

# Local Ocean Summer Marketing Campaign



**Oregon State University**  
Marine Studies Initiative

## Introduction

Our goal during the 10-week project time frame was to create a new marketing campaign for Local Ocean's latest launch, the DockBox. Our overall objective was to meet two different consumer needs identified through an online survey, and ensure that the efforts integrated Local Ocean's aesthetic and mission throughout the entire process.

## Background

The DockBox is a seafood-based meal kit that allows Local Ocean customers to make their favorite dishes right at home.

To explore new ways to make DockBox appealing, we asked our customers to participate in a survey to help quantify their demographics as well as to better understand their view of what makes the DockBox a success. The survey data took place over the course of three weeks, and included 25 questions. We received 470 responses.

Analysis showed that DockBox's most prominent demographic are people over 60 years old, with some college education, retired, and living without kids. The second most significant market are 30 – to 44-year-olds, with a college education, working full-time, and living with children. This allowed us to identify what marketing strategies worked best for the different demographics. However in the end we decided to focus on the 30 – to 44-year-old range because they were mostly concerned with time distribution for the preparation and cooking of their meals. Also of primary concern are meals that cater more towards children, in order for their kids to be able to enjoy cooking and eating the DockBox as well. Lastly, they expressed concern about cost, as most of them are working full-time to support their families.

## Methodology

After analyzing the survey data as well as considering vaccine rates and the mask mandate being lifted, we decided to turn our focus to vacation rentals on the coast to reach a new market whilst also using the collected data. We reached out to a local vacation rental business, with a questionnaire to help us gauge if this was going to be a successful strategy. We met with the general manager who helped us narrow in on their customers' needs.

The process of creating the concierge referral program to accompany the advertisement was the next step. The concierge program would include a discount code for 10% off guest purchases, a referral reward for the employee with the highest referral rate, cross-promotion and a media kit with text and images to use on multiple communication channels. We created a media kit that went over specifics of the referral program in order to be clear and concise in our communication.

Finalizing the visual aspect through trial and error of the ad came next with weeks of fine tuning each aspect to meet Local Ocean standards. The final draft of the visual contained a new tagline, excerpt and image for Local Ocean.

