

HAWAIIAN HOT T'S

Annabelle Green, JonErik Moyles, Malia Capen,
Sabrina Liberto, Rachel Maldonado, Julia Wunderlich,
Rebecca King



WHAT IS HAWAIIAN HOT T'S?

Hawaiian Hot T's is a small e-commerce company based in Oahu, **Hawaii** that specializes in creating mouthwatering **hot sauces**. The company is owned and operated by husband, Tamaris Surdock and wife, Stephanie Surdock.



HISTORY & MISSION

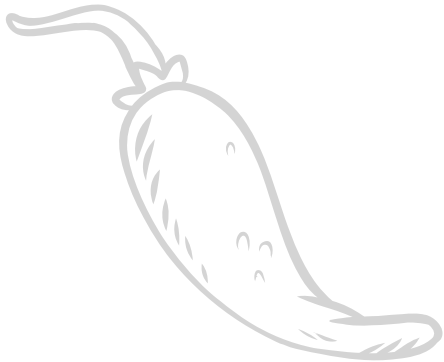
Originated from Mr. Hot T's love for spicy foods and a hot sauce making kit gifted by Mrs. Hot T that sparked the company's creation.

History



Mission

We are committed to achieving a **locally** sourced, **fresh** ingredient hot sauce that will allow you to “burn confidently.”



The left side of the slide features a solid red background decorated with several white line-art illustrations of chili peppers of various shapes and sizes, scattered vertically.

CURRENT ISSUES

01

Lacks awareness

02

Outdated logo & inconsistent branding

03

Low ranking on Search Engine results and no current SEM ads being used against competition

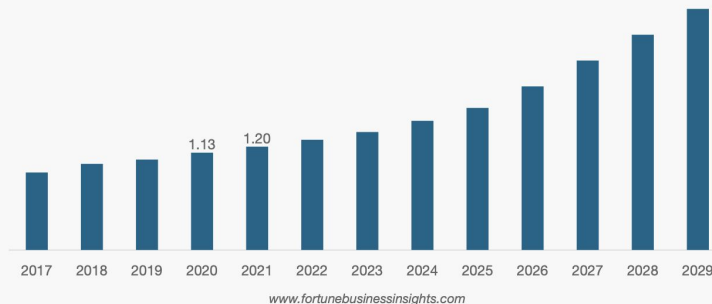
THE MARKET

America's Favorite Hot Sauces

Top 10 hot sauces sold via Instacart by weight

- | | |
|----------------------|---------------|
| 1. Huy Fong Sriracha | 6. Tabasco |
| 2. Frank's RedHot | 7. Texas Pete |
| 3. Cholula | 8. Heinz |
| 4. Burman's | 9. Louisiana |
| 5. Tapatio | 10. Valentina |

North America Hot Sauce Market Size, 2018-2029 (USD Billion)



Market Size: \$2.89 Billion

\$4.72 Billion by 2029



- Tabasco Pepper Sauce
- Habanero Pepper Sauce
- Jalapeno Sauce
- Sweet and Spicy Sauce
- Others

The background of the slide is a dense, close-up photograph of numerous bright red chili peppers. The peppers are elongated and slightly curved, with some showing green stems and small green leaves. They are packed closely together, creating a vibrant, textured background. A semi-transparent dark red rectangular box is overlaid on the left side of the image, containing the text.

CREATIVE

Goal: Enhance differentiation and aid in giving potential customers a strong impression of what the company offers

CURRENT LOGO & PACKAGING



NEW LOGO & PACKAGING



SLIGHT BLACK

#1C2120

WHITE

#FFFFFF

ORANGE (WEB)

#F6AA1C

AUBURN

#A22522



Zuume
Rough
Bold

Gilam
Bold

MAPs

Goal: Guiding a potential prospect from awareness to loyalty through a personalized experience.

SURFER SANDY

Demographics:

- Age: 43
- Gender: Female
- Marital Status: Divorced
- Location: Oahu, Hawaii

Annual Income:

- \$50,000

Digital Channels:

- Facebook, Twitter, Instagram, Snapchat

Professional Behavior:

- Great at adapting a personalized experience for her surfers
- Energetic and spontaneous
- Enjoy's instructing

Professional Goals:

- Dedicated to making her client's feel they accomplished a new skill
- Making sure the intermediate to advanced riders are being challenged, while abiding to the safety procedures

Occupation:

- Surf Instructor

Devices:

- iPhone, Apple Watch, Macbook

Education:

- Associates Degree and surf instructor certification

Personal Behavior:

- Works on holistic health after recent divorce
- Loves surfing with her dogs on the weekends when not instructing
- Avid hot sauce lover (puts it on every meal)

Personal Goals:

- Staying consistent with holistic health
- Eating better/losing weight



Objectives & Roadblocks:

- Loves her "big batch sauces"
- Not looking to branch out at the moment

Key Strategies:

- Target marketing activities around specific factors of the hot sauce and show the difference in a "small batch sauce" vs a "big batch sauce"
- Target ads around how Hot T's love their pets

PAIN POINTS & ALLEVIATIONS: SURFER SANDY

	Pain Point	Alleviation
Awareness	Sandy is not looking for a new hot sauce product at the moment due to her being content with the hot sauces she already owns.	We will bring awareness ads to Sandy to showcase what the product has to offer and get her thinking about it. Sandy will realize there are more hot sauces on the market than the one she currently owns.
Interest	Sandy loves her “big batch sauces” and has never branched out to locally sourced products.	After becoming aware of the hot sauce, Sandy will begin her search for the difference between locally sourced vs a widespread product. We will use display advertisements to show that everyday people can too benefit from a small business brand. This can help turn Sandy in favor of the Hot T's product over competitors.
Consideration	Doesn't know if spending the money on a new hot sauce is essential when she already is content with the one's she owns. Price point.	As we continue to guide Sandy along the customer journey, we can use this time to drive attention to our website to prove all the features and uses that this new hot sauce will bring.
Conversion	May experience some buyer's remorse for buying a product that is new to her.	We can present Sandy with a confirmation email/thank you email with tracking to give her peace of mind and excited about her new product coming. The email should also contain a “shop more” CTA to promote our other products.
Loyalty	Fear that the product will go off market or no longer will be sold after going through all her research work.	Post purchase we will send Sandy emails making sure she is enjoying her product, as well as keeping her informed on any new products that the brand offers. This will encourage Sandy to stay loyal and advocate for Hot T's brand because of our constant support for her.

