

# BLONDE BEARD'S MARKETING PLAN



# AGENDA

1. Blonde Beard's Corporate Identity
2. Strategic Overview
3. Situational Analysis
4. Project Objective & Positioning Statement
5. Marketing Tools



# CORPORATE IDENTITY



- Founded by Adam and Cara Nelson
  - Self proclaimed wing-addicts
  - Created the world's first craft buffalo sauce.
  - Raised in Georgia
- Based in Denver, Colorado
- Aspire to become a staple product in every kitchen.
- Desire to add a new product
  - Matches Blonde Beard values
  - Grow word of mouth
  - Grow presence on social media.<sup>1</sup>



<sup>1</sup> <https://blondebeards.com/pages/our-story-1>

# STRATEGIC OVERVIEW



## Target Market Analysis and Description



### Demographics:

- Gen Z (18-28) and Millennials (ages 29-45)
  - Young adults most enthusiastic about cooking<sup>1</sup>
- Men & Women
  - Enjoy cooking or buying for partner



### Geographics:

- United States
  - College towns, urban neighborhoods, sports venues



### Psychographics:

- Foodies
- Enjoy trying new products
- Aspiring cooks
- Experience-seekers
- Those looking to try unique sauces with premium ingredients



### Behavioral:

- Impulse buyers
- Amazon shoppers
- Repeat buyers
- Social users<sup>2</sup>

<sup>1</sup> <https://clients.mintel.com/content/report/cooking-in-america-meal-planning-and-preparation-us-2024?fromSearch=%3Ffreetext%3Dhome%2520cooking%26sortBy%3Drelevant%26resultPosition%3D3>

<sup>2</sup> [https://clients.mintel.com/content/report/cooking-in-america-meal-planning-and-preparation-us-2024?fromSearch=%3Ffreetext%3Dhome%2520cooking%26sortBy%3Drelevant%26resultPosition%3D3#workspace\\_SpacesStore\\_9775ffa3-4a74-4ea6-960a-b1433006612c](https://clients.mintel.com/content/report/cooking-in-america-meal-planning-and-preparation-us-2024?fromSearch=%3Ffreetext%3Dhome%2520cooking%26sortBy%3Drelevant%26resultPosition%3D3#workspace_SpacesStore_9775ffa3-4a74-4ea6-960a-b1433006612c)

# SITUATIONAL ANALYSIS



## Strengths

- Unique flavors
- Fun & casual brand position to help them stand out in the marketplace
- Consistent branding throughout all owned media channels
- Brand voice is direct to consumers, creating a sense of credibility and comfort.<sup>2</sup>



## Weaknesses

- Blonde Beard's is mostly an online retailer. They are sold in a few select gift stores, scattered throughout the U.S.<sup>3</sup>
- Blonde Beard's offers a small product line, carrying only 5 unique sauce flavors and one rub.<sup>4</sup>

<sup>2</sup> <https://www.instagram.com/blondebeardsbuffalo/>

<sup>3</sup> [https://blondebeards.com/pages/where-to-buy2?srltid=AfmBOoqcEmohSoB1rzaHESi4E5T1NL0WOP\\_bZYBWE1BWQJsZK1bw1PFw](https://blondebeards.com/pages/where-to-buy2?srltid=AfmBOoqcEmohSoB1rzaHESi4E5T1NL0WOP_bZYBWE1BWQJsZK1bw1PFw)

<sup>4</sup> <https://blondebeards.com/collections/sauces>

# SITUATIONAL ANALYSIS



## Opportunities

- Improved social content through storytelling / cooking content.
  - Short form video content on Instagram Reels, Youtube shorts, and TikTok
  - Social media is the top discovery platform for Millennials.<sup>5</sup>
- Millennial digital foodies respond well to video tips and personalized recommendations.<sup>6</sup>



## Threats

- Significant logistical and supply chain challenges
- Increased demand for online grocery shopping means:
  - Secure and reliable deliveries must be ensured<sup>7</sup>
  - Supply chain issues are a greater threat

<sup>5</sup> <https://clients.mintel.com/content/report/marketing-to-millennials-us-2025?fromSearch=%3Ffreetext%3Dmillennial%26resultPosition%3D3>

<sup>6</sup> <https://clients.mintel.com/content/report/social-media-influence-on-food-and-foodservice-us-2025?fromSearch=%3Ffreetext%3Dsocial%2520media%26resultPosition%3D3>

<sup>7</sup> <https://nielseniq.com/global/en/insights/analysis/2024/online-grocery-trends/>

