



Save the Bee

I AM A BEE-KEEPER
CAMPAIGN



PREPARED BY AR YOU READY?

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Company History & Background

Save The Bee

Save the Bee is a nonprofit organization headquartered in Eugene, Oregon, that focuses on protecting the safety of honey bees and promoting human health. In 2012, the Turanski family founded Save the Bee. The Turanski family owns GloryBee, a B-Corp Certified honey and natural ingredient company.

Save the Bee works to protect honey bees by planting pollinator habitats, funding bee research and inspiring people to love and protect bees. **Since its founding, Save the Bee has dedicated \$850,500 to support bees and \$597,720 to support research and education.** The organization believes everyone can be a beekeeper by planting flowers, buying organic food, avoiding pesticides, purchasing local honey, and keeping bees. Save the Bee is committed to educating the newest generations of bee lovers and has hosted 75 public education events.

“Save the Bee is committed to planting 1 million square feet of pollinator habitat” across the U.S to ensure bees have the essential nutrients to pollinate. Additionally, Save the Bee funds extensive research to identify issues facing honey bees during pollination, understand the long-term damages of pesticides, learn what the best foods for bees are, and investigate treatments to the Varroa mite.

The organization also partners with Oregon State University Honey Bee Lab to continue its research initiatives. Save the Bee has published six research papers with OSU Honey Bee Lab and has provided 22 Master Beekeeper scholarships. The Master Beekeeper Program is an initiative between OSU and the Oregon State Beekeepers Association to promote honey bee health and share beekeeping practices throughout Oregon. The program provides hands-on experiences with beekeeping.

Company History & Background

Save the Bee supports the following organizations that promote bee health education: Washington State University Honey Bee and Pollinator Program, Bee Girl Organization, Beyond Toxics, and Northwest Center for Alternatives to Pesticides ([Glory Bee Report, 2020](#)).

Supporters can help Save the Bee by donating to the organization, buying Save the Bee Honey, or becoming a Save the Bee partner.

“GloryBee donates 10% of all sales of Save the Bee Honey to fund critical honey bee health research.”



SWOT Analysis

Strengths

- Comprehensive mission, easy for public participation
- Have the necessary capital to implement & invest in new initiatives
- Funded research initiatives
- Research partners include Washington State University, Bee Regenerative, Oregon State University, Northwest Center for Alternatives to Pesticides, Beyond Toxics
- Great educational outreach
- Established credibility – founded in 2012, over a decade of experience in bee conservation efforts
- Interactive, educational, and engaging blog content

Weaknesses

- Some typos on the website
- Limited national presence - Save the Bee has not yet gathered a large national audience
- Lack of donors
- Challenges reaching the target audience

Opportunities

- Tapping into Gen-Z to engage a younger audience
- Creating virtual experiences like AR can make beekeeping “real” to people, enhancing engagement and support
- Tap into faith-based donors who contribute out of goodwill to broaden the support
- Partner with other local and national businesses to help increase awareness and implement actions
- Improve social media presence, specifically Instagram and TikTok

Threats

- Existence of other organizations with a similar mission or message, like “Save the Bees”
- A lack of public awareness and misconceptions about the importance of bees

Content Audit

Instagram

- 953 followers
- Posts 2-4 times per month
- Aesthetic, matching images
- Average of 19 likes per post



Facebook

- 357 likes
- 383 followers
- Posts 10-12 times per month



LinkedIn

- 72 followers
- 6 posts per month



TikTok

- 15 followers, 0 posts
- Although TikTok has no posts, the account frequently reposts bee content related to Save the Bee's mission, which is a great way to indirectly stay active.*



Website

- Frequent blog posts



YouTube

- 3 subscribers
- 2 videos
- Average of 97 views per video



Current Market Position

The Pacific Northwest, encompassing states like Oregon, Washington, and Idaho, boasts a vibrant honey market deeply intertwined with bee conservation efforts. Local beekeepers and organizations are pivotal in producing **high-quality honey** while championing initiatives to protect pollinators.

