

# Carb e Diem

FINAL PRESENTATION

04 2025

PRESENTED BY  
ADTHENTIX



# AGENDA

1. OUR TEAM AND PHILOSOPHY
2. STRATEGIC LANDSCAPE
3. CONSUMER RESEARCH
4. STRATEGY
5. MEDIA PLAN
6. EVALUATION
7. FINAL RECOMMENDATIONS







# WHO WE ARE.

Adthentix is dedicated to enhancing brand communication by creating **authentic, imaginative** messages that clearly express our clients' mission, purpose, and values—building **meaningful, lasting connections** with their audiences.

## OUR PHILOSOPHY.

**Crafting authentic & creative**  
**messages that build lasting**  
**connections**



# OUR TEAM



**Rona Matar**



**Sydney DePeaux**



**Layla Yan**



**Jasmine Skedsvold**



# STRATEGIC LANDSCAPE





# BUSINESS GOALS

- RANK TOP THIRD OF PASTA CATEGORY IN STORES BY MARCH 2026
- LAUNCH INTEGRATED PAID, EARNED, AND OWNED MEDIA CAMPAIGN
- BUILD A CREATIVE STRATEGY THAT IS MEMORABLE, OWNABLE, REPEATABLE, EXTENDABLE
- CAMPAIGN LIVE BY AUGUST 1, 2025: PREPRODUCTION STARTS JUNE 15, 2025
- MANAGE A \$2M MARKETING BUDGET (PRODUCTION COSTS SEPARATE)

# Category Analysis

CARBE  
DIEM!

LOW-CARB  
PASTA

HEALTHY  
STAPLES

\*\* THE RECOMMENDED DAILY VALUE (DV) OF DIETARY FIBER IS 28G BASED ON 2,000 CALORIES A DAY DIET

## NUTRITION FACTS

18 Servings per container  
Serving Size 2 oz dry (56g)

Amount per serving  
Calories 110

		% Daily Value*
Total Fat	0.5g	1%
Saturated Fat	0g	0%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	70mg	3%
Total Carbohydrate	40g	15%
Dietary Fiber	24g**	84%
Total Sugars	0g	
Includes 0g Added Sugars		0%

Protein 8g

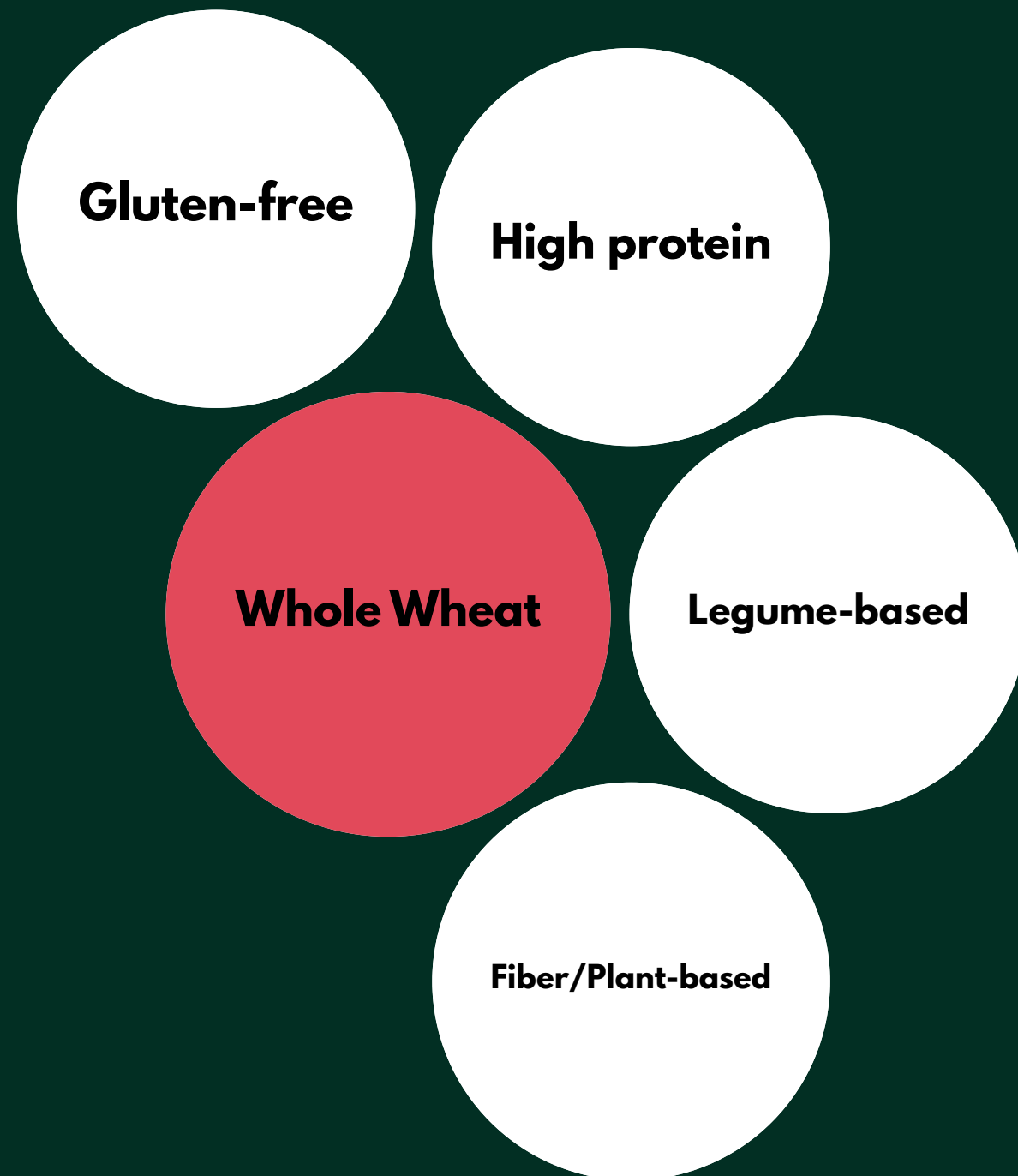
Vit. D 0mcg 0% • Calcium 0mg 0%  
Iron 0.7mg 4% • Potas. 0mg 0%

\*\*\* THE % DAILY VALUE (DV) TELLS YOU HOW MUCH A NUTRIENT IN A SERVING OF FOOD CONTRIBUTES TO A DAILY DIET. 2,000 CALORIES A DAY IS USED FOR GENERAL NUTRITION



# Category Analysis

## Healthy pasta world



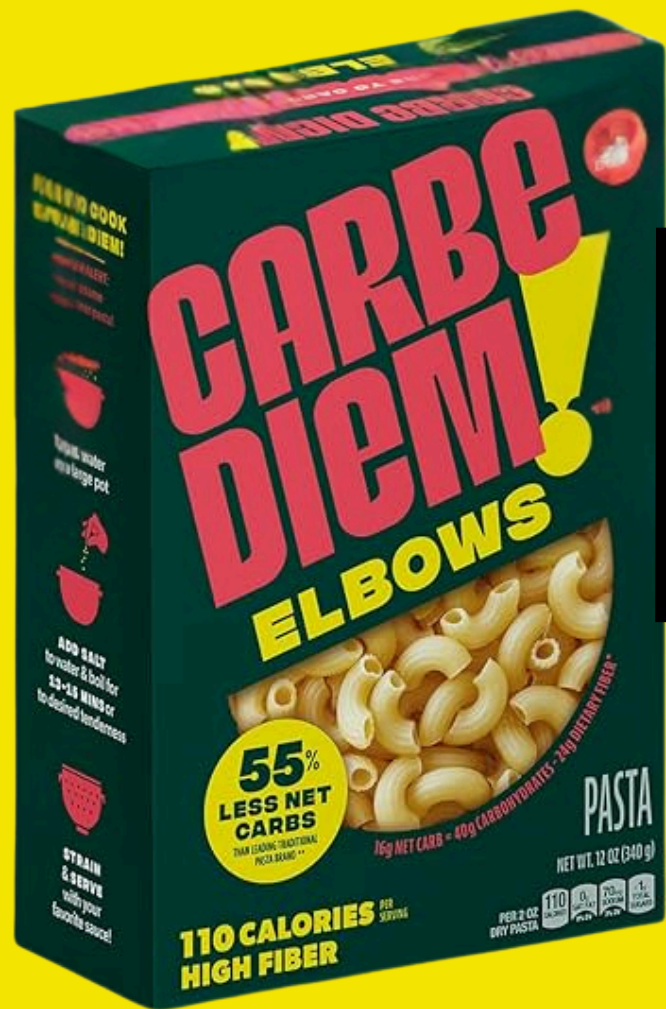
### Category Driver

- Weight and Glycemic Control
- Safety and Ingredient Transparency
- Convenience in a Fast-Paced Life

### Category Pain Points

- Taste & Texture
- Price Sensitivity
- Low Consumer Awareness

# Our Competitors =



**VS**

**BARILLA** → The Italian Food company since 1877, known for it's high quality pasta

**BANZA** → Chickpea pasta taking over a new category

**GOODLES** → A healthier alternative mac and cheese and pasta brand

**FIBER GOURMET** → Gluten-free, half calories with all flavor pasta brand



# Barilla

Competitors



**LEADING PASTA BRAND**



- Barilla is an Italian food company founded in 1877, specializing in high-quality pasta.
- Their pasta range includes classic pasta, whole grain, gluten-free, protein+, and ready pasta

# Barilla

Competitors



## IMC CONTENT

- **Official website**
  - **Recipes**
  - **News**
  - **Latest campaigns**
- **Instagram**
- **Facebook**
- **TikTok**
- **YouTube**
- **X**

## CONNECTING TO CONSUMER

- **Their website and social media offer quick and healthy recipes**
- **Low engagement on their social media posts and influencer marketing**
- **They sell their products everywhere (Amazon, target, Walmart, CVS...)**

LEADING PASTA BRAND





# Goodles

Competitors



WHO THEY  
ARE

- Protein, fiber, and nutrient-packed pasta brand.
- well known for their Mac and cheese line, but they also have a pasta line as well.

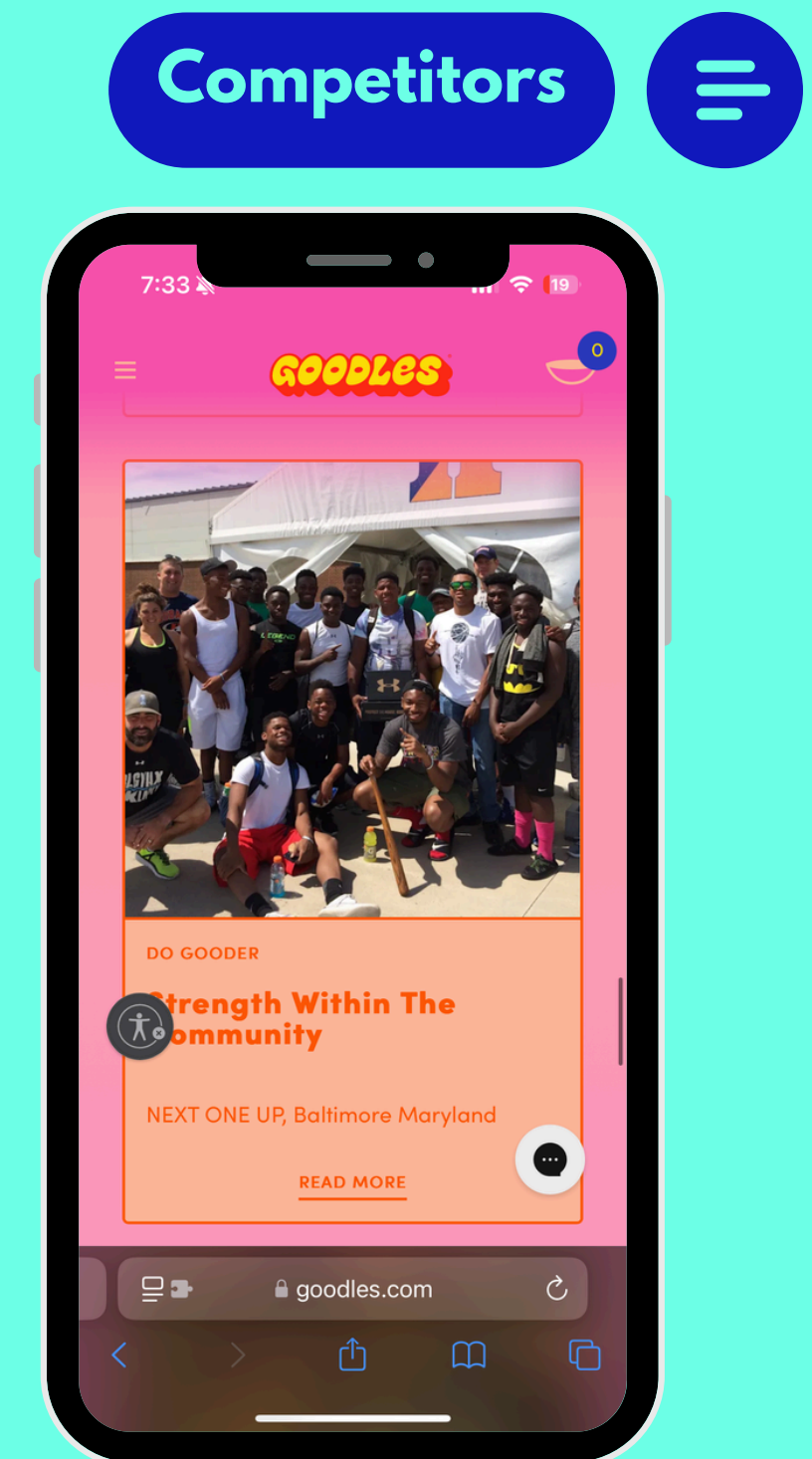
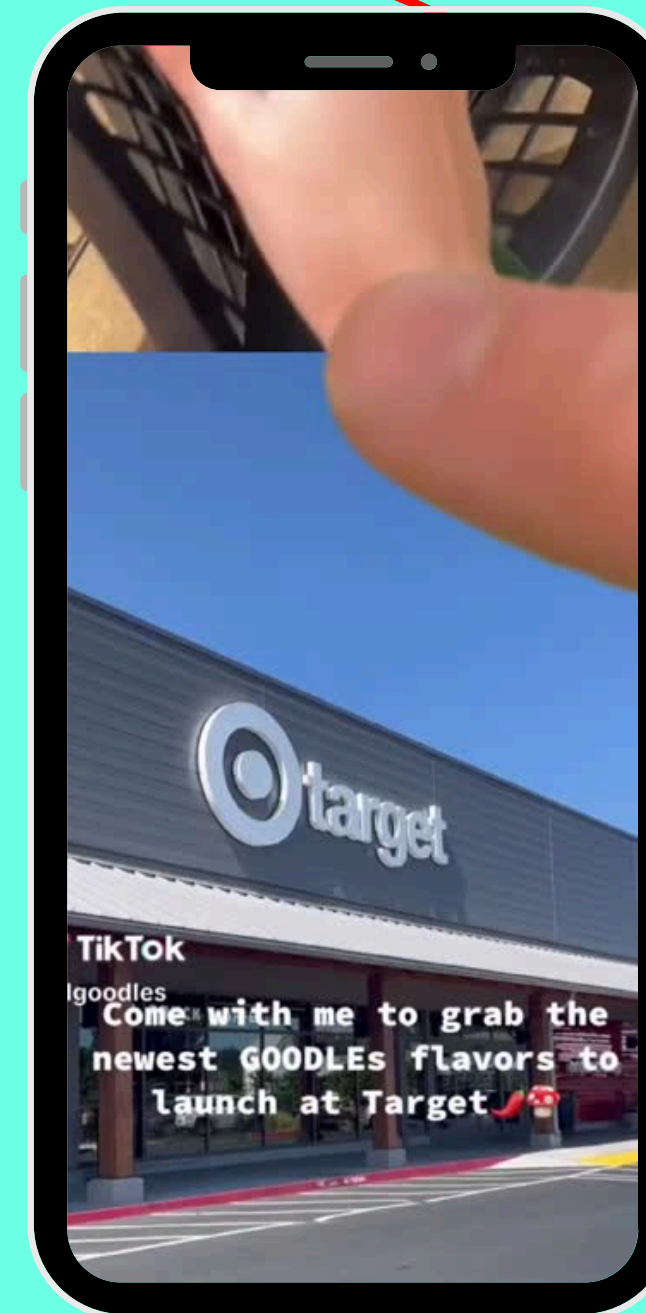
IMC  
CONTENT

- Blog
- Instagram
- TikTok
- Facebook
- X (not active)
- Pinterest
- SMS advertising

# Goodles

## CONNECTING TO CONSUMERS

- They sell their products in-stores at WholeFoods and Target
- They are on TikTok Shop and Amazon
- Have good following across platforms (150k total), but low engagement
- Their blog has both recipes using their products as well as highlights their charity work.





# Banza

Competitors



## WHO THEY ARE

A chickpea based pasta brand that is focused on providing a healthier and more sustainable alternative to typical pasta.

