

# FreshTRACK

“The affordable AI-powered food tracking solution that fits every household”



## Team 22

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# Our Team



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## Our Experience:



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# 1 Introduction

Modern households are increasingly seeking technology that simplifies daily routines rather than adding complexity. Rising food costs and growing environmental awareness have amplified demand for practical solutions that reduce waste while supporting efficient living. FreshTRACK addresses this shift by offering a low-effort, intelligent system designed to improve household food management and reduce everyday friction.

Our feasibility study identified strong demand for accessible, future-oriented solutions that minimise stress around meal planning and grocery management. Primary research revealed recurring pain points, including forgotten items, unnecessary repurchasing, and poor visibility of fridge contents. Respondents expressed clear interest in a system that delivers long-term value without

increasing effort.

Using the VALS Framework, FreshTRACK's core customers align primarily with Achievers and Innovators: efficiency-driven individuals who value technology-enabled solutions that enhance daily life while reflecting responsible consumption (The VALS Framework, n.d.). These segments are motivated by productivity, convenience, and forward-thinking decision-making, making them a strong strategic fit for FreshTRACK's positioning.

Building on these insights, our 2027–2028 marketing strategy defines FreshTRACK as a smart, sustainable kitchen companion and outlines five coordinated initiatives designed to establish brand awareness, strengthen credibility, and convert early interest into measurable growth.

Organic Social Media Content

Trade Shows

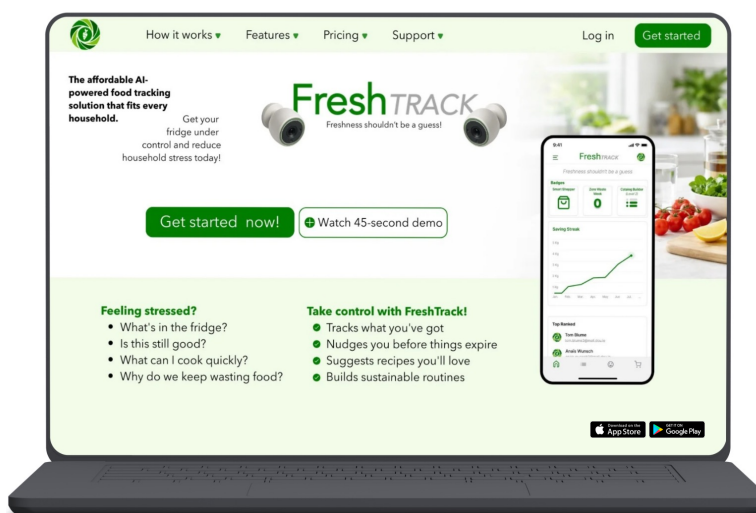
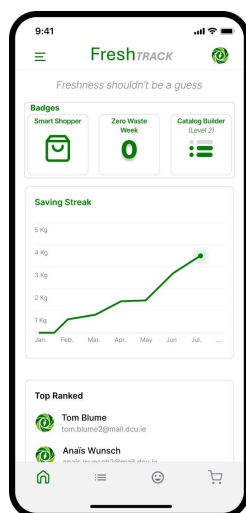
Influencer Co-operations

Corporate Partnerships

Poster Campaign

Before implementing our marketing initiatives, we will prioritise the launch of FreshTRACK's website and mobile app to form a strong digital foundation. This ensures all campaign traffic converts efficiently through a seamless purchasing journey and clear

communication of our value proposition. Launching these platforms first also allows us to begin data collection and optimise user experience before scaling promotional activity.



# 2 The Brand

## FreshTRACK

### Our Mission

To simplify daily life and keep it feeling fresh.

### Our Vision

To reshape daily life by building the leading platform for sustainable food intelligence in every home.

FreshTRACK exists to address a simple but persistent problem: households waste food not because they do not care, but because they lack visibility and control. Forgotten leftovers, duplicate purchases, and last-minute meal stress are everyday frustrations rooted in uncertainty. Positioned as an intelligent kitchen assistant, FreshTRACK combines in-fridge camera technology with

a smart mobile app to transform reactive food habits into proactive control. By delivering real-time visibility and gentle prompts before food spoils, the brand redefines food management as an effortless, intelligent routine. In doing so, FreshTRACK supports households in reducing waste, saving money, and regaining clarity in their daily lives.