DISPLAY AD MOCKUP: SURFER SANDY



JERKY JOE

Demographics:

- Age: 35
- Gender: Male
- Marital Status: Married with 2 kids
- Location: Oahu, Hawaii

Annual Income:

- \$80,000

Digital Channels:

- Facebook, Twitter, LinkedIn

Professional Behavior:

- “Tough guy”
- Is always complaining about how much he works
- Eats lunch with his work buddies

Professional Goals:

- Staying consistent with the organization and coordination of the workers and the construction site itself
- Act as a link between workers and site employers

Occupation:

- Retired military
- Construction Foreman

Devices:

- iPhone

Education:

- High School

Personal Behavior:

- Big dad energy
- Cooks up a mean meal on the Blackstone

Personal Goals:

- Spend more time with kids and wife
- Make a new meal every weekend



Objectives & Roadblocks:

- Isn't aware of Hot T's and that it is right in his “backyard”
- Wants a versatile hot sauce

Key Strategies:

- Target marketing activities to bring awareness to Joe of the hot sauce
- Create ads that showcase different ways you can utilize the hot sauce (different meals)

PAIN POINTS & ALLEVIATIONS: JERKY JOE

	Pain Point	Alleviation
Awareness	Isn't aware of Hot T's and that it is curated in his "backyard."	During this stage we will be featuring the hot sauce on Joe's social media for him to become aware of our product offering.
Interest	Wants a versatile hot sauce.	After determining that Joe has searched keywords matching "best versatile hot sauce for cooking" we will continue to push advertisements to bring attention to the different foods you can cook with the plethora of hot sauces we own.
Consideration	Joe does not know what flavor to get out of all the hot sauces.	Using social and email we can drive engagement to our website so Joe can learn in more depth about the products we carry, including our sample packs so he can get to taste all the sauces. Understanding the different packages we carry and the option of a sampler will then push him down the funnel in hopes of converting.
Conversion	By adding to cart, Joe is not certain about how the shipping and communications between the company is due to this being a smaller brand.	We can use this time to create a landing page from an ad after purchase to showcase the policy from after ordering to arriving to you.
Loyalty	He is worried he will not stay connected with the brand post purchase.	Post purchase we will keep Joe updated on new products or offerings Hot T's comes out with, along with giveaways to showcase how we appreciate his connectivity with the brand.

RETARGETING DISPLAY AD MOCKUP: JERKY JOE



hawaiianhotts
Jolan Rey Lebara · 5d · 🌐

Join

**ADD SPICE
TO ANY
MEAL!**

**HAWAIIAN
HOT T'S**
HOT SAUCE

Oahu, Hawaii

[\(808\) 333-2935](tel:(808)333-2935)
[@hawaiianhotts](https://www.instagram.com/hawaiianhotts)
517 N Vineyard Blvd,
Honolulu, HI 96817

