

Bobby Ellis
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Creative Brief: Sun Maid Raisins

Jed is a college student who likes raisins. When he was a little kid, his mom used to give him raisins in his oatmeal. She was a working mom, and raisins with oatmeal was a fast and healthier breakfast option than Pop-Tarts, according to Jed. His mom would also pack them in his lunch. Most of the time while he was growing up raisins would be in the house for him to eat instead of junk food. This association with raisins as a healthy food choice has stayed with him. He still buys raisins today when he goes to the store, eats them as a snack, and puts them in his oatmeal with cinnamon. He has not seen a raisin ad in about 10 years. Regardless, he still buys them. The brand of raisins does not matter to him. He usually buys whichever brand is cheapest that is sold in the store. He says Sun Maid has good brand recognition. He says if his mom didn't buy raisins for him when he was a kid and put them in his oatmeal he probably wouldn't like them as much.

What are we advertising: Sun Maid Raisins

Why are we advertising?: To increase brand reach and brand awareness in order to increase sales for Sun Maid Raisins.

Who are we advertising to?: Penny is a mom who works. She wants her son, who is in elementary school, to have a good breakfast, but it needs to be fast and filling because she doesn't have a lot of time before work to make her son a big breakfast. She also needs a healthy snack for him instead of junk food during the day.

Target Audience: We are advertising to working parents like Penny, and all parents who want their children to eat a healthy breakfast and snacks.

What do we want her/ parents to think?: We want parents to think to buy their kids raisins to avoid junk food and other unhealthy food options. If parents can feed their kids raisins during childhood, then their association of raisins as a healthy choice that they can eat and enjoy will develop and continue through adulthood. Raisins are a quick, delicious, healthy snack and we want parents to see them that way. We want parents to see that giving raisins to their children can provide them with healthier eating habits.

Single most important consumer insight: Jed said that he probably wouldn't like raisins as much if his mom didn't give them to him when he was a kid.

Single most important insight rationale: This is the most important insight because if his mom didn't give raisins to him as a kid he wouldn't be a big consumer of this product today. The association is still there. His mom is the one who introduced him to raisins. Parents need to buy their kids raisins in order to increase the awareness and reach of the brand.

Tone: This campaign needs to be relatable to busy parents with young children. Show how raisins can be eaten by themselves or as an added ingredient in other foods, such as oatmeal and cookies. Show health facts of raisins to back up the claim that they are healthy, but most importantly, draw on an emotional appeal: a warm, family friendly, and energetic tone. This campaign also needs to have the tone of wanting to help parents find a healthy and tasty snack for their child, and telling them raisins can be the answer to this search. This would be effective for parents because there is a lot of food that is healthy that children don't like. Likewise, there is a lot of food that children think is tasty, but isn't healthy. We need to show parents that raisins are both.