

anna

YOUR LOCAL SUSTAINABLE GROCERY STORE

ZERO  WASTE

**NUDE
FOODS
MARKET**

FINAL PITCH

Presented by Lasso

LASSO



TORI SAVER

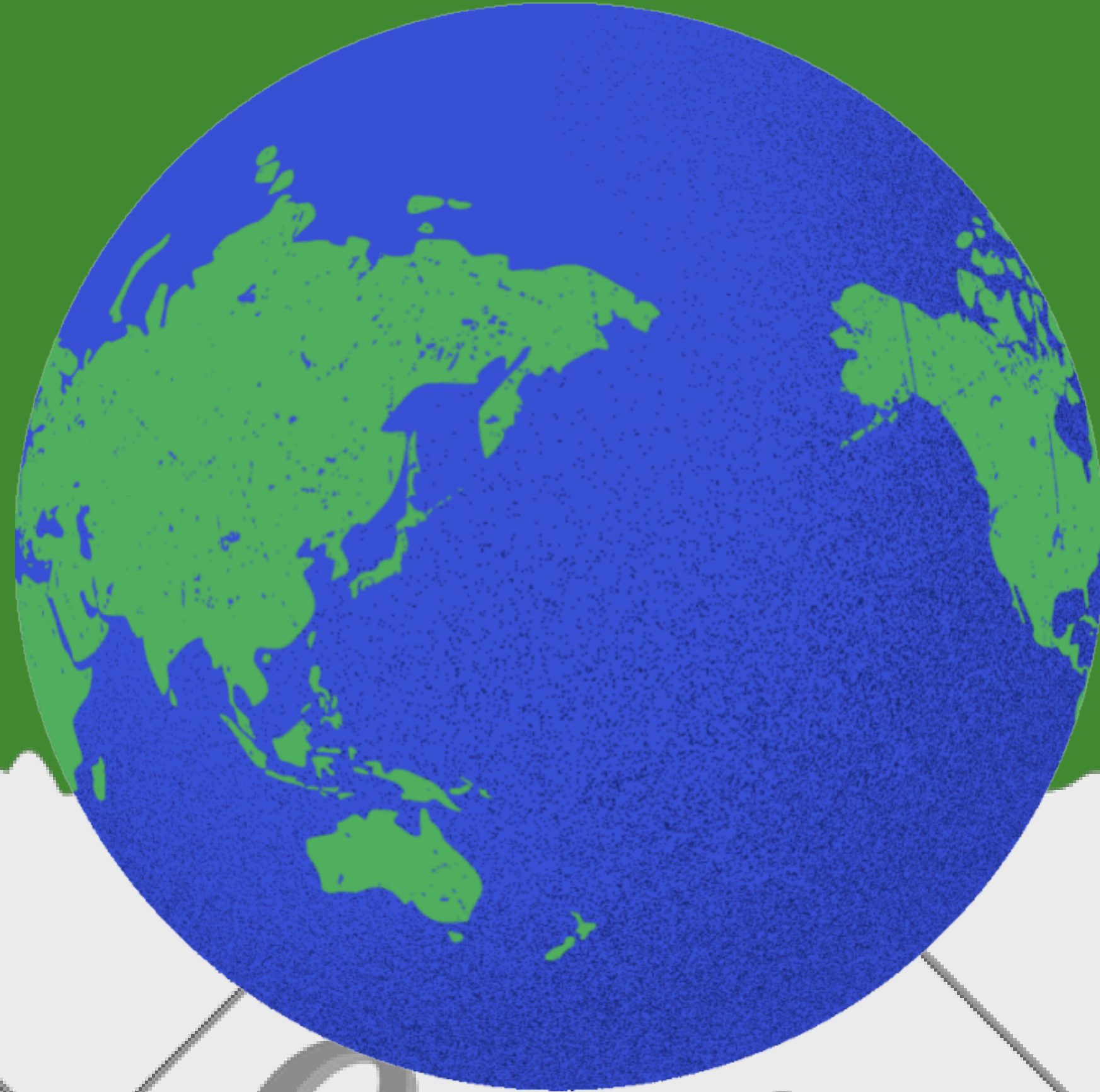
JESS PLOTKIN

ANDY JOHNSON

ALDEN KOSKOFF

GRACE WISKERCHEN

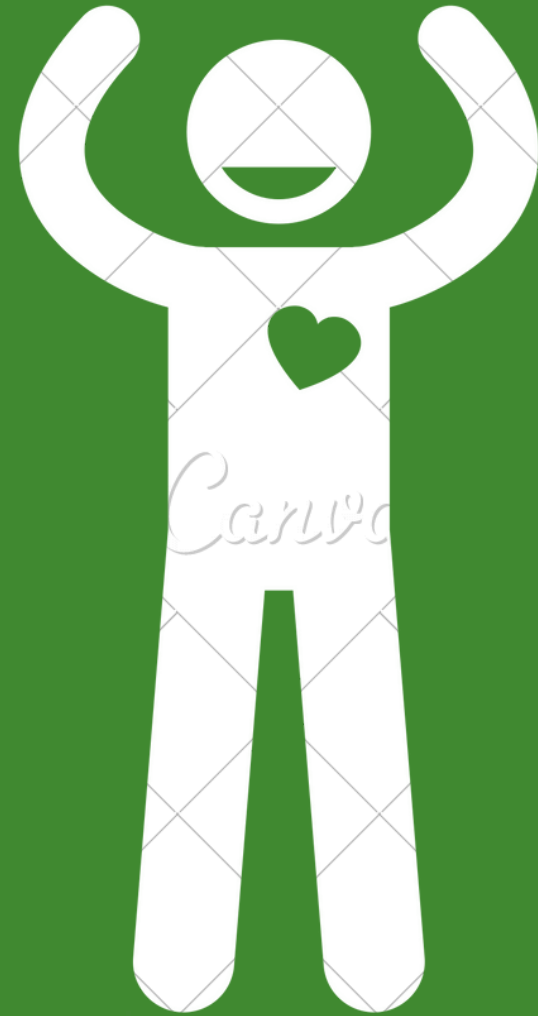
IMAGINE A WORLD WHERE NO TRASH EXISTED...



Canva



INSTEAD THIS WORLD WOULD BE FILLED WITH:



HEAL THEIR

HAPPIER

NUDE?

THIS WORLD IS...

YOUR LOCAL SUSTAINABLE GROCERY STORE

ZERO  WASTE

**NUDE
FOODS
MARKET**

Carroll



BRAND BACKGROUND:

Launched in Boulder in October of 2021.

Started as an order and delivery service, focused on sustainability.

Within 6 months, they were delivering to 250 households via bike.

Achieved ~10% weekly growth, far surpassing the original goal of 10% monthly growth.

Now has brick-and-mortar locations on Walnut Street in Boulder and West 44th Street in Denver.



THE COMPETITIVE LANDSCAPE

DIRECT COMPETITORS:

- Simply Bulk Market (Longmont, CO)
- Local Farmers Markets

INDIRECT COMPETITORS:

- Sprouts
- Natural Grocers
- Lucky's Market

BRAND THREATS:

- People's Time
- Convenience of grocery delivery services (Amazon)



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MARKETING PROBLEM

VEGAN DAIRY

DRESSINGS

BRAND AWARENESS

Not many people in the Boulder and Denver areas know about Nude Foods.

CUSTOMER ACQUISITION

Get people coming in the door and choosing Nude Foods as their go-to grocery experience

OUR OPPORTUNITY

POSITIONING

