

LAVENDER[®] WHITE OAK

FARM + VINEYARD

FROM OUR FARM TO YOUR HOME

MKTG 384: Integrated
Marketing Communications
Professor Canessa Collins
Spring 2025
James Madison University
June 1st 2025-May 31st 2026



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AGENCY

BLOOM & THRIVE



MISSION STATEMENT

"Empowering brands to break free from the ordinary and make a bold, lasting impact. Bloom and Thrive crafts creative strategies that don't just capture attention, instead the customer ignite conversations, foster connections, and inspire action. Bloom and Thrive's mission is to help businesses grow by creating work that matters."



BLOOM & THRIVE

MEDIA AND AD AGENCY

"Cultivating Ideas, Growing Brands."

Bloom and Thrive's main competitive advantage lies in superior client services and performance-based pricing. These are offering models that adjust based on campaign results. Additionally, speed and agility enable faster turnaround times through a dedicated rapid-response creative team. A hyper-personalized strategy further enhances effectiveness by developing tailored campaigns with deep brand integration rather than a one-size-fits-all approach.

OUR GOAL

Bloom and Thrive addresses the challenge businesses face in cutting through the noise of an increasingly crowded, digital-first world. Many struggle to capture the attention of their target audiences amid generic content, fleeting trends, and clickbait ads. Whether launching a brand from the ground up or revitalizing an existing one, the focus remains on ensuring businesses are not only seen but remembered. The ultimate goal is to transform clicks into connections, fostering meaningful interactions that drive growth and loyalty.



STANDARDS AND BELIEFS

Truthful
and Ethical
advertising

Deep
understanding
of target
audience

Creative
Innovation

Brand
Integrity

Transparency
with clients



MEET THE TEAM



CALEEN SALAME



Junior marketing major from Manalapan, NJ. I enjoy reading, working out and hanging out with friends. I am creative, passionate and hardworking.

LILY REARDON



Junior marketing major with a minor in Global Supply Chain Management from West Chester, PA. I enjoy hanging out with friends, going to the beach and am creative and results-driven.

WHITNEY BOOTH



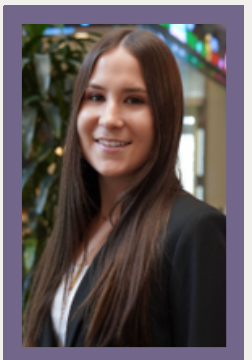
Junior marketing major from Northern VA. I enjoy traveling, fitness, and snowboarding. I am creative, hardworking, and I like to be challenged.

EMMA BERRIE



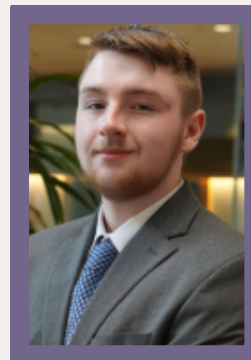
Junior marketing major with a minor in supply chain management from Ocean City, MD. I enjoy traveling and spending time with friends. I am hardworking and passionate.

LILY AGAN



Junior marketing major from Northern VA. I enjoy traveling, snowboarding, and visiting with family and friends. I am very driven, and passionate about making a difference.

COLIN SOLES



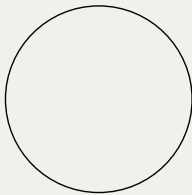
Junior marketing major with a minor in CIS from Southern VA. I enjoy playing guitar, following sports, and spending time with family. I am conscientious, creative, and growth-oriented.



MAIN LOGOS



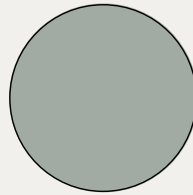
COLOR PALETTE



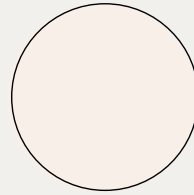
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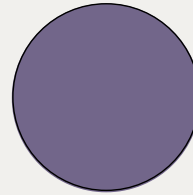
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#A1ABA3



#F8EFE8



#72668A

FONTS

HEADER FONT
CINZEL

SUBHEADING TEXT
JULIUS SANS ONE

Body Text
Tenor Sans

INSPIRATION





EXECUTIVE SUMMARY



This project presents an Integrated Marketing Communications (IMC) plan for White Oak Lavender Farm, designed to strengthen the connection between in-person experiences and online shopping. The focus is on increasing online sales conversion by targeting key customer segments with tailored messaging and strategic promotions.

