



NAOMI WHITTEL

# HIGH FIBER KETO

## #you in 22 Guide

# Executive SUMMARY

Lifestyle expert and wellness explorer Naomi Whittel is progressing into the ketogenic diet space with the launch of her new book "High Fiber Keto" in February 2020. As a CEO, Whittel is successful in various areas of the health and wellness realm. As an author, Whittel made waves with the launch of her New York Times bestseller "Glow15" in 2018. Whittel inspires a better life through wholesome approaches that evoke beauty from within. "High Fiber Keto" offers a 22-day, holistic approach to the ketogenic diet that will leave readers feeling beautiful on the inside and outside.

Next Page Public Relations strives to produce a successful book launch for "High Fiber Keto" with the "You in 22" campaign. With this campaign, we will evoke national buzz around this holistic, women-friendly approach to the popular ketogenic diet. This campaign proposal begins with a brand print that assesses Naomi Whittel Brands' current place in the market. With our secondary research, Next Page Public Relations offers key messages that are essential to the mission, vision and values of Naomi Whittel Brands. These messages can be found in the brand print.

Our research director conducted a 43-question survey in September using Qualtrics Survey Software. This survey targets women ages 35 and older since they are the target audience for this campaign. This resulted in 290 responses, 268 of which were from women. An in-depth interview was conducted with a 38-year-old woman as another source of primary research. This research gives our team insight to how women view the ketogenic diet and where they consume information on diets.

With the insights discovered by our research director, our team produced three goals, six objectives and sixteen tactics that will push the book towards success. These goals are centered around making Naomi Whittel and "High Fiber Keto" a force in the women's ketogenic diet community. Our team offers six measurable objectives that will lead the campaign in this direction. With each objective we strive to generate excitement around the book, give "High Fiber Keto" a holistic, women friendly reputation and to grow Naomi Whittel's community. To achieve these things, Next Page Public Relations offers multiple tactics. Materials are included for each tactic that will help make this campaign come to fruition. An outline of the budget and timeline are also included.

Before, during and after the campaign, our team will evaluate the success of the "You in 22" campaign. The campaign will be evaluated with before-and-after surveys, focus groups, media coverage analyses, sales analyses, book reviews assessments, social media metrics, in-depth interviews and customer response data in the form of online questionnaires. This will give insight to the success of the book launch and what can be altered in the future.

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# ABOUT US

## ACCOUNT EXECUTIVE

### MCKENNA COLE

As the account executive, McKenna Cole is responsible for overseeing the team to ensure the campaign is executed to the highest standards. She has previously worked with Relay for Life at the University of Florida, overseeing its marketing department and directly working in social media, marketing and event planning. With public relations experience in sports and non-profit work, she has learned how to balance deadlines, execute media campaigns and oversee teamwork and collaboration.

## DIRECTOR OF RESEARCH

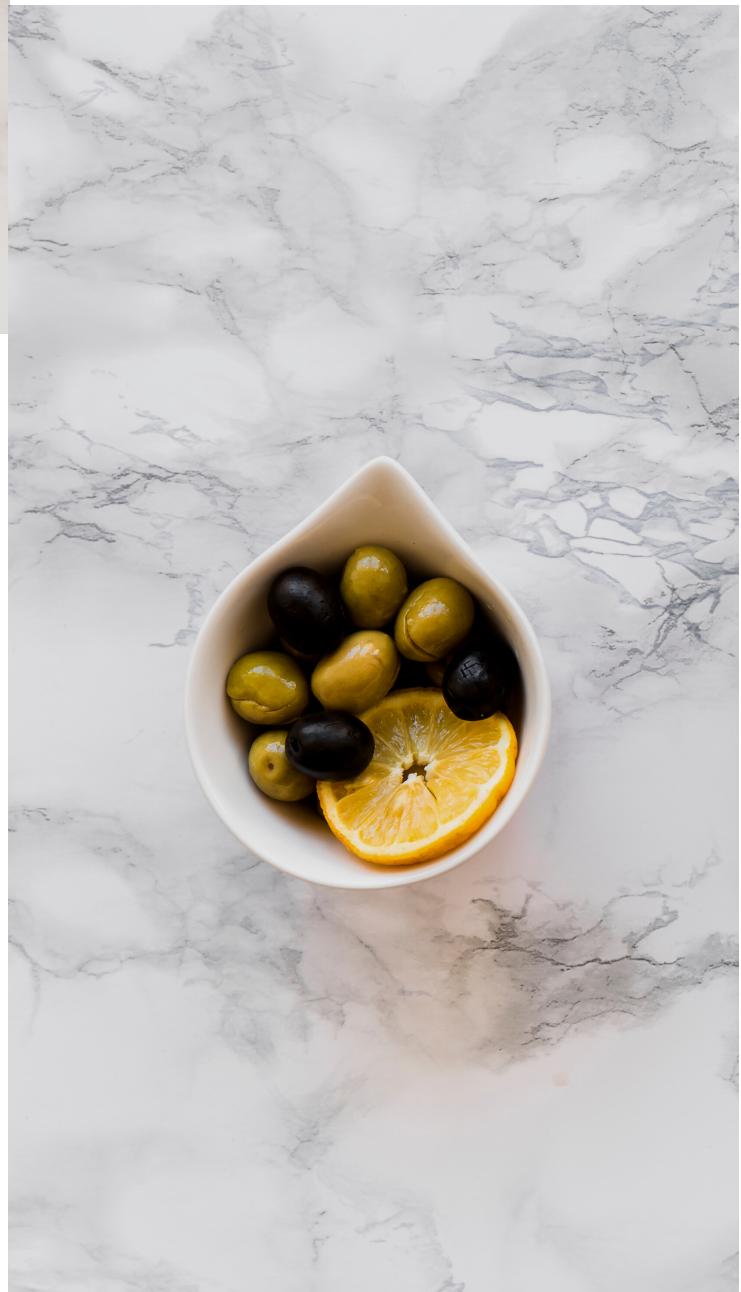
### SAMANTHA LEON

As director of research, Samantha Leon was responsible for the strategy, implementation and compilation of research on the book launch and target audiences. She also provided guidance regarding the brand platform, goals and objectives and evaluation. While working at the University of Florida Department of Health Outcomes and Biomedical Informatics as a communications assistant, she learned how to communicate complex scientific research topics to a lay audience. With her background, she is well-equipped to support the successful launch of a diet book that is science-driven but designed for busy women.

## MEDIA DIRECTOR

### JULIANA CUCCARO

As media director, Juliana Cuccaro was responsible for investigating, budgeting and targeting appropriate media channels to reach the campaign goal. While working with Ronald McDonald House Charities of North Central Florida as a marketing and public relations intern, she learned how to pitch to the proper media outlets when launching a fundraiser or event. With her media background and ability to connect with audiences, she is qualified to successfully contribute to the launch of this campaign.





# ABOUT US

## COPYWRITING DIRECTOR

### CHELSEA ELLIS

As copywriting director, Chelsea Ellis was responsible for the copy in all campaign materials and ensured accuracy, consistency, clarity and effectiveness of all key messages. With a background in social media and branding, she has experience in forming effective messages for target audiences. Chelsea has experience as a social media intern for the University of Florida Athletic Association and as a communications intern for Wolcott Counseling and Wellness. Her background will help her successfully deliver messages to all audiences.

## CO-CREATIVE DIRECTOR

### ASHLEY MIRTYL

As co-creative director, Ashley Mirtyl was responsible for the overall look and presentation of all campaign materials. Ashley Mirtyl is a content creator who thrives at the intersection of creativity and strategy. Her fervor to create innovative, thought-provoking and digitally disruptive campaigns has allowed her to work alongside brands like Banana Republic and Humm Kombucha.

## CO-CREATIVE DIRECTOR

### NICK GOEBEL

As co-creative director, Nick Goebel was responsible for the overall look and presentation of all campaign materials. Goebel is a strategic communicator with a focus on the creative campaigns that highlight old brands in a new way. He focuses on behavioral and habit-changing campaigns to leave long-lasting impacts. He has worked with brands such as Heineken, Hilton, D.C. Pride and more. He has also worked in celebrity relations with clients such as Antoni, Johnathan Van Ness and Amanda Seales.



## Who we are

Next Page Public Relations is a full-service public relations agency that promotes clients while helping them form genuine connections with their audiences. With research, media, written and creative services, we empower clients to prosper in their market. We are a team of committed and driven public relations students with unique backgrounds and experiences. With these experiences and services, we strive to offer unique solutions to our clients that are strategic, innovative and imaginative in nature.

"The best part about your brand's story is that the next page is blank, and you get to write it."

/ NEXT PAGE PUBLIC RELATIONS /

## Our capabilities

Data Analytics



Public Relations

Social Media

Branding & Positioning

Creative Design

User Experience

Digital Marketing

BEHIND THE WORK

NEXT PAGE PR

BRAND PLATFORM

*#youin22*

# Brand PLATFORM

## Introduction

Naomi Whittel, nutrition expert and author of the New York Times best-selling book "Glow15," will be releasing her second book, titled "High Fiber Keto," in early 2020. As a self-described wellness explorer, she travels the globe to find Earth's finest ingredients, sharing her science-driven discoveries with loyal followers to help them live better lives. Traveling from the coast of southern Italy to spice markets in India, Whittel has curated research into this process for seven years to make it accessible and effective for women looking to revitalize their bodies. In her new book, "High Fiber Keto," Whittel will explore one of the most popular weight-loss diets currently trending in the wellness world — the ketogenic diet. The book will explore how fiber can enhance and affect the ketogenic diet. Based on the success of "Glow15," one can expect her new ketogenic diet book to generate similar results.

