

**HELLO  
FRESH**

Digital Marketing Strategy  
by Peyton Ashauer

# TABLE OF CONTENTS

Part 1: Measurement Strategy.....3	Part 3: Meta Investment.....32
Part 2: Google Search Ads.....15	Part 4: CTV Advertising.....46

# *Background* INFORMATION

The objective of this presentation is to create a comprehensive measurement strategy based solely on front-end website analysis. The goal is to identify key metrics that will inform business outcomes and digital marketing performance, guiding future optimization efforts.





# Why Does This Site Exist?



**Purpose:** HelloFresh's website is a direct-to-consumer platform for purchasing meal kit subscriptions. The website helps customers explore meal plans, customize orders, and manage their subscriptions, making healthy meal prep convenient and accessible.

**Key Measurement Outcome:** Track how well the site serves its core purpose, such as user engagement with meal plans, ease of subscription management, and overall user satisfaction.



# KEY AUDIENCES

**Key Measurement Outcome:** Develop segment-specific engagement metrics, such as time spent on meal selection or frequency of recipe browsing.

## *[ Busy Professionals ]*



Need quick and healthy meal solutions.

## *[ College Athletes ]*



Require nutritious, performance-boosting meal plans.

## *[ Families ]*



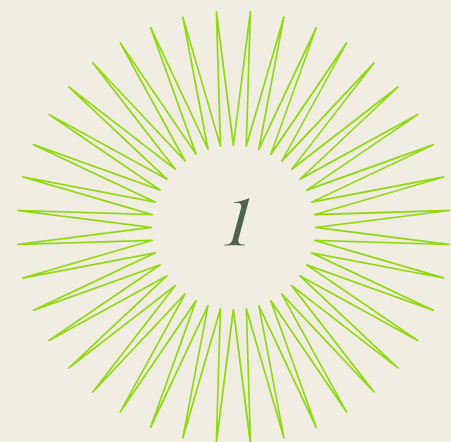
Seeking time-saving meal prep options.

# *Main* LANDING PAGES

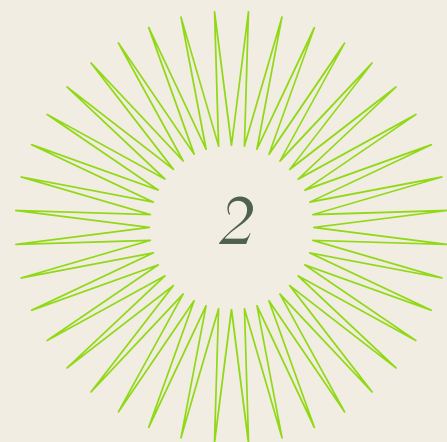
Interest Area Tie-ins:

- Busy professionals and health-conscious individuals engage with the Meal Plan Selection Page.
- Families and college athletes may explore options tailored to their nutritional needs on the Recipes Page.

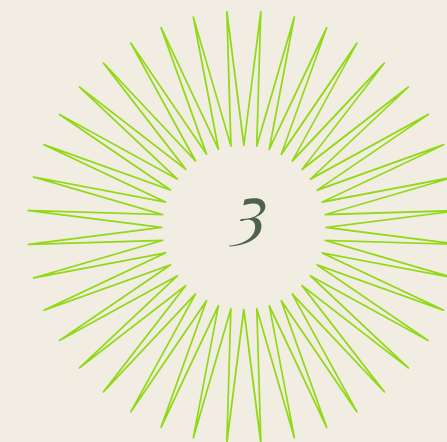
**Key Measurement Outcome:** Identify which audience segments engage with each landing page and optimize pages to improve engagement and conversion



*Home Page*



*Meal Plan Selection  
Page*



*Recipes Page*

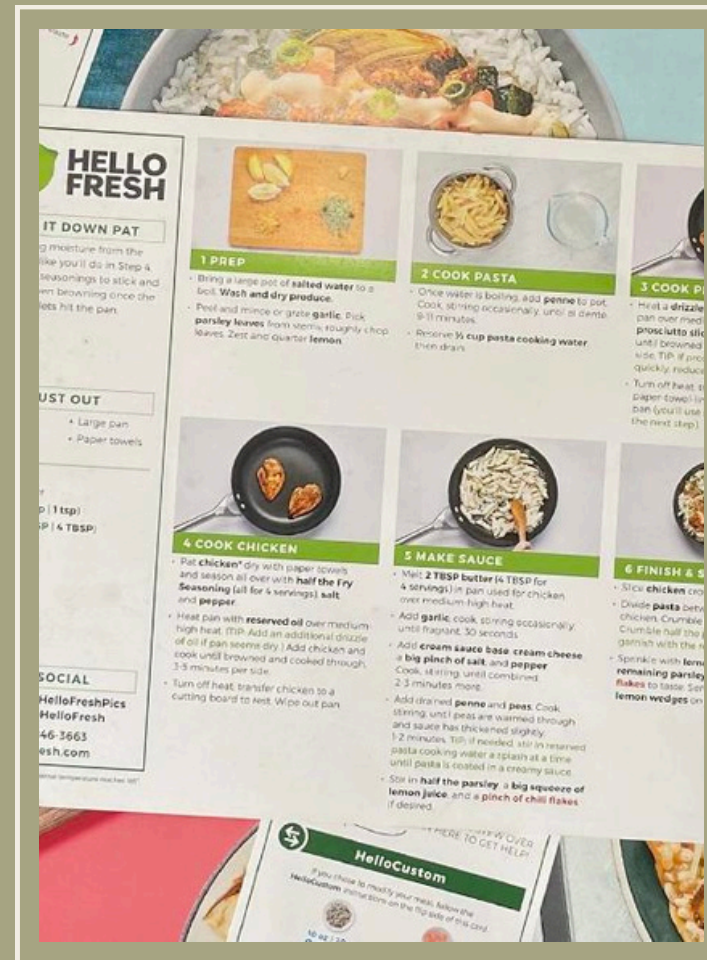
# CORE FUNCTIONALITY ELEMENTS

**Key Measurement Outcome:** Track usage of these functionalities to improve ease of use and reduce friction points in the user journey.

○○○



**Subscription Customization:** Allows users to tailor meal kits.



**Recipe Browsing & Filtering:** Users explore and choose from a variety of meal options.



**Account & Subscription Management:** Return customers can manage orders easily.



**Checkout Process:** Key moment for conversion.

# RECOMMENDED CONVERSION EVENTS

**Outcome:** Optimizing each step in this funnel can improve overall subscription rates and reduce drop-offs

1

*Homepage Engagement:*  
Tracks visits & interactions (scrolls, clicks on meal plans).

2

*Meal Plan Selection:*  
Measure customization activity (number of meal plan views, selection engagement).

3

*Subscription Completion:*  
Track how many users reach and complete the checkout process.

# MICRO CONVERSION EVENTS

**Outcome:** Optimizing each event can improve overall subscription rates and reduce drop-offs

1

*Recipe Page Views:* Monitor engagement for brand awareness.

2

*Account Creations:* Higher likelihood of repeat customers.

3

*Newsletter Signups:* Email as a key channel for future customer engagement.

4

*Cart Abandonment:* Track reasons for drop-off and optimize checkout process.

5

*Gift Card Purchases:* Allows for secondary revenue and brand expansion.