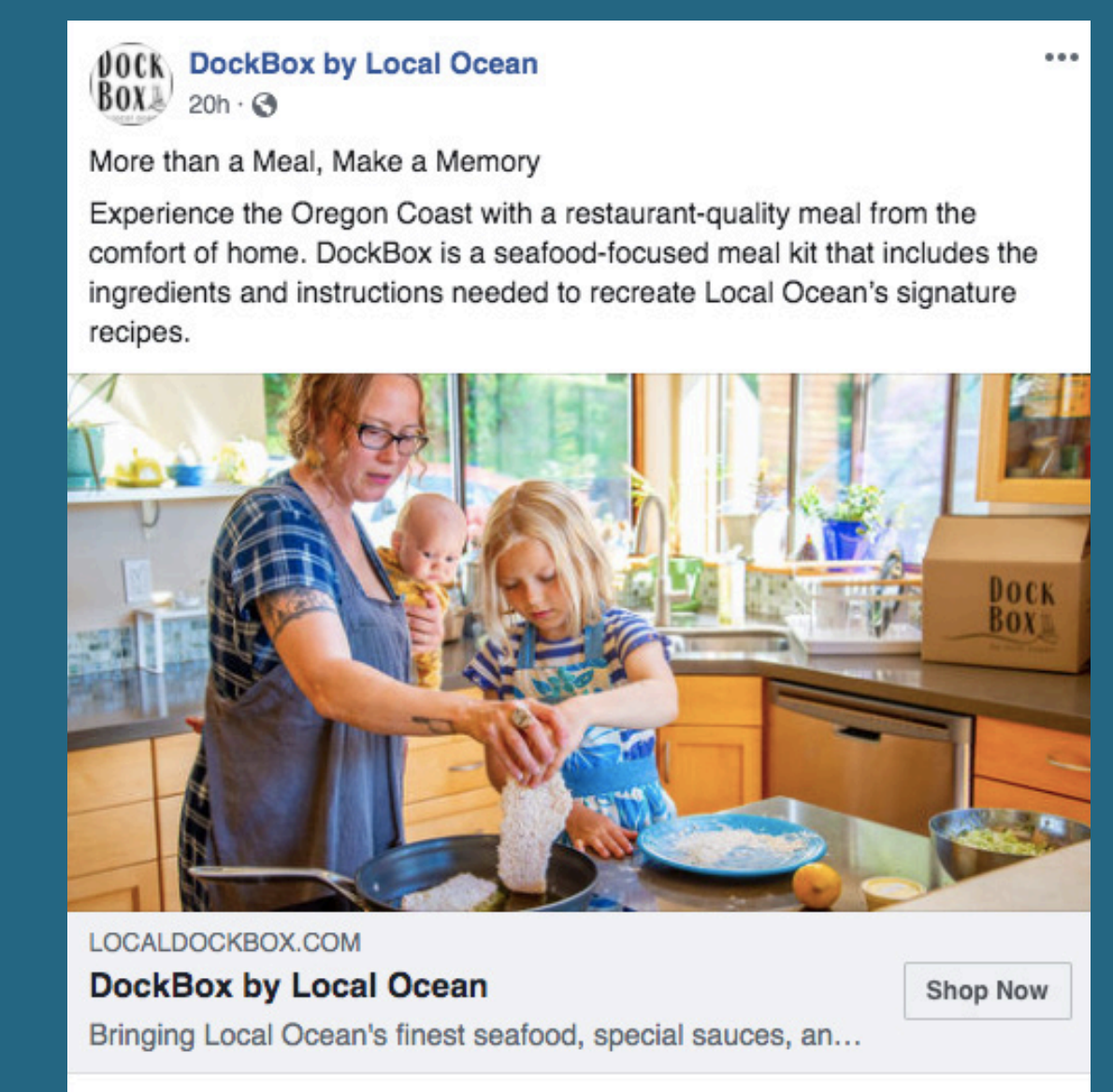
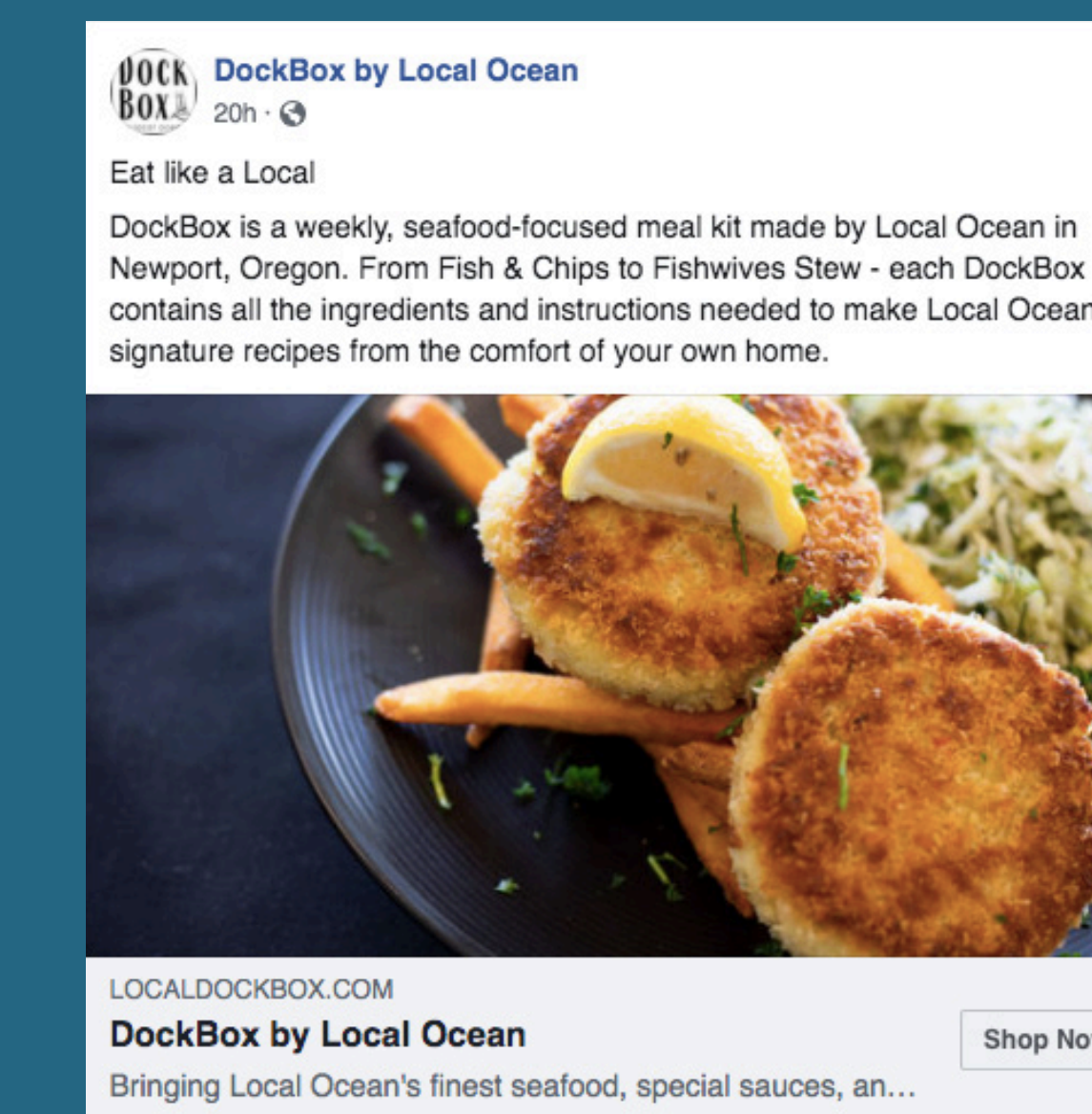
Unfortunately, the vacation rental company was too busy to take on our referral promotion, as the beginning of summer can be very hectic for most local businesses.

