

Oberweis Dairy IMC Strategy Presentation

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Company Overview

Oberweis Dairy is a family-owned dairy company that has been in business since 1949. They are headquartered in Aurora, Illinois, and have a network of locations throughout Illinois, Indiana, Michigan, Missouri, North Carolina, Virginia, and Wisconsin. Weekly doorstep service is offered, as well as physical locations where customers can purchase products and exchange glass bottles. Milk and Ice Cream are also available in grocery stores throughout the Midwest and Northeast United States.

Oberweis Dairy is best known for its ice cream and milk. Oberweis Dairy claims the reason their milk is better is because it comes from small family farms with respect for cows, no preservatives, no artificial ingredients or antibiotics, minimal processing, and glass bottles. Oberweis Dairy also sells a variety of other products including cheese, yogurt, tea, lemonade, bacon, and breakfast sausage.



Situation Analysis (SWOT)

Strengths:

- High-quality products
- Commitment to social responsibility
- Loyal customer base • Strong distribution network

Weaknesses:

- High prices
- Competition from larger companies
- Limited product availability
- Reliance on dairy products

Opportunities:

- Expanding into new markets
- Developing new products
- Growing the online sales channel
- Targeting younger demographics

Threats:

- Health and diet trends
- Rising production costs
- Food safety concerns
- Non-Dairy competition

Campaign Objectives

Campaign Communication Objectives:

1. Increase subscription orders by 5% compared to last year in Q2.
2. Increase iced tea sales by 10% compared to last year in Q2.
3. Increase lemonade sales by 10% compared to last year in Q2.

What is the campaign trying to achieve?

1. Awareness of subscription and delivery system.
2. Awareness of Oberweis' non-dairy offerings.
3. Stimulate sales of less popular products.



Target Audience



Job Title

Assistant Store Manager

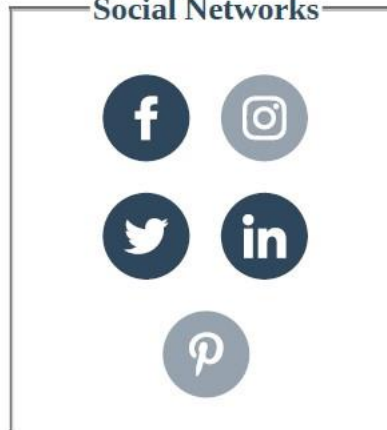
Age

35-49 years

Highest Level of Education

Some college, no degree

Social Networks



Industry

Retail

Johnny Stanton

Preferred Method of Communication

- Phone
- Email
- Face-To-face

Goals or Objectives

- Provide healthy and high quality food
- Streamline grocery shopping
- Keep a stock of treats

Biggest Challenges

- Has to stop at many stores for weekly grocery shopping
- Can not keep up with what brands or trends to trust
- His family loves sweets and always needs to have some in the house

Reasons not to Purchase

- Not all products are available at grocery stores
- More expensive than most brands
- Glass bottles add extra hassle

Marketing Tactics

Use storytelling: Oberweis Dairy can use storytelling to connect with consumers on an emotional level. The company could tell stories about its family history, its dairy farmers, or its customers' experiences with their products.

Partner with influencers: Oberweis Dairy can partner with food bloggers and social media influencers to promote its products.

Offer discounts and promotions: Oberweis Dairy can offer discounts and promotions to attract new customers and encourage purchases of desired products or programs.



Digital Ad



Milk is Just the
Beginning.

**Save 15% off Your
First Oberweis
Delivery Today!***

*Valid with unique offer link until 12/31/2023
for new and returning customers only.

Blog Post

Why You Should Drink More Lemonade

Written by: Kyle Shirley – September 12, 2023



Lemonade is a simple refreshing and delicious drink that is made from lemons, water, and sugar. It is a popular drink in many cultures around the world, and it is often associated with warm weather and good times.

Health Benefits

In addition to being delicious, lemonade is also good for you. Lemons are a good source of vitamin C, which is an antioxidant that helps to protect the body. They also contain potassium, which is an important mineral for heart health.