*Connecting with Other*  
**GOOGLE PRODUCTS**

**Outcome:** These integrations improve data visibility, inform advertising decisions, and drive organic traffic.

*Google Search Console*

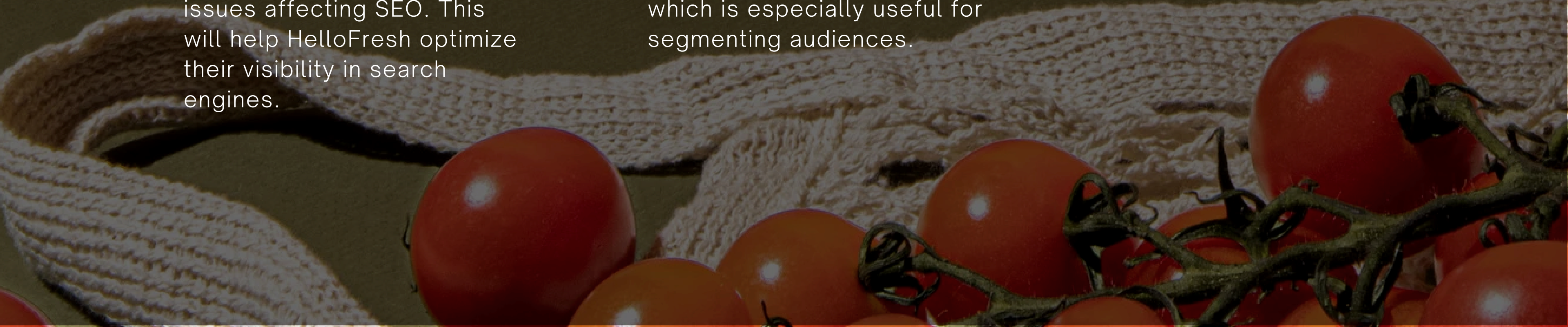
Monitors organic search performance, keywords driving traffic, and technical issues affecting SEO. This will help HelloFresh optimize their visibility in search engines.

*Google BigQuery*

Analyzes large datasets for deeper insights into user behavior trends over time, which is especially useful for segmenting audiences.

*Google Search Ads*

Allows HelloFresh to capture users actively searching for meal kits or similar services.



# *Google Signals for* ADS PERSONALIZATION

**Recommendation:** Use Google Signals to track cross-device behavior and create personalized advertising experiences. Google Signals captures user behavior across mobile and desktop devices, allowing HelloFresh to retarget ads based on previous site interactions.

**Outcome:** Better-targeted ads result in higher conversion rates and more effective marketing spend.



# *Suggested* MARKETING CAMPAIGN

**Landing Page:** Focus on the Meal Plan Selection Page since it's where most conversions happen (customization and selection lead to subscriptions).

## *Google Search Ads*

Capture users actively searching for meal planning solutions.

## *Programmatic Advertising*

Use display ads to retarget users who have visited but not yet converted.

## *CTV*

Run video ads on streaming platforms to create broader brand awareness.

**Outcome:** These channels collectively drive users back to the site, targeting multiple stages of the customer journey

# UNDERSTANDING AUDIENCES

## Main Events to Watch:

- **Time on Site:** Indicates overall engagement.
- **Page Views:** Tracks overall traffic and landing page success.
- **Cart Abandonment:** Identifies where users drop off in the funnel.
- **Subscription Completions:** Key conversion metric.
- **Ad Click-Through Rate:** Measures effectiveness of ads driving traffic.



*{ Repeat Customers }*

Subscribers who have previously paused or canceled their subscriptions.

*{ Remarketing Audiences }*

Users who visited the site but did not subscribe.

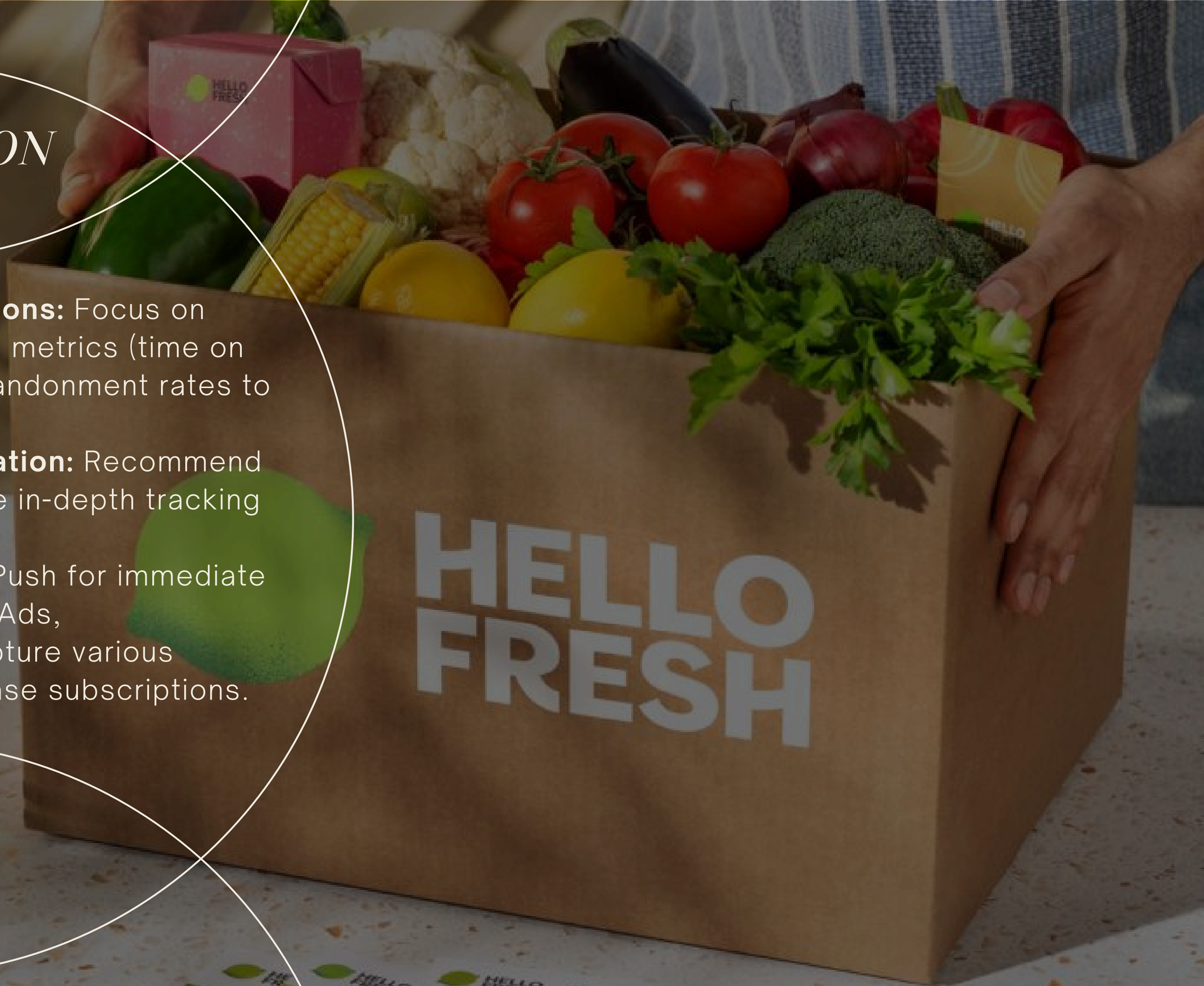
*{ Top Customers }*

High-value, frequent purchasers.