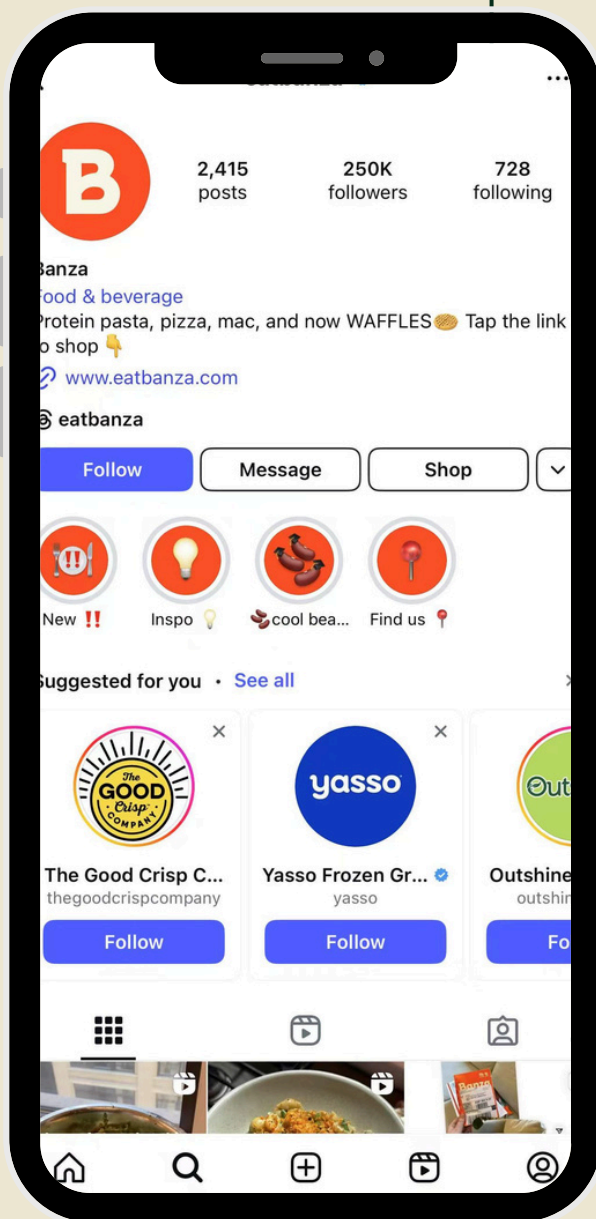
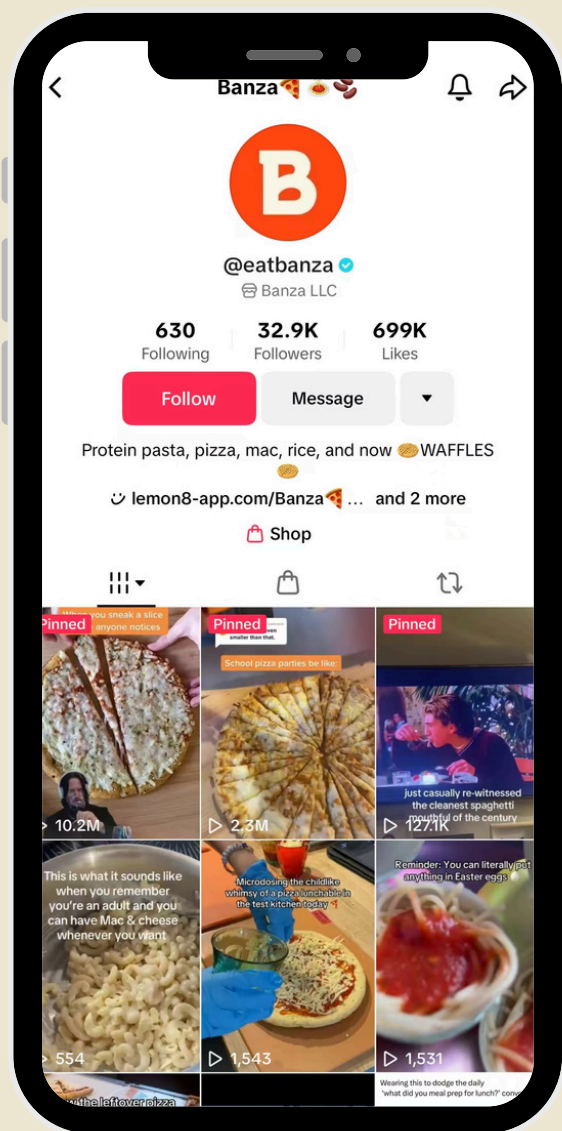


## THEIR IMC

- Instagram
- Facebook
- X
- TikTok
- Email advertising
- Posted recipes online

# Banza

## Competitors



## CONNECTING TO CONSUMERS

- Fairly low social engagement on Instagram, TikTok, X (200 likes per post despite having 200k followers)
- On TikTok shop
- Sold in most big box stores
- Strong PR and influencer marketing initiatives

## Nutrition Facts

4 servings per container  
Serving Size 2 oz (56g) dry

	Per 2oz Serving		Per 3.5oz Serving	
Calories	190		340	
		% DV*		% DV*
Total Fat	3g	4%	5g	6%
Saturated Fat	0g	0%	1g	5%
Trans Fat	0g		0g	
Cholesterol	0mg	0%	0mg	0%
Sodium	20mg	1%	40mg	2%
Total Carb.	35g	13%	60g	22%
Dietary Fiber	5g	18%	8g	29%
Total Sugars	1g		2g	
Incl. Added Sugars	0g	0%	0g	0%
Protein	11g	20%	20g	36%
Vitamin D	0mcg	0%	0mcg	0%
Calcium	40mg	4%	65mg	6%
Iron	3mg	20%	5mg	30%
Potassium	520mg	10%	890mg	20%
Magnesium	45mg	10%	80mg	20%
Phosphorus	150mg	10%	260mg	20%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



# Fiber Gourmet

Competitors



## WHO THEY ARE

- **Gluten-free** pasta brand, with the slogan “Half the calories, all the flavor”
- Helping people enjoy their cravings without sacrificing their health.



## WHO THEY ARE

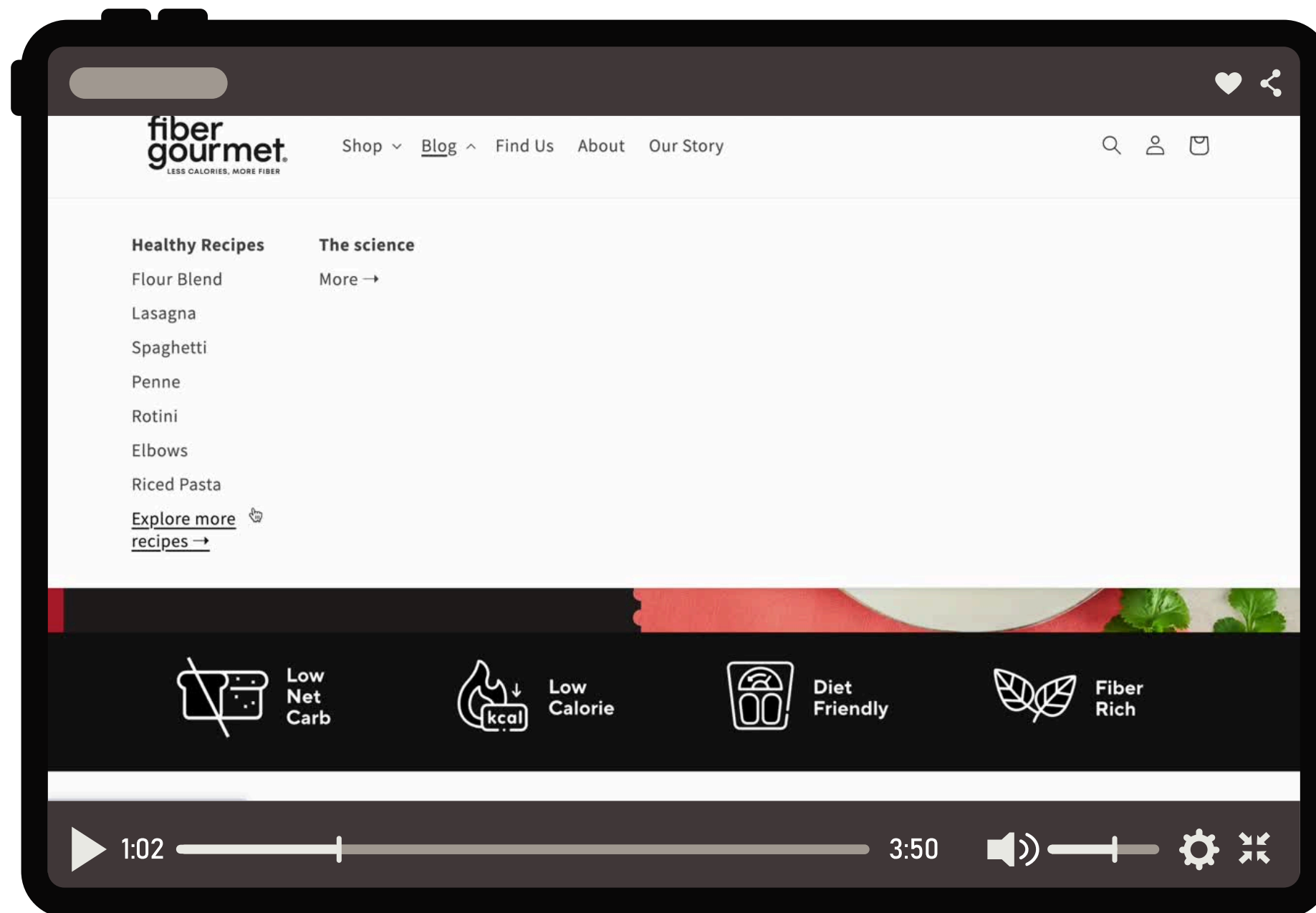
- **Brand story:** Tehila Moncton, a mom on a mission to develop delicious, healthy alternatives that never compromise on flavor.(pretty similar to Carbe Diem)

# Fiber Gourmet

Competitors



## IMC CONTENT



- Great official website
  - blogs
  - recipes - very clear & diverse
- Social media accounts
  - Instagram
  - TikTok (only a few)
  - Youtube
- Influencer marketing
- email Advertising



# Consumer Research





# Secondary Research

# Demographics

LOW-CARB

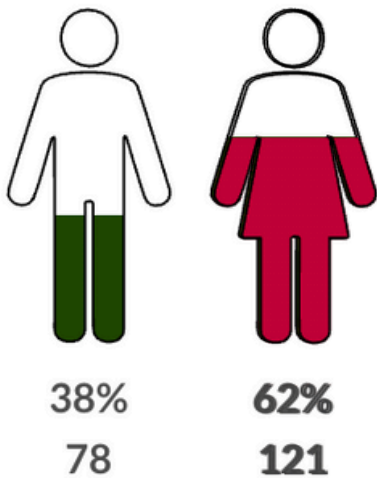


## Demographics

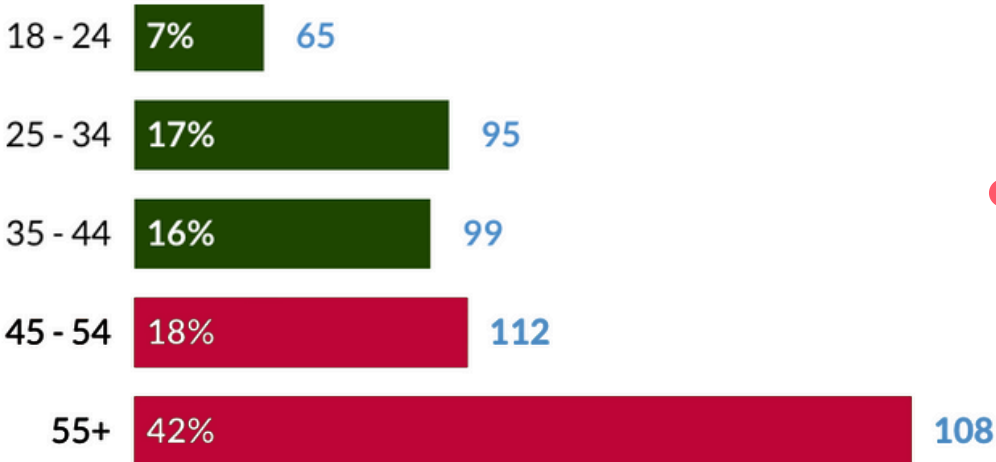
● Eating Habits/Diet Control: Buy Food Labeled As\_Low-carb

UNWEIGHTED 5,173    WEIGHTED(000) 25,327    % OF BASE 10%

### SEX

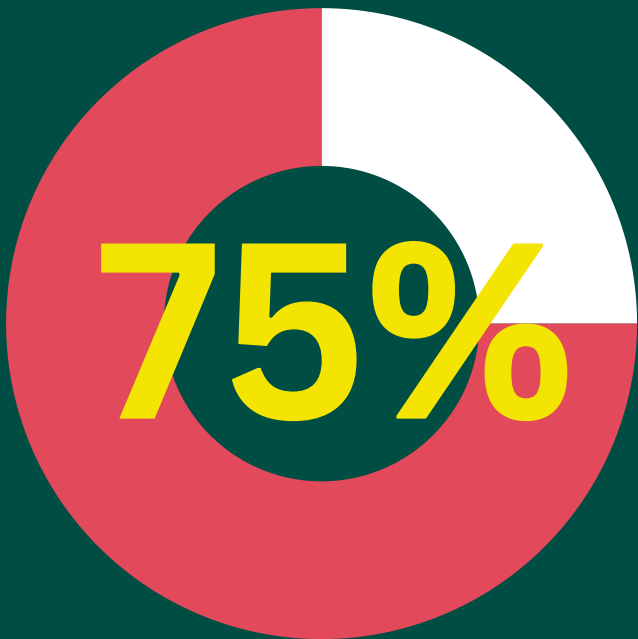


### AGE: Median Age: 50.1



● GenX

● Female

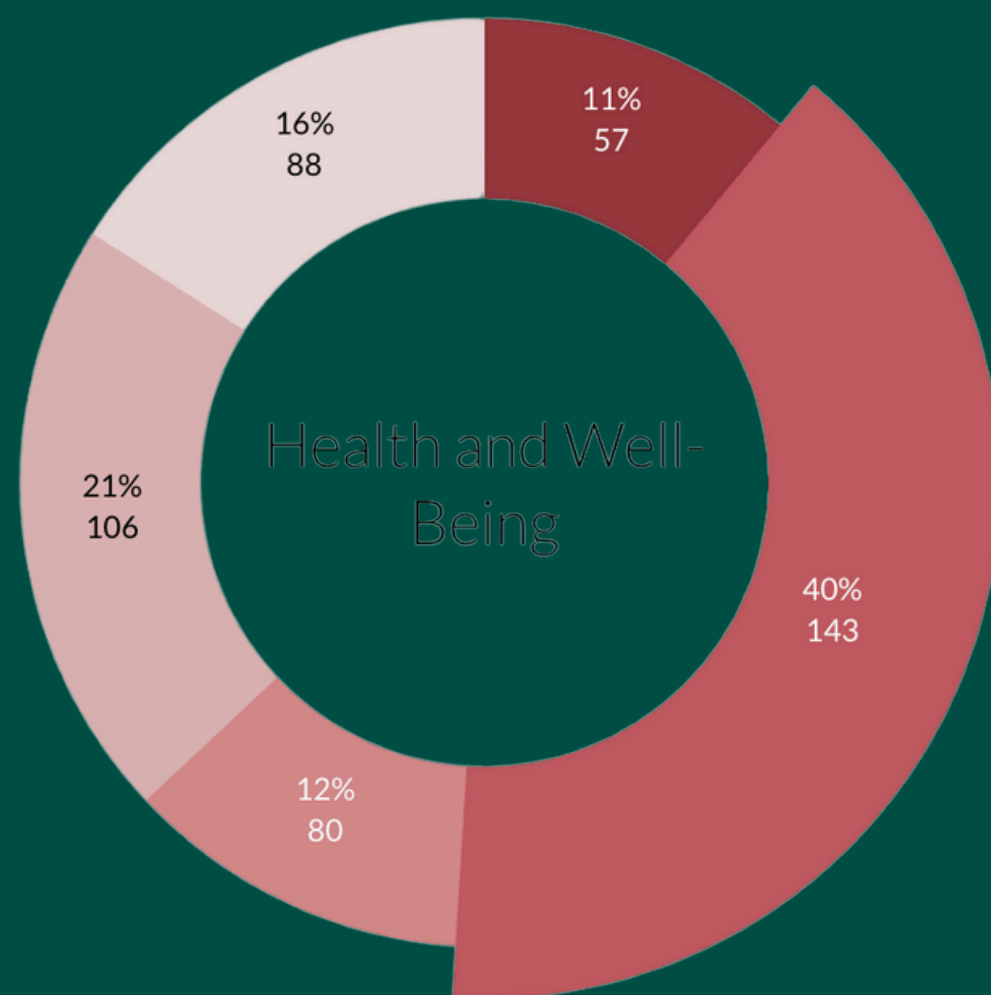


Have at least one child



# Secondary Research

## Gen X Women: Weight Reformers



- The Invincibles
- Weight Reformers
- Trusting Patients
- Image Shapers
- Healthy Holistics

Constantly struggling with healthy food choices to improve their diet and their health. They are always quick to try a new diet or weight-loss plan in their struggle to break bad food habits and are often trying to exercise more.

# Secondary Research

# Psychographics

Lookout for quick and easy to prepare meal options

87%

106

Believe in a healthy lifestyle instead of traditional dieting

80%

9

Actively seek information about nutrition and healthy diet

74%

141

Enjoy being creative in the kitchen

67%

101

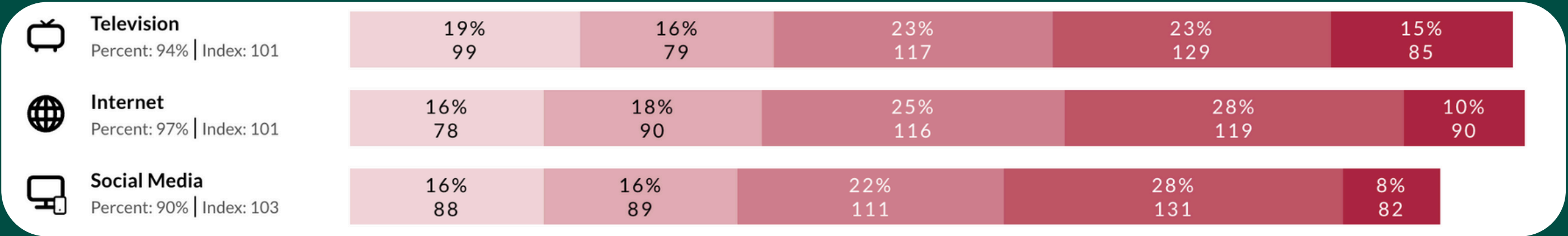
- Convenience Seeking
- Healthy Lifestyle Oriented
- Information Driven
- Creativity in Cooking



