dairy-free options too, such as soy, lactose-free, and almond milk. Hungry and on the go? Try one of **a peel**'s handmade sandwiches with fresh, gluten-free bread or enjoy one of our organic fruit cups. All foodie delights are made fresh and prepared daily. Incentive: Receive 50% off your purchase in-store via the mobile app. (Molasy & Ranieri, 2014, pg. 35)
2. To increase knowledge and understand of **a peel**'s grand opening event with a description of what the brand entails. The message will include strengths of the retail initiative. For example: **a peel** is fresh and made to order. Personalize your beverage of choice with a selection of organic and locally grown fruits and vegetables. We offer a variety of dairy-free options too, such as soy, lactose-free, and almond milk. Hungry and on the go? Try one of our handmade sandwiches made with fresh, gluten-free bread or enjoy one of our organic fruit cups. All foodie delights are made fresh and prepared daily. Incentive: COUPON on social media; receive 50% off your purchase. (Molasy & Ranieri, 2014, pg. 35)
3. To encourage trial and repeat purchase of **a peel**. The message will include an incentive to make trial purchase (50% off) along with information related to the brand's loyalty program to encourage repeat purchase:. Collect 5 smiles, receive a free medium beverage. A link to the brand's Facebook page and website ([www.smileapeel.com](http://www.smileapeel.com)) will be included as well. (Molasy & Ranieri, 2014, pg. 35)
4. To increase brand preference of **a peel** by featuring the brand's signature smoothie for the New Year as a defense against flu season. Supercharged with vitamin C, this smoothie is

made with fresh orange, banana, mango. Also, message to mention that the store is now open. Showcase social media icons along with brand website information and address to demonstrate brand's online presence and to start conversation with consumers. (Molasy & Ranieri, 2014, pg. 35)

## Interactive Objectives

1. **Objective:** To generate brand awareness among the adults 25-49 from 40-60% within 6 months of launch. The health and wellness trend is becoming a key growth area for marketing strategies within the food industry, which creates an increasingly competitive market. The health and wellness trend has provided food manufacturers with a point of differentiation to help their products stand out from competitors. **A peel** offers fresh, made to order beverage options for those seeking a healthy, active lifestyle. Produce and dairy used for beverages are sourced from a local wholesaler, like Fresh Start Foods, and are organic. Baked goods used for the brand's product mix are sourced from a local wholesaler, like Organic Oven, offering gluten-free, wheat-free and sesame-free options that are non-GMO. (Molasy & Ranieri, 2014, pg. 25)

2. **Objective:** To engage and share information about **a peel** among adults 25-49 from 30-40% within the campaign period of December-January. The demographics and psychographics of the target market shows that the target buys goods based on quality rather than the taste and prefer low calorie/light snacks in order to satisfy dietary needs. **a peel** is more than just the happiness of self, but of the wellness of the community. **a peel** is about living a life free of any dietary restrictions; it is about finding beverage or food options that are friendly to your health, offering specialty menu items that are personalized according to your tastes and dietary needs, such as dairy-, gluten- and nut-free. (Molasy & Ranieri, 2014, pg. 24)

3. **Objective:** To increase usage of the brand mobile app among adults 25-49 from 40-50% within the campaign period. Mobile applications will help increase that target's interaction with **a peel**. This can be achieved by offering incentives, such as users can customize their favourite beverage options, then share their creations via social media. Once their personalized beverage has been created, the customer has the option to send their order to **a peel** and have it ready for pick-up. This option will help to encourage customers to trial purchase. Also, 50% off will be offered on beverage orders made via the app/social media. In return, the customer will receive additional information on **a peel's** loyalty program, which will encourage repeat purchase. For example: collect 5 peels and receive a free medium beverage. While the app is open on a personal device, it will deliver an SMS message/notification to loyalty club members when they are near an **a peel** Smoothie Bar incorporation near-field communication (NFC).

## Interactive Strategies

The Agency recommends Social Media as an integral part of the interactive strategy that will help support all 3 interactive objectives outlined below.

1. **Strategy:** The Agency recommends the use of social media, such as Facebook, to acquire owned, paid, and earned media to help generate brand awareness. By incorporating owned social media, like Facebook, as part of the interactive strategy, the brand will be able to create a higher reach to acquire brand awareness and build traffic toward the **a peel** website: [www.smileapeel.ca](http://www.smileapeel.ca). Facebook also allows the brand to acquire paid media, such as targeted side advertisements, to create awareness and to lead traffic to the brand website. In addition, by linking the brand mobile app with social media, like Facebook, the brand will create earned media by the shareability of customized drinks and orders via the brand mobile application generating a conversation between brand and audience.

In addition, the Agency recommends the brand incorporate Search Engine Marketing (SEM), such as paid search, to help build traffic to the brand website, in order to generate brand awareness. SEM will help in creating reach for the brand prior and during launch of its grand opening, all while Search Engine Optimization (SEO), will help retain customers after the launch of the brand's grand opening by the frequent use of keywords in Search Engine Results Pages (SERP), found on such search engines as Google.

2. **Strategy:** The Agency recommends owned media, such as Facebook, Instagram, and Pinterest, to educate and share information about **a peel** to its target. Such owned media enables the brand to engage its audience by sharing the latest in brand news, instant promotions, and to educate by promoting the brand's grand opening. With the use of such owned media, **a peel** will be able to earn media via the audiences' ability to share, like, pin this information onto their own personal social media pages.

Also, the brand will have the ability to build traffic to its website to further educate its audience on the brand's mission, values, and product mix.

3. **Strategy:** The Agency recommends the brand create a partnership with the gym located in the same plaza through its mobile app and co-operative advertising. By partnering with the gym, the brand reaches a larger audience that engages with the lifestyle the brand represents. By creating a location check-in function on the app, the brand is able to offer gym members exclusive promotions via its NFC capabilities. This co-operative partnership may help increase frequency of use and loyalty amongst its mobile users.

In addition, during the grand opening event, the Agency recommends an in-store promotion by "peeling" off the rim on the to-go cups to reveal an instant prize. These prizes may include discounts of 15%, 25%, 50%, or 100%. This strategy is meant to engage and attract customers to grand opening of **a peel** and to address seasonal lows.

## Interactive Execution

### Owned Media

#### Multimedia - Website

- Limiting flash content will ensure everything is viewable by all users and will keep navigation simple
- Photos of smoothies and ingredients will be available
- Product demonstration videos will be available
- There will be direct links to all social media
- The mobile app will function with all devices: Android, iPhone, Windows, Blackberry.

#### Advertising - Website

- No external advertising as that would detract from the objective of generating brand awareness
- Promotional partnerships with **a peel** will be featured in co-operative ads
- Co-op ads will be simple and clean to avoid complication main content/message
- Co-op ads will be strategically placed on certain areas of the site that are most appropriate
- Loyalty club members will receive a text message when they are within 2 km of a **peel**, prompting them to come to the store for a tasty treat



**Figure 1 - a peel** location-based marketing tactic; NFC

## Layout



**Figure 2 a) - a peel mobile website**

- **a peel's** mobile website is identical to the desktop layout, but all features are optimized for performance on mobile devices platforms
- Colour, scheme, content, functionality and site structure will be the same as the desktop website
- URL of the mobile site will be: [www.smileapeel.ca/mobile](http://www.smileapeel.ca/mobile)

## Summary of Mobile Website Layout

Notes	<ul style="list-style-type: none"> <li>○ Companion to desktop website; similar in content, layout, colours, graphics and functionality to the main site.</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>○ Consumers have 24 hour access to products, store locations, store hours, news, partnerships, and promotions</li> <li>○ Great at targeting consumers that spend more time on mobile devices; on-the-go</li> </ul>
Objectives Satisfied	<ul style="list-style-type: none"> <li>○ Generates brand awareness among the target</li> <li>○ Informs target by providing unlimited access to brand information</li> </ul>