**Outcome:** Monitoring these metrics ensures a comprehensive understanding of audience behavior and campaign success.

## *CONCLUSION*

- **Measurement Recommendations:** Focus on conversion rates, engagement metrics (time on site, page views), and cart abandonment rates to optimize the funnel.
- **Google Analytics Implementation:** Recommend immediate integration for more in-depth tracking of user journeys.
- **Campaign Launch Approval:** Push for immediate launch across Google Search Ads, Programmatic, and CTV to capture various audience segments and increase subscriptions.



PART TWO:

*Google Search Ads Campaign*

# COMPETITOR ANALYSIS

HelloFresh stands out by offering a combination of convenience, affordability, and nutrition. With **quick-to-prepare meals, diverse recipe options, and customizable plans**, HelloFresh caters to **a wide range of dietary preferences and lifestyles**.

Whether you're looking for nutritious meals or simply want an easy, time-saving solution, HelloFresh delivers high-quality options at an accessible price.

## [ Blue Apron ]



Known for offering gourmet-style meal kits, Blue Apron focuses on complex, high-quality recipes; however, their meals typically require more preparation time, which may not suit individuals seeking quick and easy meal options.

## [ Home Chef ]



Home Chef provides a wide variety of customizable meal options. While they offer flexibility, their emphasis is more on variety rather than on convenience for those looking for faster meal solutions.

## [ Sunbasket ]



Sunbasket specializes in organic, health-focused meal kits with premium ingredients; however, their higher price point might be a limiting factor for individuals seeking more budget-friendly meal kit services.

# *About* GOOGLE SEARCH ADS

Google uses **AI** to enhance search ads through **Smart Bidding** and **Responsive Search Ads**. **Smart Bidding** optimizes bids in real-time based on conversion likelihood, and **Responsive Search Ads** allow Google to mix and match ad copy to improve performance. This will help HelloFresh by efficiently targeting the right audience, adjusting bids automatically to maximize conversions within the set budget, and testing various ad copy combinations for optimal engagement.





# Campaign Goal

*The primary goal of this Google Search Ads campaign is to **drive web traffic** and **convert visitors into subscribers** by promoting HelloFresh's meal kit subscriptions. Specifically, this involves increasing engagement on the Meal Plan Selection Page and boosting subscription completions through targeted keywords.*



# KEY AUDIENCES

Busy Professionals prioritize quick, nutritious meals.  
College Athletes focus on performance-enhancing nutrition.  
Families seek balanced, customizable meal options.



## *College Athletes*

- Age: 18-24
- Location: College towns
- Psychographics: Motivated by performance; seek nutritious, high-protein meals
- Digital Behavior: Active on social media; follow fitness influencers



## *Busy Professionals*

- Age: 25-45
- Location: Urban/suburban areas
- Psychographics: Value convenience and health; prioritize work-life balance
- Digital Behavior: Engaged with meal delivery apps and health-focused content



## *Families*

- Age: Parents 30-50
- Location: Suburban/rural areas
- Psychographics: Focused on health and nutrition; value family bonding through meals
- Digital Behavior: Use parenting blogs and family-oriented websites

# CAMPAIGN TARGETING DETAILS:



## Devices:

- Desktop
- Tablet
- Mobile



## Locations & Languages:

- Locations: United States
- Languages: English



## Goal and Bid Strategy:

- Goal: Drive web traffic and convert visitors into sales (subscriptions)
- Bid Strategy: Maximize Conversions using Smart Bidding



## Budget:

- Total Budget: \$36,000
- Monthly Breakdown:
  - January: \$15,000
  - February: \$12,000
  - March: \$9,000



## Ad Scheduling:

- Hours: Ads will run from 8 AM to 10 PM to capture users throughout the day.
- Weekends: Ads will also run on weekends, as families may plan meals during this time.

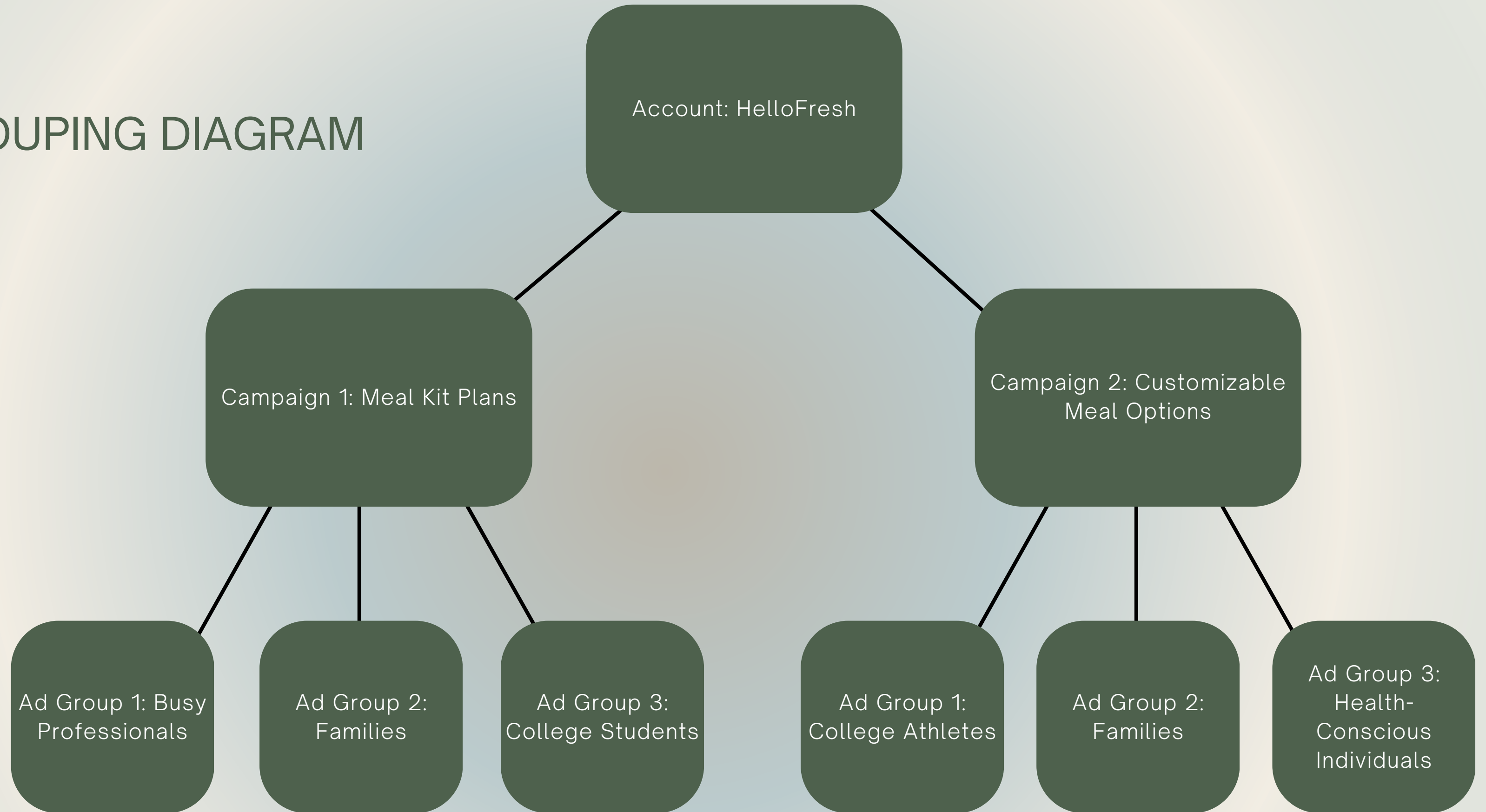


## Start and End Date:

- Start Date: January 1, 2025
- End Date: March 31, 2025

**January to March:** Focus on capturing the New Year resolution audience, emphasizing healthy meal options. This timeframe targets families looking to establish better eating habits early in the year.