Honey Production in the Pacific Northwest:

- **Local Beekeepers:** The region fosters numerous beekeepers dedicated to sustainable practices. For instance, PNW Honey Farm emphasizes providing access to locally produced, sustainably harvested raw honey.
- Similarly, Shipwreck Honey offers products at local markets, such as the Ballard Farmers Market in Seattle.
- **Floral Diversity:** The diverse flora of the Pacific Northwest, including blackberry and clover blossoms, provides bees with abundant nectar sources, resulting in distinctive honey varieties. GloryBee, for example, offers Pacific Northwest Clover Honey, highlighting the region's unique flavors.

Bee Conservation Efforts:

- SAVE the BEE® Initiative: Founded by GloryBee in 2012, this initiative focuses on protecting bees and beekeepers to ensure a safe food supply and a healthy environment. Efforts include funding research on bee health, planting pollinator habitats, and educating future beekeepers.
- **Habitat Restoration:** Organizations like the Xerces Society advocate for creating pollinator-friendly habitats. Their "Bring Back the Pollinators" campaign emphasizes growing pollinator-friendly flowers, providing nesting sites, avoiding pesticides, and raising public awareness.

Market Dynamics:

- **Consumer Support:** Purchasing local honey not only provides consumers with high-quality products but also supports beekeepers' conservation efforts. Retailers like PCC Community Markets offer a variety of local honeys, including those from bees that forage on Pacific Northwest blackberries, blueberries, and buckwheat blossoms.
- **Challenges:** Despite the thriving market, bees face threats from habitat loss, pesticides, and diseases. Conservationists emphasize the importance of focusing on habitat restoration to support both honey bees and native bee species.

In summary, the Pacific Northwest's honey market is robust, supported by **dedicated local producers** and **strong conservation initiatives**. By choosing local honey and participating in conservation efforts, consumers play a crucial role in sustaining the market and the essential pollinators it depends on.

Generation Z in the United States

Known as “digital natives,” members of Generation Z (Gen Z) are the first to have mostly grown up with the internet. Gen Z, with nearly 70 million members, makes up 20.69% of the U.S. population. Currently, Gen Z’s estimated spending power is \$450 billion. Gen Z is notorious for being technologically savvy, starting online trends and being vocal activists, especially concerning climate change and the environment.

Gen Z’s consumer population, understanding of the digital world and overall enthusiasm for social change make it a vital target audience for Save the Bee’s mission.

Demographics

Gen Z comprises those between 13 and 28 (born between 1997 and 2012). According to the Pew Research Center, Gen Z is more racially and ethnically diverse than previous generations. Recent data show that:

- 51% of Gen Z are non-Hispanic White
- 25% are Hispanic
- 14% are Black
- 6% are Asian
- 3.9% are non-Hispanic multiracial

28% of Gen Z adults identify as LGBTQ+, compared to 16% of millennials, 7% of Generation X, 4% of baby boomers and the Silent Generation.

Based on a 2023 U.S. Census Bureau survey, members of Gen Z tend to move to major cities, like New York, Los Angeles, Houston, Philadelphia and Chicago. However, more than half of Gen Z adults still live at home due to rising inflation, increasing housing and rent prices and student debt.

PRRI, the Public Religion Research Institute, found that 36% of Gen Z adults identify as Democrats, 21% identify as Republicans, and 43% do not identify with either. 51% of Gen Z teenagers also do not identify with either political party.

Psychographics: Gen Z in the U.S.

Interests

As digital natives, members of Gen Z have many online interests and hobbies. 43% of Gen Z enjoy video games, 45% regularly engage in mobile gaming and 29% enjoy physical arts and crafts ([MediaCulture](#)). Despite having many online interests, Gen Z members are statistically more socially active than prior generations, as 37% note they are moderately or very active socially. However, social media and online gaming are considered their top social outlets.

