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Brand/Client

Hydrox Cookies

Why are we advertising?

- To create brand awareness within a lost market
- To convince our market that Hydrox are worth the extra cost
- To persuade buy Hydrox cookies over Oreos.

Who else is getting our money?

- Oreo's (Nabisco)

Who are we talking to?

- A50-70
- HHI- \$80,000-\$100,000
- Suburbs, retirement communities.

What do we know about them?

"Grandma" Sarah, 61 and her husband "Poppy" Buckley, 65, are part-time grandparents, full-time retirees. They rarely have things planned but are always doing something. They like to avoid the early bird special because they don't consider themselves old. They still feel young. Buckley enjoys riding his motorcycle with his wife, and adds the sidecar for his grandsons Joey, 7 and Lil Donnie, 5. Sarah, in part often takes their granddaughter Abby, 9, to real tea parties downtown, a tradition that is now going five years strong. These "Past Presenters" are often seen as the life of any party, but still stick to their traditional values. They don't see their grandchildren often, but when they do they are sure to make it a great time. The grandchildren often pick dinner, unless Grandma and Poppy have a nice place in mind. They like to reminisce with family and friends, and often get a kick out of telling the youngins how things used to be.

What do they currently think?

"I liked Hydrox cookies when I was a little girl, but they aren't on store shelves anymore."

"Oreo is the name brand sandwich cookie and Hydrox is the off-brand."

What would we like them to think?

"If I buy Hydrox cookies I'll be able to share with my grandkids and give them a taste of my childhood."

SMIT: Share a story with a taste.

Why should they believe it?

- Hydrox cookie creme contains no animal fats, no trans-fats, no hydrogenated oils, and no high- fructose corn syrup
- Hydrox doesn't contain any animal products or by-products
- The cookie is made with darker chocolate for a less sweet and more savory taste.

What is the single most persuasive idea we can convey?

A cookie from a Fairy Tale

Are there any creative guidelines?

Three full-sized billboards