

# Social Media Strategy



Middlesex London  
Food Policy Council

**CONNECTING PEOPLE, FOOD & COMMUNITY  
THROUGH STORYTELLING**



# Executive Summary

## SWOT Summary



### SOCIAL MEDIA STRATEGY

#### STRENGTHS

Local focus, existing community partners, passionate volunteers

### EXECUTIVE SUMMARY

#### WEAKNESSES

Limited budget, low public awareness, inconsistent content

## SWOT Summary

#### OPPORTUNITIES

Food-focused storytelling, local partnerships, user-generated content

#### THREATS

Competing local orgs, social algorithm changes



## Target Audience:

**Primary:** Food-conscious families, local shoppers, small business owners

**Secondary:** Volunteers, students and community stakeholders

## Desired Outcomes:

**Raise** awareness of MLFPC

**Grow** and engage digital audiences

**Build** collaborations that boost the local food system



# Goals That Matter

## Goal 1

Increase Instagram engagement by **15%** in 3 months

## Goal 2

Grow Facebook followers by **20%** by December 2025

## Goal 3

Achieve **15** new newsletter signups monthly

## Goal 4

Create **5+** new local business collaborations through social engagement



# Why Instagram & Facebook

Focus on platforms where MLFPC's audience is already active.

## Instagram:

- For youth and millennial audiences
- Use reels, carousel posts, stories and polls
- Goal: Build awareness and trust through storytelling

## Facebook:

- Strong presence among families and older adults
- Ideal for community updates, events and group engagement
- Goal: Drive newsletter traffic and local event promotion



# Content Pillars and Posting Plan

Keeps content varied, educational and community-focused.

## Pillars:

- Local Faces: Behind-the-scenes, volunteers, farmers
- Tips & Education: How to buy local, what's in season
- Community Events: Markets, workshops, MLFPC updates
- Collaborations: Coupons, interviews, partner spotlights

## Posting Schedule:

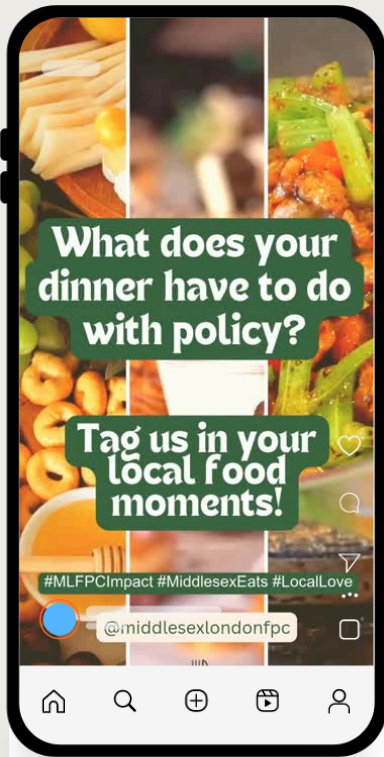
- 3x/week on Instagram
- 2x/week on Facebook
- Newsletter promo 1x/month





Instagram Reel

“Meet Barbara from Unique Food Attitudes”

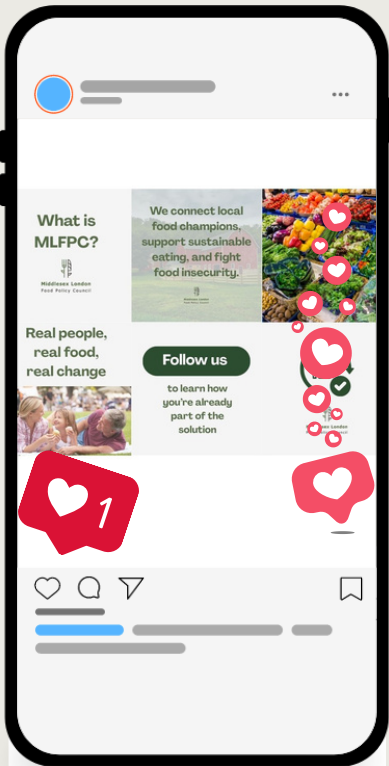


For Barbara, food isn’t just flavour—it’s family. Discover what makes Unique Food Attitudes so special

[#MLFPCVoices](#)  
[#SupportLocal](#)  
[#FoodStories](#)

Facebook Carousel

How to Shop Local at Markets

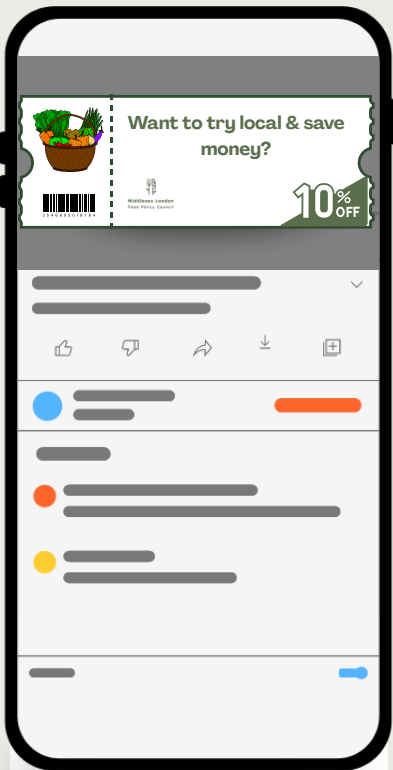


Your guide to navigating your local market like a pro

Subscribe to our newsletter for more tips

Local Bites Tuesday Coupon Post

Collab with local café



Want 10% off this week? Comment or vote in today’s poll and we’ll DM your coupon

Valid for 3 months

IG Story Quiz

What’s in Season?



**Interactive** poll to boost engagement

**Promotes** the newsletter for the answer



# How We Keep the Conversation Going



## How to Manage Comments, Tags, and DMs

### Comments

- Respond within 24–48 hours to create a responsive brand presence
- Use “comment prompts” in posts to encourage dialogue
- Pin valuable or frequently asked questions to guide others

### Tags

- Monitor tagged posts and stories using platform alerts
- Share quality tagged content on stories with credit to the creator
- Comment on tagged posts to show appreciation and build community trust

### DMs

- Set up auto-replies for common questions (e.g., hours, newsletter signup, volunteering info)
- Assign team members or volunteers to check DMs daily
- Use quick replies for FAQs to maintain consistency and save time



# Boosting Visibility

SEO Keywords & Strategic Backlinks



## SEO Keywords / Phrases

1. Local Food London Ontario
2. Sustainable Food Systems
3. Community Food Programs
4. Healthy Food Access
5. Middlesex Food Initiatives
6. Food Policy Council Canada
7. Support Local Farmers
8. Food Education Events

## Backlink Strategy

Strengthen SEO by getting backlinks from trusted local partners who share MLFPC's values and audience.

