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ICM 522  
16 Oct 2016

## Module 7: Creating a Social Strategy for Wawa: Wawa Rewards

### **Company Overview**

*Courtesy of Wawa's Facebook page*

Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19th Century, owner George Wood began a small processing plant in Wawa, Pa, in 1902. As home delivery of milk declined in the early 1960s, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 as an outlet for dairy products.


Today, Wawa is your all day, every day stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATMs. A chain of more than 700 convenience retail stores (over half offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Central Florida. The stores offer a large fresh food service selection, including Wawa brands such as built-to-order hoagies, freshly brewed coffee (over 195 million cups sold each year), hot breakfast sandwiches, built-to-order specialty beverages, and an assortment of soups, sides and snacks. Each store also offers quality dairy products and Wawa-brand juices and teas. All Wawa stores feature a wide selection of ready-to-go salads, and fresh fruits.

Online, Wawa maintains a home webpage at [www.Wawa.com](http://www.Wawa.com). The brand is also active on many social media channels: Facebook, Twitter, Instagram, Tumblr, and YouTube. Although the overall content varies across platforms, the majority of posts relate to Wawa staples: coffee, breakfast items, and hoagies.

## Objective

Utilizing Facebook and Twitter, and the reputation for quality and service Wawa has established with its customers, we would like to use social media to help increase membership in the Wawa Rewards program by 10-20% by February 14, 2017.

## Audience Persona



**Persona #1: Young Urban Professional Pete**

- Male
- 24 years old
- Bachelor's Degree
- Beginning in the workforce
- Single, lives with roommates
- Urbanite, in the city or in close-lying suburb near mass transit

**Motivation**  
Living with two male roommates, Pete relies on “fast food,” but not “McDonalds-fast-food.” Pizza, Chinese take out, bar grub, and some pasta dishes are standard dinner fare. Pete, though, is looking for quick, delicious breakfast options on his way to the train for work, and similarly available lunch options near work, both of which should not be too expensive. He also appreciates good coffee, made how he wants it, but he could do without ordering in Italian or paying \$5 a cup!

**Criteria for Patronizing Wawa**  
Convenience: location, location, location...they're everywhere!  
Breakfast: coffee buffet, bakery, and pre-made breakfast sandwiches means he can grab-and-go, and they're easy to consume on the way to work; can use touchscreen for more breakfast options (like a cappuccino and the breakfast burrito)  
Lunch: Variety of grab-and-go items in the cold case; can use touchscreen to order a more personalized lunch option (hoagies, smoothies, bowls, wraps, etc.)  
Likes using the Wawa app for purchases, earning rewards

**Frustration with Wawa**  
Touchscreen can prove problematic at rush times (before work, before lunch)  
no preordering available (not even through app)  
For more complicated coffee items, the do-it-yourself method isn't real effective; he's not sure the average “deli worker” knows how to craft coffee.

**Quotes:**  
“I love being able to just run in, fill my coffee, grab a Sizzli, and get on my way!”  
“When we have to work through lunch at the office, it's easy to send someone on a Wawa run to bring back hoagies. Although being able to place a pre-order sure would save time...”  
“If I don't time it right, I'll get stuck at the touchscreen, behind some mom with her two kids all trying to decide between a Veggie Shorti and a Meatball side. C'mon, lady. It's Wawa, not life or death!”  
“Hot coffee. Wawa hot coffee. Really, there's nothing better.”  
“I save my 'fancy coffee' orders for Starbucks. Their people are trained in this stuff.”



### **Persona #2: Busy Mom Mabel**

- Female
- 45 years old
- Bachelor's Degree +
- Established in the workforce, closer to retirement than not
- Married, two children, balancing work and home responsibilities
- Suburban life: commutes by own auto, lots of driving kids to their obligations

### **Motivations**

Feeling like she's constantly on-the-go, Mabel has a running to-do list in her mind. That list at times includes picking up essentials for the refrigerator / pantry, and feeding the children between school and practice. Sit-down dinners aren't always possible. Sometimes she needs to get milk, sometimes bread, sometimes a Gatorade for her daughter at soccer practice because her left it at home. Mabel is also looking for healthy and delicious dinner options when there's a time crunch. She appreciates convenience, variety, and healthfulness in her entree options.