Marketing Goal: Increase online sales conversion by engaging 60% of in-person visitors to make purchases online between visits, achieving this goal by May 31st, 2026, through targeted marketing strategies and tactics. This Integrated Marketing Communications plan outlines a strategic approach for White Oak Lavender Farm to increase online sales conversion by encouraging 60% of in-person visitors to make purchases online between visits. The objective is to achieve this conversion goal by May 31, 2026, through a series of targeted marketing strategies and tactics that bridge the in-person farm experience with the ease and accessibility of online shopping.

Primary target audience: Women aged 35 to 50, including middle to upper-class professionals, retirees, and health-conscious individuals located in and around Harrisonburg, Virginia. These consumers seek luxury, prioritize self-care, and value meaningful experiences over material possessions. Their shopping behavior reflects a preference for online browsing, exploratory purchasing, occasion-based buying, and wellness-oriented products.

Secondary target audience: Young couples between the ages of 21 and 35, particularly those based in Baltimore, Maryland, and surrounding areas. These individuals are often newly married or hobbyists with a strong interest in wine culture. They tend to be socially engaged, experience-driven, and place high value on locally produced goods. Their behavior is marked by a willingness to explore new wine brands, try curated gift boxes, and subscribe to specialty services.

Time Period: June 1, 2025 through May 31, 2026

COMMUNICATION GOALS:

Increase the percentage of consumers in the "Lavender Lovers and Wine Enthusiasts" who are aware of agritourism products by 20% by May 2026 by using social media and digital marketing.

Increase interest of consumers in the "Lavender Lovers and Wine Enthusiasts" who have interest in wine, aromatherapy and beauty products by 20% by May 2026 by using sales promotion and digital marketing.

Increase desire of consumers in the "Lavender Lovers and Wine Enthusiasts" who have a desire to make online purchases by 20% by May 2026 by using sales promotion and social media marketing.

Increase the number of online sales to "Lavender Lovers and Wine Enthusiasts" by 20% by May 2026 by using promotional products and digital marketing.

Increase the number of repeat customers to White Oak's website by 15% by May 2026 for "Lavender Lovers and Wine Enthusiasts" by using print media and social media marketing.

The campaign theme, "From Our Farm, To Your Home," was selected to highlight the unique experiences available at White Oak Lavender Farm while emphasizing the convenience of enjoying those experiences from anywhere. This message reinforces the idea that the relaxing and sensory-rich benefits of the farm are not limited to a physical visit. Instead, they can be seamlessly integrated into everyday life through online purchases, creating a lasting connection with customers beyond the farm itself.



EXECUTIVE SUMMARY



OVERALL BUDGET: \$50,000

- Digital Marketing: 31% (\$15,500)
- Promotional Products: 11.2% (\$5,600)
- Social Media: 17% (\$8,500)
- Sales Promotion: 9% (\$4,500)
- Print Marketing: 9.7% (\$4,850)

KEY RESEARCH INSIGHTS

White Oak Lavender Farm appeals to health-conscious and experience-seeking consumers who value high-quality, natural products. Core offerings include lavender-infused wines and aromatherapy products like essential oils and bath salts. These support wellness and provide a sensory-rich experience. Unlike seasonal competitors, White Oak operates year-round and integrates a winery and brewery for a unique visitor draw. The competitive advantage lies in its immersive, relaxing atmosphere paired with handcrafted products and educational experiences.