# Who We Chose and Why They Matter



## London Environmental Network (LEN)

**Why:** Shared commitment to sustainability and community education

**Engagement Methods:**

- Tag in relevant posts
- Co-host eco-food initiatives or workshops
- Exchange shoutouts during awareness campaigns

[londonenvironment.net](http://londonenvironment.net)

Instagram: [@londonenvironet](https://www.instagram.com/londonenvironet)

## Western Fair District Market

**Why:** Shared food-focused audience and frequent community events

**Engagement Methods:**

- Promote each other's events (e.g., weekend markets)
- Tag in vendor spotlight stories
- Host joint booths or Instagram Lives

[westernfairdistrict.com](http://westernfairdistrict.com)

Instagram: [@westernfairdistrict](https://www.instagram.com/@westernfairdistrict)



# How We Measure Success

Metrics keep us aligned with goals and allow continuous improvement.

## Key Metrics Tracked:

- **Engagement rate** (likes, comments, shares)
- **Growth** in followers
- **Click-throughs** to newsletter
- **Coupon** redemptions
- **Partnership** mentions



## Tools Used:

- **Meta Insights** (Instagram/Facebook)
- **Google Analytics** (for newsletter clicks)
- **Jetpack** (Website)







## Reporting Frequency:

- **Monthly** performance summaries
- **Quarterly** insights for partner reporting



# Why This Strategy Works

Our campaign connects people, businesses and ideas that nourish the region

	<b>Designed for MLFPC's reality:</b> volunteer-driven, community-first
	<b>Uses free, scalable tools:</b> Instagram, Facebook, user content
	<b>Builds lasting systems:</b> template models, evergreen materials
	<b>Grows trust and reach:</b> new collaborations and subscribers

Hire us to implement this strategy and help grow a stronger, more connected food system in Middlesex.



# Thank You

CONNECTING PEOPLE, FOOD & COMMUNITY  
THROUGH STORYTELLING



**Middlesex London**  
Food Policy Council

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# WELCOME TO FLAVOURS OF MIDDLESEX

Celebrating local food, community stories and the people who grow what we eat.

Start exploring local  
flavour

(Image Source: London Tourism Canada)

Welcome to the first issue of Flavours of Middlesex, a seasonal newsletter from the Middlesex London Food Policy Council (MLFPC). Here, we spotlight the people, places and partnerships that shape our region's vibrant local food system. Whether you're a long-time Londoner, a newcomer to Southwestern Ontario, or someone reconnecting with your hometown, this space is for you.



(Image Source: London Tourism Canada)

Our goal is to build awareness around food security, support local food businesses and highlight the many ways our community connects through food. By showcasing voices from across Middlesex—from farmers and chefs to community partners and food lovers—we hope to inspire you to explore what's growing right here at home.

This issue includes three features:

### **A taste that feels like home**

Meet a partner serving authentic polish comfort food using local ingredients—a story of culture, connection and tradition on a plate.

### **From the field**

Explore how agriculture in Middlesex County powers our food system and why this region is known as Ontario's food belt.

### **A celebration of local flavour**

Mark your calendars for upcoming food festivals and community events this fall that bring us together around shared tables.

Whether you're passionate about sustainable eating, want to support local farmers, or are simply looking for your next great meal, you'll find something here to savour.

## A taste that feels like home

Unique Food Attitudes blends heritage, hospitality and local ingredients



By Deidre Bonilla



(Image Source: Unique Food Attitudes Instagram account)

Tucked into a quiet corner of downtown London, Unique Food Attitudes offers more than just a meal—it serves a feeling of home. This cozy restaurant delivers authentic polish comfort food that speaks to London’s multicultural roots, using fresh ingredients sourced from local producers in Middlesex.

During our visit, the atmosphere matched its reputation: warm, welcoming and full of personality. Owner Barbara Czyż greeted diners personally, sharing stories about the menu and her background. She explained that her second name, Cukiernik, means “cakemaker” in polish—a fitting title given her mastery of desserts like blueberry cake, lemon tart and marble cheesecake.



The house favourite, goulash with potato pancakes, lived up to the hype—hearty, flavourful and deeply satisfying. For something new, check out the daily special, posted each morning on their [website](#). Every dish is crafted with care and tradition, making it easy to see why this spot has become a staple for both newcomers and long-time residents.



Photo by [Purple Track Marketing](#)/  
MLFPC Newsletter

At Unique Food Attitudes, food becomes a bridge—connecting cultures, memories and community through every plate. Whether you’re polish or not, you’ll leave feeling a little closer to home.



## From the field

Why the Western Fair District is a cornerstone of London's local food system



By Aung July



(Image Source: Yelp Canada)

Every weekend, [The Market at Western Fair District](#) gives residents of London, Ontario, a direct way to shop, eat and connect with their food system. Located in the Confederation Building at 900 King St., the market operates year-round on Saturdays from 8 a.m. to 3 p.m. and Sundays from 10 a.m. to 2 p.m.

Only the main floor is dedicated to local vendors and farm-based products, where shoppers can find everything from seasonal produce and artisanal bread to drug-free meats, fresh eggs and small-batch sauces. You'll find a wide variety of local food vendors and restaurants at The Market, offering everything from fresh produce and baked goods to coffee and prepared meals. Explore the full vendor list at [themarketwfd.com/shops](http://themarketwfd.com/shops).

The direct-to-consumer model helps small producers grow while giving shoppers access to locally grown food. As part of Middlesex County's agricultural region, the market reflects a shared effort to build food security, reduce environmental impact and support local food businesses.

Whether you're a newcomer or a lifelong Londoner, this market is a place to meet neighbours, discover new flavours and stay rooted in community.

## A celebration of local flavour

Sizzling tacos and flying tackles: a taste of culture and community



By Emiliana Jorgo



(Image Source: London Tourism Canada)

London's [Taco Fest](#) is returning to Covent Garden Market from August 22–24, 2025—and the best part? It's free to attend!

This highly anticipated event is more than a culinary celebration. It's a chance to support local food businesses, chefs and vendors who make London's food scene shine. Festivalgoers can explore a vibrant lineup of traditional street-style tacos and innovative fusion creations—all made with Ontario-grown ingredients. By embracing local sourcing, Taco Fest strengthens Middlesex County's food economy while reducing environmental impact.

Beyond the food, Taco Fest brings people together through culture and fun. The event features live music, taco competitions and the crowd favourite—lucha libre wrestling—which adds bold energy and a festive cultural twist.