### **Criteria for Patronizing Wawa**

Convenience: location, location, location...they're everywhere!  
Great for in-between-grocery-shopping essentials: milk, bread, eggs – but only in-between  
Has a variety of cold beverages and snacks for quick pick-me-ups  
Offers a variety of grab-and-go items and special-order items for dinner.  
Likes using the app for purchases, earning rewards

### **Frustration with Wawa**

Too many pre-made items – not sure how fresh or healthy they are  
No deli meat counter: one can only order sandwiches, not amounts of take-home deli meats  
Touchscreen can prove problematic when in a rush  
no preordering available (not even through app)  
NO DRIVE THRU!!!  
For more complicated items, the do-it-yourself method isn't real effective

### **Quotes:**

"I wish I didn't have to get EVERYONE out of the car to get our food!"  
"Why can't I order ahead of time with the app? Dunkin Donuts and Starbucks both offer this feature through their apps"  
"When we're out of milk at 9:00 pm, it's good to know I can just drive up the street to get more. How convenient!"  
"The kids just love the variety of items in the refrigerator – drinks, ice cream, flavored milks. It's a great place to go for a treat."  
"I'm just never really sure if stuff is prepared in store or off site. And how do I know I can trust the ingredients used? I guess if I trust the Wawa name..."

Wawa appeals to a wide audience base, given the diversity of its offerings at different locations. The needs of city-dwellers and commuters differs from those of suburbanites, but one constant is apparent at all locations: all customers want quality products purchased in a quick, convenient time-frame.

## **Social Media Audit: Current Social Media Usage**

### Facebook:

- 1.3 million page Likes
- Posts large, quality photos of featured products
- Leads with “hooks”: comments & questions sure to garner likes, shares and comments
- Averages 1 post a day
- Replies to compliments & complaints within 24 hours, sometimes longer.

### Twitter:

- 198K followers; 20.7k likes
- Original posts: large, quality photos of featured products, different from Facebook photos
- Leads with “hooks” – creative puns or universal truths.
- One post announcing a partnership with PA Conference for Women: hashtag in the middle of post, clear link
- Replies to compliments & complaints are quick & understanding (although signed by a person instead of by “company”)

## **Social Media Initiatives**

We suggest one post related to Wawa Rewards twice a week on Facebook, allowing time off between posts so as not to overload followers. At least three posts a week on Twitter related to Wawa Rewards, with additional posts on Twitter each day touting other items and building overall brand.

As Facebook users are in an older demographic (like our Working Mom), and Facebook itself lends to more “storytelling” in its posts, the rollout of this initiative on that platform will be video based, and targeting that demographic. The content of these videos will focus on how to earn and redeem rewards, what type of rewards are

available, and the ease of paying via the app.

Twitter appeals to a younger demographic than Facebook (like our Young Professional), and Twitter users tend to react to shorter, more targeting posts. On this platform we will use a topic-specific hashtag, #WawaRewards, as well as large photographs showing the perks of Rewards members. The content of these posts will focus on the ease and speed of paying with the app, followed by the type of rewards one can earn with the app.

On both platforms we will use contests to increase traffic and brand awareness, including but not limited to “My Ultimate Wawa Reward” comments and Twitter contests for photos of #WawaRewards earned.

### **Social Media Team**

Our #WawaRewards initiative will be overseen by our Social Media Marketing Director, in conjunction with our Wawa Marketing and Wawa Promotions departments. For the social media side specifically, the Director will coordinate with Marketing and Promotions to develop slogans that will work across all media. Once media ideas are discussed, debated, and confirmed, a Social Media Production crew will plan and film short videos to provide the “stories” on Facebook, as well as plan the photographs to accompany the Tweets for the duration of this objective. Our Social Media Copy team will work to produce the video lead ins on Facebook to generate interest and hopefully garner Likes and Shares of the video content. The Copy team will also create the lead-ins for the Tweets. All social media work will coordinate with in-store signage that shows the #WawaRewards hashtag and has QR codes that will take customers to the

designated social media platforms for more information.