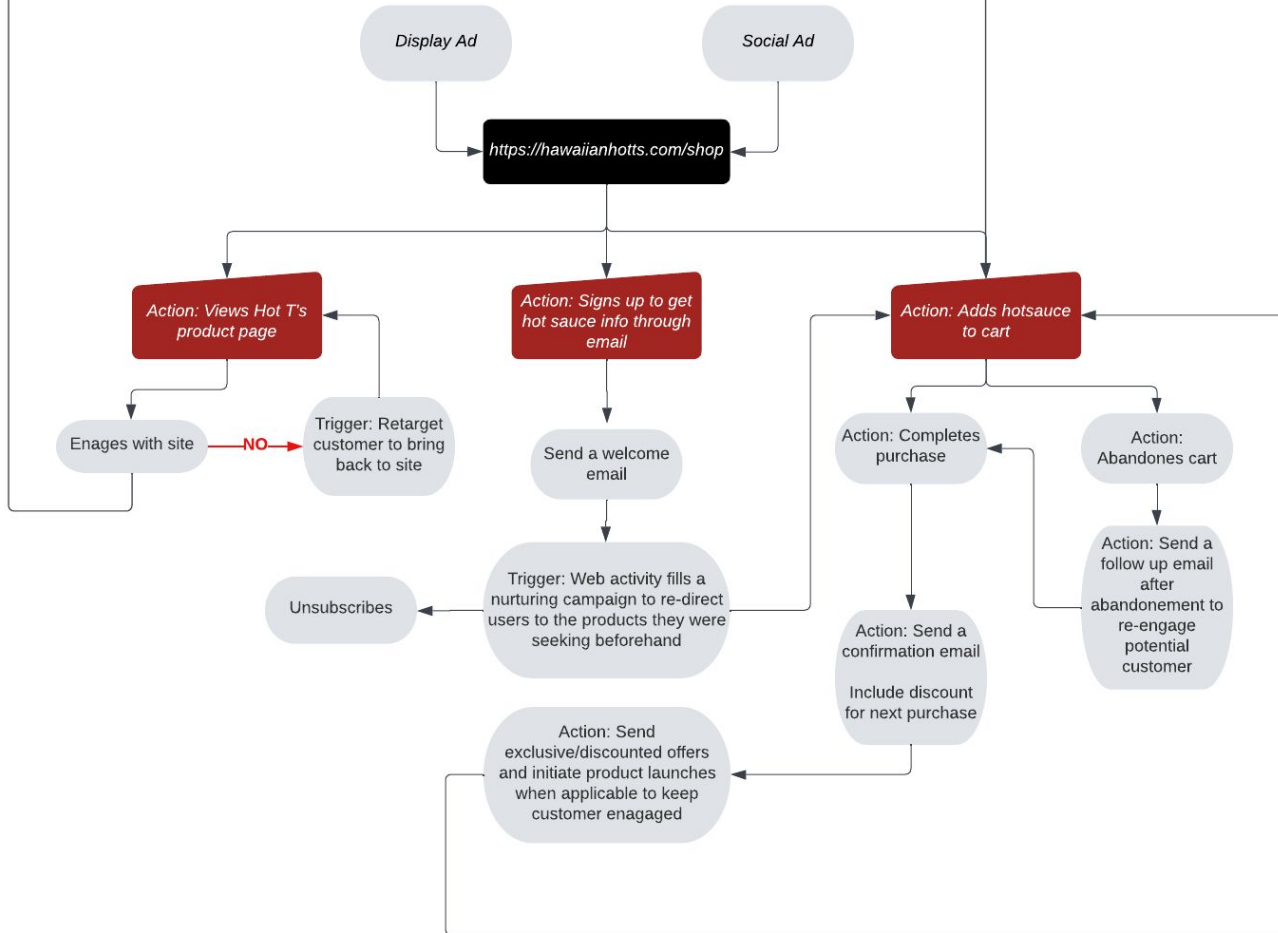


👍❤️ 13.7K 112 comments 1K shares

👍 Like 💬 Comment ➦ Share

Triggers & Actions

Annabelle Green | May 8, 2023



3RD SOURCES

Currently Selling Through:

Farmer Markets

Website

Proposed Expanding Solutions:

Continue Farmer Markets

Enter Grocery Stores: Standard
and Health Focused

Make Website more UI/UX
Friendly

The background of the slide is a dense, close-up photograph of numerous bright red chili peppers. The peppers are elongated and slightly curved, with some showing green stems and small green leaves. They are packed closely together, creating a vibrant, textured background. A semi-transparent dark red rectangular box is positioned on the left side of the slide, containing the text.

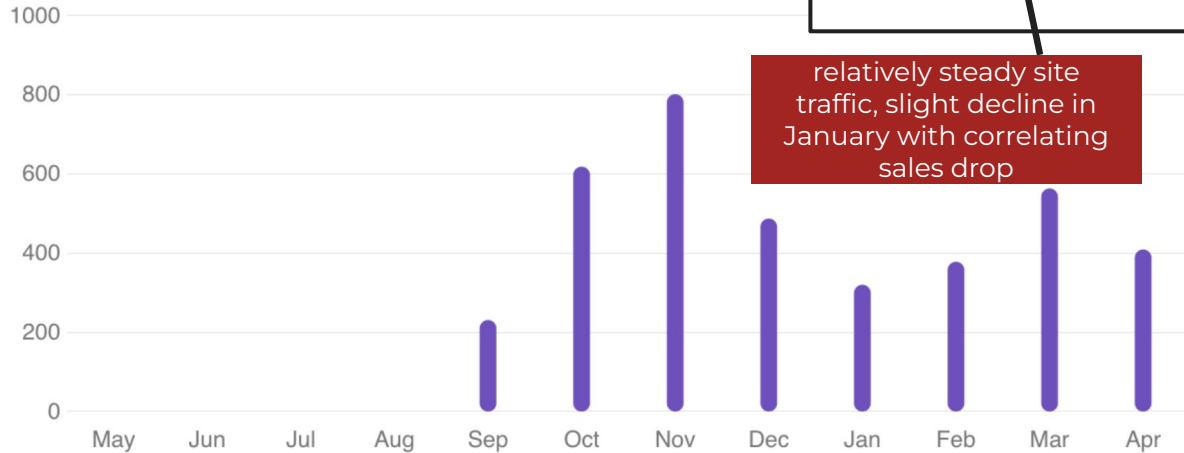
WEBSITE

Goal: Optimize the website design to ensure it meets standards to maintain a better user experience between brand and customer

WEBSITE TRAFFIC

3,807 Site Visitors

Last 12 months ▾



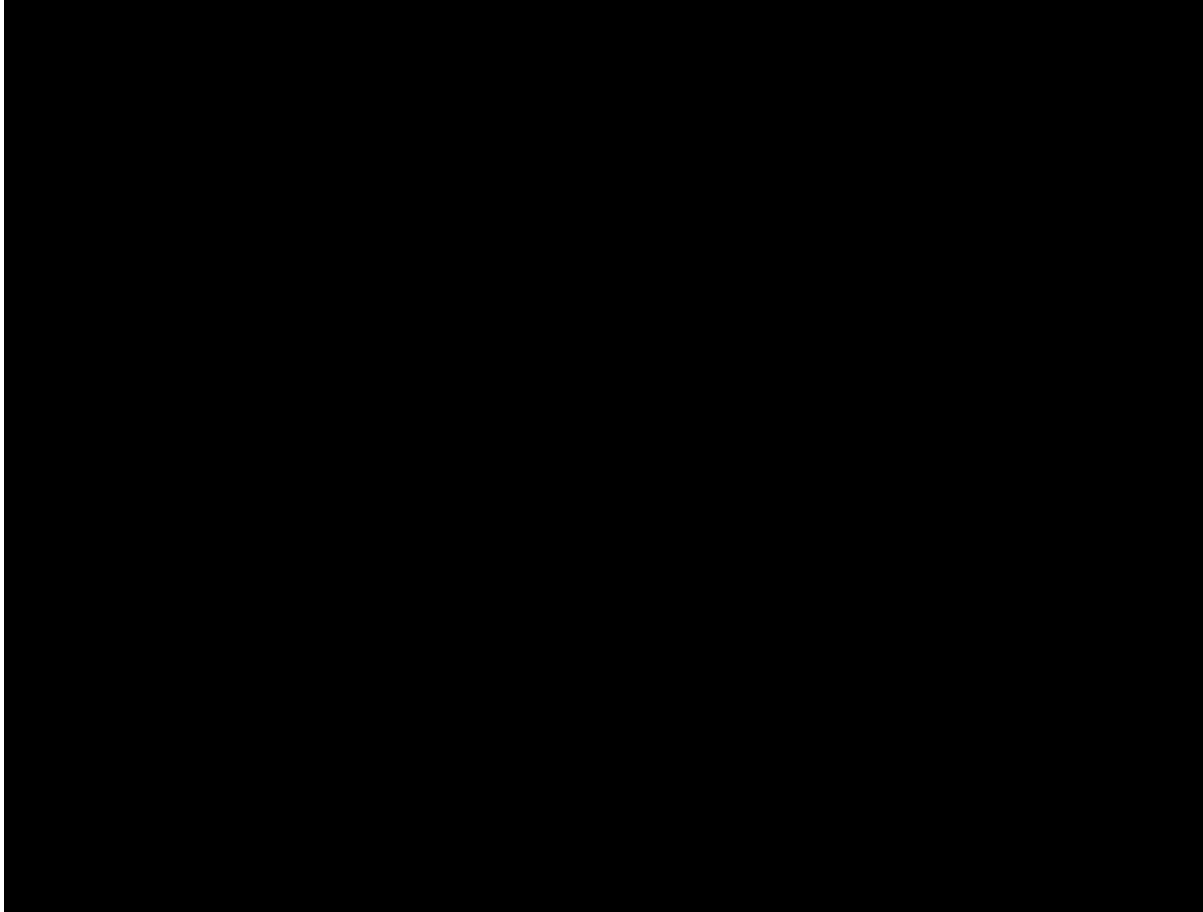
relatively steady site traffic, slight decline in January with correlating sales drop

