



Reginald's Homemade

Presented by: RACKETT

Why We Love Reginald's

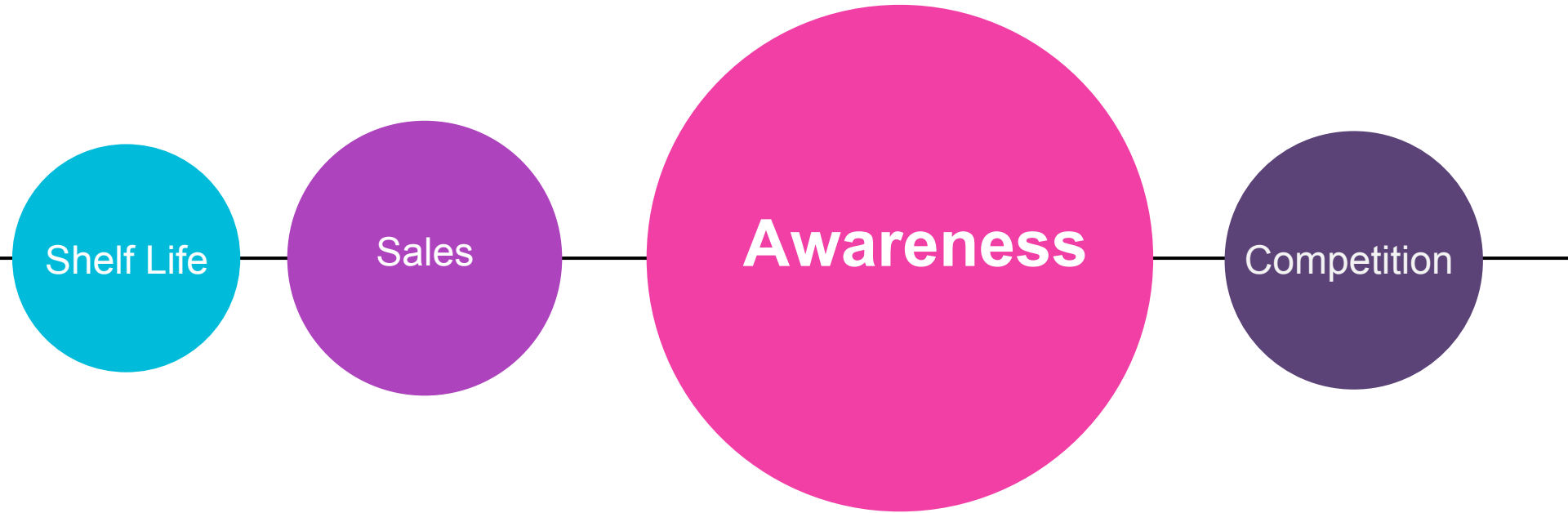
- A family company (AMERICA!!!)
- Virginia local
- Lots of flavors -something for everybody



On Site



Challenges Reginald's Faces



The Roadblock



**There is a hesitation
to
buy something new.**



Give it
away give
it away
give it
away
now!