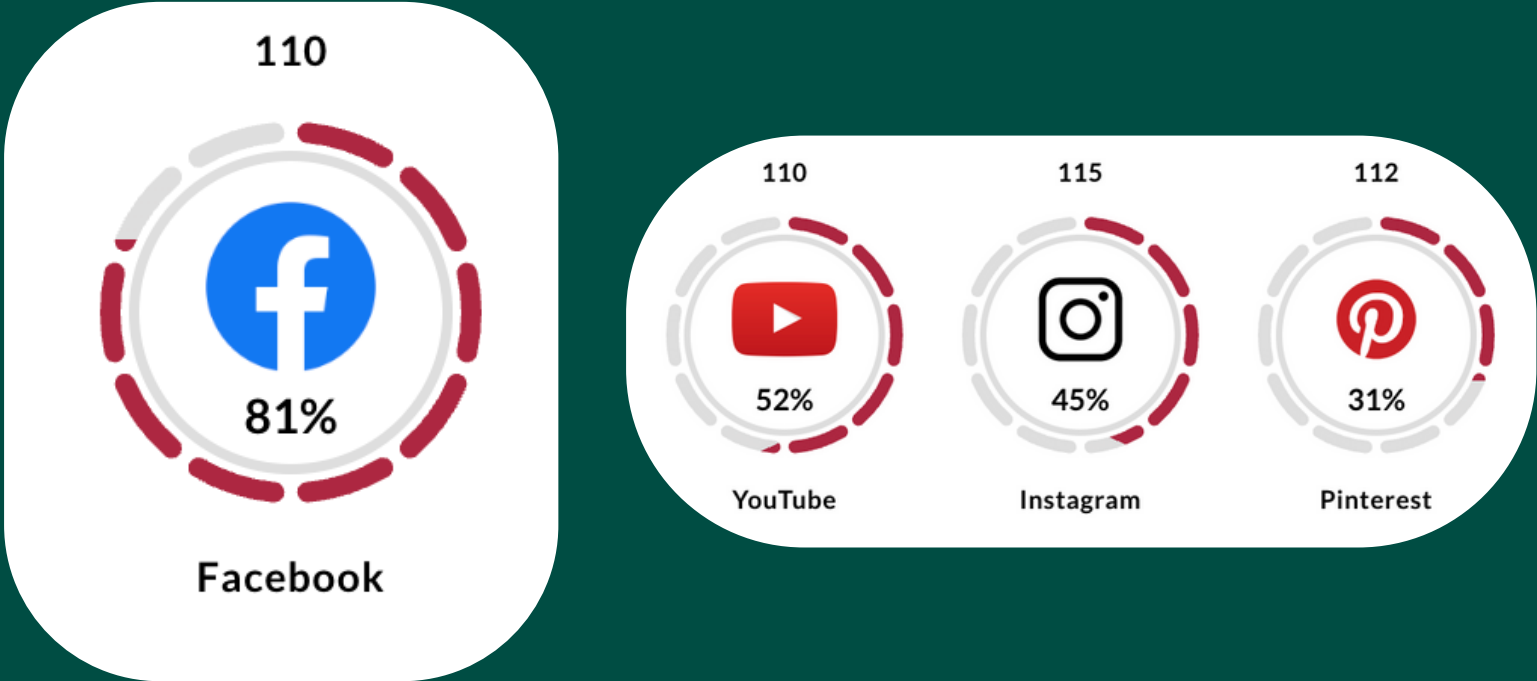
# Secondary Research

# Behaviors

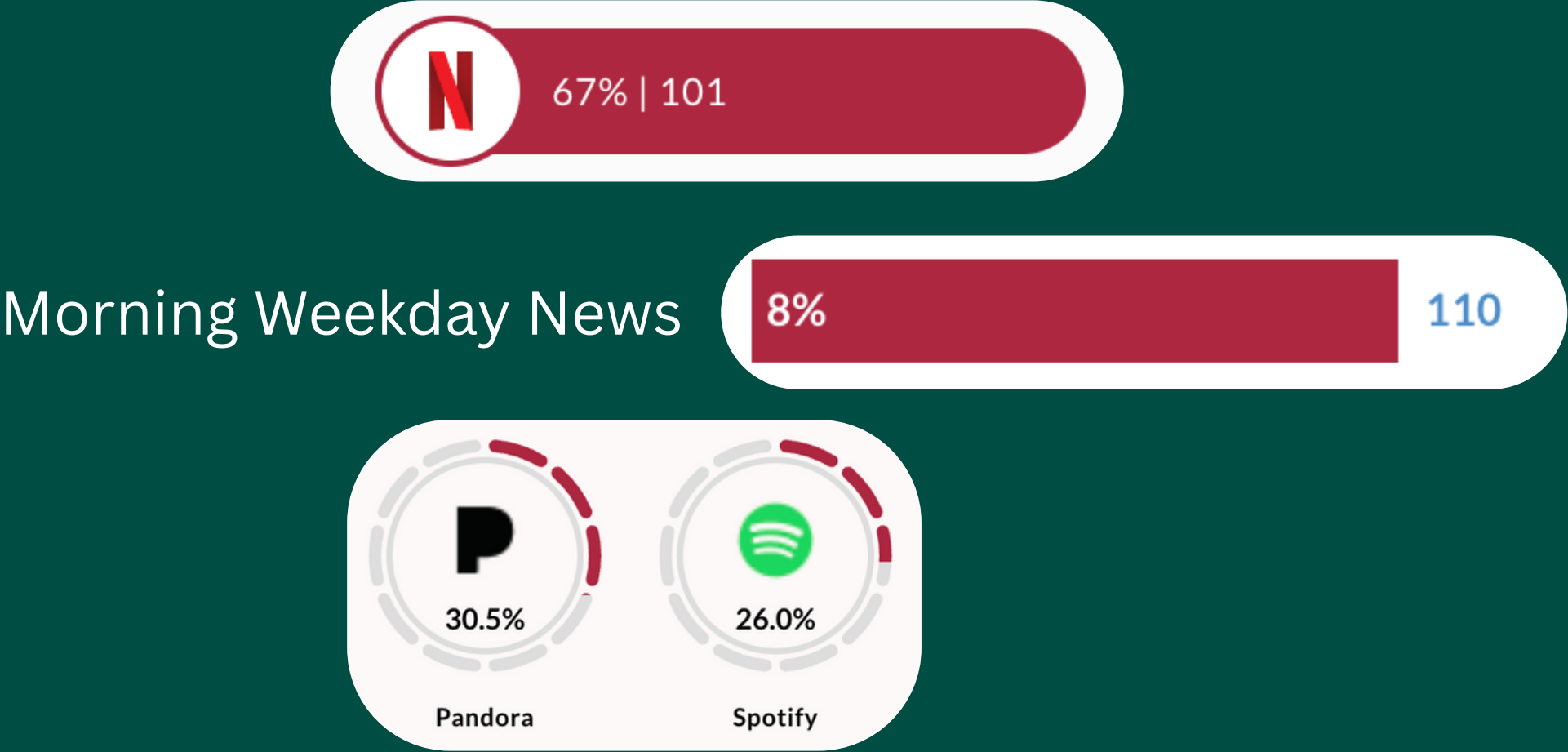
## 1. Media Usage



## 2. Social Media



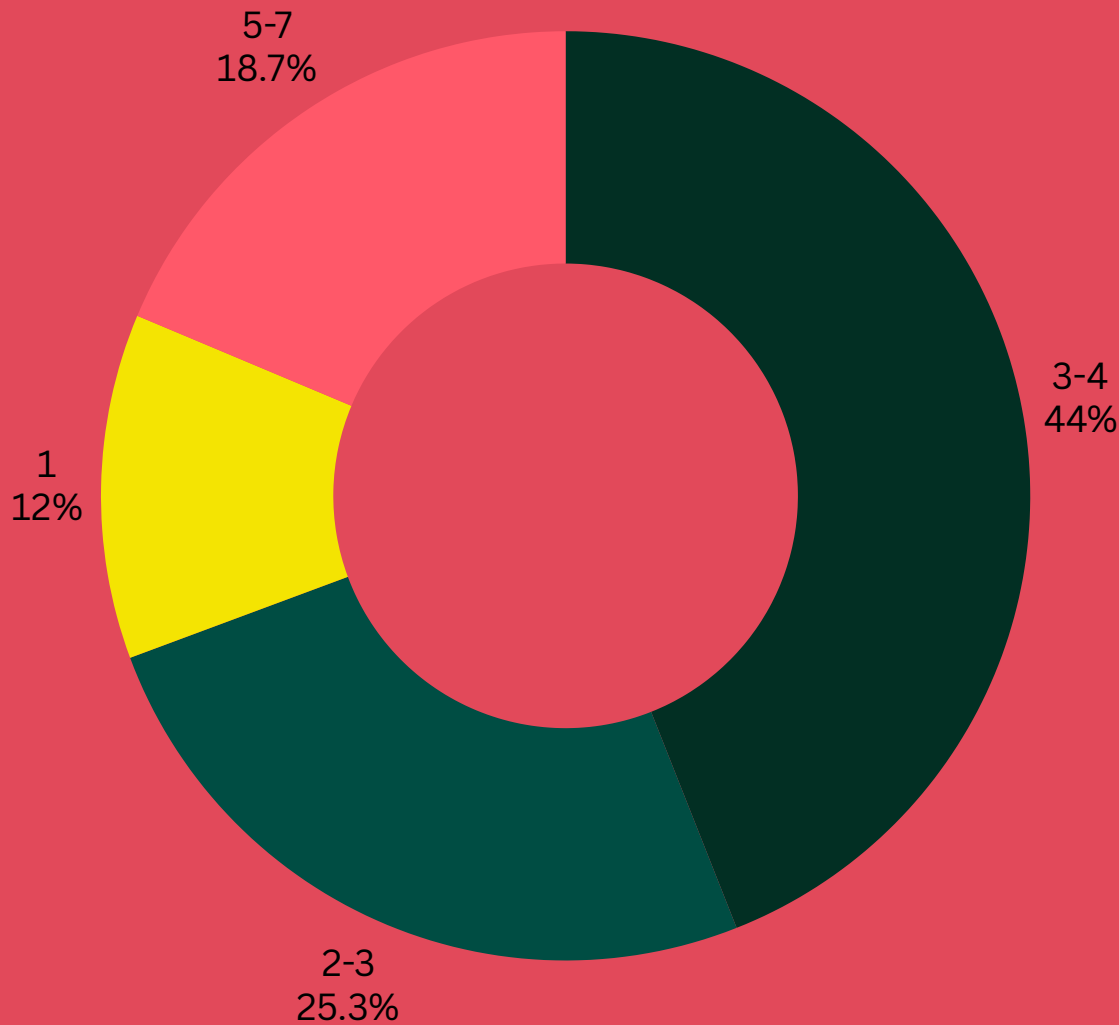
## 3. Streaming, TV



# Secondary Research

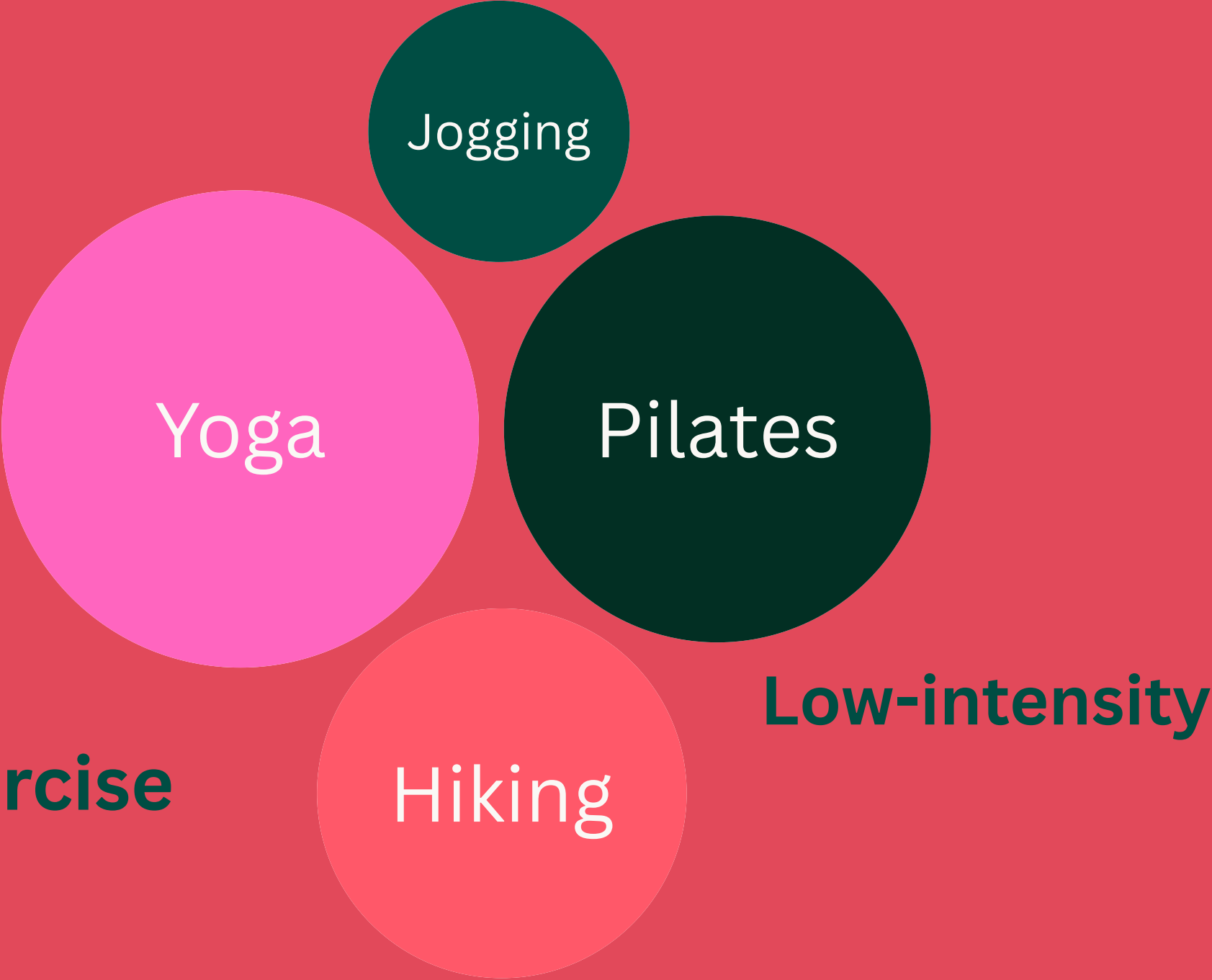
# Behaviors

Physical Fitness - Days A Week



Top Sports Choices

Regular Exercise



# Primary **OUR FOCUS GROUP**



**Kelsey, 43**

Mother of 2  
Stay-at-home Mom  
Prioritizes health when grocery shopping



**Keri, 51**

Mother of 3 adult children  
Second grade teacher  
Prioritizes cost when grocery shopping



**Liz, 49**

Mother of 2 adult children  
Second grade teacher  
Prioritizes convenience when grocery shopping



**Lee Ann, 50**

Sales Representative  
Prioritizes health when grocery shopping

# Research



# PERSONAL INSIGHTS



**“Since I’m shopping for my kids [who are] 12 and 14, I want them to be healthy so I try to choose healthier options when I can. They just don’t always taste the same.”**

## **Kelsey’s Already Purchasing Healthy**

**In the focus group, several respondents stated that when grocery shopping, if they notice one brand is healthier than the other, they will reach for the healthier one**



**“When I hear low carb, I instantly assume its going to taste different than my typical pasta.”**

## **Liz Doesn’t Trust New Products**

**Respondents noted that some new health products, such as gluten-free or vegan alternatives, concern them as they seek to have the same flavor and textures they love.**



**“For me, cost is important. I’m paying two college tuitions, so sometimes the healthier ones aren’t feasible.”**

## **Keri sees Health=Expensive**

**The group agreed that they tend to assume a healthier option is going to be the more expensive one, which sometimes prevents them from purchasing healthy.**



**“I spend time in the grocery store browsing. I like to change it up. Especially if it’s going to fit my diet.”**

## **Lee Ann Is Willing to Try New Things**

**Lee Ann and others agreed that they switch up their grocery choices. She enjoys finding new recipes and products to incorporate into her healthy lifestyle.**

# FOCUS GROUP TAKEAWAYS

1

**The respondents in the group stated how friends and peers often influence them.  
They are most likely to try products when they are recommended.**

## **What can Carbe Diem Do?**

**We can utilize social networks and social listening to better find this audience. This group uses Facebook, and often share recipes, finds, and opinions on it.**

2

**All focus group members agreed that while they try their best to be healthy, some things may stand in their way, whether it's cost or taste.**

## **What can Carbe Diem Do?**

**We can focus messaging on health without sacrifice. Send a clear message to address the concerns of our audience.**

3

**Most focus group members felt that they are open to trying new products. They enjoy finding a new product or brand they can add to their list.**

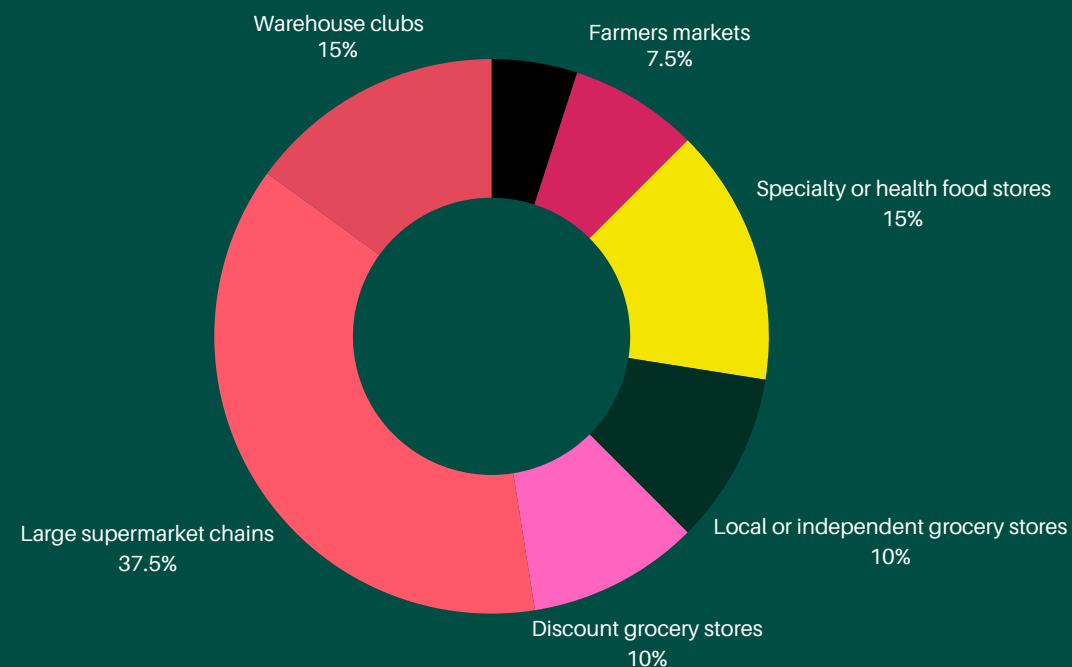
## **What can Carbe Diem Do?**

**We can focus on advertising heavily to this audience, and prioritize shelf space in the stores the audience is shopping in.**

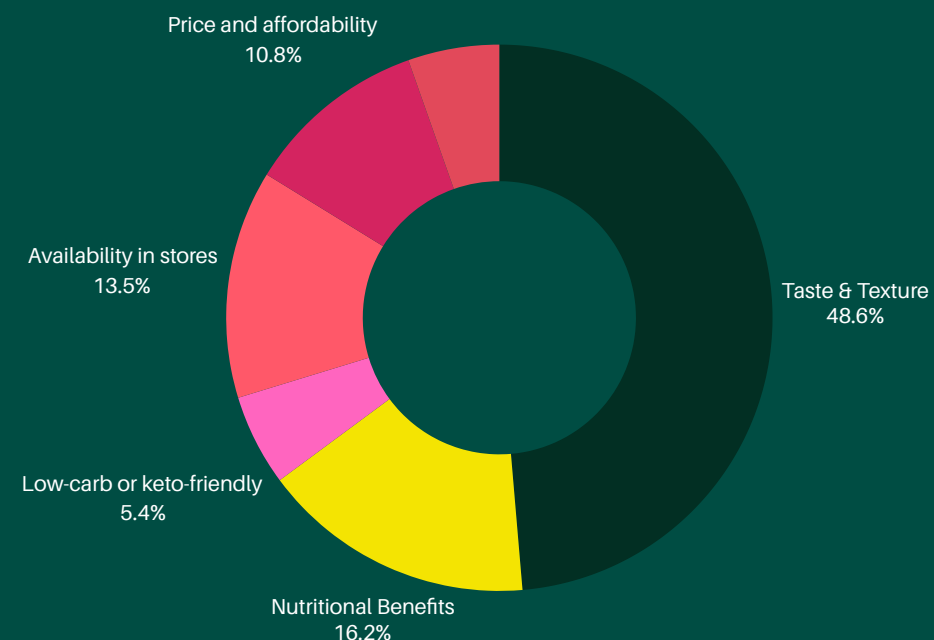
# Survey Results

- Our target audience shops at large supermarket chains and does NOT go online shopping for groceries.
- They prioritize taste & texture when it comes to alternative pasta options.
- They prefer traditional wheat pasta.
- 45% of our target market describes their diet as “balanced and healthy” (appendix).