# STRATEGIC OVERVIEW

## Product Analysis and Description

- Injectable kit
  - Small samplers of Blonde Beard's best selling sauces and rub
  - How-To card
  - "Game Day Wing Bar" QR Code with video

## Why It Works:

- Step toward becoming a one-stop-shop for all things wings
- Sampling as means to attract new customers
- Offers potential for desire to jump into TikTok as a social media. They can:
  - Post organic content
  - Create paid content
  - Generate earned media from customers
  - Utilize influencer marketing



# TIME TO GET YOUR WINGS DONE.





## **POSITIONING STATEMENT**

For adults who love football, tailgating, or casual at-home wing nights, the “Touch Up Your Wings” kit is a premium, easy-to-use cooking kit that lets users infuse their wings with bold, hand-crafted flavor. Unlike traditional sauces or rubs, this kit includes a reusable flavor injector and curated sauces, making it simple to elevate every wing with a fun, hands-on experience.

Because wings are more than a snack- they’re an experience. Our kit delivers maximum flavor with minimal effort, perfect for gifting or leveling up your own game day spread.

## **PRODUCT OBJECTIVE**

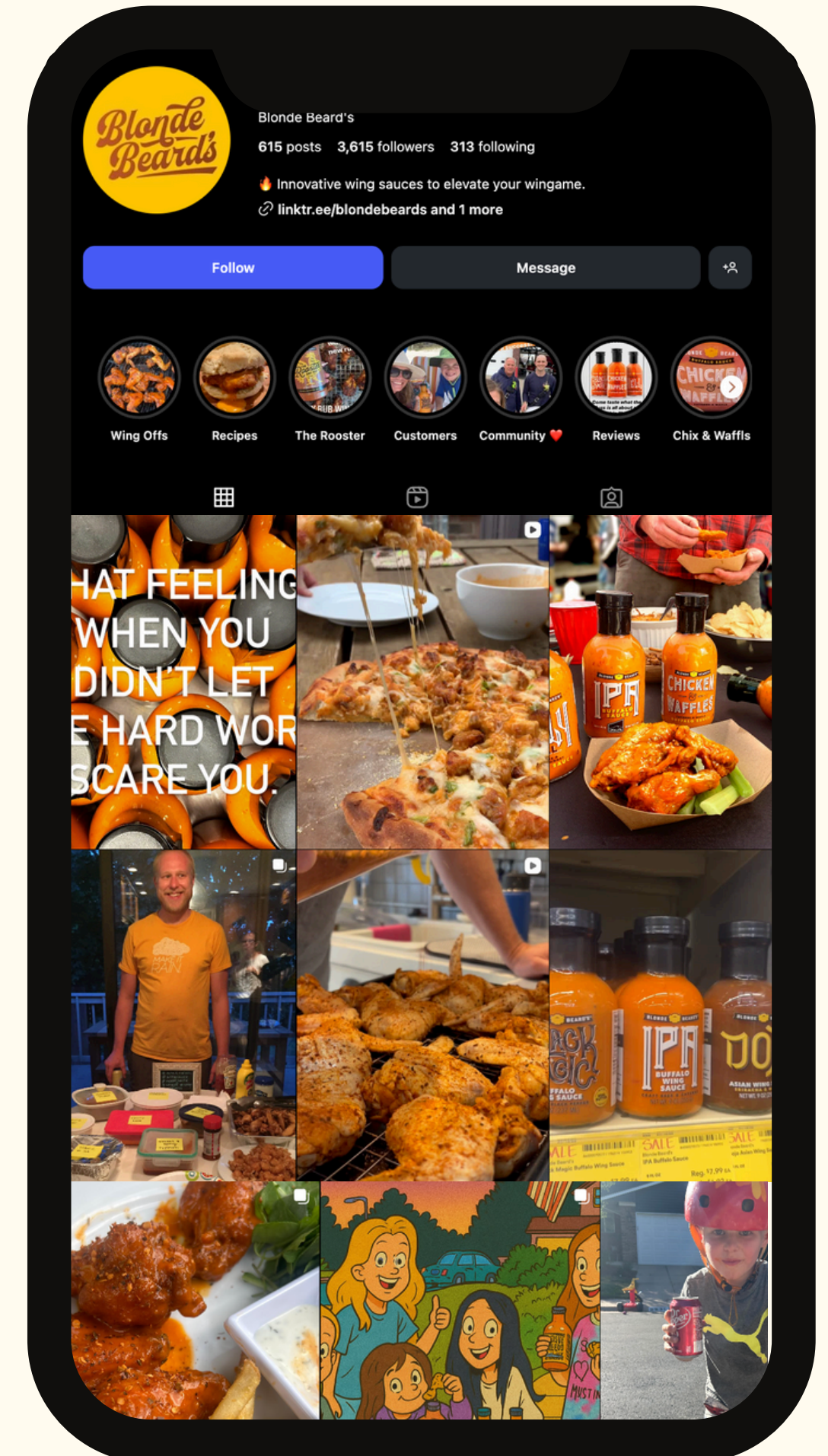


**Blonde Beards will sell 2,500 'Touch Up Your Wings' kits to adults aged 30-50 who love football and cooking wings by February 2026.**

