

Moo-ving Into the Spotlight

S14



MEET THE TEAM



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AGENDA

1

Problem/Opportunity

- Using Shamrock Farms® social media presence as a point of growth

2

The Milk Market

- Current Milk Market
- The Modern Milk Drinker
- Oatly's Success

3

Recommendation

- #ShamrockTok with challenge videos and information on LTO Milks
- Why our recommendation will work

4

Logistics

- Timeline
- Budget
- Return

5

Future Outlook

What will our plan result in?

PROBLEM/OPPORTUNITY

Shamrock Farms® has the ability to improve their social media presence, which is especially important with current marketing trends shifting towards a digital platform.

CURRENT MILK MARKET

The U.S. Milk Market is steadily increasing in size

- Expected to increase to 34.04 billion by 2027

Source: Statista, 2022

86% of Americans prefer Dairy Milk

- Nutritious
- Healthy

Source: IDFA, 2019

Fierce competition exists in the Non-Dairy Milk Market

- Oat
- Almond
- Soy
- Coconut

The Modern Milk Drinker

01

WHO?

- Around 46% are aged 25–44
- 51% are Male and 49% are Female

02

WHY?

- Most aware of nutrition
- Make up 25% of all dairy consumers

03

HOW?

- Launch a Tik Tok Campaign

OATLY'S SUCCESS



Source: TikTok, 2022



Source: Instagram, 2022

What Sets Oatly Apart

Following the success of its barista-based initiative, Oatly invested in its online presence with campaigns and messaging that stand out from the crowd.

Source: Digital Marketing Institute, 2021



REACHING MMD'S THROUGH #SHAMROCKTOK

- ❖ TikTok campaign
- ❖ Two major elements:
 - Challenges that run year long
 - Trivia Challenge
 - Guess the Flavor Challenge
 - Baking Challenge
 - Paid partnership with Rob Gronkowski (@robgronkowski)

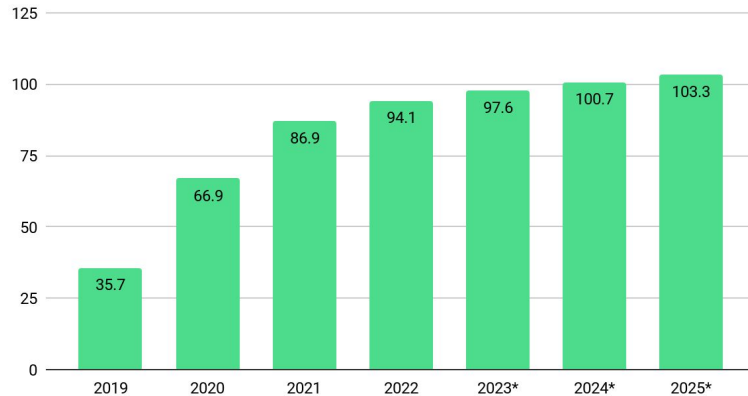


Source: University of Arizona News, 2015



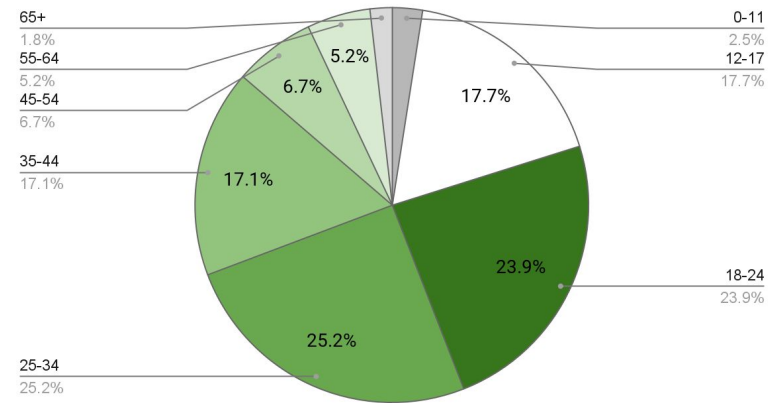
42% OF TIKTOK USERS FALL INTO SHAMROCK FARMS® TARGET MARKET

Number of TikTok Users in the United States (in millions)