Target: Givers

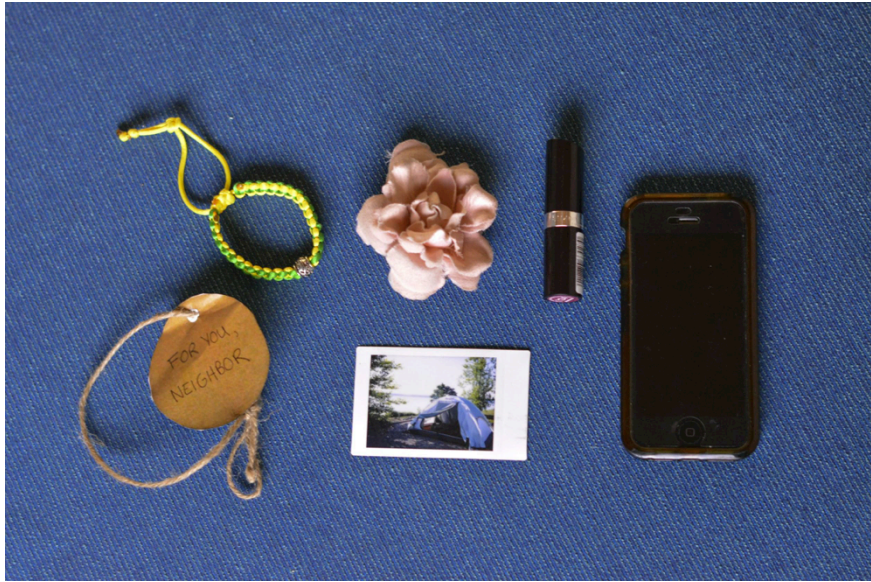
“Sharing joy creates more joy.”



What exactly is a giver?

We are targeting the relationships where on various occasions people are buying for others.

Who's Gonna Give?



Significant Other to Significant Other

Neighbor to Neighbor

Friend to Friend

Parent to Child / Child to Parent

Host to Guest / Guest to Host

The Brief

Insight

It *really* is the
thought that
counts



Strategy

Relate Reginald's to
giving

The Concept



Give it Forward

So we found this...



Give it, get it, **good.**

Videos: Types of Givers through Andrew's voice

The Procrastin



The Rememberererer



“Last year Mom paid for a surgery to literally give you the gift of sight again, and you’re giving her peanut butter?”



“When you were a kid all you wanted was NANA and PB!!”



“You did it. You’re the favorite again.”



“I’ll take my ten dollars.”

-The sentimental giver

-The Overachiever

-The Self Giver

-The Pinterest Giver

-The Explainer/Bragger

The Internet

The Pinterest Account



Follow



Reginald's Homemade

Virginia · reginaldshomemade.com

The Aztecs discovered it. George Washington Carver popularized it. Reginald's Homemade perfected it. Get some today. For the love of peanut butter.

6
Boards

31
Pins

0
Likes

0
Followers

11
Following

Winter Holiday Guide



Follow

Food & DIY Crafts



Follow

For The Last Minute



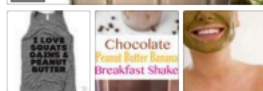
Follow

Repurpose Reginald's PB Jars



Follow

"Treat Yo Self"



Follow

Spring Holiday Guide



Follow





Search



Valerie



"Treat Yo Self"



Reginald's Homemade

4 Pins

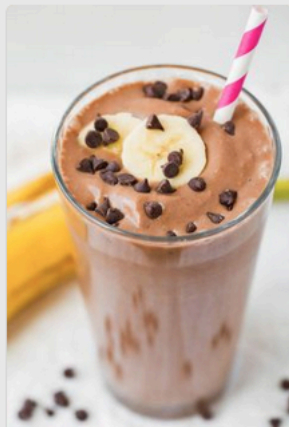
1 Follower

Unfollow board

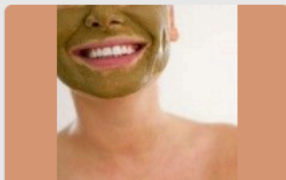
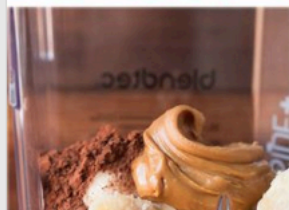


I love squats, gains and peanut butter!