The [Middlesex London Food Policy Council \(MLFPC\)](#) supports events like Taco Fest because they align with a stronger local food system. These gatherings boost visibility for small businesses, encourage sustainable practices and promote access and inclusion across the community.

Looking to experience the best of London's culinary scene? Mark your calendar and join the fiesta!

THIS BUSINESS SUPPORTS  
LOCAL FOOD WITH MLFPC



**Middlesex London**  
Food Policy Council



*Know How*





# Want to try local & save money?



**Middlesex London**  
Food Policy Council

# 10% OFF

## Coupon Rules

1. Valid only at: Business Name & Address
2. Discount: 10% OFF your purchase on any order over \$25
3. Valid until: September 30, 2025
4. One-time use only
5. Cannot be combined with other promotions or coupons
6. No cash value
7. Coupon must be presented in physical form – digital copies not accepted unless stated otherwise

## Brought to you by MLFPC

This coupon is part of the "Local Bites Tuesday" campaign from the Middlesex London Food Policy Council. Together with local businesses, we're making good food more accessible in our community.

## How to Use This Coupon

1. Bring this coupon to the participating business listed on the front.
2. Present it at checkout before paying for your purchase.
3. Enjoy your discount! It's our way of saying thank you for supporting local food.

# Digital Marketing Plan



## Digital Marketing Strategy

Presented by

Aung July | Debaleena Sen | Deidre Bonilla  
Emiliana Jorgo | Joyce Kagiri | William Caicedo



Presented to  
General Mills



# Context Canvas

## Demographic Trends

- Canada's diverse and health-aware population is growing.
- Urban professionals and Millennial parents demand convenience and nutrition.
- Consumers are better educated and shopping smarter.

## Rules & Regulations

- Upcoming child marketing restrictions and bilingual labelling laws may reshape messaging.
- New rules on sustainable packaging and AI transparency are emerging.

## Economy & Environment

- Inflation is pushing price sensitivity and value-driven buying.
- Climate-conscious consumers are demanding eco-friendly brands.
- Supply chain risks remain post-COVID and due to U.S. tariffs.

## Competition

- Kellogg's leads with family appeal.
- Mondelez dominates with short-form video and influencers.
- Smaller local brands such as MadeGood are winning hearts with clean labels and Canadian values.

## Tech Trends

- Short-form video is the top discovery tool such as TikTok, Reels.
- AI-driven personalization is now expected.
- Voice search and recipe quizzes drive engagement.

## Customer Needs

- Health-conscious, time-saving snacks
- Transparent labels, sustainable packaging, bilingual content
- Easy online ordering: Walmart, Instacart, Amazon

## Uncertainties

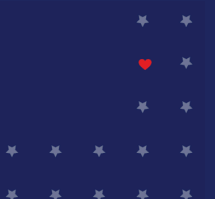
- Will new ad laws limit product promotions?
- Can we maintain supply chain reliability and price stability?
- How will AI change customer engagement expectations?





# Asset Audit Overview

WHERE Channel	WHAT Content	WHEN Frequency	WHY Performance	OPPORTUNITY Score
Website	<ul style="list-style-type: none"> <li>Brands information</li> <li>Social impact</li> <li>Skateholders data</li> </ul>	Weekly	<ul style="list-style-type: none"> <li>Informative</li> <li>Drive audience into brands</li> </ul>	<ul style="list-style-type: none"> <li>4</li> <li>Engage content</li> <li>Informative blog</li> <li>Blacklinks</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>Social commitment</li> <li>Digital recognition</li> <li>Promotative</li> </ul>	Weekly	<ul style="list-style-type: none"> <li>Inform healthy food practices</li> <li>Drive audience into brands</li> </ul>	<ul style="list-style-type: none"> <li>4</li> <li>Time posting consistency</li> <li>Outstanding content</li> <li>Visible CTA</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>Recommendations of how to use products</li> <li>Social initiatives</li> </ul>	Every three days	<ul style="list-style-type: none"> <li>Informative</li> </ul>	<ul style="list-style-type: none"> <li>3</li> <li>Low engagement</li> <li>No CTA</li> </ul>
Linkedin	<ul style="list-style-type: none"> <li>Networking</li> <li>Social initiatives</li> </ul>	Weekly	<ul style="list-style-type: none"> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>4</li> <li>CTA</li> <li>Driving links to other assets</li> <li>Engage stories</li> </ul>
YouTube	<ul style="list-style-type: none"> <li>Social initiatives</li> <li>Storytelling</li> <li>Driving links</li> </ul>	Bi-weekly	<ul style="list-style-type: none"> <li>Informative</li> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>4</li> <li>Consistency</li> <li>Storytelling</li> <li>Engagement content</li> </ul>
TikTok	<ul style="list-style-type: none"> <li>Outdated</li> </ul>	Bi-yearly	<ul style="list-style-type: none"> <li>Informative</li> </ul>	<ul style="list-style-type: none"> <li>2</li> <li>No consistency</li> </ul>
X	<ul style="list-style-type: none"> <li>Outdated</li> </ul>	Bi-yearly	<ul style="list-style-type: none"> <li>Informative</li> </ul>	<ul style="list-style-type: none"> <li>2</li> <li>No consistency</li> </ul>



# SWOT Analysis

## Internal



### Strengths

- Strong brand recognition: Cheerios, Nature Valley, Yoplait.
- Successful eco-partnerships such as Nature Valley & plastic-free packaging.
- Visually appealing digital campaigns.

### Weaknesses



- Outdated/inactive Canadian brand pages.
- Limited French-language content.
- Low responsiveness on social media.
- Content not tailored for Canadian seasons or culture.



### Opportunities

- Growing demand for gluten-free and protein-rich snacks.
- TikTok recipes with Old El Paso kits.
- Partnerships with Canadian creators and RDs.
- Data-driven content personalization.

### Threats



- Preference for local/small-batch brands such as MadeGood.
- Sugar level concerns.
- Potential child-directed ad restrictions.
- Supply chain disruptions.



## External



# Target Consumer



Age : 38

Married, 2 kids

Burlington, ON

Part-time HR Manager

**Psychographics:** Prioritizes wellness and simplicity, enjoys cooking at home, feels confident when making informed decisions about her family's diet

**Values:** Trusts brands with strong family values, clean ingredient lists and wellness focus

**Shopping Habits:** Buys online via Walmart and Loblaws, reads labels and looks for high-fibre and low-sugar snacks

**Digital behaviour:** Uses Pinterest, YouTube and Instagram for recipes, parenting tips and product reviews

**Example:** *Follows Canadian dietitians on Instagram and shares healthy lunchbox ideas with other moms*

**Implication:** Campaigns targeting Emily should include nutrition transparency, kid-friendly recipes and educational content co-created with nutritionists or mom bloggers.

