

Sporkful Pitch

PASTA-TIVELEY Saucy!

Agenda



✓ Mission

✓ Strategy

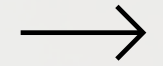
✓ Commercial

✓ Timeline

✓ Cost Breakdown

✓ Conclusion

The Mission



To create brand awareness across a variety of demographics, justify the price of the pasta, and encourage repeat purchases.

Channel Analysis

- ✓ #1 downloaded app in more than 40 countries
- ✓ 150 million U.S. monthly active users
- ✓ Potential ad reach of 945.2 million among 18+
- ✓ \$10 CPM, \$1 CPC, and \$500 min. campaign spend
- ✓ Ads featuring TikTok creators can boost brand favorability by 26%
- ✓ Influencer pricing can range from \$5 to \$2,000.
- ✓ 65% of users relying on online reviews and creator recommendations to decide what to buy



Pasta Betch & Cugine



PASTA BETCH (ITSQCP)

1.2 M  12.1 M 

Gianluca Conte (23), better known online as itsQCP or simply QCP, is an Italian-American YouTuber and TikTokker. Started his internet career as the Angry New Jersey Cooking Show.



CUGINE (MEALS_BY_CUG) 907K  1.6M 

Danny Mondello (24) from Rossville, Staten Island behind the wildly popular TikTok account “Meals_by_cug.” Started his career reviewing restaurants and cooking at his mothers suggestion.

Commercial Outline

"LET THEM COOK"



Introduction/Hook

I heard this new cascavelli pasta has the best saucability, forkability, and toothsinkability
Let's see if that's really true!



Part 1 of TikTok - Show the Raw Noodle

Show that the sauce is finishing up
Show and name all 3 raw pastas that are going to be compared
Throw them in the pot aggressively.



Creative Transition



Part 2 of TikTok - Set Up/Show the Cooked Noodle

Strain the pasta
Throws the pastas in 3 different bowls
Short close ups on each of them to show their differences without sauce
Sauce gets thrown on the pasta aggressively (cut directly to transition)

Commercial Outline

"LET THEM COOK"



Creative Transition

Close of his face with the sauced pasta "lets see if this pasta really holds up against the competitors"



Part 3 of TikTok - Forkability and Saucibility

Forks the first pasta (close up of him making a face) raises it up to show the sauce dripping off of the pasta

Repeats this with all 3 pastas -cascatelli being the last to be forked (doesn't drip off of the cascattelli)



Part 4 of TikTok

"Finally - tooth sink ability" brings food up to their mouths and all agree that the cascattelli is the best pasta to bite into



Conclusion

Cascattelli is the best pasta by far!

Timeline

APRIL 2023

Reach out to the influencers

Create contracts

MAY 2023

May 2023 - Collaborate with and create a storyboard for the TikTok commercial with the influencers.

shoot/produce ad content

JUNE 2023

Set up and prepare for the release of the TikTok Ad

JULY 2023

Release TikTok ad

AUG, 2023

Have influencers make 3 different meals in their tiktoks with Cascatelli

SEPT. 2023

Have influencers make 3 different meals in their tiktoks with Cascatelli

OCT. 2023

Release commercial

Target Market Characteristics

AGE BRACKET

- Gen Z and Millennials, ages 11-38 overall (Pew Research defined)

SITUATION

- From kids about to be teens all the way to people entering middle age, our target market has had or is having formative years during times of increasingly social and economic turbulence

VALUES

- Brand is paramount, price less important
- Important values include convenience, substantial nutrition, and overall value of experience
- Foodies but without the added price + legwork

PERSONALITY

- Throwbacks are fun
- Gotta laugh to keep from crying
- Perpetually in a silly, goofy mood

Market Trends + Targets

BRAND IS PARAMOUNT

"Just slightly more than a third of pasta eaters cite brand as important to their product choice, falling short of price and ease. Price isn't necessarily an issue, yet it is currently the primary differentiator for brand choice, not actual pasta use. Blending messages of value and premium product attributes that can contribute to consumers' personal wellbeing goals can help to support solid brand propositions."