Pinned from thugliveshirts.com



Chocolate Peanut Butter Banana Breakfast Shake



How to Make Your Own Skincare: Peanut butter face mask

Pinned from makeupandbeauty.ie



from Live Like You Are Rich

Skinny Chocolate Peanut Butter Protein Shake

I need to give this one a try. Skinny Chocolate Peanut Butter Protein Shake

Pinned from livelikeyouarerich.com





Search



Valerie



For The Last Minute

Gift ideas for the lovely procrastinators



Reginald's Homemade

4 Pins

0 Followers

Follow board



3-Ingredient
Peanut Butter Fruit Dip



3 INGREDIENT
Flourless
PEANUT BUTTER MUG CAKE

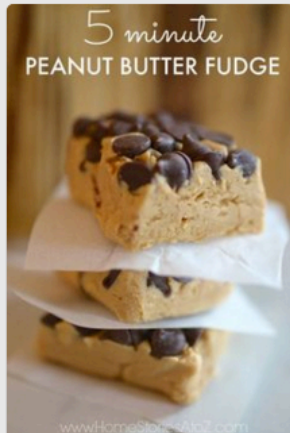


from hatchery.co

**3-Ingredient Bourbon Pecan
Peanut Butter Yogurt Dip**

Peanut Butter Yogurt Dip |
Hatchery - Purveyors of Artisan
Ingredients

Pinned from
hatchery.co



5 minute
PEANUT BUTTER FUDGE

from Home Stories A to Z

5 Minute Peanut Butter Fudge

microwave peanut butter fudge
recipe...sounds easy and just right
for a last minute sweet treat for
company, gifting or bake sales!

Pinned from
homestoriesatoz.com



How does this live on Facebook?

EVERYONE WANTS
TO BE THOUGHT OF.



FOR EVERY OCCASION,
THERE'S REGINALD'S.



REGINALD'S HOMEMADE



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 Reginald's Homemade



How can we *spread* awareness
to our givers even further?

12 *days* of *Reginald's*

December 13 - 24

Follow us on social media for daily promotional codes for the gift giving season.



Twelve Days, Twelve Relationships, Twelve Nut Butter Combos

- True love/spouse
- Neighbor
- Parent
- Son/daughter
- Co-worker
- Boss
- Student
- House guest
- Sibling
- Bridesmaids
- Distant relative
- Secret admirer

Paid Search

low budget option

->85% of retailers think search marketing (including paid and SEO) was the most effective customer acquisition tactic

-> (2014) -Search is the #1 driver of traffic to content sites, beating social media by more than 300%

increase brand awareness and potentially campaign awareness

Choices for Budget: Pay Per Click- PPC, or CPM or Cost per Impression

->Can set bid amount or impression cap for PPC/CPM on Google Adwords to manual or automatic, depending on budget

Current SERP Examples

Google gourmet peanut butter

Monica

Web Shopping Images Videos News More Search tools

About 2,390,000 results (0.34 seconds)

Shop for gourmet peanut butter on Google

Sponsored ⓘ

\$39.99	\$4.95	\$6.39	\$35.00	\$3.74
Harry & David Special offer	Thrive Market Special offer	Vitacost.com Special offer	Bissinger's	Walmart

Gourmet Smooth Peanut Butter - Amazon.com

Ad www.amazon.com/pantry

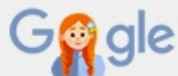
Jams, jellies, spreads and more Free Shipping on Qualified Orders.

Monkey Butter: The Gourmet Peanut Butter Company

<https://monkeybutterpb.com/>

We at Monkey Butter have always loved natural peanut butter. In our quest to 'spice up' this nutritious and delicious staple, Monkey Butter **gourmet peanut butter** ...

Shop - Store Locator - About Us - Check our FAQ here



peanut butter gifts



Monica



Web

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More ▾

Search tools



About 3,040,000 results (0.39 seconds)

Shop for peanut butter gifts on Google

Sponsored ⓘ



Peanut Butter of the Month Clu...

\$20.00

Clubs Galore



Sweet and Salty Gift Box by Ha...

\$39.99

Harry & David

Special offer



Harry London Milk Chocolat...

\$19.99

JCPenney



Peanut Butter Gift Set

\$24.99

OpenSky



Peanut Butter Pie: Pastry, C...