Nudists should see Nude Foods as a brand that truly shares their passion for sustainability, making it easier for them to make a real impact. We want them to think that zero waste is possible when they shop at Nude Foods.

CULTURAL ALIGNMENT

Sustainability isn't a phase, it's a way of life. But even the most eco-conscious shoppers feel overwhelmed by the responsibility of "doing it all."



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HOW DO WE GET THERE?

PHASE 1:

Focus on creating Brand Awareness in the Denver and Boulder areas by launching our “Nude Future” campaign.

PHASE 2:

Ensure that Nudists keep coming through the door and signing up for memberships. We will rework our “Nude Future” campaign to better focus on customer retention

KEY CONSUMER



THE NUDIST

The Nudist is aged 30-60 years old and lives in Boulder and Denver, CO.

They value the environment and want to be a part of something greater than themselves, creating a better future for generations to come.

HUMAN PROBLEM



People are concerned about the health of our climate and ourselves, and want to actively contribute to doing their part.

Each time people shop at the grocery store, they inadvertently add waste to our already overflowing landfills, even though their intention is not to.





INSIGHT

**“THE LEAST WASTEFUL
WAY TO LIVE IS NUDE.”**

PROPOSITION

Nude Foods takes out the trash for you; all you have to do is shop there.



Nude Foods is the only option in town for those who want healthy food but none of the unnecessary waste that other stores sell.

