



Creating More **BUZZ**

A CAMPAIGN FOR THOMAS HONEY CO.



Meet the TEAM



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Executive SUMMARY



Thomas Honey Co. has been a trusted producer of pure, raw honey since 1967. Family-owned and operated in rural North Florida, the company prides itself on delivering honey in its purest form. Thomas Honey is never filtered or exposed to high heat, preserving its natural nutrients. Using gentle warming and minimal straining to remove impurities in the extraction process gives the product the raw, natural state it upholds as it is packaged for consumption. The company is fully certified in food safety and handling by the State of Florida and the Department of Agriculture and Consumer Services, maintaining the highest standards of quality.

Despite maintaining a consistent product and brand for over 60 years, Thomas Honey Co. faces challenges in growing its reach due to a limited social media and online presence. The campaign aims to introduce the company to new audiences, particularly those unfamiliar with the value of locally sourced, raw honey. Utilizing online campaigns with the purpose of educating potential consumers will give Thomas Honey the ability to communicate the value of their honey compared to competitors. Education is one of the main pillars of the campaign, as well as awareness of the brand.

Running this campaign primarily on Thomas Honey Co's social media platforms gives the company the ability to grow its online presence. The goal of the campaign is to increase followers across all platforms by 20% and increase sales by 15%.

Increasing educational awareness on the production of honey and its benefits from Thomas Honey Co. aids consumers in understanding the value of purchasing local honey. This campaign will close the gap between the company and its consumers, creating a more transparent experience that will promote customer retention and loyalty.

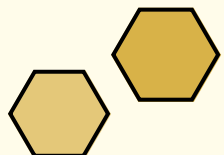


Problem

STATEMENT



Our client, Thomas Honey Company, is experiencing an education gap between them and their customers that causes a lack of trust. Customers do not feel as though they fully understand the process of harvesting honey through a smaller company, putting a strain on their want to keep using Thomas Honey as their main honey supplier.



SWOT ANALYSIS

STRENGTHS

- Strong wholesale relationships and distribution channels with stores/shops around North Florida.
- Long-standing customer loyalty within local community.
- Very established business with over 60 years of history.

WEAKNESSES

- Lack of a strong social media strategy and online presence.
- Niche market limits its range of products and overall growth.
- Dependence on factors that are out of the business's control (weather, plant diversity, environmental conditions).

OPPORTUNITIES

- Consumer education to increase customer loyalty and understanding of the product.
- Online sales growth.
- Sustainability and health trends.

THREATS

- Skeptical and uneducated consumers are concerned about the presence of heavy metals, pesticides and antibiotics in the product.
- Cheaper supermarket alternatives.
- Improper management of bee colonies can affect productivity and health.
- Saturated market.

COMPANY ANALYSIS

Nearly 60 years ago in a rural North Florida town, Thomas Honey Company began as a small, family-owned business selling honey and beeswax. Since then, the company has seen steady growth and is currently thriving with strong vendor and customer relationships across North Florida. The business is still family-owned and locally operated, but the honey harvesting and bottling entities have separated. Today, Thomas Honey Co. is the bottling company that is responsible for packaging and distribution.

What has remained constant throughout the years is the high standard of the business and the quality of its offerings. Though the range of products is limited, Thomas Honey Co. is able to ensure each item is sourced and packaged with care. Honey is sourced from local, sustainable beekeepers who are close family and friends of the company.

The main product offering is Thomas Honey Co.'s 100% pure, raw honey. This means that the honey has no additives, no filtering and no exposure to high temperatures. Their bottling process preserves the natural purity and integrity of the product.

With decades of experience and a steadfast commitment to producing 100% pure, raw honey, Thomas Honey Co. has established itself as a trusted leader in the local honey market. The company's dedication to sustainable sourcing, high standards, tradition and community has earned it a loyal customer base and over 100 vendors across North Florida.

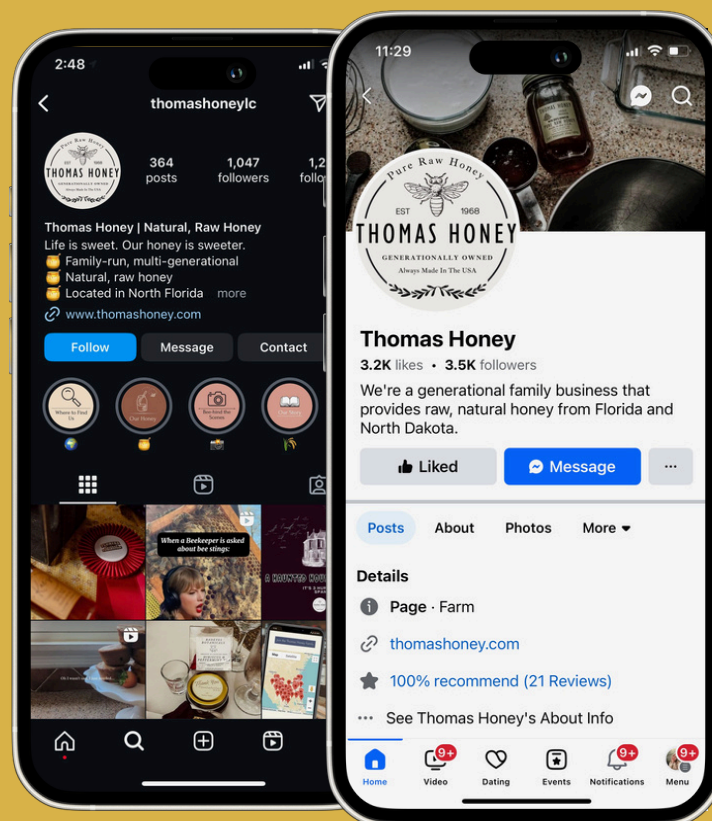


SOCIAL MEDIA ANALYSIS

The company uses Meta platforms to upkeep a social media presence. Their accounts are:

- [@thomashoneylc](#) on Instagram
- [@thomashoneyco](#) on Facebook

Content ranges from trending topics, recipes, event promotions, and product highlights. There is a variety of content, but there is no strategic effort to spark engagement and community involvement with the posts. Post engagement is higher on Facebook, as the demographic of their customers is largely Millennials and older. Instagram engagement is very minimal. Holiday and seasonal posts seem to garner the highest level of engagement. Thomas Honey Co. has the potential to expand its reach and provide valuable content for its customers using its social accounts.



COMPETITIVE ANALYSIS

Bee Friends Farms

A Jacksonville-based honey company founded in 2013. Harvest and bottling operation offering pure, raw honey. Sold in Jax locations of large chain retailers, such as Whole Foods and The Fresh Market. In-store retail is limited to greater Jax area. Special offerings include creamed honey, a honey subscription, and a Beekeeper for a Day event.

World Honey Market

Commercial beekeeping operation of 15 years based in Northeast Florida offering pure, raw honey. Places emphasis on education about bees and pollination. Educational resources on honey/bees around the world. Offers a wide range of products and honey varieties. Sells products through Amazon.

Local Hive Honey

Colorado-based bottling company that sources pure, raw honey from beekeepers across the U.S. Offers an organic option sourced from South America. Sells in supermarkets nationwide. Donates a portion of proceeds to PACE (Pollinator Awareness Through Conservation and Education).



PRICING ANALYSIS

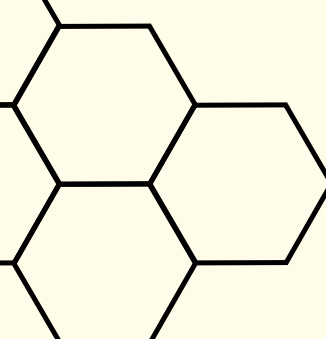


Bee Friends Farm
Gallberry Honey
12 oz - \$11.00
24 oz - \$18.00

World Honey Market
Gallberry Honey
12 oz - \$14.98
1 gal - \$84.99

Local Hive Honey
Florida Blend
12 oz - \$9.49
32 oz - \$19.99



A decorative graphic in the top left corner consisting of several interconnected hexagons, some of which are outlined in black.

METHODOLOGY + FINDINGS

Our team sent out a survey to better understand the North Florida market and their knowledge of honey production, as well as honey purchasing habits. We asked questions specifically related to honey, as well as what product characteristics and company values attract consumers to a brand or business.

The survey was sent out to peers in North Florida who answered questions anonymously while still providing key demographic information. We found that:

- Most respondents buy honey every few months.
- Respondents mostly use honey as a sweetener.
- Less than 22% of respondents “definitely” or “probably” have a honey preference.
- When purchasing honey, the most important factor to consumers is price, then quality of the product, then local sourcing.
- The quality of the product is most important for respondents to become loyal customers.
- The majority of respondents did not find it important for their honey to be considered “organic.”
- Customer service was the most important company value for respondents, followed by sustainability, education and then social media presence.
- Consumers were only somewhat interested in brands that offer a loyalty program over those that do not.

PRIMARY RESEARCH

When purchasing honey, **the most important factor to consumers is price**, then the quality of the product, and then local sourcing.

→ Thomas Honey offers quality, local honey at low prices compared to local and national competitors.

Our research findings indicate that **price** is the most important factor for respondents when making purchasing decisions related to honey, followed by quality of the product.

These findings give us the opportunity to build customer loyalty and increase awareness of Thomas Honey by comparing the company's product prices to industry competitors. Additionally, Thomas Honey Co.'s personal relationships with its beekeepers demonstrate the trust the company has in the honey's quality. The company can capitalize on this personalized approach to distribution and emphasize the promise of quality in every product.

PRIMARY RESEARCH

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Respondents mostly use honey as a sweetener, over other ways of using it. While this is a common and excellent use, there are so many other benefits to keeping honey as a staple in your pantry. Our campaign will educate consumers about the various uses and benefits of honey beyond just being a sweetener.

With this potential implication, our campaign has the opportunity to educate consumers about honey and the superfood's plethora of uses. When consumers are able to make educated purchasing decisions, they may be more likely to become repeat customers and develop a deeper trust in the company providing that information. Research has shown that a product is more desirable to the consumer when it has multiple uses. With this information, we will provide different types of content to educate consumers on its versatility.

TARGET MARKET PROFILE & MARKETING GOAL

TARGET MARKET PROFILE

- Local families and loyal customers.
- Ages: mid 20s-60 years old.
- Health conscious
- Potential to expand to younger demographics through social media outreach

MARKETING GOAL

To strengthen the loyal customer base by increasing awareness and educating consumers on the health benefits, sustainability, and unique qualities of our honey products, leading to increased brand trust and repeat purchases.



IMC OBJECTIVES & STRATEGIES

OBJECTIVES

- Increase new interactions with educational resources by 20%
- Educate customers on the production process of honey and its benefits to them.
- Increase social media engagement through unique and educational content, increasing followers by.
- Promote customer retention and loyalty and achieve successful amounts of email open rates.

STRATEGIES

The company's commitment to sustainability, community involvement, and high-quality product sourcing should be central to its reputation-building efforts. The company should use social media platforms to share behind-the-scenes content, showing ethical practices in honey production and highlighting the company's environmental impact. A multiple channel IMC strategy is necessary for success.



STRATEGIES & TACTICS

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1. EDUCATING THE CONSUMER

Tactic 1: BeeOV

- BeeOV is a social media campaign that will take customers through a bee's perspective as goes from the hive to the home.

Tactic 2: Emails and Newsletters

- Monthly emails and newsletters will be sent out to customers to stay updated on what is happening at Thomas Honey. Information will include sales, facts, employee spotlights, and more.

Tactic 3: Beekeeper for a Day

- Offer consumers an experience to live a day in the life of a beekeeper, providing hands-on education.

2. PROMOTING CUSTOMER RETENTION AND LOYALTY

Tactic 1: Loyalty Program and Points

- Returning customers have the ability to receive benefits by consistently purchasing from Thomas Honey Co.