\$16.99

Figs.com

Peanut Butter Gift

Ad www.walmart.com/Easter-Candy ▾

Save On Reese'S Easter Candy. Free Shipping Site to Store.

Walmart® Weekly Ad - Meat, Seafood & Poultry - Snacks - Breakfast & Cereal

Peanut Butter Gifts - stonewalkitchen.com

Ad www.stonewalkitchen.com/peanut-butter ▾

Buy Specialty Peanut Butter Gifts From Stonewall Kitchen®!

Peanut Butter Gift Assortments - Peanut Butter & Co.

Ads

Peanut Butter Gift Basket

www.amazon.com/gourmet ▾

4.4 ★★★★★ rating for amazon.com

Gift baskets, gourmet food and more

Free Shipping on Qualified Orders.

Peanut Butter Gifts

www.cafepress.com/ ▾

4.1 ★★★★★ rating for cafePress.com

See Peanut Butter Designs On

Hats, Aprons, Clocks & More.

Hickory Farms® Food Gifts

www.hickoryfarms.com/ ▾

Limited Time - Free Shipping Over

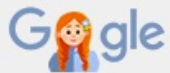
\$35! Shop Hickory Farms Online Now.

Peanut Butter Pretzels

www.harryanddavid.com/ ▾

Free Shipping On Orders Over \$49.

Find The Perfect Gourmet Food Gift.



peanut butter whole foods



Monica



Web

Shopping

Images

Maps

News

More ▾

Search tools



About 2,330,000 results (0.39 seconds)

Product FAQs: Peanut Butter | Whole Foods Market

www.wholefoodsmarket.com/about.../peanut-butter ▾ Whole Foods Market ▾ Yes, all batches of 365 and 365 Organic Everyday Value **Peanut Butter** are tested for aflatoxins. The aflatoxin level in our **Peanut Butter** ranges between 0–10 ...

365 Everyday Value® Organic Peanut Butter and Cocoa ...

www.wholefoodsmarket.com/.../365-everyday-valu... ▾ Whole Foods Market ▾ The creamy, nutty flavor of real organic **peanut butter** paired with the smooth, sweet flavor of organic cocoa ... 365 Everyday Value® Organic **Peanut Butter** and Cocoa Balls Cereal ... ORGANIC CORN FLOUR, ORGANIC **WHOLE GRAIN CORN FLOUR**, ORGANIC CANE ... These links take you off [wholefoodsmarket.com](http://www.wholefoodsmarket.com).

What Would You Do with a Case of Peanut Butter? | Whole ...

www.wholefoodsmarket.com/.../whole.../what-woul... ▾ Whole Foods Market ▾ Mar 5, 2010 - Here's a confession: My brother ate nothing but **peanut butter** (on bread) for the fresh-ground honey-roasted **peanut butter** at **Whole Foods!**

