

# Happy Tomato Strategic Plan

## Situation Analysis

Happy Tomato is a rapidly growing salsa brand based in Fort Worth known for its commitment to fresh, high-quality ingredients and authentic flavors with plans to expand into Whole Foods and Sprouts Farmers Market in early 2025. Happy Tomato was founded in 2012, by mother of two, Lauren Keefe, and has earned recognition for being a healthier, more flavorful alternative to traditional salsa. With a focus on fresh, simple ingredients, the brand stands out from its competitors. Happy Tomato has been sold in Central Market since January of 2024. The brand also offers online orders, delivered fresh in insulated cold packaging.

This communications plan focuses on positioning Happy Tomato as Texas' leading salsa brand and expanding its presence by leveraging strategic partnerships, building a community, and improving its digital presence. Through media relations, Happy Tomato will increase their visibility and brand awareness, accelerating its growth as it continues to join the competitive Texas market.

## Goals:

- Position Happy Tomato as leading premium salsa brand in Texas
- Expand Happy Tomato presence across Texas through community engagement and partnerships
- Increase brand awareness and build credibility and trust with consumers

## Objectives:

- Expand product awareness by 30% by end of 2025
- Increase engagement and followers on Happy Tomato social media by 50% by end of year
- Drive a 25% website traffic increase by end of 2025
- Strengthen community connections by partnering with farmers market and community organizations

## Research: Summary of Competitive Analysis

- **Wright's of Texas:** San Antonio based focusing on high-quality authentic salsa. Utilizes a family recipe. Packaging and website need updating. Similar price point as Happy Tomato. Offer shipping but may take up to two weeks. Sold at select Whole Foods, HEB, Central Market, and Kroger stores in Texas.
- **Cita's:** Committed to quality and traditional recipes. Engage with local community. Offer 7 flavors of salsa at same price point as Happy Tomato. Offer products other than salsa such

as tamales. Sold at local stores in DFW area, McKinney, and Rockwell area. Offer nationwide shipping.

- **Julio's:** Family recipe salsa company using fresh high-quality ingredients. Small batch production. Packaging is very dated. No website. Engage with local community. Sold at multiple grocery stores including HEB and Kroger. Can be purchased on Amazon.
- **Beba's Pfresh Salsa:** Traditional and authentic Mexican recipe with twist on family recipe. Emphasize homemade and authentic feel. Time consuming process as batches are homemade. Offer five different flavors. Can be found at Central Market and Whole Foods. Also sold at weekly farmers markets. Offer shipping.

### **Target Audience:**

- Primary: Health-conscious individuals in Texas aged 20-45 who value fresh high-quality ingredients.
- Secondary: Media with a focus on audiences engaging with regional publications, social media, and digital platforms emphasizing fresh, authentic, and locally sourced food.

### **Key Messages**

- Bringing farm fresh sourced ingredients to you
- Family owned with passion for crafting authentic Texan homemade flavors
- Expanding Happy Tomato to more stores accessible near you

### **Strategies**

- Execute local storytelling and focus on sharing Happy Tomato's story, authentic flavor, and plans for growth and expansion
- Actively engage with Dallas Fort Worth community through festival's, farmers markets, and community events
- Enhance digital presence through consistent social media campaigns and collaborations
  - Collaborate with influencers with health-conscious audiences in DFW area
- Introduce limited-edition seasonal salsa flavors throughout the year to increase brand awareness
- Engage with Happy Tomato community by hosting challenges and giveaway events
- Host sampling events at local sporting events and grocery stores

### **Tactics**

#### **Media Relations and Story Ideas**

#### **Seasonal Moment for story each quarter:**

**Q1:** The Must Have Salsa for your Superbowl Watch Party

- Pitch a story to Dallas CultureMap

**Q2: Taste of Texas this Cinco De Mayo with Happy Tomato**

- Feature in Austin, Houston, San Antonio, and Dallas local media

**Q3: Salsa and Sun: The Perfect Salsa this Texas Summer**

- Pitch to Southern Living Texas

**Q4: Tis the Salsa Season**

- Story for holiday publications such as D Magazine and Texas Monthly

**Additional Story Ideas:**

- Origin Story: Get to Know Mother and Founder Lauren Keefe
- Cooking Class Experience with Happy Tomato Story

**Charity Partnership:**

- Partnering with Feeding America to launch “Salsa for a Cause” campaign with a portion of sales going towards the charity.

**Social Media Ideas**

- Collaborate with Maggie Obrien (@maggieobrien3), a Dallas influencer who fits Happy Tomato’s target audience.
- Create a series of Instagram posts of “Behind the Jar”, spotlighting the production process and sourcing of local ingredients
- Create a #HowDoYouHappyTomato tag on social media to challenge consumers to show off their different recipes with Happy Tomato

**One Paid Partnership**

- Happy Tomato will partner with Velvet Taco to launch the Happy Tomato Signature Taco, featuring the salsa.

**Ideas for Sampling:**

- Farmers Market sampling in major cities such as Dallas, Fort Worth, Austin, San Antonio, and Houston
- Sampling at Cowboys Football games and other sporting events

**Calendar/Timing**

Q1: Superbowl (Feb)

Q2: Cinco de Mayo

Q3: Football Season (Collab with Cowboys)

Q4: Thanksgiving/Christmas (Holidays)

### **Evaluation Management**

- Measure sales growth at Central Market, Whole Foods, and Sprouts
- Monitor social media growth and engagement rates
- Track Media coverage using monitoring tools