



Sustaining Adventure:

A Comprehensive PR Campaign for RXBAR

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Sustaining Adventure:

Setting the Scene

RXBar the company is as unique as RXBar the product. The paleo protein bar company, hailed from Glen Ellyn, Illinois stands out from the crowd due to its compelling philosophy: simplicity, quality, and authenticity. Springing from its humble beginnings -- as the vision of two friends in a basement kitchen, eager to invent a product with purpose -- this company has grown into a trendy health-food powerhouse. Ambitious Co-Founders (and childhood best friends) Peter Rahal and Jared Smith, have turned RXBar into a big, and growing name within the protein bar market in the five short years since the company's inception in 2013. In this time frame, RXBar has managed to capture the loyalty of a growing millennial consumer base, and has even become a staple within the fitness food category.

As of now, the company's product line consists of 8 carefully crafted protein bar flavors, each including 12 grams of protein at about 210 calories per bar, along with a 3-flavor kids line introduced mid-way through 2017 (Hall). In a somewhat crowded market, RXBar has differentiated itself from the competition by creating an intimate relationship with its own ingredients. On the front of every adult bar, the packaging reads: "3 Egg whites/6 Almonds/4 Cashews/2 Dates/No B.S." This direct and no-fuss branding approach has helped establish a

diverse consumer base for the company, winning favor among millennials and gym-goers alike, affirming that there is no singular image of what the RXBar customer looks like.

Marketed originally as a food to eat pre, mid, or post workout, the RXBar has since expanded its appeal to a much larger audience than just the fitness buff. In terms of overall marketing strategy, RXBar's target consumer is the active millennial, someone ages 20-35 who lives an on-the-go and health-oriented lifestyle. However, it's overall consumer base is much more broad. Generally, people who buy RXBars, are active and health conscious. This is the appeal of the RXBar brand: providing convenient and wholesome sustenance to people who care about what goes into their bodies. More specifically, RXBar customers are discerning, somewhat conscious consumers who understand the benefits of spending a little bit more on something in order to receive a product best fit for their health and well-being. Some target demographics which represent this consumer, are young mothers (who buy RXBars as a healthy snack option for their kids), the outdoorsman/woman, the busy urbanite, and of course, the fitness buff.

The Big Question:

What kind of PR campaign does RXBar need?

RXBar enjoys a strong foothold in the fitness industry, but is that enough? In a category with big name competitors such as Kind, Clif Bar, PowerBar, and Larabar -- the company could use every edge it can get if it has any chance of becoming the dominant protein bar brand. If the company wants to catapult itself to the next level, it needs more exposure, and an even broader (yet specific) brand appeal.

Campaign Objectives and Strategy:

In conducting this campaign, RXBar's Communication/Marketing team(s) would hope to complete a number of objectives, each strategically chosen to position the company as a more dominant force in the protein bar category. Here are the three big picture objectives for the campaign to focus on, and strategies to help execute these objectives:

1) Expand Brand Appeal

- Further the branding of RXBar in order to establish a more unique, specific, and identifiable company brand. This also entails increasing the general appeal of the RXBar brand.
 - Align visuals with values: make sure that RXBar's media presence and visual brand is consistent and representative of the company's philosophy.
 - Develop association between the brand and a fun, adventurous lifestyle that is appealing to the target demographic.
 - Emphasize that when one buys RXBar, they're buying an experience.

2) Increase Brand Exposure and Awareness

- Increase the public's awareness of RXBar products, along with awareness of RXBar's company brand.
- Social Media: Grow Instagram following by 100% (currently 241K followers).
 - Attract attention to RXBar's social media activity through an in depth media campaign.
 - Engage audience on social media.

- Create quality branded content for social media outlets that appeals to target demographic.
- Use Obtain at least 2 million neutral or positive media impressions
- Conduct multi-pronged social media and traditional media campaign to reach a broad audience.

3) Target and Infiltrate a New Industry/Demographic

- Establish RXBar as the go-to energy bar within a new industry that matches it's branding objectives.
 - Create a partnership within a new industry in order to help break into the market.
 - Engage the new target demographic through a variety of media outlets.