Gen Z: Seeking Joy and Reward in Life (From [MediaCulture](#))

- Shopping (over-indexed)
- Entertainment (over-indexed)
- Sports (over-indexed)
- Adventure (over-indexed)
- Travel (under-indexed)
- “Me-time” (under-indexed)

Areas of Concern + Values

As mentioned before, Gen Z is significantly concerned with social and environmental justice. In a Pew Research Center survey of Gen Zers on social media, 69% said they felt anxious about the future when they saw content relating to climate change. 70% of Gen Z prioritizes buying from ethical companies, and 73% are willing to pay more for a more sustainable product ([The Campus Agency](#)). Additionally, according to the [Pew Research Center](#), 32% of Gen Zers have done at least one of the following: donated money to a cause, contacted an elected official, volunteered or attended a rally.

Gen Z Social Media Users who Felt Anxious After Seeing Climate Change Content Online



Psychographics: Gen Z in the U.S.

Areas of Concern + Values (Continued)

- 84% of Gen Z believe that companies have a responsibility to solve social problems ([Center for Generational Kinetics](#)).
- Gen Z values authenticity and expects companies to take clear stances on social issues ([The Campus Agency](#)).
- 70% of Gen Z prefer to buy from environmentally friendly companies ([National Retail Federation](#)).
- More than 70% of Gen Z in the U.S. believe climate change is an immediate and long-term threat to the planet's safety ([Center for Health Justice](#)).
- 31% of Gen Z consumers say they would buy more sustainable goods if they had clearer labels ([Oliver Wyman Forum](#)).
- 29% say they would purchase sustainable goods if there were greater information on the product's climate impact ([Oliver Wyman Forum](#)).

Personality + Attitudes

- Self-expression and identity are central to Gen Z's belief/values ([YourStory](#)).
- "[Gen Z is] pragmatic and value direct communication, authenticity and relevance" - Roberta Katz, [Stanford Report](#).
- 65% of Gen Zers describe themselves as ready and willing to learn. ([Cake](#))

Psychographics: Gen Z in the U.S.