Conversion Rate: **1.58%**

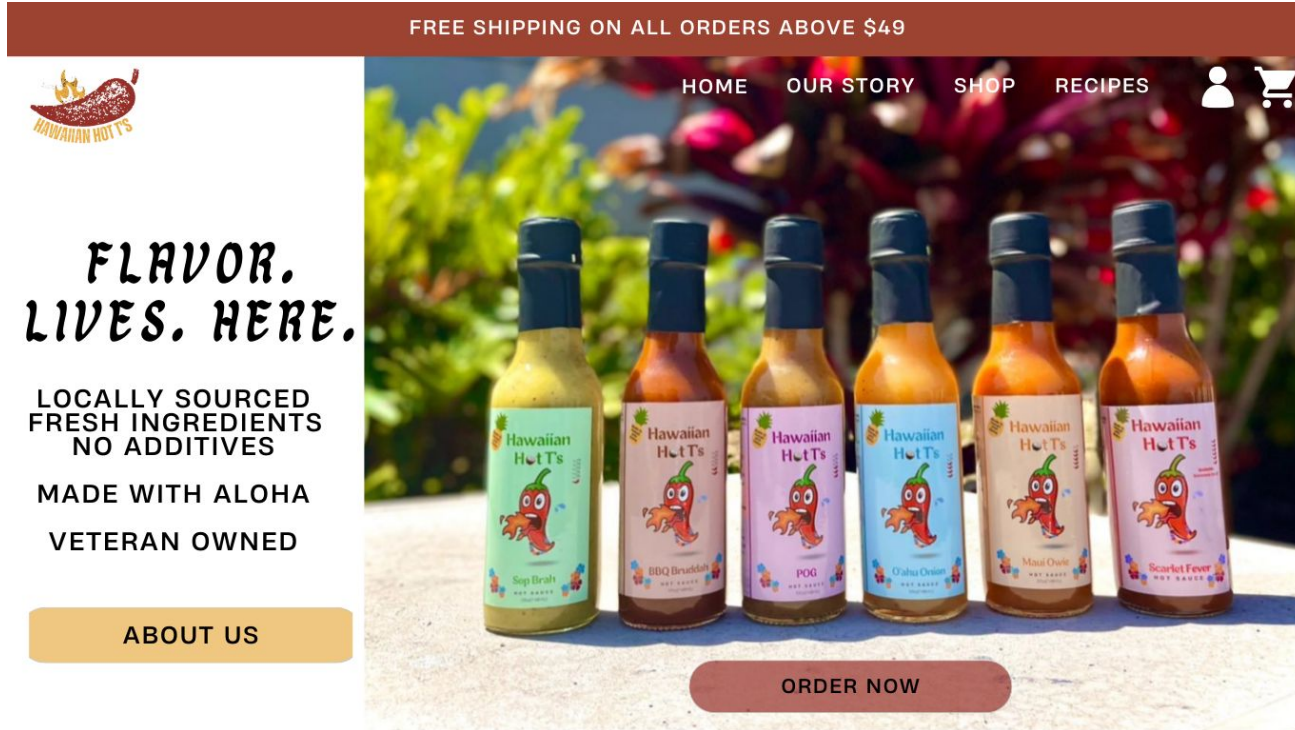
Abandoned Cart Recovery Rate: **12%**

% Revenue from Abandoned Cart Recovery: **8.86%**

WEBSITE OVERVIEW



WEBSITE REVAMP



- Spread information throughout tabs
- Improved Ui/UX readability

BUILDING EMAIL LIST

JOIN OUR NEWSLETTER
FOR **FARMER MARKET
EVENTS**
LIMITED PROMOTIONS
AND
NEW FLAVOR RELEASES



JOIN OUR EMAIL LISTING
TODAY FOR
10% NEXT ORDER

[JOIN NOW](#)



Hawaiian Hot T's 10% Off

Inbox -...3@gmail.com 11:46 AM

To: Rachel Maldonado,

Reply-To:



Don't Miss Out!

Get 10% off your first purchase on us!

