

DIGITAL MARKETING COMPETITION

FROZEN GARDEN

University of San Diego



2026



Target Market

Men and women ages 30–50 working in corporate or professional office environments.

- Health conscious but time constrained
- Career focused and productivity driven
- Interested in convenient, nutrient dense snack options
- Seeking foods that are easy to consume during meetings or between calls
- Motivated by sustained energy, mental clarity, and wellness

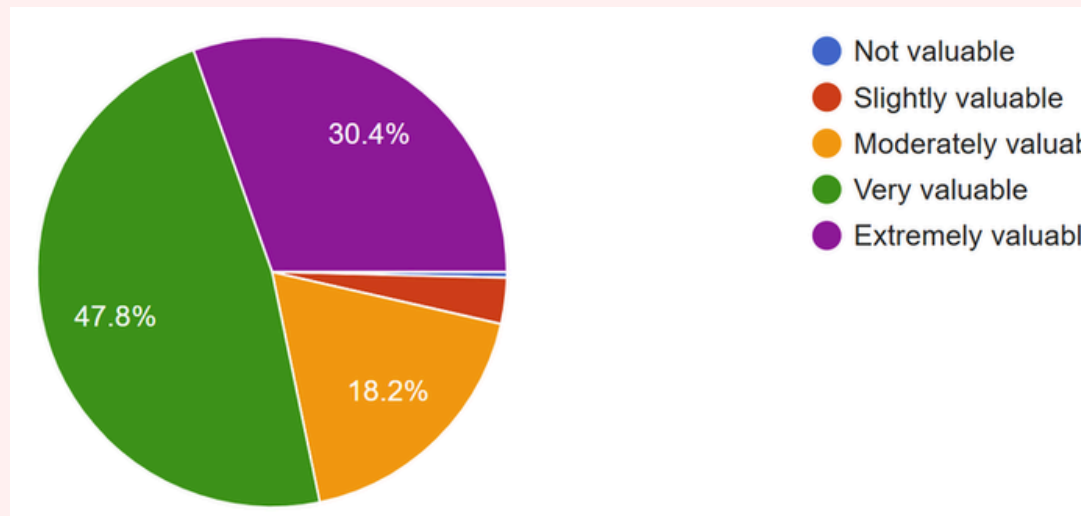
The product concept:

Pre-portioned smoothie packs that employees bring from home, already made or store in the office freezer, and blend on demand; Providing a fast, minimally disruptive, nutrient-dense snack during the workday.

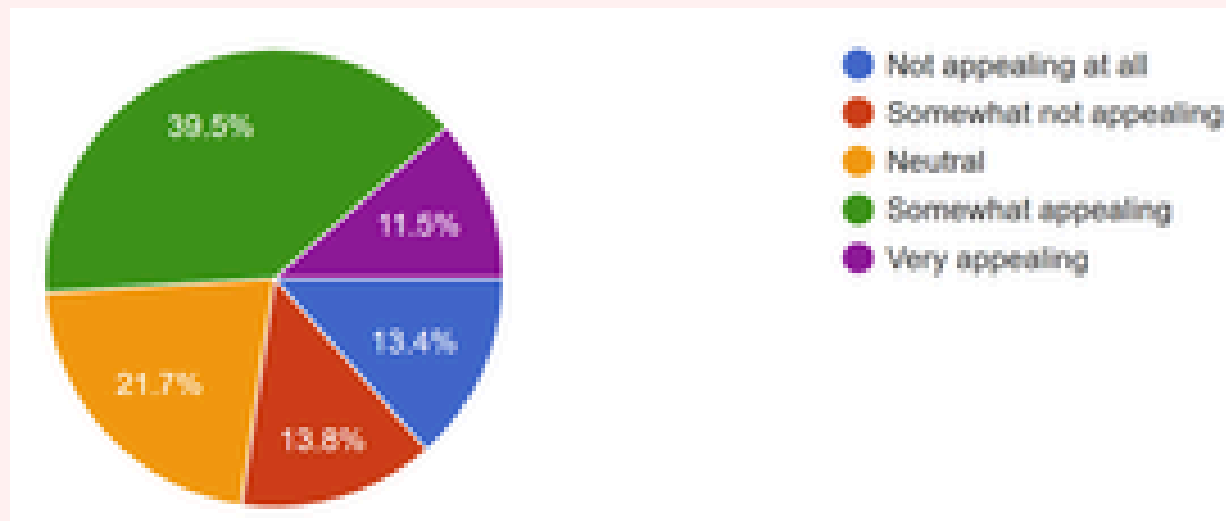


Research

How valuable would it be to have a healthy snack option that requires no ingredient prep, minimal clean-up, and takes under 60 seconds to make?