### Our Core Values

#### 1 Integrity

We are honest, transparent, and dependable. We build trust by designing solutions that households can rely on every day.

#### 2 Simplicity

We remove friction from daily life. By prioritising intuition, we create effortless routines that free up mental space.

#### 3 Sustainability

We help households build sustainable habits that reduce food waste, save money, and encourage more mindful living.

#### 4 Passion

We care deeply about improving daily life, creating solutions that genuinely reduce household stress and protect quality time.

#### 5 Leadership

We set the standard for a calmer, simpler way of living by taking ownership, acting with clarity, and leading with empathy.

#### 6 Embrace Change

We stay curious and adaptable, continuously improving FreshTRACK to meet real household needs.

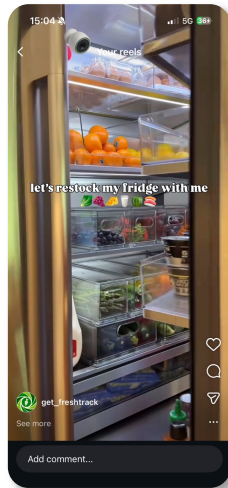
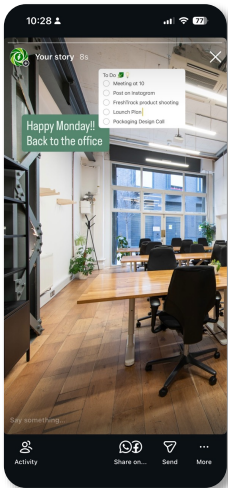


# 3 Marketing Initiatives

## 1. Organic Social Media Content

### Description

FreshTRACK will build an organic social media presence with Instagram as the primary channel, as well as TikTok, LinkedIn, and YouTube. Using a mix of Stories, Posts, and Reels/short videos, content will introduce the brand and key functions, highlight real-life use cases, and run simple formats such as “Life with FreshTRACK vs. without”. Short-form videos will focus on relatable everyday moments, including quick cooking clips based on FreshTRACK recipe suggestions and “restock my fridge with me” content. Stories will add behind-the-scenes access, bringing followers into the day-to-day of a young startup to make the brand feel human, familiar, and easy to connect with.



### Campaign Objective

The objective of this initiative is to build an online presence and grow awareness for FreshTRACK, while keeping costs down.. By consistently demonstrating how the product reduces household stress and supports convenient routines, the campaign aims to attract an engaged community by communicating product value in clear, identifiable scenarios, while strengthening brand personality through authentic behind-the-scenes storytelling.

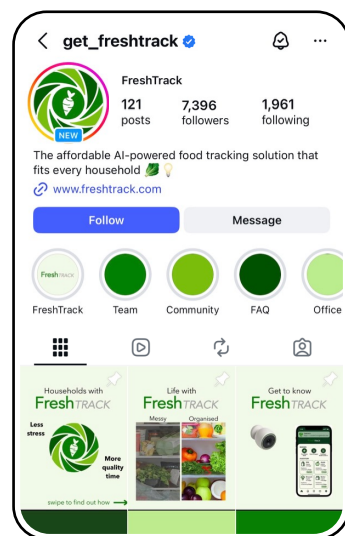
Over time, consistent content should encourage more people move from simply noticing the brand to seriously thinking about using FreshTRACK and visit its website.

### Measures of Success

- ◆ Increase number of followers on Instagram to 17k – 20k.
- ◆ Achieve an average engagement rate on feed posts of 4 – 5%.
- ◆ Consistency in content creation with 2 Reels, 1 feed post, 5 story days per week.
- ◆ Enhance website traffic from social media by increasing social link clicks by 30%.

