

GASTRO GNOME

PRESENTATION BY
THE HAPPY CAMPERS



Gastro Gnome

Gastro Gnome, started by sourcing the best ingredients for authentic comfort food recipes. Then they were made travel ready, so they taste just as good when you rehydrate them at your campsite as they did when we first prepared them.





Insight

The thing that sets Gastro Gnome apart is its ability to combine great taste with nutritional value. This helps break the stigma that healthy snacks are boring/bland.



Target Audience

Gastro Gnome targets young adults aged 18-34 who prioritize taste, variety, health benefits, quality ingredients, and convenience in their meals, especially when living an active lifestyle. This audience seeks satisfying options that align with their dietary preferences and values, making taste, convenience, and nutritional value key focus areas for Gastro Gnome's marketing campaigns.



Reaching New Audiences

Since our product reaches a niche market, we can reach new audiences through digital marketing. Different lifestyle bloggers and outdoor enthusiasts like Alex Honnold (shown right) will promote Gastro Gnome through popular media sources.



Having our product only online limits the number of people who see our product. Getting Gastro Gnome into stores so consumers can physically see the product is another way to help boost our sales and reach new audiences.



Key Facts From Our Research

1. Gastro Gnome differs greatly from other companies with gourmet food and is delivered right to your door with organic ingredients.
2. There is a wide menu variety for all different types of people.
3. Gastro Gnome collaborates with chefs who want and will create meals that are perfect for hikers/campers
4. They emphasize locally grown products and dishes that cannot be found anywhere else on the market.



Strategy

As a team, we conducted thorough research on our brand, Gastro Gnome, by looking into various aspects. These aspects include background, history, brand perception, competitors, target audience, and cultural trends. We looked for patterns and trends, paying close attention to feedback about the brand. We dug deeper to find the meaning behind the brand and what it stands for.

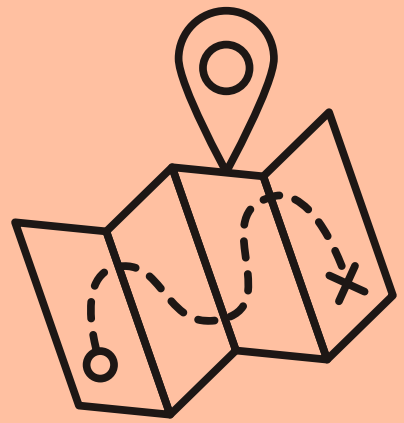




Our Campaign



Our group has come up with the campaign “Fuel Your Adventure.” This campaign positions Gastro Gnome as the perfect snack/meal for those embracing an active, adventurous lifestyle. With a focus on the brand's nutritious and convenient offerings, the campaign encourages consumers to power their explorations and outdoor pursuits with Gastro Gnome's wholesome and delicious snacks/meals. With organic ingredients that are found all over the world and our combination of traditional and complex recipes, Gastro Gnome has the power to give you all of the energy you need to unlock new experiences, push your boundaries, and embrace the outdoors for all it has to offer. Through influencer partnerships, brand events, and digital content, "Fuel Your Adventure" will take consumers to exciting new realms, inspiring them to embark on their own adventures while making Gastro Gnome their favorite on-the-go gourmet meal.

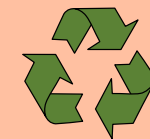


The Bigger Picture

Key Messages of the “Fuel Your Adventure”

Campaign:

- Adventure Fuel
- Global Inspiration
- Sustainability at Heart



Campaign Execution Plan:

