



Project: Creative Brief

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Tagline(s):

Smile, You're on Camera!

Say Cheese!

What is the task? What is the goal?

The task is to create a headline and campaign that will entice people to buy Oatly's new line of oat-based cheese products. The goal is to create social media and out-of-home (OOH) advertisements that make people aware of Oatly's new products and to generate sales.

Why do we need this ad?

We need this advertisement campaign because we hope to build more brand awareness on our latest cheese launch. These ads speak directly to consumers with our "smile, you're on camera" and "say cheese" slogans, so we are hoping that it will engage loyal fans but also allow potential customers to want to be in on the fun. Our taglines are charming and focused on building a connection with our consumers.

Where will this ad appear (i.e., OOH, online, print media, etc.)?

This ad will appear both in OOH and online. Our story needs to be told in a variety of places so that they reach out various target audiences. The ad will be on social media platforms like Instagram and Facebook so that people in the Generation Z/Millennial age groups will be reached. Our advertisements will appear on billboards, bus shelters, and posters in major cities. We specifically want our billboard to be on Sunset

Blvd in Los Angeles because the target audience aligns with our company. Additionally, we will launch a social media campaign on our Instagram. In addition to our Instagram posts, we will also be creating hashtags that we will use to build traction.

Who is our target audience? Who are we speaking to?

The variety of advertising outlets all target different niches of Oatly's target audiences. In general, the types of people that buy our products are Generation Z and Millennials who are middle to upper class and care deeply about the environment and/or what they are putting into their bodies. Oatly customers are primarily in the 25-34 age range and their audience is mostly female. Since Oatly products are more expensive than dairy products, the people that buy Oatly are less concerned about the prices of what they're buying, but the quality and impact they will have. I have categorized who we are speaking to with each advertisement below:

Current Oatly loyalists, who tend to fall into the categories of environmentalists or health-conscious shoppers, are who our billboard and social media campaigns are targeted at. These people are passionate about the current climate crisis and feeding their bodies nutrients that coincide with their beliefs. They have enough financial freedom to be able to make pricier choices, especially for the good of the environment. This audience buys grocery items that align with their beliefs, and that is why they continue to choose Oatly.

An audience that we are trying to reach, specifically with our bus shelter advertisement, is people at the younger end of **Generation Z** and are heavily engaged on social media platforms like Instagram. We are targeting the social media generation through our bus shelter, which will be a mirror for people to take selfies in. This will help spread our new campaign across various platforms and encourage people to engage with us. While younger people might not have the resources to spend money on less affordable products, there are a few outcomes that we still hope can come from reaching this audience. One outcome

is that our campaign creates brand recognition for people in Generation Z and that they tell their parents about us. Another possible outcome is that, even if it does not lead to a direct purchase, by taking a picture and posting it on social platforms, it will lead to a chain effect.

Our final target audience is people who have dairy intolerances or other stomach problems that cause them to seek alternatives to dairy. People with the “**Dairy Scaries**” will be targeted directly by our witty poster campaign that will appear in restrooms. We imagine people sitting in a stall and reading our poster, which, hopefully, will completely resonate with their struggles at that moment in time. These days, people are always looking to dairy free alternatives, and we hope that by building character and name recognition, that they will choose us.

What will make them engage with/read our material?

Our target audiences will engage with our material because they are so specifically tailored to reach them and create a very welcoming space. Whether they are driving down Sunset or scrolling through Instagram, we will catch our target audiences’ eyes because they will feel that the advertisement is specifically talking to them. With catchy slogans and interactive elements, we think our campaign will successfully lead to sales of our new oat-cheese line.

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