How appealing is the idea of replacing your current work snack with a smoothie pack?



Food Habits

- 12% currently have smoothies
- 59% find concept appealing
- 51% willing to switch

Problem: Smoothies are not a habit yet but there is a willingness to switch

Action: Need to position Frozen Garden as a better alternative to protein bars, chips, energy drinks, etc,

The Resistance

- 33% somewhat comfortable blending at work
- 30% only comfortable blending if there is a designated area
- 30% said no

Problem: People are generally not comfortable blending smoothies in the workplace

Action: Emphasize how these smoothies can be blended at home while getting ready to leave and taken to work instead

Paid Strategy

Blogs

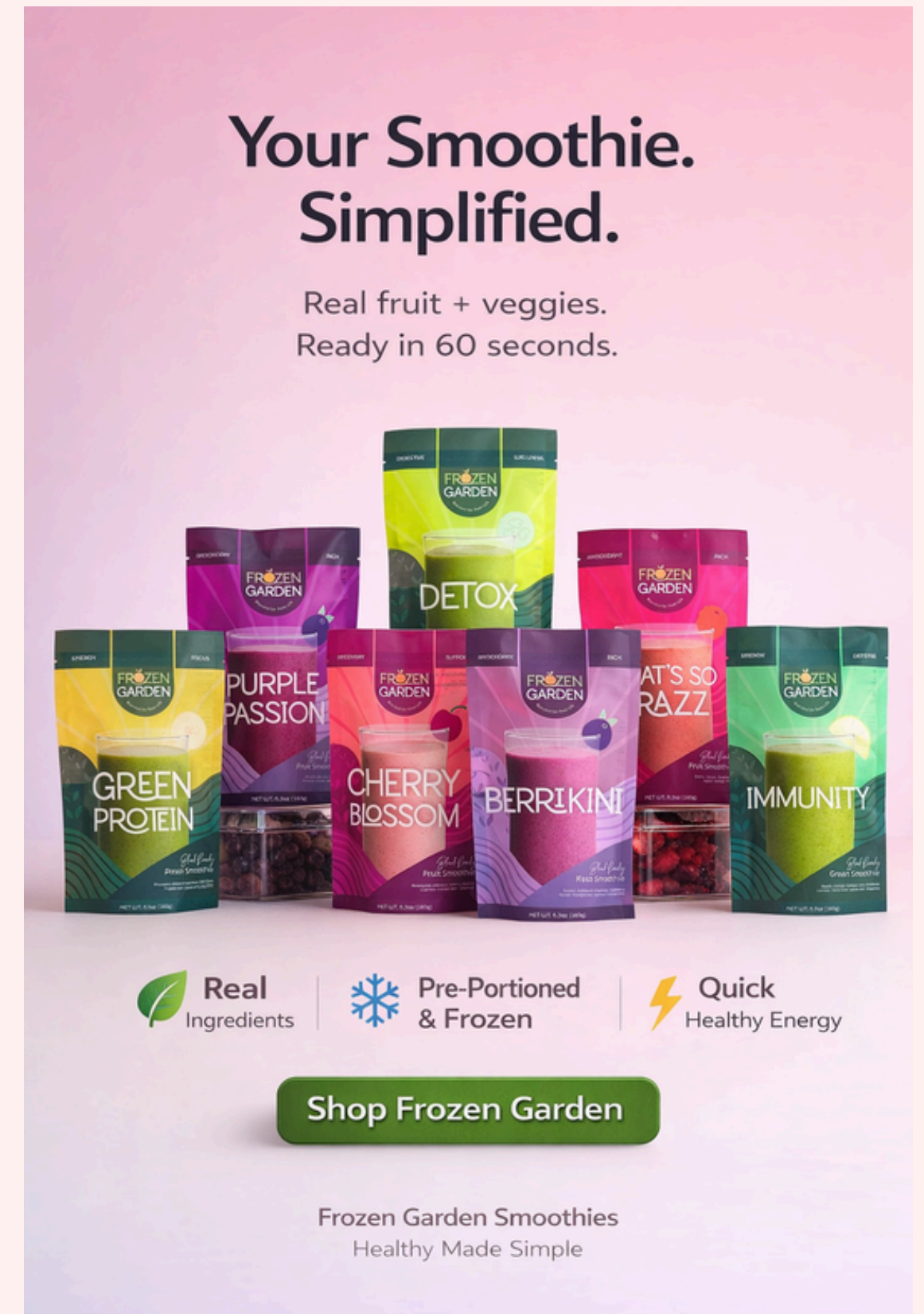
Our strategy for blog ads is to have them appear in the top right corner positioned at the top to middle of the blog or article. We feel that this is a smart strategy because the colors of our blog ad will attract people to view it longer and even generate clicks to our home page.