Owned Media – Mobile App



**Figure 2 b) - a peel mobile app**



**Figure 3 - a peel app loading page**





Figure 4 - a peel app home page

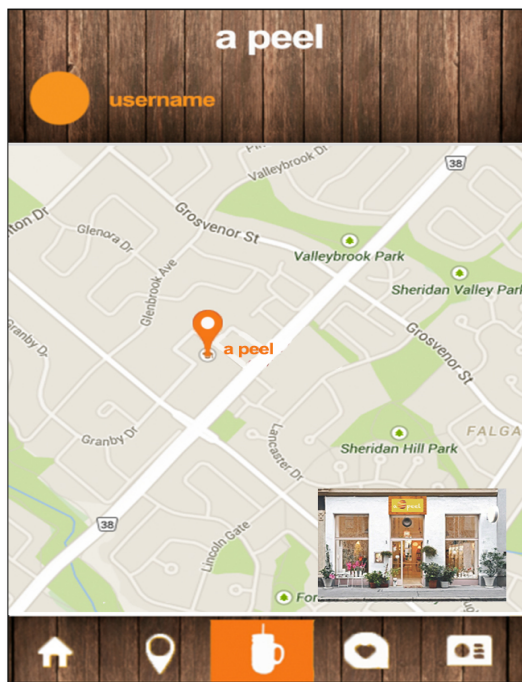


Figure 5 - a peel store locator page

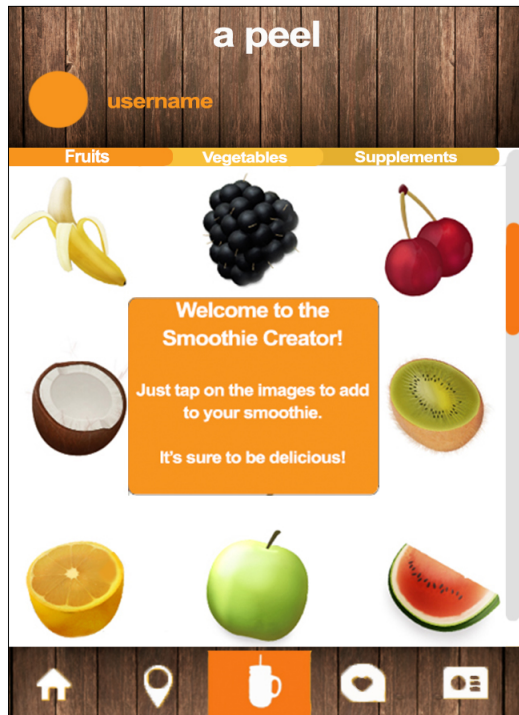


Figure 6 - a peel smoothie creator page

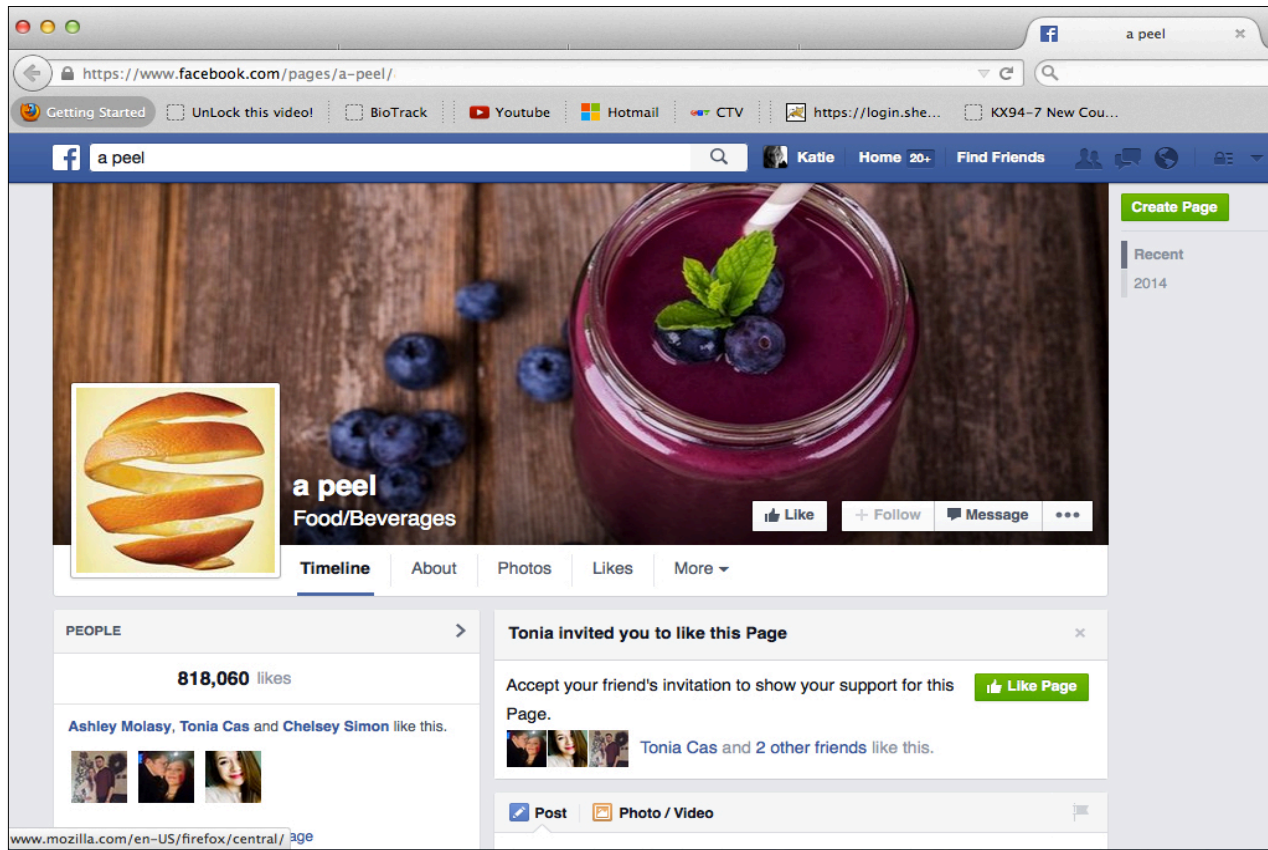


Figure 7 - a peel favourite smoothie page

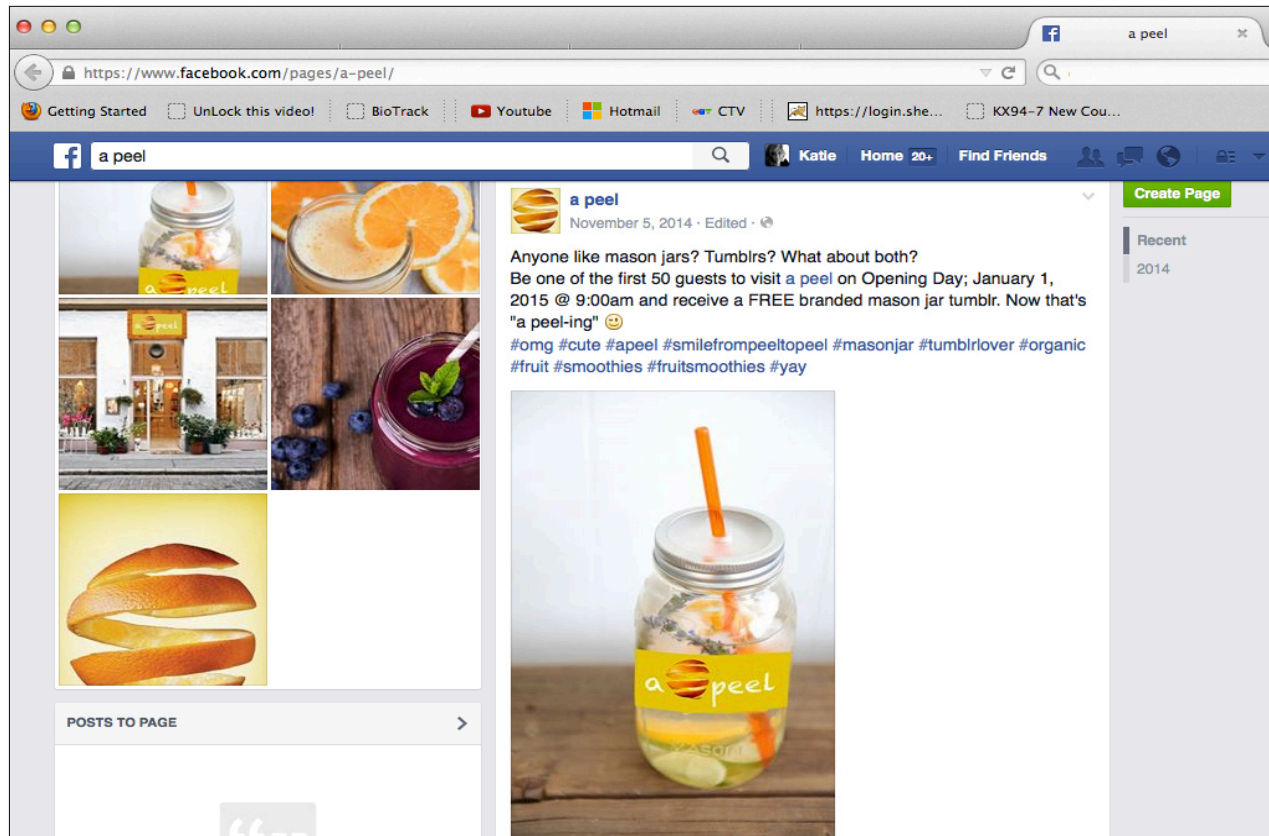
- Mobile app will work to increase positive interactions between the target and **a peel**
- Users can customize and share their smoothie creations based on **a peel**'s ingredients and recommendations
- User able to send customized order to an **a peel** store and have it made to order upon their arrival
- Users can share their smoothies across social media: Facebook, Instagram, Pinterest
- When app is running, it will deliver SMS messages to loyalty club members when they are close to an **a peel** store (see Advertising for more details).

### Mobile App Summary

Notes	<ul style="list-style-type: none"> <li>○ Engaging; fun way to interact with consumers</li> <li>○ Provides in depth information about product ingredients, promotions, and brand news</li> <li>○ Generates detailed information on target's preferences and growing consumer trends</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>○ 24 hour access; able to share favourite beverages + food options; "liking" and "sharing" smoothies on the app</li> <li>○ Ordering on the app is perfect for consumers that are always on-the-go</li> <li>○ Target spends more time on mobile devices; able to directly target loyalty consumers with promotions</li> <li>○ Perfect and for families since favourite drinks can be saved on the app</li> </ul>
Objectives Satisfied	<ul style="list-style-type: none"> <li>○ Generates brand awareness; users can promote the app to friends and family via sharing info on social media</li> <li>○ Informs target with up-to-date brand news</li> <li>○ Generate app-based sales by encouraging customers to purchase products via the app for store pick-up</li> </ul>

Owned Media – Social Media Platforms**Facebook**

**Figure 8 - a peel Facebook page**



**Figure 9 - a peel Facebook page**

## Facebook

- Facebook provides a unique opportunity for the brand to engage the target, while countering the activity of local competitors
- Users can interact with **a peel** on Facebook by posting comments, discussions, “likes”, sharing posts, and product reviews
- Facebook Insights can measure reach based on the number of likes per post/page, page visits, shares, comments and followers

## Goals

The goal is to generate brand awareness among the target by sharing information and engaging with them on a popular social media site. This will encourage the target to communicate with the brand and lead to the development of brand ambassadors. Facebook could drive traffic to its main website, via earned or paid media through Facebook, which could help **a peel** generate leads and sales.