Lifestyle

Online Habits

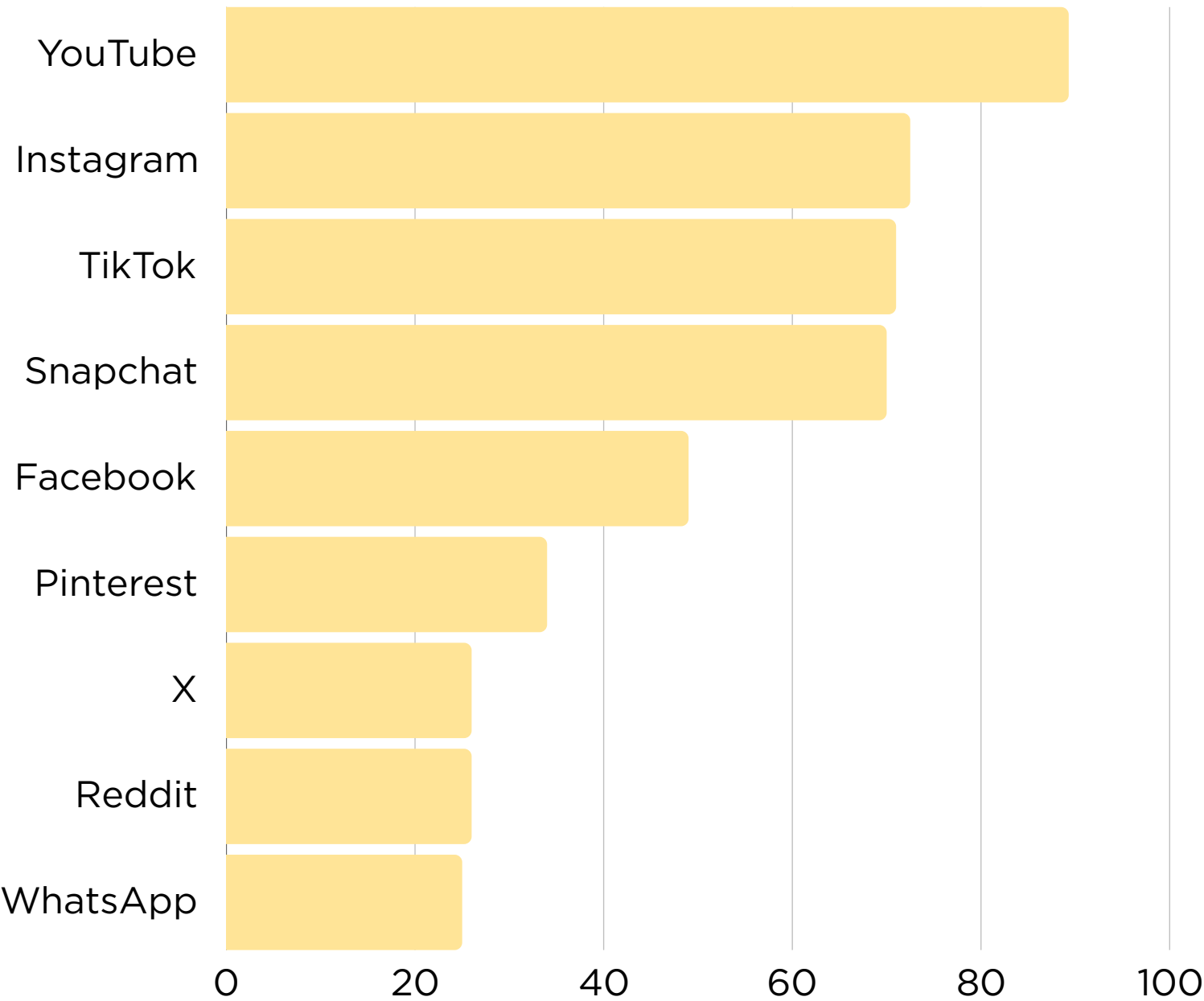
Gen Z spends an average of six hours online, more than any other generation. This includes social media usage, video streaming, gaming and classwork. 98% own a smartphone, and 75% say this is their device of choice. Known for digital activism, 42% of Gen Z members actively share their views online. Over half of Gen Z uses social apps to express themselves creatively (JWT Intelligence).

Social Media Platforms

From Statista:

- 89.3% of Gen Z uses YouTube
- 72.5% use Instagram
- 71.2% use Snapchat
- 49% use Facebook
- 34% use Pinterest
- 26.4% use X (formerly Twitter)
- 26.1% use Reddit
- 24.7% use WhatsApp

Percent of Gen Z per Platform (2024)