Images for peanut butter whole foods

Report images



Shop on Google

Sponsored ⓘ



Earth Balance Creamy Natural...
\$5.56
Walmart



Earth Balance Creamy Coconut...
\$4.95
Thrive Market
Special offer

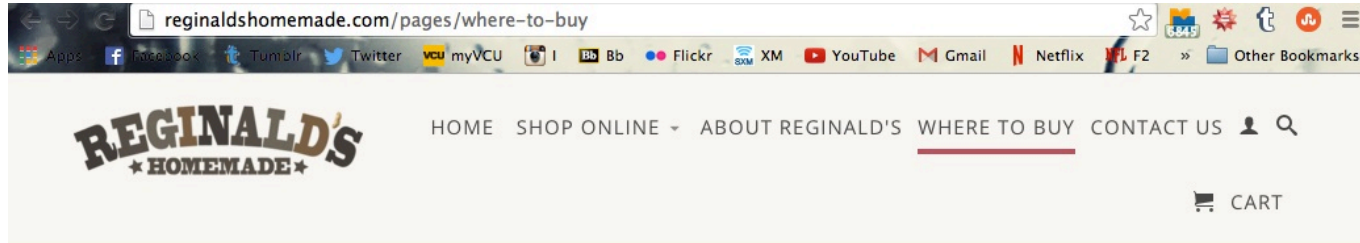


Great Value Creamy Peanut B...
\$2.18
Walmart



Santa Cruz Organic Creamy...
\$4.95
Thrive Market
Special offer

Website - Where To Buy Page

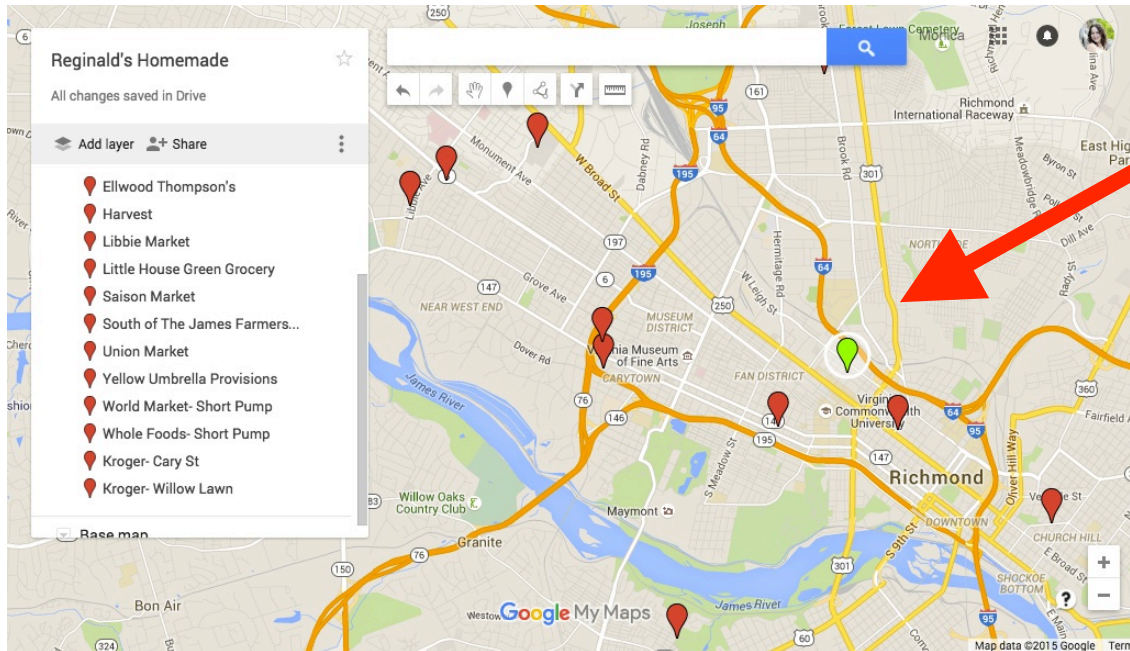


WHERE TO BUY

Virginia (Statewide) <ul style="list-style-type: none">◦ Harris Teeter	Stafford, Virginia <ul style="list-style-type: none">◦ Olde Virginia Gourmet	Saint Paul, Minnesota <ul style="list-style-type: none">◦ Golden Fig Fine Foods
Arlington, Virginia <ul style="list-style-type: none">◦ The Virginia Shop	Staunton, Virginia <ul style="list-style-type: none">◦ Yelping Dog Wine	Cape May, New Jersey <ul style="list-style-type: none">◦ Cape May Honey Farm
Bealeton, Virginia <ul style="list-style-type: none">◦ Messick's Farm Market	Virginia Beach, Virginia <ul style="list-style-type: none">◦ Whole Foods Market – Virginia Beach	Albuquerque, New Mexico <ul style="list-style-type: none">◦ Pfeifer Studio
Charlottesville, Virginia <ul style="list-style-type: none">◦ Cooper Vineyards◦ Relay Foods◦ The Virginia Shop◦ Whole Foods Market – Charlottesville	Wakefield, Virginia <ul style="list-style-type: none">◦ Wakefield Peanut Company	Brooklyn, New York <ul style="list-style-type: none">◦ Mouth
	Williamsburg, Virginia <ul style="list-style-type: none">◦ The Cheese Shop◦ Williamsburg Bottom	North Carolina (Statewide) <ul style="list-style-type: none">◦ Mast General Store