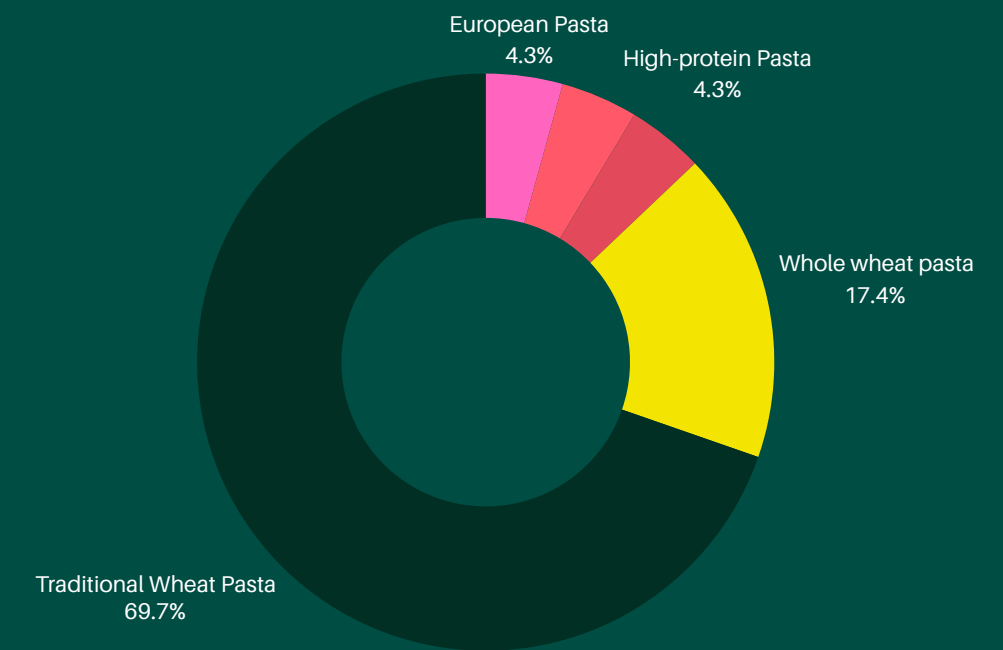
Where do you primarily shop for groceries?  
(Select all that apply)



What factors are most important to you  
when choosing or considering alternative  
pasta options? (Select all that apply)



What types of pasta do you prefer?  
(Select all that apply)





# Strengths

- **Meets growing demand for low-carb foods**
- **Consistent messaging across platforms**
- **Unique branding**
- **Niche market appeal**
- **Versatile product**

# Weaknesses

- **Lack of brand awareness**
- **Fear of taste trade-offs**
- **Not a category leader**

# Opportunities

- **Growing interest in healthier alternatives to carb-heavy foods.**
- **Opportunity to expand into stores and supermarkets**
- **Partner with health influencers to boost credibility and reach.**

# Threats

- **Growing number of low-carb and health-conscious brands entering the market.**
- **Consumer skepticism**
- **Changing diet trends**



# TARGET AUDIENCE PROFILE





# Audience

## TARGET AUDIENCE

- 
- **Age: 45-60, Gen X**
  - **Female**
  - **Mom**
  - **Median Household Income**

## Balanced Lifestyle

- 
- **Health-conscious**
  - **Busy & Seeking Convenience**
  - **Weight Management**
  - **Active - Regularly Exercise**

# Segment



# OUR PERSONA



## Rational, Health-Conscious: Beverly Teacher&Mom Who Balances Career and Life

- **50** years old, **Gen X**, female, health-conscious, has an adult child in university.
- Teacher, works full-time, cares about **long-term health management**.
- **Prefers** yoga, jogging, and some outdoor activities to high-intensity gym workouts.
- Sometimes engages in **body and weight management**, but does not resort to extreme dieting, opting for smarter eating.
- Prefers to cook for herself, paying attention to food ingredients and nutritional value.
- But when she is busy, she needs **convenient & healthy packaged foods** to quickly prepare a **delicious** meal.
- Mainly use Facebook and LinkedIn, and also browse streaming media platforms.





# DAY IN THE LIFE OF BEVERLY



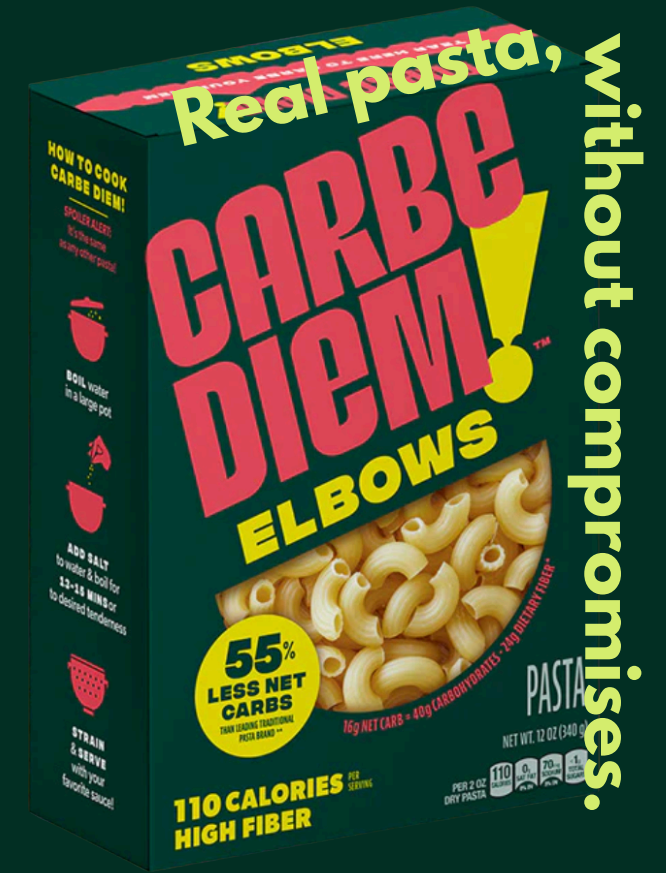
A typical day in my life...

Time	Activity	Icon
6:30 AM	Wake up, scroll TikTok	📱
7:00 AM	Coffee + emails	☕️✉️
8:00 AM	Zoom meetings (Work)	💻
11:30 AM	30-min Pilates	🧘‍♀️
12:15 PM	Grocery store trip	🛒
1:00 PM	Back to work	📐
3:30 PM	Social media break	📱
6:30 PM	Dinner time (takeout)	🍴
7:30 PM	Chill and TV	📺
8:00 PM	Evening walk + podcast	🎧🚶‍♀️
9:30 PM	Chill time, social post	📸
10:30 PM	Bedtime	🛏️

# STRATEGY STATEMENT

 **Convince**

Beverly: Health-conscious, Gen X Mom



 **That**

Carbe Diem is their pasta

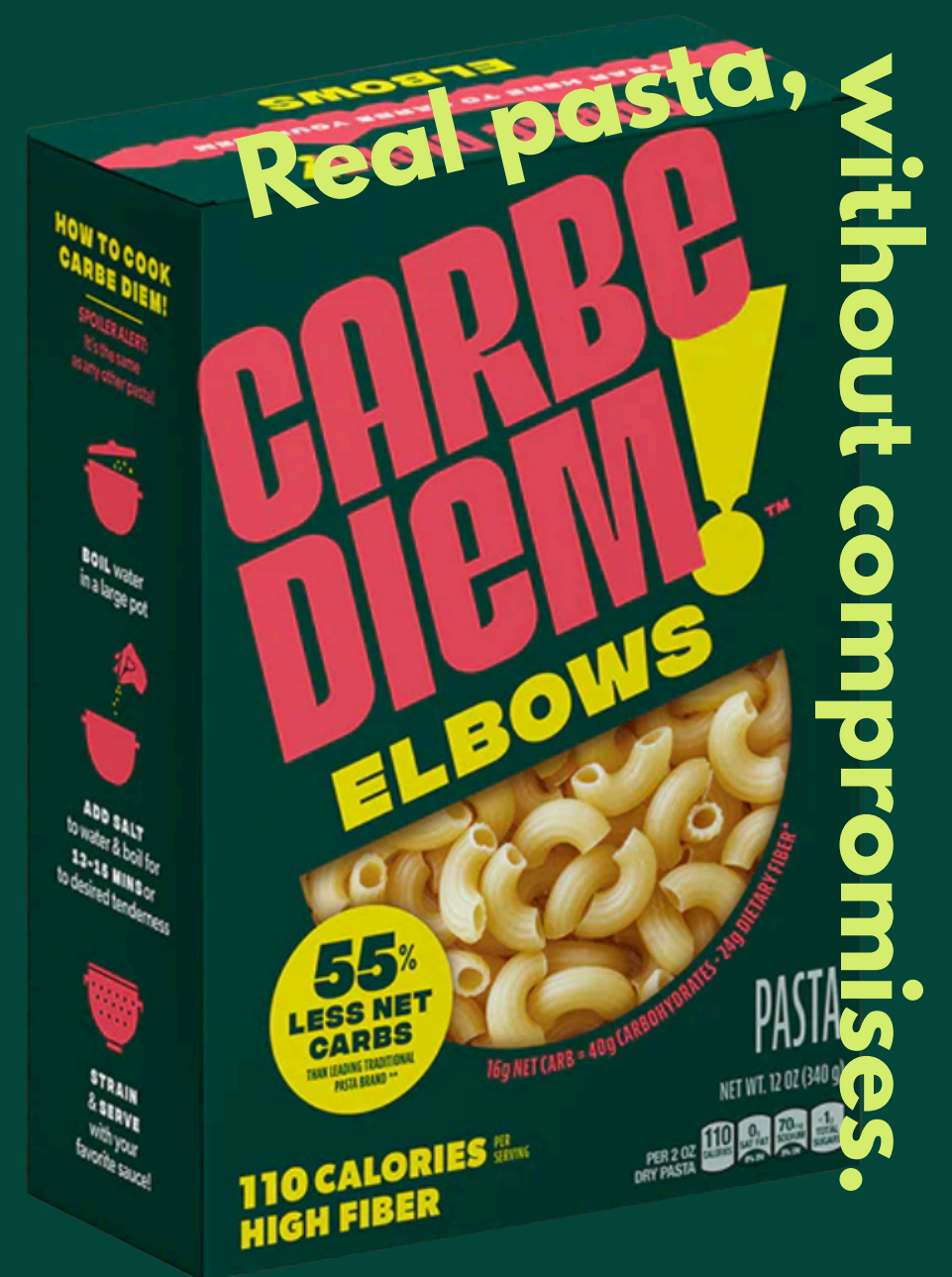
 **Because**

There are no compromises



# SINGLE-MINDED PROPOSITION

**Real pasta,  
without the  
compromises.**







# CAMPAIGN GOAL

**Our campaign aim to challenge the long-held belief that healthy food means sacrificing some of the taste.**

**Through in-store experiences, chef Katey's presence, and social media promotions, we want to**

- **Increase Awareness**
- **Prove the Taste**
- **Driving Offline Purchase**

**“Finally, I found THE right pasta made for me.”**





# PASTA WITHOUT THE PAUSE



# Media Touchpoints Choices: CONSUMER JOURNEY

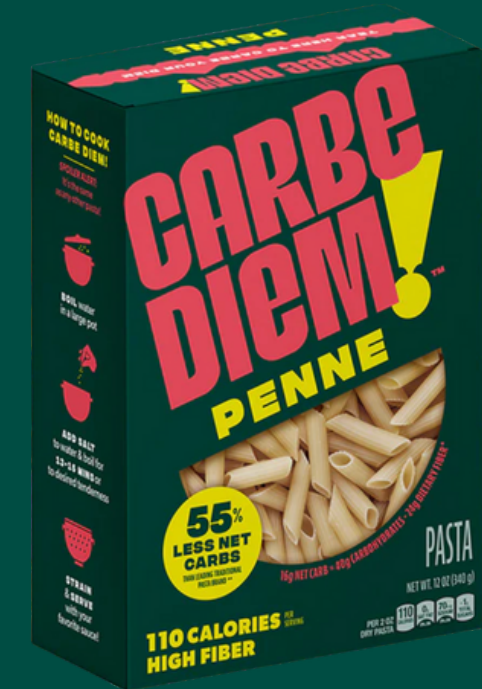


Awareness

Purchase

Search

Post purchase





PAID



# PAID SOCIAL AD: RESTAURANT TAKEOVER



## In-Feed Ad

- Facebook, Instagram, and TikTok
- Will have a link that goes to a page on Carbe Diem's website where you can find a restaurant takeover near you
- "You don't have to pause for Carbe Diem"





**VIDEO:** Three women in the target audience  
**SOUND:** Upbeat background noise  
**AUDIO:** “Welcome to “This or That” I’m Kelly, I’m Luann and I’m Debra, and today we are going to be testing pasta brands.



**VIDEO:** Title screen to begin the video that states the title with the women in the back  
**SOUND:** Background music loudens  
**AUDIO:** Women are quietly chattering in the back



**VIDEO:** Shows the two bowls of pasta  
**SOUND:** Quiet background music  
**AUDIO:** “So we are going to be blind trying these two pastas and deciding which one we think is the low-carb one. They look identical!”



**VIDEO:** The women try both pastas  
**SOUND:** The women chatter about the pastas with quiet upbeat music in the back  
**AUDIO:** The women talk and playfully make jokes stating “Wow are you sure one of these is a low carb pasta? They’re both so good!” The women guess the incorrect bowl is the healthy one



**VIDEO:** Shows the two bowls of pasta  
**SOUND:** Quiet background music  
**AUDIO:** A narrator reveals to the women which bowl is Carbe Diem and they react in shock stating “Wow I would have never guessed one of these pastas could be so healthy!”



**VIDEO:** The women lose a point act in shock while laughing  
**SOUND:** Quiet background music  
**AUDIO:** The women state “I’m only buying Carbe Diem from now on! Thank you guys for tuning into This or That Taste Test!”

# This or That Taste Test Challenge

INSPIRED BY  
**COSMO**  
**MAGAZINE**  
**“EXPENSIVE**  
**TASTE”**  
**SERIES**

**Message:**

**Don’t hesitate to try carbe diem:**



# PODCAST

- **Podcast advertising targeting Gen X moms with a healthy lifestyle**
- **Host Read: The host introduces the brand in their own words.**



## TYPE

- **Women's lifestyle**
- **Nutrition and health topics**
- **Personal growth for women**





# GOOGLE SEARCH ADS

## KEYWORDS:

- Healthy Pasta
- Low carb pasta
- Low calorie pasta
- Healthy Pasta recipes



Carbe Diem

<https://carbediemfoods.com> ⋮

**Take your pasta to the next level — no hesitation needed.**

Low-carb, Low-calorie Pasta with no taste trade-offs. Click to find in store!

**Sponsored**



Carbe Diem

<https://carbediemfoods.com> ⋮

**No pause on pasta night**

Here's low-carb, high fiber, low-calorie pasta that you'll love. Find the perfect recipe for pasta night here.

**Sponsored**



<https://carbediemfoods.com> ⋮

**Looking for healthy pasta? Craving great taste?**

Carbe Diem! The best low-carb and low-calorie pasta to satisfy your savory cravings.



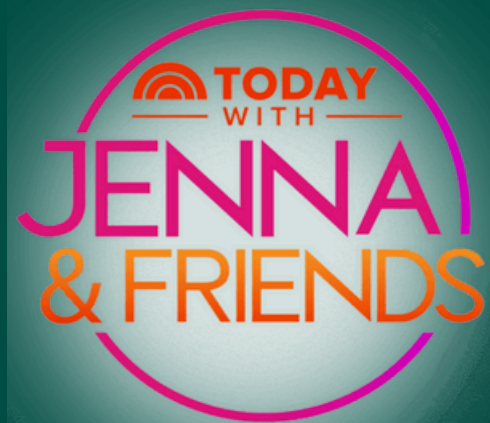


**EARNED**



# CHEF KATEY!

## Appearances on:



## Why?

- Get to know Carbe Diem and Chef Katey's story
- Live taste test by hosts in our target audience



# PODCAST



## Examples:

## Why?

- **Inviting Chef Katey as a guest to participate in audience-appropriate podcasts**
- **Directly reach target audiences**
- **Spotify, Apple Music...**
  - **More convenient**
- **Builds authenticity and trust**



# PR PACKAGE



EAT THE  
PASTA WITH  
**NO** REGRETS

- **Send to:**
  - Food bloggers
  - Momfluencers
  - Health/wellness influencers
- **Goals:**
  - They review Carbe Diem
  - Raise awareness
  - Influence their audience to buy



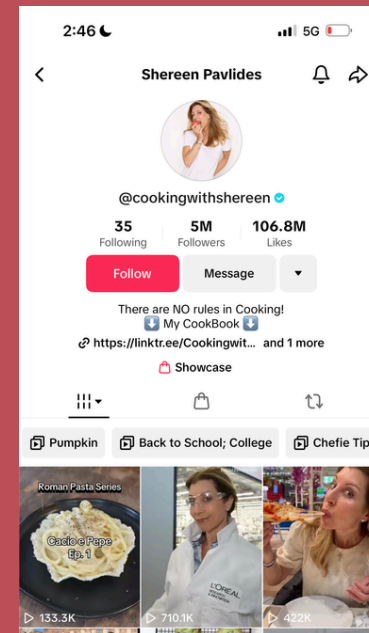
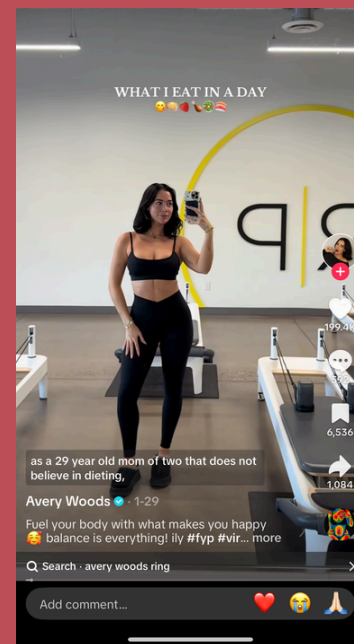
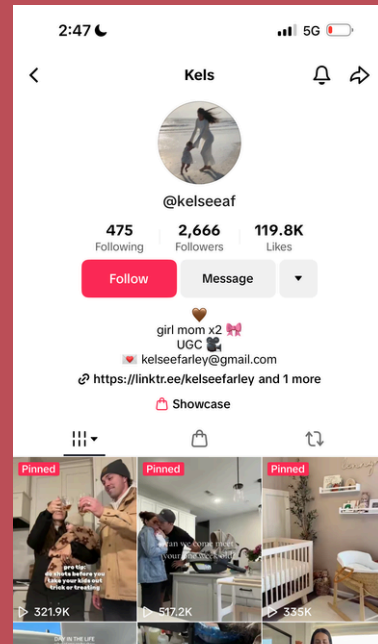
SHARED



# TIKTOK? MOMTOK!

Utilize influencers within the target market to bring consumers into the awareness and action stage of purchasing. This will help build trust with consumers to ensure they are aware of Carbe Diem and its benefits.