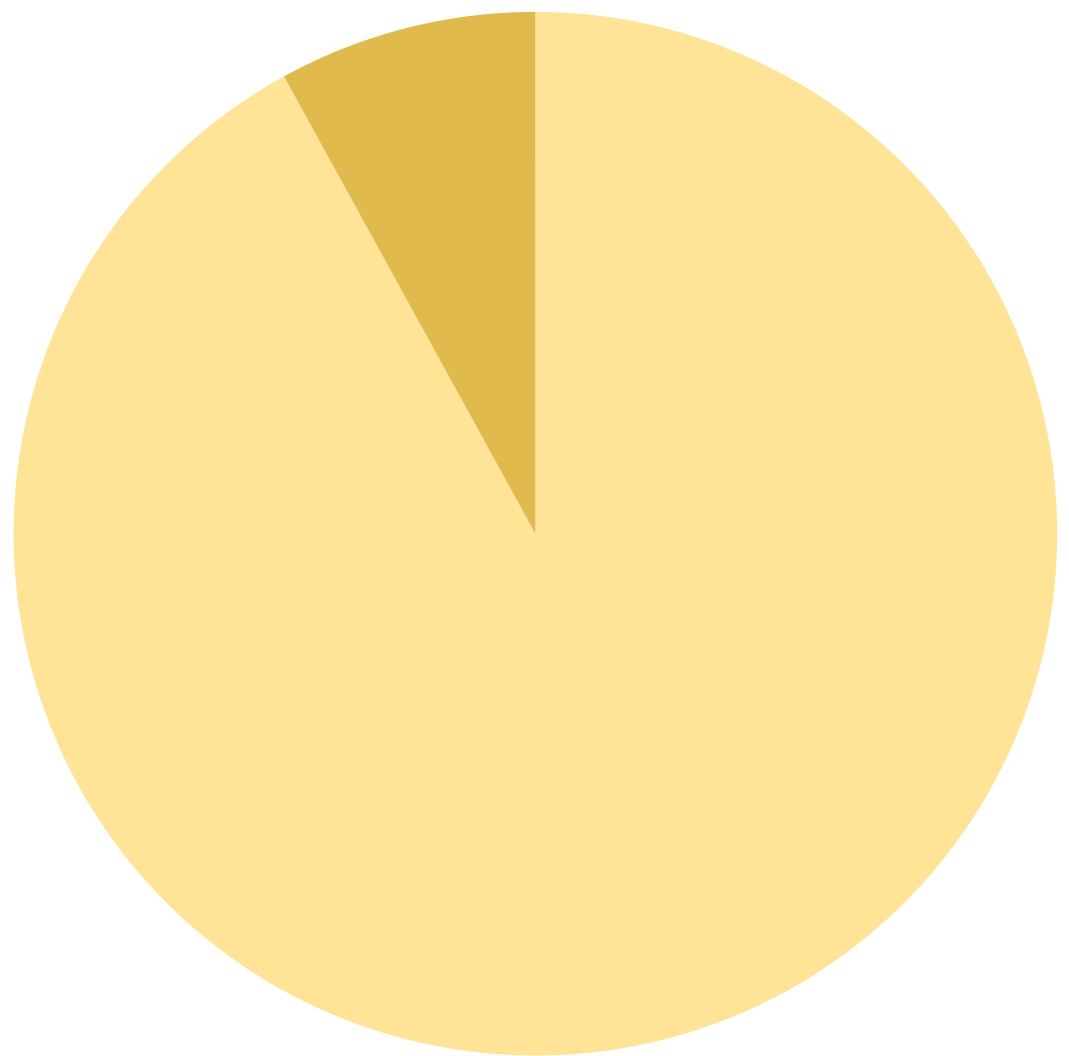
Psychographics & Research Insights

Use of Augmented Reality

Augmented reality—an interactive experience that blends the real world with technology—is a unique way to connect with Gen Z. According to [Industry Dive](#), 92% of Gen Z consumers want to use augmented reality (AR) tools for e-commerce. **Furthermore, nearly half of Gen Z say using AR lenses or filters helps them feel more connected to brands** ([G2](#)). Lastly, Gen Z is more likely than prior generations to purchase a product that they first experienced through AR ([Industry Dive](#)).

Gen Z Consumers

- Gen Z Consumers Who Want to Use AR
- Other Gen Z Consumers



Insights

Based on their ability to navigate the online world, their affinity for saving the environment, their proportion of the consumer population, and their interest in augmented reality, members of Gen Z are an ideal target for Save the Bee's mission through an AR campaign. AR is user-friendly, accessible to anyone with a smartphone or computer and much more engaging than traditional media. As [EngineCreative](#) notes, "When users can interact with digital content in a real-world environment, it creates a more engaging experience than just viewing on a screen."

By reaching and engaging with Gen Zers in a way that is familiar and exciting for them, Save the Bee's mission will not only capture their attention but leave a lasting impression and inspire action to become bee-keepers.

Based on this research, we have developed personas to help define our target audience.

