

A Reference Guide to Oattober

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Headline: Oattober is here, and oatmeal is back in season!

High Level Description: *For the second October in a row Kodiak Cakes will be running the Oattober promotion beginning October 1st and running until National Oatmeal Day on the 29th.*

Insight & Execution: While we consider oatmeal to be a staple product from our dry goods and cup lines, culturally it is more popular in the Autumn months.

- We hope to capitalize on that by streamlining our marketing efforts to almost exclusively promote oatmeal.
- With our active Instagram feed/audience, or current email funnel system, and our backlog of recipes we should be able to capitalize on the seasonal trend and achieve a noticeable spike in sales.
- Oattober will span across the marketing team (with digital efforts by Field Marketing.)
- Each team is not only responsible for participating but should have been assigned several projects from the initial kick-off that will run during the entirety of the campaign (29 days.)

Projects need to be appropriately labeled and allocated through Monday.

All content - written or visual - should align perfectly with the overall theme, tone, and feel.

At Length Goals: Kodiak Cakes wants to have own-ability of “Oattober” and develop an annual reputation of celebrating the occasion. This is achieved through well developed analytical approaches to coupons and promotion, concise and aligned content, and engagement with our consumers.

Story (Internal Only:)

So, what is Oattober?

While it may just seem like a kitschy pun, we want the public consumer to feel that Oattober is an yearly celebration for folks at Kodiak. It's part of our culture, it's a point of pride, and most importantly it has a narrative behind it.

So, what is Oattober (External)?

Every autumn the leaves change and as the temperature begins to drop appetites seem to grow. Luckily, high up in the mountains of Park City folks have been growing bowls of oatmeal for generations, keeping folks full and satisfied throughout the fall. From fresh picked packets, newly plucked cups, and canisters straight from the field – when autumn arrives everyone knows, it's oatmeal season! So, Kodiak Cakes is celebrating this whole grain, non-GMO, protein-packed harvest with plenty of great deals, exclusive recipes, and fun giveaways.

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Theme:

We've taken a new spin this year with a goofy theme that claims farmers in Park City, UT can grow oatmeal for a living, and we celebrate Oattober because that's when their crops are in season.

IMPORTANT: *We are not claiming they grow oats or wheat, we are claiming they grow packets, cups, canisters, and bowls of oatmeal - otherwise the joke does not work.*

Tone: Over the top humor with a rustic sense.

What to avoid:

*****No promotions prior to or during September 8th to October 29th should reference any other type of season. This includes "pumpkin season" and "spooky season." This type of language will detract entirely from the concept.**

- Do not push any non-oatmeal focused content
- Do not solely focus on fall flavored oatmeals, all flavors are being promoted
- Do not reuse 2018 content, it is off campaign

Key products:

All oatmeal.

Closing:

This is a one-month creative ad campaign focused on a singular product category: oatmeal.