## Situation Analysis

The ketogenic, or keto, diet is a very low-carb, high-fat diet that involves drastically reducing carbohydrate intake and replacing it with fat. While other low-carb plans focus on consuming more protein, the keto diet high has a high fat requirement. It cuts out most fruits, as they are rich in carbs, and limits vegetable intake to leafy greens like Brussels sprouts and kale. This way of eating forces the body to primarily burn fat and produce an alternate source of fuel called ketones, resulting in visible, often quick weight loss and other positive health outcomes, including improved blood sugar, appetite control and steady energy levels.

According to Google, the keto diet was the most searched diet of 2018. Interest in the diet plan has far outpaced interest in other plans, with Google searches for "keto" dwarfing searches for "paleo," "Whole30" and "intermittent fasting." It has amassed a cult following due to social media, where people post before-and-after photos and participate in "keto challenges." There are countless Instagram posts dedicated to sharing keto diet recipes and tips. Celebrity endorsements from Halle Berry, Lebron James, Gwyneth Paltrow and the Kardashians have also fueled the keto craze.

Despite being popularized as a science-based plan, this diet has sparked a larger polarized discussion about its potential health risks and benefits. Health experts say that the keto fad encourages foods high in saturated fat, which have been linked to heart disease, while restricting nutrient-rich foods like beans, fruits, starchy vegetables and whole grains. Not eating enough fruits and vegetables could also lead to nutrient deficiencies. With so much fat to metabolize, one could also face liver problems. Many medical organizations like the Mayo Clinic do not advise the keto diet being used in the long term, as the high fat content and limits on nutrient-rich foods like veggies would threaten one's long-term heart health.

# Brand PLATFORM

## / SITUATION ANALYSIS CONTINUED /

Among health experts, there are mixed views on the ketogenic diet. For example, Marcelo Campos, a Harvard researcher and primary care doctor, wrote that research has revealed the ketogenic diet's role in effectively reducing seizures in children and helping brain disorders. However, there are no studies on the long-term effects of ketogenic diets on diabetes and cholesterol levels. A handful of studies revealed that some patients' cholesterol levels would initially spike due to the diet, Campos wrote, but later their levels would return to normal. This is because the ketogenic diet is rich in fat and calls for limited fruits and vegetables. Campos warned that patients with kidney disease should approach the diet with caution. Ultimately, it is critical to provide people with options that are clearly safe and healthy. Whittel's science-driven approach will most likely fare well with apprehensive consumers who have a doctor's approval to move forward with the ketogenic diet.

### SWOT Analysis

#### Strengths

- Naomi Whittel has the knowledge, reputation and network in the wellness industry, which should build up her credibility among the target audience.
- The success of "Glow15" has laid the foundation for Naomi Whittel's new book because these two books share a similar group of readers.
- Whittel's popular products can act as places to raise awareness of the new book and transform existing customers to readers.
- The ketogenic diet has a huge potential in the wellness market as it has a growing number of followers.
- Naomi Whittel is a New York Times bestselling author and is backed by authentic, recognizable experts and scientists.

#### Weaknesses

- Although the market is expanding, keto is still a niche market with limited awareness because there are too many types of diets that have been known for a longer time than the keto diet, such as vegetarian, low-fat, low-calorie, etc.
- As everything is on social media, the platform of "High Fiber Keto" is confined, which means that the book can only target a small portion of all potential customers in the market.
- Whittel isn't the first to discover the keto diet. There is already a variety of books on this topic.
- Not FDA approved and no long-term scientific evidence.

# Brand PLATFORM

## Opportunities

- Healthy eating is becoming a trend with more beginners, which means that the size of potential readers of "High Fiber Keto" will grow.
- The market is still open to innovations. Most of the keto books on Amazon include two parts, an introduction of the keto diet and keto recipes. Therefore, books with new content and ideas are likely to stand out.
- Due to the lack of more well-constructed learning and practicing systems for the keto diet, a combination of a book and its derivatives, such as products, courses, mobile apps, etc. will be groundbreaking. Whittel has a completed package for her "Glow15," it will be possible for her to develop a similar package for the keto diet.
- Whittel already has a dedicated following that uses many of her other products.
- Whittel has the potential to offer a top dietary method guide for anti-aging and to change the perception of dieting and self-help books.
- A spike in interest in keto.

## Threats

- Due to the lack of certification and qualification of writing a book on the keto diet, the barrier of entry for this field is low, which indicates high competitiveness in this market.
- As there are more than 40,000 results for keto books on Amazon, the huge number of existent books is threatening the competitiveness of the new book.

## Research

### Naomi Whittel

Naomi Whittel is a self-proclaimed "wellness warrior" with expertise in areas such as nutrition, health and wellness both internally and externally (Meet Naomi). Whittel is the owner of brands such as OMI Skin Nutrition, Simply Goodfats and A Better Life. She is also a major shareholder in the wellness line Medicine Mama Apothecary which is based in Ojai, California.

# Brand PLATFORM

With her book "Glow15," Naomi Whittel has become a New York Times best-seller with over 100,000 copies sold globally (Glow15). Consumers of Naomi Whittel Brand products are adventure health seekers and self-care connoisseurs. This audience can be defined as predominantly college-educated females aged over 45 years old (NWB Brand Deck). The main bulk of Naomi Whittel Brand's sales are made through wholesale with \$14 million, Amazon.com with \$3 million and QVC with \$1.5 million (NWB Brand Deck)

Whittel is also supported by renowned influencers such as Sanjay Gupta, Montel Williams, Ali Landry, Jeff Bland, Dendy Engelman, Bob Roth, Mike Dow and Brooke Alpert. Sanjay Gupta, a neurosurgeon and CNN's chief medical correspondent, said of Whittel, "Naomi has traveled the globe in search of the purest and most potent ingredients, brought emerging scientific solutions mainstream, and helped countless people not just survive, but thrive." Whittel's connection with these influencers has significantly increased her credibility in beauty and wellness industries.

Whittel's owned media is very strong. She runs multiple social media accounts such as Facebook, Twitter, Instagram and YouTube. She also writes a food blog talking about keto recipes and easy-to-make "fat bomb" recipes. All of her social media accounts have a strong, solid following. Her YouTube channel content is all health-related. She covers multiple topics such as the keto diet, fasting, CBD and the benefits of turmeric. Whittel uses owned media channels to communicate the key message that wellness comes from within, inspiring and empowering her audience through engaging content and relevant products she has developed. Whittel's owned media channels include her website, blogs, documentary series, master classes and social media accounts.

## Health Dining Industry

Healthy dining marketing is expanding rapidly in recent years because Americans are shifting their attitudes toward eating. Mintel concluded, "Younger generations have a growing interest in plant-based options, but still strongly associate protein-rich menu items with healthiness. As older generations, particularly Baby Boomers, enter their next life stage, operators must cater to their more specialized health needs by offering heart-healthy and lighter menu options" (Mintel, 2019). Based on almost two thousand responses from participants who are 18 or older, the research also shows that 90% of them think that it is healthier to cook at home. In terms of where people find information about healthy eating, according to Mintel's research in 2018, participants acquire related information from health websites (21%), blogs (18%), medical professionals (17%), friends and family (16%), social media (6%) and others (22%) (Mintel, 2018).

# Brand PLATFORM

## Website

Whittel's website is very comprehensive as it consists of an introduction of herself and her theories, online shopping pages for various product lines and links to owned media, such as NaomiTV and her blog which mainly focuses on recipes. Since she has a separate section for "Glow 15," it is also possible to utilize her website as a channel to promote the new book, which could be efficient because it ties "High Fiber Keto" with existing customers.

NaomiWhittel.com is Whittel's primary platform for directly reaching consumers. It has more than 900 million online impressions, \$22 million in 2019 revenues and a 14% annual growth rate, according to Whittel. Regarding social media, Whittel has over 40,000 subscribers on YouTube, 80,000 followers on Facebook, 24,000 followers on Instagram and 2,000 followers on Twitter. Lastly, through her blog posts, Whittel takes advantage of covering trending wellness and beauty topics and by providing followers with simple health tips.

## Social Media

Social Media Platform	Followers/Subscribers	Other Data (If Available)
<b>Facebook</b>	85k	83k page likes
<b>Instagram</b>	25.3k	448 posts
<b>YouTube (NaomiTV)</b>	42k	1,539k views
<b>Twitter</b>	2k	N/A

Based on the audience demographics for A Better Life, which should be similar to that of the new book, the main social media platform that Whittel should focus on would be her Facebook page. When comparing the number of followers of four platforms she uses, she has done well in this part as her Facebook page has many more followers than her other platforms. Whittel has already started posting content about the keto diet, especially in her blogs and YouTube (NaomiTV) videos, which could help her earn a reputation among those who are interested and promote the new book.

# Brand PLATFORM

## Earned Media

As displayed on Nexis, Naomi Whittel has been appeared in 147 news segments and articles since 2011, with 47 from newswires and press releases, 44 from the industry trade press, 16 from blogs, 14 from newspapers, 10 from web-based publications and four from magazines and journals. There is a huge growth in earned media impressions between 2016 and 2018.

Whittel and her products have garnered considerable media coverage and national recognition. Regarding earned media, she has been recognized in The Wall Street Journal, The Huffington Post, ELLE, Vogue, Harper's Bazaar, Prevention, Woman's World, Shape, Town & Country and Family Circle, according to her website. Additionally, her products have been praised on ABC News, PBS, "Good Morning America," "The Today Show," "The Dr. Oz Show" and The Doctors.

## Vision

Naomi Whittel's original vision statement reads, "To create a global movement for the wellbeing of all," and this can be applicable to her new keto book. By focusing on the wellbeing of people, the keto diet movement can reach people that may not have heard of the diet or those that may be interested in incorporating this into their lifestyle. One of the keywords from the vision statement, wellbeing, can be used to describe the idea for "High Fiber Keto" as well as overall promotion for the book. By incorporating this, people could be attracted to "High Fiber Keto" as a way to increase and sustain their own wellbeing through keto.

