

The logo for Mauna Loa features a stylized mountain peak icon above the words "MAUNA" and "LOA" in a bold, blue, sans-serif font. A teal wavy graphic is in the top-left corner.

MAUNA  
LOA®



*Behold the Mighty Macadamia*

# Agenda

01

*Perception and  
Audience*

03

*Messaging  
Objectives*

02

*Comprehensive  
Research*

04

*Strategies and  
Tactics*



WHO IS  
MAUNA LOA?

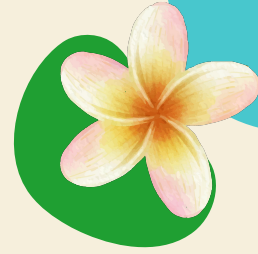


## *Desired Brand Perception*

- A “must-try” snack
- Sample at least ONE of your products
- Full of health benefits
- More sustainable than almonds
- Low brand awareness
- Genuine Hawaiian brand and experience
- Novelty item
- Gift for family and friends after a trip to Hawaii

## *Current Brand Perception*





# RESEARCH OVERVIEW





# *SECONDARY RESEARCH*

# MARKET RESEARCH

From the “Ice Cream and Frozen Novelties” April 2021 report:

- Consumers are looking for more healthy snacks, to find a balance between indulgence and health
- Consumers value better-for-you products and flavor innovation
- Limited service restaurants are expected to rebound post-pandemic
- Smaller size portions are expected to see a boost in popularity



# MARKET RESEARCH

## 2022 Snack trends:

- Nuts, trail mix and seeds lead the health & wellness snack market (41%)
- Snacks are replacing meals
- Nut snacks are becoming “mood food”
- Consumers are gravitating to global flavors





# PRIMARY RESEARCH



# AREAS OF PRIMARY RESEARCH

- Tasting
- Focus Group Findings
- Case Studies (4)
- Word Cloud
- Competitor Analysis
- SWOT



# TASTING

Collectively tasted two flavors of Mauna Loa's traditional macadamia nuts,

- Flavor profile of the nuts are bold and savory
- Definitely a great snack for someone that's seeking something quick - making you feel fuller for longer
- Sea salt: rich and buttery. Very light - would pair well with cheese (charcuterie )
- Maui onion and garlic: Bold and very savory. A little goes a long way - a few handfuls is all you need to satisfy your cravings with this flavor.



# Tasting Preferences



7 OF 15

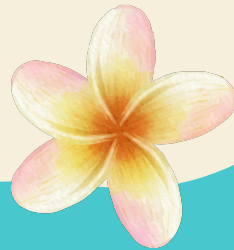


8 OF 15

# *FOCUS GROUP QUESTIONS*



1. Snacking habits
2. Attitude towards nuts
3. Knowledge of macadamia nuts
4. Attitude towards ice cream
5. Perception of Hawaiian-made items
6. Importance of sustainability



# FOCUS GROUP FINDINGS

## Snacking Habits

- Believe snacks are *not* bad
- Try to be health-conscious
- Believe brand's health claims



# FOCUS GROUP FINDINGS

## Nuts

- Considered healthy
- Not on their grocery list

## Macadamia Nuts

- Most were unfamiliar with them
- Those who were familiar with them just know them for baking and sweets







# FOCUS GROUP FINDINGS



## Ice Cream

- Guilty pleasure
  - Considered a novelty or experience
  - “Wholesome fun” to go out for ice cream
  - Loyal to certain brands, especially for plant-based ice creams that vary in taste and texture
- 
- 



# FOCUS GROUP FINDINGS

## Made in Hawaii

- Don't often pay attention to "made in..." claims
- Made in Hawaii seems exclusive

## Sustainability

- Consider it "very important"
- Focus on sustainability while shopping varies
- Branding is important
- Sustainability can justify the price of an item



# CASE STUDIES





*What Mauna Loa Can Learn from...*

# **PATAGONIA**

## *Purpose*

Having a clear brand purpose allows for better connection to like-minded consumers