Tactic 2: Expand Partnerships

- Expansion of partnerships between local entities within Gainesville to expand customer reach.

Tactic 3: Spotlight Partnerships - Queen Bee

- Highlight top partnerships and community supporters through social media.



3. INCREASED SOCIAL MEDIA ENGAGEMENT

Tactic 1: Content Diversification

- Focus on specific platforms to appeal audiences, as well as offering different types of content to engage customers, such as polls, Q&As, quizzes, etc.

Tactic 2: Pollination to Pantry Series

- Series will take social media audience through the harvesting and bottling process and share various uses of honey once purchased

Tactic 3: Employee Spotlights

- Spotlight employees to introduce customers to the family members involved in Thomas Honey Co.

PROMOTIONAL CONTENT

Did you know?

Honey's uses are endless. From healing wounds, cooking, relieving anxiety or a sore throat there is so much that can come from the bottle in the pantry.
Press play to see!



How to heal a wound with honey



Different ingredients that can be substituted with honey

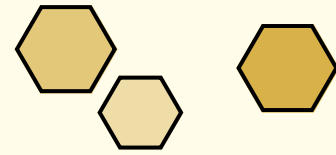


Honey medicine: Recipe for healing a sore throat



Honey for hair: solutions to keep your hair healthy

IMPLEMENTATION



The main objectives in consideration include how to market the company's distinctive products, cultivate client loyalty, and inform the target audience about the advantages of honey. To effectively reach and engage the audience, this plan will make use of a combination of traditional, digital, and experiential marketing techniques.

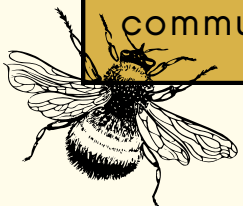


We will implement a comprehensive content marketing strategy to inform customers about the advantages of honey and the distinctive features of the business. We'll produce instructive series on the various kinds of honey, its culinary applications, and the advantages of incorporating it into daily life. By offering insightful and useful content, we hope to foster trust and position the business as an industry leader in honey.

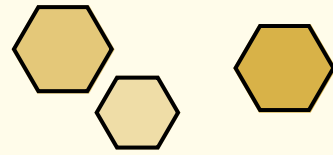


A customer loyalty program that incentivizes recurring business and promotes word-of-mouth advertising will be introduced. Program participants will get exclusive advantages like discounts, early access to new products, and educational materials. By encouraging customers to choose the honey company for their honey goods, this initiative will assist sustain involvement.

This extensive campaign will increase consumer loyalty while teaching consumers about the advantages of honey and developing a consistent brand message across all channels. Our PR team will create a solid, long-lasting relationship between the honey firm and its audience through targeted advertising, strategic alliances, community service, and interesting content.



EVALUATION



The evaluation of the campaign will be determined by the set objectives.

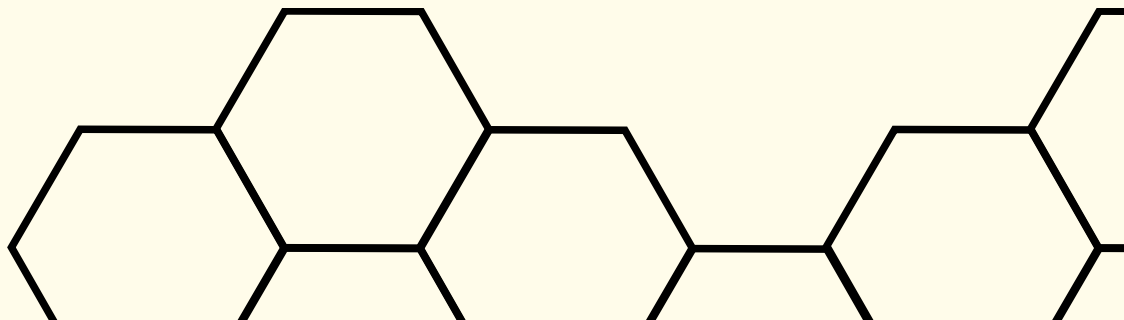
To evaluate the consumer base's education, we will track the success of our tactics, such as the email/newsletter campaign, by observing open rates of at least **25-35%**.

We can evaluate the success of consumer education by tracking common questions received by consumers and visits to FAQ website pages, with a goal of decreasing common questions by **35%**.

In order to evaluate customer retention and loyalty, sign-ups for the loyalty program will be tracked. The target loyalty gauge will be **1,000** sign-ups.

Further, we can evaluate success by tracking partnership success to see how many sales are made at partner locations with a goal to increase these sales by **15%**.

In order to evaluate social media interactions we will track social media follow, engagement and views. The goal is to increase followers across platforms by **20%**.



APPENDIX A: RESEARCH

A-1: SURVEY QUESTIONS

1. DEMOGRAPHICS

Q1 - What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45+

Q2 - What is your gender?

- Male
- Female
- Non-binary/third gender
- Prefer not to say

Q3 - What is your ethnicity?

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

Q4 - Do you have children?

- Yes
- No, but I want children in the future
- No

A-1: SURVEY QUESTIONS

2. SURVEY OF PARTICIPANT HONEY USAGE

Q5 - Do you use honey on a regular basis?

- Never
- Sometimes
- Most of the time
- Always

Q6 - Where do you primarily buy honey?

- Local honey sellers
- Health food stores
- Farmer's markets
- Grocery stores (Target, Publix, etc.)

Q7 - How often do you buy honey?

- Never
- Weekly
- Monthly
- Every few months

Q8 - Rank how you usually use honey, with 1 being most often and 5 being least often

- Sweetener (1-5)
- Cooking and Baking (1-5)
- Dressings (1-5)
- Medicinal Recipes (1-5)
- Other (1-5)

A-1: SURVEY QUESTIONS

3. SURVEY OF PARTICIPANT HONEY PREFERENCES

Q9 - Do you have a honey preference?

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

Q10 - When looking to purchase, how likely are you to pay attention to the brand of honey you are buying?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

Q11 - When looking to purchase, how likely are you to pay attention to where the honey was sourced?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

Q12- What factors are most important when choosing which honey to purchase? (Select all that apply)

- Quality of product
- Price
- Local sourcing
- Brand reputation
- Packaging

A-1: SURVEY QUESTIONS

Q13 - How important is it for you to purchase organic honey compared to non-organic honey?

- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

4. SURVEY OF PARTICIPANT BRAND LOYALTY PREFERENCES

Q14 - Rank the importance of each quality of a brand's products to help make you a loyal customer:

1. Quality of product
2. Product design
3. Innovation of product
4. Novelty of product
5. Popularity of product

Q15 - How important are a brand's values to your loyalty as a customer?

(0-1: Not important; 1-2: Slightly important; 2-3: Moderately important; 3-4: Very important; 4-5: Extremely important)

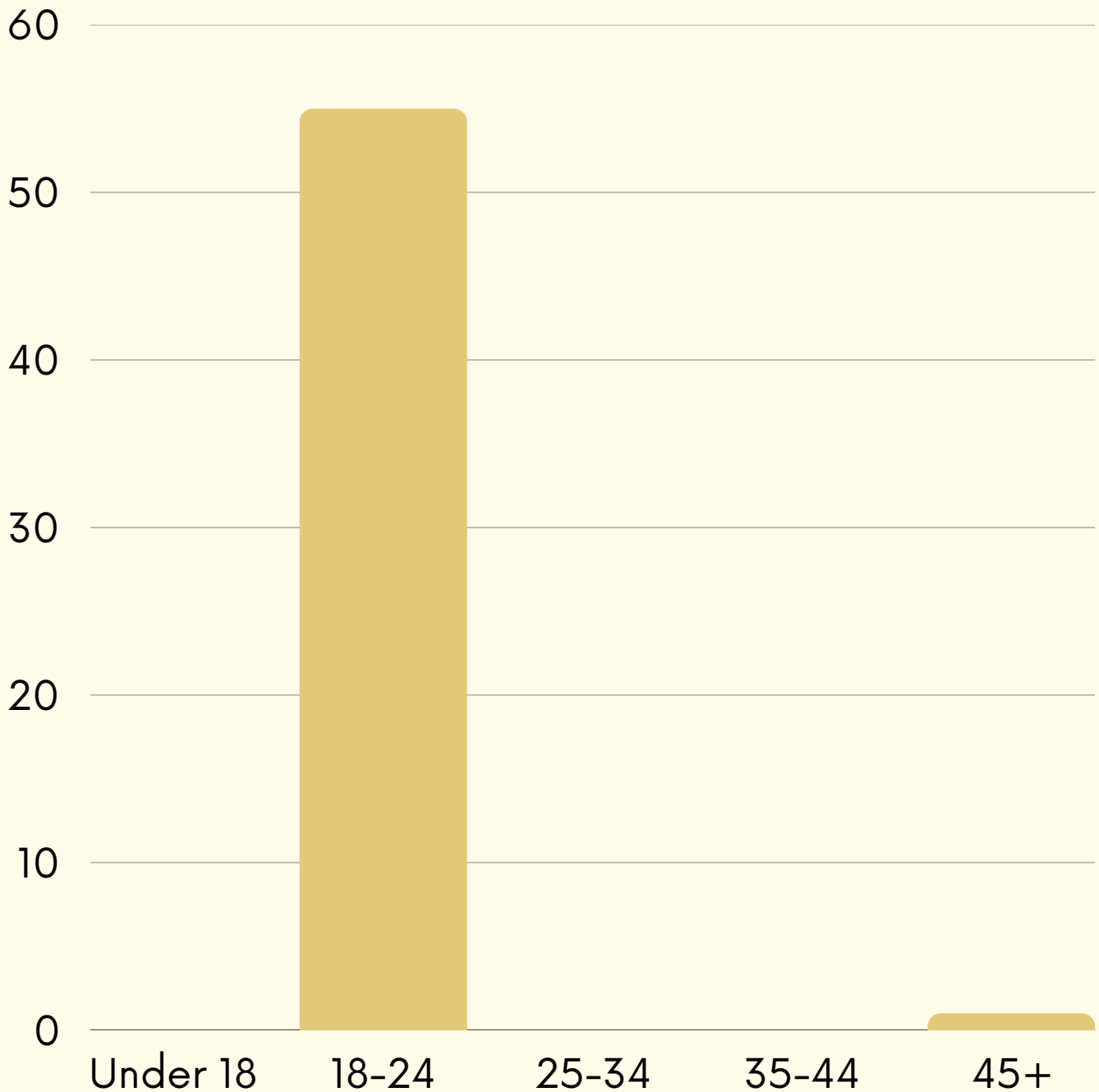
- Sustainability practices
- Educational efforts
- Social media presence
- Customer service

Q16- I am more interested in purchasing from a brand that offers a loyalty program

- Strongly disagree
- Somewhat disagree
- Neither agree or disagree
- Somewhat agree
- Strongly agree