Personas

Cedar Thompson



Cedar is a 26-year-old straight White male from Bend, Oregon. He is calm and easygoing, loves his family and values the natural world. He makes \$40,000 annually.

Most of Cedar's online usage is spent on Spotify and Audible. He listens to podcasts like "The Sustainability Agenda," and his recent audiobook was *Braiding Sweetgrass* by Robin Wall Kimmerer. He also uses WhatsApp to message his friends he met while backpacking in Patagonia last summer.

After graduating from Oregon State University with a degree in environmental science, Cedar became passionate about being environmentally conscious. He works for Patagonia, and his goals are to attend the Bend farmers market every weekend and to hike Half Dome this summer.

Cedar's favorite social platform is Instagram. He follows accounts like REI, The North Face, Dave's Killer Bread, and Honey Mama's. He also has a sourdough bread-making account where he posts pictures of his homemade creations.

Need: I need to share my passion for the environment with others to help inspire sustainable action, build a like-minded community, and make a tangible impact on conservation efforts.

Personas

Willow Wells



Willow is a 19-year-old Black female from Seattle, Washington. She lives in her college dorm at UW and identifies as a lesbian. She is outgoing, kind and a natural-born leader. She is a freshman in college and is currently unemployed.

Most of Willow's online usage is spent on Instagram, where she enjoys staying up to date with the latest news and updates about the environment. She follows accounts like the New York Times and the Wall Street Journal.

Willow is the president of the Environment Club at UW and works to plan engaging community events. She also volunteers at her school's public garden. She chose UW for in-state tuition and to be close to nature.

Beyond Instagram, Willow engages with Snapchat, where she communicates with her club and other college friends. She likes to send her buddies pictures of her favorite hikes in Washington.

Problem: I really care about sustainability, but living in a dorm makes it hard to do as much as I want, and I'm not sure how to make a real impact from here.

Campaign Objective

Based on our target audience research, SWOT analysis, personas and problem statements, we have developed the following campaign objective. We have determined that Gen Z is a vital consumer audience due to its collective passion for online experiences, passion for environmental activism and inclination toward using AR.

**Increase Gen Z
engagement with Save the
Bee by 35% within nine
months.**

This objective will be achieved through the following strategies and tactics. Engagement will be defined through the key performance indicators listed on page 19.

Collaborate with other environmentally-friendly organizations to spread Save the Bee's mission through an engaging AR experience.

- Build a brand partnership with **Honey Mama's**, a Portland-based organic chocolate company that uses raw honey as a natural sweetener.
- Create a QR code on the partnership packaging that initiates an AR experience, in which the chocolate bar “unwraps” and shows the bee’s essential function in creating the product. 10% of sales with this packaging will go toward Save the Bee’s mission.
- The AR experience will conclude with a call to action directing users to the Save the Bee website, along with a map showing where Honey Mama’s chocolate originates and the bee species found in that area.
- Curate joint social media posts with Honey Mama’s for promotional reasons.