Source: Statista, 2022

Age Distribution of Monthly TikTok Users in the US

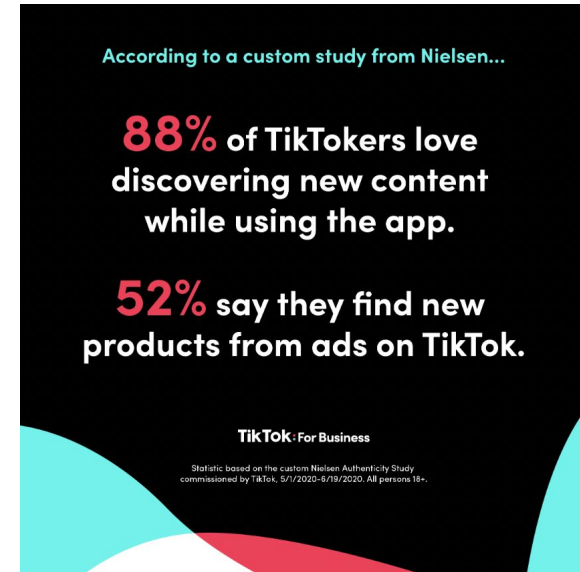


Source: Statista, 2022

TIKTOK CONNECTS COMPANIES AND CUSTOMERS



Source: TikTok for Business, 2022



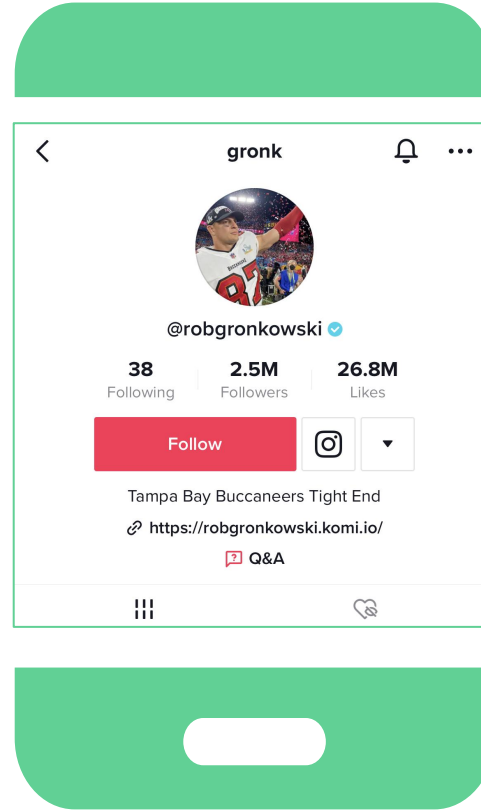
Source: TikTok Newsroom, 2020

PARTNERING WITH GRONK TO REACH A WIDER AUDIENCE

- ❖ Former NFL & University of Arizona tight end
- ❖ Large TikTok presence
- ❖ Athlete who values nutrition

sources. According to the [2021 Nielsen Trust in Advertising study](#), 71% of consumers trust advertising, opinions and product placements from influencers.

Source: Nielsen, 2022



Source: TikTok, 2022

TRIVIA THROUGH TIKTOK

- ❖ Campus-based Promotion
- ❖ Milk-related trivia questions for participants
 - 10-Second answers
- ❖ Participants receive complimentary Shamrock items
 - Correct guesses receive product samples and exclusive deals
 - Incorrect guesses still offered Shamrock merchandise!



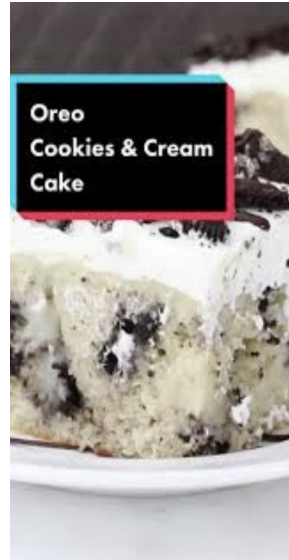
GUESS THE FLAVOR CHALLENGE

- ❖ Promotion remains campus-based
 - Table station or remain on the move
- ❖ Participants sample unlabeled LTO flavors
- ❖ Correct guesses receive LTO assorted bundle or flavor of preference
 - Incorrect guesses still eligible for Shamrock prizes



TIKTOK BAKING CHALLENGE

- ❖ Use Shamrock LTO Milk Flavors in TikTok baking challenges
- ❖ Submissions via TikTok showing baking process using one of the LTO flavors to create a dessert
- ❖ Contestants will be hand selected and flown out to Arizona to compete in the baking contest with panel of judges