**Emily**  
(Female)

Health-Minded Parent

**Brief description:** Emily is a digital-savvy mom who blends practicality and health awareness in her shopping. She appreciates honest marketing and tools that help her make fast, nutritious choices for her family.





# Target Consumer



Age : 29

Singles, no kids

Downtown Toronto

Financial Analyst

**Psychographics:** Values time-saving solutions, brand transparency and lifestyle convenience. Seeks products that align with his active, minimalist lifestyle

**Values:** Seeks convenience, innovation, sustainability and trendy health alternatives

**Shopping Habits:** Weekly Instacart orders; influenced by product reviews and social proof

**Digital behaviour:** Active on TikTok, Reddit, and LinkedIn; consumes short-form food content and financial wellness videos

**Example:** Engages with meal-prep content on TikTok and subscribes to newsletters from eco-conscious food brands

**Implication:** To attract Daniel, General Mills should develop short videos featuring quick, healthy meals using their products and highlight eco-conscious packaging or partnerships

**Daniel**  
(Male)

Busy Young Professional

**Brief description:** Daniel is a fast-paced, tech-savvy urbanite who prefers seamless digital interactions and smart product choices. He chooses brands that align with his pace, values and aspirations.



# Consumer Journey

## Awareness

## Consideration

## Purchase

## Post-Purchase

### Information Requirements

What is this product and why should I care?"  
Does it fit my lifestyle or values?

What makes this better than alternatives?  
Is it healthy, sustainable, convenient?

Where can I buy it? Is it easy to get?  
Is there a deal or coupon?

Was it worth it? How else can I use it?  
How can I share my experience?

### Touchpoints

TikTok, Instagram Reels, YouTube Shorts, influencer posts, sponsored social ads

Brand website, recipe reels, influencer reviews, blog articles, Pinterest

Instagram/FB shoppable posts, Instacart/Walmart/Amazon listings, digital coupons

Email newsletters, brand Instagram (UGC reposts), loyalty program portals

### Challenges

Low product awareness; competing noise from other snack brands

Skepticism about nutritional claims; lack of relatable Canadian examples; limited French-language content

Friction in checkout; price sensitivity; limited store availability

Lack of ongoing engagement; forgetting about the brand after purchase

### Role of Communications

Grab attention through storytelling, trends and influencer credibility

Provide transparent, detailed product info with relatable use cases

Streamline purchase with clear CTAs and retailer links

Encourage repeat purchases and advocacy via rewards, recipes, and UGC sharing

### Key Message(s)

Discover healthy, tasty snacks made for your busy Canadian life.

Snack smarter with trusted ingredients and quick, fun recipes.

Your next healthy snack is one click away

Keep snacking with purpose – share your creations and get rewarded.



# Competitor Analysis

Category	My Brand – General Mills	Direct Competitor 1 – Kellogg’s	Direct Competitor 2 – Mondelez
Product range	Breakfast cereals, snack bars, yogurt, baking mixes, frozen meals.	Wide range of cereals, snack bars, plant-based options, frozen foods.	Biscuits, chocolates, candy, snack bars, gum.
Brand Voice	Friendly, health-focused, family-oriented, trustworthy, bilingual in Canada.	Fun, family-friendly, nostalgic, often uses mascots.	Playful, indulgent, trend-driven, lifestyle-focused.
Sales Tactics	Seasonal promotions, coupons, shoppable social ads, loyalty programs.	In-store promotions, BOGO offers, collectible merchandise.	Cross-promotions, seasonal packaging, limited editions.
Pricing	Mid-range, positioned as premium for certain healthy lines.	Mid-range, with budget-friendly pack sizes.	Mid-range to premium, depending on product line.
Marketing Strategy	Focus on healthy convenience, sustainability, seasonal relevance, and recipe content.	Focus on nostalgia, broad appeal, and mass advertising reach.	Emphasis on indulgence, lifestyle fit, and fun moments.
Social Media Strategy	Multi-platform, growing TikTok presence, strong recipe content on Instagram and YouTube.	Heavy Facebook and Instagram presence, less TikTok focus.	Strong Instagram and TikTok activity, influencer-driven campaigns.
Content Strategy	Short-form recipe videos, eco-friendly tips, community challenges.	Branded storytelling using mascots and product nostalgia.	Trend-based videos, user challenges, brand collaborations.
Fan Engagement	UGC reposts, recipe contests, sustainability discussions.	Mascot interactions, giveaways, nostalgic campaigns.	Interactive challenges, polls, and trending hashtag campaigns.