### Costs

This campaign is designed to be low-cost and primarily requires time rather than budget. Costs are expected to come from basic content production and limited equipment needs, such as a smartphone tripod, or microphone. FreshTRACK will keep expenses minimal by producing most content in-house and reusing formats; overall costs should remain low and scalable over the two-year period.



# Marketing Initiatives

## 2. Trade Shows

### Description

FreshTRACK will participate in selected consumer technology and sustainability-focused trade shows during the 2027/28 period to increase brand credibility and communicate its value proposition through direct product engagement. Trade shows can be an effective outlet to showcase FreshTRACK's fridge cameras and app ecosystem in a real-world setting, allowing potential customers and stakeholders to experience the product firsthand (Tyszka, 2023). By displaying FreshTRACK as a smart, low-effort solution that reduces food waste and simplifies household life, this initiative supports the brand's positioning as an accessible, future-oriented tool. Additionally, trade shows offer opportunities to engage with retailers, sustainability-focused organisations, and technology partners, supporting FreshTRACK's long-term ecosystem development and market credibility (Ambroza, 2024).



Showcase Ireland

### Measures of Success

- ◆ Get 20 qualified leads collected per trade show.
- ◆ Increase engagement by having 1500+ stand visitors per show.
- ◆ Achieve at least 5 qualified B2B meetings, and within 3 months, secure 1 formal collaboration discussion.

### Campaign Objective

The main objective is to build awareness and trust in FreshTRACK during its market entry phase by providing hands-on demonstrations that reduce perceived adoption barriers. Secondary objectives include generating qualified leads for early access, gathering real-time consumer feedback to ensure satisfaction, and initiating strategic partnerships that support distribution and future scaling. Overall, trade show participation aims to fast-track adoption by transitioning interest into measurable engagement while reinforcing FreshTRACK's mission to enable smarter, more sustainable food management.

### Trade Shows to Visit

- ◆ **Showcase – January 2027**  
B2B event to help Irish craft and design brands reach international markets, featuring over 450 brands.
- ◆ **CATEX – February 2027**  
Trade show for food service, displaying the latest in food, equipment, and technology.
- ◆ **Bord Bia BLOOM – May 2027**  
Annual gardening and lifestyle festival, showcasing sustainable living.

### Costs

Trade show participation involves several cost components; however, many of them are one-time costs. This includes the stand design and branding materials, demo equipment and logistics, the travel and accommodation of a couple team members, and the promotional materials and merchandise. It is estimated that this will cost around €8,500 to purchase these items as well as to rent exhibition booths over the 2027/2028 (Ikin, 2024).



# Marketing Initiatives

## 3. Influencer Co-operations

### Description

FreshTRACK will partner with eight influencers on Instagram whose content centres on lifestyle, cooking, family routines, and smart home appliances. With a mid-size follower base, between 50k – 300k, FreshTRACK prioritises their high engagement rates, relatability, and credibility (Leung et al., 2022). Collaborations will begin in mid-2027, once brand messaging and organic content formats are established. Influencers will create relatable, everyday content that demonstrates FreshTRACK in use or cooking FreshTRACK recipe suggestion. Deliverables will prioritise Reels for reach, supported by Stories with clear calls-to-action.

### Measures of Success









- ◆ Achieve influencer deliverables with each 1 Reel + 3 Story frames with link sticker.
- ◆ Reach 500k accounts combined across all influencer reels.
- ◆ Generate 5k total clicks from influencer content to FreshTRACK's website.

### Campaign Objective

FreshTRACK's objective is to accelerate awareness and trust beyond its owned audience by borrowing established credibility and reaching households already engaged in home organisation and food-related routines. The campaign aims to generate high-quality traffic to FreshTRACK's website through authentic product demonstrations, while also producing reusable user-generated-style content that can be reposted on FreshTRACK's channels. Over time, influencer partnerships should help shift FreshTRACK from a "new brand" to "recognised solution" by repeatedly linking the brand to reduced stress, smarter grocery habits and more quality life.

### Costs

Total estimated costs are approximately €13,000 in 2027 and €13,550 in 2028. In addition, FreshTRACK will have an additional contingency (around 15%) for VAT, for gifted products, shipping and any optional add-ons such as extended usage rights or whitelisting (Impact.com, n.d.).