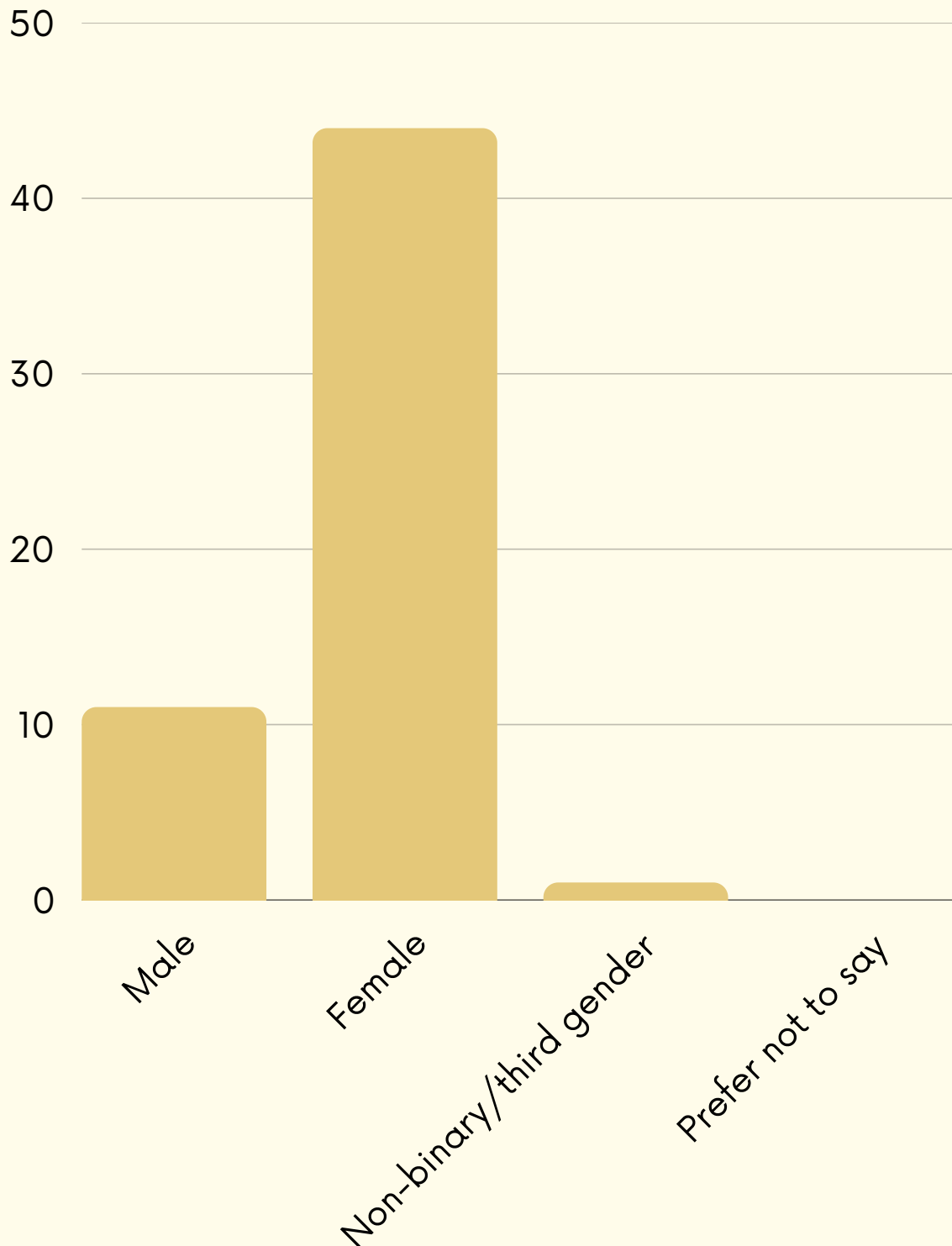
A-2: SURVEY RESULTS

Q1 - What is your age?



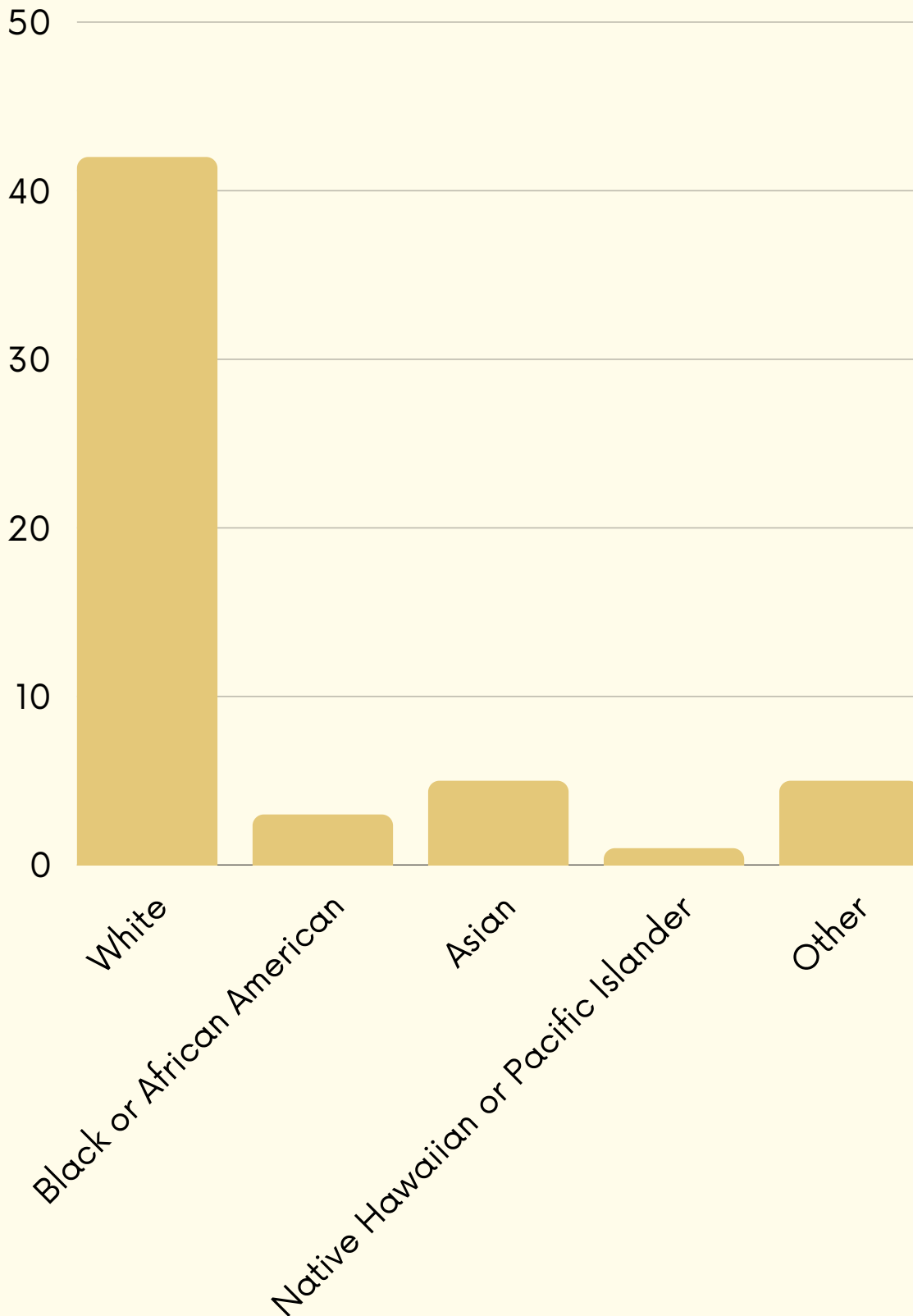
A-2: SURVEY RESULTS

Q2 - What is your gender?



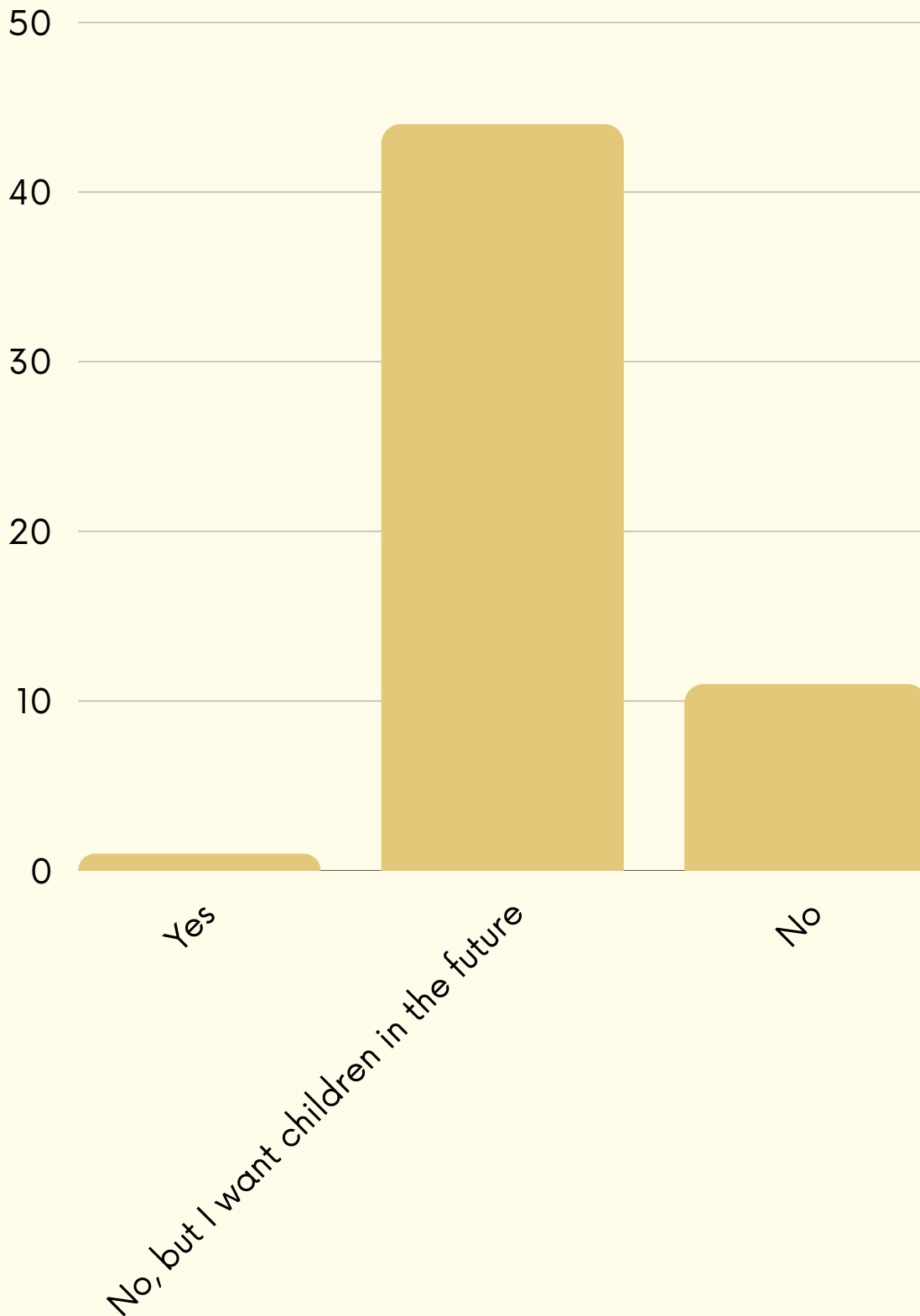
A-2: SURVEY RESULTS

Q3 - What is your ethnicity?