## Values

Whittel's current values are simplicity, authenticity, discovery, quality, accessibility, transparency and proven by science. A shorter, more specific list of values would better resonate with key audiences. For instance, "Science-based, woman-forward, accessible, mindful and transparently sourced." There are four key values that will be the core of the campaign:

*Transparency:* Knowing exactly what is in an item is one of the key turning points and differentiations of Naomi Whittel products. Naomi Whittel believes in clean and simple and that means no extra confusion.

# Brand PLATFORM

*Quality:* The most natural and healthiest ingredients and supplements during the ketogenic diet.

*Simplicity:* Naomi Whittel products bring simple solutions to healthy eating through the use of pure ingredients and scientific solutions.

*Authenticity:* Being your authentic self takes confidence and energy. Eating organic foods can help you be your best.

## Purpose

Naomi Whittel's purpose is to educate people on what they are putting into their bodies so they can better their diet and lifestyles. There is a wide range of information out there regarding the ketogenic diet as well as many ways to follow it. However, Whittel's book will outline the most authentic approach to the diet as she tackles wellness holistically.

With the keto diet's growing popularity, a new keto focused book could be met with much popularity and success. Naomi's previous success with "Glow15" could be an asset in promoting the book and its launch. "High Fiber Keto" could be helpful for Whittel's followers who are looking for a weight loss method that is easy to transition in and out of their daily life. This can also be a great resource for both people interested in the ketogenic diet, regardless of previous diet experiences.

By giving readers a book like this, they are able to follow along with not only Whittel's journey, but with others who are also taking these steps to better their life.

RESEARCH  
*#youin22*

# Research PLAN

## Introduction

This research plan uses primary and secondary research to gain insight on the target audience and the ketogenic diet realm. Our secondary research explores competitors in the market who have launched successful books or are influential on social media. Whittel's HFK is unique from other books because it offers a ketogenic journey tailored to women rather than just a cookbook. Our secondary research also explores the diet market as a whole and how the ketogenic diet is viewed specifically. It is one of several popular diets and is often discussed in the media. Secondary research also offers information on our target audience of women ages 35 and older. This research explores the audience's role as weight loss candidates and wellness seekers, and it outlines how the audience uses social media.

For primary research, a survey and an in-depth interview were conducted. A 43-question survey was performed using Qualtrics Survey Software in September. This survey resulted in 290 responses, 268 of which came from women. The survey findings give information on the psychographics, health conditions and lifestyle choices of the audience. It also offers insight on the target audience's diet trends and media consumption. An in-depth interview was also done to offer further qualitative research on the target audience. This interview explores attitudes surrounding the ketogenic diet from a 38-year-old woman.

This research was used in the formation of the "You in 22" campaign. Findings from secondary and primary research offer insight that will allow Next Page Public Relations to communicate with target audiences effectively, resulting in a successful book launch and enriched Naomi Whittel community.

# Research PLAN

## Campaign Challenges

Lifestyle expert Naomi Whittle is releasing her new ketogenic diet book in February. With loyal followers, a strong consumer base and excellent past media coverage on Whittle and her products, we expect her new ketogenic diet book to generate success similar to that of her New York Times bestseller, "Glow15," which was released March 2018.

### Primary Campaign Challenges Include

- Establishing the most effective way to promote Whittle's book as a new, distinctive solution for women, who already have thousands of ketogenic diet books from which to choose. To cut through the noise, Whittle will need to position her book as the premier ketogenic diet guide tailored for the female body, accentuating qualities that set it apart from competitors.
- Making sure the book is completed early enough to align with designated campaign timelines, especially scheduled events and timely speaking opportunities.
- Dealing with the lack of control over the ketogenic diet trend. While the diet is currently a trending weight loss option, there is always the possibility that people will lose interest in the diet in light of a newer, viral diet option.
- Finding a way to align the essence of Whittle's new book with the interests of her current customer base.

### Primary Campaign Issues Include

- Addressing the health risks and side effects associated with the ketogenic diet. Ketogenic diet followers consume the majority of their calories through fats and proteins, and fruits and vegetables are limited. Therefore, the diet is not balanced in the eyes of some health experts, and there is a significant amount of literature delineating the dangers of the ketogenic diet. We can combat the controversy by highlighting the comprehensiveness of Whittle's approach as well as her book's emphasis on the wellness elements of weight loss.
- Appealing to environmentally conscious consumers who question the sustainability factor of diets that are not plant-based. Because the ketogenic diet has little room for fruits and vegetables, this poses a potential conflict.

# Research PLAN

## Methodologies

Our research will include both primary and secondary research methodologies. Primary research will include a survey to gather quantitative data that can be analyzed before we develop a campaign plan.

### Through Secondary Research We Will Examine

- The bestselling ketogenic diet books
- The authors of bestselling ketogenic diet books and how they are reaching audiences
- Ketogenic diet market forecasts
- The most popular diets in the U.S.
- Advantages and disadvantages of the ketogenic diet from a health/medical perspective
- Social media micro-influencers similar to Whittel as well as their strategies for connecting with followers
- Appropriate target audiences and their demographics, psychographics and media consumption tendencies

Through the survey, we will determine how to better reach audiences by uncovering specific questions that cannot be answered through secondary research. We will use an omnibus survey that consists of questions regarding:

- Demographics
- Lifestyle
- Dieting
- Cooking
- Health and wellness
- Reading and book purchasing habits
- Media consumption

To generate comprehensive and accurate results, our survey includes 43 questions total and takes a maximum of about eight minutes to complete, if the respondent answers all questions. Most questions have forced responses, so respondents cannot skip these questions during the survey. However, we will also adopt “display/skip logic” so that those who have no experience in certain sections, such as dieting and book-buying, will not encounter questions asking for more information in those sections.

# Research PLAN

## Description of Respondents

The survey will be designed to eliminate respondents who are not female. The ideal consumers for Whittle's book will be women who:

- Like to read
- Are trying to control their weight
- Want to foster inner wellness and live healthier lives
- Have sufficient income to support the ketogenic diet, which can be pricier when considering supplemental products that make the diet more satisfying or easier to follow

## Timeline and Instruments

This campaign will use a survey, calibrated through Qualtrics. We have determined that a survey will yield the best results in terms of finding ways to meaningfully connect with audiences. Oct. 10, all team members will distribute the survey via email, Facebook, Snapchat, Instagram and Twitter. We will evaluate survey results by Oct. 20.

## Secondary Research

### Competition

There are more than 4,000 ketogenic diet books available to consumers, and two of the 10 bestselling cookbooks in the U.S. are about the ketogenic diet. Currently, the three bestselling diet books at Barnes & Noble, excluding cookbooks, are:

1. "Keto Diet: Your 30-Day Plan to Lose Weight, Balance Hormones, Boost Brain Health, and Reverse Disease," by Josh Axe
2. "Simply Keto: A Practical Approach to Health & Weight Loss, with 100+ Easy Low-Carb Recipes," by Suzanne Ryan
3. "The Complete Ketogenic Diet for Beginners: Your Essential Guide to Living the Keto Lifestyle," by Amy Ramos

Josh Axe, bestselling author and doctor of natural health, is a popular wellness expert with a sizable following. In 2008, he founded what would become one of the world's most renowned functional medicine clinics. Today, he provides innovative nature- and science-driven solutions for wellness seekers such as the "food as medicine" approach. Axe makes regular appearances on "The Dr. Oz Show," NBC and CBS. He also has his own show on PBS. He connects with followers through his website (one of the largest natural health websites in the world), blogs and social media.

# Research

# PLAN

## / SECONDARY RESEARCH CONTINUED /

Axe's social media by the numbers:

- Facebook: 2.7 million followers
- Instagram: 516,000 followers
- Twitter: 42,800 followers

Suzanne Ryan has no medical background, but by sharing her personal ketogenic diet weight loss accomplishments, she resonates with people both meaningfully and successfully. In one year, Ryan lost 100 pounds.

Through her brand, Keto Karma, she focuses on the simplicity and achievability of the ketogenic diet and provides followers with helpful resources such as the "keto calculator." She has made appearances on the "Today" show, "The Dr. Oz Show" and "Live With Kelly and Ryan." Additionally, Ryan has been featured in Harper's Bazaar and Town & Country. She connects with followers through her website, blog posts and social media accounts.

Ryan's social media by the numbers:

- Facebook: 68,900 followers
- Instagram: 305,000 followers
- Twitter: 7,360 followers

Amy Ramos is an unusual competitor because she goes by her pen name. Ramos has no social media accounts, and her real name has not been shared with the public. While keeping her personal brand private, her most recent book has sold more than 250,000 copies. "The Complete Ketogenic Diet for Beginners: Your Essential Guide to Living the Keto Lifestyle," has been posted about on Twitter, Instagram and Facebook, but not in significant numbers. Her books are sold mainly through Amazon, Walmart and Barnes & Noble.

Amy Ramos' book on social media:

- Amazon: Bestseller and four stars
- Barnes & Noble: Three Stars
- Instagram: #AmyRamos has been posted 114 times

# Research PLAN

In addition to ketogenic diet book authors, there are several social media micro-influencers with approaches that resemble Whittel's audience engagement methods, and they favor Instagram. One Instagram account, @100ketodays, is run by a Pittsburgh-based mom who uses the platform to detail her keto journey and engage nearly 70,000 followers through "diet bets." The concept is that followers bet money on the amount of weight they will lose, and if they succeed, they split the prize with other winners. This type of motivation keeps people interested in the ketogenic diet journey and encourages dialogue. Consumers interested in challenges with incentives pair well with this strategy.