## Pinterest

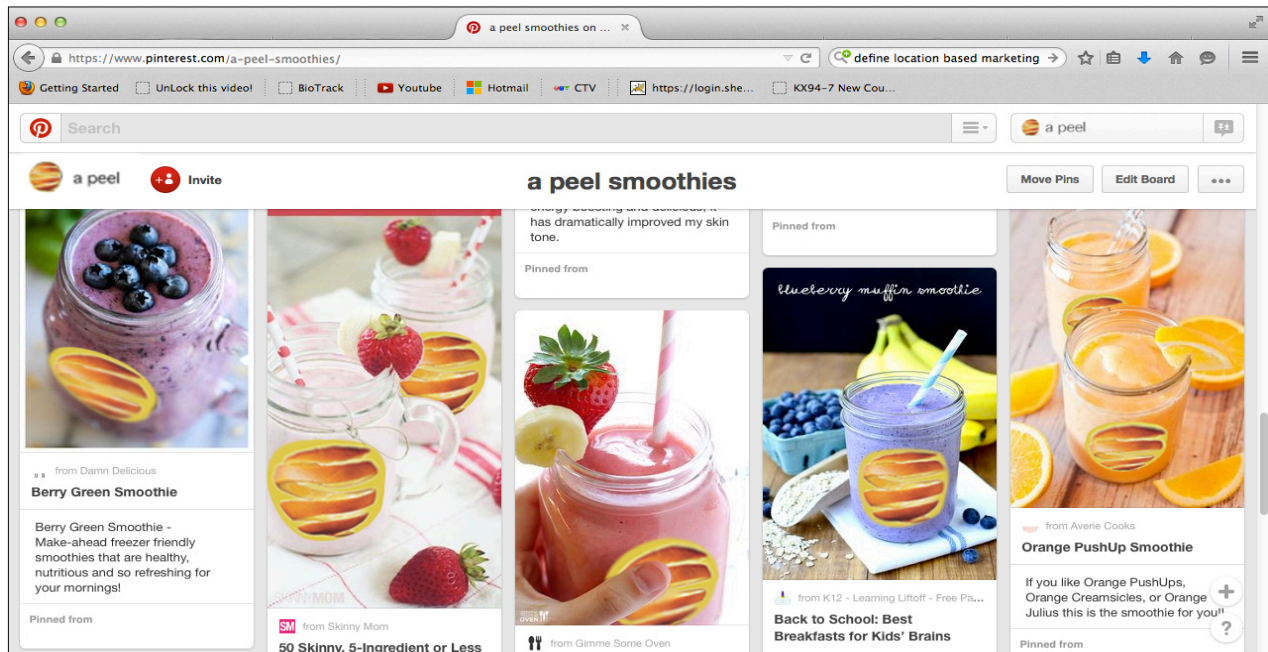


Figure 10 - a peel Pinterest smoothie page

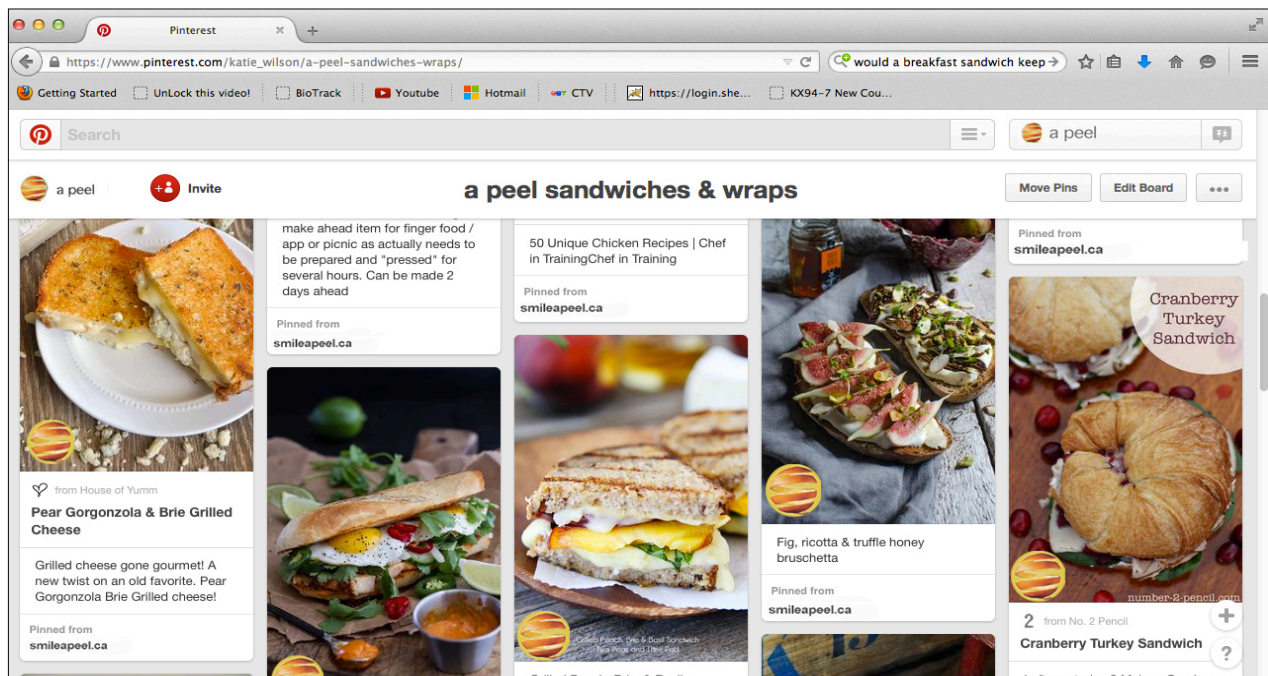


Figure 11 - a peel Pinterest sandwiches page

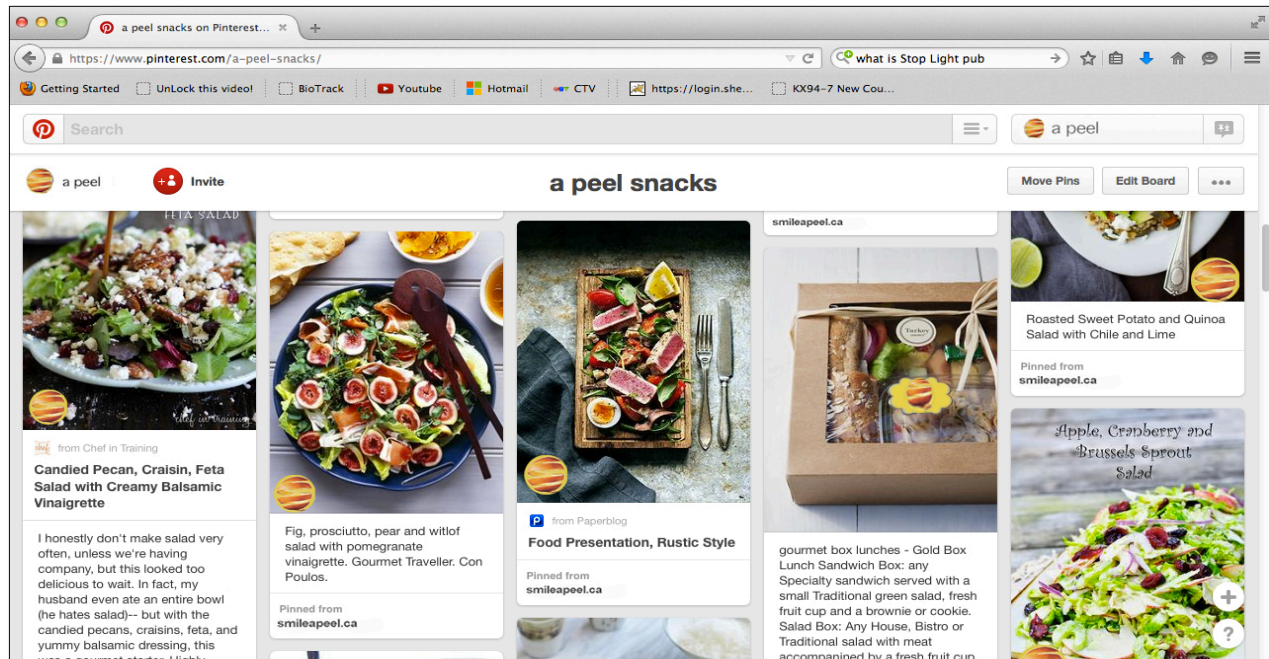


Figure 12 - a peel Pinterest snacks page – featuring salads

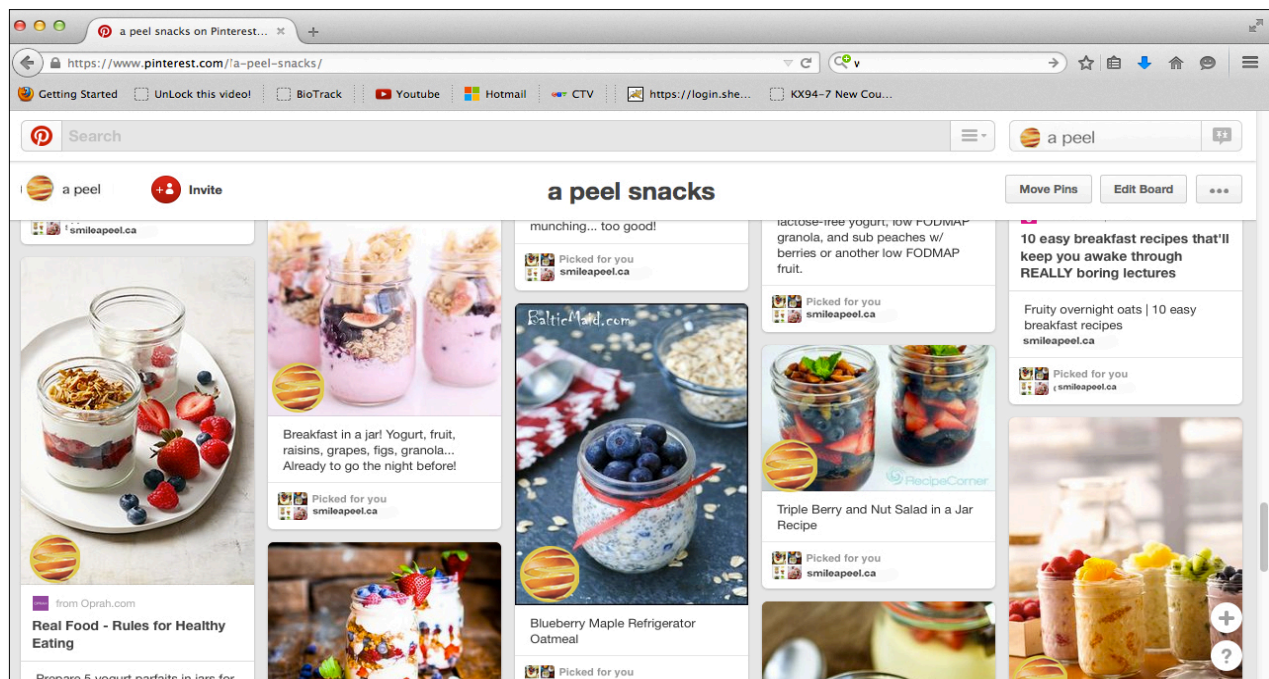


Figure 13 - a peel Pinterest snacks page – featuring yogurt & fruit cups



## Pinterest

- Pinterest is another social media platform where **a peel** could develop a strong, engaging relationship with target
- Users can interact with the brand by posting comments, liking, “pinning” and “re-pin it”
- Easy to measure features: “likes”, “re-pins”, “followers”, and “comments”

## Goals

Pinterest is a social media platform that generates brand awareness by sharing brand information and engaging the target audience with interactive elements such as creating boards and pinning photos to attract followers. Pictures of products, ingredients, store activity and community involvement events can be uploaded and shared by **a peel**. Boards that show off different recipe combinations may encourage users to download the mobile app to create their own smoothie recipes that they can then purchase at **a peel**.

## Instagram

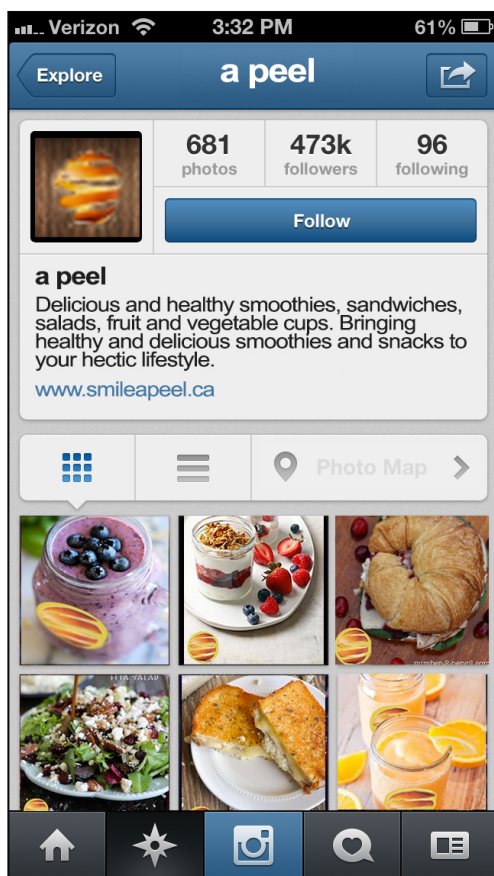


Figure 14 - a peel Instagram profile



**Instagram**

- Instagram is a social media platform that centers on picture sharing between users
- Instagram allows users to interact with the brand and encourages user to user interaction (community)
- It will provide users with inspiration when creating their own smoothies via the app.
- Measureable through: hashtags, likes, followers, shares and comments.
- The following hashtags will be used: #smoothieapeel #naturalapeel

**Goal**

The goal is to increase brand awareness and to educate the target about the benefits received from using the product. Pictures will be uploaded and tagged to illustrate the appeal, great flavour and health benefits of **a peel** products. While building awareness it could drive users to download the mobile app to make lists of their favourite products for the next time they visit **a peel**.

**Earned Media – Social Media Platforms****Facebook**

- Users can communicate with one another in an open format on **a peel**'s Facebook page
- Users are able to “share”, “like”, and “comment” on brand posts. This encourages a sense of trust and community
- Product reviews and customer experiences can be posted by users
- Easy to measure trends and customer service satisfaction among target

**Pinterest**

- Boards for specific products (smoothies, salads, wraps, sandwiches) can be created and shared among users
- Creates a sense of trust for the brand since posts are shared by users; community
- Images link directly to the brand website
- “Repins”, “likes”, and “comments” among users can be easily measured

**Instagram**

- Centers on users sharing images, can create a positive brand image
- Easy for loyal customers to become brand ambassadors through Instagram
- Excellent social media platform for sharing impactful images of products, brand news and community involvement
- “likes”, “hashtags”, comments, and number of followers can be measured

### Social Media Summary – Earned Media

Notes	<ul style="list-style-type: none"> <li>○ Users can communicate with one another about the brand</li> <li>○ Encourages users to start a conversation about/with the brand</li> <li>○ Very easy for loyal customers to become brand ambassadors on social media</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>○ Showcases high quality images of products, brand news, and brand involvement in the community; engagement</li> <li>○ Encourages communication with consumers</li> <li>○ Creates since most sharing is between users; community</li> </ul>
Objectives Satisfied	<ul style="list-style-type: none"> <li>○ Generates brand awareness, users can share products and brand information</li> <li>○ Inform target; brand can post new products, promotions and community events; engagement</li> </ul>