## *Transparency*

Consumers want transparency and communication from the brands they shop from

## *Storytelling*

Social media users want to see a brand beyond the advertisements



*What Mauna Loa Can Learn from...*

## **IMPERFECT FOODS**

### *Video Content*

Video content is an easy multimedia asset to share and promote your brand and mission

### *Simple Social*

Social media is an easy way to highlight a brand's mission and purpose-driven efforts



*What Mauna Loa Can Learn from...*

## **NESTLÉ**

- Nestle has gone through some difficult times throughout the last several years and has had less-than-ideal public image
- However, Nestlé was able to harness its customer base and rely on it's exceptional taste quality and affordable pricing



*What Mauna Loa Can Learn from...*

## **HAWAIIAN AIRLINES**

Hawaiian roots are built into the brand:

- Graphics and photos
- Hawaiian words and phrases
- Hawaiian culture and customs
- Hawaiian dining and beverages



Team Kokua – community involvement & sustainability;  
“Corporate Kuleana”





*What Mauna Loa Can Learn from...*

## **HAWAIIAN AIRLINES**

- Hawaiian identity is built into its branding and activities.
  - Centers Hawaiian culture and native voices with its community-based approach to messaging.
  - Clearly communicates sustainability as a priority through its Travel Pono series
  - Knows its audience, but continues to remain true to its mission
- 
- 



# WORD CLOUD



Wondaree Macadamia Nuts National Eastern Produce Golden Macadamias  
Hamakua Macadamia Nut Company MacFarms American market growth  
Loa Macadamia Nut Corp Pint Kenya Nut Company Kids unique Pineapple  
Thick Eastern Produce Big players Chocolate Point revenue Reports FOCUS  
project farm market size Kenya covered Fruit products Hawaiian Manufacturers Big Island  
farms major period leading Macadamias grown North Overview Current CLASSIC  
Mango details rate Table Impact Host Research America Company including growth Segment Australia located  
Frozen rate Competitive flavor product years TREATS FREE Market information Hamakua Processing Roasted  
Lime Sample Price report US world Global Food key list sales Foods Group brands energy created  
Center Milk DRIVERS Hawaii size Produce full Analysis oil industry Total include Coconut Dairy-Free  
Mint Historic solar Application TRENDS Golden companies care Nambucca COVID-19 Park coffee  
market research competitors Nambucca Macnuts Type Island companies sea Nambucca variety Oregon  
volume Strawberry Great Mauna Loa Macadamia Nut Corp Blue Taste Impact of Covid-19  
organic Wondaree Macadamia Processing Ivory Macadamias key players Chocolate Chip  
MacFarms Mauna Loa Macadamia Nut Corp



# WORD CLOUD SUMMARY

- Increase social media conversations
- Pitch stories to relevant outlets/journalists
  - Snack/food & bev
    - Vegan
  - Sustainability
  - Hawaii
- Increase hashtags
  - #PowerYourParadise, #MaunaLoa, #MaunaLoaMacNut

# COMPETITIVE ANALYSIS

1. **Direct competitors:** Snacks – almonds, chips, trail mix, veggie snacks
2. **Indirect Foods:** Fast food, candy, chocolate products
3. **Indirect Non-Foods:** Alcoholic beverages, coffee (Starbucks), everyday essentials



# COMPETITIVE ANALYSIS



## Direct Consumer Competitors

- **Planters**
  - Variety of nuts
  - Popular on TikTok
  - Not vegetarian and vegan friendly
- **Blue Diamond**
  - Focuses on almonds
  - Popular on Instagram
  - Branding focuses around almonds
- **Trader Joe's**
  - Community friendly company
  - Inexpensive for target audience
- **Kirkland**
  - Costco's private label brand



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## Kirkland

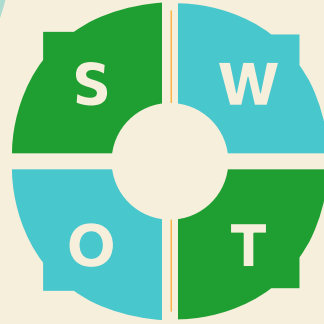
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# SWOT ANALYSIS