# ACPP Analysis of Competitors

## Competitor

## Awareness

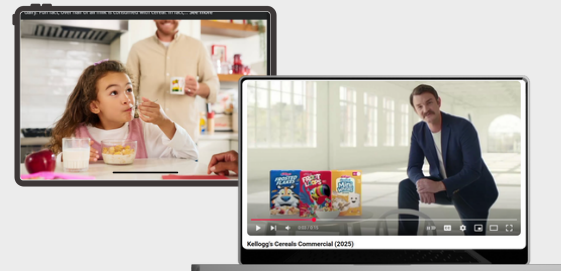
## Consideration

## Purchase

## Post- Purchase

**Kellogg's**

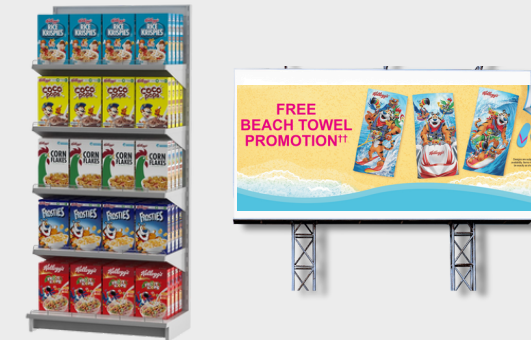
### Mass media advertising



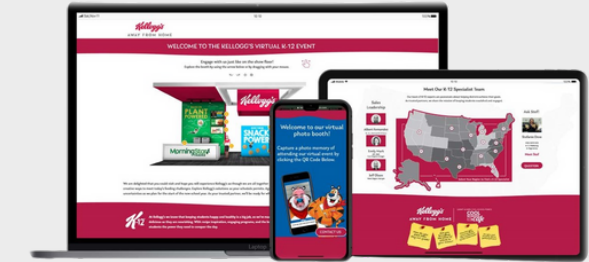
### Iconic brand characters



### Strategic shelf placement



### Customer feedback



### Strong branded content

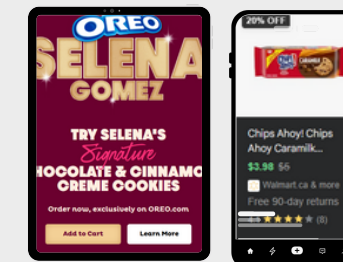
**Mondelēz International**



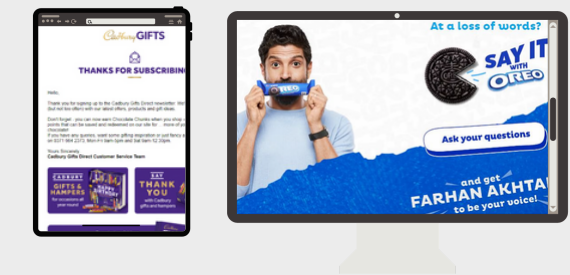
### Product education



### Seamless checkout

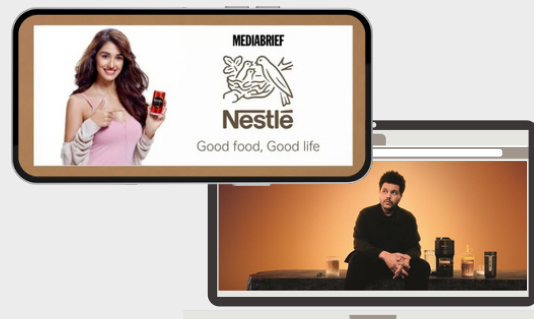


### Email marketing



### Celebrity partnership

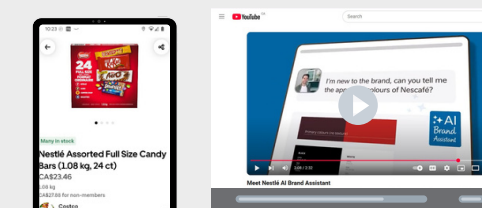
**Nestlé**



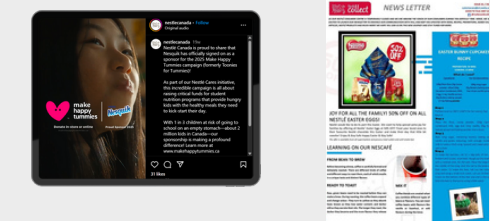
### Reviews



### Discounts



### Newsletter donations



# Objectives and Strategies

Ranked by Importance	Objective	Strategies	How you will measure success
1	Increase brand awareness among Canadian Millennials and Gen Z	Launch a short-form video campaign on TikTok and Instagram Reels featuring influencers and user-generated content	<ul style="list-style-type: none"><li>• Impressions</li><li>• Reach</li><li>• Video views</li></ul>
2	Drive trial and purchase of featured product (e.g., Nature Valley or Cheerios)	Use geo-targeted paid ads and retailer partnerships to promote limited-time offers and in-store sampling	<ul style="list-style-type: none"><li>• Click-through rate (CTR)</li><li>• Coupon redemptions</li><li>• Sales lift</li></ul>
3	Boost engagement and brand affinity	Run a hashtag challenge and recipe contest encouraging users to share their own creations using the product	Engagement rate User-generated content volume Hashtag mentions

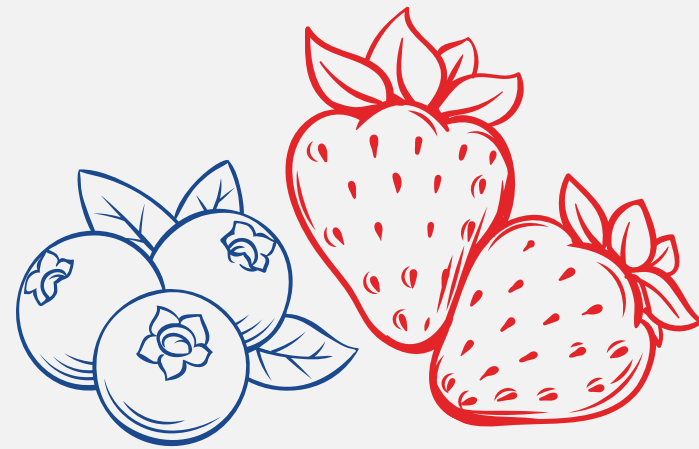


# Big Idea

## Snack With Purpose

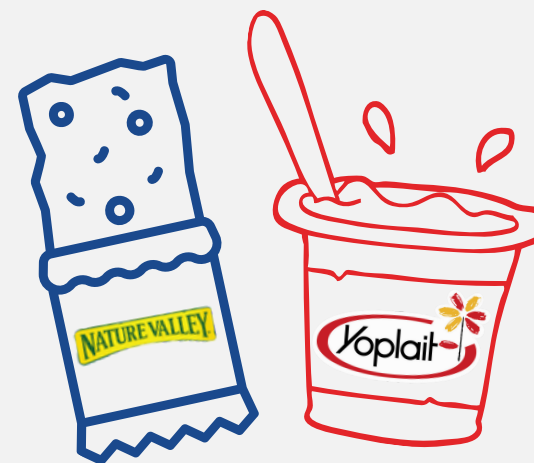
### Healthy convenience, with a sustainable twist

Canadians want quick, delicious snacks that fit their busy lives without sacrificing health, values, or the planet



### Why General Mills Can Deliver on This Big Idea

Nature Valley and Yoplait deliver trusted, nutritious snacks with sustainable packaging; tailored to Canada's seasons, from back-to-school lunches to cozy winter moments.



### Campaign Snack With Purpose

Life's too busy for compromise. Our snacks fuel you fast, taste great and are responsibly made, so you can nourish yourself and the planet in every bite.





# Big Idea

## TikTok Challenge #SnackPurposefully

### Awareness – Inspire & Engage

**Concept:** We launch a fun, fast-moving TikTok challenge inviting Canadians to share their healthiest and quickest snack hacks using Nature Valley and Yoplait products

**Role of Communication:** Inspire creativity and participation, showing that healthy snacks can be fast, fun, and share-worthy

### Why it Works:

- TikTok's algorithm rewards trending challenges, increasing organic reach.
- Both personas such as Emily & Daniel see relatable scenarios.
- Hashtag encourages user-generated content, building social proof and extending campaign lifespan without extra paid spend.