### Content Strategy

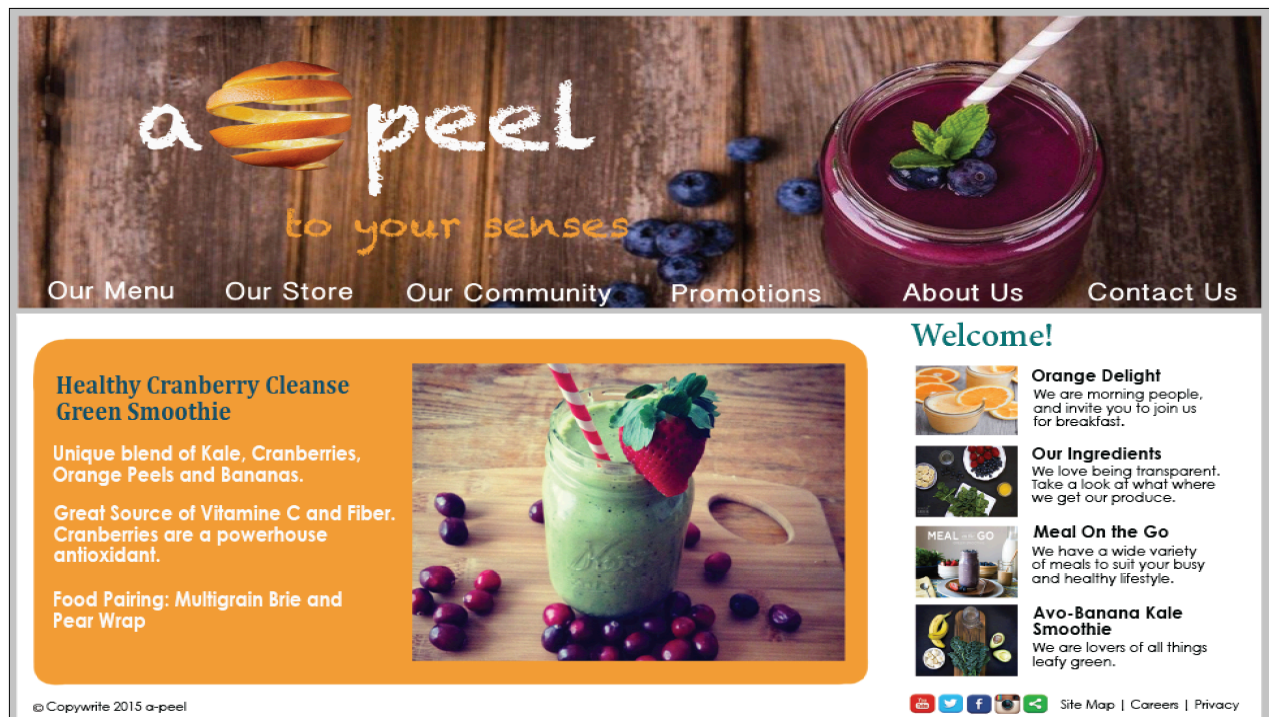


Figure 15 - [www.smileapeel.ca](http://www.smileapeel.ca), home page

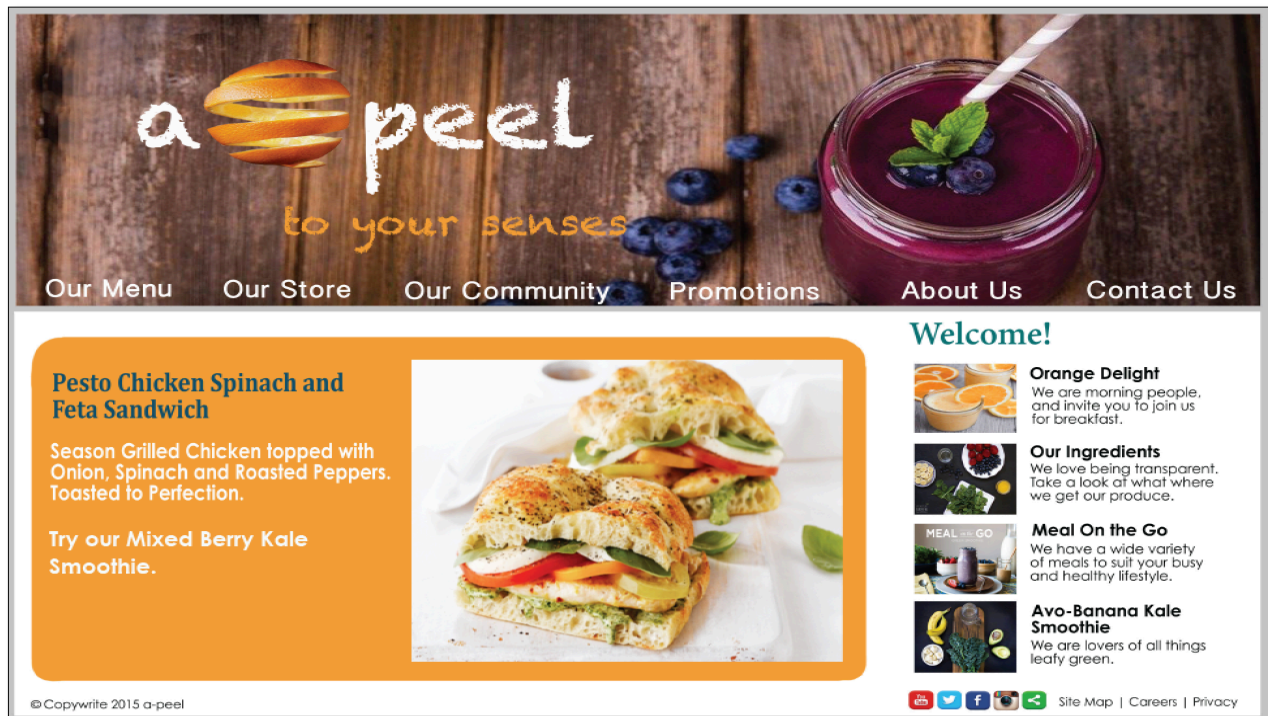


Figure 16 - [www.smileapeel.ca](http://www.smileapeel.ca), home page

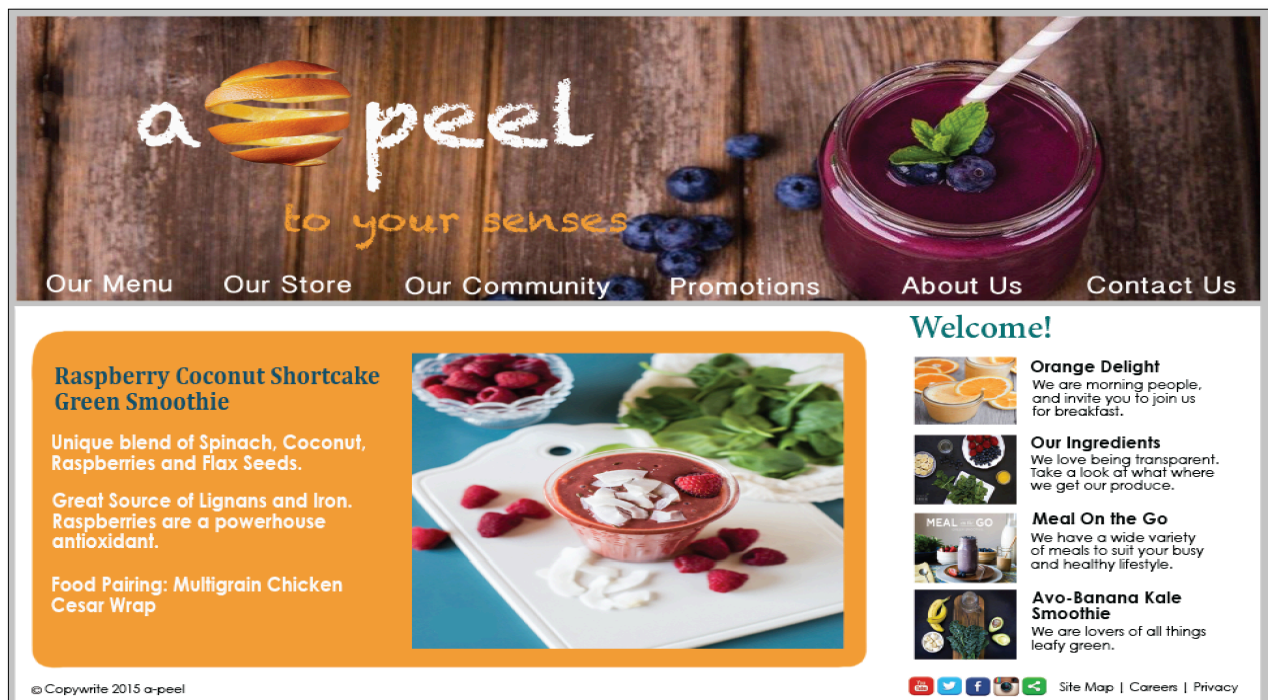


Figure 17 - [www.smileapeel.ca](http://www.smileapeel.ca), home page



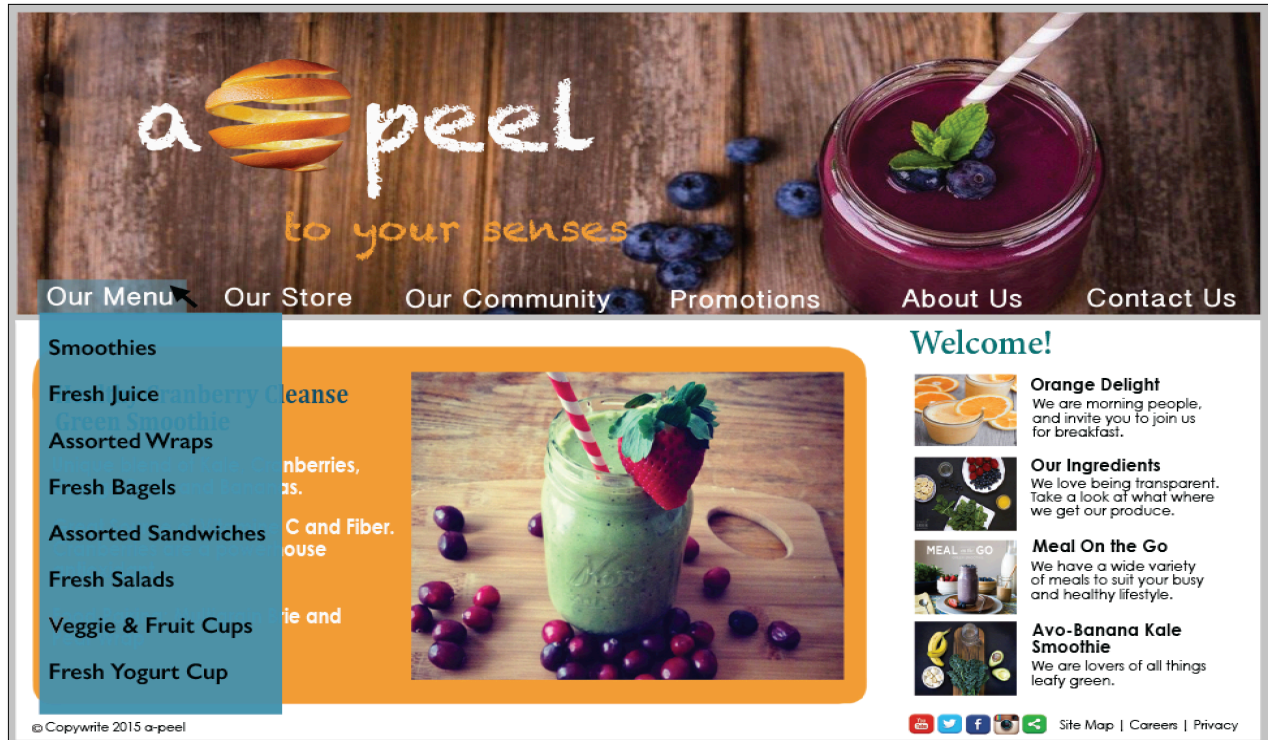


Figure 18- [www.smileapeel.ca](http://www.smileapeel.ca), home page drop-down menu.

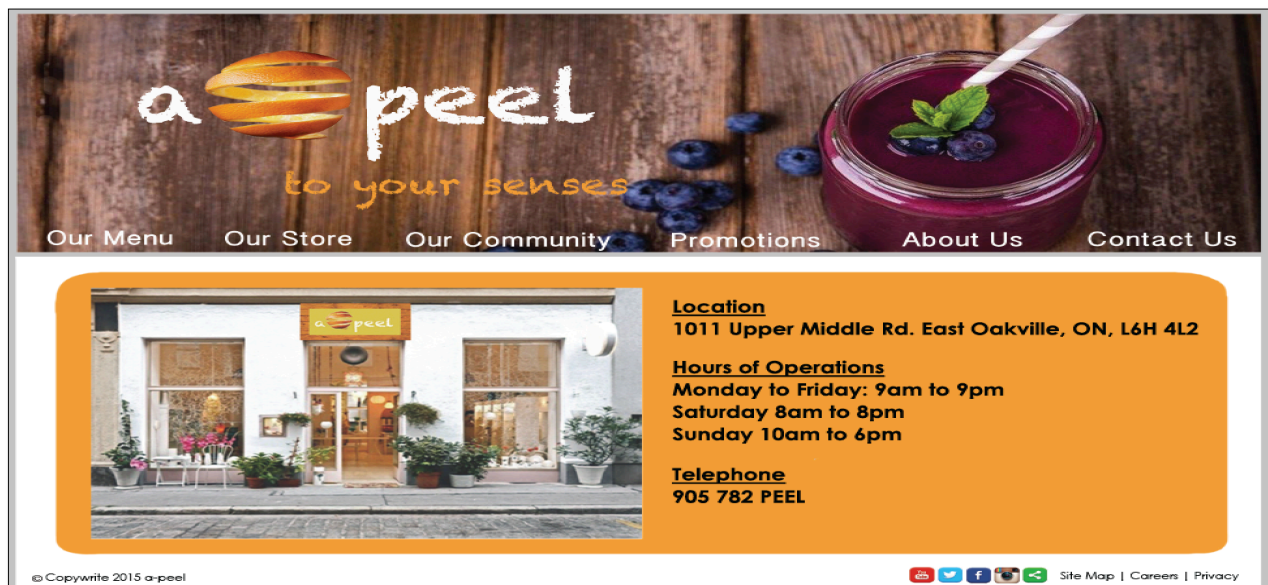


Figure 19 - [www.smileapeel.ca/ourstore](http://www.smileapeel.ca/ourstore), Our Store tab with address, hours, contact.