Other popular micro-influencers, like @fooddreamer and @ketokarma, appeal greatly to the wants and needs of consumers who demand a ketogenic diet that allows for the foods they crave and love. Both @fooddreamer and @ketokarma focus primarily on flavorful, satisfying foods that people enjoy consuming, such as doughnuts and chocolate cake, but with clean, ketogenic approved ingredients. Additionally, @fooddreamer features the benefits of the ketogenic diet for people with diabetes, specifically.

## Diet and Environment

Health experts have mixed views regarding the ketogenic diet compared to other more balanced diets. The primary concern is the ketogenic diet's composition: few vegetables and many fats. This factor makes it less appealing to doctors, who take into account more than the benefits of weight loss, but the body's response to ketone buildup (kidney malfunction, dehydration and chemical changes in blood).

Despite its growing popularity, the ketogenic diet has been scrutinized by researchers for the risks it poses. While research has yet to firmly determine the long-term effects of the diet, health experts suggest that people with kidney disease approach the diet with caution as it is associated with potential harm to the liver and kidneys.

# Research PLAN

However, two of the three main ketogenic diet followers, people with nervous system disorders and children with epilepsy, have seen their symptoms improve with the ketogenic diet. The third type of person who follows this diet is the person who simply seeks a low-carb diet solution.

The ketogenic diet is up against the following popular diets in the U.S.:

- Mediterranean
- Flexitarian
- Nordic
- Vegetarian
- Zero-waste eating
- 100-mile
- Vegan
- Raw food
- Intermittent fasting
- Whole30
- Noom
- Renaissance Periodization
- Paleo

These diets are typically more well-rounded and multifaceted, incorporating a wider range of food options. Additionally, vegetarian, vegan and zero-waste eating diets emphasize planetfriendly elements. However, ketogenic trends are strong, with searches for "keto" far surpassing searches for other options such as paleo, Whole 30 and intermittent fasting.

Furthermore, in the past 12 months, the term "keto book" peaked in popularity from December to January. This could indicate the "new year, new me" mentality. According to Google Trends, the term "keto book" showed the most interest in the following subregions, in order: Kansas, Idaho, Nebraska, Oregon and Washington. Users searching "keto book" also searched for the following topics:

- "Flour"
- "Bodybuilding supplement"
- "Intermittent fasting"
- "Used book"

# Research PLAN

/ SECONDARY RESEARCH COTINUED /

## Market

In the U.S., low-carb, high-fat diets, like the ketogenic diet, are shaping food and menu development. Additionally, because fewer than half of Americans believe they have their weight under control, there is a lucrative market for products and resources that help people navigate weight management and dieting. The ketogenic diet food market is expected to grow at a compound annual growth rate of 5.3% from 2019 to 2024, and it represents a timely opportunity for ketogenic diet books or related products. From a global perspective, the healthy eating, nutrition and weight loss sector accounts for about \$702 billion of the \$4.2 trillion global wellness economy. The main factors influencing the market include the increase in the number of new product launches and the growth of mergers and acquisitions.

Regarding branding, approaches that emphasize the physical and emotional elements of weight management are driving the market. Consumers make bold connections between what they eat and how they feel, and a strategy that tackles this consumer association would be most successful, in terms of launching a new book that will withstand competitive alternatives. When celebrities follow the ketogenic diet, this can also increase ketogenic diet product sales, according to a report.

## Audience Insights

Weight loss candidates: More than 206 million U.S. adults engage in weight management. People who are approaching or are in middle age are the primary individuals who struggle with weight control. Of these people, women ages 35 to 54 are most likely to be trying to lose weight. These women also have more significant weight loss goals, and they are upper-middle-income earners. They have a particular interest in personalized diets that emphasize the gut microbiome or DNA factors and are skeptical of diet products. Exercise is important to weight managers, too, and 55% of people trying to manage weight (including men) incorporate exercise into their weight loss agendas.

Additionally, recent study findings revealed that there are significant differences between men and women regarding ketogenic diet outcomes. The study found that estrogen levels affected the diet's effectiveness and that "postmenopausal women could potentially experience better weight loss outcomes with the ketogenic diet compared to younger women."

# Research PLAN

*Weight loss candidates:* More than 206 million U.S. adults engage in weight management. People who are approaching or are in middle age are the primary individuals who struggle with weight control. Of these people, women ages 35 to 54 are most likely to be trying to lose weight. These women also have more significant weight loss goals, and they are upper-middle-income earners. They have a particular interest in personalized diets that emphasize the gut microbiome or DNA factors and are skeptical of diet products. Exercise is important to weight managers, too, and 55% of people trying to manage weight (including men) incorporate exercise into their weight loss agendas.

Additionally, recent study findings revealed that there are significant differences between men and women regarding ketogenic diet outcomes. The study found that estrogen levels affected the diet's effectiveness and that "postmenopausal women could potentially experience better weight loss outcomes with the ketogenic diet compared to younger women."

*Healthy eaters and wellness seekers:* Whittel's ketogenic diet book will also attract consumers who value clean, organic food, which is at the center of her message. Higher-income consumers, younger consumers and parents with young children are key target markets for clean eating. Higher-income consumers are important because they value and can afford top-quality products and prefer premium grocery stores; younger consumers (Generation Z, millennials and Generation X) are intrigued by new products and will be able to afford organic, clean products as their incomes increase; and parents of young children (typically millennials and Gen Xers) enjoy eating and cooking healthy.

Consumers who value clean eating are knowledgeable, curious, educated and accomplished. They are flavor explorers who enjoy testing new recipes. These clean label consumers are also people who tend to avoid refined sugar, a key element of the ketogenic diet. However, these consumers are environmentally conscious individuals who often question the sustainability factor of diets; they think plant-based products are healthier and more sustainable in terms of climate change. This could be a potential conflict for people considering adopting the ketogenic diet, which has little room for fruits and vegetables. An additional factor to take into account is the reality that although the majority of adults are omnivores, meat-based diets do not have strong associations with weight management.

# Research PLAN

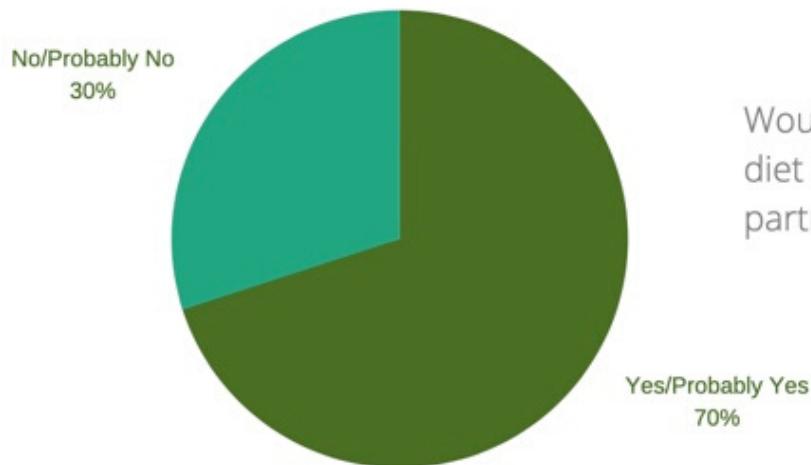
*Social media users:* Social media is one channel that will be used to reach target audiences, with the survey offering deeper insight on how to best target consumers according to different channels. Some social platforms will yield a better opportunity to reach target audiences than others.

The five most popular platforms include Facebook, Instagram, Twitter, Pinterest and Snapchat. About 68% of adults use Facebook, and women make up 54% of Facebook profiles. The majority of users are between ages 25 and 34, and falling closely behind are women ages 35 to 44. However, 78% of all people ages 30 to 49 use Facebook, highlighting the fact that social media is a prime channel for communication with this age group.

Other platforms appeal to a slightly younger audience but still present opportunities. On Instagram, 64% of people ages 18 to 29 and 40% of people age 30 to 49 report that they use the platform regularly. Twitter has a much younger audience, with the majority of users being between ages 18 and 29. Only 27% of people ages 30 to 49 report using Twitter. Snapchat also identifies with a younger audience, with only 26% of users ages 30 to 49.

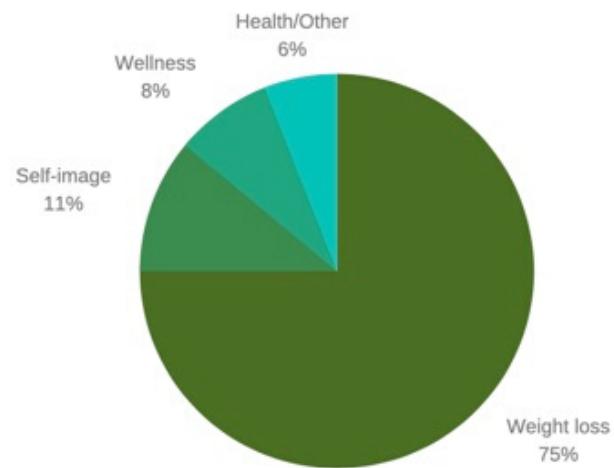
Pinterest also presents a unique opportunity to reach women, specifically, with more than 40% of all women active on the site. On Pinterest, 34% of people ages 18 to 29 and people ages 30 to 49 are active. People older than 49 have a much smaller presence on Pinterest. However, this presents an opportunity to reach middle-aged women and those approaching that age.

# Research PLAN



Would it be easier for you to follow a diet if you had an accountability partner?

What made you follow the ketogenic diet?



\*For Complete List of Survey Questions, Survey Findings and Reports Please See Appendix

PROGRAMMING  
*#youin22*

# Goals, Tactics & OBJECTIVES

## #You in 22 Campaign

After completing our research, we've developed the following goals, objectives and tactics to guide a successful campaign. Our campaign, "You in 22," is based on three goals, six objectives and sixteen tactics. Each goal will grow Naomi Whittel brands and sell "High Fiber Keto" as a holistic approach to the popular ketogenic diet.