# AD GROUPING DIAGRAM



# *Keyword* STRATEGY

## *Semantic Search*

Focus on intent-based keywords like "healthy meal kits," "easy meal delivery service," "meal kits for athletes," and "family-friendly meal plans."

## *Close Variants*

Include similar keywords such as "meal prep service," "healthy food delivery," and "nutrition-packed meal kits."

## *Broad Match*

Broad match keywords will capture various search intents, maximizing reach while using **Smart Bidding** to control budget efficiency.

## *Optimization Score*

Monitor the optimization score to improve ad relevance, landing page experience, and bidding efficiency.s.

Three orange slices are scattered across the top and left side of the page. One is at the top center, one is to its right and slightly lower, and a larger one is on the left side, partially overlapping the 'KEYWORDS' section.

## KEYWORDS

**Negative Keywords:** “free meal kits,”  
“cheap meal kits” (to avoid attracting low-  
intent users), “fancy meal kits.”

### *{ For Families }*

"family meal subscription service,"  
"kid-friendly meal kits,"  
“customizable meal kits.”

### *{ For College Athletes }*

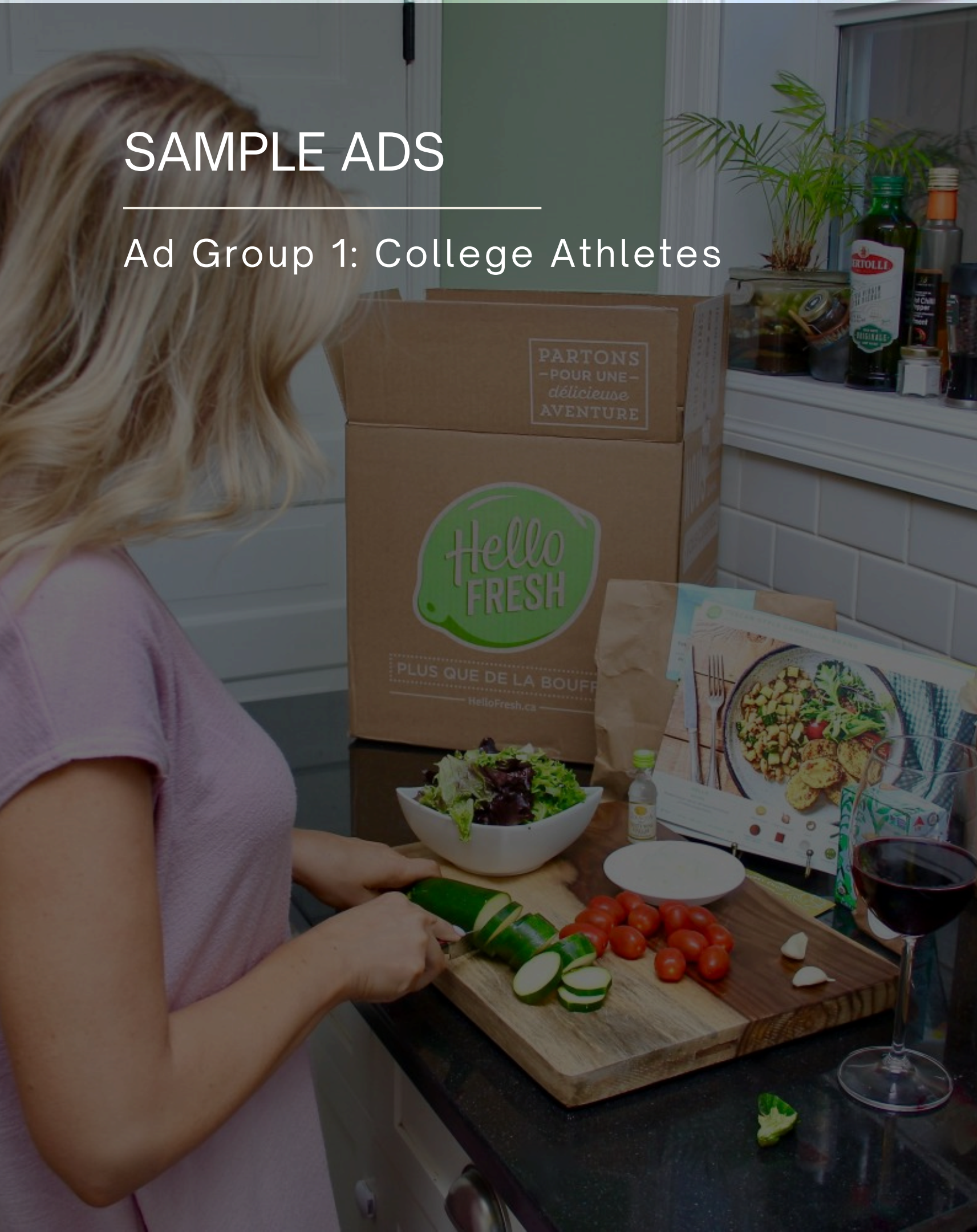
"performance meal kits," "high-  
protein meals," “customizable  
meal plans,” “meal kits for  
athletes.”

### *{ For Busy Professionals }*

"quick healthy meals," "easy meal  
delivery for professionals."