The **a peel** website will be simple in content. The website will have a welcoming and down-to-earth feel. The website has a contemporary look that reflects the look of **a peel's** brand image. On the homepage, the focus is building brand awareness and promoting products available in-store. Throughout the website, visitors are able to see that **a peel** is a fun, friendly and healthy smoothie bar that creates excitement among health-conscious consumers (young and young at heart, male and females) to live a healthy lifestyle. (Molasy & Ranieri, 2014, pg. 20)

On the home page (Figures 15-17), there will be content transitioning inside the orange window. When visitors hover their mouse over the image, an arrow will appear on either side of the orange window allowing them to switch through the slides or back to an image that catches their interest.

The navigation at the top of the web page includes Our Menu, Our Store, Our Community, Promotions, About Us and Contact Us. When a visitor hovers over the Our Menu tab, a drop down menu will include a listing of product categories (Figure 18) and would include the following: Smoothies, Fresh Juice, Assorted Wraps, Fresh Bagels, Assorted Sandwiches, Fresh Salads, Fresh Veggie & Fruit Cups and Fresh Yogurt Cup. These subheads will generate positive SEO for **a peel**.

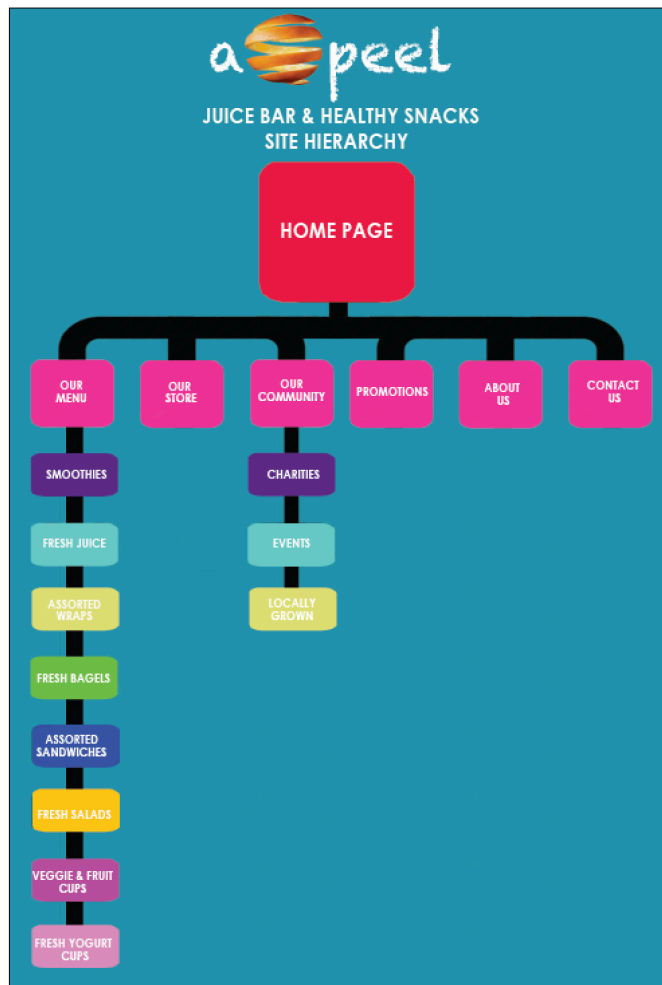
The remaining tabs on the navigation bar are a direct link that will open to a new page relating to the tab. The Our Store page will showcase a photograph of **a peel's** storefront and will also provide additional information of the location, hours of operation and the contact number for inquiries (Figure 19).

The Our Community page will communicate **a peel's** involvement in local charities, store events and fundraisers. The Promotions tab will communicate to consumers of any in-store discounts. This will help build traffic to the store and encourage trial purchase.

The About Us tab will educate consumers about **a peel's** philosophy and story of how the company was founded and by whom. Here, communication about awards, company news or additional information relating to the brand will be shown.

Lastly, Contact Us page will allow visitors to email and ask questions about the products or ingredients, connect with brand social media and link to download the brand's mobile app. On every page, there will be a Youtube, Twitter, Facebook, Instagram, Pinterest and Share icons to encourage visitors to engage with **a peel** and to create buzz via social media.

## Site Hierarchy



**Figure 20** - Site hierarchy of www.smileapeel.ca

Navigation throughout **a peel**'s website will be simple and is easy to use for new visitors. The links are direct and will help visitors navigate according to their needs. The hierarchy will include the main links for navigation: Our Menu, Our Store, Our Community, Promotions, About Us and Contact Us. When the cursor hovers over the Our Menu button, a drop down will display the following links to select: Smoothies, Fresh Juice, Assorted Wraps, Fresh Bagels, Assorted Sandwich, Fresh Salads, Veggie & Fruit Cups, and Fresh Yogurt Cups. Also, when hovering over Our Community button, a drop down will display the following links to select: Charities, Event, and Locally Grown. The figure below is a visual of the site hierarchy of www.smileapeel.ca.

## Colours and Graphics



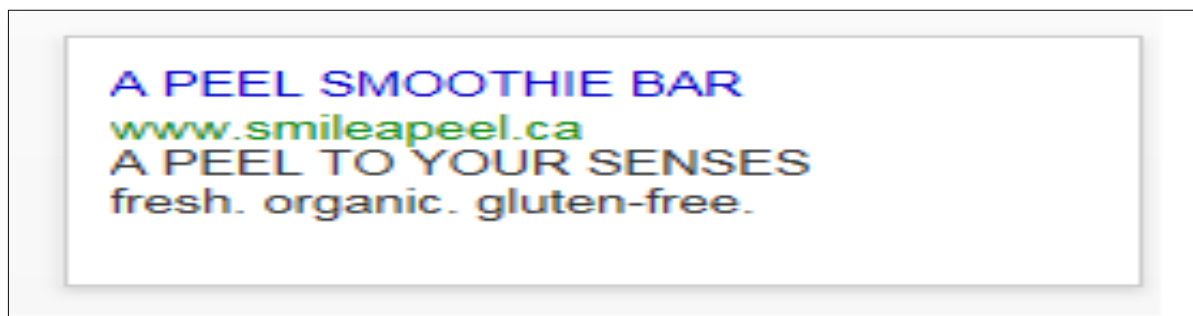
**Figure 21** – Colour Palette for [www.smileapeel.ca](http://www.smileapeel.ca).

- The website colours include white, turquoise, orange and black.
- Website font will be white, black and turquoise, keeping the text simple and easy to read
- Drop down menus will be turquoise with black font
- Limiting the use of colour and simplifying text will focus attention on images and site interaction.
- Graphics will be large, high resolution and vibrant.
- Colours and graphics will reflect the retail image: fresh and simple.

## Relevant Keywords

Key Words	Daily Impressions	Daily Clicks	Search Popularity
smoothie	2K+	24+	368000
organic	2K+	6+	246000
fresh	250+	1+	301000
gluten-free	5K+	34+	368000
juice bar	45+	0	27100
healthy	720.00	0	135000
healthy eating	2K+	11+	90500

**Figure 22** – Relevant Key Words for a peel



**Figure 23** – Relevant Key Words; Google Ad for a peel

The top 4 relevant keywords are smoothies, gluten-free, fresh, and organic. Combined, these four keywords have a daily potential reach of 83+ clicks and 11K+ impressions. Above is an example of how an **a peel** ad on Google would look with the use of relevant keywords in order to generate and achieve a higher number of clicks and impressions.

**Figure 23** also gives a preview as to how the keywords will perform during a search. (Google Adwords, 2015, Para.1)



## Conclusion

In conclusion, the interactive plan with high quality, unique user experience and execution will aid in creating a prosperous grand opening for **a peel** and in achieving the brand's objectives of:

- To generate brand awareness among the target
- To engage and share information about **a peel** and its products among the target
- To increase usage of the mobile app to drive app based sales and to increase customer loyalty and frequency of use among the target

By incorporating paid, owned, and earned media, especially with the use of social media, **a peel** will be able to achieve all three interactive objectives as listed above. The planned execution includes a brand website linked with a mobile app and social media that would host co-op ads, location-based marketing techniques (NFC), search engine and targeted ads (via paid search and SEO), and social media functionalities to garner earned media such as sharing and community. Each of these tactics will have a unified presence and effectively represent the brand to consumers while providing unlimited access to **a peel**'s digital touch points. All of this will render a strong retail launch for **a peel** and sustain campaign strength during the first three to six months of business operations. Constant maintenance and integration of these tactics is an ideal practice for continued success past the initial stages of **a peel**'s start up.

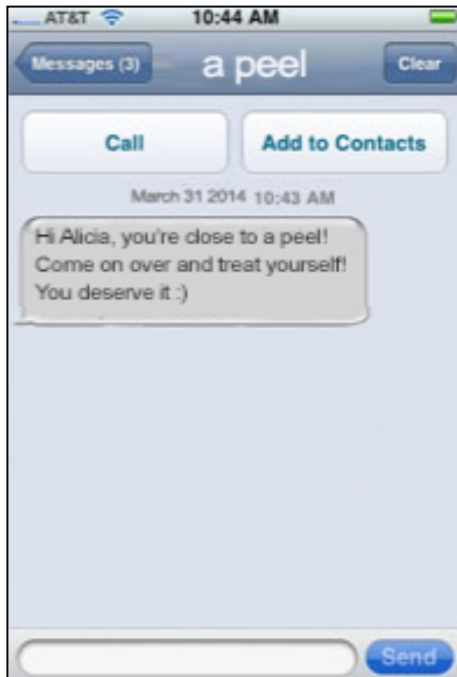
## References

Molasy, Ashley. Ranieri, Tonia. (2014) *a peel: Retail Proposal*. Oakville. Retrieved from [https://mail.google.com/mail/u/0/?pli=1#search/ashley\\_molasy%40hotmail.com/14c16cfb185825c4](https://mail.google.com/mail/u/0/?pli=1#search/ashley_molasy%40hotmail.com/14c16cfb185825c4)

Google Ad Words. *Keyword Planner*. Retrieved from: <https://adwords.google.com/KeywordPlanner>

## Appendix

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**Figure 1 – a peel location based marketing tactic**