## Strengths

- Rich brand history
- Well-established in the Hawaiian market
- Sustainable manufacturing
- Nutritious, quality products
- Wide product range

## Opportunities



## Weaknesses

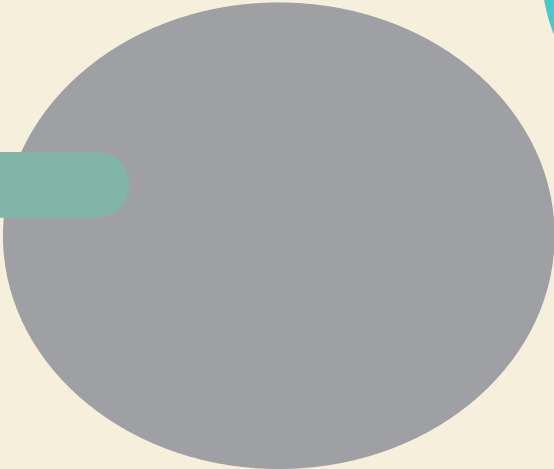
## Threats

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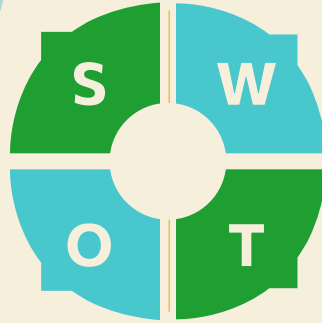
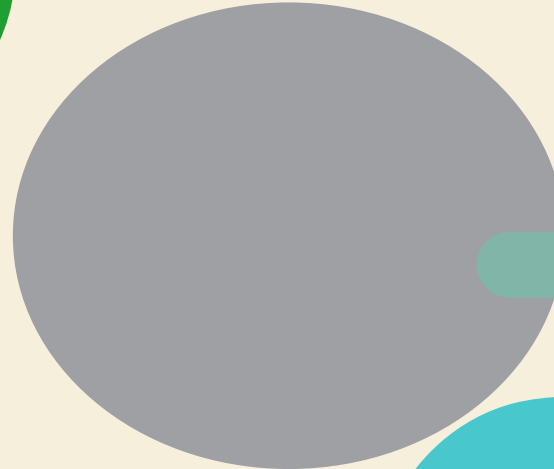
## Opportunities



## Weaknesses

- Price
- Brand Recognition (Mainland)
- Unclear messaging
- Ill-defined target market
- Dependence on tourism

## Threats



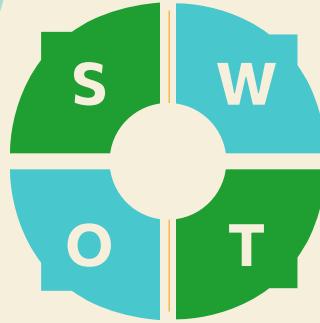
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- Dietary inclusivity
- Sustainability message
- Educate consumers
- Strong tourism ties



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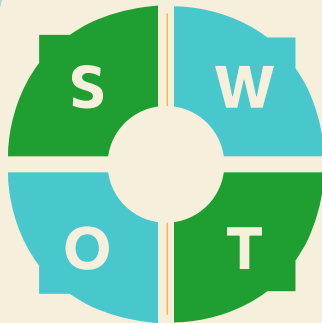
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- Dependence on tourism

## Threats

- Emphasis on baking
- Consumer pre-conceptions about nuts
- Cultural appropriation
- Fear of excessive tourism

# Target Market

## Gen Z and Young Millennials

### Demographics

- 18-30
- Anywhere in the US, but major concentrations in cities
- All genders

### Psychographics

- Enjoys snacking on-the-go
- Generally focused on mental and physical wellness
- Seeks new products via social media recommendations
- Active on social media





