



Activate

Target Audience

- Home cooks, mainly women
 - 83% of women are doing household work on an average day
- 10.4 million stay at home mothers in 2012 and growing
 - 85% said they aren't employed because they are caring for their families



Slogan and Logo

Slogan

Don't Be Risky, Cook To 160



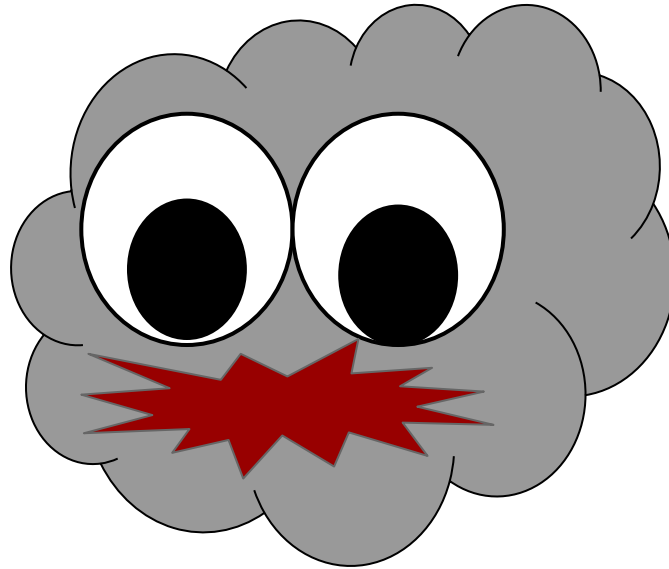
Logo

- Used on advertisements
- Can printed be on stickers
- Shows type of meat and temperature



Mr. E. Coli

- Spokesperson
- “Evil” character
- Enemy of Thermometer
- <https://www.youtube.com/watch?v=UaoBEQDlywY>



Thermometer

- “Good” character
- Hero
- Enemy is Mr. E Coli



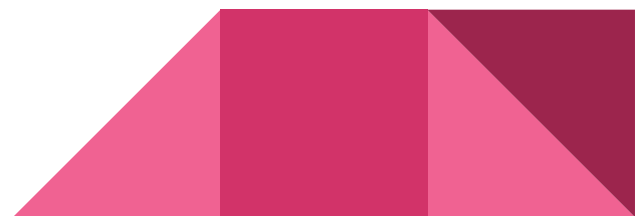
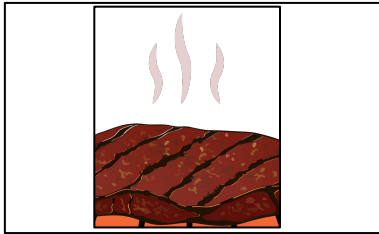
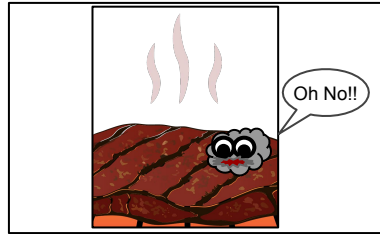
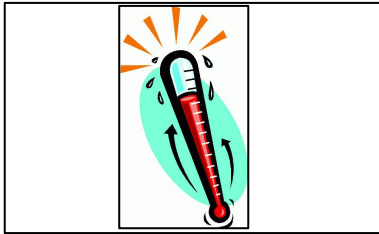
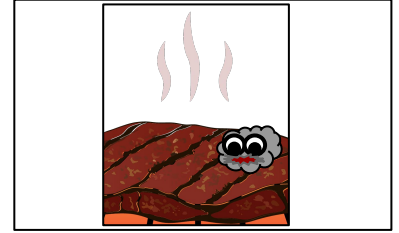
The background is a solid pink color. In the top right corner, there is a decorative graphic consisting of several overlapping geometric shapes, including squares and triangles, in various shades of pink and magenta.

Commercial

Commercial Ideas

- E. coli is evil, thermometer is good
- PSA's less expensive, but more competitive





Products

Grocery bags

- 10,000 bags for about \$6,000



Napkins

- 10,000 napkins
\$.14 per napkin = \$1,379.95
- 50 napkins per pack = 200 packs



Cookware Stickers

- Price of stickers...

4800 for \$360

1.50" x 1.50"

38 x 38 mm

450 x 450 pixels

1200 for \$360

3.00" x 3.00"

76 x 76 mm

900 x 900 pixels



Packaging Grills with Thermometers



- Comes with pamphlet that lets buyers know to cook meat to 160.
- \$2.32/\$2.14 addition to each grill for sale (aliexpress)
- Partnership between grill and thermometer companies?
- Value added to the grill company



Social Media

Reaching The Public Eye

- 1 post can reach millions of people
 - About 100,000 USDA employees
 - Incentivise USDA employees to repost
- Facebook
- Instagram
- Twitter
- Pinterest



THANK YOU!