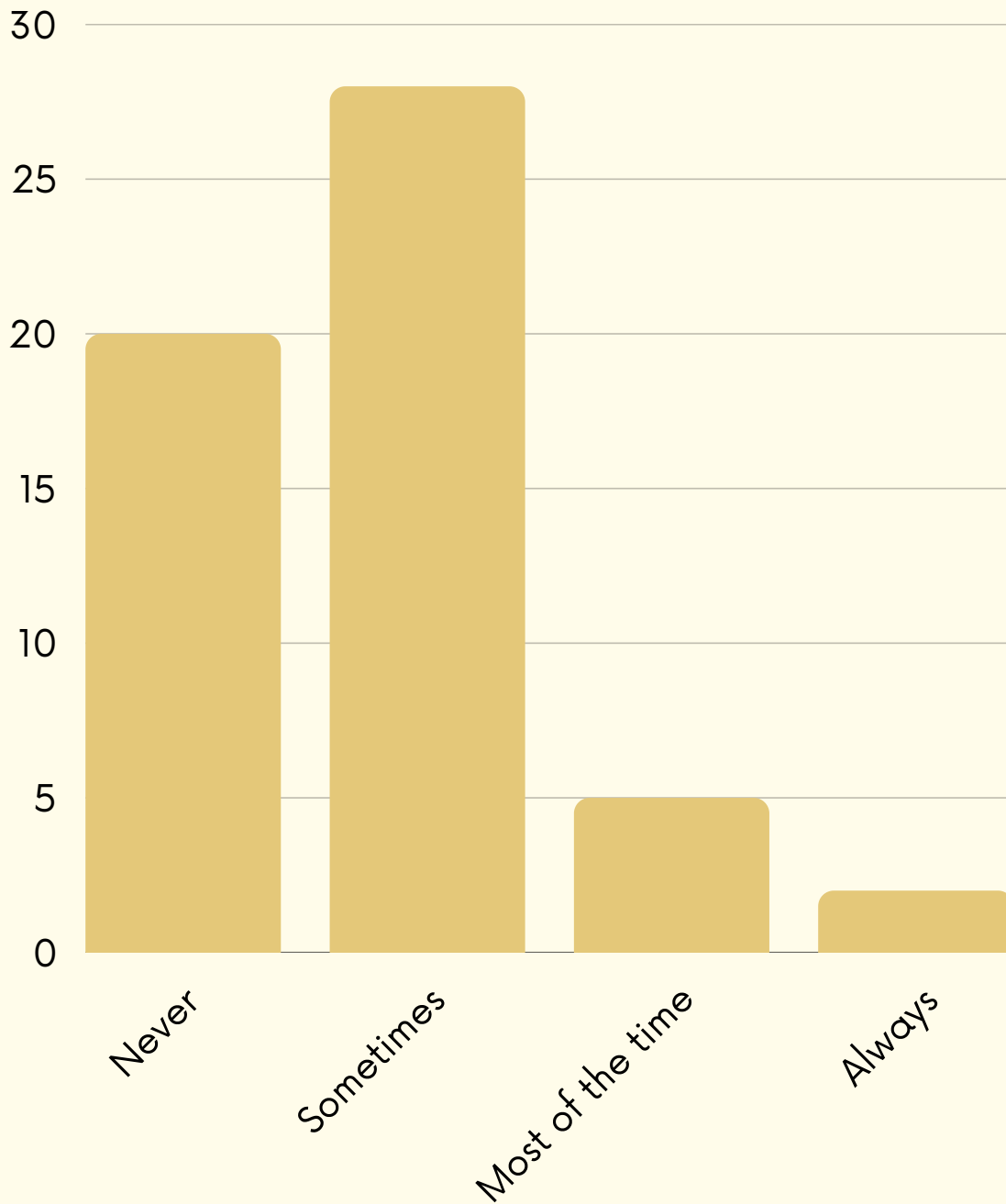
A-2: SURVEY RESULTS

Q4 - Do you have children?



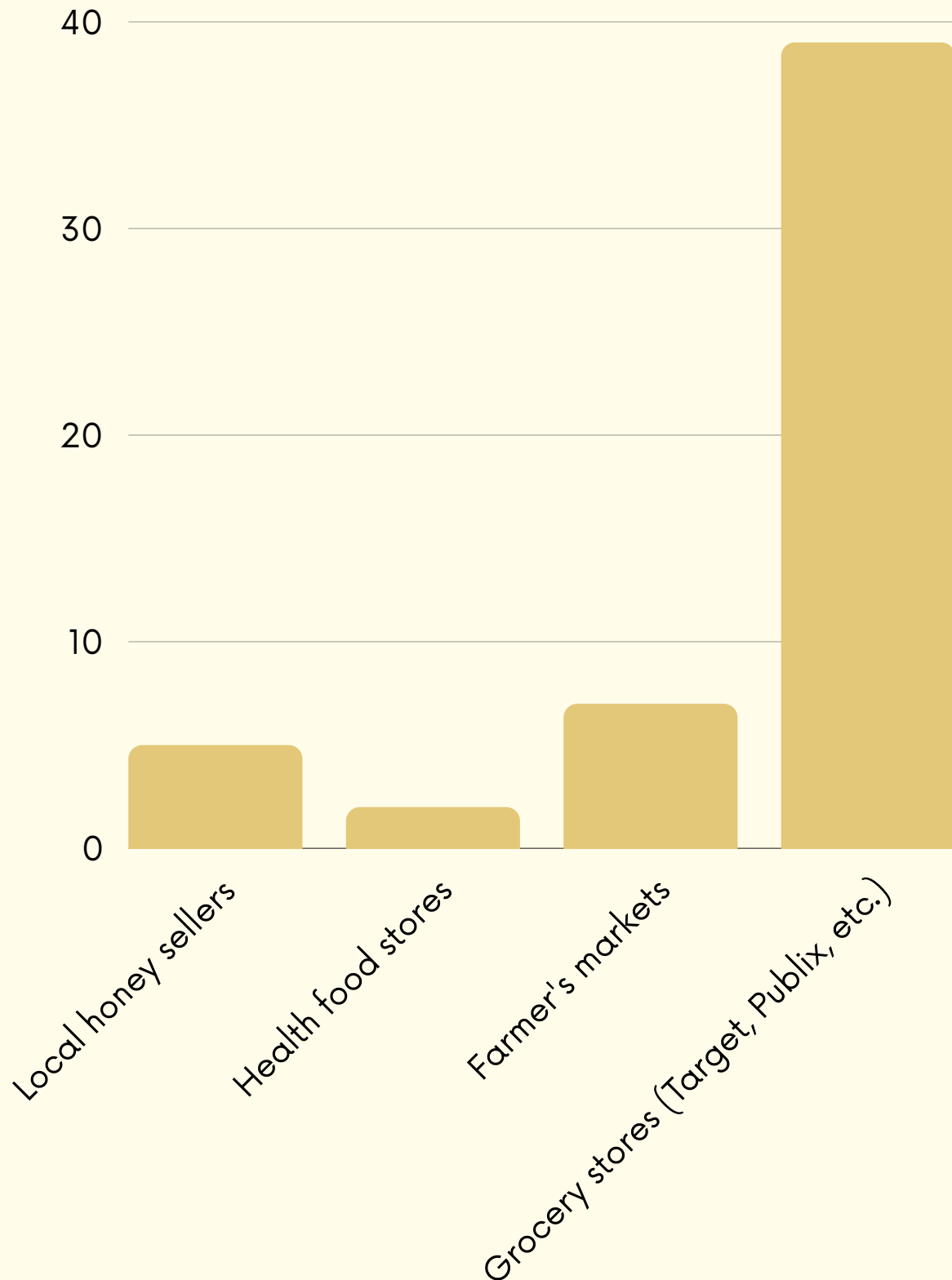
A-2: SURVEY RESULTS

Q5 - Do you use honey on a regular basis?



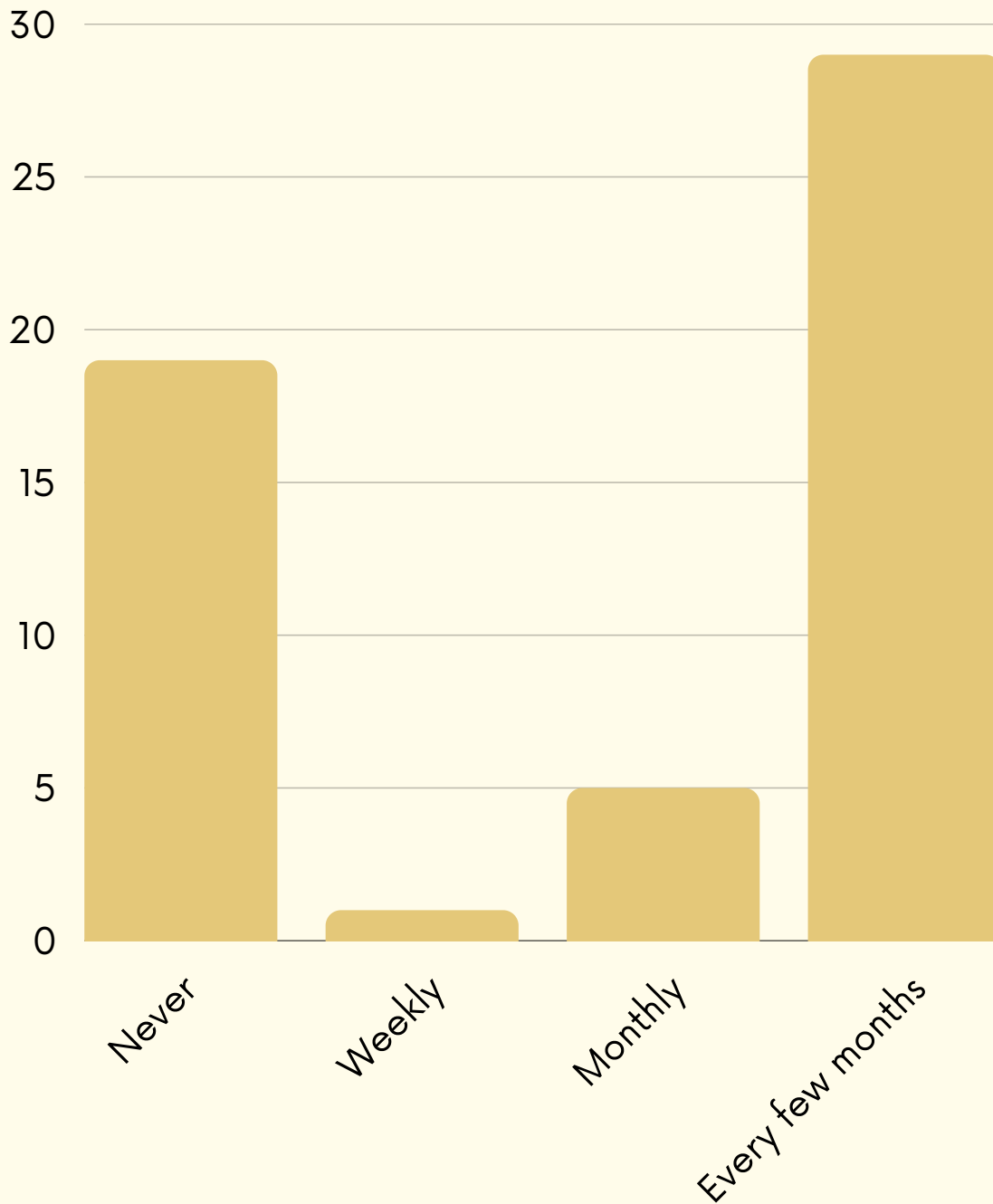
A-2: SURVEY RESULTS

Q6 - Where do you primarily buy honey?