Here are some of the health benefits of lemonade:

- **Boosts the immune system:** Vitamin C is an antioxidant that helps to protect the body. It also helps to boost the immune system, which can help to fight off illnesses.
- **Prevents kidney stones:** Lemons contain citrate, which can help to prevent kidney stones.
- **Improves digestion:** Lemons contain citric acid, which can help to break down food and improve digestion. They also contain fiber, which is necessary for gut health.
- **Soothes a sore throat:** The acidity of lemons can help to soothe a sore throat. It can also help to loosen mucus and make it easier to cough up.

- **Relieves heartburn:** The acidity of lemons can help to neutralize stomach acid and relieve heartburn.

Recipe Ideas

In addition to its health benefits, lemonade is also a fun and easy drink to make. There are many different recipes for lemonade, and you can customize it to your own taste. If you are looking for a refreshing and delicious drink that is also good for you, then lemonade is a great choice.

Here are some tips for making lemonade:

- Use fresh lemons. The flavor of lemonade will be much better if you use fresh lemons.
- Use filtered water. This will help to remove any impurities that could affect the taste of the lemonade.
- Use sugar to taste. The amount of sugar you use will depend on your personal preference.
- Garnish with lemon slices. This will add a touch of elegance to your lemonade.

Here are a few ideas to spice up your lemonade:

- Add fresh mint leaves for a refreshing twist.
- Add some iced tea for a homemade Arnold Palmer.
- Add a splash of ginger ale for a fizzy treat.
- Add a shot of vodka for an adult lemonade.
- Add some colorful fruit slices for an Instagram-worthy drink.

No matter how you make it, lemonade is a refreshing and healthy drink that is perfect for any occasion.



Conclusion

Lemonade is a delicious and refreshing drink that is also good for you. It is a great way to stay hydrated and boost your immune system. So next time you are looking for a refreshing drink, reach for a glass of lemonade. You won't be disappointed.

Now you have a taste for lemonade, but don't want to make it yourself? Oberweis has got you covered with a fresh Lemonade that is sure to hit the spot. Look for their glass bottles near the milk section at your local grocery store, check for an Oberweis location near you, or order delivery directly to your home.

Direct Mail

15% Off Your First Delivery

Enjoy hundreds of
farm-fresh products
delivered to your home
weekly with Oberweis.



For More Info Call Us at
1-866-OBERWEIS

oberweis.com/about-home-delivery

Promotional Appeals

Emotional appeals: Develop emotional connections with consumers by emphasizing the quality, freshness, and wholesomeness of Oberweis Dairy products.

Social proof appeals: Leverage the power of social proof by highlighting positive customer testimonials and reviews. **Scarcity appeals:** Create a sense of urgency among customers by offering limited-time promotions or exclusive discounts.



Measurement Metrics

Website traffic: Track the number of visitors to Oberweis Dairy's website and see how many of those visitors came from the campaign.

Social media engagement: Track the number of likes, shares, and comments on Oberweis Dairy's social media posts and see how many of those engagements came from the campaign.

Sales: Track sales of Oberweis Dairy products to see if there is a change in sales during the campaign period.

Specific Measurement Metrics:

- Click-through rate (CTR)
- Conversion rate
- Average order value (AOV)



Execution Timeline

Campaign Development Timeline

Month 1: Conduct research to understand the target market and their needs. Develop the campaign concept, messaging, and creative pieces.

Month 2: Finalize the campaign creation and make arrangements with influencers.

Campaign Execution Timeline

Month 1: Launch the campaign on social media and search engines. Begin running targeted ads.

Month 2: Continue running targeted ads and social media posts. Promote the campaign through influencer marketing.

Rationale for Campaign Timing

The campaign is timed to launch in the spring and run through the summer because this is when people are most likely to be looking for and consuming Oberweis products. Ice cream, lemonade, and iced tea are popular choices for picnics, barbecues, and other outdoor activities.