# SAMPLE ADS

Ad Group 1: College Athletes



*Search Query: "healthy meal kits for athletes"*

**Fuel Your Performance with Healthy Meals**

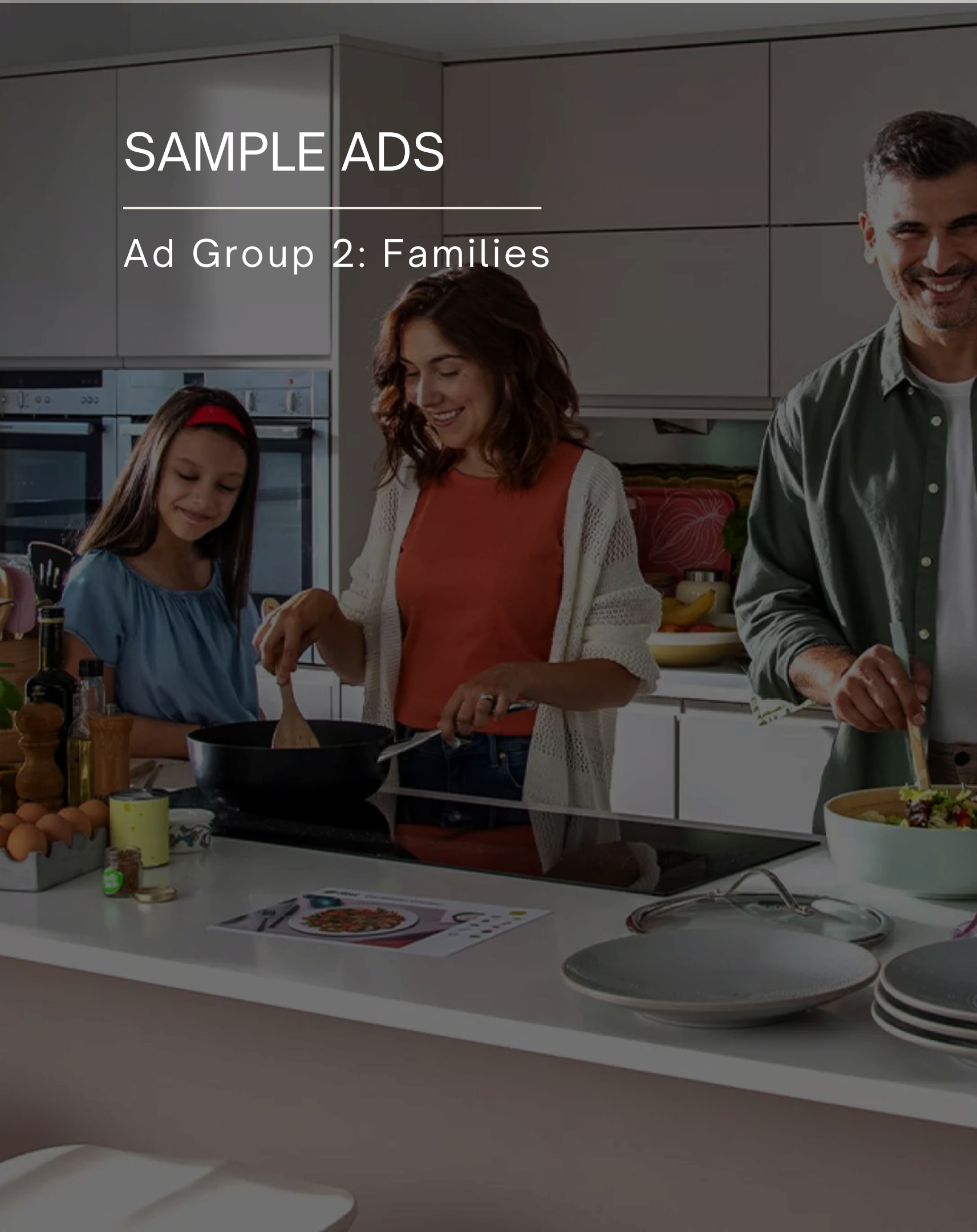
**AD** <https://www.hellofresh.com/plans>

Looking for nutrient-packed, **high-protein meals** tailored for **athletes**? Get started with HelloFresh's **customizable meal plans** delivered to your door.

# SAMPLE ADS

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## Ad Group 2: Families



*Search Query: “meal kits for families”*

### **Kid-Friendly Meal Kits for Your Family**

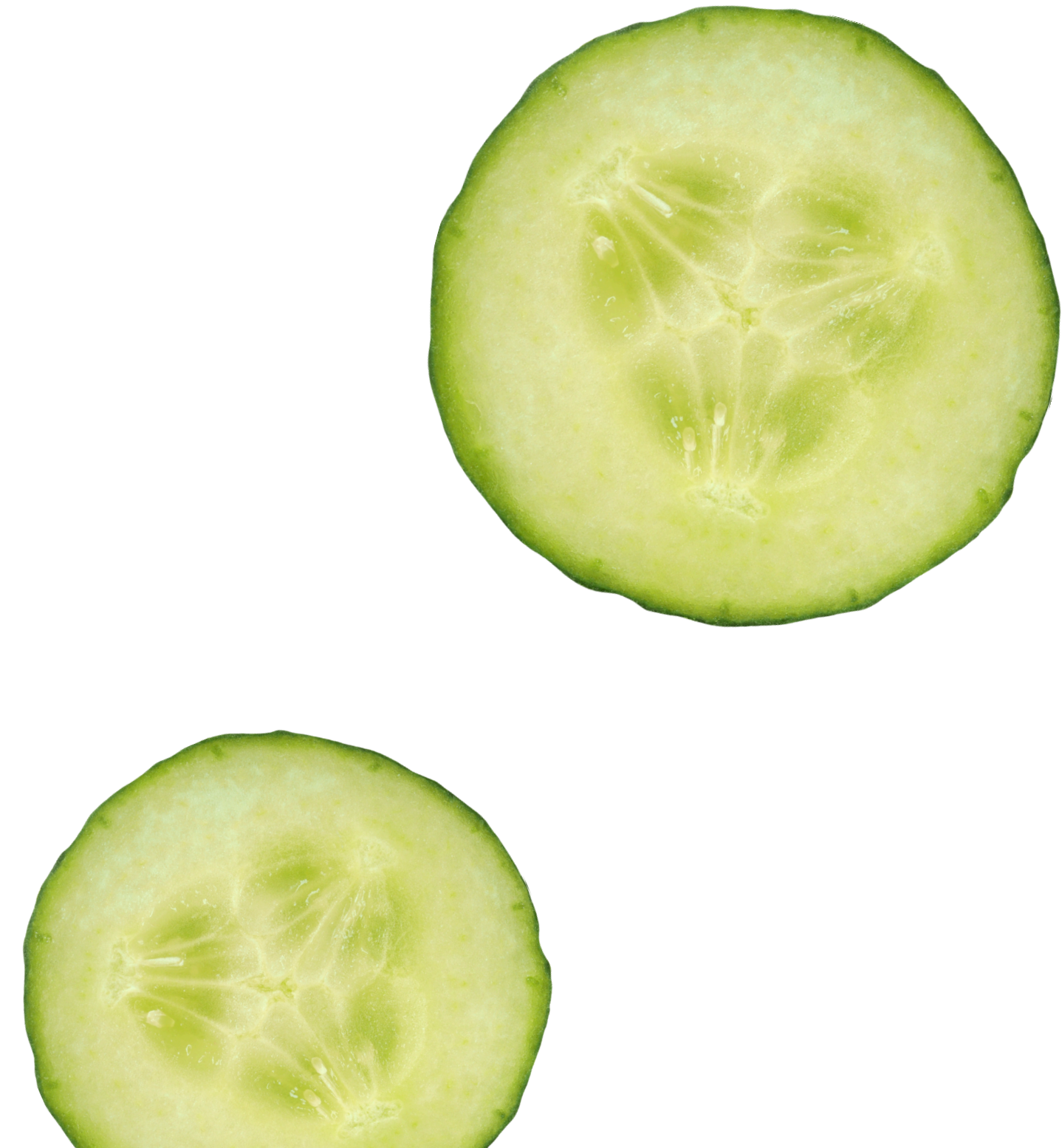
**AD** <https://www.hellofresh.com/plans>

Save time and feed your **family** healthy meals. Choose HelloFresh’s **customizable meal kit subscription services**.

# *Responsive Search Ads* AI AND ASSETS

Using **Responsive Search Ads** will maximize ad performance. By providing multiple headlines and descriptions, **Google's AI** will automatically serve the most effective combinations based on user queries and behavior, optimizing for better engagement and conversions.

Uploading **visual assets** (product images, meal plan previews) to enhance ads and linking to the most relevant landing pages, like the **Meal Plan Selection** and **Recipes Pages** will also encourage conversions.



# Budget ALLOCATION

## Campaign Duration: January to March (3 months)

- **Explanation:** Individuals tend to reassess their meal planning during the New Year as they set goals to eat healthier and find more time-efficient meal options. Starting in January allows us to capture this surge in interest, while February and March help to maintain momentum and retain newly acquired customers.