**Figure 2a) - a peel mobile website**



Figure 2b) - a peel mobile app



Figure 3 - a peel app loading page



Figure 4 - a peel app home page

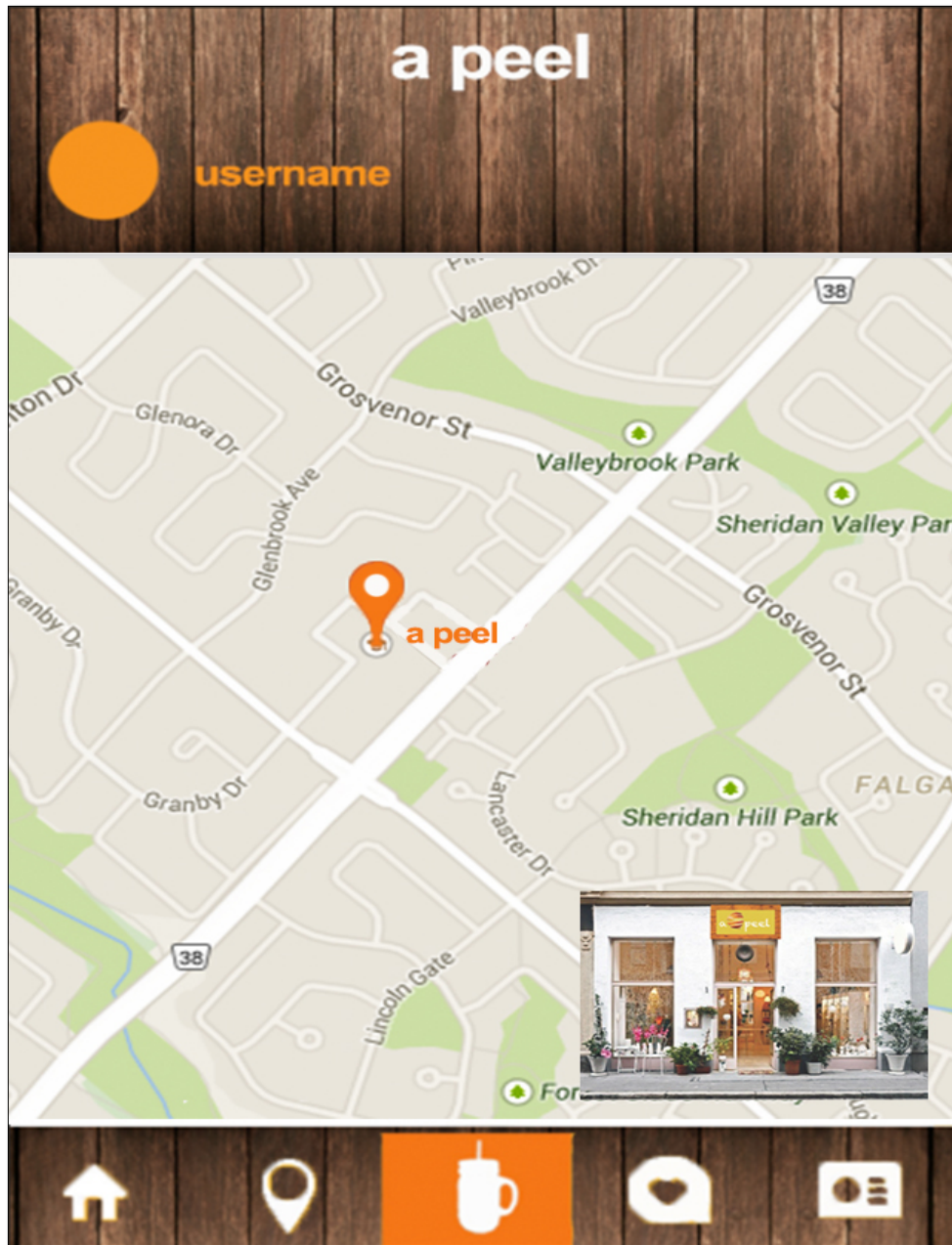


Figure 5 - a peel store locator page



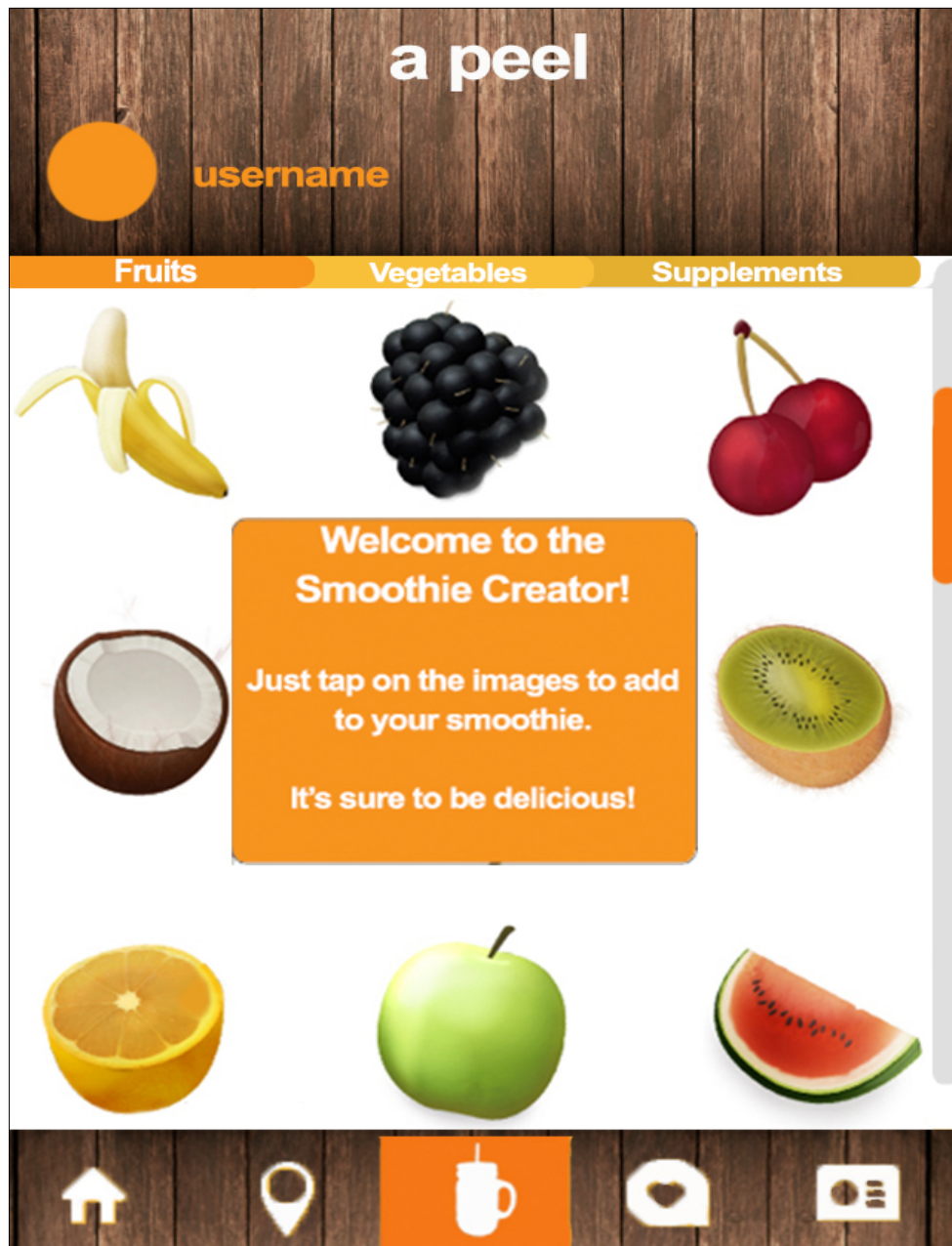


Figure 6 - a peel smoothie creator page



Figure 7 - a peel favourite smoothie page



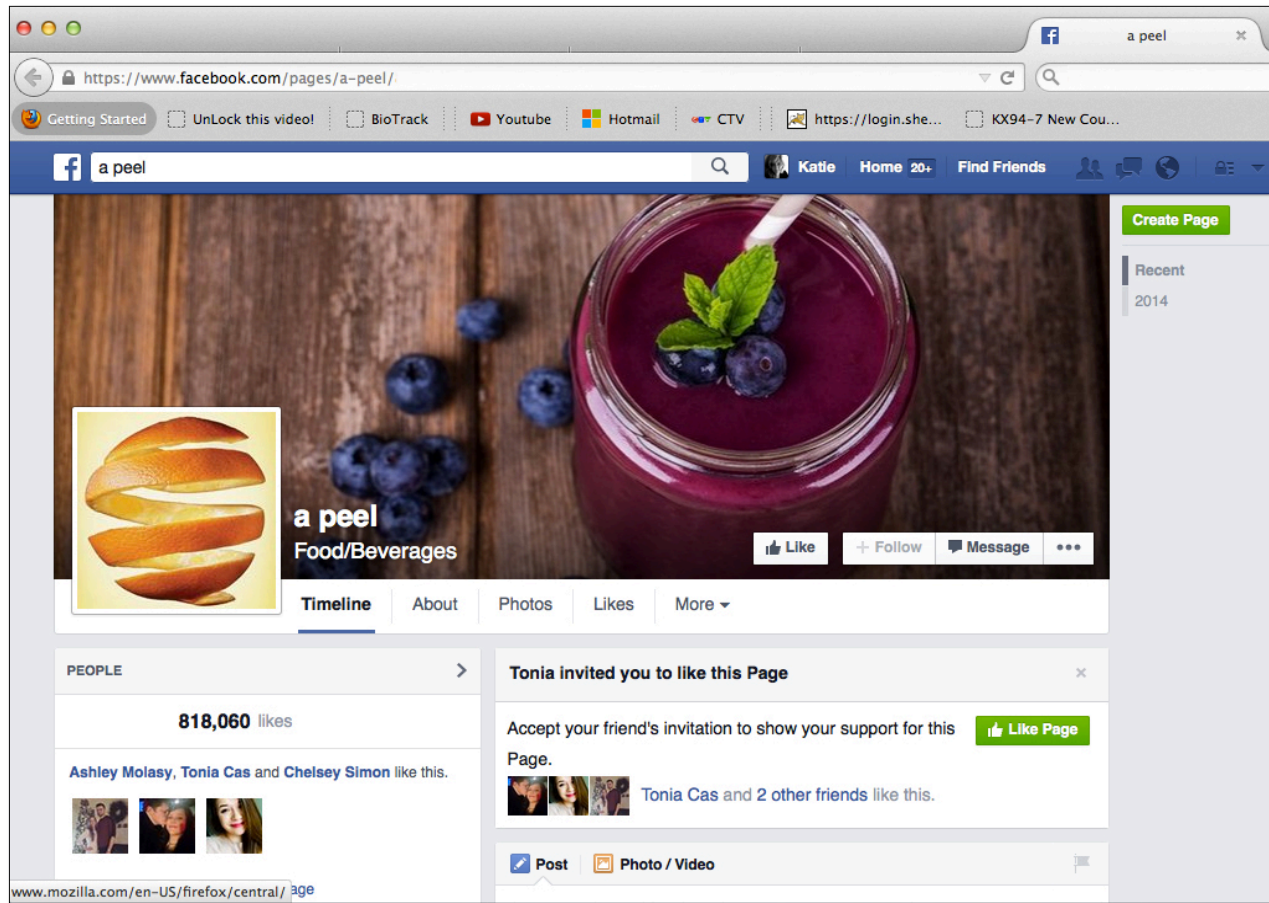


Figure 8 - a peel Facebook page

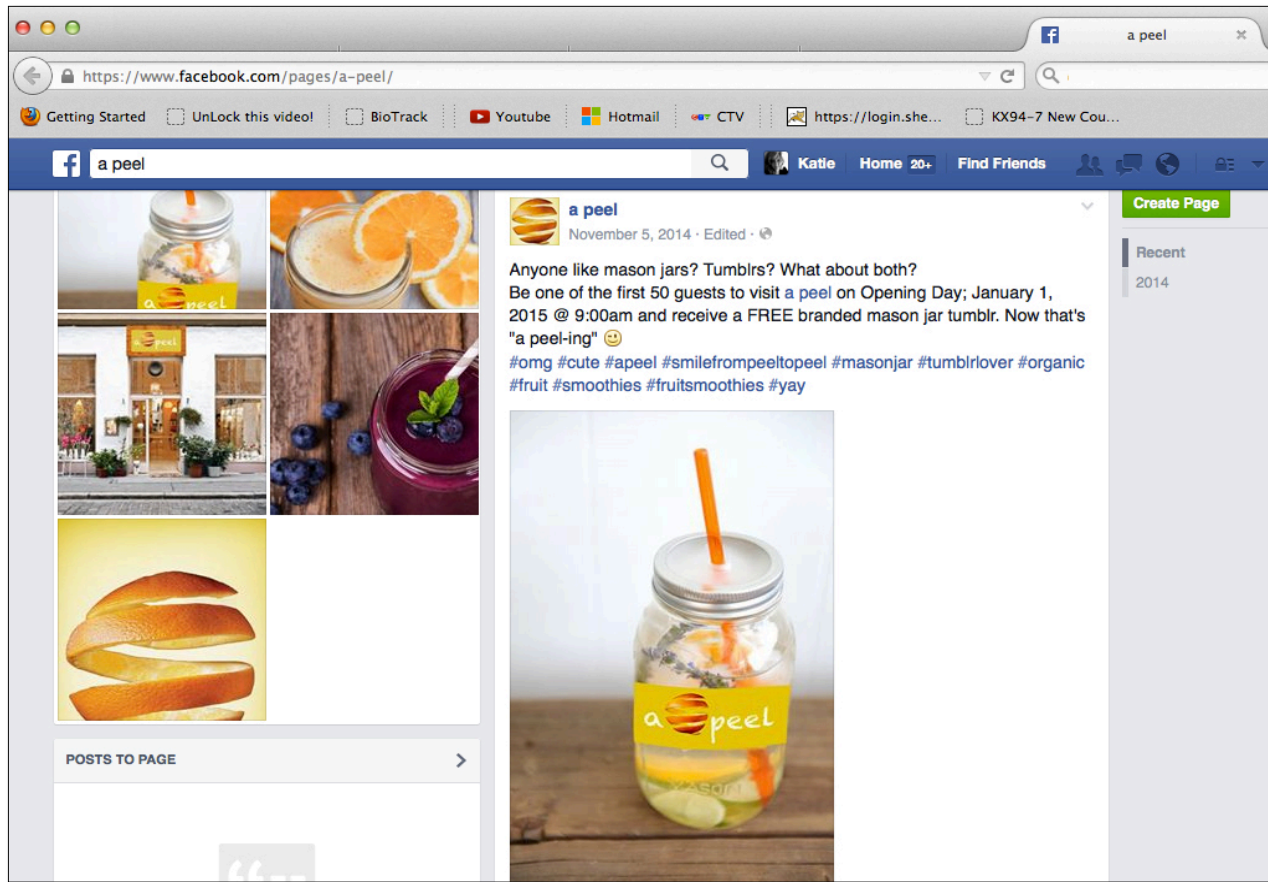


Figure 9 - a peel Facebook page

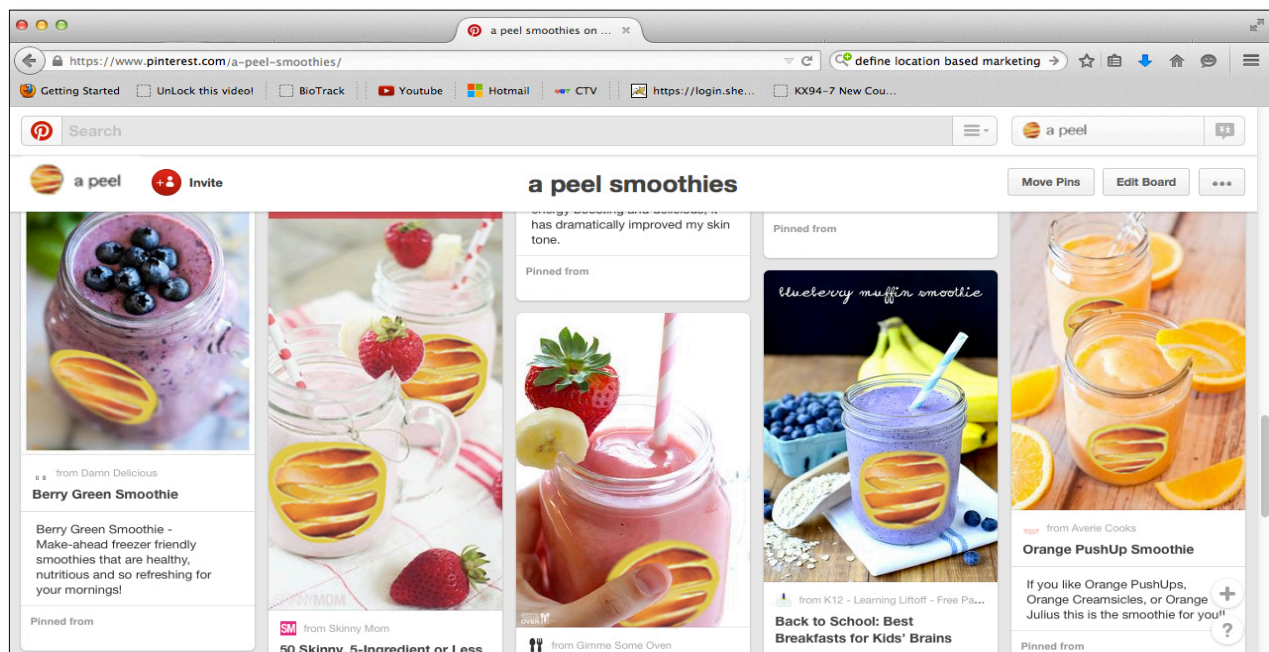


Figure 10 - a peel Pinterest smoothie page

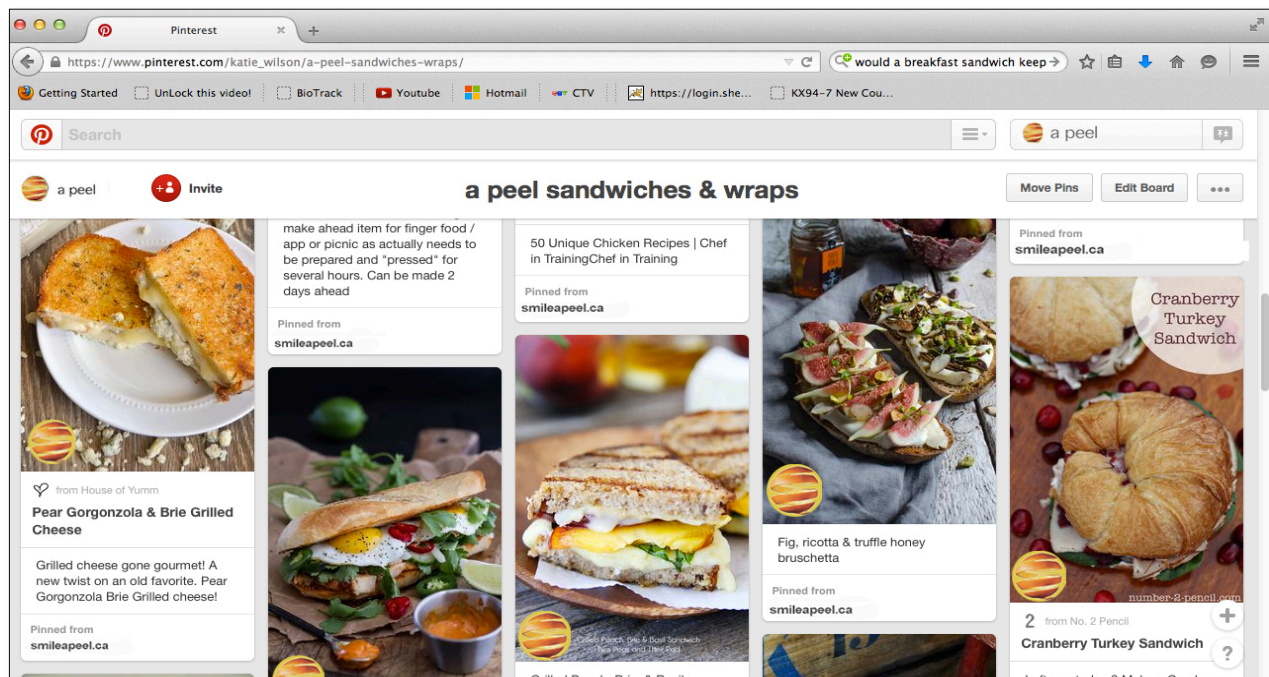


Figure 11 - a peel Pinterest sandwiches page