Media Plan Overview

- Digital Marketing (31%): Focused on increasing website traffic by 20% through targeted Google Ads and a 3-part email sequence featuring lavender wine. Tactics include strategic keyword campaigns, educational emails, and compelling CTAs promoting a limited-edition product. A second strategy drove referrals for the popular "Sip and Stretch" experience through peer-to-peer outreach.
KPIs: Website traffic, email open/CTR rates, wine sales, Sip and Stretch sign-ups.
- Promotional Products (11.2%): Raised brand visibility by distributing 1,000 soap bars and 500 air fresheners to hotels, restaurants, and wellness-oriented businesses. Items also mailed directly to consumers and placed in gift shops to expand reach.
KPIs: Website traffic spikes post-distribution, increase in in-store and online visits.
- Social Media (17%): Social efforts aligned with promotional events like Purple Friday, showcasing exclusive bundles and storytelling content featuring wine, aromatherapy, and behind-the-scenes farm views. Organic and boosted posts emphasized relaxation, family experiences, and product benefits.
KPIs: Engagement rate, follower growth, post shares, and click-throughs.
- Sales Promotion (9%): Promotional clubs such as the WOLF Pack and Relaxation Club offered members discounts, early access, and exclusive event invites. New personalized gift box options increased satisfaction and retention.
KPIs: Membership growth, repeat purchase rate, customer satisfaction ratings.
- Print Marketing (9.7%): Direct mail campaigns used QR codes linking to landing pages showcasing products and events. Strategically timed around holidays and event weekends to drive seasonal conversions.
KPIs: Mail response rate, QR code scans, landing page conversions.

EVALUATION PROGRAM

Campaign success will be tracked via key performance indicators aligned with each media tactic. Tools include website analytics, CRM and email platforms, QR scan data, and promotional code tracking. Quarterly reviews will guide adjustments, optimize spend, and identify the most effective channels for future campaigns.

RESEARCH

INDUSTRY REVIEW

FARM BREWERY



Industry Size

\$116.37 billion



Industry Growth

The market is projected to grow by \$28.3 billion from 2023 to 2028.



Trends and Developments

- Sustainability
- Innovation in brewing techniques
- Themed events
- Flavor experimentation



Macro-environment Factors & Issues

- Urban vs. rural consumption
- Inflation and pricing pressures
- Advanced brewing techniques
- Alcohol regulations

BEAUTY, COSMETICS, & FRAGRANCES



Industry Size

\$430 billion



Industry Growth

The market is projected to grow to \$580 billion by 2027



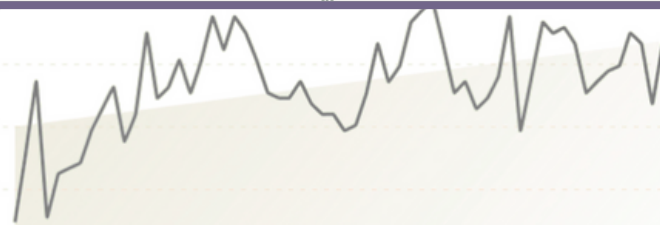
Trends and Developments

- Sustainability
- Clean ingredients
- Personalized recommendations
- Diversity and inclusion



Macro-environment Factors & Issues

- Aging population
- Supply chain disruptions
- Sustainability innovations
- Bans of harmful ingredients



Search volume for "sustainable beauty" is up more than 200% since 2019.

Impact of Top 10 Alcohol Industry Trends

eCommerce Integration 25%	Sustainable Spirits 15%	Big Data & Analytics 13%
Social Media Engagement 18%	Blockchain Authentication 7%	Biotech Enhancement 5%
	Smart Distilleries 6%	Smart Packaging 4%
		AR-based Experiences 4%
		Robotic Alcohol Dispensing 3%

RESEARCH

COMPANY AND PRODUCT/SERVICE DESCRIPTION:

- Focus Products: Wine and aromatherapy products
 - Lavender-Infused Wines: Handcrafted with locally sourced ingredients
 - i. Unique lavender notes for a distinctive flavor
 - ii. Appeals to wine enthusiasts seeking something special
 - Aromatherapy Products:
 - i. Includes essential oils, bath salts, lotions, and wellness items
 - ii. Promotes relaxation and well-being
 - iii. Ideal for self-care routines
- Target Audience: Customers who value high-quality, natural products with calming benefits

COMPETITIVE REVIEW:

White Oak competes with other Virginia lavender farms, including:

- Seven Oaks Lavender Farm (Catlett, VA) — Seasonal U-Pick experiences, family-friendly atmosphere.
- Blooming Hill Lavender Farm (Purcellville, VA) — Small boutique farm with a garden setting, gift shop, and teas.
- Under the Stars Farm (Gloucester, VA) — Focuses on U-Pick lavender, creative workshops, and dining events.

