

SUPER MUSH

BRANDING STRATEGY

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01 SOCIAL MEDIA

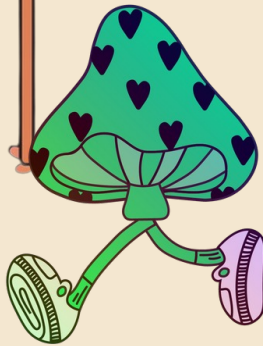
1.1 GENERAL STRATEGIES

1.2 CONTENT PLAN

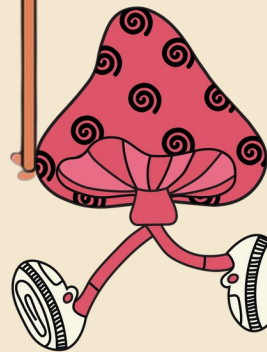
General Strategies

Ways to maximize Instagram growth and impact. Let's get ready to stir things up.

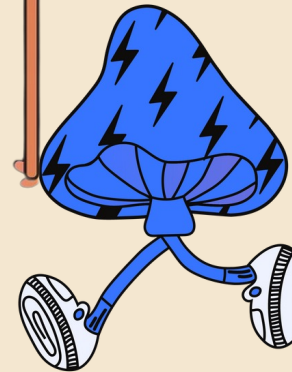
Engage with followers in the comment section.
Get real with Q&A's and polls on IG stories.



Incorporate branded hashtags in captions.
Tag relevant accounts to open opportunities for collabs.



Tap new target audiences using Content Plan.



1.2



Content Plan

Let's turn up the heat and spice up the strategy to bring more fun guys and gals to our mushroom revolution. Let's spread the spores of our brand even further! What's cookin', good lookin'?



Behind the Scenes (BTS)




Diversity in Use





Incorporating SuperMush into Everyday Life

Diversity in Use

For those who wonder what's cookin' in SuperMush's products? Emphasis on sourcing ingredients from mountains, forests, and fields, hunting down nature's finest functional mushrooms and superfoods. It's a wild ride, but someone's gotta do it.

 Sourcing and foraging the natural ingredients used in SuperMush products (cordyceps, lion's mane, panax ginseng, turkey tail, chaga, and rhodiola)



 From ingredients to bottle (show the transformation of raw ingredients into SuperMush products; highlight key steps like extraction, blending, and quality testing)

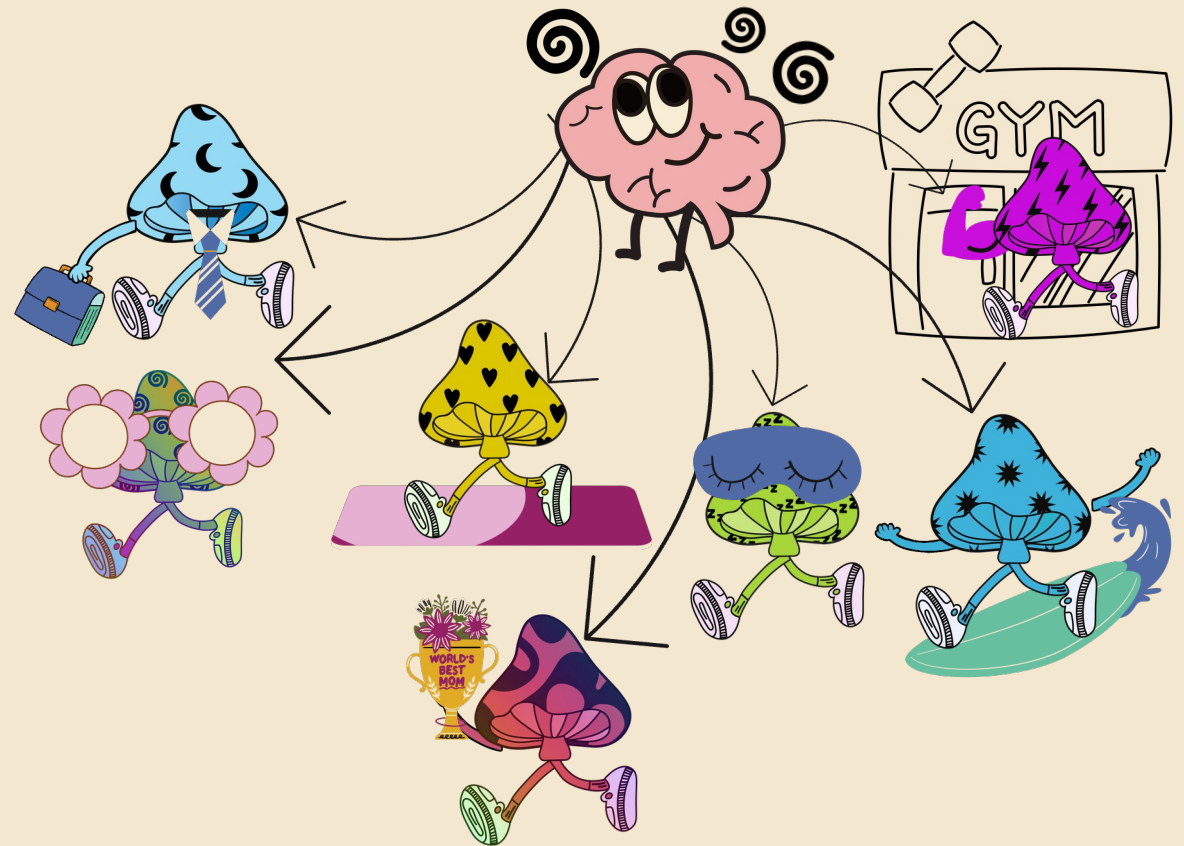
 Packaging to consumer (depicting packaging, quality checks, and shipping; emphasis on sustainable packaging and health benefits)