[Click to video](#)



# Big Idea

## 5-Minute Meals Micro-Campaign

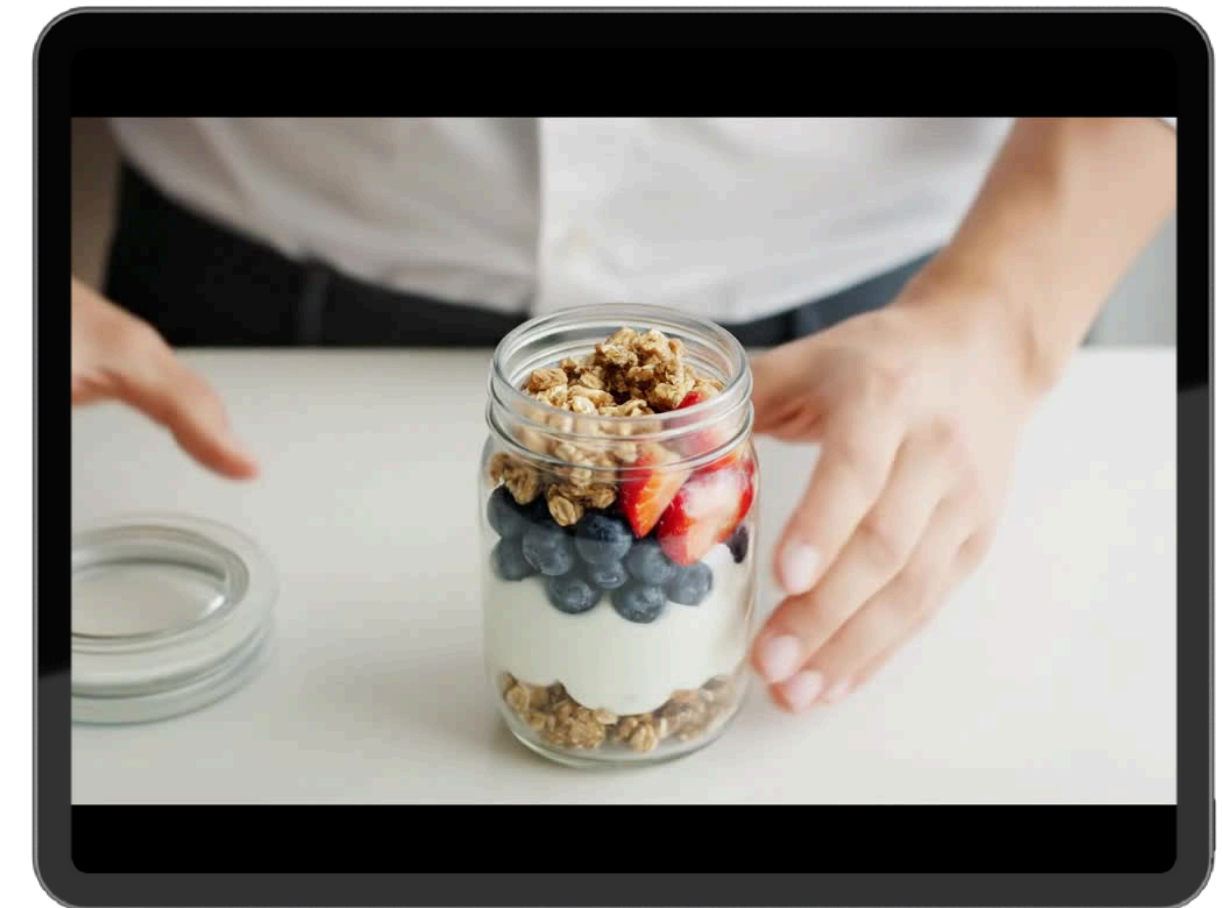
### Consideration – Show & Educate

**Concept:** A series of short recipe videos showing how to make quick, nutritious snacks in under five minutes, tailored to our two key personas such as Emily (health-minded parent) and Daniel (busy young professional).

**Role of Communication:** Show ease of preparation and educate on healthy, sustainable snacking.

#### Why it Works:

- Short recipes fit current consumption trends such as Reels, TikTok, Shorts.
- Both personas see themselves represented in a relatable, everyday moment.
- Emphasizes speed and convenience without sacrificing health or sustainability.



[Click to video](#)

# Big Idea

## Eco Influencer Partnerships

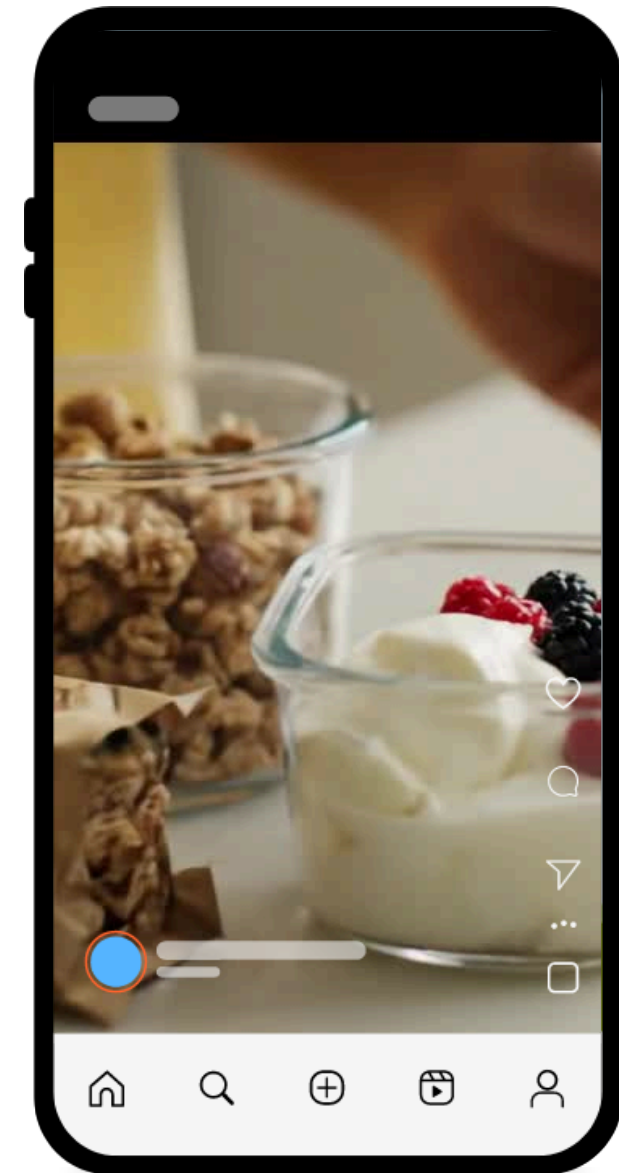
### Consideration – Highlight & Build Trust

**Concept:** Collaborate with Canadian zero-waste, sustainability and healthy living influencers to create authentic content showcasing Nature Valley and Yoplait snacks in reusable or compostable containers.