### **Content Strategy: Facebook**

In order to “tell the story” of Wawa Rewards on Facebook, generating interest in the product and an increase in the use of the app, our team will focus on issues important to the general demographic of Facebook users: convenience, time, quality of products, and saving money.

#### **Convenience: “You know what you want. We have what you need.”**

The story for this will focus on “What you need”: milk, eggs, bread; dinner; late night snacks; coffee for early soccer game...; and “What you want”: to save money and/or receive items you want for free via rewards

#### **Time: “In a rush? Use Wawa Rewards.”**

This story will show busy mom at the checkout with her two children, while she pays via her phone app. Other customers have held up the line searching for wallets in purses or paying via credit/debit card and having to punch in all those numbers.

#### **Quality of products: “Reward yourself. Wawa Rewards”**

Because the only thing better than delicious Wawa products is FREE delicious Wawa products.

#### **Saving money: “Those that say ‘There’s no such thing as a free lunch’ have**

**never used Wawa Rewards.”**

Stacking rewards at checkout for a free entrée and drink (salad and coffee, wrap and fountain drink with bonus chips, smoothie).

Inviting interaction: “What’s your ultimate Wawa Reward? Comment or share a photo.”

Also can offer reward credits for weekly winners for duration of strategy for best comment, photo, etc.

### **Content Strategy: Twitter**

In order to appeal to our Twitter followers, generating interest in the product and an increase in the use of the app, our team will focus on issues important (in content and platform interaction) to the general demographic of Twitter users: convenience, time, and free Wawa stuff.

#### **Convenience & Time: “In a rush? #WawaRewards”**

The accompanying visual will be a close-up of coffee in one hand and the phone app being scanned by the cashier in the other, thus demonstrating that you can get your coffee and get out the door (also not a bad “convenience” idea).

#### **Free Wawa Stuff: “GottahavaWawa?? Gotta have #WawaRewards.” “Free lunch on-the-go. Stack your #WawaRewards.”**

With both of these items we’re showcasing that our rewards earn you the things you really want from Wawa: Wawa food and drink. The accompanying visuals will

show customers using their rewards on the app to earn their free Wawa hoagies, coffee, salads, craft beverages...the possibilities are endless.

Inviting interaction: "Show us your #WawaRewards" asking users to share photos of their rewards. "What is your ultimate #WawaRewards" for retweets and responses.

Weekly Twitter contests for photo and caption with #WawaRewards hashtag for

Rewards credits for duration of this strategy period.

### **Content Strategy: Facebook & Twitter**

#### **New Year's Resolution: Try Wawa Rewards**

(Similar to Free for All Promotion Wawa is currently running): One new free reward per week for six weeks

#### **February 14, 2017 = Wawa Loves You day.**

Rather than choose one of three rewards, users get to choose one Wawa-branded reward of their choice as Wawa shows it loves its customers as much as they love Wawa.

### **Measures of Success**

Success will be measured on both social media and through growth of Wawa Rewards growth. On Facebook and Twitter, we will look at the number of Likes and Shares of Wawa Rewards-related posts, as well as the participation in Wawa Rewards-related contests. Moreover, on Twitter, we will track the use of the #WawaRewards hashtag to



monitor customer recognition of and interaction with this label. Finally, we will look at the base number of Wawa Rewards users at the start of the campaign, and at the end of the campaign, hoping to see at least a 10-20% growth in new users by February 14, 2017.

### **Adjust, Engage, Refine, Repeat**

Engagement will vary on each platform. While there will be the standard engagement on posts related to general complaints (“my hoagie had no meat on it...look”) or general compliments (“I love Wawa!”), we hope to track #WawaRewards feedback separately to gauge how customers are utilizing the program. Our social media monitors will specifically look at what’s important to the customers posting about the Rewards program, and use their feedback to tweak/improve the overall program.

Our real area of adjustment may be in the hashtag itself. #Wawa is universally known among customers. Hopefully our rollout will help brand the #WawaRewards hashtag into something the users can utilize. Inviting users to post their rewards will also hopefully show non-users what they are missing and prompt them to want to sign up. If this hashtag does not catch on, or if our initial videos on Facebook do not garner the Likes, Shares, and comments we anticipate, we may have to rethink our target audience strategies.