Key Differentiators:

- Year-Round Operations — Open all seasons, unlike many competitors with limited summer hours.
- Winery & Brewery Integration — Offers lavender-infused wines, craft beer, and cider, creating a unique visitor draw.
- Comprehensive Visitor Experience — Combines education, relaxation, and entertainment in a single destination.

White Oak Lavender Farm stands out by blending agritourism with unique lavender-based products, making it a top choice for visitors seeking a relaxing and immersive experience.

PROMOTIONAL PROGRAM SITUATION ANALYSIS

When a customer joins one of these clubs or subscriptions the customer will get exclusive member discounts, privilege parking at the farm, and access to member only event.

- Relaxation Club
- Agritourism Club
- WOLF Pack Wine Club
- Discovery Area Club



Purple Friday is a spin off of Black Friday

Current subscription models focus on customer choice, allowing them to personalize gift boxes instead of receiving the same items monthly. This enhances satisfaction and encourages product exploration.

WOLF now emphasizes its bath products, aromatherapy, and gourmet food delights more to showcase how customers can bring the experience home, reinforcing that it offers more than just wine.



RESEARCH

BUYER ANALYSIS

USER PROFILES

Demographics

- Couples, middle - upper class professionals, retirees, health conscious customers

Geographics

- Harrisonburg locals, college families, vacationers, urban shoppers

Psychographics

- Luxury and experience seekers, wine connoisseurs, self care enthusiasts.

Behavioristic

- Loyal visitors, seasonal visitors, exploratory shoppers, occasion based shoppers

BUYING BEHAVIOR

Limited Problem Solving

Consumers may compare options, read reviews, or seek recommendations, but the decision-making process is not complex .

Involvement Level

Consumers seek quality, scent, flavor, thoughtfulness, and natural ingredients when buying wine, self-care products, and gifts for others. For these reasons there is a high involvement level in the purchases.

Key Influences

- Scent, texture, and quality of lavender-based products
- Customers favor small-batch, local, and eco-friendly brands.
- Farm visits, wine tastings, and interactive workshops enhance emotional connections.
- Buyers weigh affordability against premium quality + uniqueness of farm-grown products.
- Reviews, word-of-mouth, and influencer recommendations influence decisions.

CDM PROCESS

Need Recognition

Customers seek relaxation, a high-quality wine, or a unique gift, prompting interest in lavender-infused products.

Information Search

The customer browses the website, read reviews, explore social media, or hear about the brand through friends, influencers, or visits.

Evaluation of Alternatives

the customer compare farm-grown lavender products with mass-produced options, considering quality, price, and sustainability.

Purchase Decision

Customers buy online, in-store, or at an event sometimes as a planned or impulse purchase, especially after a positive farm experience.

Post Purchase Evaluation

Satisfaction leads to repeat purchases, social media sharing, and brand advocacy, while dissatisfaction may result in feedback or refunds.

PRIMARY RESEARCH - CUSTOMER THOUGHTS

ATMOSPHERE & ACTIVITIES

- Serene environment with well maintained grounds
- Live music to enhance the relaxing experience
- Features animals like horses, alpacas, and goats making it a family friendly experience

WINE & TASTING EXPERIENCE

- Offers lavender infused wine, wine flights, and wine slushies
- Some customers live the uniqueness of the wine while others find it to be an acquired taste
- Portable tastings allow guests to enjoy wine anywhere on the farm