WHERE TO BUY



Include an option to view from your current location (ie. RVA) with a **"near me" feature**

Interactive embedded map, updated with Whole Foods, World Market, & Kroger, as well as local locations anywhere in US (and Canada)

Website - Gift Ideas Page

The screenshot shows a web browser at the URL reginaldshomemade.com/collections/gifts. The browser's address bar and toolbar are visible at the top, showing various social media and utility icons. The website's header features the 'REGINALD'S HOMEMADE' logo on the left and a navigation menu with links for HOME, SHOP ONLINE (which is underlined), ABOUT REGINALD'S, WHERE TO BUY, and CONTACT US. A search icon and a user profile icon are also present. A shopping cart icon labeled 'CART' is located on the right side of the header. Below the header, a breadcrumb trail reads 'Home / Gifts / Page 1 of 1'. The main content area is divided into two columns. The left column, titled 'SHOP ONLINE', contains a list of categories: Peanut Butters, Other Nut Butters, Sample Packs, Apparel, Komen Partnership, Gift Ideas (which is highlighted with a red vertical bar), and Weddings & Events. The right column, titled 'GIFTS', displays two gift options. The first is a 'Gift Card' represented by a red square with a white ribbon, priced 'from \$ 10.00'. The second is 'Reginald's Homemade Gift Box', shown as a cardboard box containing four jars of peanut butter, priced 'from \$ 23.00'. At the bottom of the page, there are four columns of footer links. The first column, 'SHOP ONLINE', lists 'Peanut Butters' and 'Other Nut Butters'. The second column, 'MAIN MENU', lists 'Home' and 'Shop Online'. The third column, 'PEANUT BUTTER INSPIRATION', features a quote: 'Man cannot live by bread alone; he must have peanut butter.' The fourth column, 'NEWS & UPDATES', includes the text: 'Sign up to get the latest on sales, new releases and more.'

reginaldshomemade.com/collections/gifts

Apps Facebook Tumblr Twitter myVCU Bb Flickr XM YouTube Gmail Netflix F2 Other Bookmarks

REGINALD'S
★ HOMEMADE ★

HOME SHOP ONLINE ▾ ABOUT REGINALD'S WHERE TO BUY CONTACT US 🔍


Home / Gifts / Page 1 of 1

Sort by: A-Z 🛒 CART


SHOP ONLINE

- Peanut Butters
- Other Nut Butters
- Sample Packs
- Apparel
- Komen Partnership
- Gift Ideas**
- Weddings & Events