- **Micro influencers**
  - Dori Boyd
  - Kelsee Farley
- **Food/Lifestyle bloggers**
  - Lindsay Arnold
  - Avery Woods
  - Alexa Soto
- **Chefs**
  - Chef Tini
  - Shereen Pavildes



**Key Search Words:**

- Healthy Family Dinners
- Low-Carb Cooking

**Hashtags:**

- #CarbeDiemPartner
- #CarefreeCarbe



# #CARBEWITHCONFIDENCE



## How it Works:

- **Cook & Share:** Post a photo/video of a Carbe Diem dish or meal moment.
- **Use the hashtag:** They must include #CarbeWithConfidence and tag the official Carbe Diem account.
- **Enter to Win:** Each valid post = 1 entry into prize drawing

## What it does:

- **Encourage** users to **post** their Carbe Diem meals on social media for a chance to win a year's supply of pasta.
- **Encourage creativity** by featuring weekly standout posts.
- **Offer smaller prizes** (e.g., free product vouchers) to drive continued participation.
- **Partner** with food bloggers/influencers to kick off the challenge and showcase their own Carbe Diem Meals.





OWNED



# IN-STORE DISPLAYS



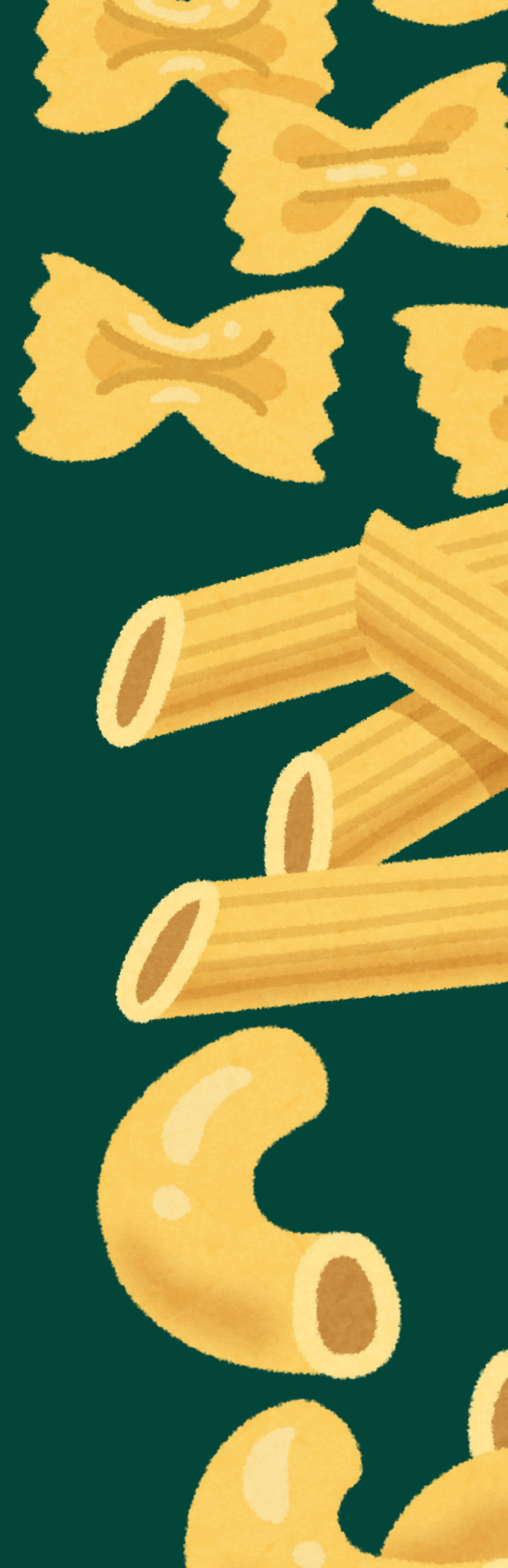
- Front of store as you walk in
- Forces you to consider Carbe Diem
- Throwing the healthy option in our audience's face



# LOCAL CHEFS IN STORES



- Local chefs bring their recipes to the pasta aisle
- Not only promotes Carbe Diem! but the chefs too
- Adds credibility
- Sampling events





# "Katey's Pasta Pick Of The Month"



Carbe Diem Foods

Just Now

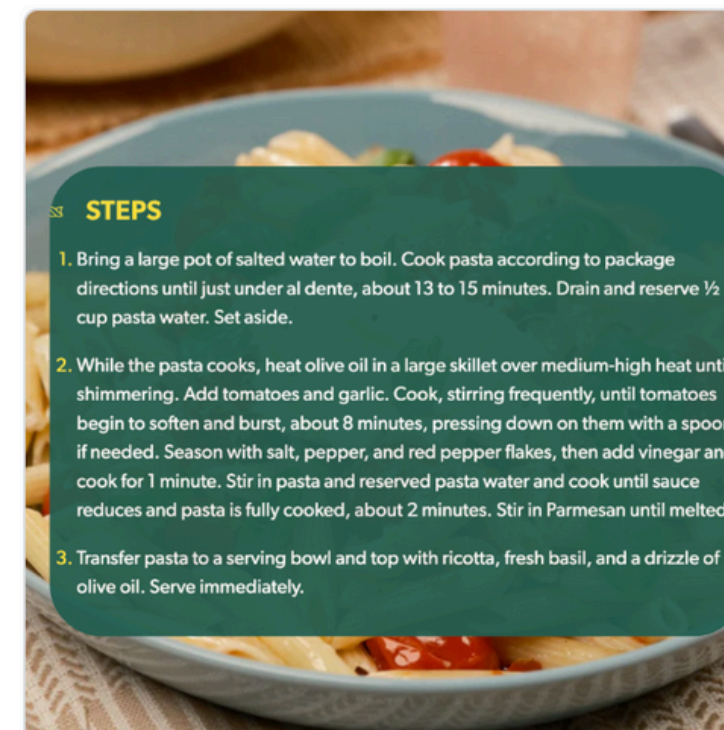
! Katey's Pick Pasta of April: Spring Cherry Tomato & Basil Penne! 🍅 🌿  
Try it now and get the feeling of Spring!

Why Katey Loves it: "It's fresh, comforting, and comes together in one pan. I make this on Mondays when I need something bright."

Get the same Penne: [carbediemfoods.com/products/penne](https://carbediemfoods.com/products/penne)



1. The recipe is consistent with the official website - link to the website and product
2. Hashtag: **#KateysPastaPick** **#MyCarbeDiem**
3. Owned Media + Paid Media  
(Pick some specific to sponsor)

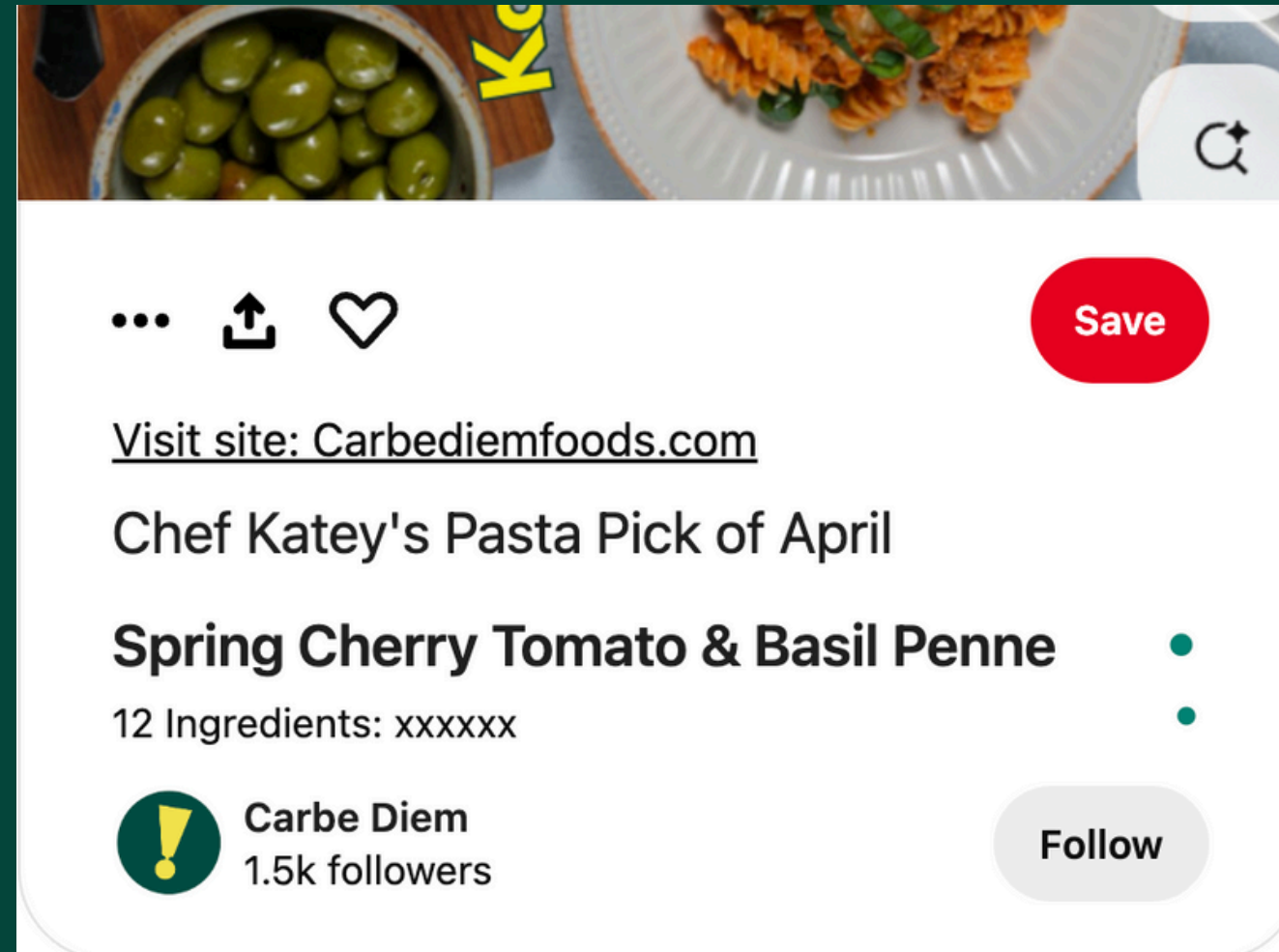
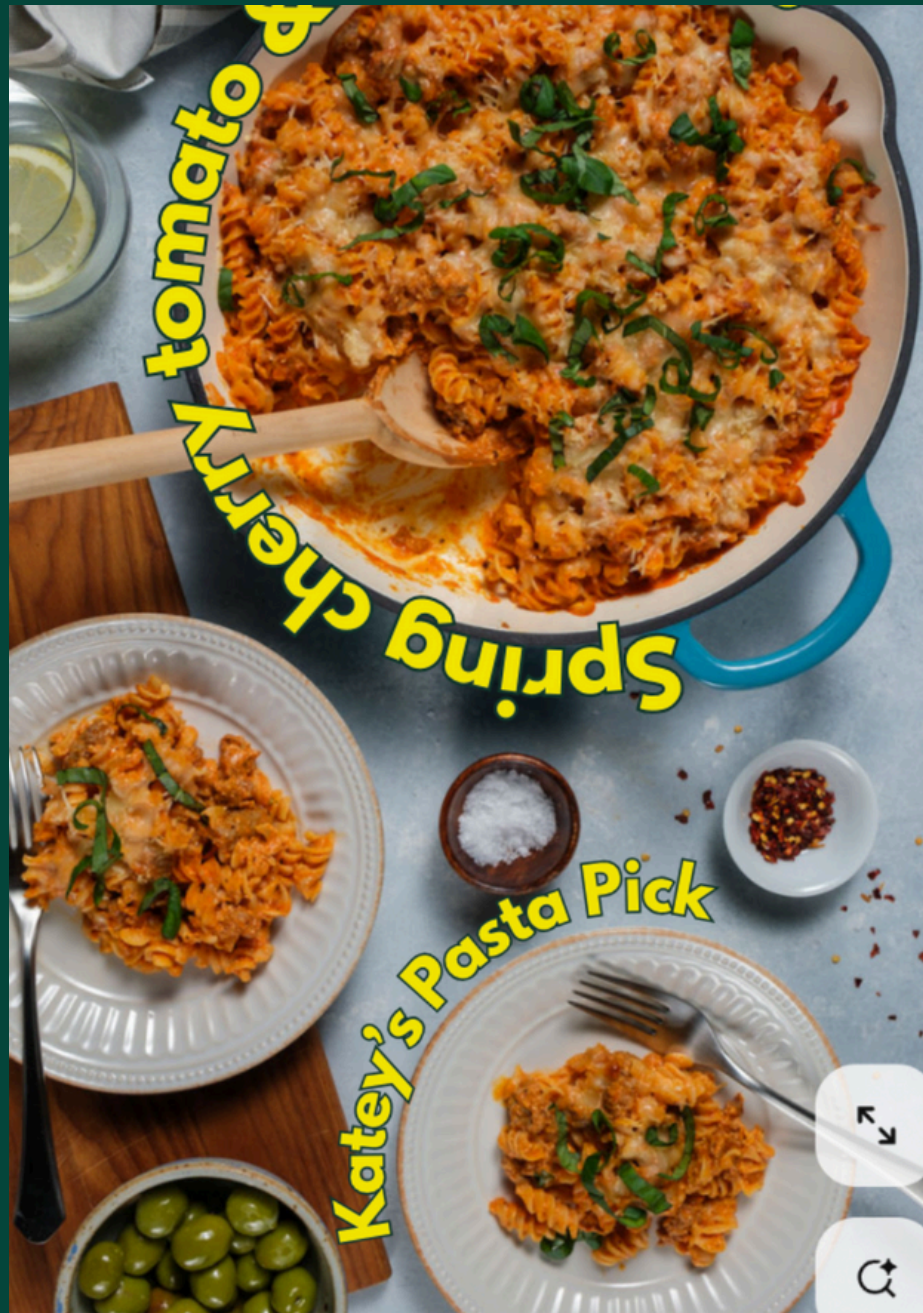


## 1. Facebook Posts



# PINTEREST

“Katey’s  
Pasta Pick  
Of The  
Month”