Diversity in Use


SuperMush is designed to fit seamlessly into the lives of diverse users from all walks of life. Each mushroom in the lineup offers unique benefits, from balancing energy and enhancing the immune system to improving digestion and promoting healthy skin. Whether you're a busy professional, a stay-at-home parent, an outdoor enthusiast, or a student, SuperMush has something for everyone.


-  Different users (different ages, races, professions all using SuperMush; show how SuperMush fits into various lifestyles e.g., lawyer to stay-at-home mom)
-  Festival vibes and everyday life (contrast between festival-goers and regular users like office workers enjoying SuperMush)










Every Day of the Week

SuperMush’s products are versatile. SO much so that consumers should know the ways in which they can incorporate the products in their daily routines, every day of the week.

 Test new campaign, “SuperMush Every Day of the Week,” starting with broad themes like Monday Motivation, Tuesday Fitness, Wednesday Wellness, Thursday Focus, Friday Fun, Saturday Adventure, and Sunday Relaxation.

 Incorporating SuperMush into everyday life is easy (morning smoothies, evening teas). Showing consumers quick and easy recipes and usage ideas is one way the brand can encourage daily usage and expand existing audiences while tapping new ones.

SUN	MON	TUE	WED	THU	FRI	SAT
						





02

PARTNERSHIP +
COLLABORATION
MANAGEMENT

Partnership & Collaboration Management

SuperMush isn't just about making magic happen. It's also about making magic **last**. And guess what? There's a whole 'shroom of amazing brands, influencers, and artists out there who'd be a perfect match for this mushroom revolution.

 Expanding partnerships like Erewhon, a seller for SuperMush products, by creating an Erewhon x SuperMush collab smoothie. This would also lead to a strong marketing campaign and expand the brands' reach and impact.


 Begin outreach efforts to brands that the current target audience engages with, as well as brands that reach potentially new audiences.






03 INFLUENCER & AMBASSADOR PROGRAM

Influencer & Ambassador Program

 Identifying and recruiting influencers and ambassadors aligned with SuperMush's brand values and target audience has a proven impact. By adding more Gen Z, vibe-aligned artists, athletes, and influencers, SuperMush can further amplify its presence in the space. SuperMush could also expand its reach by tapping different target audiences through popular influencers in untapped markets.

 Usage of SuperMush's products goes beyond the festival world. There are so many other ways and hobbies; no one size fits all.

Verticals

-  Fitness
-  Outdoor Rec.
-  Lifestyle
-  Moms
-  Food
-  Tech/Finance





04 EVENTS MANAGEMENT

SUPERMUSH**Community Events**

- 🍄 Beach cleanups
- 🍄 Group hikes
- 🍄 Running clubs (e.g., Venice Run Club)

SUPERMUSH**Branded Events**

- 🍄 Popups at popular shopping destinations; consumer experience guided by brand ambassadors

SUPERMUSH**Sponsored Events**

- 🍄 Tech/large conferences
- 🍄 Speaker series with top podcast guests









05
PODCAST
GUEST
BOOKING

Podcast Guest Booking

INTO THE
MULTIVERSE

Podcast Prospects

-  Dr. Carl Hart
-  Andrew Huberman
-  Kristin McGee
-  Paul Stamets
-  Woody Harrelson
-  Robin Carhart-Harris, PhD



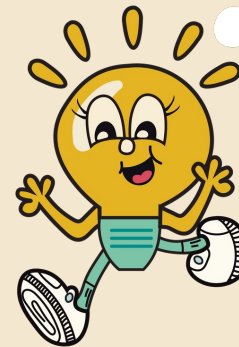
06 PRODUCT
LAUNCHES &
MARKETING
CAMPAIGNS

Product Launches & Marketing Campaigns

**NEW Product
Placements:
Media (TV Networks,
Music Videos, etc.)**



**NEW Product:
Running Gels**



SUPER
MUSH