Oreo Cake Recipe

12 oz. of shamrock farms cookies and cream milk

2 ½ cups all-purpose flour

2 cups granulated sugar

1 tablespoon baking powder

1 teaspoon salt

6 tablespoons unsalted butter

¾ cup vegetable oil

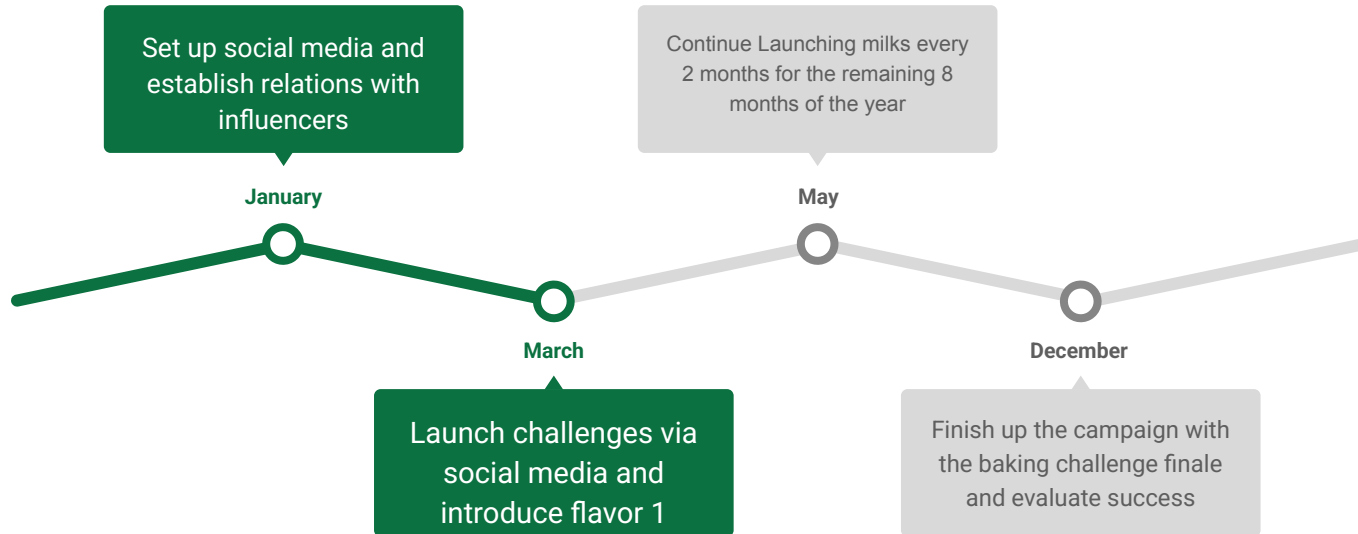
½ cup sour cream

1 tablespoon vanilla extract

6 large egg whites

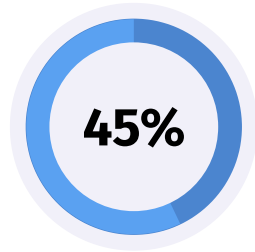
20 oreo cookies

TIMELINE



BUDGET (\$1,000,000)

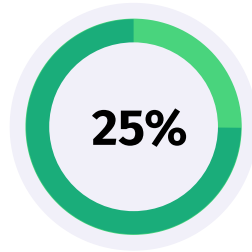
Communication



\$450,000

Campaign
announcing new
flavors to spread
awareness

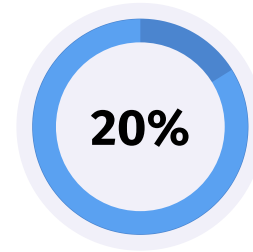
PR



\$250,000

Improve brand
image to the
modern milk
drinker

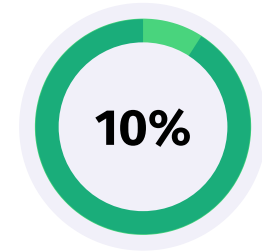
Media



\$200,000

Tik Tok and media
partnership with
Gronk

Free Cash



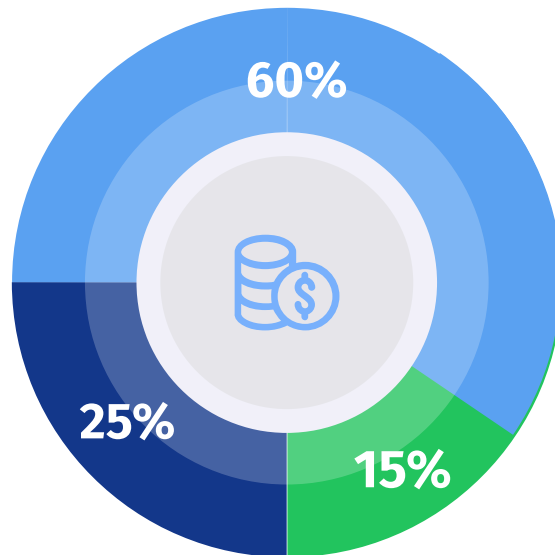
\$100,000

Free cash on hand
to cover
unforeseen
expenses

Return on Investment (6%) \$60,000

Communication

Profit of \$15,000 per annum after expenses



Media

Profit of \$36,000 per annum after expenses

Public Relations

Profit of \$9,000 per annum after expenses

FUTURE OUTLOOK/SUMMARY

Campaign Start

Largest cash outflow,
kick starting our
promotional journey



3 Months

Increased brand
awareness has
reached target
market

6 Months

Recoup initial
investment as ads
become profitable



1 Year

Realize the 6%
projected ROI and
adapt for
continued growth

THANK YOU!



QUESTIONS?

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