

Program Concept Brief  
**Millennial Policy Institute**  
Program Recommendations At-A-Glance

**Cooking with Costco – Online Marketing Solution**

**I. EXECUTIVE SUMMARY**

Millennial Policy Institute will integrate a family-oriented experience within the Costco environment to provide a new source of brand value for Costco Members that will drive an increase of “basket share” for Costco’s private label, Kirkland. Content, functionality, and value integration with Costco’s current digital platforms (Mobile + Web) will entice members to plan their family’s meals around recipes composed of Kirkland products.

**Costco’s Growth Source Prospects:**

1. Private Label Sales Growth
2. Online Sales Growth
3. Executive Membership Growth

This interactive shopping application creates a customized and engaging experience around planning meals on a monthly basis and providing an entire shopping list that constrains to a predefined budget. Cooking with Costco will solidify Costco as the one stop for all consumer goods. This application will increase the demand of shopping at Costco by appealing to consumer demand for universal solutions, providing exclusive coupons and offers for Kirkland Signature products, and creating a campaign to promote an inclusive Costco shopping experience.

**Partners:** Costco, Kirkland, Millennial Policy Institute

**Venue:** Costco, Online, Mobile

**Content:** A budget and meal planning application to aid consumers in their monthly grocery needs, promote Kirkland-exclusive purchasing containing rich video exclusive “from the Shopper” content including interactive feature samples, downloadable phone apps, social networking applications, and more.

**Timing:** 2015

**Marketing and Promo:** In-Store, Online, Mobile, Television, Radio, Traditional

**Consumer Offer:** Exclusive and personalized culinary experience; consumers customize their shopping list based on recipes they want to try and (optionally) learn how to cook, with the ability to share on social media. This will take their monthly food budget and customize an array of recipes that fit their diet. Consumers can now let Costco plan their family meals ahead of time, saving them money and providing healthy meal choices.

To Access the full text of this business plan, use the submission form at  
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