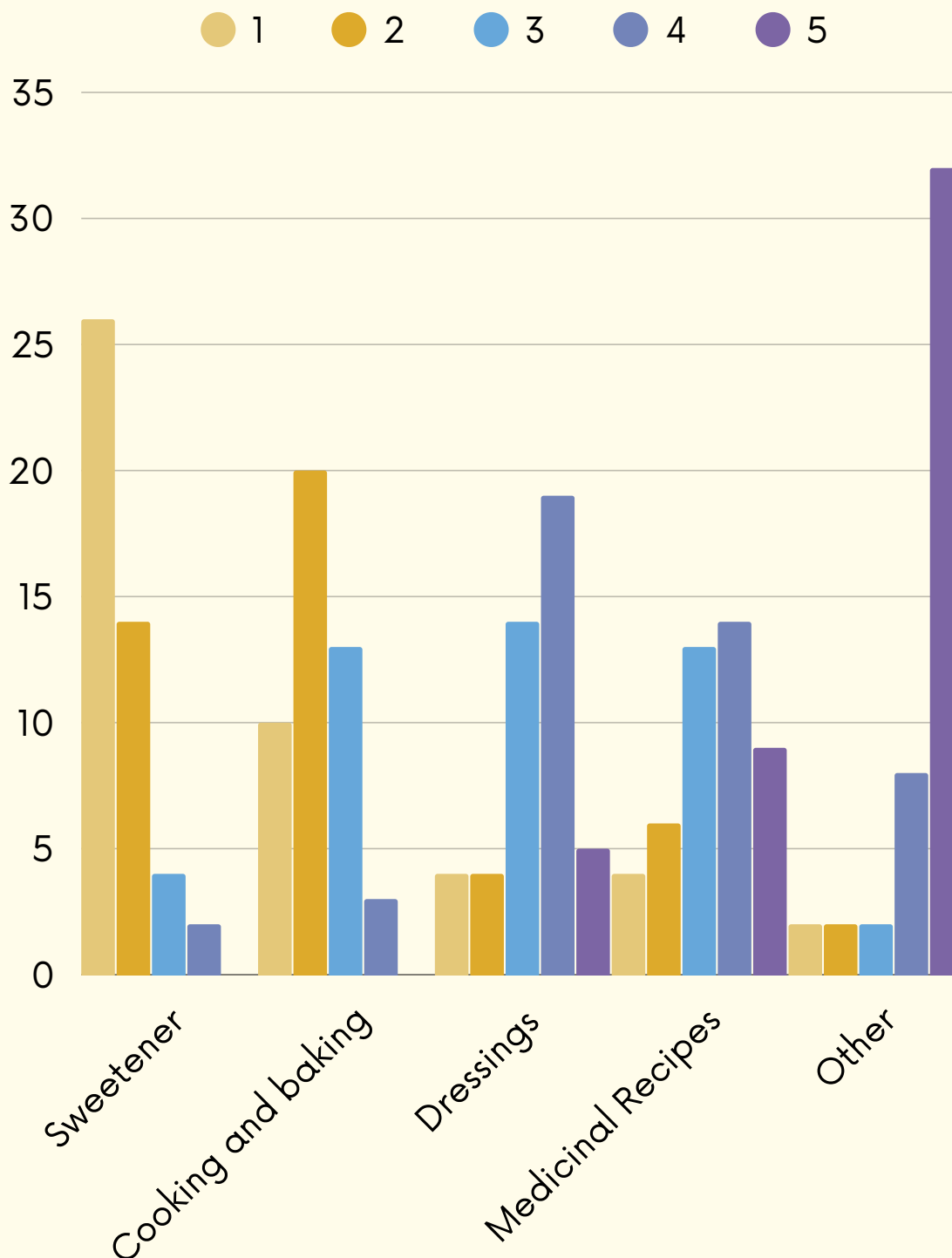
A-2: SURVEY RESULTS

Q7 - How often do you buy honey?



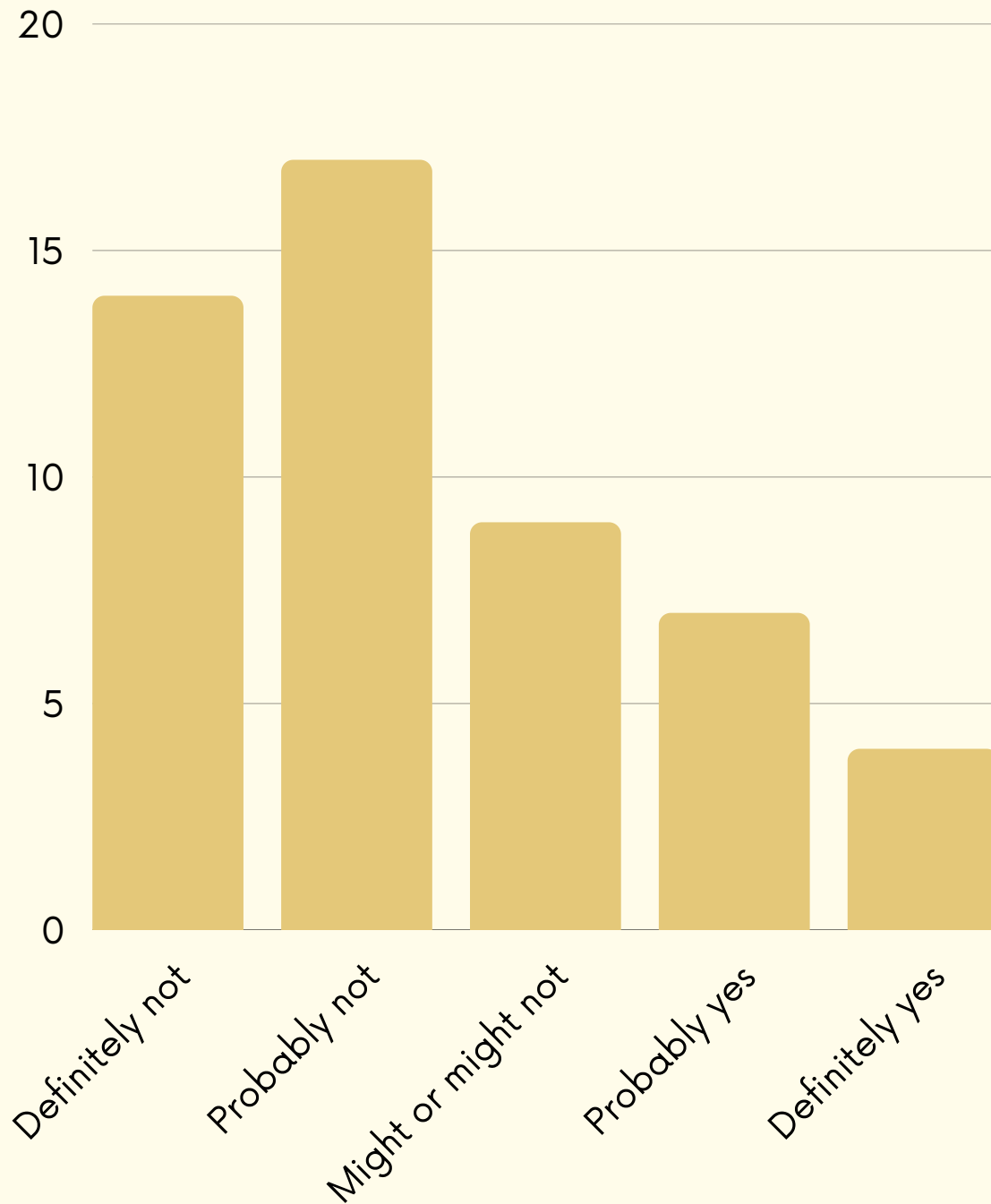
A-2: SURVEY RESULTS

Q8 - Rank how you usually use honey, with 1 being most often and 5 being least often



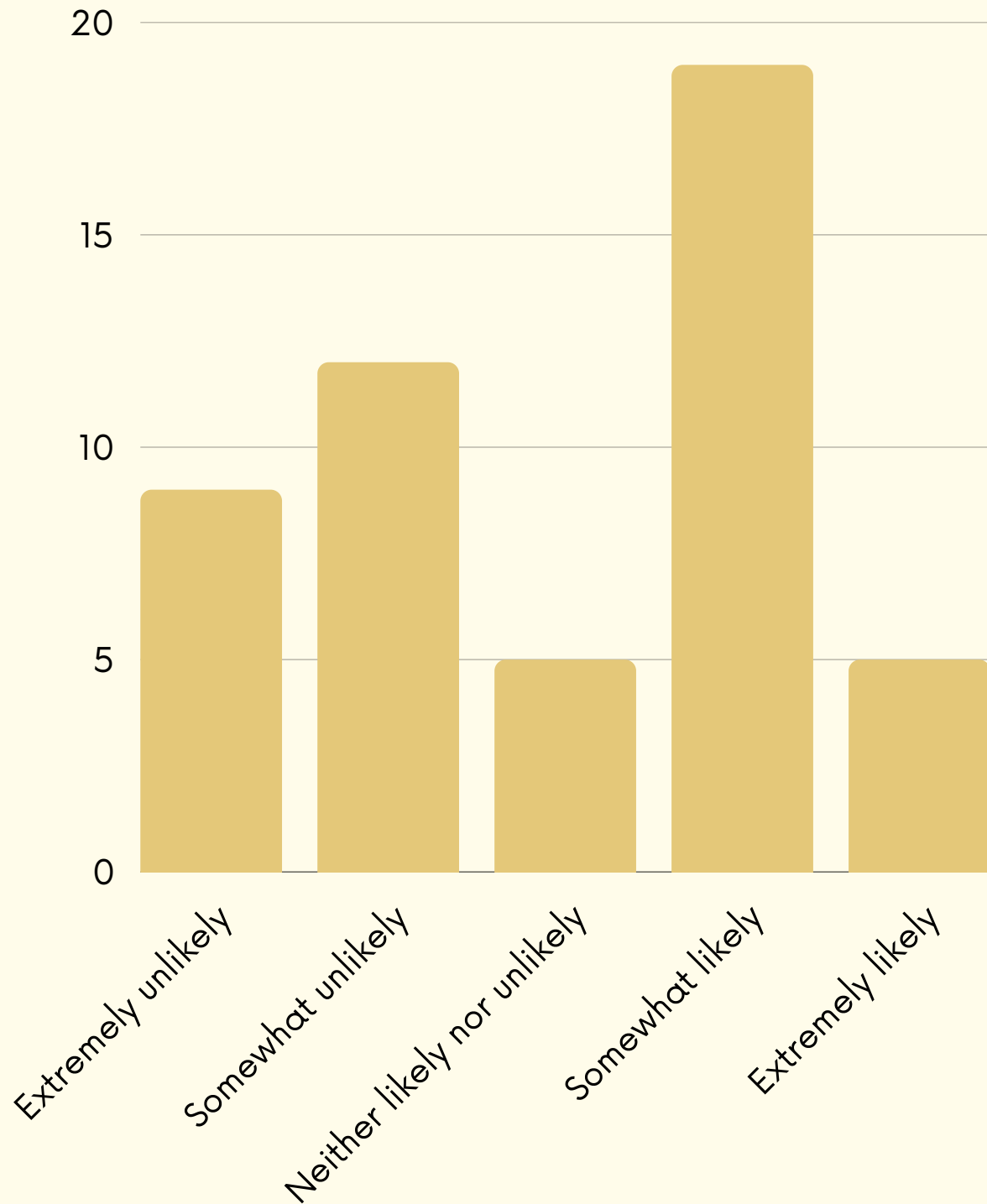
A-2: SURVEY RESULTS

Q9 - Do you have a honey preference?