## Monthly Allocation:

- **January:** \$15,000 (capitalizing on the New Year's resolution period)
- **February:** \$12,000 (maintaining interest and driving conversions)
- **March:** \$9,000 (wrapping up the campaign while optimizing performance based on learnings from the first two months)



# Using the Performance Planner

*Google's Performance Planner will allow us to forecast the campaign's results based on our selected keywords, target audience, and budget. By inputting our campaign details into the tool, we can project impressions, clicks, cost-per-click (CPC), and return on ad spend (ROAS). The tool's insights will help us refine bidding strategies and ad copy over time.*

## **Performance Planner Projections:**

- **Projected CTR:** ~4.2%
- **Average CPC:** \$1.75
- **Expected Impressions:** 1,100,000
- **Expected Clicks:** 46,000

*This means that over the course of the campaign, we expect to generate 1.1 million impressions and around 46,000 clicks to the HelloFresh website. These numbers will allow us to further refine our strategy and focus on conversion optimizations.*



# GOAL METRICS

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The primary goal of this Google Search Ads campaign is to drive web traffic and convert visitors into subscribers through targeted ads promoting HelloFresh's customizable meal kits and easy subscription management.

- Target CPA (Cost per Acquisition): \$30
- Target ROAS (Return on Ad Spend): 400% or 4:1

This target means we expect every \$1 spent on ads to generate \$4 in revenue, which aligns with HelloFresh's business goals of improving subscription rates and increasing brand engagement.



## PROPOSED SUCCESS METRICS & ROAS CALCULATION

Based on the campaign projections:

- **Expected Clicks:** 46,000 clicks
- **Estimated Conversion Rate:** 4%
- **Estimated Conversions:** 1,840 conversions (46,000 clicks \* 4% conversion rate)
- **Average Revenue per Conversion:** \$100 (each new subscription generates \$100 on average)
- **Total Revenue:** \$184,000 (1,840 conversions \* \$100 revenue per conversion)
- **ROAS:** 5.11 (\$184,000 revenue / \$36,000 ad spend)

With this ROAS of 5.11, the campaign is expected to return \$5.11 for every \$1 spent, which is above the target of 4:1. This success metric shows that the campaign would be highly profitable for HelloFresh, driving significant revenue from new subscribers.

# *Conclusion*

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The proposed Google Search Ads campaign is expected to **drive significant traffic to the HelloFresh website, increase subscription rates, and generate a high return on ad spend (ROAS)**. By utilizing AI-powered Smart Bidding and Responsive Search Ads, we can maximize the impact of our budget, while carefully monitoring and optimizing the campaign based on performance insights.

Aligning this campaign with HelloFresh's overall marketing strategy will allow the company to capture new subscribers early in the year, take advantage of seasonal trends, and reinforce their position in the competitive meal kit industry. Given these projections, I highly recommend the client move forward with the proposed Google Search Ads campaign to achieve their business objectives.

PART THREE:

*Meta Campaign Plan*

# *Objective & Buying Type* RECOMMENDATIONS

Given HelloFresh's primary goal of increasing subscription rates, **conversions** on Meta will drive users to complete specific actions (e.g., signing up for a meal kit subscription). This complements the existing Google Ads focus on driving web traffic to key pages like Meal Plan Selection and Checkout.

Using the **auction** allows flexibility in budget and targeting adjustments based on real-time campaign performance. This approach helps optimize the budget more effectively to reach high-intent audiences, especially as HelloFresh aims for conversions.



# Audience Targeting

## **Primary Audience Type: Lookalike Audience**

- This helps HelloFresh to target individuals who share similar characteristics with current customers, increasing the likelihood of engagement and conversions

## **Additional Targeting: Interest-Based Targeting**

- For "Healthy Eating," "Fitness & Wellness," and "Family Activities" to resonate with the core audiences of college athletes, busy professionals, and families

**Exclusions:** Exclude current subscribers and recent website visitors who converted



# Advertisement PLACEMENTS

- **Facebook** and **Instagram** provide visibility to HelloFresh's primary audience across platforms, while **Audience Network** helps extend reach beyond Meta's native placements, offering high visibility to attract new users.
- Enable **Brand Safety Controls** to ensure ads appear in suitable contexts. By **excluding categories** like "Mature Content" or "Political Topics," HelloFresh can maintain a positive brand association and align with a health-conscious, family-friendly image.

## Facebook Feed

Offers high visibility and is ideal for engaging busy professionals and families who frequently browse this platforms

## Instagram Feed

Another core placement that maximizes reach within HelloFresh's target demographics


## Instagram Stories

Stories are popular for visually engaging ads and align well with HelloFresh's lifestyle-focused content, like meal preparation, healthy eating, and family meal moments


## Audience Network

Extends HelloFresh's reach beyond Facebook and Instagram, placing ads in apps and mobile websites that attract users with relevant interests

# AD FORMATS



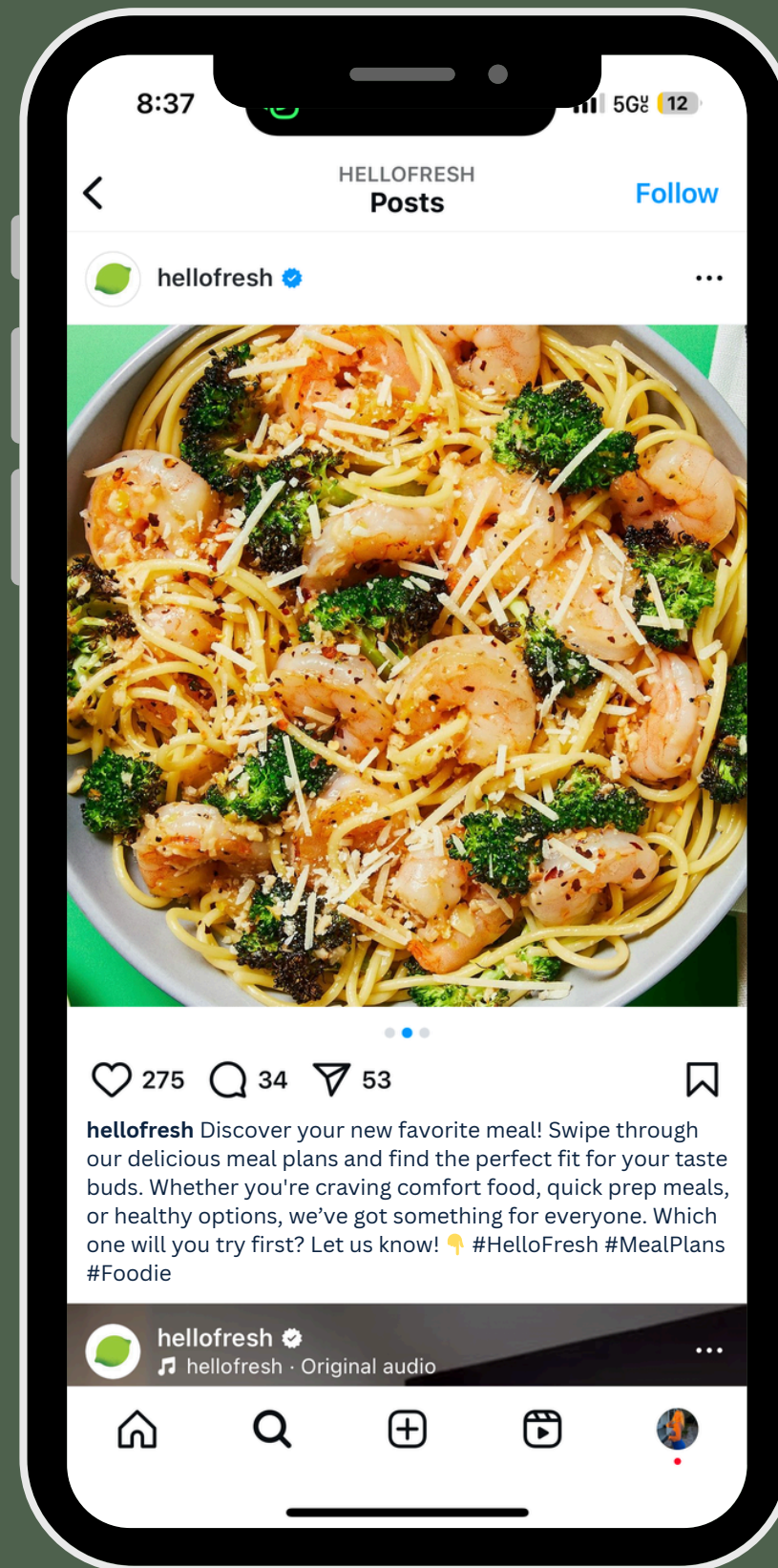
**Carousel ads** showcase different meal kit options and highlight benefits like convenience and customization.



