

Strategic Communication Master's Degree – Case study evaluation

Format: Please make sure you 1) Include **your name** on the document, 2) Save the file with your name, 3) Save the file as a pdf and upload on the online platform at the end of the exam

Evaluation: Read the 3 questions. Make sure you answer to all. Maximize your time for thinking, analyzing and recommending, rather than finding new info.

Therefore, make sure you base your arguments (opinion/solutions).

Case study – Fitmeal Lab

FitMeal Lab is a rapidly expanding meal-prep subscription service headquartered in Bologna and operating in multiple international markets, including France, the United Kingdom, and Canada. The company offers weekly deliveries of balanced, nutritionist-approved meals aimed primarily at students, young professionals, and health-conscious urban consumers. Its positioning focuses on making healthy eating convenient, affordable, and sustainable for individuals with limited time and cooking skills. The brand differentiates itself through customizable meal plans, transparent nutritional labels, and partnerships with certified sustainable suppliers. Since its international launch in 2023, FitMeal Lab has gained visibility through collaborations with university residences, coworking spaces, and fitness centers. The company was featured in the Global Health & Nutrition Expo in London and was shortlisted for the “Healthy Lifestyle Innovation Award” in 2024. International media coverage has emphasized its potential to address nutrition challenges among young adults living away from home. However, the company faces growing competition from multinational food delivery platforms and traditional meal kit services, which often offer aggressive pricing and broad distribution networks.

Communication aims.

FitMeal Lab's international communication objectives include:

- increasing subscription rates in major urban centers
- establishing credibility as a global reference for convenient healthy eating
- strengthening its reputation regarding sustainability and supply chain transparency
- generating loyalty through localized campaigns and partnerships

First steps by Communication function

The company's strengths include:

- high perceived quality and freshness of meals
- customization options tailored to dietary needs and cultural preferences
- alignment with global trends related to health, wellness, and mindful consumption

Despite these advantages, FitMeal Lab faces several weaknesses:

- premium pricing compared to competitors in the food delivery sector
- inconsistent messaging across markets, leading to confusion about brand identity
- logistical challenges related to international cold-chain distribution

Opportunities emerge from increasing global attention to nutrition and well-being. Growing demand for convenient healthy solutions in cities such as Paris, Toronto, and Manchester supports FitMeal Lab's expansion. Partnerships with international gym chains, university wellness programs, and corporate well-being initiatives offer additional growth avenues.

However, the company also confronts significant threats. Critics question the environmental impact of packaging materials, especially in countries with strict sustainability standards like Germany and Sweden. Competitors with larger budgets and more efficient distribution systems can undercut pricing, and local food preferences may reduce acceptance of standardized menus

Communication strategy and tactics

To address these challenges, FitMeal Lab implemented an integrated communication strategy across its key markets. Online initiatives include TikTok campaigns featuring short recipe videos, behind-the-scenes production footage, and influencer partnerships with fitness and lifestyle content creators. Messaging is adapted to cultural preferences, emphasizing convenience in the UK, sustainability in Canada, and meal quality in France.

Offline activities include tasting events in gyms, collaborations with university health centers, and pop-up stands in coworking spaces. These initiatives aim to build trust by providing direct product experiences and engaging with local communities.

Initial results show high social media engagement and rapid growth in brand awareness, particularly in English-speaking markets. However, negative online conversations regarding packaging waste have intensified,

posing reputational risks and undermining FitMeal Lab's sustainability claims. Subscription conversion rates remain uneven across countries, revealing gaps in message localization and value perception.

Questions:

1. **Why is a well-managed international communication approach essential for FitMeal Lab, and what reputational risks could arise if sustainability concerns dominate online conversations?**
2. **To what extent can fitness and lifestyle influencers support FitMeal Lab's international goals, and which criteria should guide their selection across different cultural contexts?**
3. **How could the SWOT analysis be improved to provide stronger strategic guidance for global expansion?**