1. Visually-driven recommendation content

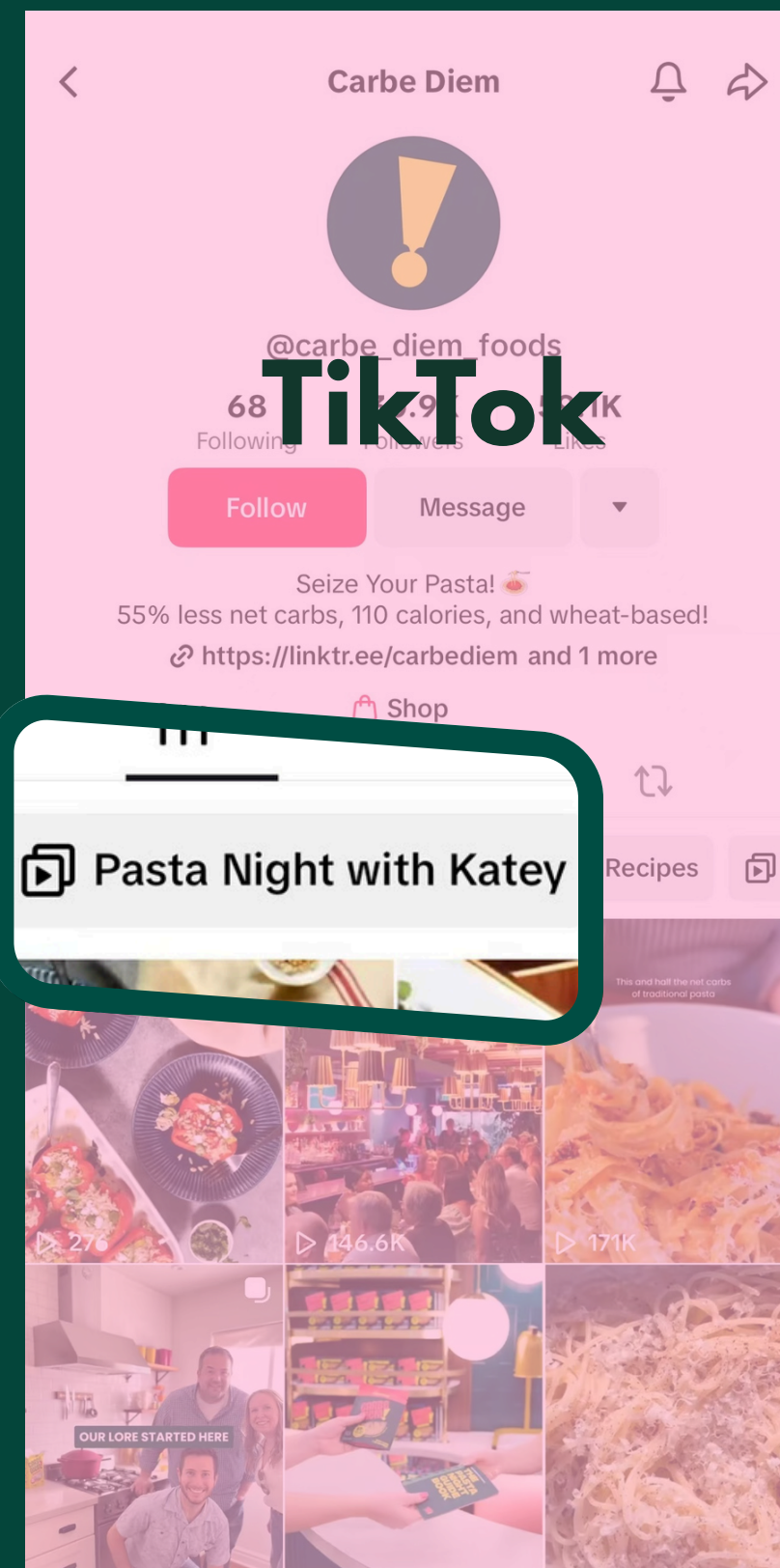
---Ideal for Katey’s Pick

2. Website link, Direct recipe, Ingredients

3. Search keywords: “Healthy pasta recipes”  
“Healthy family recipes” “Low carb recipes”



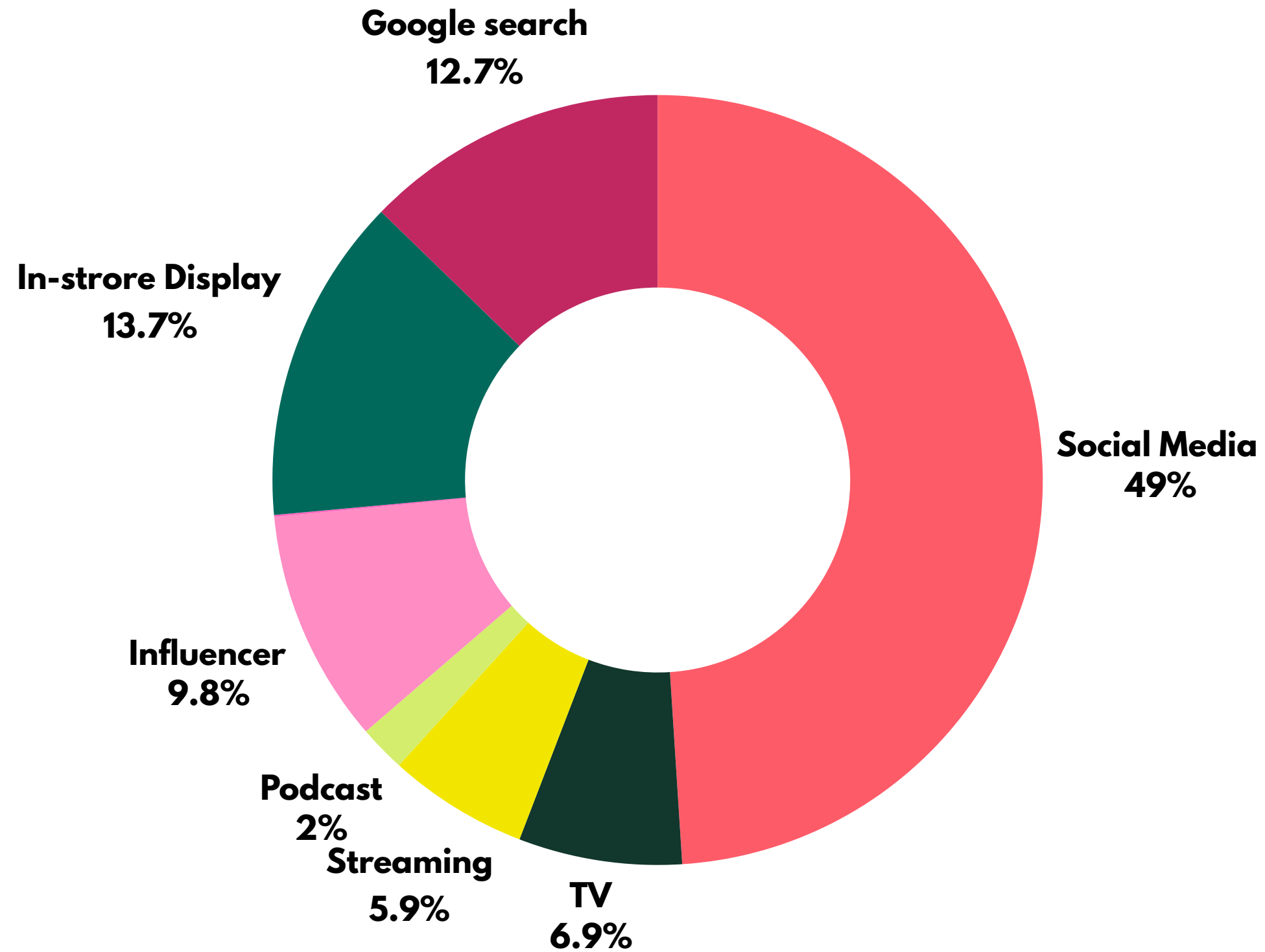
# “Katey’s Pasta Pick Of The Month”



- Also add the content to TikTok & Instagram accounts to keep the continuity.
- Enhance the presence of the brand and Katey.



# Media Budget Plan



# Media Budget Plan

## Pulsing Strategy

MEDIA FLOWCHART CARBE DIEM								
Total Budget \$2,000,000.00		August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
PAID MEDIA SOURCE								
Google Search (CPA: \$48.9)	12%							
Youtube (CPM: \$0.35)	10%							
Tiktok (CPM: \$9)	9%							
Pinterest (CPE: \$0.1-1.5)	7%							
Meta/Instagram (CPM: \$8.46)	9%							
Facebook (CPA: \$18.68)	10%							
Podcast Influencer (CPM: \$25-40)	1%							
podcast 1								
podcast 2								
podcast 3								
In-store display (POP: \$50 per	14%							
Netflix (CPM: \$32)	6%							
TV (CPM: \$19.5)	7%							
Influencer marketing	10%							
micro								
macro								
mid tier								
nano								
mega								
Reserve								
EARNED MEDIA SOURCE								
PR Package (100*15)								
Podcast chef Katey								
GMA								
Today jenna								



# Media Budget Plan

MEDIA FLOWCHART CARBE DIEM									
Total Budget \$2,000,000.00		August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	TOTALS
PAID MEDIA SOURCE									
Google Search (CPA: \$48.9)	13%	\$25,200.00	\$25,200.00	\$39,100.00	\$48,100.00	\$48,100.00	\$39,100.00	\$25,200.00	\$250,000.00
Youtube (CPM: \$0.35)	10%	\$16,000.00	\$27,000.00	\$32,000.00	\$42,000.00	\$42,000.00	\$27,000.00	\$16,000.00	\$202,000.00
Tiktok (CPM: \$9)	8%	\$21,400.00	\$12,400.00	\$21,400.00	\$36,000.00	\$36,000.00	\$21,400.00	\$12,400.00	\$161,000.00
Pinterest (CPE: \$0.1-1.5)	7%	\$11,429.00	\$11,428.00	\$19,428.00	\$28,429.00	\$28,429.00	\$19,428.00	\$11,429.00	\$130,000.00
Meta/Instagram (CPM: \$8.46)	10%	\$31,428.00	\$11,430.00	\$31,428.00	\$41,428.00	\$41,428.00	\$31,428.00	\$11,430.00	\$200,000.00
Facebook (CPA: \$18.68)	15%	\$34,285.00	\$34,285.00	\$44,286.00	\$54,286.00	\$54,286.00	\$34,286.00	\$34,286.00	\$290,000.00
<b>Podcast Influencer (CPM: \$25-40)</b>	<b>2%</b>								
podcast 1		\$4,000.00			\$4,000.00	\$4,000.00			
podcast 2			\$4,000.00			\$4,000.00	\$4,000.00		
podcast 3				\$4,000.00	\$4,000.00			\$4,000.00	
In-store display (POP: \$50 per	14%	\$22,857	\$22,857	\$42,857.00	\$62,857.00	\$62,858.00	\$42,857.00	\$22,857.00	\$280,000.00
Netflix (CPM: \$32)	6%	\$12,571.00	\$12,571.00	\$15,572.00	\$27,572.00	\$27,572.00	\$15,571.00	\$12,571.00	\$124,000.00
TV (CPM: \$19.5)	7%	\$14,857.00	\$14,857.00	\$27,857.00	\$27,858.00	\$27,857.00	\$14,857.00	\$14,857.00	\$143,000.00
<b>Influencer marketing</b>	<b>7%</b>								
micro									\$10,000.00
macro									\$39,000.00
mid tier									\$14,000.00
nano									\$1,000.00
mega									\$80,000.00
<b>Reserve</b>									\$40,000.00
EARNED MEDIA SOURCE									
PR Package (100*15)	0.08%								\$1,500.00
Podcast chef Katey									\$0.00
GMA									\$0.00
Today jenna									\$0.00
									\$0.00
									\$0.00
<b>Total</b>	<b>\$0.99</b>	<b>\$168,827.00</b>	<b>\$150,828.00</b>	<b>\$238,828.00</b>	<b>\$328,430.00</b>	<b>\$328,430.00</b>	<b>\$210,827.00</b>	<b>\$139,830.00</b>	<b>\$2,000,000.00</b>

# Weekly Media Content Calendar

## WEEKLY OVERVIEW



DATE	PLAN
Week 1 Aug 2025	<ul style="list-style-type: none"><li>• Roll out google search ads</li><li>• Release Taste Test Video</li><li>• 6 micro influencers start to post their videos</li><li>• Podcast 1 ads start</li></ul>
Week 2 Aug 2025	<ul style="list-style-type: none"><li>• Launch Katey's Pick</li><li>• Have first podcast appearance</li><li>• Send out in store displays</li></ul>
Week 4 Sept 2025	<ul style="list-style-type: none"><li>• Katey's Pick</li><li>• Start rolling out Netflix and TV ads</li><li>• Chef Katey on Today with Hoda and Jenna</li></ul>
Week 5 Sept 2025	<ul style="list-style-type: none"><li>• Chef Katey on Podcast 1</li><li>• 6 micro influencers post</li><li>• 1 macro influencer post</li><li>• Podcast 2 ads start</li></ul>
Week 7 Oct 2025	<ul style="list-style-type: none"><li>• 1 macro influencer post</li><li>• Send out PR packages</li><li>• Roll out TV ad</li></ul>
Week 9 Oct 2025	<ul style="list-style-type: none"><li>• 1 macro influencer post</li><li>• Podcast 3 ads start</li><li>• Mid tier influencer 1</li></ul>

DATE	PLAN
Week 11 November 2025	<ul style="list-style-type: none"><li>• Chef Tini mac and cheese video</li><li>• 2 nano influencers</li><li>• 6 micro influencers post</li><li>• 2 macro influencers post</li></ul>
Week 12 November 2025	<ul style="list-style-type: none"><li>• Social media posts by Carbe Diem on Paid media</li><li>• Send out PR packages</li><li>• Send out in store displays for holidays</li></ul>
Week 13 Dec 2025	<ul style="list-style-type: none"><li>• Chef Tini holiday post</li><li>• Other mega influencer holiday post</li><li>• 1 macro influencers post</li><li>• Paid media posts by Carbe Diem</li></ul>
Week 15 Jan 2026	<ul style="list-style-type: none"><li>• Other mega influencer post 2</li><li>• 6 micro influencer posts</li><li>• 1 mid tier influencer</li></ul>
Week 19 February 2026	<ul style="list-style-type: none"><li>• 6 micro influencers post</li><li>• 2 nano influencers</li></ul>
Week 22 March 2026	<ul style="list-style-type: none"><li>• 1 macro influencer post</li><li>• 2 nano influencers</li></ul>
Week 24 March 2026	<ul style="list-style-type: none"><li>• 1 macro influencer post</li></ul>



IMC Tactic	KPIS
Digital Ads	Impressions and conversion rate
Social Media Marketing	Follower growth, engagement rate, reach, shares
Content Marketing	Page views, time on page, shares, SEO ranking
Retail	ROI, % of store visitors who purchase the product, units sold
Events	Leads generated, event reach, sales at event

# Final Recommendations

**1**

**Consumers want guilt-free comfort food — without sacrificing taste. Carbe Diem delivers — and becomes part of their daily lives, not just their shopping cart. (Emotional connection)**

**2**

**Give customers what they truly want — choose Carbe Diem for better pasta, better taste, better living. (Real promises)**

**3**

**Stand out in a crowded market. Carbe Diem blends indulgence with wellness, giving consumers a reason to fall back in love with pasta - and stay loyal to your brand. (Differentiate from competitors)**

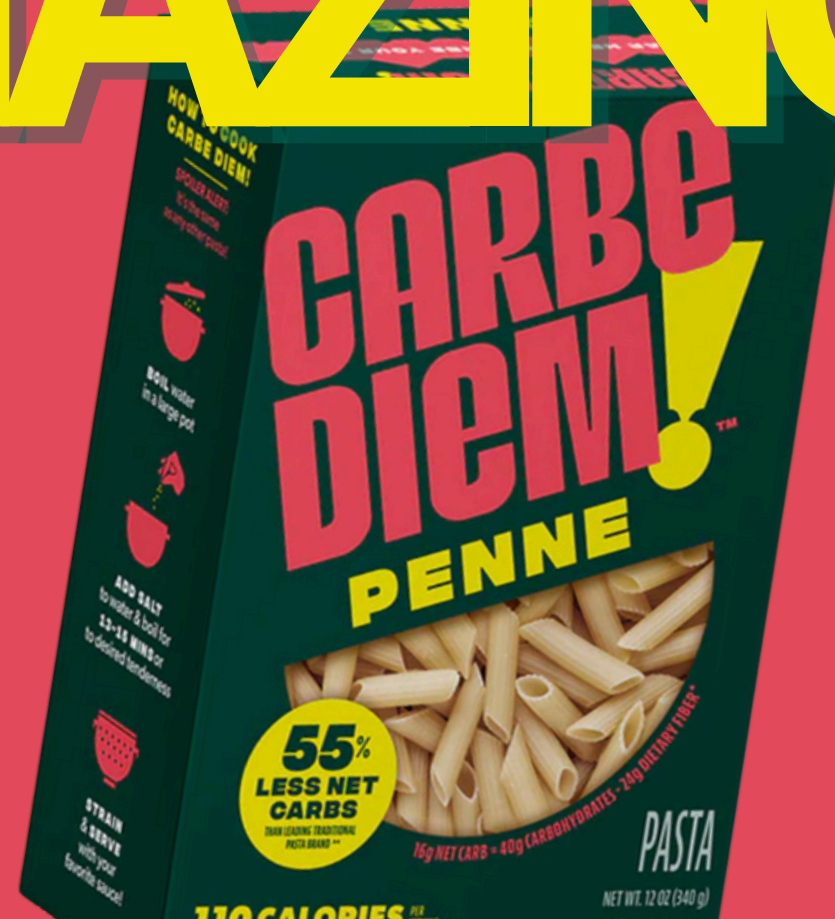
**4**

**Fuel real moments, not just meals. Carbe Diem's clean ingredients and rich flavors empower consumers to seize their day — and feel good doing it. (Life improvement)**



PRESENTED BY  
ADTHENTIX

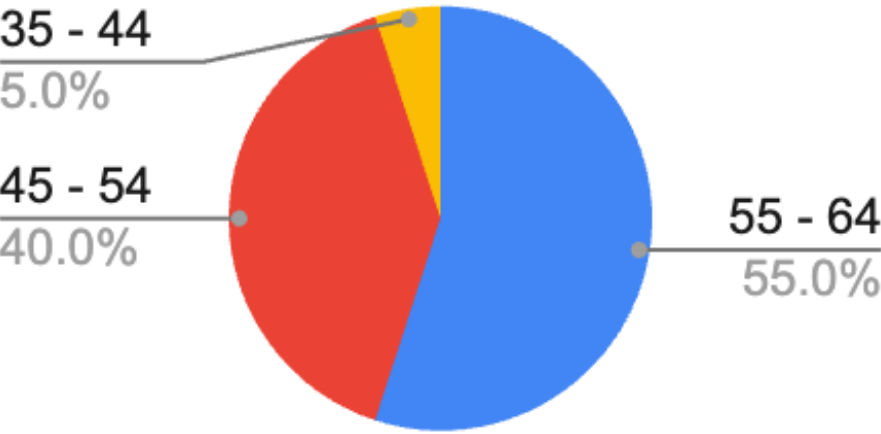
# LET'S CREATE SOMETHING AMAZING TOGETHER



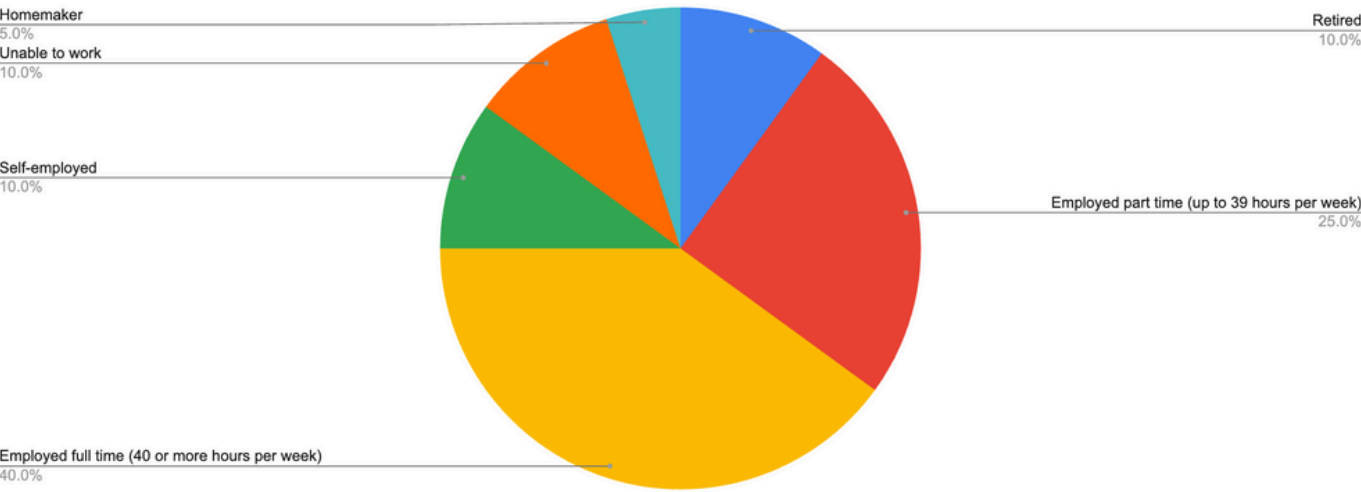
  
media agency focused  
creativity and authenticity

# Appendix - Survey

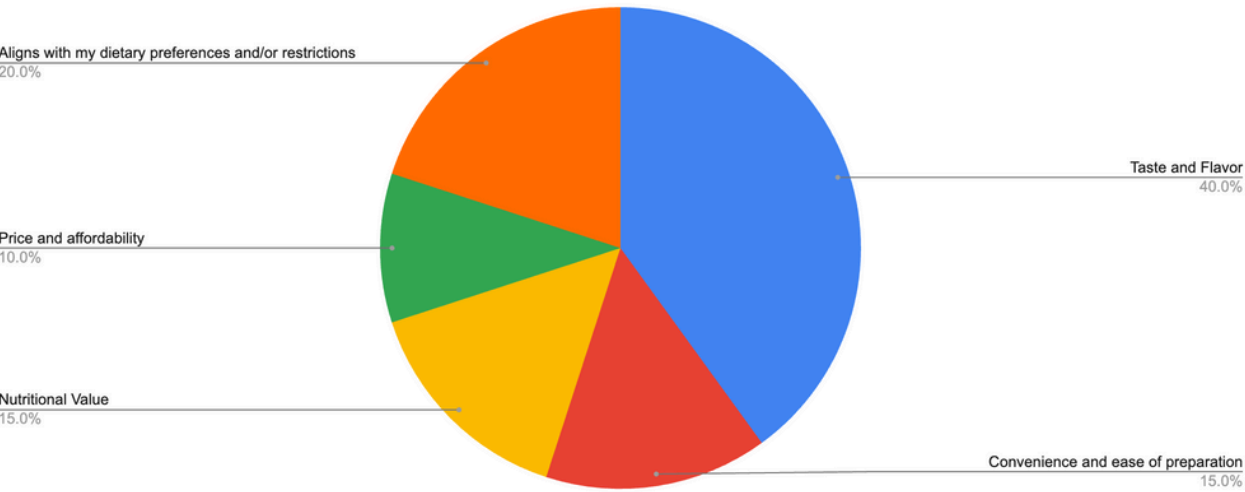
What is your age?