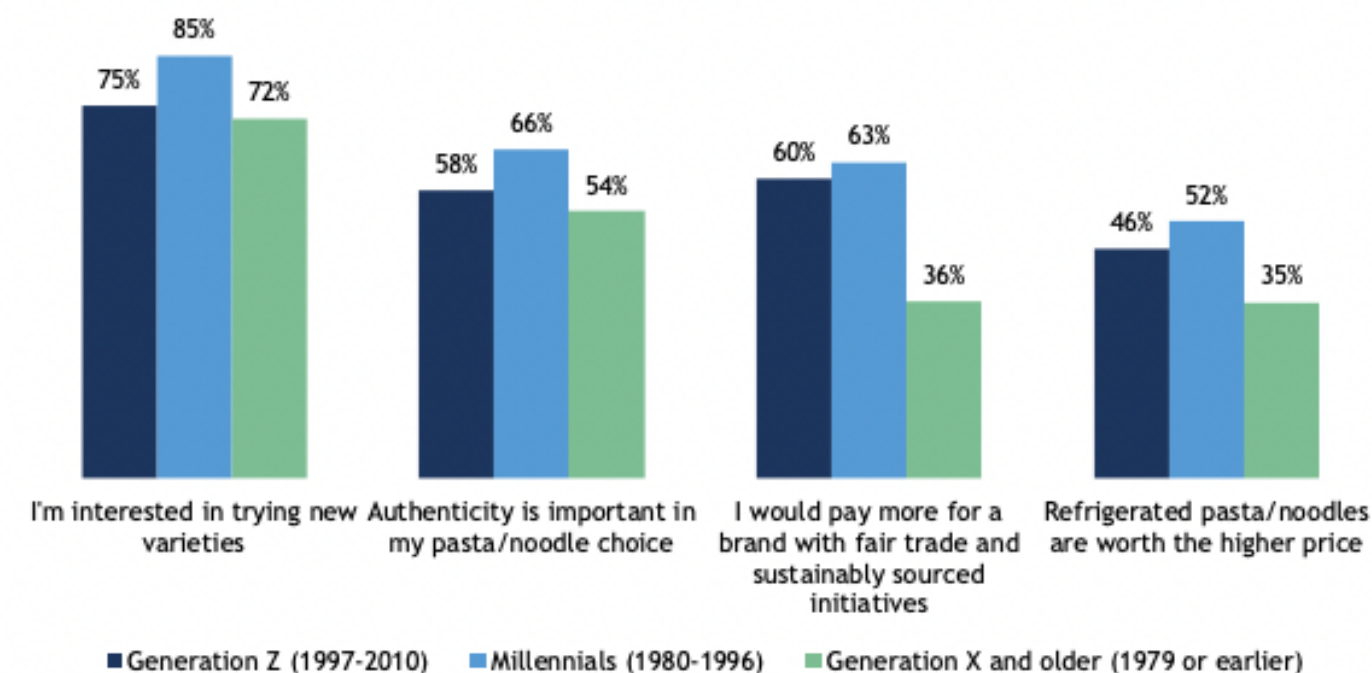
YOUNG AUDIENCES CRAVE INNOVATION

BRAND > PRICE

SUSTAINABILITY & HEALTHINESS HELPS

FIGURE 7: PASTA/NOODLE ATTITUDES, BY GENERATION, 2022

"How much do you agree or disagree with the following statements about pasta and noodles?" [NET – Agree]



Base: 1,905 internet users 18+ who have eaten pasta or noodles in the past three months
Source: Kantar Profiles/Mintel, April 2022

We can show all 3 products at the end to grab some attention, even though the name one we're pushing doesn't have an extra health benefit, showing the chickpea version will help build the brand

Cost Breakdown

Miscellaneous Fees

13%

✓ Influencer Fees: \$30,000

✓ Video Production Fees: \$10,000

✓ Post-Production Fees: \$7,000

✓ Media Buying: \$40,000

✓ Miscellaneous Expenses: \$5,000

Grand Total: \$100,000

Media Buying

40%

Influencer

30%

Video Production Fees

10%

Post-Production Fees

7%

Conclusion



- ✓ Brand Awareness
- ✓ Price Justification
- ✓ Encourage Repeat Purchase