

Loosely described, our 4 major goals are to grow engagement, increase authenticity, revamp influencer programs to be more effective, and increase user understanding of our brand messages and needs that we fulfill. The content that we will be posting throughout our execution period (the beginning of quarter 2 until the beginning of quarter 3) will be strategically crafted to execute these goals as described in our goals and objectives outline. In order to increase user understanding of our brand messages and needs that we fulfill we will be focusing on Company X' overall mission of "Delicious Core Memories". We will also use the brand messages that are defined through the functional and emotional needs that Company X Fulfills to help categorize and outline our content. These 4 brand messages, or needs fulfilled, are: Fulfilling the Sweet Tooth, Rewarding Feelings, Quality Time Through Baking, and Celebrating Ourselves.

We will schedule an equal amount of content themed around each brand message to be posted within a one month period, starting at the beginning of quarter 2 on April 1st. The platforms that our competitors are thriving on are Tiktok and Instagram. In order to level with or surpass them, we will be focusing our efforts on those two platforms. We will also be focusing more on short form video content than photo content because short form videos are easily transferable between 4 major platforms in the form of TikToks, Instagram Reels, YouTube shorts, and Facebook stories. Details on the distribution of content volumes between different brand message categories will be discussed in depth in the posting schedule portion of this report. Below is an illustration of these 4 categories and an example of how 20 scheduled posts for one month would be distributed between them.

Company X Posts for the Month of April

Post theme/Brand Message Category:	<i>Fulfilling the Sweet Tooth</i>	<i>Rewarding Feelings</i>	<i>Quality Time Through Baking</i>	<i>Celebrating Ourselves</i>	
# of posts to be made for the month	5	5	5	5	20

We will not only be highlighting our baking mixes on these platforms, but our complement products (i.e. icings) in an effort to increase sales of those products as well. This content will feature varying ages and demographics. We will show mature families, young families, and single adults enjoying our products in different settings. Below are descriptions and examples of how we will illustrate our brand messages featuring each of the mentioned demographics.

Fulfilling the Sweet Tooth: Tasty indulgences at your fingertips

Description: Everyone wants a treat sometimes! When consumers are in the mood to indulge in a rich and tasty dessert, Company X fulfills that need in a hurry because our products require minimal steps to completion.

Example 1 - Young Families: A pregnant wife craves something sweet at a late night hour.

Luckily, her husband keeps Company X products in the kitchen to put that craving to rest at any hour. He can whip up the perfect treat in under 25 minutes which makes her and baby happy!

Example 2 - Mature Families: An elderly couple watches the Great British Baking Show on tv and has a craving for the dark chocolate creation that they saw the contestants create. They stop

the show, and use Company X mix to make their own version. They slice it, plate it, and continue to watch the show while experiencing the taste themselves.

Example 3 - Single Adults: Young adults who are recently out on their own and new to the workforce may not be able to afford the expensive indulgences that they spot in the artisan bakeries near the office. However, they can keep their budget and make similar treats that are just as rich in flavor using the Company X baking mixes when they get home!

Rewarding Feelings: Little victories deserve cake-sized rewards

Description: Society is used to seeing cakes, cupcakes, and cookies used to celebrate birthdays and anniversaries, but we want to show consumers that Company X believes in going beyond that. There is a reason to celebrate everyday and each of us make little accomplishments that are worth celebrating with our special treats.

Example 1 - Young Families: Parents promise to reward their young child's reading progress of finishing the famous American children's book "To Give a Mouse a Cookie" with a cookie making session. Luckily, mom has Company X Cookie Mix in the cabinet to get the job done. They can celebrate the child's small milestone, have a sweet snack, and motivate more reading together!

Example 2 - Mature Families: Teenagers help their grandfather do the yard work and are rewarded with delicious cupcakes that their grandmother made with Company X baking mix.

Example 3 - Single Adults: Company X can conduct a tiktok challenge encouraging users to show us how they use Company X products to celebrate little victories for the opportunity to be featured on our page and a chance to win a special prize. They can use the hashtag #Cakesizerewards and show how they bake themselves cookies to celebrate completing their

final exams or a cake with dollar signs iced on to celebrate making the final payment on their student loans!

Quality Time Through Baking: Take time to connect

Description: Company X brings people together to connect around sharing sweet treats. It creates moments of connection through baking or eating. It also can create a perfect “me time” moment for yourself if alone.

Example 1 - Young Families: A young family hosts family game night with monopoly-themed treats made with Company X baking products. Everyone gets involved in the baking and decorating of cash, toke, dog, car, and top hat themed cupcakes. How creative!

Example 2 - Mature Families: An elderly couple makes dinner extra special by adding a Company X dessert to the mix. Their adult children and grandchildren join them for dinner and are impressed with the sweet treat.

Example 3 - Single Adults: Company X can conduct an Instagram challenge encouraging users to show us how they use Company X products to connect with friends or themselves for the opportunity to be featured on our page and a chance to win a special prize. They can use the hashtag #CompanyXmoments and show how they do a romantic date night at home baking and enjoying Company X desserts. They could alternatively show how they unplug with a self care night of Company X easy microwaved desserts accompanied by their favorite wine.

Celebrating Ourselves: Marking the significance of life’s moments with Company X

Description: We have so many special moments in life. We want to encourage consumers to celebrate with a Company X cake to show the people that you love (or yourself) just how special this moment is to you!

Example 1 - Young Families: A young family gathers for the gender reveal of the baby soon to come! A grandparent was able to make cupcakes, and plan a fun game using Company X cake mix and a small amount of food coloring. One of the cupcakes has been colored on the inside to indicate the gender of the new baby. What a fun memory for the family and a great way to celebrate this special time!

Example 2 - Mature Families: The family gathers to celebrate the matriarch's 3 year anniversary of beating breast cancer. The cake that was baked using Company X baking mix and icing displays the breast cancer symbol as a testament to her victory. Company X can also partner with an influencer who has survived cancer for this content. Company X celebrates these heroes and supports cancer care foundations.

Example 3 - Single Adults: Friends throw a surprise party for their friend who passed the NCLEX today. Company X can show consumers that our products work great for last minute celebrations and cake or cupcakes are the perfect way to pull off a special moment in a pinch! The cake and cupcakes made with Company X baking mix feature the caduceus nurse symbol which was added with Company X icing. What a great way to recognize and celebrate career milestones! Company X can repost user generated content that shows similar celebrations featuring our products, or even conduct a social media challenge to show how you celebrate educational or career milestones with the reward being entered to win a scholarship.