GIFTS



Gift Card
from \$ 10.00



Reginald's Homemade Gift Box
from \$ 23.00

SHOP ONLINE

- Peanut Butters
- Other Nut Butters

MAIN MENU

- Home
- Shop Online

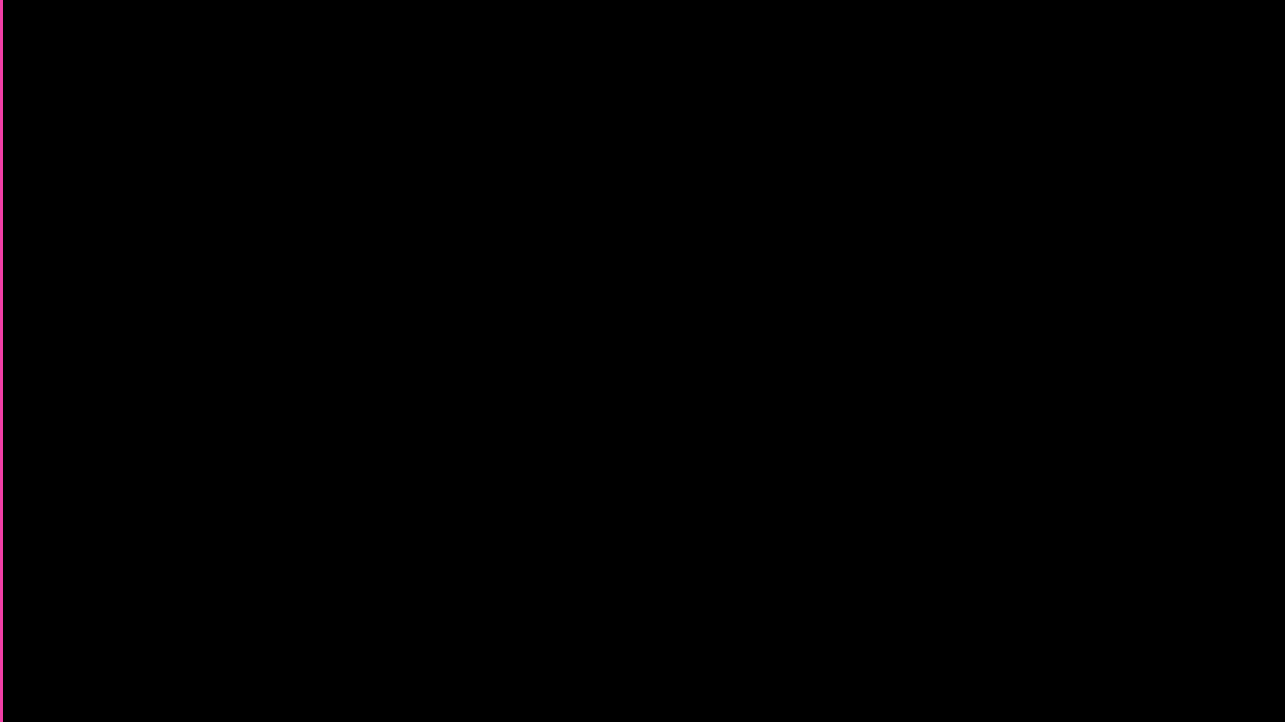
PEANUT BUTTER INSPIRATION

"Man cannot live by bread alone; he must have peanut butter."

NEWS & UPDATES

Sign up to get the latest on sales, new releases and more.

Farmer's Market



REGINALD'S

★ HOMEMADE ★

HOLIDAY GIFT GUIDE



Follow us on    for more.

Your guide for giving Reginald's!

A poster, visible at the farmer's markets to attendees to stimulate the idea of Reginald's Homemade as a gift.

REGINALD'S HOMEMADE

HOLIDAY GIFT GUIDE



Follow us on for more.

REGINALD'S
HOMEMADE

Does a lot of your gift shopping happen last minute?

Ingredients: Reginald's Original Roast (Creamy or Chunky), honey, and Greek yogurt.

The result: An instant fruit dip, perfect for those neighborhood parties.



Are you super thoughtful in your giving?



Idea: For our Virginia residents, create a gift basket for that friend or family member. Here's the unique part, all the pieces of that basket (including Reginald's Homemade) are all products produced in the state of Virginia. Pretty cool, huh?

Do you love arts and crafts?

Recycle: Even Reginald's Homemade jars are locally obtained. After you and your friends have finished off your jars of our delicious PB, take those same jars, repurpose them into various crafts, and give again. Got it? Good!