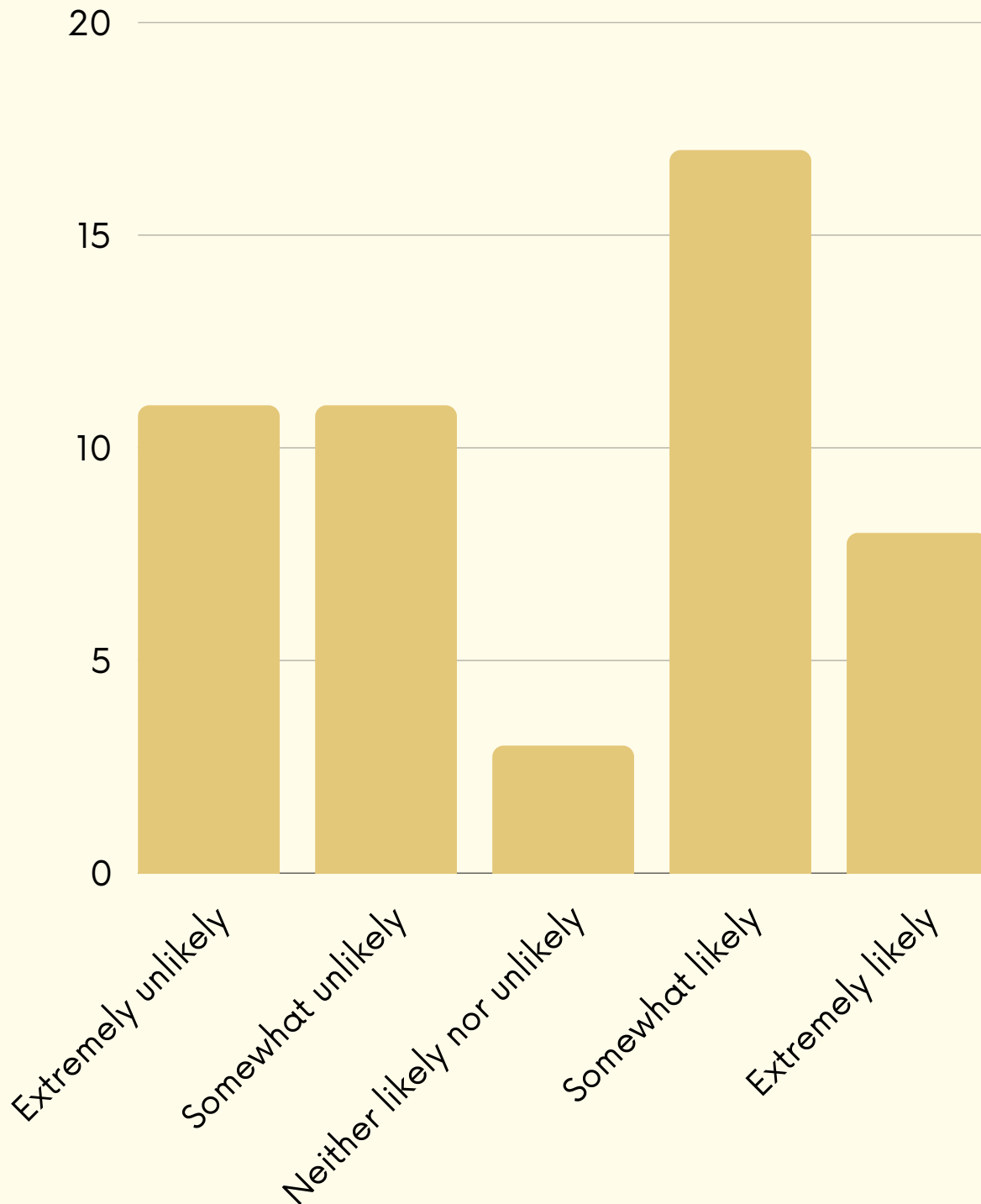
A-2: SURVEY RESULTS

Q10 - When looking to purchase, how likely are you to pay attention to the brand of honey you are buying?



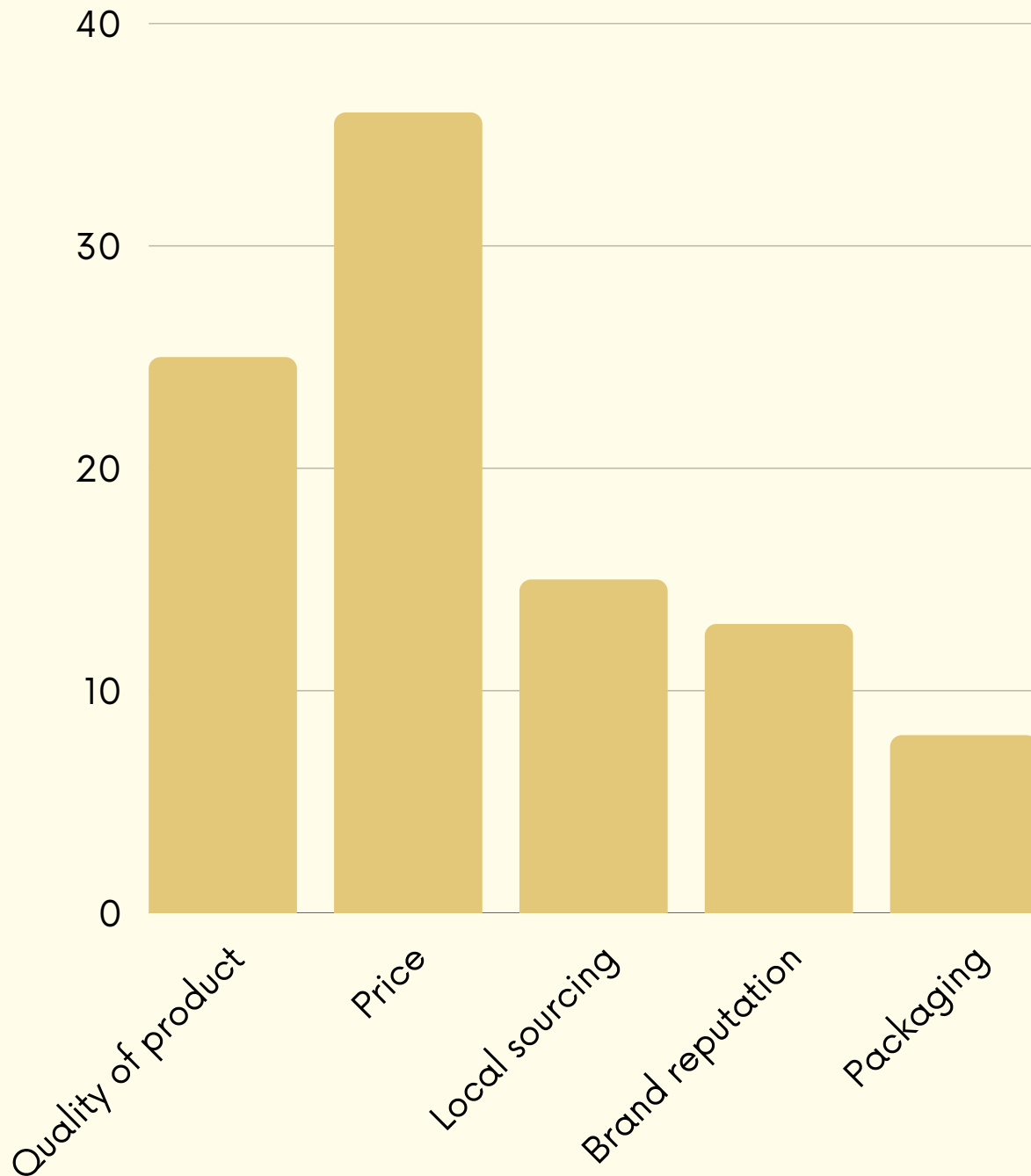
A-2: SURVEY RESULTS

Q11 - When looking to purchase, how likely are you to pay attention to where the honey was sourced?



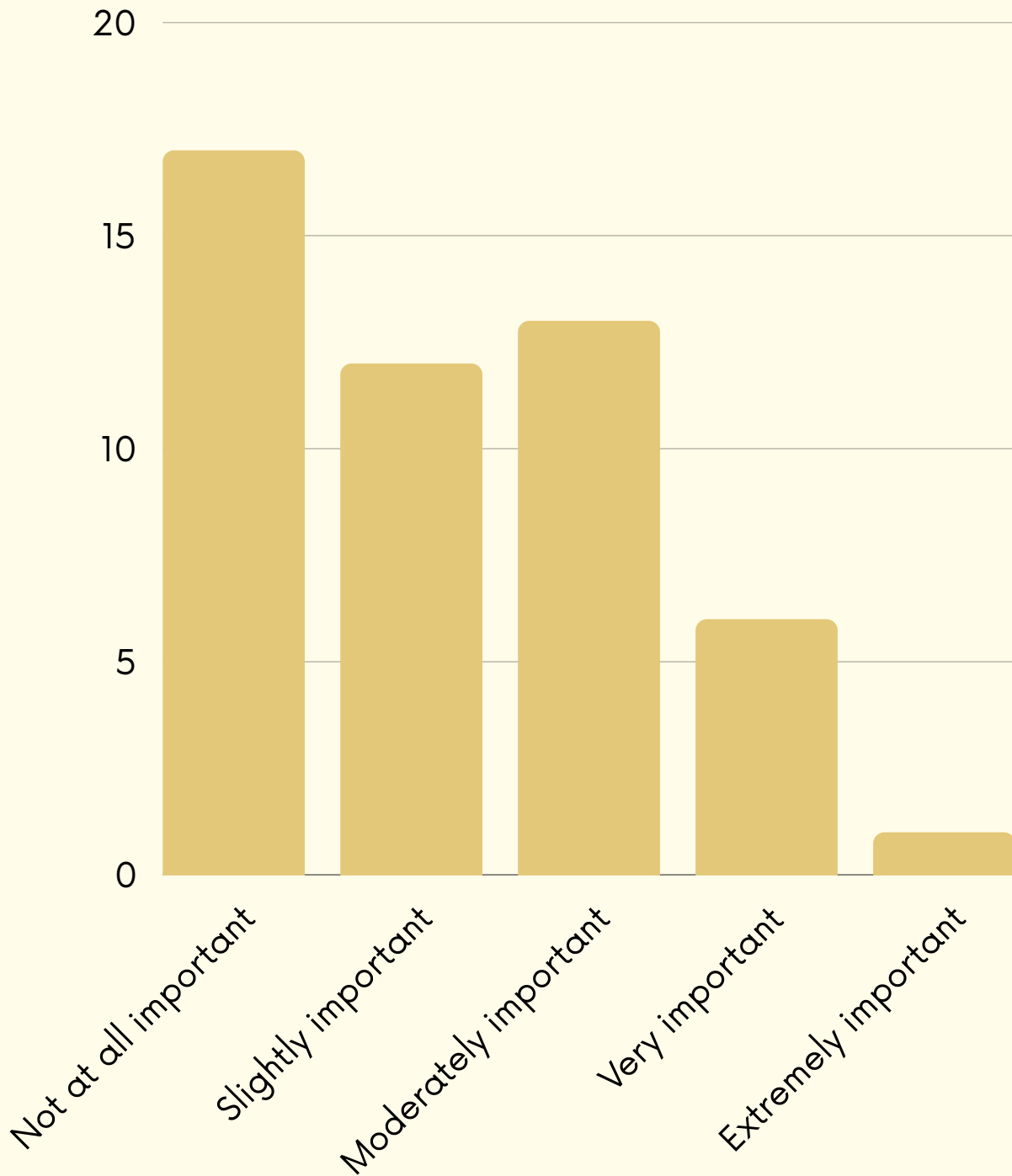
A-2: SURVEY RESULTS

Q12 - What factors are most important when choosing which honey to purchase?