Thankfully we were able to redirect quickly and decided the best way forward was to create four different Facebook advertisements: Two with the old promotional content-both photo and tagline- – and two with the new photos, tagline and text in order to test the effectiveness of our new content.



## Results

After the nine day duration of the four ads we came to a conclusion after reviewing the results. Social media engagement was taken from the Facebook data, and tracks how people interact with the ad, whether it's liking, commenting or sharing. We also received the data on how much of the budget was spent based on engagement. This was very helpful in seeing which was closest to breaking even. We were also able to track website traffic on both Facebook and Shopify. The big question for us, was if any of these ads lead to a sale. We were able to capture the attention of people to get onto the website and enough to add to cart shown by Shopify. In this regard, we found the crab cake ad had the best performance on social media as well as made a sale. Furthermore, we were able to track this sale and found that it was a first time customer so that was really exciting news. The family-oriented content was created specifically for the vacation rental audience, which we knew wasn't our primary existing audience and that may not be reflected in our social media reach. While it didn't perform as well comparatively, it may have more success in other outlets.



## Acknowledgements

A huge thank you to all of the people who supported and guided me throughout this experience. Most people try to stay as far away from college students as possible, but everyone involved with this internship stood by me and treated me with a great amount of trust and respect. The end result is something that I am incredibly proud of. When applying for this position I knew that it was going to be a great opportunity. Everyone here made it an amazing experience and for that I thank you all. It has been great to get to be a part of the Marine Studies Initiative, Hatfield Marine Science Center and Local Ocean community.