Campaign Concept:

When examining all of RXBar's current branding efforts, it is apparent that the company has room to grow. Thus, what RXBar really needs, is a fresh new PR approach that will amplify and enhance its brand. I believe that this lies in expanding the company's branding and social media strategy, which up until now, has had a somewhat narrow focus.

This brings me to my big idea, a campaign focused on making RXBar the go-to energy bar for the new age traveler: "Sustaining Adventure". Sustaining Adventure would be a multi-pronged campaign with a comprehensive and wholesome branding approach, to mimic the wholesomeness of the company as a whole. The campaign would utilize three separate components that would all converge to enact one overall brand expansion. The idea of

approaching a campaign from these three angles, is that the RXBar brand is inherently the company's value as a whole. Thus, the most effective way to execute a brand expansion is on multiple plains, which in this context, will be accomplished through the means of innovating *product*, building new *partnerships*, and broadening the company's *scope*.

Execution

1) Product

The most tangible aspect of "Sustaining Adventure", is the expansion of RXBar's product line to include three limited time flavors inspired by the native cuisine of three different world regions.

This is new. This is fresh. There are no protein bars on the market right now that utilize the culinary theme of internationalism. This would not only differentiate RXBar from its competitors, but it would create a unique association that is specific to the RXBar brand. This aspect of the campaign is necessary, because it gives the company an impetus for a new PR campaign, and for reaching out towards a new audience. The new line itself gives tangible grounding to an otherwise abstract idea that RXBar is meant to be consumed by the traveler and lover of international cuisine.

2) Partnerships

The second building block of this campaign, would be the formation of a Partnership with AirBnb. In this partnership, RXBar would team up with AirBnb to organize three exclusive

travel experiences within in the three regions that the new line of bars would be based off of. As part of the Sustaining Adventure campaign, RXBar customers would have the chance to enter a competition via social media to vie for the opportunity to win these “adventures” with all expenses paid. On top of this, RXBar and AirBnb would host similar experiences for three chosen social media influencers, during which they would document their adventures to create creative content to use as promotional material later on in the campaign.

This partnership would be very strategic, because it would provide a huge amount of exposure for RXBar, while creating an association with a company that is a powerhouse brand for the millennial age group, and in the entire travel industry in general. Therefore, a partnership would legitimize RXBar’s place within the travel food industry.

3) Scope

Media Tactics

At RXBar, ingredients matter. So, for the sake of staying true to brand, its media content must matter too. Again, in trying to establish RXBar as a unique and authentic brand, it is essential that every facet of the campaign contributes to this branding in a cohesive way. This brings me to another central theme of Sustaining Adventure: influencing with purpose.

The benefit of influencer marketing, is in connecting a product or company with an individual’s personal brand, character, and experience. Sustaining Adventure would take this to the next level. By immersing the chosen influencers in the RXBar brand experience, using their real life adventures, and authentic creative visions as content for both RXBar’s social and

traditional media campaigns, the company would be attempting to connect with it's audience on a deeper level, and would be developing an extremely resonant and effective company brand.

Social Media:

- Niche influencer marketing:

- Enlist travel vloggers, bloggers, and photographers to be brand representatives for RXBar, specifically marketing the new line of travel-themed bars.
- Influencers would promote RXBar by creating content (videos, vlogs, photographs, and writing) directly from their RXBar/AirBnb sponsored travel experience, to be promoted on their own social media pages. These social media platforms include twitter, instagram, facebook, and youtube.

- Engaging Audience

- Via Social media, customers could win an RXBar/AirBnb sponsored adventure by sharing pictures/videos/stories of their travel experiences with RXbar.
- People competing for a chance to win these experiences, would simply have to follow both AirBnb's and RXBar's Instagrams and use the hashtag #sustainingadventure in their post.

Traditional Media:

Sticking with the theme of Influencing with purpose, RXBar would execute an unprecedented traditional media plan focused on repurposing influencer content, and continuing the audience's deep engagement with the RXBar experience.