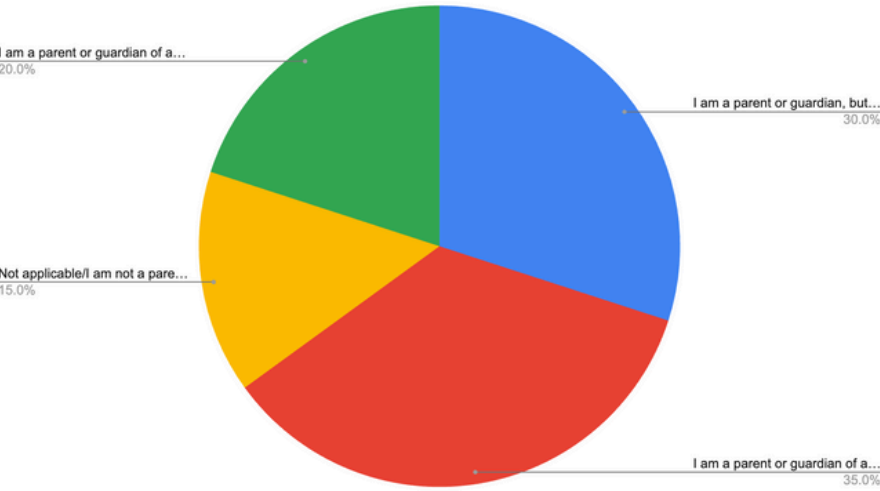
What is your current employment status?



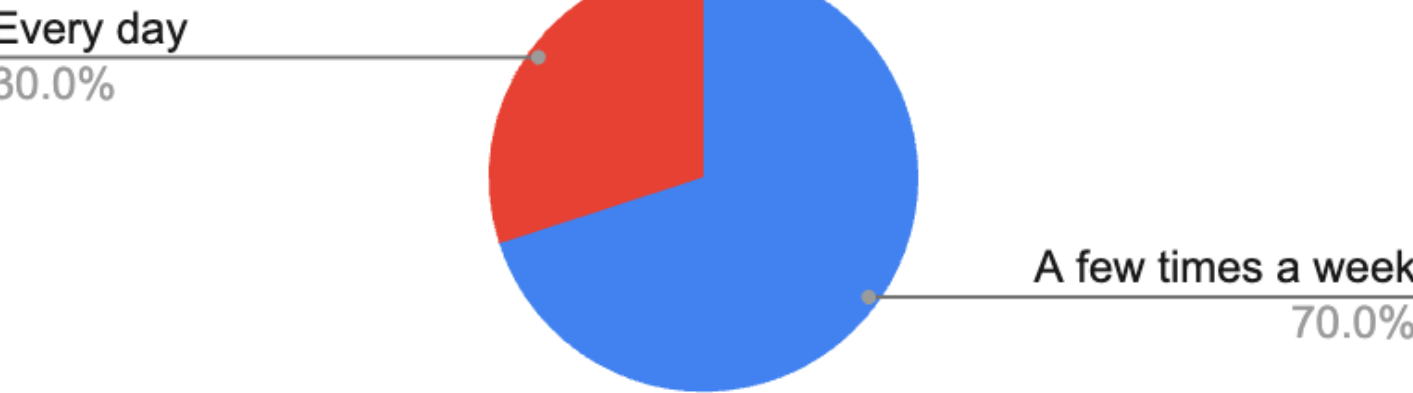
What is your top priority when choosing food?



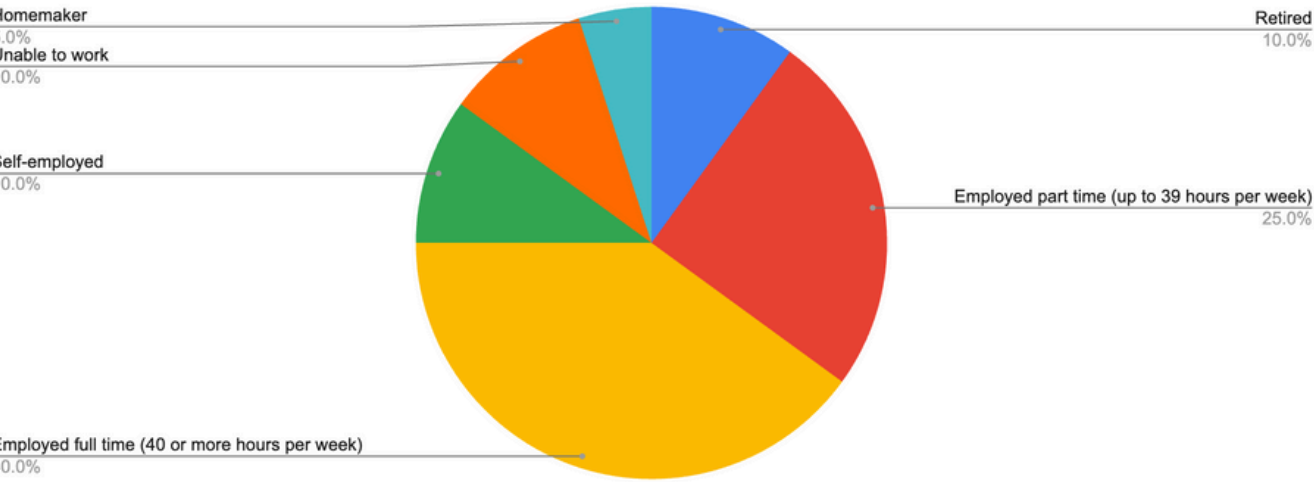
What is your parental status?



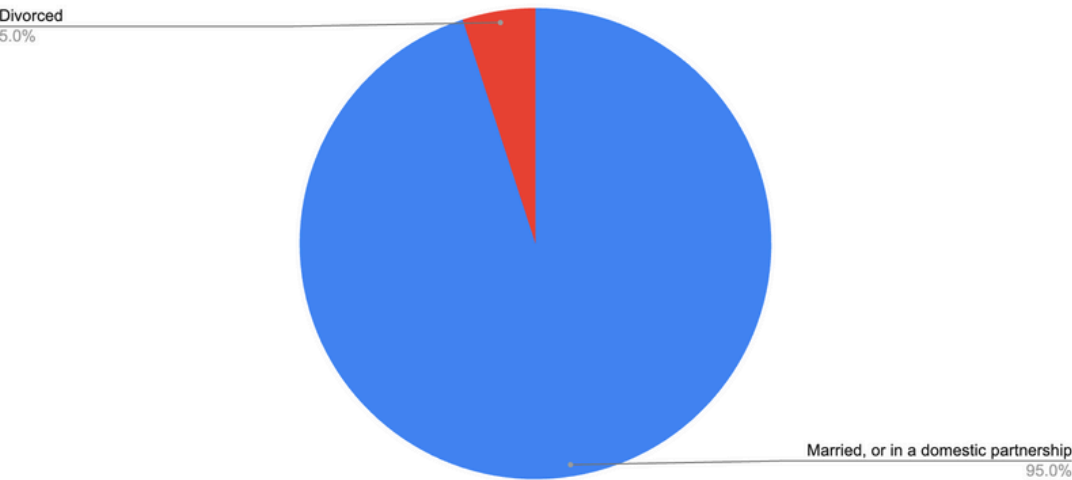
How often do you cook meals at home?



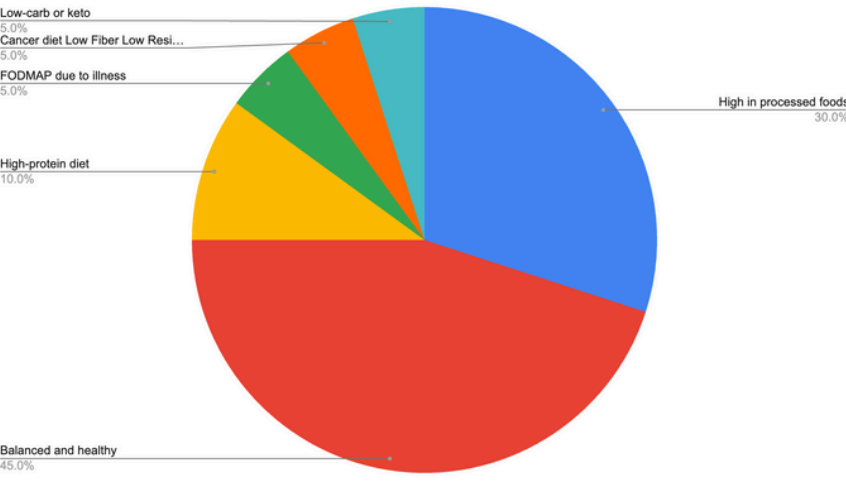
What is your current employment status?



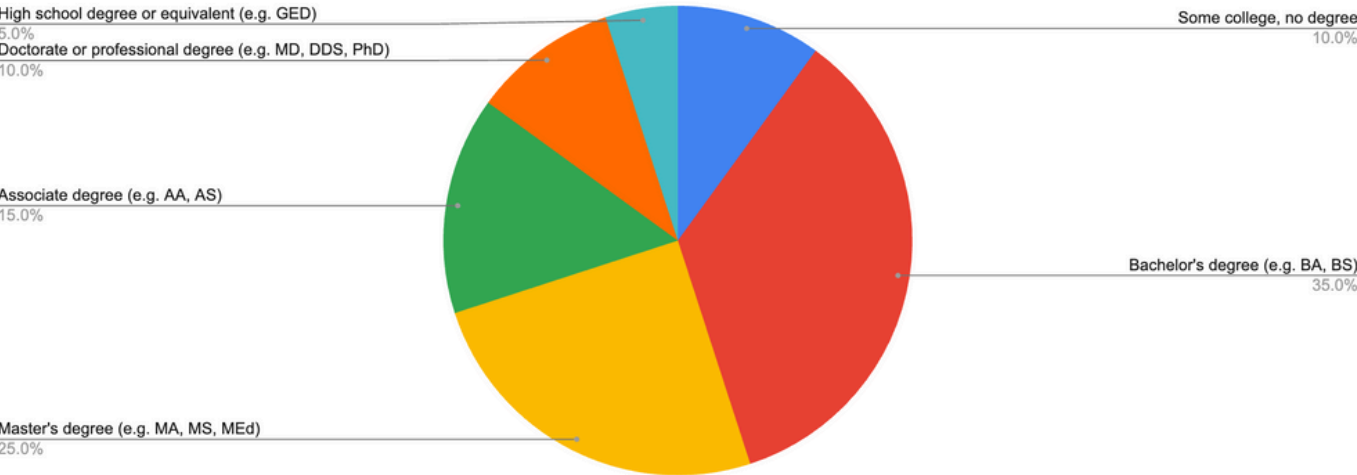
What is your marital status?



How would you describe your diet? - Selected Choice



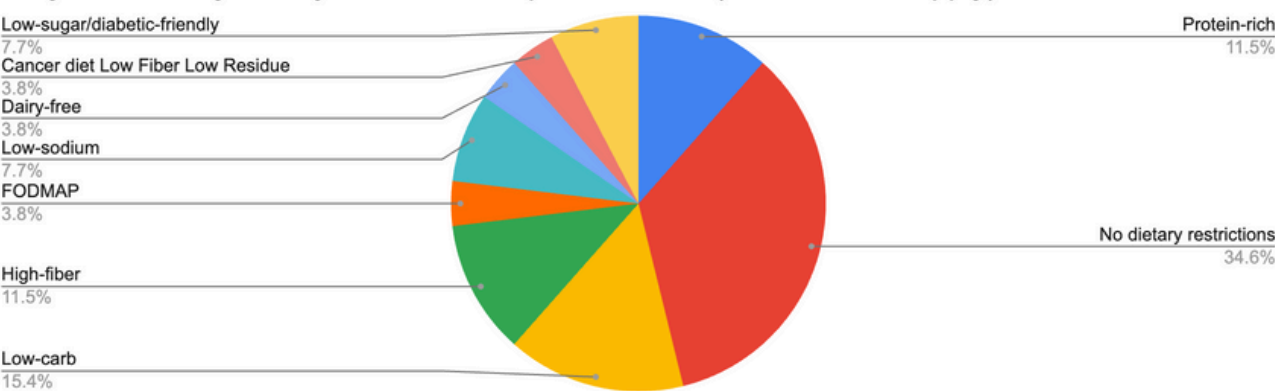
What is the highest degree or level of school you have completed?



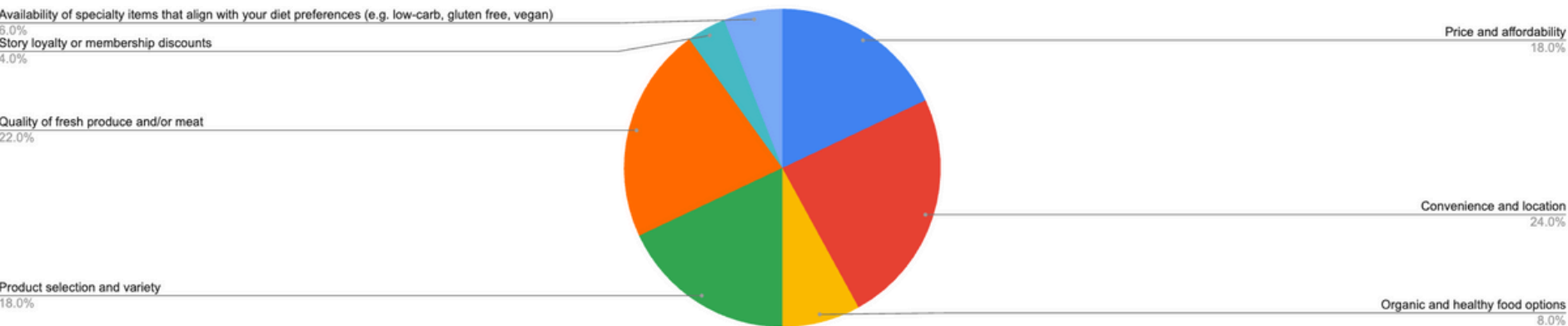


# Appendix - Survey

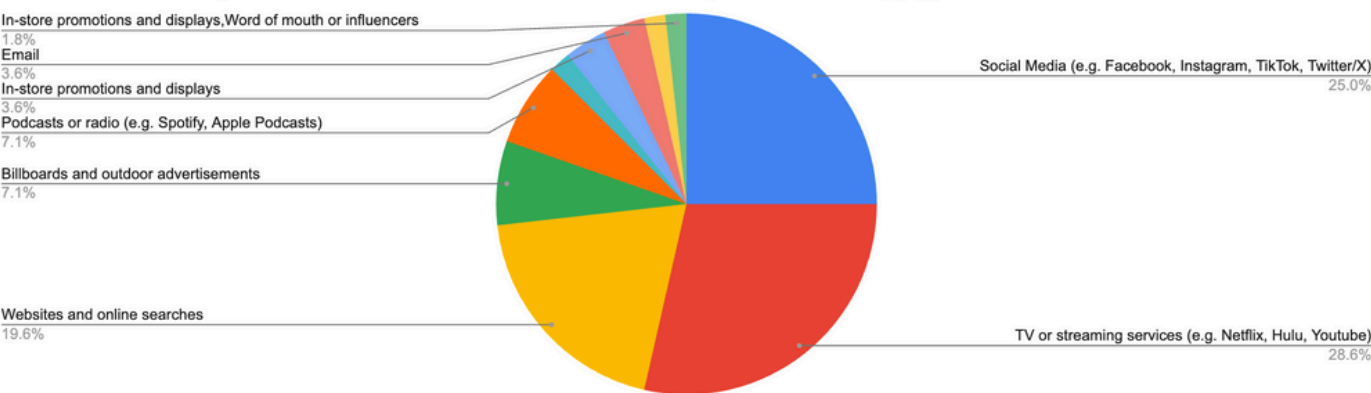
Do you have any dietary restrictions or preferences? (Select all that apply) - Selected Choice