GIFT SHOP & PRODUCTS

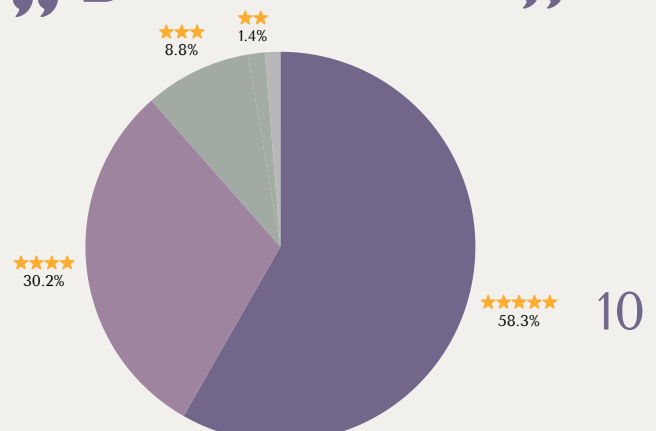
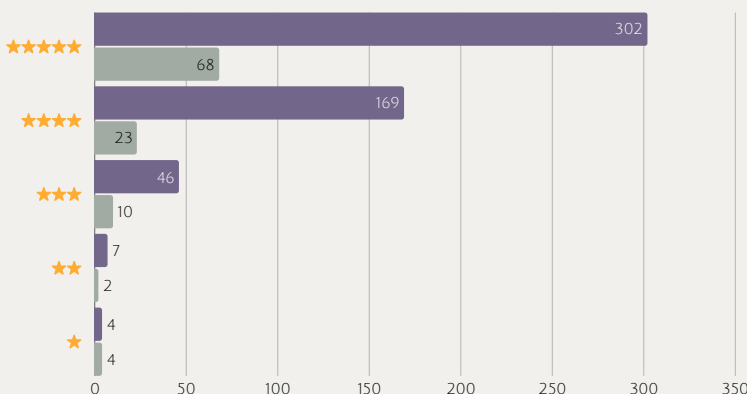
- Wide range of lavender infused products, including bath items, gourmet food, and home decor
- Guests appreciate quality and variety of available merchandise
- Sells lavender plants for guests to grow at home

“Heaven. On. Earth. I loved everything about the White Oak Lavender Farm and The Purple Wolf. Kylie C. - 5 Stars”

“I loved this place ! We had such a blast learning about the farm and lavender! I will be coming back to enjoy the farm soon. Erica C. - 5 Stars”

“A place like none other, I love the peaceful, calming atmosphere and setting of this farm. Tricia S. - 5 Stars”

● TRIP ADVISOR REVIEWS ● YELP REVIEWS



SEGMENTATION & TARGETING

PRIMARY TARGET

35-50 year old women - Lavender Lovers

- Demographic: women, middle to upper class professionals, retirees, health-conscious customers
- Geographic: Harrisonburg, VA and surrounding areas
- Psychographic: Luxury and experience seekers, self-care enthusiasts, values experiences over material goods
- Behavioristic: shops online, exploratory shoppers, occasion-based shoppers, wellness focused

REASONING

This segment was chosen because the customer are primary consumers in the self care, wellness, and luxury goods industry. The increasing popularity of self-care and wellness trends further supports this choice, as these consumers actively seek out natural, high-quality products to enhance relaxation and well-being. Additionally, this group has higher disposable income to invest in premium products and frequently shops online, aligning with Lavender Oak Farms' e-commerce goals. According to YouGov 52% of motivations for self care in adults is for managing stress in which lavender can be very useful for.



SHERYL SMITH

MOM

AGE 38
GENDER WOMAN
LOCATION HARRISONBURG, VA

ABOUT

She enjoys activities that are both relaxing and energizing, helping her body and mind feel at ease. While staying active, she also prioritizes self-care, ensuring a balanced approach to well-being. Mindful of her health, she chooses products with clean ingredients to support her overall wellness. Her lifestyle reflects a commitment to self-care, creating a calm, sustainable, and rejuvenating way of living.

GOALS

She is dedicated to achieving balance in her life, striving to maintain a consistent wellness routine that supports her physical fitness, mental clarity, and emotional well-being—without overspending.

SKILLS

Tech-savvy



Communication



Social Confidence



PERSONALITY

Problem Solver ● ● ● ● ● ●

Caring ● ● ● ● ● ●

Adaptable ● ● ● ● ● ●

Outdoor Oriented ● ● ● ● ● ●

FRUSTRATIONS

Finding reliable and affordable resources for health and relaxation can be challenging. She strives to discover high-quality products that she actually enjoys without overspending, but this ongoing search can sometimes be frustrating. These obstacles occasionally make it difficult for her to fully embrace relaxation and achieve her wellness goals.