The six objectives come from our research and Whittel's "Book Goals Road Map." The objectives for each goal are set based on Whittel's current rate of growth and the performance of her first book, "Glow15." These objectives are designed to produce a successful book launch and the growth of Naomi Whittel brands.

Our research findings offer an abundance of information that is essential to the formation of our tactics for each objective. The psychographic results lend insight into the channels where our audience is active. This creates opportunities for us to effectively reach people who are curious about Whittel's "High Fiber Keto" diet. Other results, including lifestyle and health conditions, allow us to create tactics that will engage new and existing audiences.

**Goal:** To generate nationwide interest and excitement around "High Fiber Keto" book launch.

**Objective:** To sell 10,000 copies during the first week after release.

- Get reviews in major media outlets such as The New York Times, The Washington Post, etc. by sending previous reviewers a copy of the book before the launch.
- Create paid social posts to be directed at the target audience on Facebook and in Facebook groups already focused on keto.

**Objective:** To gather more than 500 book reviews on Amazon and earn a four-star rating or higher.

- Send 100 free copies to people who left good reviews for "Glow15." Thank them for the support and ask them to write a review for the new book.
- Send emails through Amazon asking people who purchase the book to write a review.

After the successful launch and performance of "Glow15," Whittel has the opportunity to make waves with her second book. This goal will create noise around the book in the months leading up to its launch. These objectives and tactics will generate interest in the press, on social media and on Amazon.

# Goals, Tactics & OBJECTIVES

## #You in 22 Campaign

By selling 10,000 copies of "High Fiber Keto" in the first week after release, the book will be eligible to become a New York Times bestseller. To achieve this, early copies of the book will be sent to previous reviewers and paid social posts will be used on Facebook. By offering past reviewers a free copy of the book, the brand is generating conversation and rewarding consumers for their contribution to that conversation. This will ensure that potential customers can find reviews of the book on the day of its launch. Our research shows that Facebook is the most effective social platform to reach Whittel's audience. Paid social posts will be published on Facebook to target potential customers.

Gathering positive Amazon reviews will be another key objective to generate interest around this book launch. Sending free copies and a "thank you" to those who left a positive review of "Glow15" will increase the likelihood of future reviews and will reinforce a positive relationship between brand and customer. By sending an email to Amazon customers, asking them to write a review of the book, the brand is sparking a personal connection that may influence them to write a positive review.

**Goal:** To present Whittel's "High Fiber Keto" approach as a wholesome, female-friendly version of the ketogenic diet that connects women through food.

**Objective:** To grow the "High Fiber Keto" diet community by expanding Whittel's ketogenic Facebook group by 1,500 members in three months.

- Create 10 exclusive videos to be posted in the closed group, similar to Tasty Videos, with recipes from the book.
- Have Whittel communicate authenticity, directly involving herself with the community by posting and commenting on the members' updates about their keto journeys.
- Create a Facebook giveaway where women comment their favorite "High Fiber Keto" recipe to enter to win a 15-minute Skype session with Whittel. Choose four winners.
- Create a Facebook giveaway where women share a picture of their weight loss results using the hashtag #YouIn22 to enter to win a Simply GOODFATS product of their choice.

**Objective:** To sell 250,000 copies and obtain one million reads and audiobook listens in the first year. Publish "High Fiber Keto" on all audiobook platforms. Schedule Whittel to speak on podcasts "Take Control of Your Health," "Bulletproof Radio" and "The Dr. Taz Show Super Woman Wellness."

# Goals, Tactics & OBJECTIVES

## #You in 22 Campaign

The health and wellbeing of women is an essential element of Whittel's brand. Promoting "High Fiber Keto" as a wholesome, women-friendly approach to the ketogenic diet sets this book apart from all of the others. This is important in forming a unique reputation while maintaining the brand's image.

Whittel currently has a "Keto Revolution" Facebook group with more than 780 members. Using four different tactics, the objective is to expand this group and make it a safe place for women to connect while following the diet. Multiple Facebook tactics will streamline content to the target audience and will allow Whittel to connect with her followers on a personal level.

The number of book sales and reads is aligned with that in the "Book Goals Road Map." These numbers will suggest that there is substantial awareness of the high fiber keto diet, its benefits and its ability to connect women. To achieve these numbers, "High Fiber Keto" will be published on all audiobook platforms and Whittel will appear on multiple podcasts. Our research found that the two podcasts listed above are the most popular among the target audience.

**Goal:** To enrich the Naomi Whittel community and her presence in the ketogenic social realm with the launch of "High Fiber Keto".

**Objective:** To increase subscriptions to Naomi Whittel brands by 30 percent in one year.

- In every social media post on Facebook, incorporate another aspect of the brand so loyal followers can learn about connection opportunities.
- Create posts and respond to people in the closed Facebook group, advising them of the best product for them.
- Create an accountability partner system where women sign up on NaomiWhittel.com and are randomly matched with a partner. Have the accountability partners work through a 22-item worksheet with attainable tasks; once they complete the worksheet, they can enter to win a Simply GOODFATS product of their choice. Three groups will be chosen as winners.

**Objective:** To reach 1 billion media impressions with the launch of "High Fiber Keto."

- Use #YouIn22 to have people share their stories and republish them on Whittel's social media. Ask them to tag Whittel and two others for the challenge.
- Create a "#YouIn22 Spotlight" in Whittel's newsletter, featuring a different woman's progress each month.
- Incorporate a 22-day countdown to the launch of "High Fiber Keto" in the newsletter and on Facebook.

# Goals, Tactics & OBJECTIVES

## *#You in 22 Campaign*

The final goal is for the HFK launch to result in a stronger Naomi Whittel community. These objectives and tactics are designed to strengthen her presence in the ketogenic social realm. Due to Whittel's success in multiple business areas, it is important that the launch of "High Fiber Keto" establishes her as a force in the ketogenic diet industry as well.

The objective to increase subscriptions by 30% aligns with the "Book Goals Road Map." This is an important factor in enriching Whittel's community and personal brand. Each tactic plays a role in strengthening the connection between the brand and the customers. Using Facebook will allow Whittel to make waves in the social realm while still connecting with her target audience. These tactics will also help attract customers through word-of-mouth by incorporating elements that customers can do with their friends. Additionally, the tactics offer a direct line to other products that customers can use to be more incorporated with the brand.

Another objective that aligns with the "Book Goals Road Map" is to reach 1 billion media impressions. This will ensure that Whittel is a force in the ketogenic social realm. Highlighting customers will help people form a personal connection with the brand. It gives customers the opportunity to share their story while introducing their own networks within the Naomi Whittel community.

# Timeline & BUDGET

## *#YouIn22 Campaign*

The campaign will be in effect from December 2019 through February 2020. The given budget amount is approximately \$3,000, which includes all out-of-pocket expenses for social advertisements.

### DECEMBER 2019

- Get reviews in major media outlets such as The New York Times, The Washington Post and BuzzFeed by sending previous reviewers a copy of the book before the launch.
- Schedule Whittel to speak on one of the three podcasts, "Take Control of Your Health," "Bulletproof Radio" or "The Dr. Taz Show Super Woman Wellness."
- In every social media post on Facebook and Instagram, incorporate an aspect of the brand so loyal followers can learn about connection opportunities.
- Create posts and respond to people in the closed Facebook group, advising them of the best product for them.
- Post three of the 10 exclusive videos in the closed group, similar to Tasty Videos, with recipes from the book.
- Have Whittel communicate authenticity, directly involving herself with the community by posting and commenting on the members' updates about their keto journeys.
- Create a Facebook giveaway where women comment their favorite HFK recipe to enter to win a 15-minute Skype session with Whittel. There will be three winners total (one this month).
- Use #YouIn22 to have people share their stories and republish them on Whittel's social media. Ask them to tag Whittel and two others for the challenge.
- Create a Facebook giveaway where women share a picture of their HFK weight loss results using the hashtag #YouIn22 to enter to win a Simply GOODFATS product of their choice. Three groups will be chosen as winners.
- Create a "#YouIn22 Spotlight" in Whittel's newsletter, featuring a different woman's HFK progress each month.

### JANUARY 2020

- Schedule Whittel to speak on another one of the three podcasts, "Take Control of Your Health," "Bulletproof Radio" or "The Dr. Taz Show Super Woman Wellness."
- Send 50 free book copies to people who left good reviews for "Glow15." Thank them for the support and ask them to write a review for the new book.
- Post three more of the 10 exclusive videos in the closed group, similar to Tasty Videos, with recipes from the book.

# Timeline & BUDGET

## *#YouIn22 Campaign*

- Create another Facebook giveaway where women comment their favorite HFK recipe to enter to win a 15-minute Skype session with Whittel, there will be four winners total (one this month).
- In every social media post on Facebook and Instagram, continue to incorporate another aspect of the brand so loyal followers can learn about connection opportunities.
- Continue to use #YouIn22 to have people share their stories and republish them on Whittel's social media. Ask them tag Whittel and two others for the challenge.
- Create a "#YouIn22 Spotlight" in Whittel's newsletter, featuring a different woman's HFK progress each month.
- Create 10 exclusive videos to release in the closed group, similar to Tasty Videos, with recipes from the book.
- Create paid social posts to be directed at the target audience on Facebook and in Facebook groups already focused on Keto.
- In every social media post on Facebook and Instagram, continue to incorporate another aspect of the brand so loyal followers can learn about connection opportunities.
- Create an accountability partner system where women sign up on NaomiWhittel.com and are randomly matched with a partner. Have the accountability partners work through a 22-item worksheet with attainable tasks; once they complete the worksheet, they can enter to win a Simply GOODFATS product of their choice. Two groups will be chosen as winners.
- Create a Facebook giveaway where women share a picture of their HFK weight loss results using the hashtag #YouIn22 to enter to win a Simply GOODFATS product of their choice. Three groups will be chosen as winners.

