

MESSAGE STRATEGY QUESTIONNAIRE

4PFoods

WHO ARE YOU TALKING TO?

(TARGET AUDIENCE)

Every message has an intended - and often, pinpoint specific - audience. Who is your audience? What demographic/specific customer do you hope to reach?

People who care. People who care about their food, their health, their communities, and their environment. Working professionals, small families, commercial and residential tenants who have an interest in natural, healthy living, but not a lot of time to pursue it. These are altruistic, compassionate consumers who are willing to spend a little more if it means doing good. They appreciate the value of organic, locally sourced food and understand its ability to nourish both their bodies and their souls.

Partners who care. Property managers who want to provide their tenants with convenient, healthy options. Nonprofits that want to see good food on the tables of lower-income families, instead of junk. Industrial buyers who see a broken food system and want to help fix it. Organizations that care deeply about the welfare of their communities and want to make a positive social impact.

People and partners hoping to put natural, healthy, delicious food on every table... and maybe make the world a little better along the way.

WHAT'S YOUR POINT?

(STATEMENT OF PURPOSE)

Your message needs a message. What exactly are you trying to convey about your company/brand/product?

The American food system is broken. Industrialized, commodified, inequitable. Farmers work tirelessly to grow food that's healthy and humane, but the current farm-to-table model is unruly and inconsistent. The government disproportionately subsidizes crops that produce processed foods, leaving low income families priced out of healthy options. Consumers across the board want better food, but have to work too hard to get it.

4P draws a direct line between the consumer who cares, the farmer who needs support, and the family that wants/needs access to better food. We help health-minded individuals and families enjoy fresh, high-quality, natural food that's affordable and convenient. We help altruistic citizens support their local economy and community while promoting the production of food that is ethically, sustainably grown. And we give larger organizations an easier, more beneficial alternative to their current procurement practices.

4P brings good food from farm to table, improving economies, the environment, and the health of your family.

WHY SHOULD I BELIEVE YOU?

(SUPPORT & REINFORCE)

Consumers are skeptical. What do you have to backup your message? Company history, statistics, word of mouth, testimonials, celebrity endorsements, tradition, portfolio, previous clients, etc. are all relied upon to reinforce a marketing point.

Our best proof lies in the personal stories of our farmers, our partners, and our customers. Our *Impact* blog educates users on our producers and artisans, and the exceptional work they do. Customers are eager to share their testimonials on social media, because they love the quality and variety of their share bags and enjoy being a part of something meaningful. Thanks to our commitment to donate every tenth share bag, local food banks and non-profits have plenty of stories to tell about the people we're helping every day.

Because you see it working; for your neighbors, for your colleagues, for your competitors, for your farm, and for your family.

WHY SHOULD I CARE?

(CONVINCE)

Consumers have options. Prove why consumers should choose you/your brand/your product over a competitor. This one often goes hand in hand with “Why should I believe you?”

You can now enjoy fresh, healthy food in a way that’s convenient and affordable—and, at the same time, support a clean environment, humane treatment of animals, a living wage for small farmers, and equitable food access for all. Small farms, local food banks, low-income families...they all need help getting connected to one another, and 4P Foods has drawn the perfect line between all of them, and YOU.

No other CSA or farmers’ market is doing as much to create a sustainable food system that will work for everyone. 4P is proud to provide a service that our customers love, but we’re about more than just fresh food. We’re also about fairness, compassion, and doing what is right.

Fresh, local, and life-changing with one click.

HOW SHOULD I FEEL?

(EVOKE EMOTION)

Which emotions do you hope to evoke from your intended target audience? Should consumers feel happy, sad, angry, anxious, fearful, confused, excited, confident, impressed, unique, in-on-a-joke, etc?

You should feel hopeful about your role in fixing the American food system—and excited about the convenient, affordable, delicious way you can now do that.

4P isn't just doing great work. We're also providing a great service to those who support us. We're here to educate you, to facilitate your drive to help others, and to provide you with easy, affordable, *good* food. We want you to feel empowered by that, and inspired to learn and do more.

More than anything, though, we want you to feel *connected*—to us, to your community, to your environment, and to your food.

Who knew it could be this easy to change the world just by eating well?

WHAT DO YOU WANT ME TO DO?

(CALL TO ACTION)

What is your desired next step for potential customers after viewing your message? What should they do? Buy your product, go to a store and try it out, request more information, tell a friend, keep it secret, etc?

We want you to use us as a resource. Visit our website. Read about our producers and partners and packages. Subscribe to our newsletter and social media. Talk to us about what we can do together to change the world. Then sign up! Try our recipes, enjoy our food, take pictures and share your experience with everyone you know. Be an advocate for the work that we're doing.

Play your part in fixing a broken system—it's easier than you think.

...Sign up for a 4P bag today.

...Get in touch to become a supplier.

...Take and share a picture of your delicious 4P dinner!

KEYWORD

(DISTILL)

If you had to distill your message into one key concept - and for this exercise you do - what is that concept? What resonates with your audience? Speed, Power, New, Different, Solid, Simple, Timeless, Fun?

Purpose, Prosperity, People, Planet.