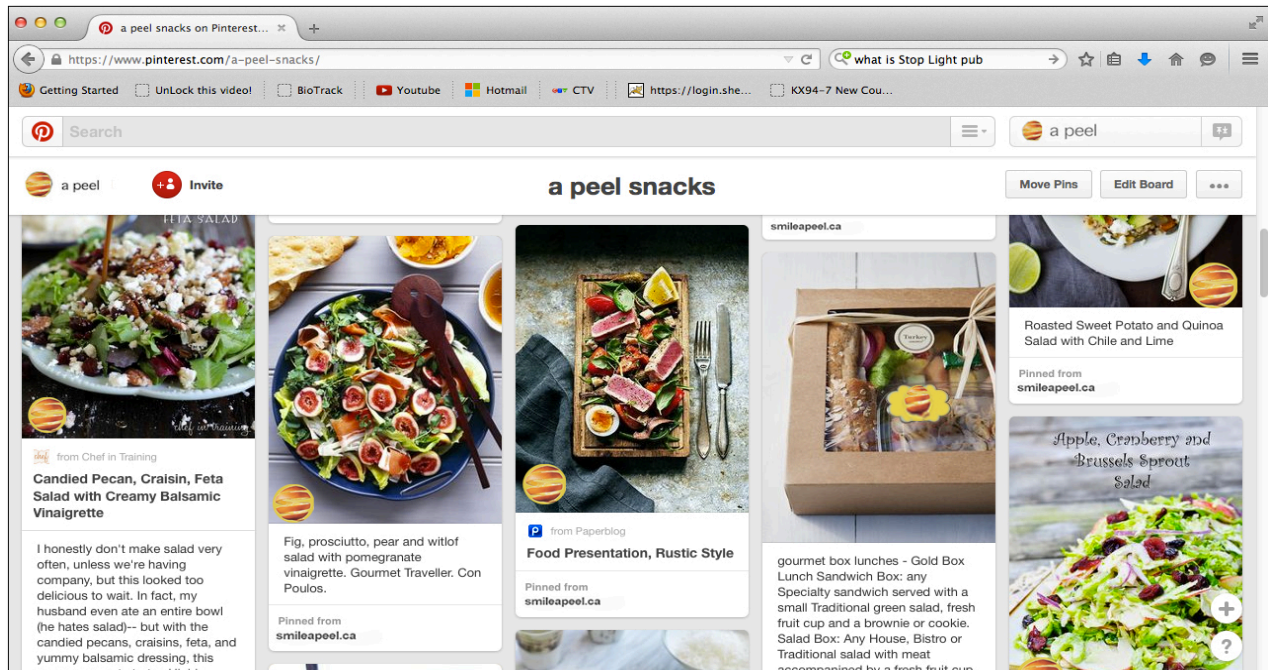


Figure 12 - a peel Pinterest snacks page – featuring salads

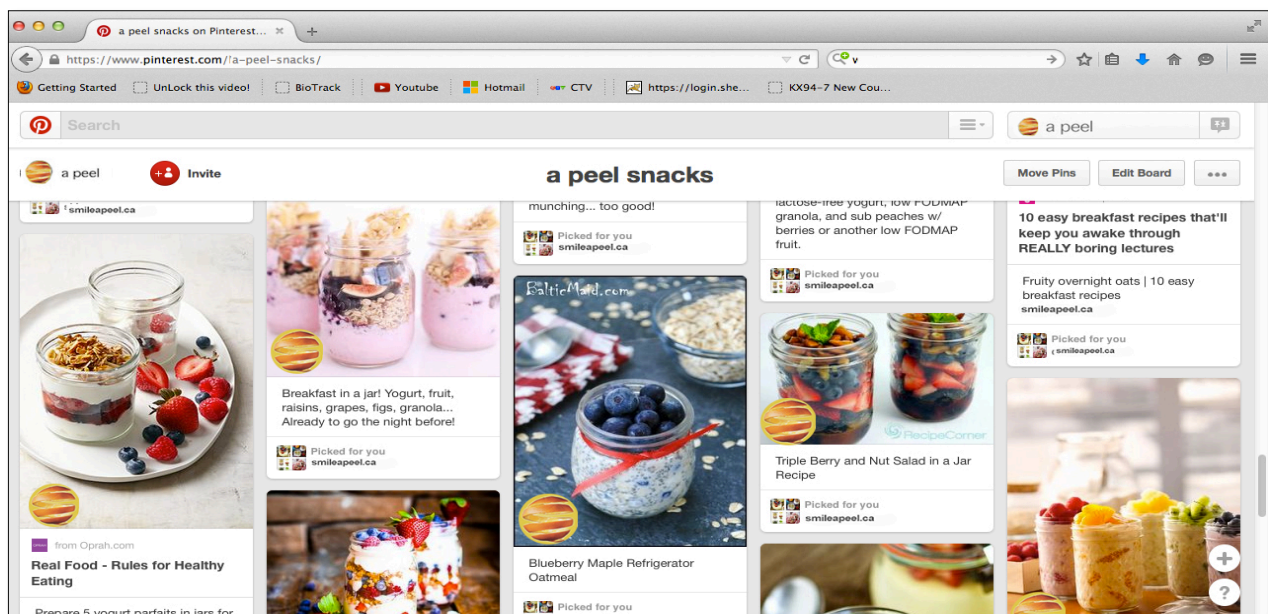


Figure 13 - a peel Pinterest snacks page – featuring yogurt & fruit cups

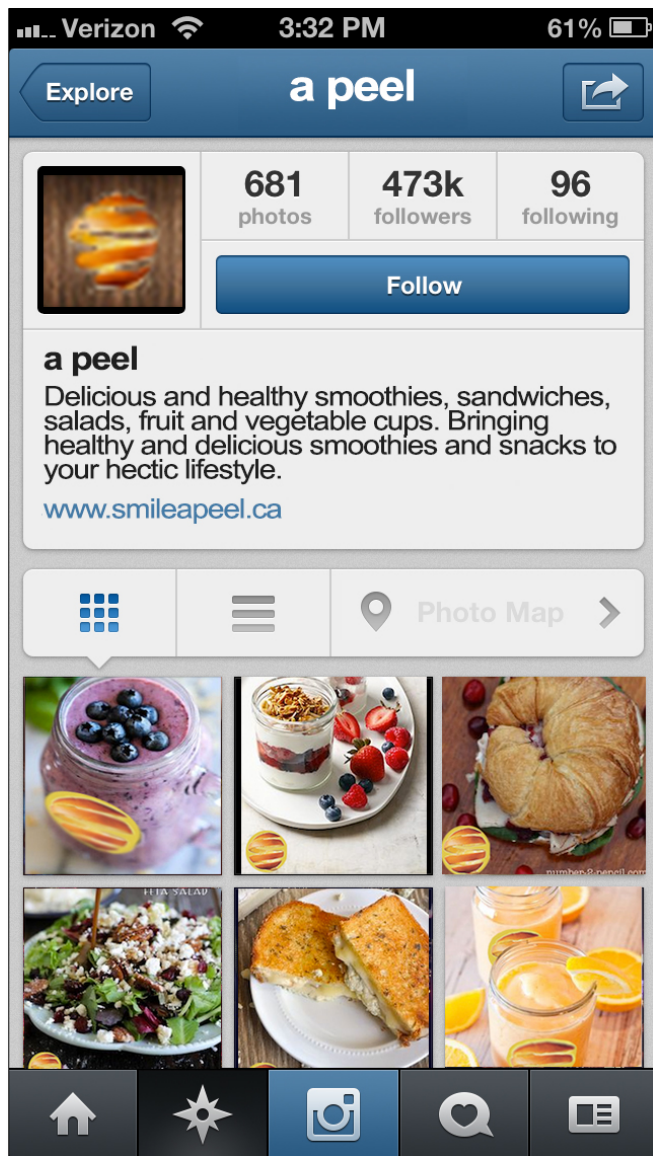


Figure 14 - a peel Instagram profile

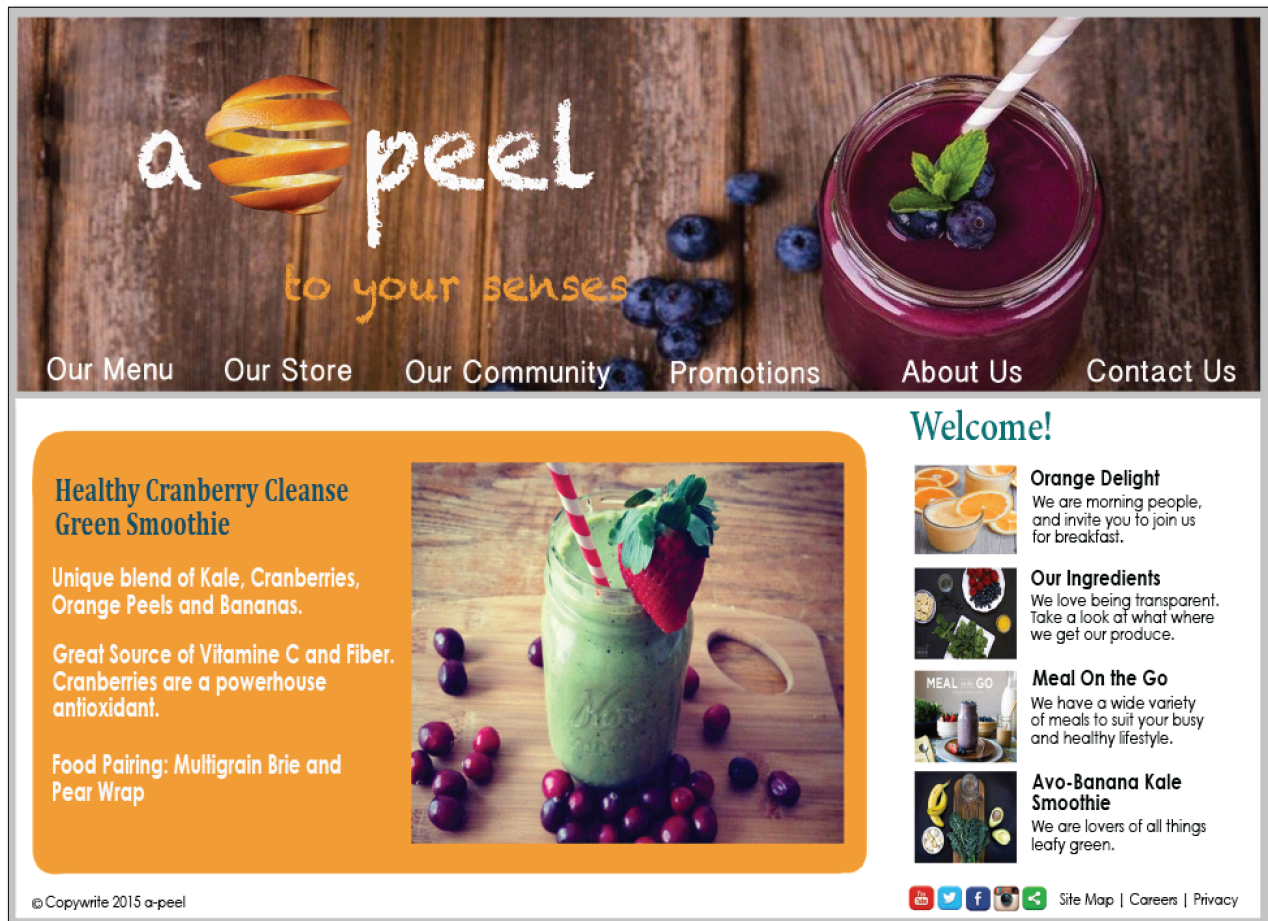


Figure 15 - a peel home page, [www.smileapeel.ca](http://www.smileapeel.ca)





Figure 16 - a peel home page, [www.smileapeel.ca](http://www.smileapeel.ca)

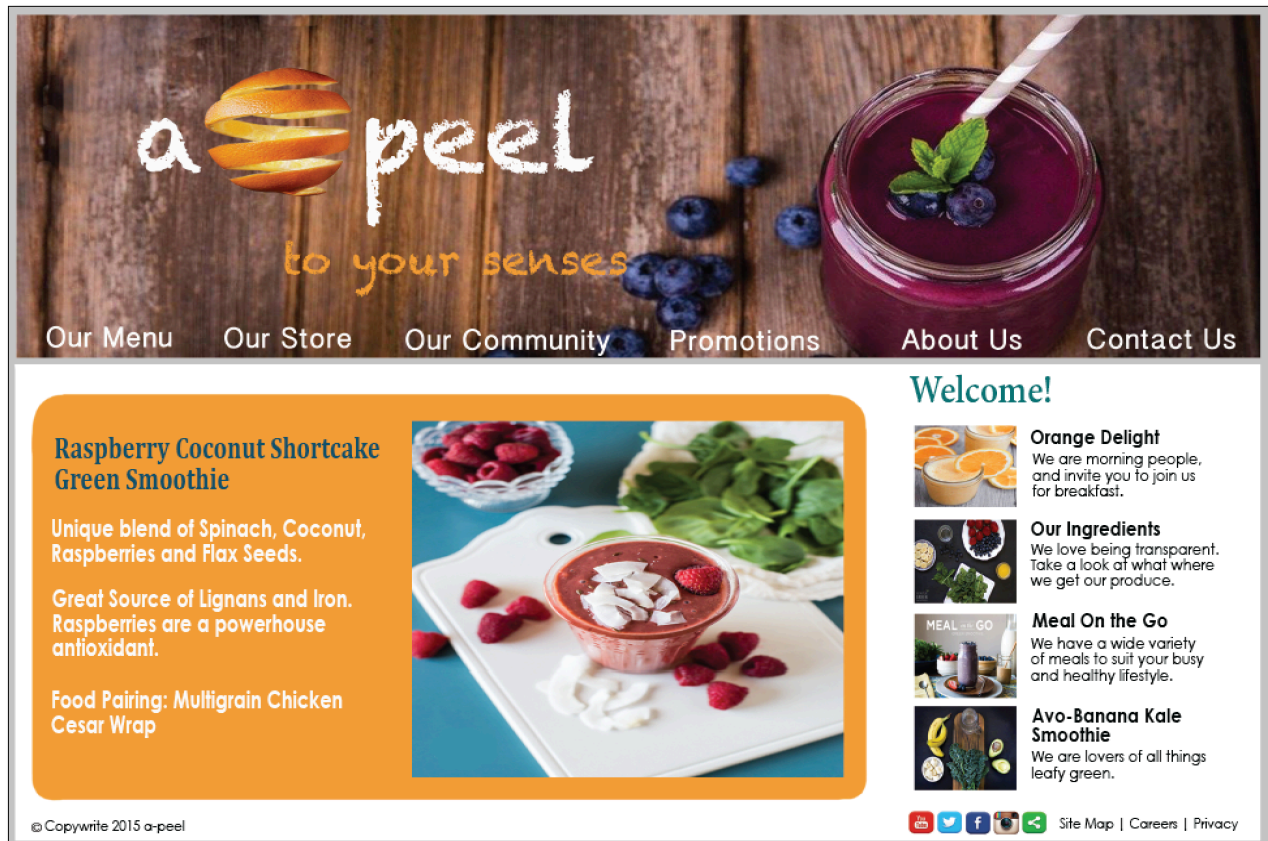


Figure 17 - a peel home page, [www.smileapeel.ca](http://www.smileapeel.ca)

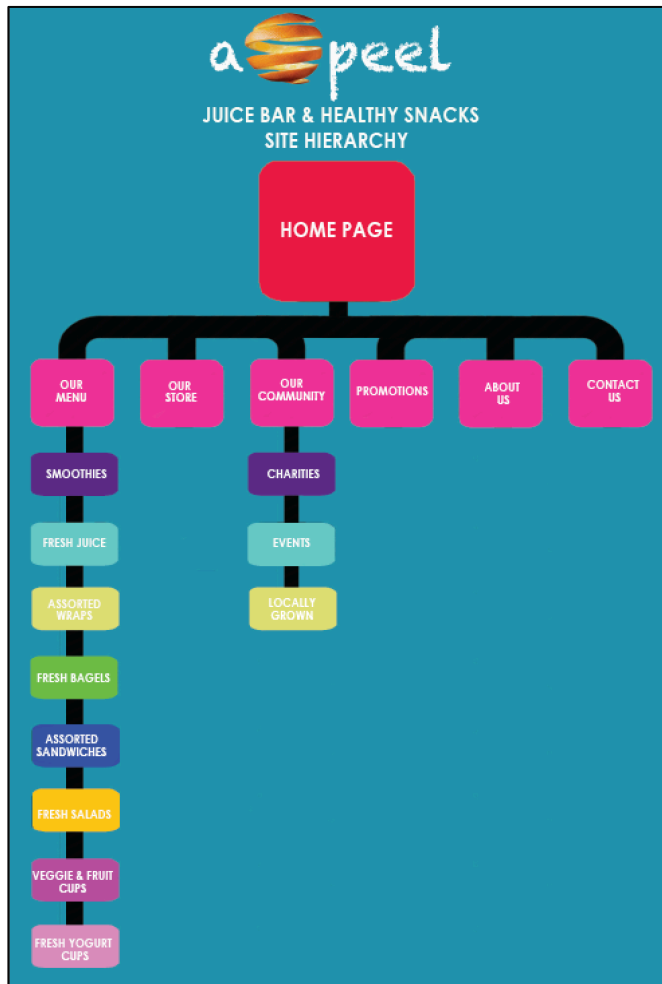