Valid for all new hot sauces such as, Scarlet Fever, Maui Owie, BBQ
Bruddah, POG, Sup Brah

[TRY 3 FREE WEEKS](#)

HAWAIIAN HOT T'S

SOCIAL & DISPLAY

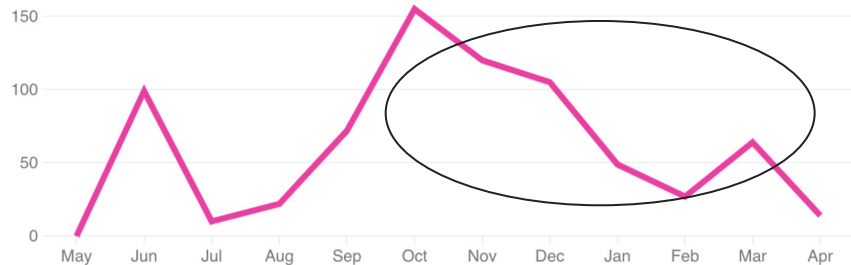
Goal: Awareness, engagement,
conversion

SOCIALS ON THE DECLINE

85,407 Social Views

Last 12 months ▾

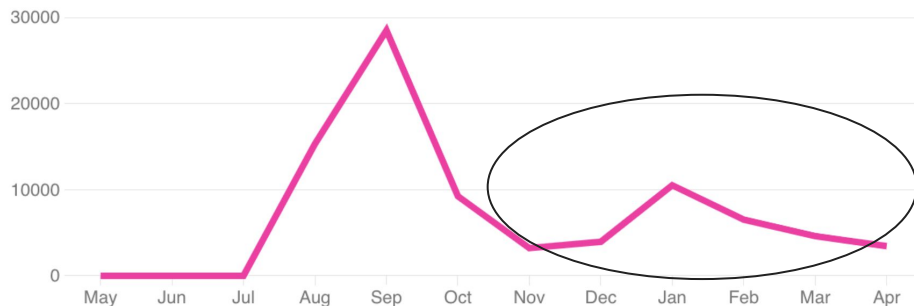
○ Instagram ● Facebook



85,407 Social Views

Last 12 months ▾

● Instagram ○ Facebook



INSTAGRAM INSIGHTS



50.3%



49.6%

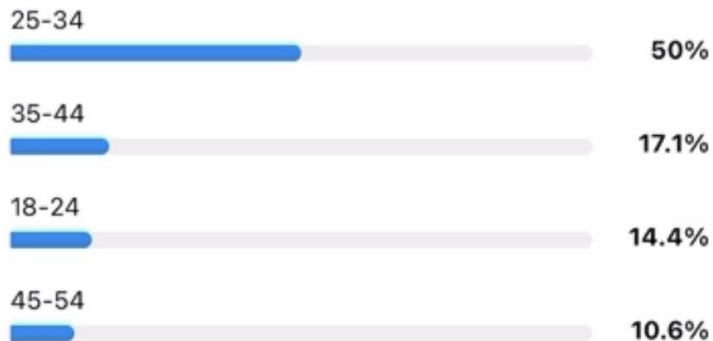


Honolulu

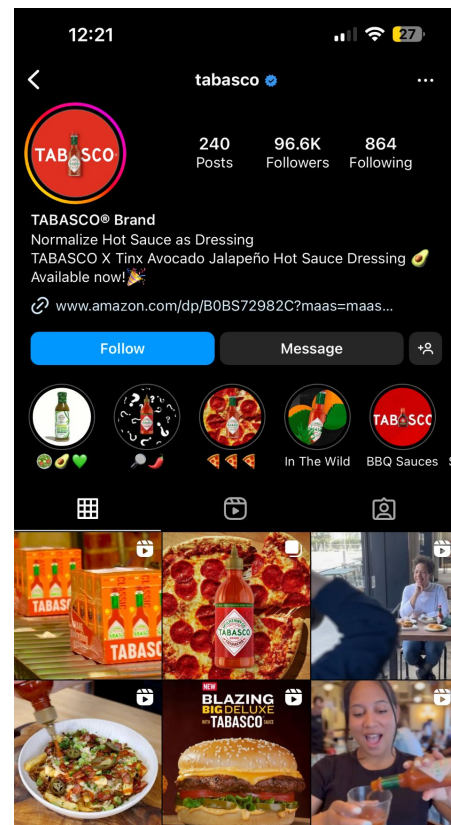
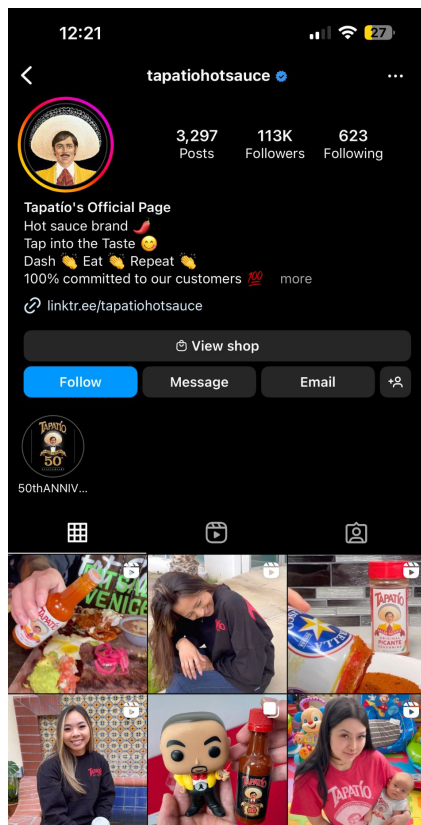
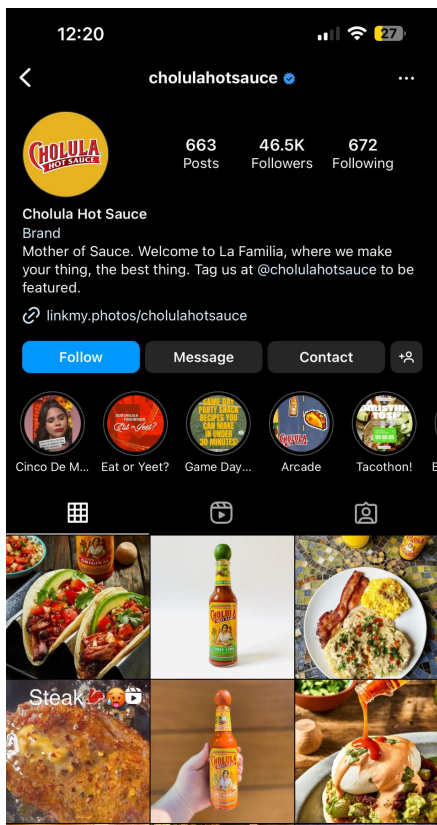