**Role of Communication:** Highlight sustainability credentials and build trust through credible, relatable influencer voices.

#### Why it Works:

- Influencers add authenticity and cultural relevance for Canadian audiences.
- Showcases the brand's eco-commitment in a lifestyle context and not just as a product claim.
- Strengthens appeal to both personas: Emily sees family-friendly, eco-safe options; Daniel sees modern, minimal, reusable design.



[Click to video](#)





# Big Idea

## Repurpose Influencer Content

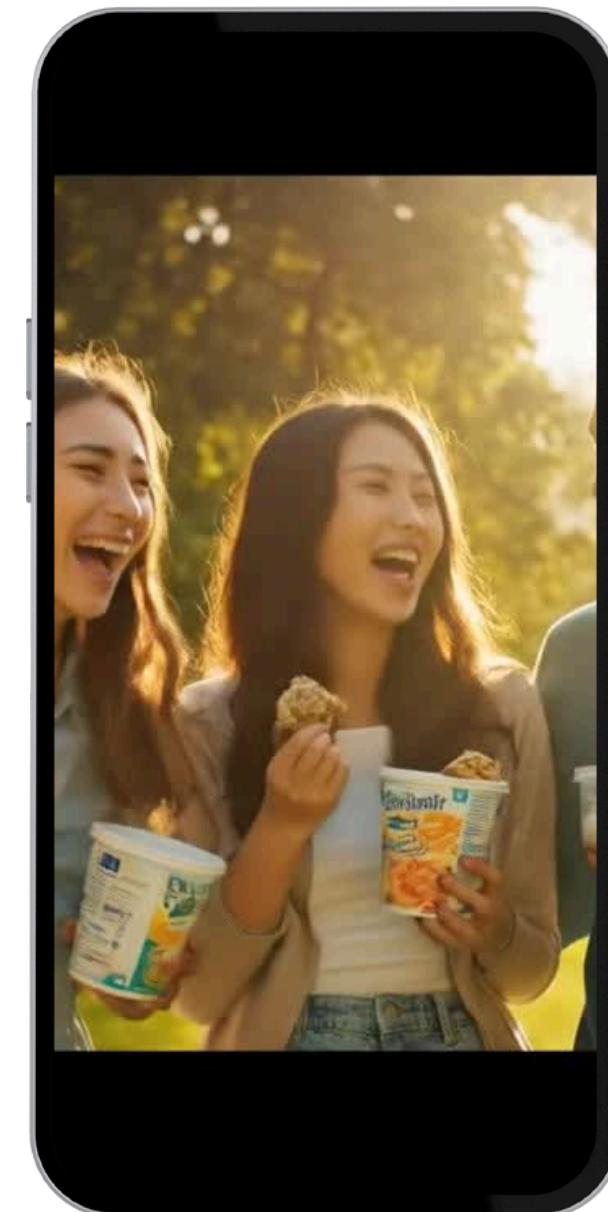
### Purchase – Highlight & Prompt

**Concept:** Transform high-performing influencer videos, photos and GIFs from the Eco Influencer Partnerships and TikTok Challenge into paid and owned campaign assets for Instagram, YouTube, Pinterest and display ads.

**Role of Communication:** Highlight relatable, real-world product use while prompting direct action.

### Why it Works:

- Maximizes ROI from influencer partnerships by extending content lifespan.
- Ensures consistency across Paid, Shared and Owned channels while keeping authentic, user-centric tone.
- Helps bridge the Consideration → Purchase stage with trusted, proven content.



[Click to video](#)

# Big Idea

## Campaign Wrap / CTA

### Snack smarter. Snack with purpose

**Concept:** End the campaign with a celebratory, high-energy recap that showcases the community, the content and the brand message leaving the audience inspired to keep engaging with *#SnackPurposefully* beyond the campaign period.

**Role of Communication:** Inspire continued participation and reinforce the brand's commitment to health, convenience and sustainability.

#### Why it Works:

- Acts as a “thank you” to participants, building goodwill.
- Reinforces campaign message and visual consistency.
- Encourages ongoing use of the hashtag, creating organic visibility after paid spend ends.

Keep sharing your  
snack hacks with  
*#SnackPurposefully*



Find your next healthy  
snack at [generalmills.ca](https://www.generalmills.ca)



**Follow us** for more quick,  
planet-friendly recipes



# Channel Strategy

Channel	Strategy	Prioritized Tactics	Because (Why will this strategy work?)
<b>Paid</b>	Amplify awareness and drive targeted consideration-to-purchase actions.	<ul style="list-style-type: none"> <li>• TikTok Challenge paid promotion</li> <li>• YouTube pre-roll ads</li> <li>• Instagram/Facebook shoppable ads</li> <li>• Spotify audio ads</li> </ul>	Paid reach ensures we connect quickly with both personas where they already spend time, Emily on Instagram/Pinterest and Daniel on TikTok/YouTube, and push them toward action with shoppable CTAs.
<b>Earned</b>	Build credibility and trust through third-party validation and authentic voices.	<ul style="list-style-type: none"> <li>• Press release announcing “Snack With Purpose”</li> <li>• Eco influencer partnerships (sustainability, parenting, food)</li> </ul>	Influencers and credible media amplify the brand story, making our health and sustainability claims more believable and culturally relevant to Canadian audiences.
<b>Shared</b>	Encourage community participation and peer-to-peer sharing to fuel organic reach.	<ul style="list-style-type: none"> <li>• TikTok Challenge UGC reposts</li> <li>• Instagram polls and snack quizzes</li> </ul>	Shared media turns customers into co-creators, building authentic advocacy that continues even after paid spend ends.
<b>Owned</b>	Control the message and deepen engagement across brand-managed touchpoints.	<ul style="list-style-type: none"> <li>• Microsite hub with recipes, coupons and eco tips</li> <li>• Bilingual email loyalty series</li> <li>• Recipe Reels and blog content</li> </ul>	Owned platforms give us full control over messaging, allow us to tailor content to Canadian cultural and seasonal needs and sustain engagement beyond the campaign window.