Figure 18 - a peel home page with drop-down menu, [www.smileapeel.ca](http://www.smileapeel.ca)



Figure 19 - a peel Our Store Page, [www.smileapeel.ca/ourstore](http://www.smileapeel.ca/ourstore)



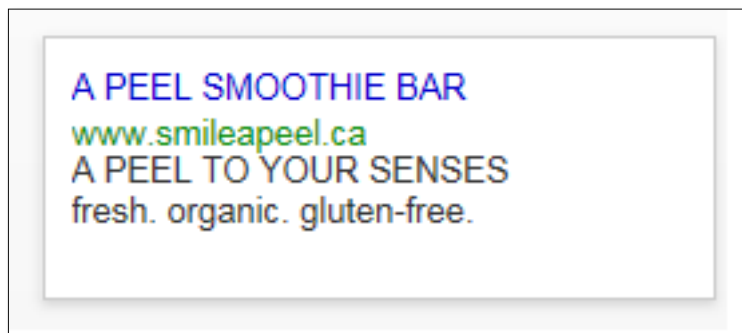
**Figure 20** – Site Hierarchy for a peel website, [www.smileapeel.ca](http://www.smileapeel.ca)



**Figure 21** – Colour Palette for a peel website, [www.smileapeel.ca](http://www.smileapeel.ca)

Key Words	Daily Impressions	Daily Clicks	Search Popularity
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**Figure 22** – Relevant Key Words for a peel website, [www.smileapeel.ca](http://www.smileapeel.ca)



**Figure 23** - Relevant keywords; Google Ad.