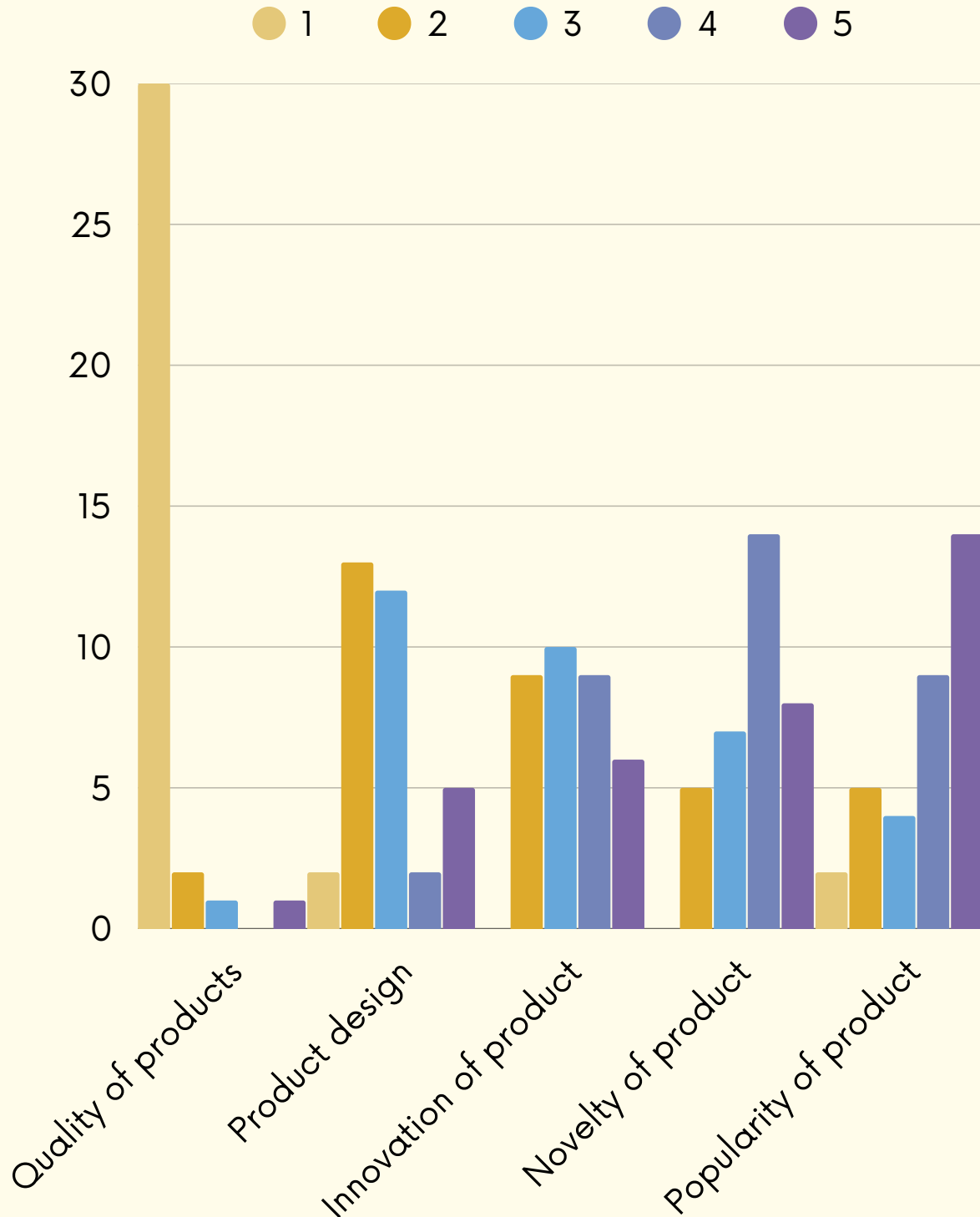
A-2: SURVEY RESULTS

Q13 - How important is it for you to purchase organic honey compared to non-organic honey?



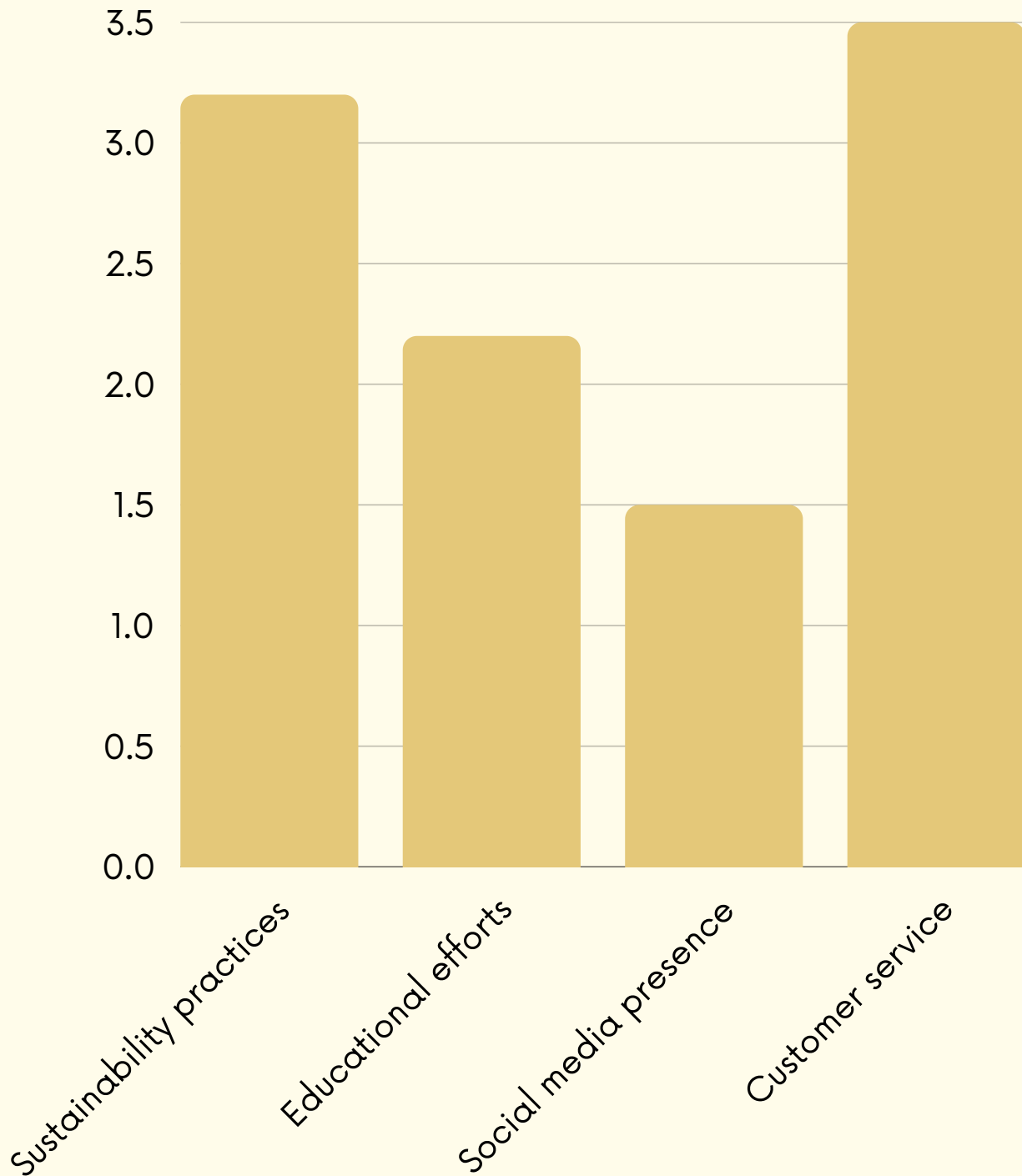
A-2: SURVEY RESULTS

Q14 - Rank the importance of each quality of a brand's products to help make you a loyal customer



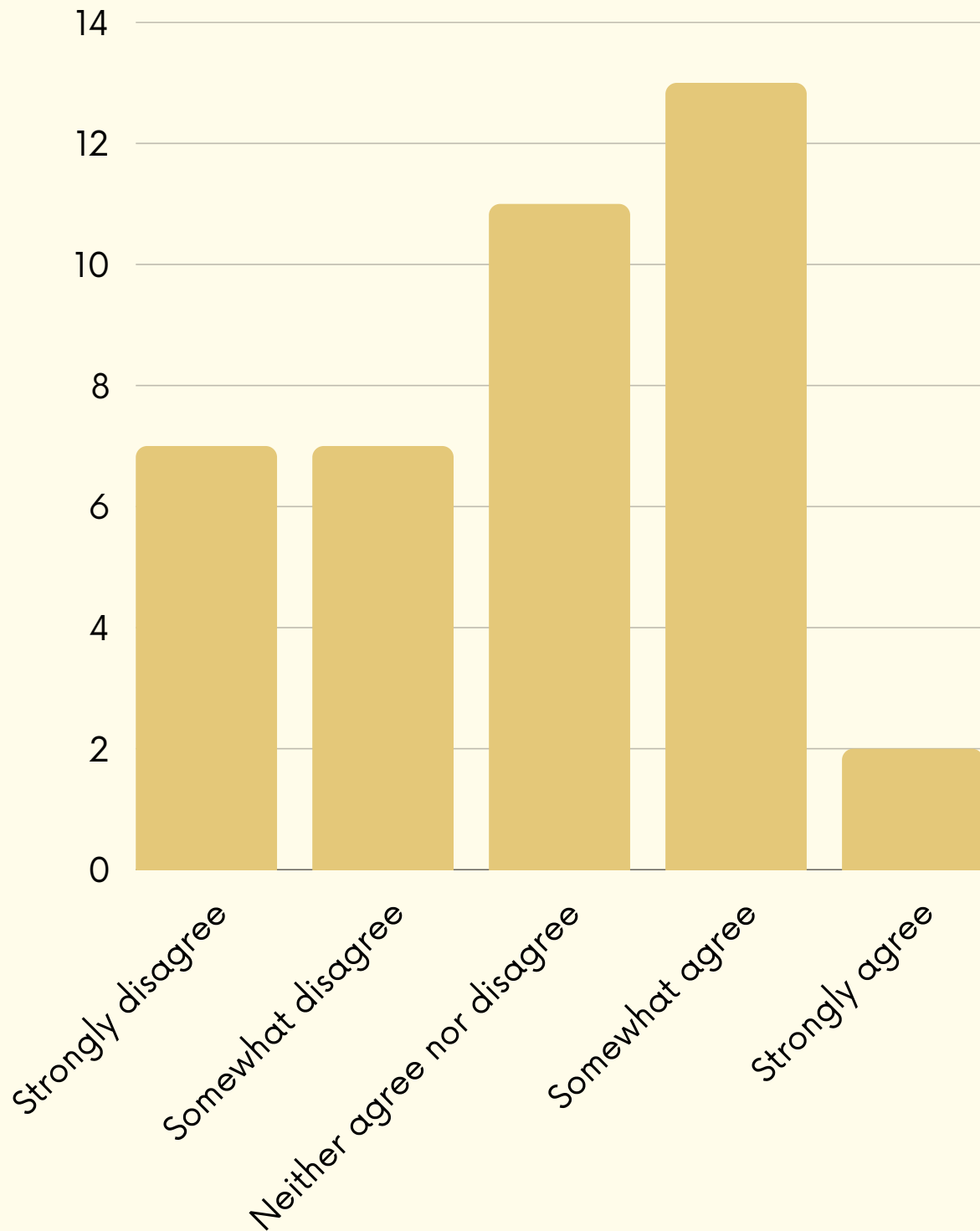
A-2: SURVEY RESULTS

Q15 - How important are a brand's values to your loyalty as a customer?



A-2: SURVEY RESULTS

Q16 - I am more interested in purchasing from a brand that offers a loyalty program:



APPENDIX B: TACTICS

B-1: NEWSLETTER

What's the buzz?
All the updates you need from Thomas Honey Co.
February 2025

Hello, honey bees!

It is February, and here in North Florida, our bees are already excited about spring. Did you know that honeybees begin building up their brood nests for the spring honey season? Well, at Thomas Honey Co., our bees are already busting their stingers to create more of our delicious honey. Since the start of the new year, our bees have already produced 500 bottles of our local honey... If you're looking for something fresh and sweet, click below to get a taste!



In this month's newsletter, the hive here at Thomas Honey Co. wanted to spotlight one of our fantastic partners over at Curia on the Drag. The wonderful baristas at Curia have been using our honey in their teas and impeccable espresso beverages for 5 years. To see more of the impact we make together, check out our highlights across social media.