San Diego

Top age ranges

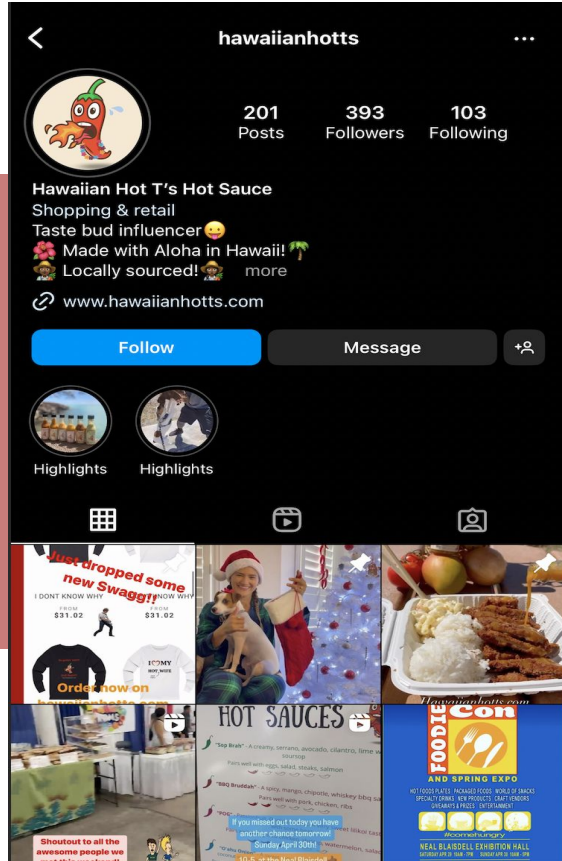


OUR COMPETITION

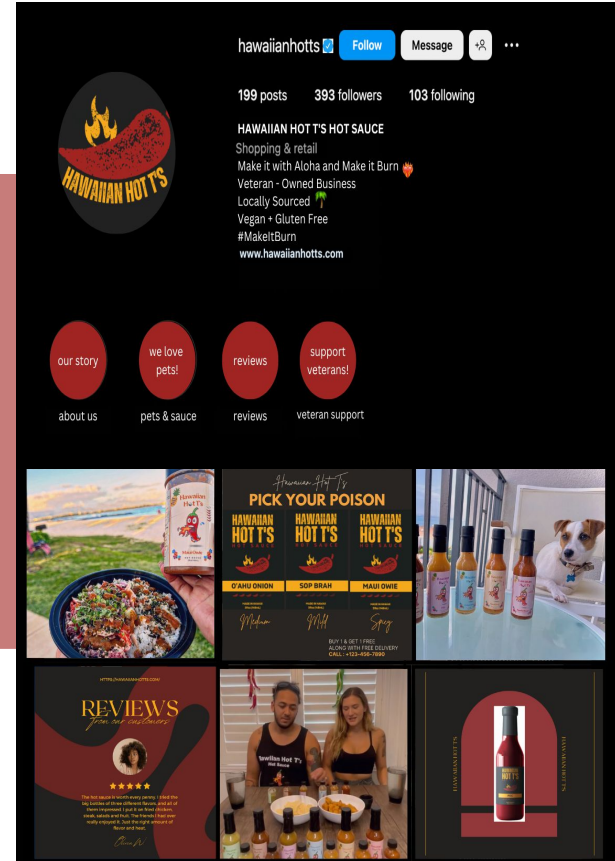


SOCIALS : INSTAGRAM

Before



After

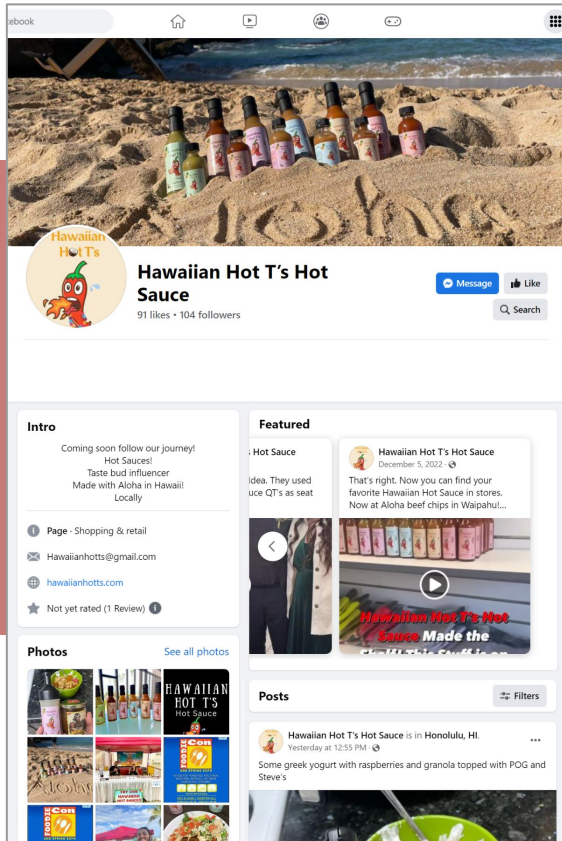


INSTAGRAM AD / STORY SAMPLES

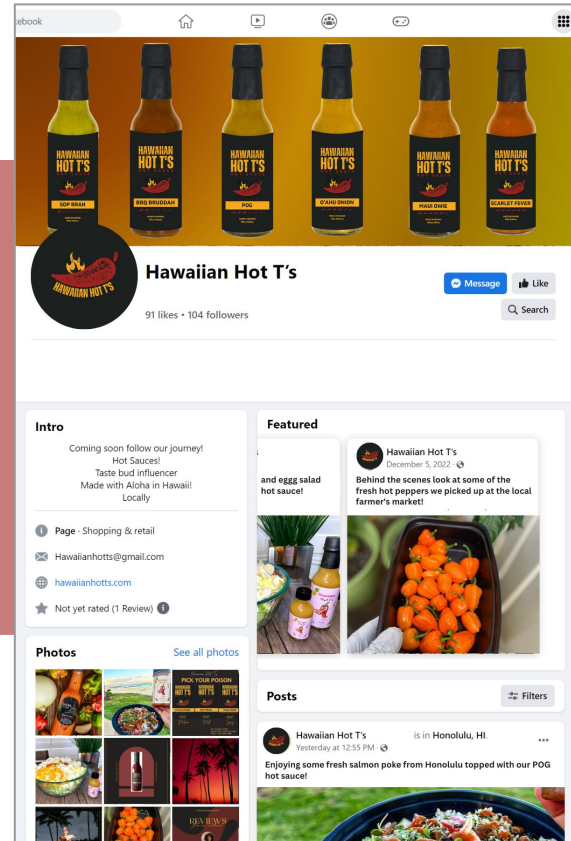


SOCIALS : FACEBOOK

Before



After



SOCIALS : TWITTER [NEW!]