### FEBRUARY 2020

- Schedule Whittel to speak on another one of the three podcasts, "Take Control of Your Health," "Bulletproof Radio" or "The Dr. Taz Show Super Woman Wellness."
- 22-day countdown to launch of the book in Newsletter and on Facebook. Send emails through Amazon asking people who purchase the book to write a review.
- People who leave a review receive an exclusive list of recipes that are not included in Whittel's book. Post three of the 10 exclusive videos in the closed group, similar to Tasty Videos, with recipes from the book.

# Timeline & **BUDGET**

## *#YouIn22 Campaign*

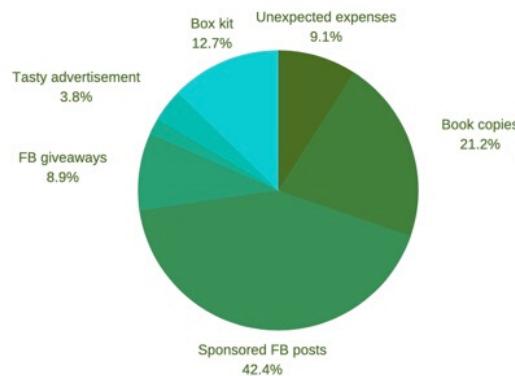
- Create another Facebook giveaway where women comment their favorite HFK recipe to enter to win a 15-minute Skype session with Whittel; there will be three winners total (final winner chosen this month).
- Create a Facebook giveaway where women share a picture of their HFK weight loss results using the hashtag #YouIn22 to enter to win a Simply GOODFATS product of their choice. Three groups will be chosen as winners (final group this month.)
- Publish HFK on all audiobook platforms once the book is launched.
- In every social media post on Facebook and Instagram, incorporate another aspect of the brand so loyal followers can learn about connection opportunities.
- Post the remaining four of the 10 exclusive videos in the closed group, similar to Tasty Videos, with recipes from the book.
- Promote recorded podcasts with Whittel on Facebook.
- Use #YouIn22 to have people share their stories and republish them on Whittel's social media. Ask them to tag Whittel and two others for the challenge.
- Create a "#YouIn22 Spotlight" in Whittel's newsletter, featuring a different woman's HFK progress each month.

### **Budget Breakdown**

\$3,000 budget line

- Unexpected expenses, if necessary = 10% of \$2,144 = \$214
- 50 book copies x \$10.00 = \$500
- Sponsored Facebook posts = allocate \$1,000
- Facebook giveaways of a Naomi Whittel product (Simply GOODFATS) = 6 products x \$35 = \$210
- 100 brochures x \$0.44 = \$44
- Tasty advertisement for a total of 3 months = \$90 (estimate)
- Box kit (estimate) = \$300

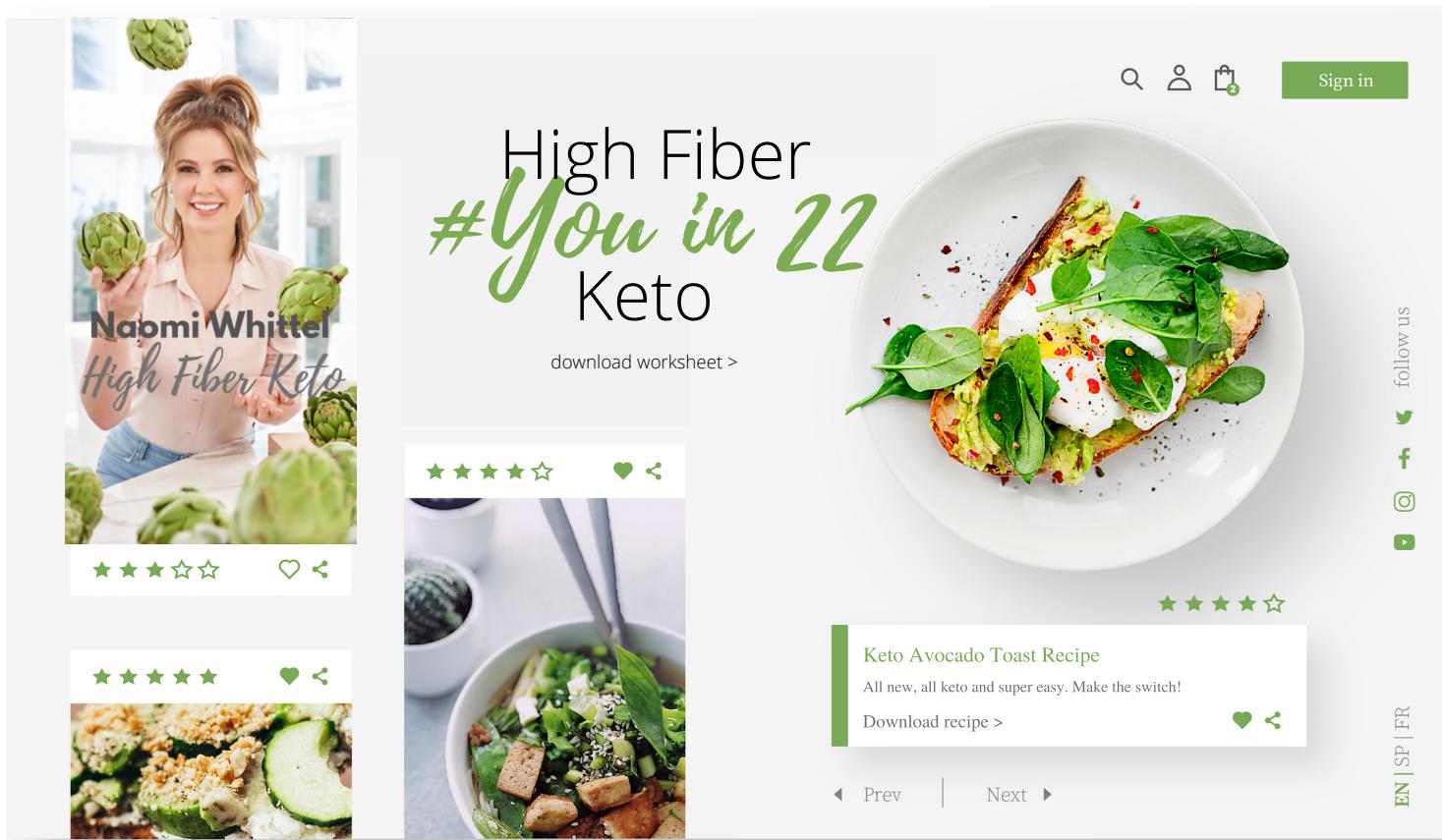
**Total budget = \$2,358**



# PROGRAMMING & BRANDING

## #You in 22 Campaign

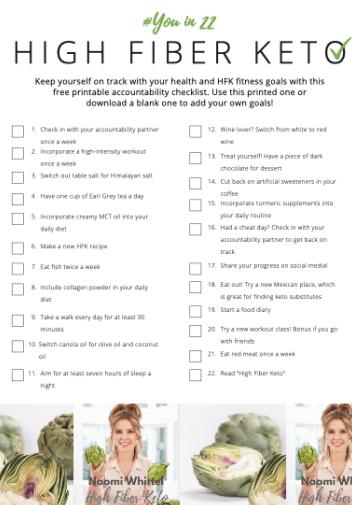
Add an accountability worksheet to the HFK website that provides a list of tasks and switches that will aid in getting the best results from trying, following and continuing the HFK plan.



The screenshot shows the High Fiber Keto website with the following elements:

- Header:** A photo of Naomi Whittel holding artichokes, with the text "Naomi Whittel High Fiber Keto".
- Search and User Options:** A search icon, a user icon, a cart icon with a '2' (indicating 2 items), and a "Sign in" button.
- Section:** "High Fiber Keto #You in 22" with a "download worksheet >" link.
- Image:** A plate of Keto Avocado Toast with poached eggs and spinach.
- Rating:** Five green stars.
- Image:** A bowl of salad with a fork.
- Rating:** Five green stars.
- Image:** A bowl of zucchini bites.
- Rating:** Five green stars.
- Section:** "Keto Avocado Toast Recipe" with a "Download recipe >" link.
- Text:** "All new, all keto and super easy. Make the switch!"
- Image:** A small green icon with a heart and a share symbol.
- Navigation:** "Prev" and "Next" buttons.
- Language:** "EN | SP | FR" on the right.

The following accountability checklist should be placed on the HFK website with weekly updates, new recipes and recommendations.



**#You in 22**  
**HIGH FIBER KETO**

Keep yourself on track with your health and HFK fitness goals with this free printable accountability checklist. Use the printed one or download a blank one to add your own goals!

22 tasks listed in a grid:

<input type="checkbox"/> 1. Check in with your accountability partner once a week	<input type="checkbox"/> 12. Wine level! Switch from white to red wine
<input type="checkbox"/> 2. Incorporate a high-intensity workout once a week	<input type="checkbox"/> 13. Treat yourself! Have a piece of dark chocolate for dessert
<input type="checkbox"/> 3. Switch out table salt for Himalayan salt	<input type="checkbox"/> 14. Cut back on artificial sweeteners in your coffee
<input type="checkbox"/> 4. Have one cup of Earl Grey tea a day	<input type="checkbox"/> 15. Incorporate turmeric supplements into your daily routine
<input type="checkbox"/> 5. Incorporate creamy MCT oil into your daily diet	<input type="checkbox"/> 16. Have a cheat day! Check in with your accountability partner to get back on track
<input type="checkbox"/> 6. Make a new HFK recipe	<input type="checkbox"/> 17. Share your progress on social media!
<input type="checkbox"/> 7. Eat fish twice a week	<input type="checkbox"/> 18. Eat out? Try a new Mexican place, which is great for finding keto substitutes
<input type="checkbox"/> 8. Include collagen powder in your daily diet	<input type="checkbox"/> 19. Start a food diary
<input type="checkbox"/> 9. Take a walk every day for at least 30 minutes	<input type="checkbox"/> 20. Try a new workout class! Bonus if you go with friends
<input type="checkbox"/> 10. Switch canola oil for olive oil and coconut oil	<input type="checkbox"/> 21. Eat red meat once a week
<input type="checkbox"/> 11. Aim for at least seven hours of sleep a night	<input type="checkbox"/> 22. Read "High Fiber Keto"

Small images of Naomi Whittel holding artichokes are at the bottom.