Social Media

Social Media ads will be concise 10-15 second videos that are colorful and eye popping. Instagram will be the main target platform. Goal is to collect high insight and click through rates.

Placement


Our placement strategy is to release the marketing ads from January 2027 to December 2027



Three red dots in the top right corner.

**Your Smoothie.
Simplified.**

Real fruit + veggies.
Ready in 60 seconds.



Real Ingredients | **Pre-Portioned & Frozen** | **Quick** Healthy Energy

[Shop Frozen Garden](#)

Frozen Garden Smoothies
Healthy Made Simple



Owned Strategy

Social Media

Challenge: "What Can You Do in 60 Seconds?"

- Show everything you can do while your smoothie blends
- Ex: put on shoes, pack a bag, grab keys, feed the dog
- Ends with: smoothie ready → walk out the door
- Makes convenience tangible + highly relatable
- Built for UGC + repeatable trend

Hashtags:

#60SecondBlend #WhileItBlends #BlendBeforeYouGo

Email Marketing

- Shorter, more direct emails
- Lead with one clear message + CTA
- Reduce clutter to improve retention and clicks
- Focus on quick value, not long explanations





BORCELLE

Media Schedule

Jan–Mar (Awareness)	Apr–Jun (Awareness → Engagement)	Jul–Sep (Engagement)	Oct–Dec (Conversion)
<ul style="list-style-type: none"> • Launch “60-Second” content • Organic: 4–5x/week • Paid: maximize reach + visibility 	<ul style="list-style-type: none"> • Continue core content • Introduce UGC participation • Paid: boost top-performing posts 	<ul style="list-style-type: none"> • Push challenge + repeatable trend • Organic: 3–4x/week • Paid: optimize for engagement 	<ul style="list-style-type: none"> • Retarget engaged audiences • Organic: 2–3x/week • Paid: conversion-focused ads



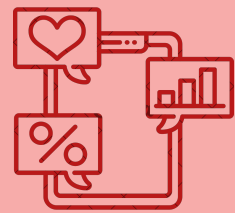
Budget



Category	Channel	Budget
Owned Media	Organic Social Media Content	\$50,000
Owned Media	Email Marketing Optimization	\$25,000
Paid Media	Paid Social Media Ads	\$120,000
Paid Media	Blog Ads/ Sponsored Posts	\$55,000



KEY PERFORMANCE INDICATORS (KPIs)



Engagement Rates

How many likes, shares, comments, saves our paid media posts get on social media platforms.
How much engagement is the website getting?



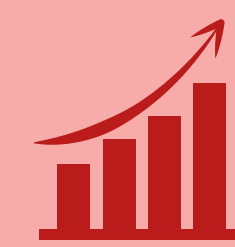
Email Rates

Un/subscribers, open rate, click through rate, & bounce rate



Conversion Rates

Sales conversion rates measure the percentage of leads, visitors, or prospects who complete a desired action. 1.65% and 5.2%



Revenue

How much profit is the company making off 1 paid media deliverable or an email? Are we correctly pricing our strategies?

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THANK YOU

Frozen Garden



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