Key Strategies/ Recommendations:

- Give suggestions for meal and hot sauce pairings
- Showcase the variety of different spice levels we have
- Lighthearted and fun tone

SOCIALS : TIKTOK [NEW!]

Personal Account



Influencer Account



Key Strategies/ Recommendations:

- Focus on our unique offerings on our own page
 - locally sourced
 - vegan
 - no additives / preservatives
- Recruit influencers / UGC creators to use the sauce while cooking meals

SOCIALS : YOUTUBE INFLUENCERS



I Rank The SPICIEST Hot Sauces

608K views · 10 months ago



TheCrazyGorilla ✓

Ramon ranks some of the most popular hot sauces including Tapatio, Sriracha, Taco Bell, El Yucateco and more! Follow us!

4K

CC



MEASURING EFFECTIVENESS (KPIs)



AWARENESS

Increasing reach to have a higher number of users that see our content



IMPRESSIONS

Increasing the total number of times viewers have seen our content



ENGAGEMENTS

This includes likes, comments, shares, saves, retweets, reposts



FOLLOW GROWTH

Increasing the number of followers on all social platforms



BRAND MENTIONS

Increase the number of times the brand name and campaign hashtag #MakItBurn was mentioned on social platforms



CONVERSION RATE

Increase percentage of people who completed a desired action (i.e. clicks to website)

SEO & SEM

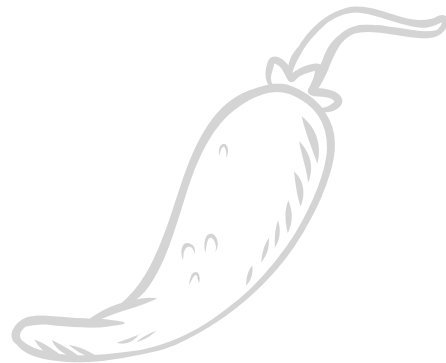
The background of the slide is a dense, close-up photograph of numerous bright red chili peppers. The peppers are elongated and slightly curved, with some showing green stems and small green leaves. The lighting is soft, highlighting the glossy texture of the peppers' skin. The overall color palette is dominated by the vibrant red of the peppers, with some green accents from the stems.

Goal: Increase visibility and traffic to the site through paid and organic practices amongst a search engine

SEO & SEM OBJECTIVES

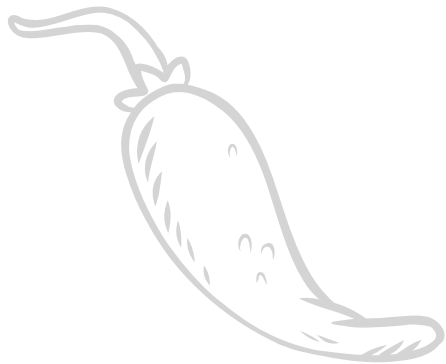
Raise awareness by creating SEM ads that will increase visibility on Search Engines

1



2

Increase website traffic by utilizing high ranking keywords



CURRENT SEO

“hawaiian hot t's”

The screenshot shows a Yahoo! search results page for the query "hawaiian hot t's". The search bar at the top contains the text "hawaiian hot t's" and the Yahoo! logo is in the top right corner. Below the search bar, there are filters for "All", "Images", "Videos", and "More", along with a "Anytime" filter. The search results show "About 19,300,000 search results".

The first result is from hawaiianhotts.com, titled "Hawaiian Hot T's Hot Sauce - Really Good Hot Sauce". The description mentions Mr. Hot T was a bartender who experimented with recipes. This result is circled in red. An arrow points from this result to a large red box with the word "Organic" in white text.

Below the "Organic" box is a "View all" button. The second result is from www.instagram.com, titled "Hawaiian Hot T's Hot Sauce (@hawaiianhotts) • Instagram ...". The description mentions hawaiianhotts has 178 posts, 364 followers, and 99 following. This result is also circled in red.

On the right side of the page, there is a "Related searches" section with the following links:

- hawaiian hot t's full
- hawaiian hot t's women
- hawaiian hot t's n
- hawaiian hot t's song
- hawaiian hot t's 2

At the bottom of the page, there is a link to marketspread.com, vendor, 51130.

CURRENT SEO/SEM

“hawaiian hot sauce”

[All](#)

[Shopping](#)


[Videos](#)

[More](#)


Anytime

About 876,000 search results


Ads · Hawaiian hot sauce




Dirty Dicks
Original Hot...
\$19.05
Amazon.com
21% price drop




Culley's
Caribbean...
\$7.95 ~~\$8.50~~
HotSauce.c...



Tahiti Joe's
Maui Peppe...
\$5.95 ~~\$6.50~~
HotSauce.c...



Tahiti Joe's
Polynesian...
\$5.95 ~~\$6.50~~
HotSauce.c...