# MARKETING TOOLS

## PROMOTION:

- Pre-existing channels on Facebook and Instagram
- Influencers and culinary related channels on TikTok and YouTube
- Strategically placed ads around Superbowl season
- Social media ads for the campaign length



# MARKETING TOOLS



## PRICE:

- \$25
- Multiple sauces in one kit + dry rub sample
- Also providing the means to inject
- Price may be flexible depending on sizes/sample amounts



Buffalo Sauce Flight (8 oz x 4)

★★★★★ 34 reviews

\$29.99



The Rooster Wing Rub

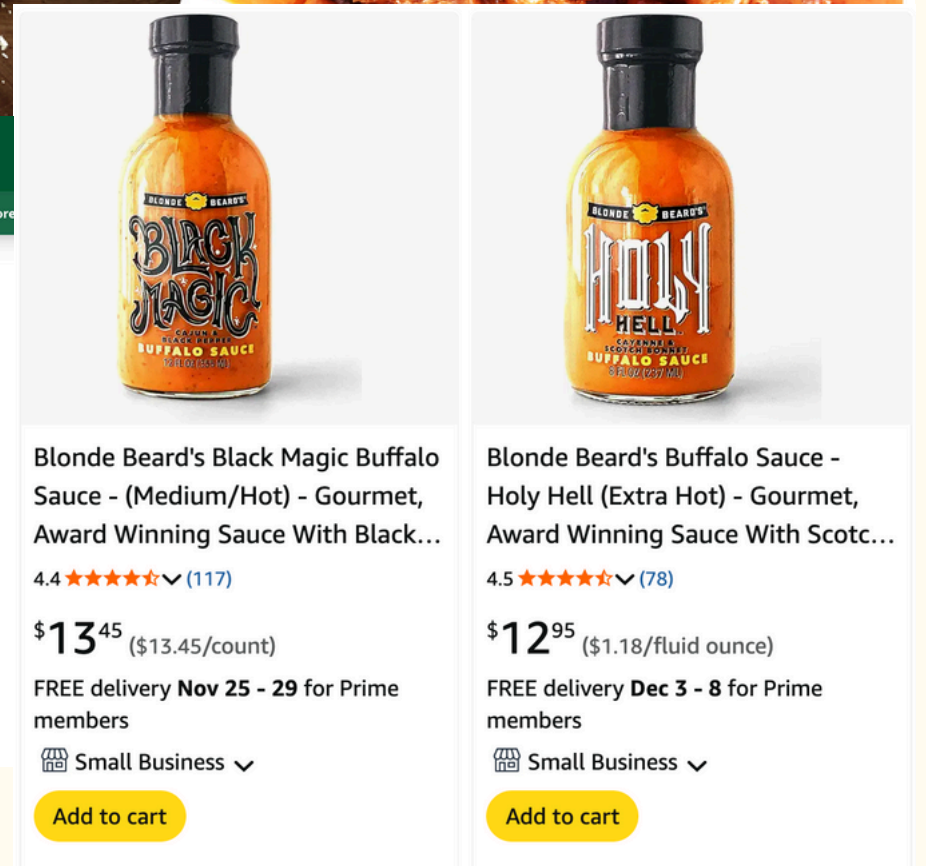
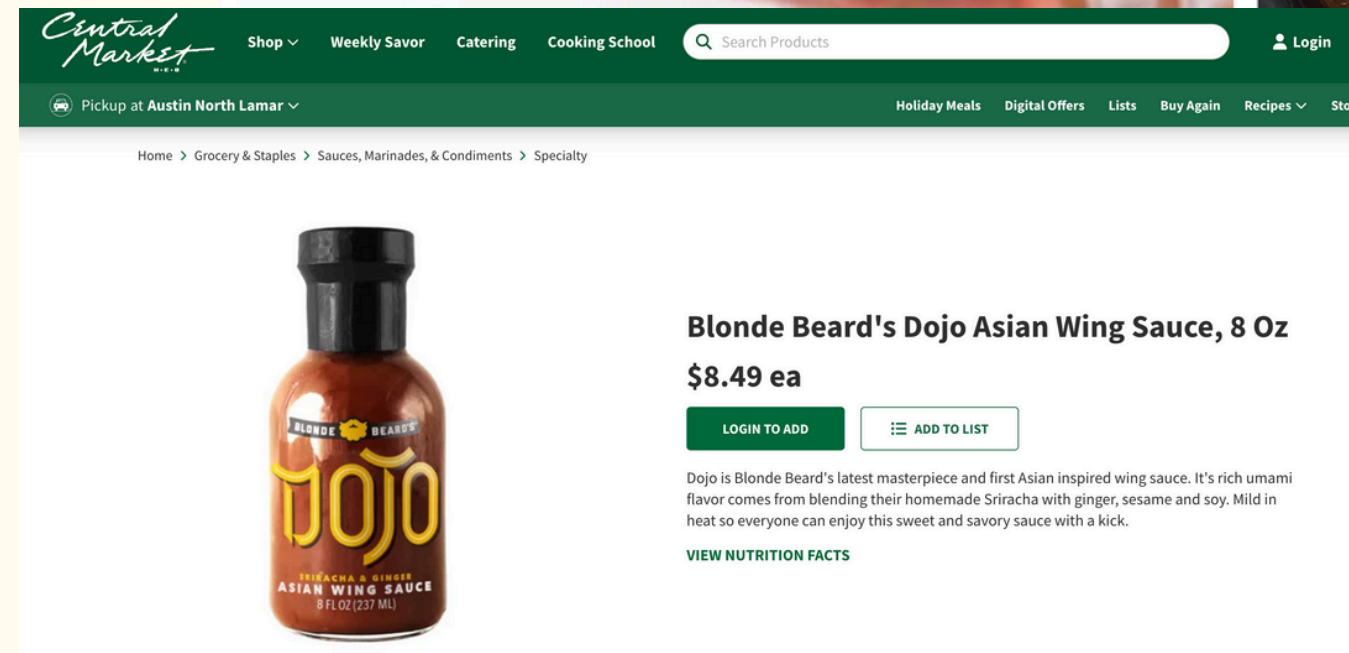