- TV Commercials:
 - The new line of RXBars and the Sustaining Adventure social media competition would be promoted through three different 15 second commercials, each commercial focusing on the experience of a different influencer.
 - Commercials would consist of formatted influencer-made content from their real life RXBar adventures.
- Lifestyle/Travel Magazines
 - Obtain publicity spots in magazines such as Conde Nast's *Traveler*, *Afar*, and *Self*, including influencer Q&As, in which they talk about themselves and their RXBar/AirBnb travel experiences.
 - Accompanying miniature photo spread from their RXBar Adventures.

The Sustaining Adventure campaign would be likely to obtain publicity placements in magazine publications, because the content provided by the influencer Q&A's provides interesting and relevant content to their readers. Not only do these influencers command a huge following and are extremely relevant, but the stories that they would acquire as a result of participating in the RXBar Adventures, would be unique, entertaining, and exclusive.

Timeline

Influencer RXBar Adventures:

- April 1st - 21st
 - Rotational: Each influencer begins in a different region where they stay for a

week before rotating to the next one, so there's no overlap.

Content Creation and Organization:

- April 22nd - May 14th
 - Influencers work with RXBar's communication, marketing, and advertising teams to create social media and traditional media content from the pictures, videos, vlogs from the influencer's RXBar trips.
 - Obtain Traditional Media placements during this time

Creating Preemptive Buzz:

- May 15th - May 30th
 - Release teaser content for Sustaining Adventure Campaign and new line of RXBars on RXBar's Social Media and on influencers' Social Media
- May 23rd - May 30th
 - Begin running commercials

Sustaining Adventure Launches:

- June 1st
 - Launch new line of RXBars
- June 1st - 30th
 - Sustaining Adventure competition beings

- Sustaining Adventure social media campaign officially launches
 - Full promotion of RXBar on Influencer's social media platforms
- Run Publicity spots in June editions of lifestyle/travel magazines
- July 4th
 - Winners of Sustaining Adventure competition announced
 - Stop running commercials

Campaign Follow Up:

- July 5th - July 31st
 - Feature standout stories, pictures, and videos from the Sustaining Adventure competition on RXBar's social media.
- August 1st - 21st
 - Host RXBAR adventures.

End Limited time RXBar Line

- August 21st
 - End production of RXBar's limited timeline
- September 1st
 - Remaining bars go on sale

engage with a product. Through utilizing RXBar's own social media, and by partnering with specially chosen influencers, "Sustaining Adventure" would give the public a reason to

engage, by amplifying the message that RXBar is synonymous with adventure.

Evaluation Tactics

- Appraise volume of Media placements
 - Evaluate the number of publicity placements attained in traditional media by the end of the official media campaign.
 - Determining RXBar's success at landing publicity placements, in travel magazines specifically, would help evaluate the extent to which RXBar successfully infiltrated the travel industry.
- Conduct brand impressions survey
 - Have survey available on social media .
 - Gain insight into what new associations, if any, were formed by the public as a result of Sustaining Adventure. This strategy would evaluate changes in brand awareness.
- Social Media/Website Analytics
 - Evaluate social media and website analytics to track media impressions, follower count, and mentions. This would help evaluate the campaign objective of increasing brand exposure.

What Makes it Work

Successful PR campaigns require both a unique conceptual vision, and fastidious

consideration of detail. This is why Sustaining Adventure would be extremely effective. The name of the campaign itself holds significance. The phrase “Sustaining Adventure” invokes the idea that RXBars not only sustains one physically, but that they sustains the living of an adventurous lifestyle. Everything from the name, to the wholistic media strategy, to the timing of the campaign at the beginning of summer (prime adventure season) -- is intentionally planned to connect RXBar’s audience with experience, thus building a cohesive brand and engaging the company’s social media following.

In summation, the person who buys RXBar is active, adventurous, and against the grain. The RXBar customer is BOLD, and the plan for “Sustaining Adventure” paints the bold strokes to match.

Bibliography

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