**Video ads** illustrate the ease of meal prep and meal variety, crucial for busy professionals and families.

# SAMPLE ADS

*Carousel Ad Example:  
Images of different meal  
plan options*



*Video Ad Example:  
A 15-second reel  
showing steps from  
meal kit delivery to  
a ready-to-eat meal*



# BUDGET & BID STRATEGY

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*Total Campaign Budget: \$42,000*

*Recommended Bid Strategy: Highest Volume*

- Ideal for maximizing delivery and conversions within the set budget.
- Optimizes for the most conversions possible by adjusting to auction competition, ensuring that HelloFresh reaches the largest audience possible within the budget constraints. This helps to expand the subscription base.

*Budget Type: Lifetime Budget*

- Allows Meta's algorithm to allocate ad spend flexibly across high and low-performing periods, optimizing spend over the duration of the entire campaign.
- Ensures that HelloFresh's ads are delivered effectively without overspending on any single day and better accommodates audience fluctuations or seasonal engagement patterns.

*Using Highest Volume with a Lifetime Budget maximizes conversions, leverages budget flexibility, and ensures consistent ad delivery for the full campaign.*



# Campaign Parameters

## Frequency Cap

Limit to 2 impressions per week

Prevents ad fatigue and maintains user interest by avoiding overexposure, which maximizes the impact of each impression

## Dayparting:

Run ads between 8 AM and 10 PM

Targets peak browsing hours when HelloFresh's audiences are most likely active on social media to increase the likelihood of engagement and conversions

## Delivery Controls

Use Standard Delivery

Ensures the budget is evenly distributed across the campaign duration and provides consistent ad presence without overspending on any single day

## Pricing:

Dynamic Bidding with Highest Volume Strategy

Maximizes conversions by adjusting bids based on auction competition. Costs may decrease during low-competition periods, increasing budget efficiency

## Optimization Goals

Conversion-focused (new subscriptions)

Meta's algorithm prioritizes ad delivery to users most likely to subscribe, aligning directly with HelloFresh's primary goal of acquiring new subscribers

## Targeting:

Lookalike & Interest-Based Targeting with Exclusions

Focuses on Lookalike audiences (based on current subscribers) and Interest-Based targeting (e.g., "Healthy Eating"), excluding current subscribers and recent converters to avoid wasted ad spend

# PERFORMANCE GOALS

With the primary goal of **conversions** (subscriptions), the performance goals are as follows:

## Conversion Rate:

- Goal: 4% of users who click convert to subscribers
- Purpose: Drive engaged traffic to paid subscriptions

## Click-Through Rate (CTR):

- Goal: 2% CTR on ads.
- Purpose: Indicates effective targeting and ad messaging

## Return on Ad Spend (ROAS):

- Goal: 4:1 ROAS (\$4 revenue per \$1 spent)
- Purpose: Ensure campaign profitability

## Cost Per Conversion:

- Goal: Under \$30 per new subscription
- Purpose: Maintain efficient acquisition costs

## Impressions & Reach:

- Goal: 6.4M impressions to boost visibility
- Purpose: Maximize awareness in target segments





## PROPOSED SUCCESS METRICS

Based on the campaign projections:

**Budget:** \$42,000

**CPM (Cost per 1,000 Impressions):** \$6.53

**CTR (Click-through Rate) to Site:** 2%

**Conversion Rate (based on performance goals):** 4%

**Average Revenue per Subscriptions:** \$100

**Total Impressions:**  $42,000 / 6.53 \times 1000 = 6,431,853$

**Website Visitors:**  $6,431,853 \times 0.02 = 128,637$

**Conversions:**  $128,637 \times 0.04 = 5,145$

**Expected Return:**  $5,145 \times 100 = \$514,500$

**ROAS:** 12.26:1

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# *Learning Phase &* BUY-IN BENEFITS

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The **Learning Phase in Meta Ad Delivery** is when the platform's algorithm gathers data to optimize ad performance. During this time, Meta tests different audiences and placements to find those most likely to engage or convert, which helps improve ad targeting accuracy. This also leads to more efficient spending and higher conversion rates as the campaign progresses.

## **Key Benefits for Buy-In:**

- **Improved Efficiency & Conversion Rates:** After the Learning Phase, the algorithm delivers ads to the most responsive users, maximizing subscription conversions and reducing wasted spend.
  - **Data-Driven Insights:** Results from this phase reveal which creatives, placements, and audience segments perform best, informing future campaign adjustments.
  - **Commitment to Goals:** Completing the Learning Phase is essential to achieving HelloFresh's subscription goals because it allows Meta to align ad delivery with the campaign's objectives effectively.
-

# PERFORMANCE OPTIMIZATION

## Bid Pacing

- This strategy involves adjusting bids based on the remaining budget and the time left in the ad set. By entering auctions that are most likely to yield effective results, HelloFresh can optimize spending throughout the campaign.
- The goal is to maximize ad visibility and effectiveness while ensuring budget allocation aligns with the campaign timeline, leading to better overall return on ad spend (ROAS).

## Budget Pacing

- This approach focuses on adjusting how much of the budget is spent based on available opportunities for optimization events. If costs are aligned with the bid strategy, HelloFresh can allocate more budget to high-performing ads.
- The goal is to increase the number of successful conversions while maintaining cost efficiency. By capitalizing on favorable conditions, HelloFresh hopes to drive higher subscription sign-ups and enhance campaign performance.

## EXPECTED OUTCOMES

- **Improve Ad Efficiency:** Ensure that budget is spent wisely, targeting the most valuable auctions and opportunities.
- **Maximize Conversions:** Drive higher subscription rates through strategic budget and bid management.
- **Enhance Return on Investment:** Achieve better overall campaign results while keeping costs under control.