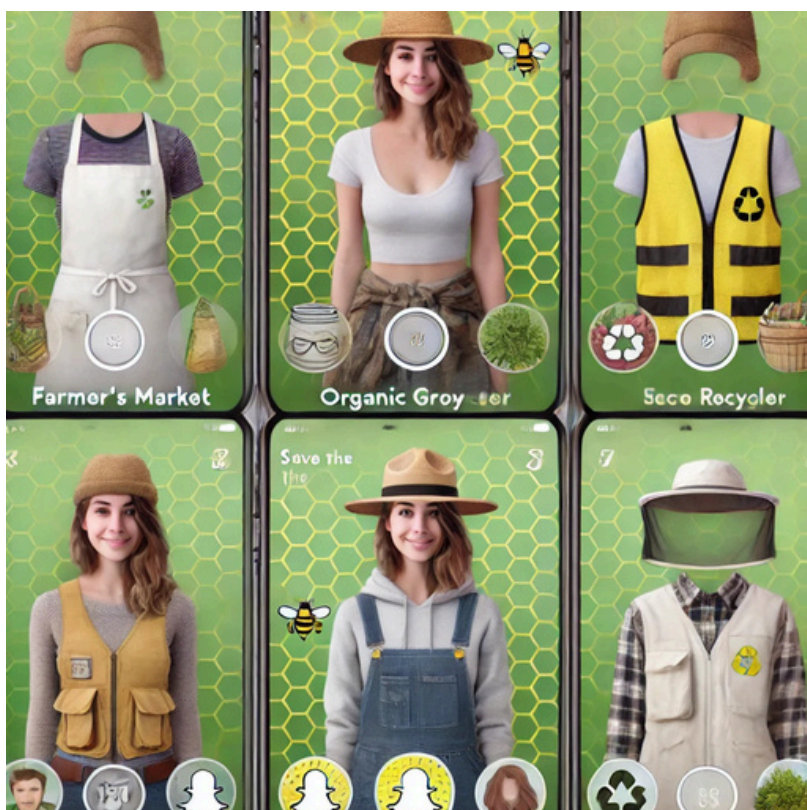
***This QR code and AR map can also be executed with existing food partners such as Mary's Gone Crackers, Nancy's Probiotic Foods, Back to Nature Plant Based Snacks, and more**

Strategy 2 and Tactics

Use Social AR to educate the public that anyone can be a “Bee-Keeper.”

Tactics:

- Create a social media filter on Instagram and Snapchat.
- The filter will allow users to take a selfie in different “bee-keeper” garments such as a farmer’s market vendor, organic grocery shopper, gardener, recycler, park ranger, student, and a professional beekeeper.
- The social media filter allows users to understand the different types of people that contribute to the health of bees. It shows that everyone can be a bee-keeper.
- Promote the filter through a hashtag: #anyonecanbeabeekeeper through environmental influencer marketing.