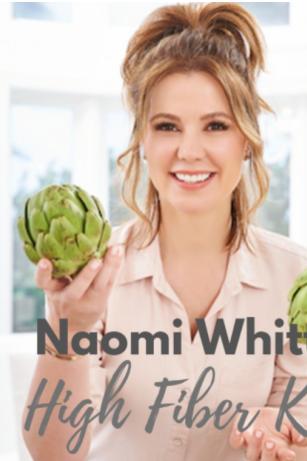
NEXT PAGE PR

#You in 22

# HIGH FIBER KETO

Keep yourself on track with your health and HFK fitness goals with this free printable accountability checklist. Use this printed one or download a blank one to add your own goals!

<input type="checkbox"/> 1. Check in with your accountability partner once a week	<input type="checkbox"/> 12. Wine lover? Switch from white to red wine
<input type="checkbox"/> 2. Incorporate a high-intensity workout once a week	<input type="checkbox"/> 13. Treat yourself! Have a piece of dark chocolate for dessert
<input type="checkbox"/> 3. Switch out table salt for Himalayan salt	<input type="checkbox"/> 14. Cut back on artificial sweeteners in your coffee
<input type="checkbox"/> 4. Have one cup of Earl Grey tea a day	<input type="checkbox"/> 15. Incorporate turmeric supplements into your daily routine
<input type="checkbox"/> 5. Incorporate creamy MCT oil into your daily diet	<input type="checkbox"/> 16. Had a cheat day? Check in with your accountability partner to get back on track
<input type="checkbox"/> 6. Make a new HFK recipe	<input type="checkbox"/> 17. Share your progress on social media!
<input type="checkbox"/> 7. Eat fish twice a week	<input type="checkbox"/> 18. Eat out! Try a new Mexican place, which is great for finding keto substitutes
<input type="checkbox"/> 8. Include collagen powder in your daily diet	<input type="checkbox"/> 19. Start a food diary
<input type="checkbox"/> 9. Take a walk every day for at least 30 minutes	<input type="checkbox"/> 20. Try a new workout class! Bonus if you go with friends
<input type="checkbox"/> 10. Switch canola oil for olive oil and coconut oil	<input type="checkbox"/> 21. Eat red meat once a week
<input type="checkbox"/> 11. Aim for at least seven hours of sleep a night	<input type="checkbox"/> 22. Read "High Fiber Keto"



# PROGRAMMING & BRANDING

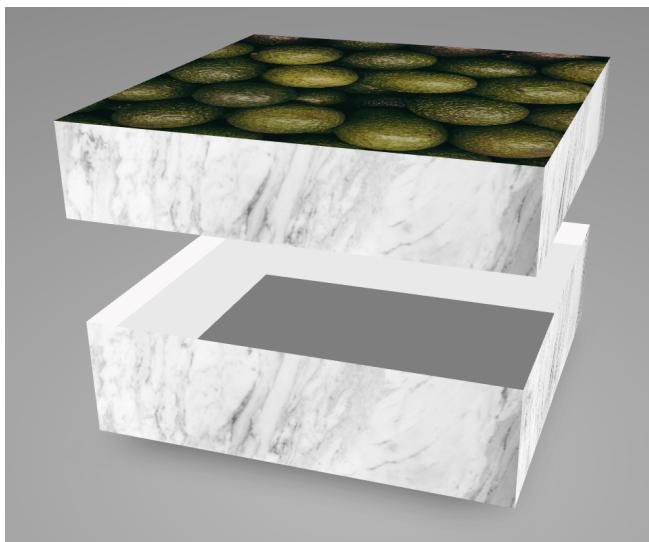
*#You in 22 Campaign*

The following press kit boxes should be sent to "Glow15" readers that left positive reviews along with the following box branding materials and daily recipe switch cards.

**Top:**



**Sides:**



# PROGRAMMING & BRANDING

## *#You in 22 Campaign*

Place these flyers in "High Fiber Keto" press kit boxes, including a signed copy of the book with a personal note from Naomi Whittel.

**Front:**



# PROGRAMMING & BRANDING

*#You in 22 Campaign*

## Personal message content:

"Dear Wellness Warrior,

Thank you for supporting Naomi Whittel Brands and sharing your fitness journey with the HFK team thus far. I wanted to get your feedback on my new book, "High Fiber Keto: A 22-day plan to fix your metabolism, lose weight and balance your hormones." I included a free copy of the book, launching in February 2020, and a few fun recipes to try out. I hope you enjoy the read, and I can't wait to check back in with #Youin22.

Sincerely,  
Naomi Whittel"

## Back:

*#You in 22*

Dear Wellness Warrior,

Thank you for supporting Naomi Whittel Brands and sharing your fitness journey with the HFK team thus far. I wanted to get your feedback on my new book High Fiber Keto: A 22-day plan to fix your metabolism, lose weight and balance your hormones. I included a free copy of the book, launching in February 2020, and a few fun recipes to try out. I hope you enjoy the read and healthy munchies. I can't wait to check back in with #Youin22.

*Sincerely,  
Naomi Whittel*

# PROGRAMMING & BRANDING

## *#You in 22 Campaign*

Place the following daily recipe switch cards in the "High Fiber Keto" press boxes that provide a series of 22 easy recipes that go along with the book's plan.

**Front:**



# PROGRAMMING & BRANDING

*#You in 22 Campaign*

Back:



2 SLICES BACON  
1/4 TSP SEA SALT  
1/2 CUP GRAPE TOMATOES  
2 MEDIUM AVOCADOS

1/4 TSP GARLIC POWDER  
1 TSP LIME JUICE  
1/2 ROMAINE LETTUCE  
1/8 TSP BLACK PEPPER

NEXT PAGE PR

# PROGRAMMING & BRANDING

## *#You in 22 Campaign*

Use the following social media template to post "High Fiber Keto" spotlights on social media with a link to the monthly newsletter highlighting member experiences.



NAOMI WHITTEL  
High Fiber Keto  
*#youin22*

### *Amber*

Meet Amber: this month's Wellness Warrior. She began her journey determined to balance her metabolism and lose weight. She now fills her plate with yoga, morning runs and a high fiber ketogenic diet. She's on the path to a better life. Join HFK today and see the true #youin22

# PROGRAMMING & BRANDING

## *#You in 22 Campaign*

Send the following email content to the following media outlets to pitch the #Youin22 campaign.

### **Email Contact Information**

The New York Times

Dean Baquet- Executive editor

[edu@nytimes.com](mailto:edu@nytimes.com)

BuzzFeed

Julia Queller- Publicist

[@Jay\\_\\_Queue newspr@buzzfeed.com](mailto:@Jay__Queue newspr@buzzfeed.com)

The Washington Post

Liz Seymour- Executive Features Editor for entertainment, arts, magazine, food, travel and lifestyle

[Liz.seymour@washingtonpost.com](mailto:Liz.seymour@washingtonpost.com)

202.334.5039

### **Email Content for Media Pitch**

Good (morning, afternoon, evening, whom this concerns):

My name is (insert name), and I am the media director at Next Page PR. My group is excited to announce that our client Naomi Whittel, a renowned health and wellness expert, will be releasing her new book, "High Fiber Keto: A 22-Day Plan to Fix Your Metabolism, Lose Weight and Balance Your Hormones," in February 2020.

Her new book, "High Fiber Keto: A 22-Day Plan to Fix Your Metabolism, Lose Weight and Balance Your Hormones," follows the success of her first book, "Glow15," and sheds light on a female-friendly approach to the ketogenic diet.

In "High Fiber Keto," Whittel works to provide readers with an alternative method of the ketogenic diet, designed specifically for the female body. Her new method showcases the magic of adding fiber to the fats-heavy ketogenic diet; Whittel has found this element to be vital in the ketogenic weight loss journey for many women. The book also includes a satisfying 22-day meal plan, practical workout program and a selection of quick, easy recipes for readers who lead busy lifestyles.

# PROGRAMMING & BRANDING

*#You in 22 Campaign*

The book will be available on Feb. 25, 2020, at all major retailers and audiobook platforms. Readers can pre-order Whittel's book wherever books are sold.

Because of your previous review on "Glow15", I would like to send you an exclusive copy of "High Fiber Keto" for you to review. I would like to extend my gratitude on behalf of Naomi for your review on "Glow15" and I hope that you find her new book to be just as informative and compelling.

Thank you for your time and consideration. I look forward to hearing from you.

Best regards,

Name

Number

Address

## About Naomi Whittel:

Naomi Whittel, nutrition expert and author of the New York Times best-selling book "Glow15," will be releasing her second book, titled "High Fiber Keto", in early 2020. As a self-described wellness explorer, she travels the globe to find Earth's finest ingredients, sharing her science-driven discoveries with loyal followers to help them live better lives. Traveling from the coast of southern Italy to spice markets in India, Whittel has curated research into this process for seven years to make it accessible and effective for women looking to revitalize their bodies.