Creator	Content	Followers	Deliverables	Acquisition	Costs
 @dieseroskar	Interior, Smart Home	180k	Smart kitchen setup routine with FreshTRACK	Months: 6 & 23	€2,900 €2,500
 @linapaltinat	Family, Groceries, Daily Vlogs	86.5k	Family grocery shopping avoiding duplicate products	Month: 7	€1,600
 @nicolay.t	Premium Tech, Lifestyle Gear	52.2k	App demo and smart fridge scan with FreshTRACK	Month: 9	€1,200
 @rosakochtgruen	Plant-based Cooking	280k	Plant-based "use-it-up" recipe series	Months: 11 & 21	€4,600 €3,800
 @fynnlukaskunz	Lifestyle, Food, Home, Sport	164k	Gym week meal prep using FreshTRACK's AI recipe suggestion	Month: 11	€2,700
 @athomewithdidi	Family, Lifestyle	169k	"What I eat in a week" for kids' lunchbox	Months: 14 & 22	€2,900 €2,100
 @heyitsgra_	Budget Friendly, Home	31.8k	€20 grocery shopping and waste-free week	Month: 14	€700
 @iamlinaangelina	Home, Travel, Family	80k	Post-trip fridge reset after a weekend get away trip	Month: 19	€1,550



# Marketing Initiatives

## 4. Corporate Partnerships

### Description

Starting in 2028, FreshTRACK will pursue corporate partnerships with established grocery retailers and complementary kitchen and appliance brands to expand market access and enhance brand credibility. The initiative involves collaborative promotions such as bundling FreshTRACK with selected partner products, co-branded in-store displays, or hosting pop-up demonstration booths within retail locations. By aligning with trusted retail partners, FreshTRACK can leverage existing customer traffic, shared marketing resources, and established distribution networks to speed up adoption during its early growth phase (ICL Planet, 2025; Brown et al., 2021).

### Potential Partners

- **DID Electrical**  
National electronics chain that would be ideal for in-store demos.
- **Dunnes Stores**  
Integrates homeware and groceries, appeals to middle-income individuals.
- **FoodCloud**  
Provides social impact positioning and would strengthen ESG credibility.

### Campaign Objective

The primary objective is to strengthen market entry/foothold by accessing new customer segments through credible retail channels. Secondary objectives are increasing brand trust, further improving visibility at the point of purchase, and creating mutually beneficial value propositions for partner brands. The initiative also aims to test physical retail demand while reinforcing FreshTRACK's positioning as a practical, everyday household solution.

### Measures of Success

- ◆ Secure at least 2 retail partnerships.
- ◆ Generate 300+ in-store leads per activation.
- ◆ Achieve a minimum 8-12% conversion rate from in-store engagement to purchase.

*"Financing is not the top reason for start-ups to pursue partnerships, [...]. Their top motive is getting access to the larger partner's market."*

Tawanda Sibanda, Partner, Bay Area, McKinsey & Company

### Costs

FreshTRACK would likely focus on non-monetary, local collaborations, which would benefit both companies. However, to cover legal and co-marketing expenses, a budget of €5,000 will be set aside to fund the corporate partnerships and potential pop-up booths there.