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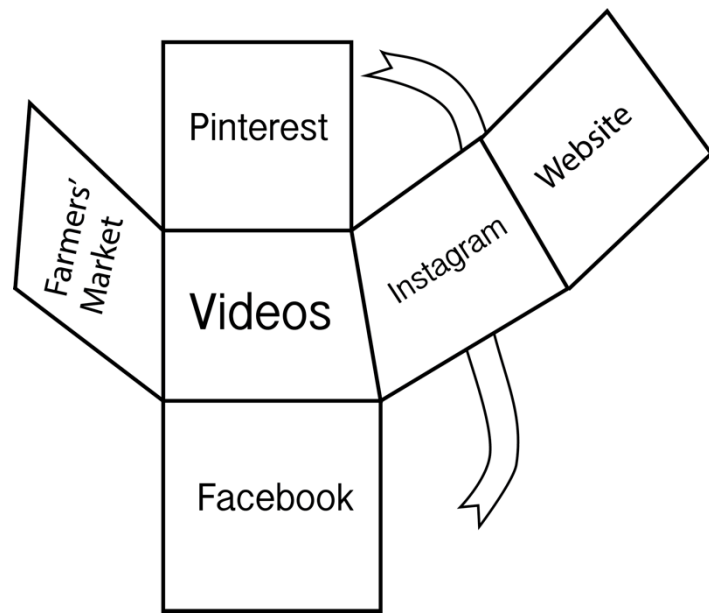
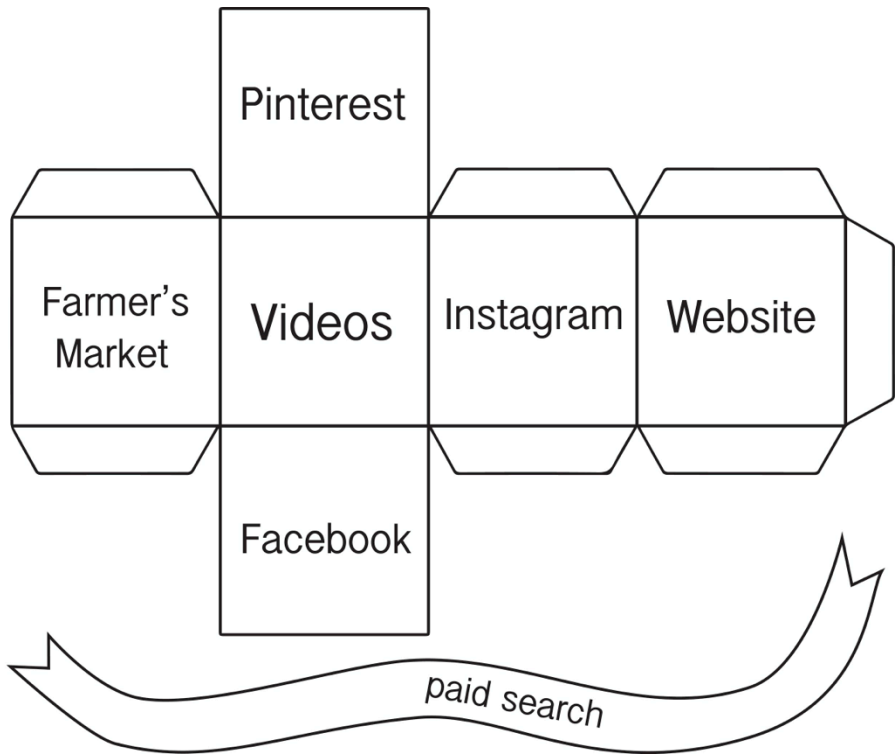
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The posters front can be converted to a distributable flyer, and on the back there's various ways to incorporate Reginald's into your type of gift.

How Does This
All Fit Together?



The Budget

The Budget

\$12,000-one year or \$1,000 per month

Videos- homemade/in house production

Facebook, Instagram, Pinterest, Website updates

Farmer's Market printed items- \$ for ink, printer available

Majority of budget-----> focus on SEO Marketing and Facebook promoted posts

In Conclusion..

Our Gifts To You