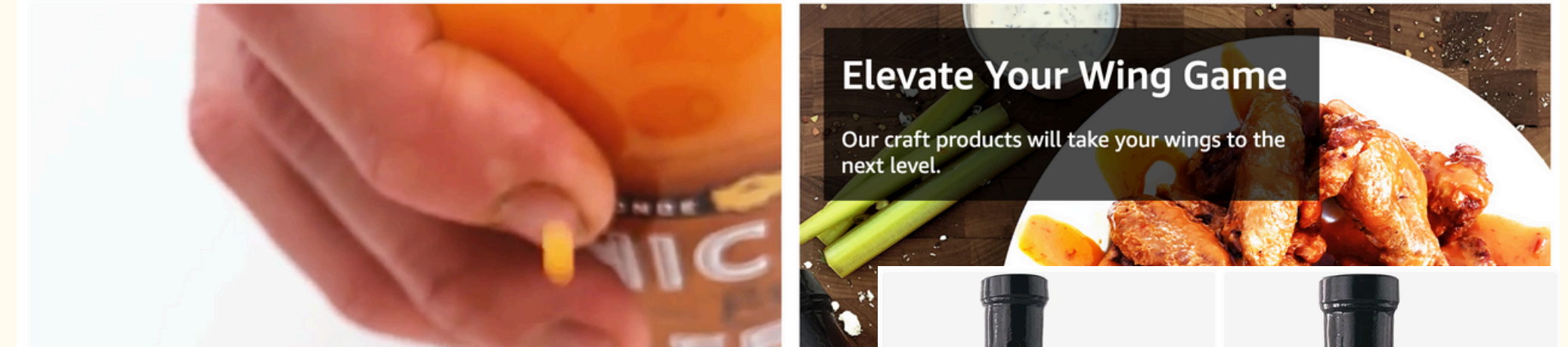
★★★★★ 8 reviews

\$9.99

# MARKETING TOOLS

## PLACE:

- Pre-existing retail distribution locations (approx 1000 independent grocery stores)
- Owned website & Amazon storefront



## MARKETING TOOLS

### PEOPLE:

- Blonde Beard's founders, Adam and Cara Nelson, oversee product development and maintain the brand's personal, down-to-earth tone.
- Distributors help manage retail partnerships, allowing the brand to reach new stores across the U.S.
- Customers are 30–50-year-old men and women who love hosting, cooking, and wings.