Heartbeat
Hot Sauce...
\$11.95
Amazon.com

[More on Yahoo Shopping](#)

Ads related to: hawaiian hot sauce

bohicapepperhut.com

Hawaiian Lava Hot Sauce - Order Online Today

Bohica **Hot Sauce** - **Hawaiian** Lava - Now Available. **Hawaiian** Lava **Hot Sauce** by Bohica **Hot Sauce**

Ads related to: hawaiian hot sauce

bohicapepperhut.com

Hawaiian Lava Hot Sauce - Order Online Today

Bohica **Hot Sauce** - **Hawaiian** Lava - Now Available. **Hawaiian** Lava **Hot Sauce** by Bohica **Hot Sauce**

www.cholula.com

Mexican Hot Sauce - Our Signature Recipe

Try Various **Sauce Recipes** And Uncap The Real Flavor With Cholula®! Enjoy The Wide Variety Of Flavors Handcrafted In Mexico With Cholula® **Hot Sauces**!

www.amazon.com

Shop hawaiian hot sauce - Amazon.com Official Site

Find Deals on **hawaiian hot sauce** in Groceries on Amazon.

heatonist.com

HEATONIST Fine Hot Sauces - The World's Best Hot Sauces

The best **hot sauces**, **hot sauce** gifts and more. Shop **Hot Ones** **Hot Sauce**. Where heat meets taste: Put the HEAT on your food with our unique **hot sauces**.

www.hispice.com

HI Spice | Hawai'i Inspired Hot Sauce – HI SPICE

Locally sourced **hot** sauces that are inspired, grown, and crafted in Hawai'i. Tropical fruit flavors such as liliko'i, pineapple, guava, mango, and kiawe smoked peppers.

www.kauaijuiceco.com › collections › hot-sauce

Kauai Hot Sauce – Kauai Juice Co

SEM KEYWORDS & AD GROUPS

Top Keywords	Volume	CPC
<u>"hawaiian hot sauce"</u>	390	0.58
<u>"hot sauce hawaii"</u>	110	0.58
<u>"hawaii hot sauce"</u>	50	0.72
<u>"hawaiian lava flow hot sauce"</u>	40	0.00

SEM AD

Ad • <https://hawaiianhotts.com/> (808)-333-2935

Hawaiian Hot T's | Hawaiian Hot Sauce | Starting at \$6 per Bottle

Get a taste of Mr. Hot T's Hawaiian Hot Sauce! All hot sauce ingredients locally sourced in Hawaii.

★★★★★ Rating for

20% Off Your First Order!

Show now and get your first bottle starting at \$6.

Hawaiian Hot T's Merch

Rep your favorite family owned Hawaiian hot sauce business. Shirts, hats, and so much more!

- Use high volume keywords
- Incorporate in the Headline, Ad Copy, as well as Landing Page
- Incorporate in other landing pages



SEM MEASURING EFFECTIVENESS

Cost per Click (CPC)

- Cost per click is important when measuring how much of our budget we are going to allocate to SEM and ROAS

Return on Ad Spend (ROAS)

- Taking the average order of a customer and comparing that to the conversion rate and the CPC

Impressions

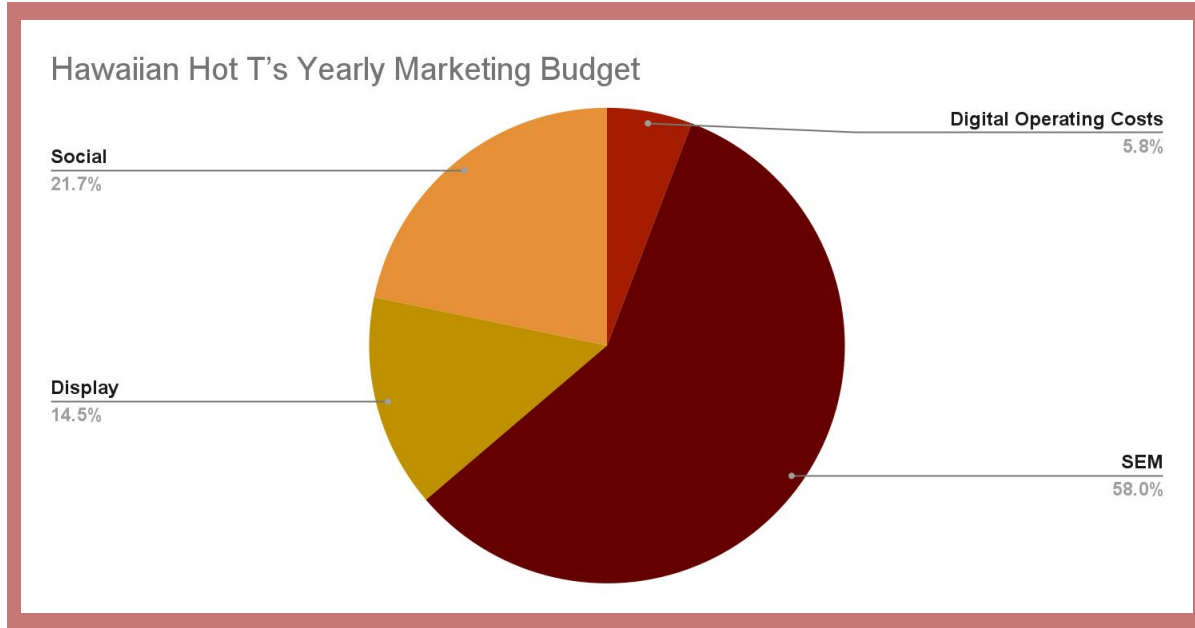
- Number of people researching for product
- Compare to click-through-rate

Click-through-Rate (CTR)

- How many people are actually clicking on our links
- Evaluate are these Ads still working



BUDGET BREAKDOWN



Digital Operating Costs: \$200

SEM: \$2,000

Social Ads: \$750

Display Ads: \$500

PREDICTED OUTCOMES

20% Increase

Site Visits

30% Increase

Engagements on
Social

200 Email List

Email Subscribers



THANK YOU!



Annabelle Green
MAPs



JonErik Moyles
Strategy



Malia Capen
Social/Display



Sabrina Liberto
SEO/SEM



Rachel Maldonado
Social/Display



Julia Wunderlich
Analytics



Rebecca King
Creative

VOLUNTEERS

The background of the slide features a close-up, high-contrast image of flames. The fire is bright orange and yellow, with dark, smoky plumes rising from it. The flames are set against a dark, muted red background that covers the entire slide.

Hotness level 1-6

Who thinks they can
handle the heat?