FAVORITE BRANDS



SEGMENTATION & TARGETING

SECONDARY TARGET

21-35 year old couples - Wine Enthusiasts

- Demographic: Young couples, newly weds, hobbyists
- Geographic: Baltimore, MD and surrounding areas
- Psychographic: Wine connoisseurs, social and experience-driven consumers, Values locally produced goods, interested in subscription services and curated gift boxes
- Behavioristic: Exploratory shoppers, shops online for specialty wines and unique tasting experiences, more likely to try new brands and explore different wine pairings

REASONING

This segment was chosen because according to the Wine Market Council, millennials are the largest wine-consuming generation, accounting for 28% of total wine consumption in the U.S. Younger couples in their 20s and 30s are eager to explore new wines and brands, favoring locally produced, artisanal products. Their interest in wine subscriptions and curated experiences makes them ideal for Lavender Oak Farms' farm-to-bottle offerings, including tastings, gift boxes, and special promotions.



ETHAN AND MARISSA SMITH
ACCOUNTANT + LAWYER

AGE 29 + 27
GENDER MAN + WOMAN
LOCATION NORTHERN VA

ABOUT

The Smith's are an ambitious couple from NOVA who share a passion for discovering unique wines. Their busy careers leave them craving relaxing weekend getaways and memorable date night experiences. As adventurous wine shoppers, they love exploring new flavors and often seek out boutique wineries that offer something beyond the ordinary.

GOALS

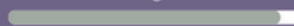
- Work-Life Balance – With demanding careers, they seek ways to unwind and enjoy meaningful experiences together.
- Creating Memorable Experiences – They prioritize special date nights, weekend getaways, and unique wine-tasting events.

SKILLS

Detail-Oriented



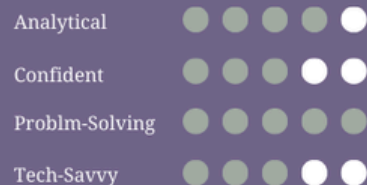
Critical Thinking



Time Management



PERSONALITY



FRUSTRATIONS

- High Shipping Costs – They often find that shipping fees for boutique wines can be expensive, making it less appealing to buy online.
- Limited Product Information – Some online stores lack detailed descriptions, reviews, or pairing suggestions, making it harder for them to make confident purchases.

FAVORITE BRANDS



POSITIONING STRATEGIES

AUTHENTIC AFFORDABLE TRUSTED



For Lavender Lovers, White Oak Lavender farm is the premium wellness brand that best delivers lavender-infused sensory experiences from farm grown products because Bloom + Thrive and only Bloom + Thrive has superior client services with performance based pricing, ensuring a personalized and results-driven marketing approach that elevates the brand's presence and connects it to its audience.



Among Wine enthusiasts, White Oak Lavender farm is the brand of artisanal wineries that offers unique lavender-infused wine experiences because these locally sourced wines combined with natural lavender aromas create a distinctive and memorable flavor profile that wine lovers crave.

White Oak Lavender Farm's positioning is authentic because it emphasizes farm-to-product integrity, ensuring that its lavender-infused goods are directly sourced from its own fields. People can go to the farm and discover where their products come while also educating themselves.

Premium offerings of farm-grown lavender products at various price points, ensuring accessibility without luxury-brand pricing. This balance makes self-care and relaxation affordable without compromising quality. 70% of consumer are shopping for less expensive products when shopping online according to JungleScout.

It's trusted due to its commitment to quality, transparency, and authenticity. Its farm-to-product approach ensures customers receive locally grown, handcrafted lavender goods, reinforcing credibility. According to Forbes, consumers trust shapes how people shop online as it guides them to where the customer will spend their money.

MARKETING GOAL

INCREASE ONLINE SALES
CONVERSION BY ENGAGING 60% OF
IN-PERSON VISITORS TO MAKE
PURCHASES ONLINE BETWEEN VISITS,
ACHIEVING THIS GOAL BY MAY 31ST,
2026, THROUGH TARGETED
MARKETING STRATEGIES AND
TACTICS



To measure whether the marketing goal is achieved, key metrics will be tracked.

- Online sales conversion rate from in person visitors
- Website traffic & returning visitors,
- Social media engagement & ad performance
- Customer surveys & feedback

CAMPAIGN THEME

FROM OUR FARM TO YOUR HOME

This campaign theme was selected to highlight the unique experiences available at the farm while emphasizing the convenience of how someone can enjoy them at home too.



Emphasizes that the products are grown, crafted, and sourced directly from the farm which ensures high quality and transparency



Makes the customers feel connected to the farm even when the customer purchase online. This highlights that the customers can experience the farm's benefits without having to visit it in person, reinforcing the ease of online shopping.