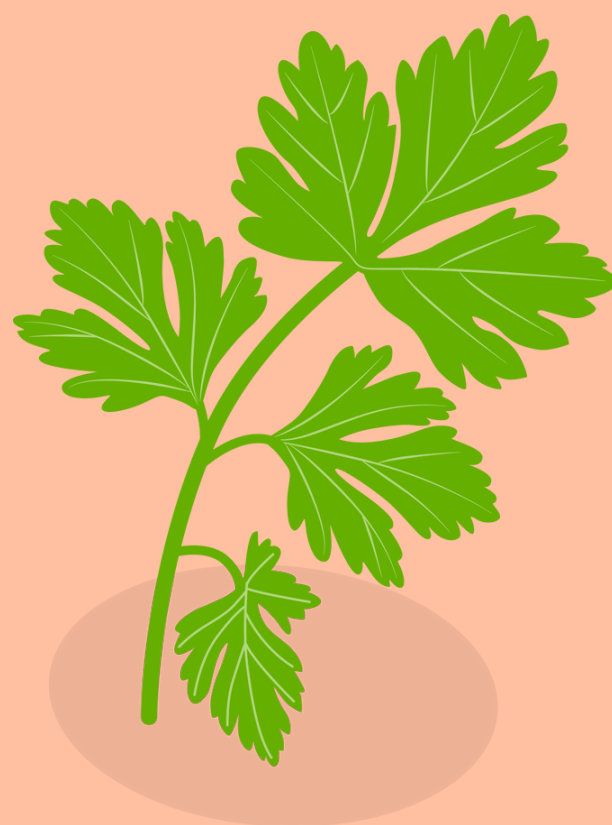
- "Fuel Your Adventure" Campaign
- Educational Initiatives
- Community Building

Overall Outcome of the “Fuel Your Adventure” Campaign:

Gastro Gnome's Adventure Revolution transcends outdoor dining to inspire transformative experiences and positive change. By empowering adventurers to push their limits, savor global flavors, and embrace sustainable living, our brand becomes a beacon of empowerment and inspiration for outdoor enthusiasts worldwide. Together, we embark on a journey of discovery, fueled by passion, purpose, and the spirit of adventure.



INDIVIDAL DELIVERABLES





Camping food made
healthy and easy.



A gourmet meal made at your
campsite.

- Healthy
- Fresh Ingredients
- Lightweight for travel
- Easy to make
- Delicious!

Just add boiling water.



Advantages of the Gastro Gnome

Less to carry, more to eat!
Be comfortable and prepared
with Gastro Gnome.

[Shop NOW](#)



CLIENT ADVENTURES



**Worry free
backpacking
with Gastro
Gnome**



ORDER NOW 

monthly

CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
01 New Meal Announcement	02 Sponsored Influencer Post	03 Beneficial Fact About Gastro Gnome	04 Exploring our Flavors from Around the World	05 Reel of Ingredients	06	07 A How-To With Our Products
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04

- INSTAGRAM POST
- BLOG POST
- TIK TOK
- TWITTER



Gastro Gnome

NEW
MEAL!

Exquisite Stir Fry for Every Palate

Indulge in the natural flavors of our Vegetable Stir Fry. Packed with nutritious vegetables, each stir fry is a symphony of taste that will leave you craving for more. Just. Add. Water.
#FuelYourAdventure #NewMeals

\$17.25

On our website

FOR MORE INFORMATION

www.gastrognomemeals.com

406.924.2404

Instagram New Meal Alert Example (May 1)

DID YOU KNOW?



The unique flavor combinations found in Gastro Gnome's snacks are inspired by the founders' travels and exploration of different cuisines from around the world. Each flavor tells a story and represents a specific cultural or regional influence. #FuelYourAdventure

Twitter Fact Example (May 3)



Gastro Gnome Adventure Box



The Gastro Gnome Adventure Box is your ticket to elevated outdoor dining. Packed with delicious and nutritious meals, this curated package ensures you stay fueled and satisfied on all of your adventures.



What's Inside

- Selection of Gourmet Meals:
 - Thai Peanut Curry
 - Moroccan Chickpea Tagine
 - Italian Lentil Bolognese
 - Southwest Quinoa Bowl
- Or make it your own by customizing your Adventure Box!
- Durable Packaging
- Outdoor Cooking Guide
- Gastro Gnome's Ice Cream Sandwiches

Gain access to our online Adventure Group for early access to new releases with QR code inside of each box!

Get yours today at gastrognomemeals.com

Show us your adventure using [#fuelyouradventure](https://twitter.com/fuelyouradventure)



Thank You!

Bailey Struble, Claire McPhail, Sydni Horton, Emmy Taranto and Ellen Mason

Work Cited

Slide 2:

<https://gastrognomemeals.com/>
Pictures - <https://gastrognomemeals.com/>

Slide 6:

<https://www.climbing.com/skills/honnold-fast-and-efficient-tips/>

Slide 13:

Pictures - <https://www.instagram.com/gastrognomemeals/tagged/>