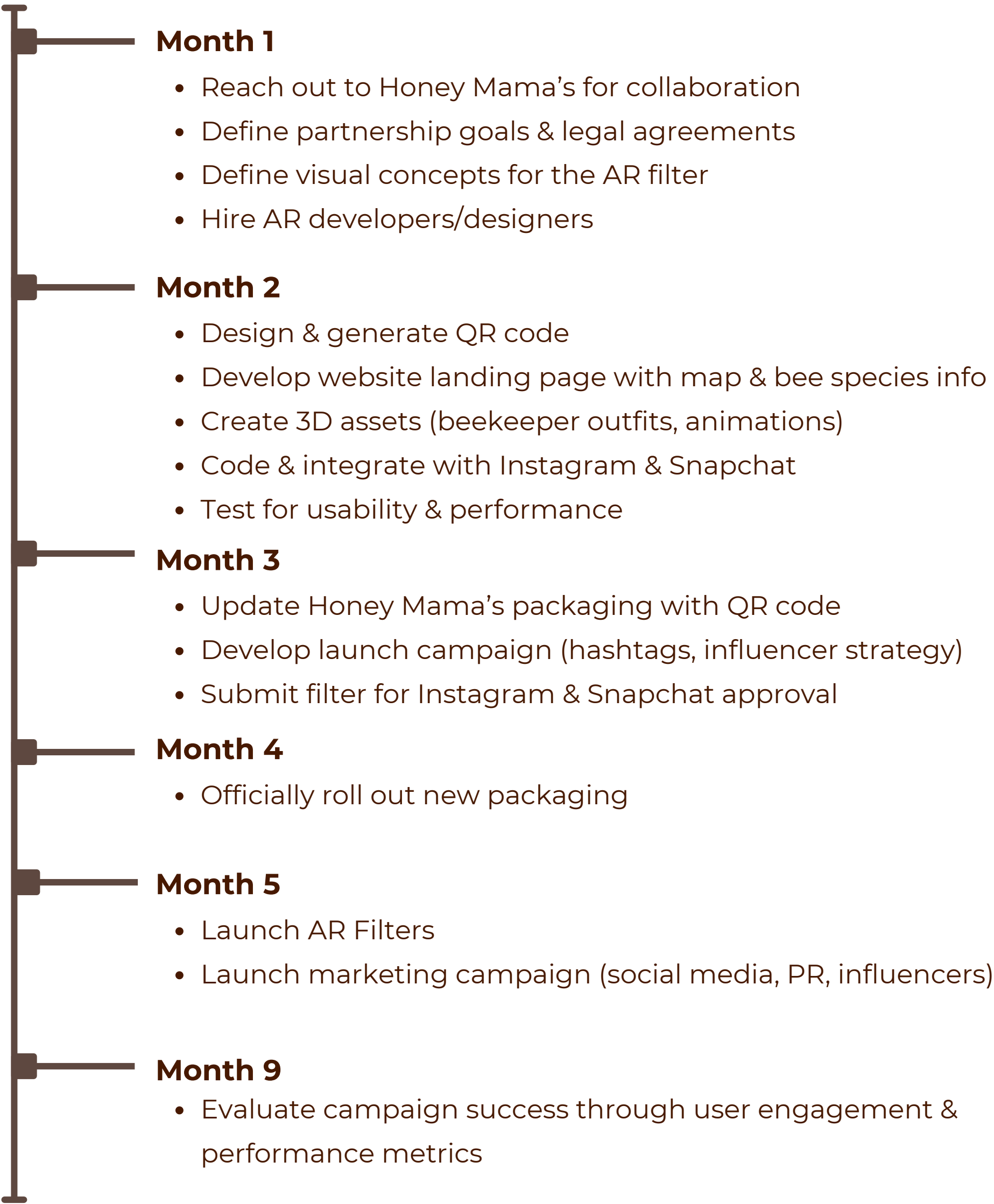
**POTENTIAL PNW
INFLUENCERS AND
NETWORKS:**
@SARAHBEEGIRL
@THE_BEEFARMER
@MARIESBEESWA
@GIRLNEXTDOORHONEY
@RAINYDAYBEES
@TEXASBEEWORKS

Estimated Budget

Category	Estimated Cost
AR Filter Development (hiring a <u>freelancer</u>)	Range: \$500 - \$2,000 Average: \$1,500
Social Media Integration (Snapchat and Instagram) (free for <u>Snapchat</u> and <u>Instagram</u> without sponsorship; allocated funds for potential revisions)	\$500
Social Media Marketing & Promotion (sponsored lenses, targeted ads, potential influencer partnerships)	\$2,500
Partnership Development (money for <u>contracts</u> , meetings, etc.)	\$1,000
QR Code Development + Branded Packaging	\$1,000
Website Development for Interactive Bee Map (per <u>WebFX</u>)	\$2,000
Allocated Funds for Unexpected Costs (challenges, higher costs for categories listed above)	\$1,500
Total	\$10,000

Timeline (Nine Months)

This timeline allows five months for technology and partnership development, campaign rollout and four months for engagement with the target audience.



Evaluation Plan

To measure the success of this campaign, we have outlined the following success measures and performance indicators.

1 Increase Gen Z's social media engagement by 10% within nine months.

Performance Indicators:

- Engagement with sponsored content (ad clicks, likes, comments, shares, saves, etc.)
- Social media analytics for Save the Bee (followers, likes, comments, shares, etc.) Track impressions, reach and engagement (likes, comments, shares, etc.) of filter-related posts.

2 Out of total partnership products sold, have 20% of QR codes scanned within nine months.

Performance Indicators:

- Number of scans to assess engagement and interest in campaign materials.
- Track total visits, unique visitors, and time spent on key landing pages from the AR experience.

3 Increase Gen Z newsletter subscriptions by 5% within nine months.

Performance Indicators:

- Number of Gen Z newsletter subscribers

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