For more information,

visit:<https://www.naomiwhittel.com/>

## Social media handles

Instagram- @naomiwhittel

Twitter- @naomiwhittel

# PROGRAMMING & BRANDING

## *#You in 22 Campaign*

### **Email Content for Podcast Pitch**

Good (morning, afternoon, evening, whom this concerns):

My name is (insert name), and I am the media director at Next Page PR. My group is excited to announce that our client Naomi Whittel, a renowned health and wellness expert, will be releasing her new book, "High Fiber Keto: A 22-Day Plan to Fix Your Metabolism, Lose Weight and Balance Your Hormones," in February 2020.

With the launch of Whittel's new book around the corner, Next Page PR is working to have her featured in podcasts in the upcoming months to enlighten and inspire listeners about Whittel's unique approach to the ketogenic diet. Her new book will speak to a group of women who want to embark on a wellness journey that enhances lives and improves overall health. She has been featured on "Bulletproof radio," "Take Control of Your Health with Dr. Mercola," and "Impact Theory with Tom Bilyeu."

In recent podcasts, Whittel has spoken about her personal health journey and how she plans to empower women to take control of their health and wellness in similar ways. Her insight has impacted countless followers and she wants to continue to share her science-driven discoveries with listeners.

After listening to some of your previous podcasts, I believe Whittel would be an appropriate fit in one of your episodes to connect your audience with relevant health and wellness resources. I have included Whittel's bio and a link to her website, which has information about her previous book, "Glow15."

Thank you for your time. I look forward to hearing from you soon.

Best regards,

Name

Number

Address

# PROGRAMMING & BRANDING

*#You in 22 Campaign*

## About Naomi Whittel:

Naomi Whittel, nutrition expert and author of the New York Times best-selling book "Glow15," will be releasing her second book, titled "High Fiber Keto", in early 2020. As a self-described wellness explorer, she travels the globe to find Earth's finest ingredients, sharing her science-driven discoveries with loyal followers to help them live better lives. Traveling from the coast of southern Italy to spice markets in India, Whittel has curated research into this process for seven years to make it accessible and effective for women looking to revitalize their bodies.

For more information,  
visit: <https://www.naomiwhittel.com/>

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EVALUATION  
*#youin22*

# Campaign EVALUATION

## *#You in 22 Campaign*

This low-cost, female-focused campaign was developed based on primary and secondary research that demonstrated a need for Whittel to communicate more creatively and efficiently with target audiences much different than those associated with her first book, "Glow15." With the launch of "High-Fiber Keto," (HFK) Whittel will need to tap into the needs and interests of higher-income women ages 35 and over who see the ketogenic diet as a weight loss tool, primarily. Therefore, it is critical to evaluate the impact and success of "You in 22" throughout the campaign, given Whittel's journey into unexplored territory and her competition in the ketogenic diet book realm.

Before, during and after the campaign, the public relations team will evaluate the impact and success of "You in 22" using before-and-after surveys, focus groups, media coverage analyses, sales analyses, book reviews assessments, social media metrics, in-depth interviews and customer response data in the form of online questionnaires. We created the goals, objectives, tactics and messages on research that illuminated the best ways to reach women based on demographics, psychographics, socioeconomic factors, lifestyle details and media consumption habits. By meaningfully connecting Whittel with women whose health and wellness goals align with those presented in HFK, this campaign embodies the true essence of public relations, which is to build mutually beneficial relationships.

Throughout the campaign, it is imperative that the public relations team conducts meetings with Whittel or her representatives to discuss the campaign's progress as well as any necessary adjustments that occur due to unanticipated obstacles. While we have added an additional 10% above the estimated total budget to cover unexpected expenses, ongoing meetings throughout the duration of the campaign will be helpful if a larger budget is deemed appropriate. Along with monthly progress reports from September to February, we suggest biweekly meetings to ensure that the status of the campaign is communicated clearly and punctually. An extensive written evaluation (with all pertinent data) will be delivered to Whittel and her representatives March 12. Results will be shared with Whittel's employees through an email memo sent March 19.

### **Breakdown:**

- Measurement of objectives associated with Goal 1 (To generate nationwide interest and excitement around High Fiber Keto book launch): Media coverage analysis, sales analysis, book reviews assessment, Facebook Analytics

# Campaign EVALUATION

*#You in 22 Campaign*

- Measurement of objectives associated with Goal 2 (To present Whittel's High Fiber Keto approach as a wholesome, female-friendly version of the ketogenic diet that connects women through food): Survey, in-depth interviews, focus group sessions, Facebook Analytics, sales analysis, online questionnaire
- Measurement of objectives associated with Goal 3 (To enrich the Naomi Whittel community and her presence in the ketogenic social realm with the launch of High Fiber Keto): survey, media coverage analysis, Facebook Analytics, newsletter subscription growth assessment

APPENDIX  
*#youin22*

# Survey QUESTIONS

1. Welcome to the survey! You will be presented with information relevant to health, wellness and diet and asked to answer some questions about it. Please be assured that your responses will be kept completely confidential. The study should take you less than 10 MINUTES to complete. Your participation in this survey is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason. Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device.

- I consent, begin the survey
- I do not consent, I do not wish to participate

2. What is your gender?

- Male (skip to end of survey)
- Female

3. Do you read diet books?

- Often
- Sometimes
- Rarely
- Never

4. Have you heard of the book, "Glow15," by Naomi Whittel?

- Yes
- Maybe
- No

5. Have you ever read or purchased a ketogenic diet book?

- Yes
- No

# Survey QUESTIONS

6. How did you find out about the book?

- Search engines
- Social media
- Word of mouth
- TV
- Newspaper
- Radio
- Celebrity/Influencer
- Other

7. What is the highest degree or level of school you have completed?

- No schooling completed
- Nursery school to eighth grade
- High school graduate, diploma or the equivalent
- Some college
- Trade, technical or vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

8. What is your employment status?

- Employed
- Unemployed
- Self-employed
- Homemaker
- Student
- Military
- Retired

# Survey QUESTIONS

9. What is your income level?

- \$1 to 9,999
- \$10,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$89,999
- \$90,000 to \$99,999
- \$100,000 to \$149,999
- More than \$150,000

9. What state do you live in?

Text entry

10. What social media platforms do you like to use?

(check boxes)

- Facebook
- Twitter
- Instagram
- Snapchat
- Pinterest
- YouTube
- None of the above

11. Do you buy books?

- Often
- Sometimes
- Rarely
- Never

# Survey QUESTIONS

12. Have you heard of the book "Glow15," by Naomi Whittel?

- Yes
- No

13. Do you read diet books?

- Often
- Sometimes
- Rarely
- Never

14. Where do you go for diet information?

- Books
- The internet
- Social media
- Doctor
- Friends/family
- I do not use any diet resources
- Other

15. Have you ever been on a diet?

- Yes (skip to question 17)
- No

16. For which of the following reasons would you consider going on a diet?

- Self-image (skip to question 33)
- Wellness (skip to question 33)
- Health condition (skip to question 33)
- Other (skip to question 33)

17. Do you follow a gluten-free diet?

- Yes
- No

# Survey QUESTIONS

18. Do you find diets frustrating?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

19. Do diets affect your mood?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

20. Do you feel happy when you are on a diet?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

21. Do you prefer short-term or long-term diets?

- Short-term
- Long-term

22. Are you part of a diet Facebook group?

- Yes \_\_\_\_ (text entry)
- No

23. What diet were/are you on?

- Mediterranean (skip to question 33)
- Ketogenic
- Flexitarian (skip to question 33)
- Nordic (skip to question 33)
- Vegetarian (skip to question 33)

# Survey QUESTIONS

- Zero-waste eating (skip to question 33)
- 100-mile (skip to question 33)
- Vegan (skip to question 33)
- Raw food (skip to question 33)
- Intermittent fasting (skip to question 33)
- Whole30 (skip to question 33)
- Noom (skip to question 33)
- Renaissance Periodization (skip to question 33)
- Paleo (skip to question 33)
- Other (skip to question 33)

24. Why do you follow the ketogenic diet? (check boxes)

- Self-image
- Wellness
- Health condition
- Other

25. How much time do you typically have to prepare ketogenic diet meals?

- I do not have much time
- I have a decent amount of time
- I have a lot of time

26. How do you feel about ketogenic diet rules?

- They are simple
- They are somewhere in the middle
- They are complicated

27. Would it be easier for you to follow the ketogenic diet if you had a ketogenic diet phone app?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

# Survey QUESTIONS

28. Would it be easier for you to follow the ketogenic diet if you had an accountability partner?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

29. Are you considering stopping the ketogenic diet?

- Yes
- No (skip to question 31)
- Maybe

30. Why are you considering stopping the ketogenic diet?

- For health reasons
- Because it is too difficult to follow
- Because the food choices are not satisfying
- Because it is not helping me lose weight
- Because I am not losing weight fast enough
- Other

31. Do you have any concerns regarding the ketogenic diet?

- Yes
- No (skip to question 33)

32. What are your concerns regarding the ketogenic diet?

- Text entry 33. Do you have any health conditions?
- Diabetes
- Heart disease
- Nervous system disease
- Autoimmune disease
- I do not have any health conditions
- Other

34. Have you ever kept a food journal?

- Yes
- No

# Survey QUESTIONS

35. Do you like to follow recipes?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

36. What is your favorite social media platform?

- Facebook
- Twitter
- Instagram
- Snapchat
- Pinterest
- YouTube
- None of the above

37. Do you like to buy diet products?

- Often
- Sometimes
- Rarely
- Never

38. Would you be willing to buy a book that offers ketogenic diet solutions for the female body?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

SURVEY FINDINGS

*#youin22*

DEFAULT REPORT  
*#youin22*

# REFERENCES

# #youin22

# Research Plan

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P R E S E N T A T I O N

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