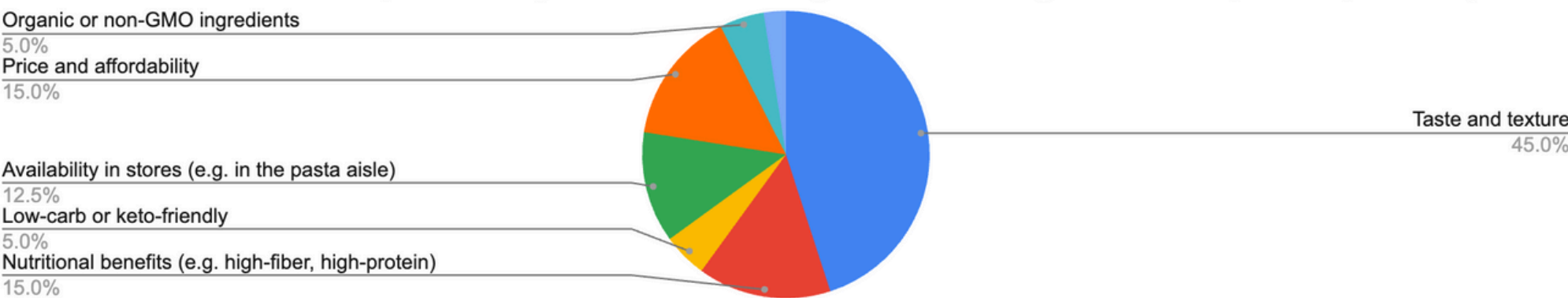
Which factors are most important when choosing where to shop for groceries? (Select all that apply) - Selected Choice



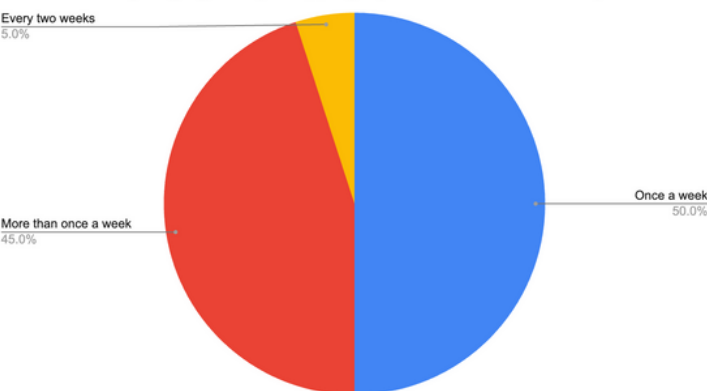
How and where do you most often encounter advertisements? (Select all that apply) - Selected Choice



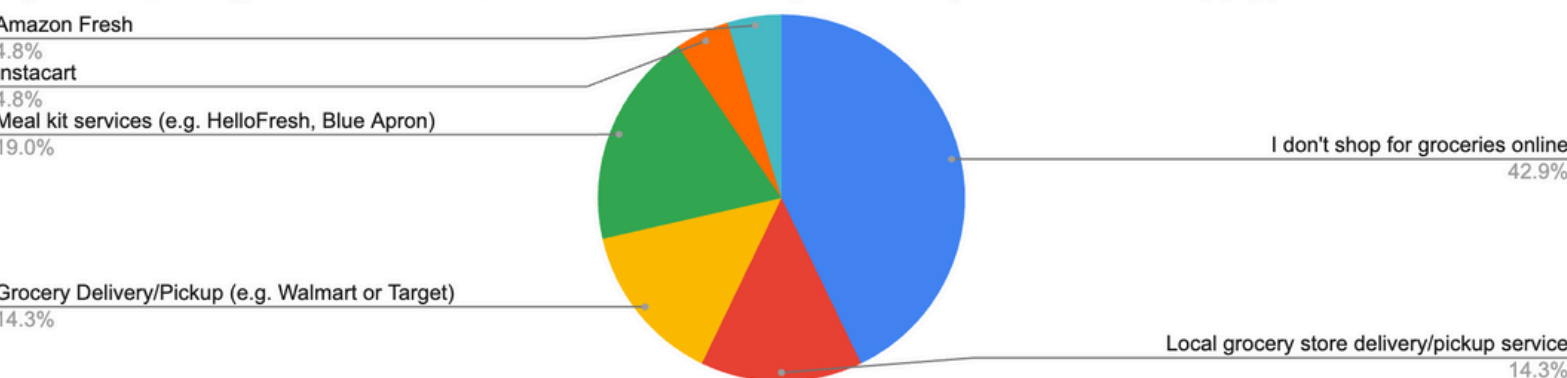
What factors are most important to you when choosing or considering alternative pasta options? (Select all that apply) - Selected Choice



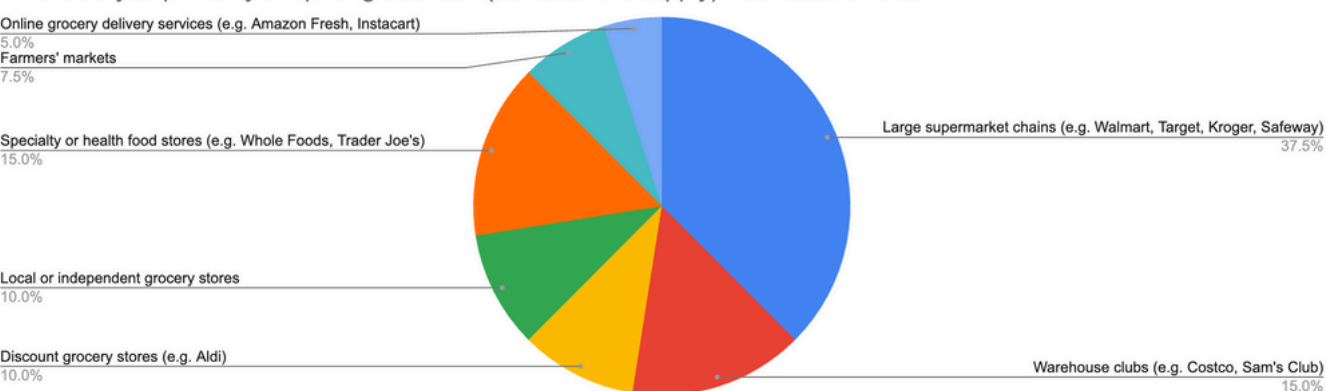
How often do you go grocery shopping? (either online or in store)



If you shop for groceries online, which services do you use? (Select all that apply) - Selected Choice

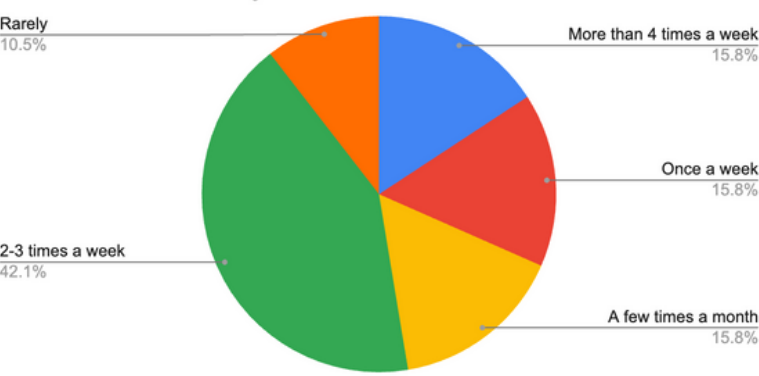


Where do you primarily shop for groceries? (Select all that apply) - Selected Choice

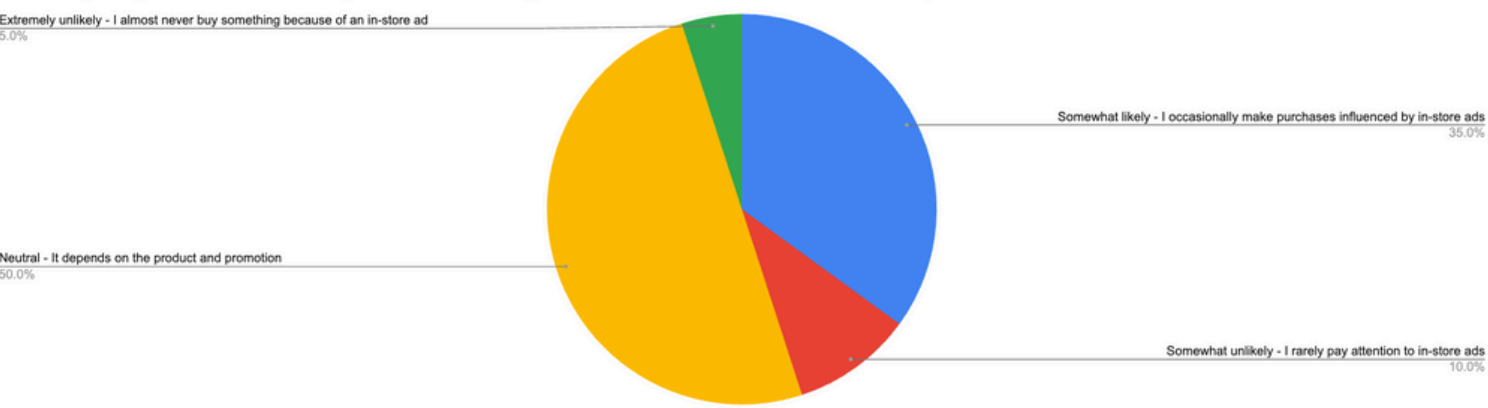


# Appendix - Survey

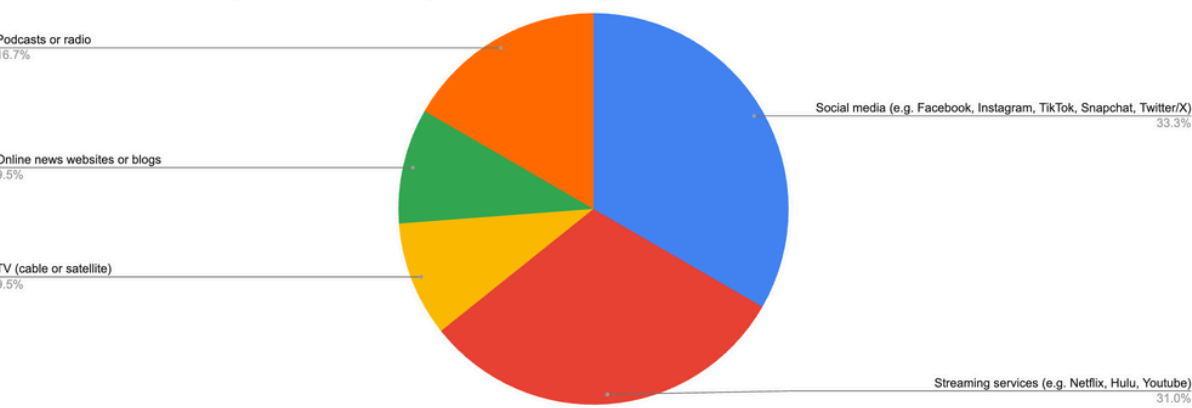
How often do you eat at restaurants (including fast-food) or order takeout/delivery?



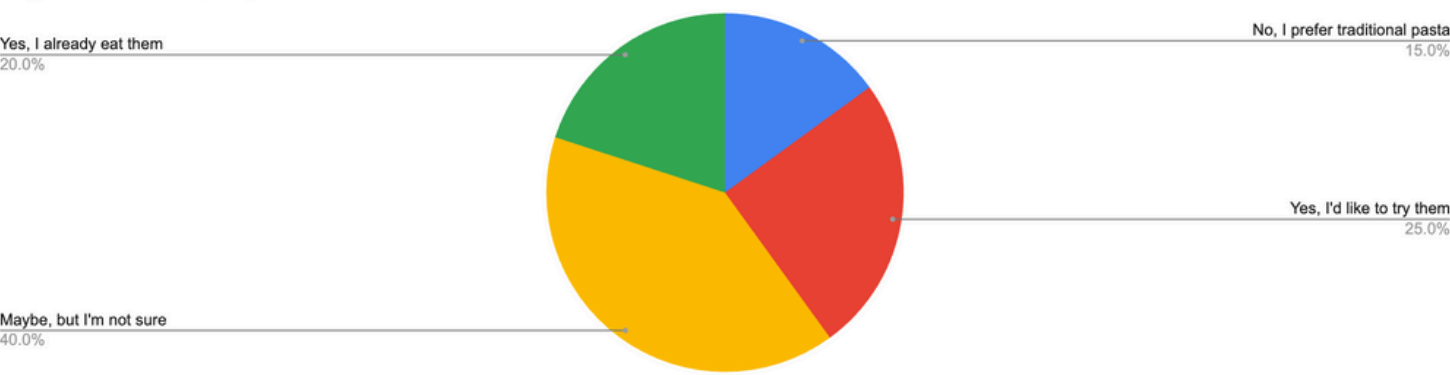
How likely are you to interact with or purchase something because of an in-store advertisement or promotion?



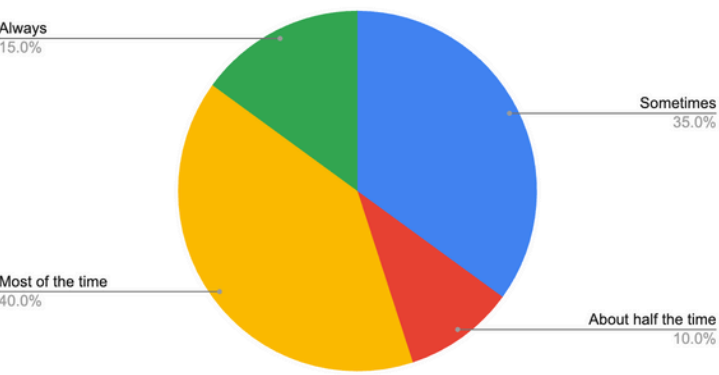
Which media channels do you use most often? (Select all that apply) - Selected Choice



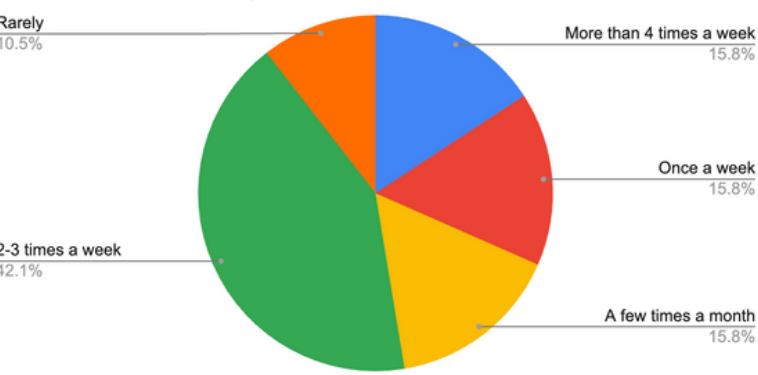
Are you interested in trying alternative pasta options? (e.g. low-carb, low-calorie, high-fiber, high-protein, or vegetable-based, etc)



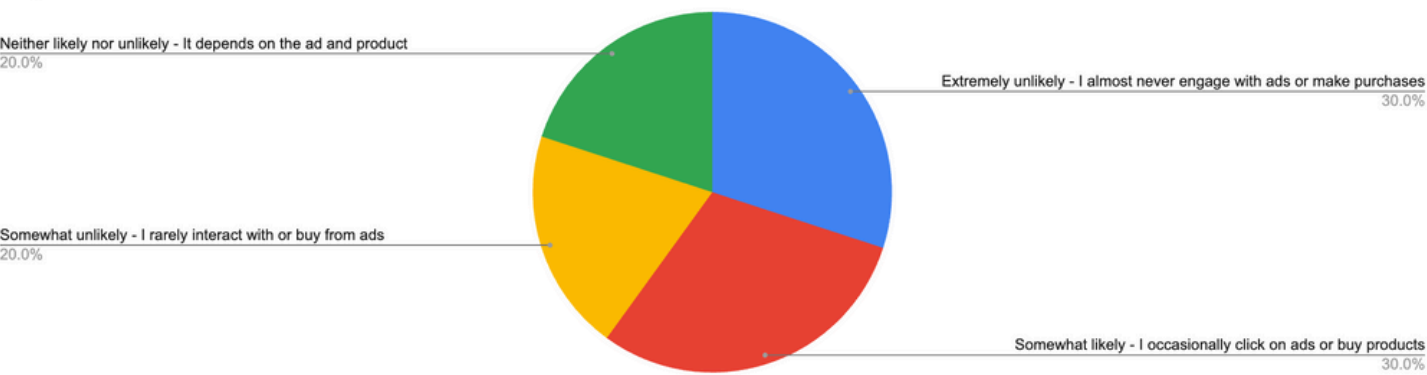
How often do you check nutrition labels before purchasing or consuming food?



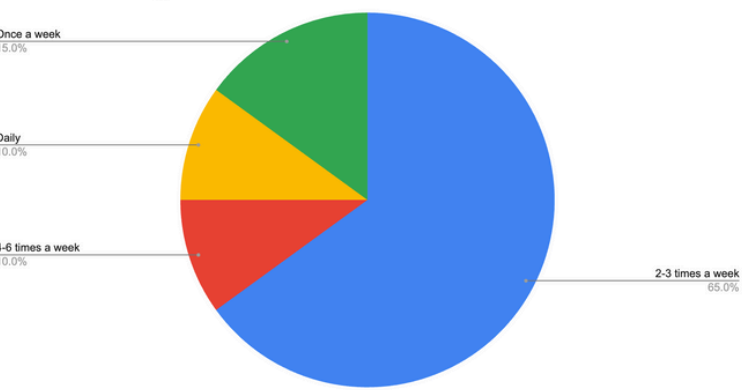
How often do you eat at restaurants (including fast-food) or order takeout/delivery?



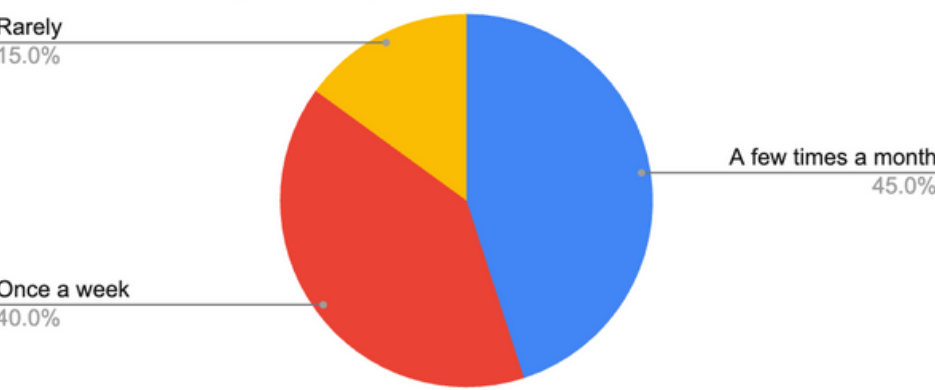
How likely are you to interact with or purchase something from an advertisement online (e.g. on social media, on a website, etc)?



How often do you exercise? (This includes any moderate to vigorous physical activity for 20+ minutes per day)



How often do you eat pasta?



What types of pasta do you prefer? (Select all that apply) - Selected Choice