**OUR MAUNA LOA  
PR PLAN!**



# COMMUNICATION OBJECTIVES



## *Increase*

brand awareness through social media activities

## *Heighten*

awareness of the sheer delight of macadamia nuts

## *Improve*

communication about the very distinct product lines & what Mauna Loa offers

## *Enhance*


understanding of your use of “wellness” among target audiences



# OVERARCHING STRATEGY

Promote the story of the nut itself - where it comes from, why it's important to Hawaii, and that it's a healthy & tasty snack to enjoy

Establish Mauna Loa into one, very clear purposeful brand



# STRATEGIES

- Differentiate the macadamia nut
- Capitalize on new sampling strategies
- Steamline messaging: sound/reading bytes, video
- Utilize Hawaiiana *where it makes sense*
- Feature various product lines
- Engage with popular Hawaiian influencers
- Emphasize the notion of “alchemist”



HAWAII



**MAUNA  
LOA®**

# KEY MESSAGES

01

## *Variety*

“There’s a macadamia nut for everyone, whether it’s sweet, salty, or spicy”

02

## *Health*

“A snack that tastes good and you can feel good while you eat it”

03

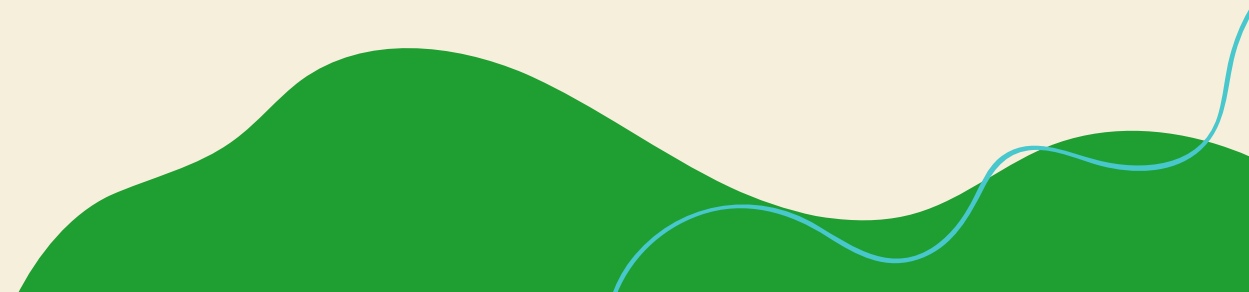
## *Sustainability*

“Perfect for your palate, pantry, and the planet”





# TACTICS



# TACTICS OVERVIEW

*Video Content*

*Events*

*Influencers*

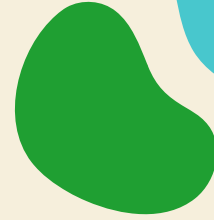
*Employee Focus*

*Sampling*

*Infographics*

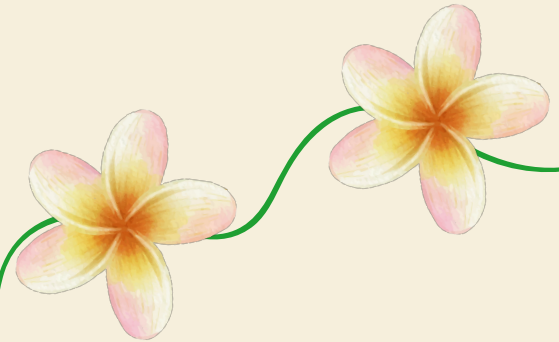


# VIDEO CONTENT



Capitalize on the popularity of video content while also providing a more captivating alternative to written text. We suggest:

- Homepage video
- Recipes
- Tour of facilities



# HOMEPAGE VIDEO

This example from Imperfect Foods shows how to tell the story of your brand through engaging video content.