# Marketing Initiatives

## 5. Poster Campaign

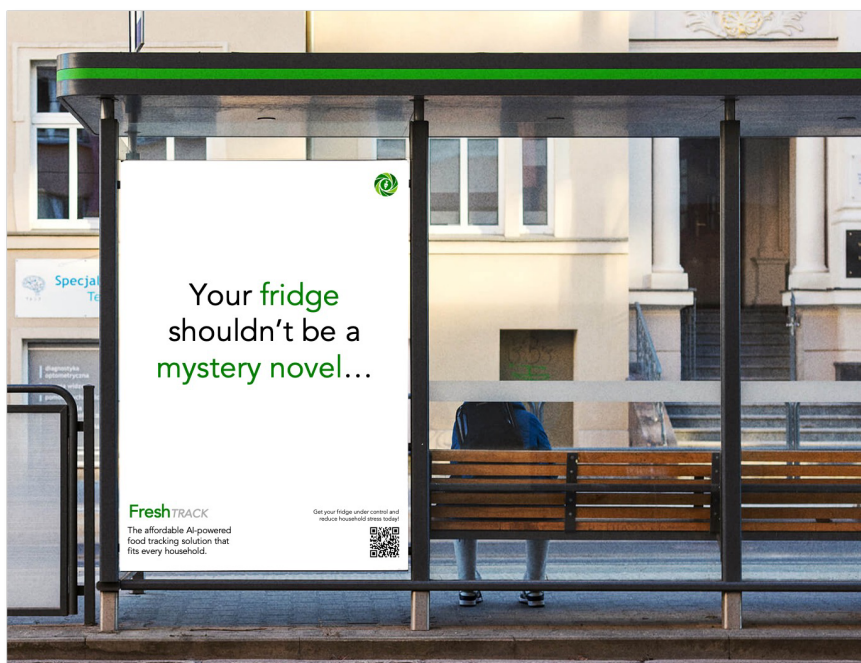
### Description

At a later stage of 2028, FreshTRACK will run a poster campaign using minimal branding and short, punchy lines that high-light everyday problems such as forgotten leftovers, duplicate buys, and not knowing what's in the fridge.

### Example Quotes

- *I was saving that for later. It is later.*
- *A grown-up relationship with leftovers.*
- *I forgot I had food. Again.*
- *Your fridge isn't meant to be a second job.*

Posters will be placed in high-footfall areas near supermarkets and commuter routes, targeting pedestrians and slow-moving traffic. Each poster will include a QR-Code to drive traffic to FreshTRACK's website. Additionally, the same designs will be repurposed as social media posts to extend reach and create a consistent look across channels.



### Campaign Objective

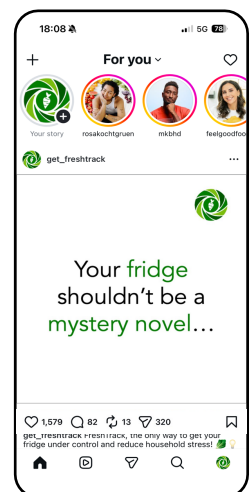
With this initiative, FreshTRACK aims to build local brand awareness and curiosity at the exact moment people are thinking about groceries and fridge organisation and to convert this attention into measurable action via scanning the QR Code. Furthermore, the goal is to make FreshTRACK memorable through sharp, relatable lines, while having a simple execution. With this, we want to create a recognisable "FreshTRACK voice" that will support wider organic growth.

### Measures of Success

- ◆ Enhance traffic generated from posters through 5000 scanned QR-Codes.
- ◆ Achieve 300 sign-ups for FreshTRACK from poster traffic.
- ◆ Boost social media engagement through poster designs, reaching 300,000 total impressions.