THOUGHT STARTERS



BolderBoulder

What if we sponsored the BolderBoulder and made it nude?



Nara Smith Promotion

What if Nara Smith made a video with nude ingredients?



Nude Delivery

What if we had a Nudist delivering nude foods to peoples' doorsteps?

PRODUCTION PARTNER RECOMMENDATION

MODERN

POST
COMPANY



DIRECTOR RECOMMENDATION



ALBERTO ARELLANO
CREATIVE & FILM DIRECTOR

FIT KITCHEN



NEW!
22g PROTEIN

FIT KITCHEN

CHICKEN WITH
CASHEWS

Bowls



PHOTOGRAPHER RECOMMENDATION

ALANA HALDAN



CHANNELS THAT CREATE DEMAND

BE A NUDIST

TELEVISION SPOTS

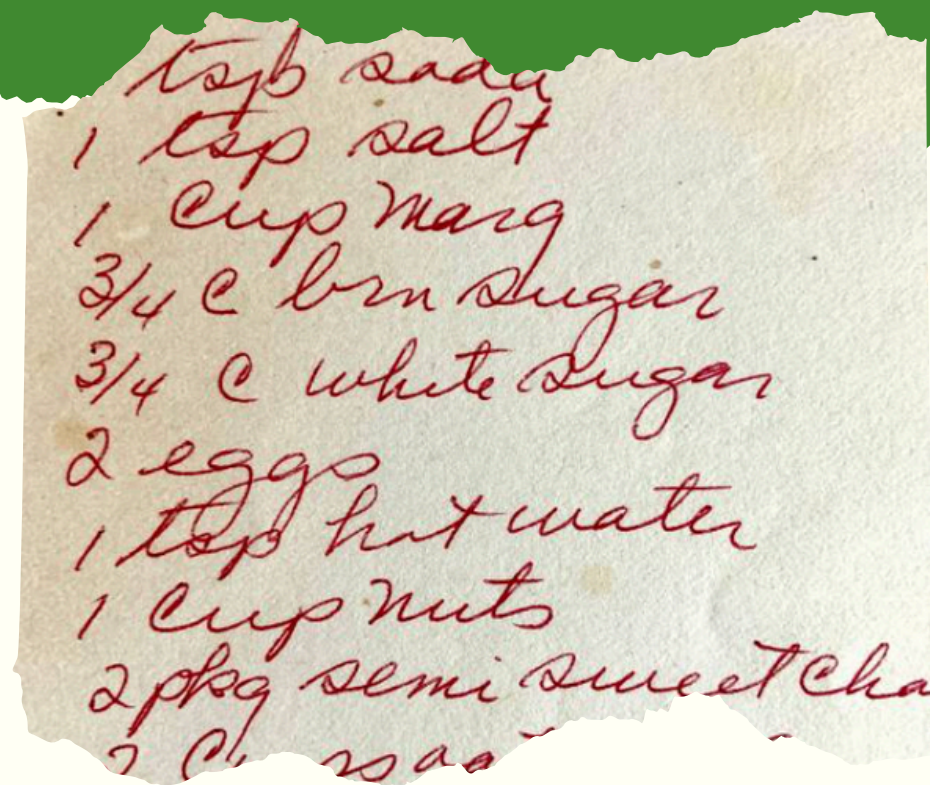


PAID SOCIAL MEDIA



OOH

SERVE DEMAND



ONLINE RECIPES



LOCAL FARMERS MARKETS

BE A NUDIST

RETAIN DEMAND

Shop NUDE

**MEMBERSHIP PROMOTION VIA
SPECIAL DEALS**

EMAIL/ SMS

KEY MOMENTS



**NUDE-SUIT STREAKER @ CU
FOOTBALL GAME**



EARTH DAY EVENT

KPIS

Eat **NUDE**

Clean **NUDE**

Shop **NUDE**

Live **NUDE**

Eat **NUDE**

Clean

**INCREASE STORE TRAFFIC BY
30% IN BOTH LOCATIONS,
BOULDER AND DENVER - CAN
TRACK VIA SALES METRICS**

**BOOST NEW MEMBERSHIPS BY
25% DURING THIS CAMPAIGN-
PHASES 1 & 2**

**INCREASE BRAND
ENGAGEMENT ON SOCIAL
MEDIA PLATFORMS (LIKES,
SHARES, COMMENTS..)**



**THE LEAST WASTEFUL WAY TO
LIVE IS NUDE.**