# MAUNA LOA HOMEPAGE VIDEO



To create an instant connection with people who visit the Mauna Loa website, we suggest the homepage video be:

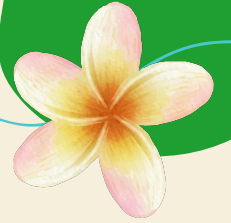
- One minute
- Macro-level
- Inspiring
- Hawaii imagery

# RECIPES

We suggest to convert the recipes on the Mauna Loa website into short-form videos. Here's why:

- TikToks and Reels are growing in popularity
- A great way to engage micro influencers
- It allows you to recycle content in a more engaging way
- Stay relevant against your competitors
  - Consider a more robust posting calendar

*To best utilize video as a strategy, incorporating both long and short content is key.*



# TOUR OF FACILITIES

Use videos to give consumers a glimpse into how macadamia nuts are farmed and why Mauna Loa is so special. This video should include:

- A tour of the nut farming facilities
- Mauna Loa's sustainable initiatives
- Some of the lead employees involved in the farming process






# *EVENTS*



## **Motives** behind hosting an event:

- Taste testing experience in class - changed multiple perspectives on nuts in general once people tried them
  - Engaging and interactive with the public
  - Great opportunity for social content for both Mauna Loa and earned media from visitors
  - Increase brand reach & market share
- 



# EVENTS : Pop-Up Experience

Host a pop-up experience on Abbot Kinney in the summer.

## *Why Abbot Kinney?*

- Young, hip neighborhood (target market) close to the beach
- Lots of foot traffic
- People come to walk around and eat

## *Why a pop-up shop?*

- Data for LA market spending supported in-person events and limited service restaurants expected to return to pre-COVID sales
- PR/ social media coverage of rebrand
- Drive trial for your new non-dairy ice cream and all your products to see what people favor the most
- Focus group findings - an experience to go out and get ice cream



# INFLUENCERS



## Why influencers?

- Engage with audiences to tell the story of Mauna Loa
- High credibility and trusted among followers

## Tactical ideas

- Reach out to Hawaiian influencers for authenticity
- Host influencer retreat to boost storytelling content
- Educate followers Mauna Loa background/macadamia nuts in general
- Gift/pay micro-influencers to promote product

# INFLUENCER OUTREACH



**Krystal**

- 4th grade teacher from Hawaii
- 33.8k Instagram followers



**Amanda Holtzer**

- Nutritionist
- 37.5k Instagram followers



**Tiana Hannemann**

- Hawaiian fitness influencer
- 6k Instagram followers

# HIGHLIGHT EMPLOYEES

Featuring Mauna Loa Employees in communication materials :

- Builds a relationship between the company and customers
- Authentically shows how Hawaiian culture ties into the company
- Key opportunity for video content



# SAMPLING

Sampling is a useful way to:

*Create*

brand awareness

*Build*

trust in a brand

*Foster*

customer loyalty

*Introduce*

new products



# SAMPLING

If you decide to sample your products at grocery stores or food events, we suggest that Mauna Loa should...

- Create an engaging booth
- Invite customers to post their reaction to the product using a hashtag
  - For example: #MunchingOnMacs
- Scan a QR code & enter their information to be entered for a giveaway.



# INFOGRAPHIC

Infographics are a great way to quickly educate your audience about pillars of the Mauna Loa brand. We designed some mock-ups that we believe would work well on Instagram.



# What's in a MACADAMIA?

**#1 NUT SOURCE** OF MONOUNSATURATED FATS  
HEALTHY FATS ARE IMPORTANT FOR HEART HEALTH &  
AND DIABETES MANAGEMENT

**REDUCE  
OXIDATIVE  
STRESS**



**OXIDATION** DAMAGES CELLS & IS A KEY  
FACTOR IN AGING & CHRONIC  
DISEASES

**1-2 HANDFULS OF  
MACADAMIAS A DAY**  
REDUCES LDL "BAD" CHOLESTEROL  
INCREASES "GOOD" HDL  
CHOLESTEROL



## ALL OUR MAC NUTS ARE:



**KETO**



**FULL OF ANTIOXIDANTS  
& GOOD FATTY ACIDS**



**VEGAN**



**GLUTEN FREE**



# THANK YOU!

Any questions?