Finally, it wouldn't be a newsletter if we didn't share some exciting updates here at the Thomas Honey Co. family. Today, we are spotlighting our beekeeper team: Dennis, Josh, Eliezer, Edwin, and Julio! This team never strays from hard work and is certainly as busy as our bees!

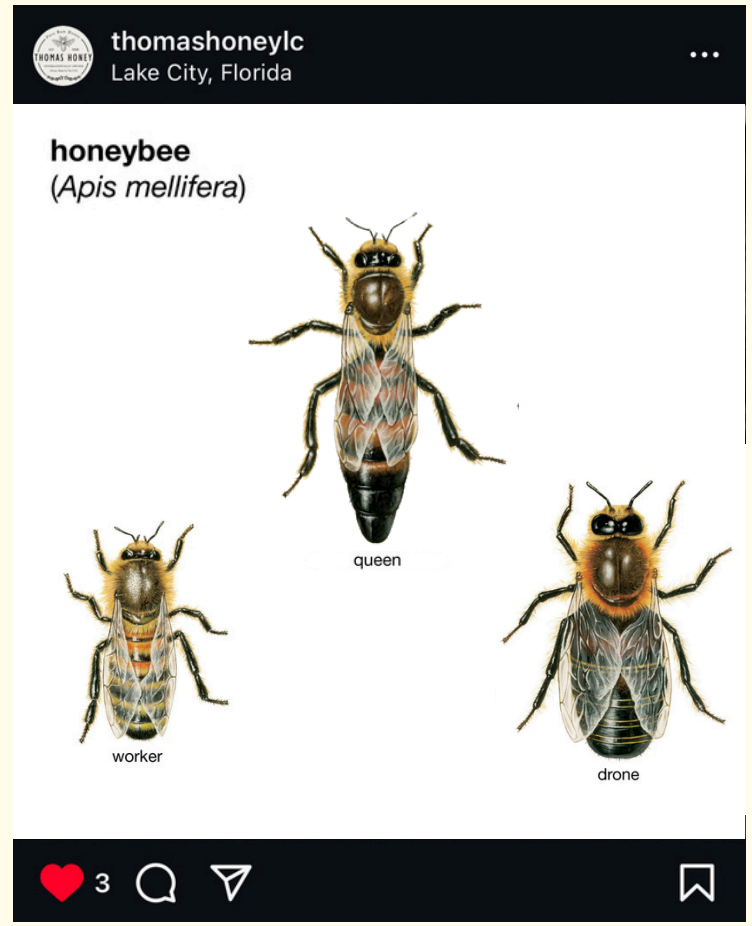
"We've been checking in on the bees around the clock," said Josh, "the spring is super active for our bees, so we are doing everything we can to make sure they are healthy and comfortable as the seasons change!"



Look out for our next issue of "What's the Buzz" in your inbox in March! If you have any questions, find our contacts below!

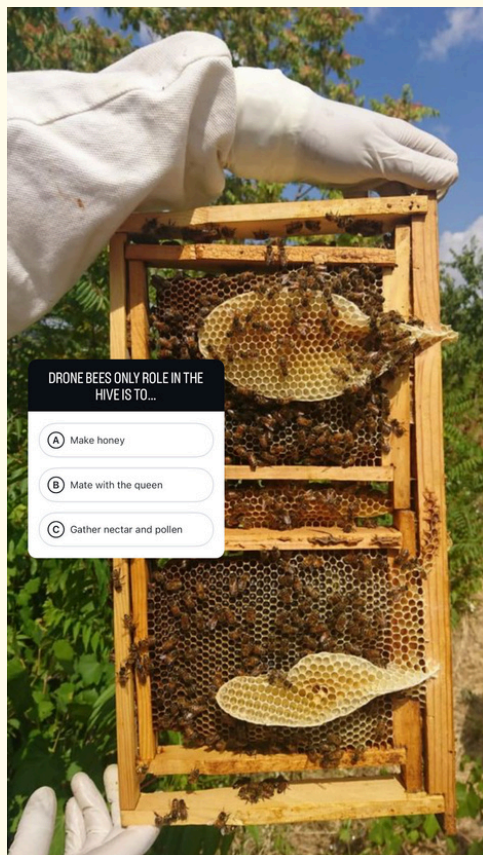
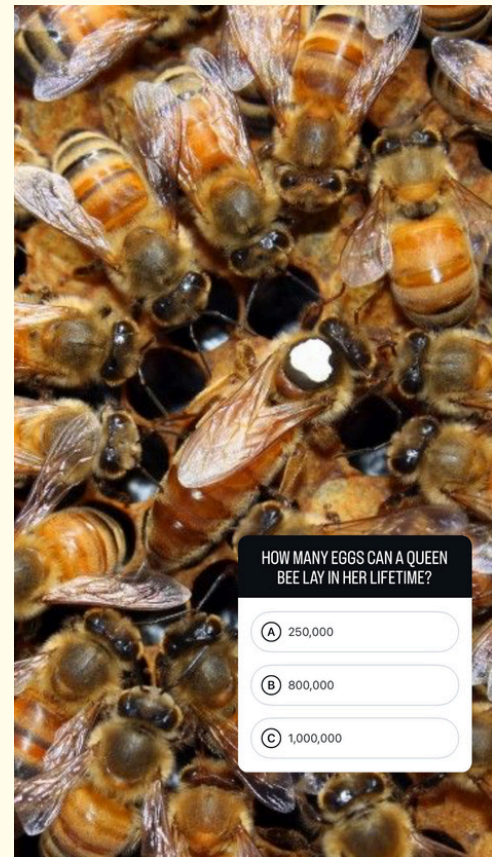
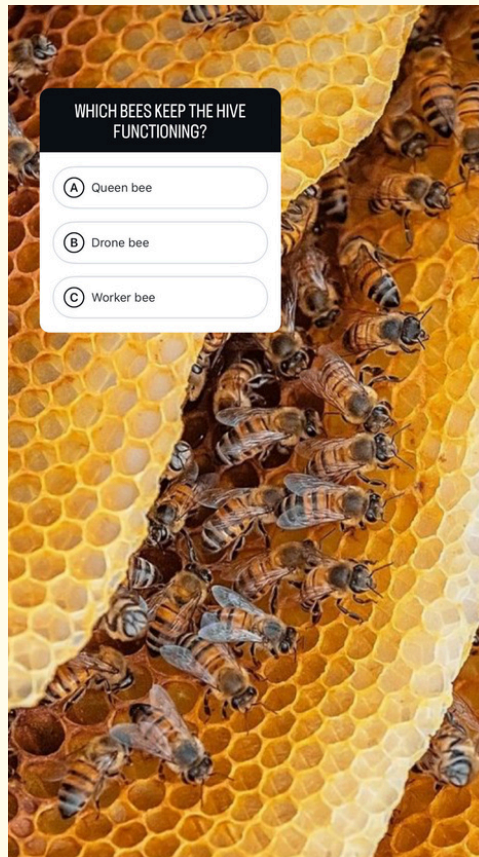
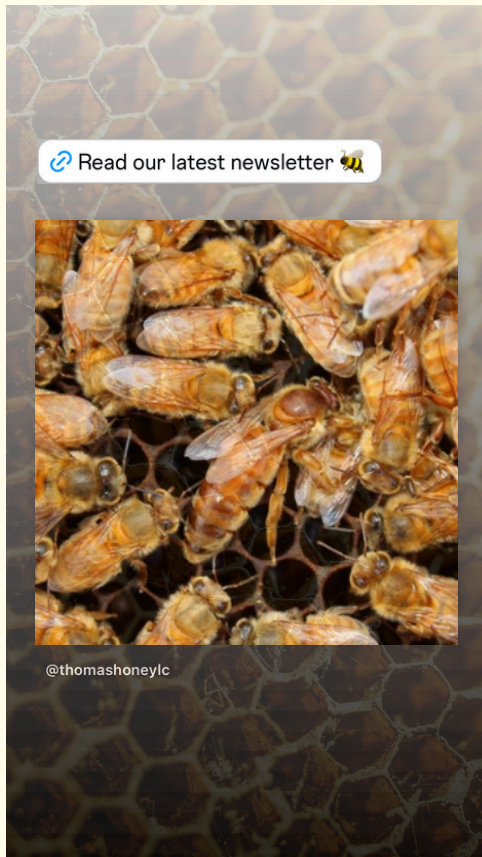
Signing off –
Thomas Honey Co.

B-2: SOCIAL MEDIA MOCKUPS



Mock-up caption: Did you know bee colonies are considered “superorganisms?” Every bee in the colony has a role, working together to ensure the hive is healthy and productive. Learn more about the roles of each bee in our newsletter ([🔗](#) in bio).

B-3: INTERACTIVE STORY MOCK UPS



B-4: SOCIAL MEDIA MOCK UP



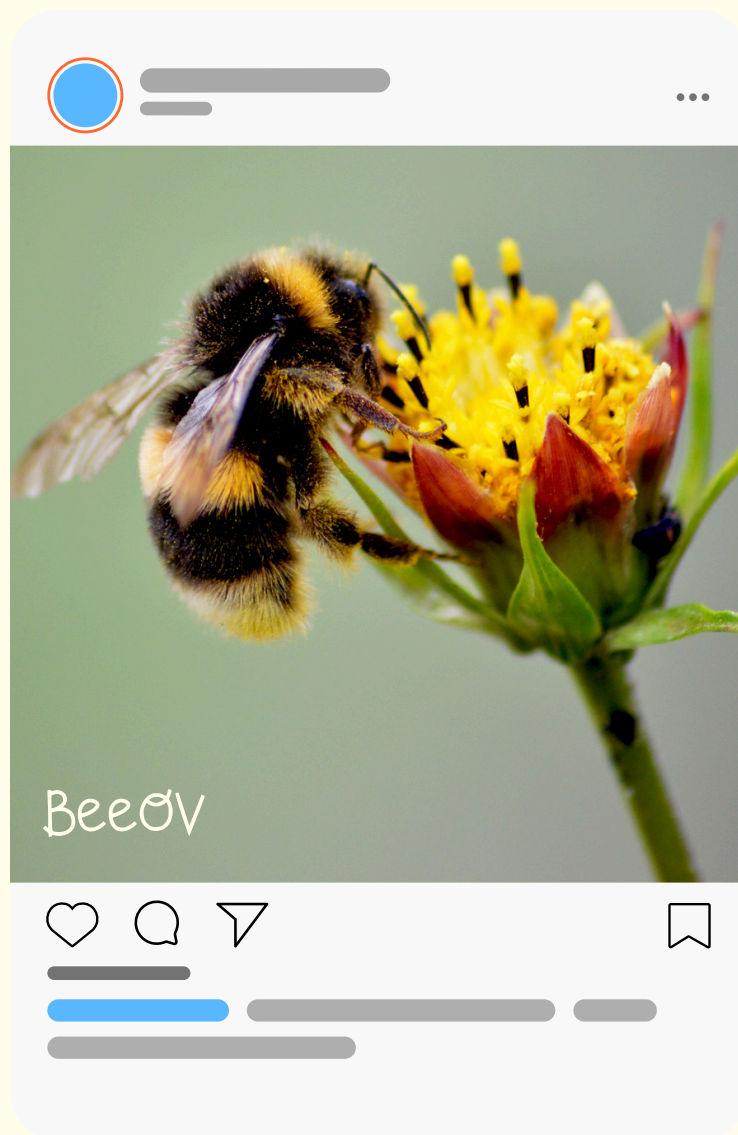








B-5: BEEOV MOCKUPS



Mock-up caption: Welcome to BeeOV, our social media series showing you how Thomas Honey is made from the perspective of our buzzing buddies, the bees! We begin with pollination. We bees fly from flower to flower, deciding what will provide us with the best nectar. We pick the best of the best to begin the process of creating the delicious honey you know and love. We use our long tongues to soak up the nectar and begin to break it down into simple sugars!