## DATA SOURCES

**Meta Pixel Data:** Track user interactions on the website to gather insights on conversion events, allowing for more effective retargeting and audience refinement

**Customer List:** Leverage existing customer data to create Lookalike audiences, targeting users with similar characteristics to those who have already converted

Utilizing data sources like **Meta Pixel** and **customer lists** provides actionable insights based on actual user behavior, leading to informed decision-making and targeted marketing. Regular analysis enables ongoing optimization of ad creatives and targeting strategies, enhancing ad personalization and increasing the likelihood of conversions, which ultimately ensures campaign effectiveness.



## *CONCLUSION*

This campaign expands HelloFresh's reach across key audience segments with a clear, conversion-focused objective on Meta. It leverages budget flexibility and real-time optimization, targeting a Lookalike Audience of potential subscribers effectively through engaging ad formats and by using a Highest Volume bid strategy with a Lifetime budget.

Aligning this strategy with HelloFresh's overall marketing objectives will enhance their competitive position in the meal kit industry and drive growth. Given these projections, I highly recommend moving forward with the proposed Meta investment strategy to achieve our business goals.



PART FOUR:

*Connected TV Advertising*

# *Benefits of* CTV ADVERTISING

CTV Advertisements provide the benefits of traditional TV advertising with all of the digital targeting and measurement capabilities. With this, it enables HelloFresh to reach a broader audience on platforms like Hulu, Roku, and other streaming services that align well with HelloFresh's target demographics (busy professionals, families, and health-conscious college athletes).

## *Highly Engaged*

CTV ads capture viewers' attention more effectively than traditional TV, reducing ad-skipping behavior.

## *Precise Targeting*

Allows for geographic, demographic, and behavioral targeting, reaching individuals actively seeking meal solutions.

## *High Completion*

Most CTV ads are non-skippable, maximizing visibility and message retention.

# CTV MESSAGE STRATEGY & OPTIMIZATION METRICS

The objective of the CTV message is to increase brand awareness at the **top of the funnel (TOFU)**, and give potential buyers more information about subscription offerings. This will be done via audience-specific ads and hashtags to attract or interact with consumers.

- **Channel Strategy:** Place ads on Hulu, Roku, and YouTube TV, targeting programs aligned with family, health, and lifestyle content.
- **Metrics:** Monitor ad completion rate, view-through rate, and brand lift; aiming for 90%+ completion, 5M impressions, and increased awareness.

**HELLO FRESH**

### GET IT DOWN PAT

Blotting moisture from the chicken, like you'll do in Step 4, allows the seasonings to stick and ensures even browning once the cutlets hit the pan.

### BUST OUT

- Large pot
- Zester
- Strainer
- Large pan
- Paper towels
- Kosher salt
- Black pepper
- Olive oil (1 tsp | 1 tsp)
- Butter (2 TBSP | 4 TBSP)

### GET SOCIAL

Share your #HelloFreshPics with us @HelloFresh  
(646) 846-3663  
HelloFresh.com

### 1 PREP

- Bring a large pot of salted water to a boil. Wash and dry produce.
- Peel and mince or grate garlic. Pick parsley leaves from stems, roughly chop leaves. Zest and quarter lemon.

### 2 COOK PASTA

- Once water is boiling, add pasta. Cook, stirring occasionally, until al dente, 8-11 minutes.
- Reserve 1/2 cup pasta cooking water, then drain.

### 4 COOK CHICKEN

- Pat chicken\* dry with paper towels and season all over with half the Fry Seasoning (all for 4 servings), salt and pepper.
- Heat pan with reserved oil over medium-high heat. (TIP: Add an additional drizzle of oil if pan seems dry.) Add chicken and cook until browned and cooked through, 1-3 minutes per side.
- Turn off heat, transfer chicken to a cutting board to rest. Wipe out pan.

### 5 MAKE SAUCE

- Melt 2 TBSP butter (4 TBSP for 4 servings) in pan used for chicken over medium-high heat.
- Add garlic, cook, stirring occasionally until fragrant, 30 seconds.
- Add cream sauce base, cream cheese, a big pinch of salt, and pepper. Cook, stirring until combined, 2-3 minutes more.
- Add drained penne and peas. Cook, stirring until peas are warmed through and sauce has thickened slightly, 1-2 minutes. (TIP: if needed, stir in reserved pasta cooking water a splash at a time until pasta is coated in a creamy sauce.)
- Stir in half the parsley, a big squeeze of lemon juice, and a pinch of chili flakes if desired.

**HelloCustom**

HERE TO GET HELP!

If you choose to modify your meal, follow the HelloCustom instructions on the flip side of this card.

# *Audience* JOURNEY

Introduce HelloFresh as the go-to meal kit service for convenience, health, and personalization. Build curiosity and establish top-of-mind awareness among target audiences

*Families*

Highlight family bonding  
and nutritious options

*Busy  
Professionals*

Emphasize time savings  
and meal simplicity

*Athletes*

Focus on performance-  
enhancing, customizable  
meal plans

## *Ad Specs*

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15- and 30-second ads in HD, 16:9 aspect ratio.

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Promote recall, establish HelloFresh's ease-of-use and nutrition benefits, and persuade viewers to consider it for convenient, nutritious meals.

## *Execution Methods*

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- **Repetition:** Consistent brand messaging in each ad iteration.
- **Feel-Good Appeal:** Showcase families and busy professionals using HelloFresh, highlighting ease and time savings.
- **Slice-of-Life:** Depict realistic daily routines where HelloFresh simplifies mealtimes

"Visit HelloFresh.com to start your healthy meal plan today! Get 20% off your first box with code FRESH20."

## *Call to Action*

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Promote recall, establish HelloFresh's ease-of-use and nutrition benefits, and persuade viewers to consider it for convenient, nutritious meals.

- **Audience Segments:** Focus on urban and suburban areas, targeting families and young professionals.
- **Contextual Targeting:** Place ads during health, fitness, and family programming

## *Targeting Choices*

# STORYBOARD

*[ Scene 1 ]*



Family preparing a HelloFresh meal together

*[ Scene 2 ]*



: Busy professional receiving a HelloFresh box.

*[ Scene 3 ]*



College athlete highlighting health-focused meal plans.

*[ Closing ]*



Call to action inviting viewers to the website with a discount code.



## A/B Testing

Test variations in messaging (e.g., emphasizing convenience vs. health benefits) and offer presentation



## Budget

**Production:** \$50,000 for two ads (15- and 30-second versions)

**Media Budget:** \$250,000

For CPM of \$50, expect about 5 million impressions with frequency capped at three views per user



# Move Forward with CTV

*The addition of CTV ads complements HelloFresh's current digital strategy, enhancing reach among potential subscribers and reinforcing brand presence across platforms. Given the low ad-skipping rates and strong targeting capabilities, CTV offers an effective way to engage HelloFresh's target segments.*



**Investment: \$378k**

**Impressions:**

- **Search:** 1,100,000
- **Meta:** 6,431,853
- **CTV:** 5,000,000
- **Total:** 12,531,853 impressions

**Revenue:**

- **Search:** \$184,000
- **Meta:** \$514,500
- **Total:** \$698,500

**Conversion Value:** 6,985 conversions;  
\$100/conversion

## *CONCLUSION*

This proposal effectively integrates CTV with existing Google Search and Meta campaigns, creating a comprehensive strategy across the customer journey. Key measurement indicators (ROAS, conversion rates) will inform optimizations, maximizing each channel's contribution to HelloFresh's subscription growth and engagement goals. For an investment of **\$378k**, you will receive **12,531,853 impressions**, **6,985 conversions**, and a revenue of **\$698,500**.