# MARKETING TOOLS



## PROCESS:

- Blonde Beard's products are produced and packaged in partnership with distributors to maintain quality and efficiency.
- Consumers discover the brand through retail displays, social media, and influencer content (especially during football season).
- Online purchasing and fast shipping make the buying process convenient for shoppers nationwide

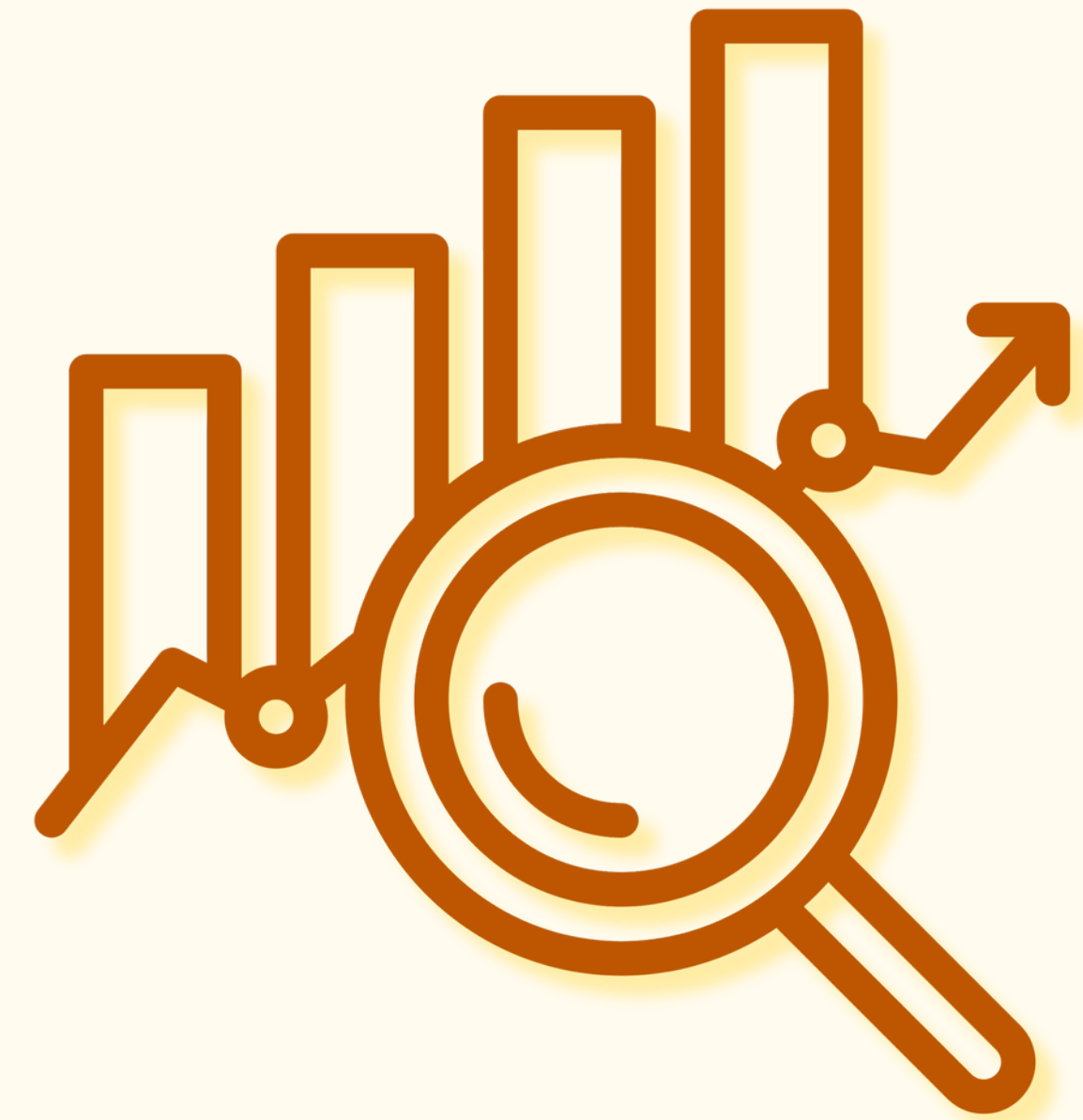


## MARKETING TOOLS



### CUSTOMER RESPONSE ASSESSMENT PLAN:

1. Track customer purchase experience satisfaction to ensure that the website or purchasing process is satisfactory.
  - Utilize voluntary survey and contact tab
2. Track engagement across our different media outlets
  - Utilize Meta analytics to measure post performance
  - Create a TikTok and measure if the new account is a success
3. Use social media to track conversations
  - Analyze comments and shares on posts



**THANK YOU FOR YOUR TIME!**