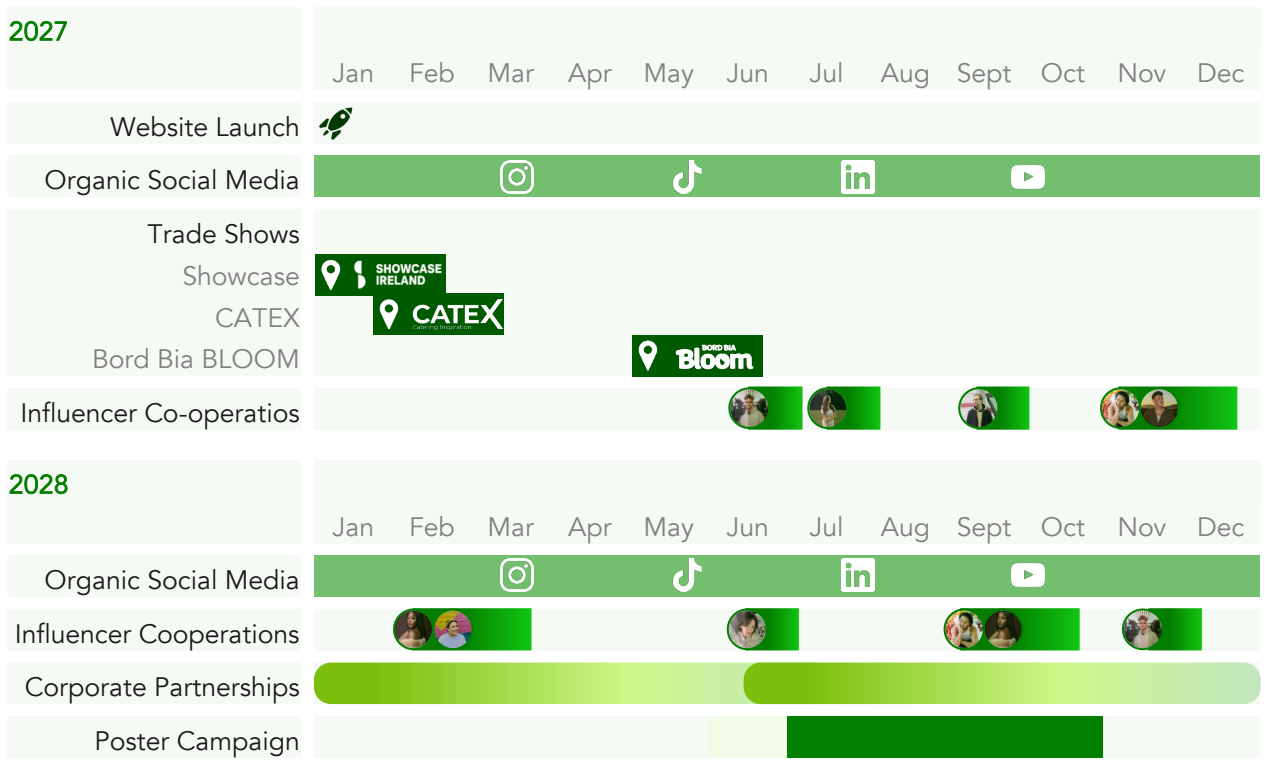
### Costs

To keep this poster campaign affordable, FreshTRACK will rely mainly on low-fee or free poster placements and spend most of the budget on design and printing. With a total of 500 posters in 2028, costs will be expected at €5000 (Reads.ie, n. d.)



# 4 Conclusion

The five marketing initiatives are outlined as per the timeline below:



Across 2027 and 2028, FreshTRACK's marketing will focus on building awareness, strengthening trust and converting interest into measurable growth through a connected set of campaigns. By keeping messaging consistent and rooted in everyday household pain points, the plan supports steady growth while creating a recognisable brand presence across multiple touchpoints. As a startup, FreshTRACK will focus on low-cost, high-impact marketing during this period. In future, as the brand grows, FreshTRACK will gradually add higher-investment initiatives to expand reach further, such as:

## SEO

FreshTRACK will utilise search engine optimisation by adding online content that matches what people search for. This will help FreshTRACK appear higher on Google searches and bring more visitors to the website and app-purchase page.

## Community Pop-Up Event

At a later stage, FreshTRACK will host a community pop-up event that brings together influencers and everyday consumers to experience the product in a real-life setting. Participants will move through the FreshTRACK journey together, scanning a fridge with the app, completing a targeted grocery shop, receiving meal suggestions, and cooking on-site, creating both high-engagement social content and an in-person trial moment that strengthens trust and word-of-mouth.



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# Appendix

## Declaration of Authorship

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**Programme:** Bachelor of Arts in Global Business (Germany & Canada)

**Project Title:** FreshTrack Marketing Strategy Report

**Module Code:** BAA1003 New Enterprise Development

**Lecturer:** Dr. Eric Clinton

**Project Due Date:** 27/02/2026

## Declaration

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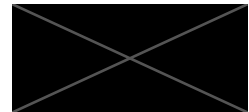
I understand that I may be required to discuss with the module lecturer/s the contents of this submission.



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