## Rol of communications

### Inspire

*Capture attention & spark curiosity*

### Show & Educate

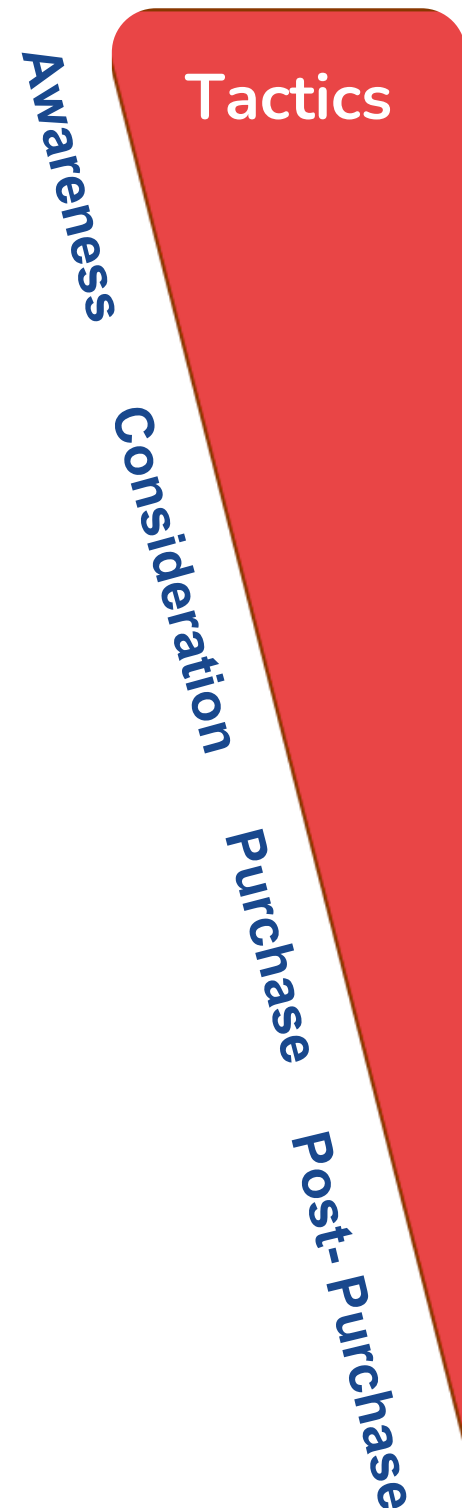
*Build trust & demonstrate value*

### Highlight & Prompt

*Drive immediate action*

### Educate & Inspire

*Foster loyalty & repeat purchase*



# Tactics

- **TikTok Challenge** – #SnackPurposefully (Paid + Shared) → National challenge seeded by influencers showing creative snack hacks.
- **YouTube Pre-roll & IG Reels** (Paid) → 15-sec snack prep videos.
- **Recipe Reels & Blog Content** (Owned + Shared) → Bilingual recipes, nutrition tips, Pinterest optimization.
- **Eco Influencer Partnerships** (Earned + Shared) → Sustainable snack ideas from credible Canadian voices.
- **IG/FB Shoppable Ads (Paid)** → “Shop Now” to Instacart, Walmart, Amazon.
- **Email Loyalty Series** (Owned) → Snack hacks, tips and future rewards.
- **UGC Reposts & Community Features** (Shared) → Showcasing customer creations on social channels.



# Campaign Timeline

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Paid	1.TikTok Challenge Ads (influencer seeding + paid boost)	Sept 02-07	Sept 08-14	Sept 15-21	Sept 22-29								
	2. YouTube Pre-roll & IG Reels Ads	Sept 02-07	Sept 08-14	Sept 15-21	Sept 22-29								
	3. IG/FB Shoppable Ads (Shop Now CTA)			Sept 16-21	Sept 22 - Oct 05	Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02	Nov 03-09	Nov 10		
Earned	1.Eco Influencer Partnerships (content on their channels)	Sept 02-07	Sept 08-14	Sept 15-21	Sept 22-29	Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02				
	2. Media Outreach & Listicle Inclusions	Sept 02-07	Sept 08-14	Sept 15-21	Sept 22-29	Oct 06-12	Oct 13-19						
	3. Podcast & Blog Features					Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02	Nov 03-09			





# Campaign Timeline

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Shared	1.UGC Reposts from TikTok Challenge		Sept 08-14	Sept 15-21	Sept 22-29	Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02	Nov 03-09	Nov 10-16	Nov 17	
	2. Influencer Recap Posts & Hashtag Milestones				Sept 22-29	Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02	Nov 03-09	Nov 10		
	3. Community Highlight Reel												Nov 18-22
Owned	1.Recipe Reels & Blog Content (bilingual)	Sept 02-07	Sept 08-14	Sept 15-21	Sept 22-29	Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02	Nov 03-09	Nov 10-16		
	2. Email Loyalty Series			Sept 15-21	Sept 22-29	Oct 06-12	Oct 13-19	Oct 20-26	Oct 27-Nov 02	Nov 03-09	Nov 10-16	Nov 17	
	3. Campaign Wrap Email & Blog												Nov 18-22







# Budget

Channel		Description	Non- working	Working	Total
ADMIN	Strategic Planning & Campaign Management	Overall strategic planning, coordination, and project oversight	\$15,250		\$15,250
	Bi-weekly Measurement Updates & Campaign Wrap Report	Bi-weekly performance reports + final wrap-up report	\$10,150		\$10,150
PAID MEDIA	TikTok Paid Promotion	Paid ads to amplify the #SnackPurposefully challenge		\$101,500	\$101,500
	YouTube Pre-roll Ads	15-sec snack prep videos before YouTube content		\$50,750	\$50,750
	Instagram/Facebook Shoppable Ads	Direct “Shop Now” CTAs on Instagram and Facebook		\$40,600	\$40,600
	Spotify Audio Ads	15–30 sec snack-themed audio spots		\$25,400	\$25,400
EARNED	Press Release Distribution	Writing + distribution of campaign announcement	\$10,150		\$10,150
	Eco Influencer Partnerships	Collaborations with 30 Canadian sustainability & food influencers	\$55,880	\$20,300	\$76,180
SHARED	UGC Management & Community Features	Managing, reposting, and interacting with UGC from challenge	\$15,250		\$15,250
OWNED	Microsite Hub (design + hosting)	Recipes, coupons, sustainability content hub	\$30,500		\$30,500
	Bilingual Email Loyalty Series (8 sends)	Loyalty/rewards emails in English & French	\$11,180	\$1,520	\$12,700
	Recipe Reels & Blog Content (bilingual)	Production of recipe videos/articles optimized for SEO	\$25,400		\$25,400
PRODUCTION	Video Production (TikTok + micro-videos)	Influencer + brand-led video content for campaign	\$40,640		\$40,640
	Photography & Graphic Design	Campaign product photos + creative assets	\$20,320		\$20,320
MANAGEMENT / ANALYTICS	Project Management (2 months)	Coordination of suppliers & deliverables	\$17,780		\$17,780
	Social Listening & Analytics	Social media monitoring + results analysis	\$7,620		\$7,620
Total			\$250,000	\$250,000	\$500,000



# Thank You & Stay In Touch