Works for all offerings, from lavender infused self care products to wine, this unifies the brand message.

COMMUNICATION GOALS AND STRATEGIES



Increase the percentage of consumers in the “Lavender Lovers and Wine Enthusiasts” who are aware of agritourism products by 20% by May 2026 by using social media and digital marketing.



Increase interest of consumers in the “Lavender Lovers and Wine Enthusiasts” who have interest in wine, aromatherapy and beauty products by 20% by May 2026 by using sales promotion and digital marketing.



Increase desire of consumers in the “Lavender Lovers and Wine Enthusiasts” who have a desire to make online purchases by 20% by May 2026 by using sales promotion and social media marketing.



Increase the number of online sales to “Lavender Lovers and Wine Enthusiasts” by 20% by May 2026 by using promotional products and digital marketing.



Increase the number of repeat customers to White Oak’s website by 15% by May 2026 for “Lavender Lovers and Wine Enthusiasts” by using print media and social media marketing.

CREATIVE BRIEF



BLOOM & THRIVE
MEDIA AND AD AGENCY

CLIENT

WHITE OAK LAVENDER FARM

PROJECT MANAGER

BLOOM & THRIVE MEDIA AND AD AGENCY

PROJECT DATE

JUNE 1ST 2025 -MAY 31ST 2026

PROJECT OVERVIEW/PROBLEM

- Bloom & Thrive has been tasked to create brand awareness for White Oak Lavender Farm using multiple forms of communication to increase online sales of all products the company offers. The ultimate goal is to transform clicks into connections, fostering meaningful interactions that drive growth and loyalty.

TARGET AUDIENCE

- 35-50 year old women - Lavender Lovers
 - Demographic: women, middle to upper class professionals, retirees, health-conscious customers
 - Geographic: Harrisonburg, VA and surrounding areas
 - Psychographic: Luxury and experience seekers, self-care enthusiasts, values experiences over material goods
 - Behavioristic: shops online, exploratory shoppers, occasion-based shoppers, wellness focused
 - They currently think well known brands are the best in the market, and that they are the easiest to access
 - The goal is to position White Oak Lavender Farm's products as superior to mass-produced alternatives while emphasizing that they are just as convenient to purchase online.

COMMUNICATION OBJECTIVES

- Increase the percentage of consumers in the "Lavender Lovers and Wine Enthusiasts" who are aware of agritourism products by 20% by May 2026 by using social media and digital marketing.
- Increase desire of consumers in the "Lavender Lovers and Wine Enthusiasts" who have a desire to make online purchases by 20% by May 2026 by using Sales promotion and social media marketing.

PRODUCT POSITIONING

White Oak Lavender Farm offers handcrafted and fresh products with sustainable farming practices, combining therapeutic benefits of lavender with artisanal winemaking, to create a relaxing experience

CAMPAIGN THEME

From Our Farm To Your Home

STORY

Violet spent years caring for everyone but herself, leaving her stressed and exhausted. One day, she discovered Lavender Oak Farms and their farm-grown relaxation products. Intrigued, she ordered lavender-infused wine and bath soaks.

When the package arrived, the soothing aroma instantly calmed her. That evening, she sipped her wine, soaked in a warm bath, and finally felt at peace. From then on, small moments with Lavender Oak Farms—lighting a candle, enjoying lavender honey—became part of her routine, reminding her that relaxation could come right to her home.

DELIVERABLES

- Communication Channels
 - social media marketing
 - digital marketing
 - sales promotion
 - direct marketing
- Advertising Appeal
 - emotions
 - appealing to consumer's emotions can increase engagement, memorable messaging, and improved brand perception
 - this will be meaningful because the customer will be able to relate to the message Bloom & Thrive is attempting to portray
- Message strategy
 - Use of this product will allow you to instantly become relaxed and relieve you from your stress
 - The target audience consists of employed women who are frequently stressed due to work, with a focus on highlighting the relief the customer will experience after using White Oak's products.
- Creative Executional framework
 - demonstration
 - imagery
 - dramatization
- Creative considerations
 - colors
 - types of graphics
 - logos
 - promises
- Creative Tactics
 - visual and narrative storytelling
 - personalized content for the target audiences
 - customization