

Alexis Hicks
ISC 331 Section 002
Client: Blue Diamond Whole Natural Almonds

Creative Brief

1. Key Insight

Currently, women ages 45 to 54 are likely to purchase brands that are all natural and healthy, while supporting their on-the-go lifestyles (MRI 2017, Candy/sweets/snacks: Nuts).

2. Advertising Problem

Blue Diamond Whole Natural Almonds are not an on-the-go snack that women ages 45 to 54 feel inclined to purchase regularly (Blue Diamond, 2018; Mintel 2016, Topper).

3. Advertising Objective

Convince women ages 45 to 54 that eating Blue Diamond Whole Natural Almonds regularly will lead to benefits like boosting daily nutrient intake, weight management and heart health, while supporting an on-the-go lifestyle (Blue Diamond, 2018).

4. Target Audience

Research revealed that consumers of Blue Diamond Whole Natural Almonds are likely to be Caucasian women (MRI 2017, Candy/sweets/snacks: Nuts). Women consumers between the ages of 45 and 54 are 21 percent more likely to purchase the product (MRI 2017, Candy/sweets/snacks: Nuts). These individuals have graduated from college and furthered their education in some way, and make between \$75,000 and \$150,000 a year or more (MRI 2017, Candy/sweets/snacks: Nuts). The target audience

tends to place a lot of value on familial ties, by having a “me first, my family first” attitude (VALS, 2018). Additionally, these individuals are fully committed to their jobs since money and authority rank high in importance (VALS, 2018). Since family and career are valued so highly, the target audience leads a hectic, on-the-go lifestyle. These women from ages 45 to 54 are fully scheduled, goal-oriented, hardworking individuals that strive to set the status quo (VALS, 2018). With that said, these individuals also keep up trends and technology that allow them to be productive (VALS, 2018). Although the target audience values keep up with technology, they are not tech savvy. These individuals are less likely to use social media to keep up with the brand, they will hear about the product via word-of-mouth or a commercial seen on TV (Claritas PRIZM, 2018).

Nearly 45 percent of consumers who buy snack products similar to the Blue Diamond Whole Natural Almonds buy the for on-the-go use, while a third buy specifically for traveling purposes (Mintel 2016, Topper). Due to their busy lifestyles, the target audience seeks products that are re-sealable for future use. Research revealed that 90 percent of consumers believe almonds provide a source of protein, and 84 percent say almonds provide energy. Regarding taste, the target audience prefers snacks that are more traditional tasting, leading them to avoid bolder options that brands may offer (Mintel 2016, Topper). However, consumers worry that almonds may contain high levels of sodium and fat, which conflicts with their healthy lifestyles (Mintel 2016, Topper). Since these individuals are older with kids, they are known to be health conscious. With that said, the consumer’s household income is around \$75,000 to \$150,000 a year, and they can afford the steep cost of eating healthier (MRI 2017, Candy/sweets/snacks: Nuts).

Since these individuals can afford to eat healthily, they do not spend a lot of time looking at the prices of products before buying. Convenience is something the target audience values because of their on-the-go lifestyles, and they are willing to pay a higher price for a product they view convenient (Mintel 2016, Topper). The target audience tends to purchase Blue Diamond almonds when they are shopping to restock their pantry fully (InfoScout, 2015). However, sometimes the product is bought during the afternoon during the audience's lunch break from work (InfoScout, 2015). Although their jobs keep them busy, they enjoy traveling, shopping, skiing, and listening to the news in their free time (Claritas PRIZM, 2018). These individuals are likely to drive a luxury vehicle like a BMW since they value keeping up with trends and status (Claritas PRIZM, 2018).

Sharon Ball is a 48-year-old from Naperville, Illinois, that works as the Vice President of Marketing for Target (Claritas PRIZM, 2018; MRI 2017, Candy/sweets/snacks: Nuts). She has two kids, Anna who is 21, and Gabe who is 18 that are currently in college. Both Anna and Gabe attend colleges that are in-state, so Sharon is typically busy tending to their needs (VALS, 2018). Sharon is married to Tom, who is a dentist at Smiling Teeth Dentistry. They are a well-off family since Sharon and Tom hold high-paying jobs that make their annual income close to \$100,000 a year (MRI 2017, Candy/sweets/snacks: Nuts). Sharon is a hard worker and spends a lot of her time at work, but she is a firm believer in spending time with her family in her free time (VALSL, 2018). Although Sharon lives an on-the-go lifestyle, she is very health conscious. At the store, she often looks for products that are healthy yet convenient to support her lifestyle (Mintel 2016, Topper). She also searches for products that are high in nutrients, lean, and heart healthy. Sharon is a frequent grocery shopper, as she cooks

dinner for her and Tom a few times a week. Typically, she only visits the grocery store when she needs to restock the kitchen pantry fully (InfoScout, 2015). On days that she does not cook, the married couple will eat at a high-end restaurant that offers healthy options (Claritas PRIZM, 2018).

Since Sharon's kids are in college, she plans yearly vacations to get everyone together. The families favorite place to visit is Aspen, Colorado, because they enjoy skiing and snowboarding (Claritas PRIZM, 2018). When they aren't traveling, Sharon likes to shop in her free time. Additionally, she loves to keep up with trends, so she frequently trades in her car. Currently, she drives a BMW (Claritas PRIZM, 2018; VALS, 2018). Since Sharon is a part of the older generation, she is not very tech savvy, but she still enjoys keeping up with the latest technology (VALS, 2018). Her daughter Anna recently convinced her to create an Instagram, but she does not know how to use it. Sharon does not have any other social media, because she likes to keep up with current events by watching the news (Claritas PRIZM, 2018). Sharon watches the news every night, and it is how she learns about new products and brands. She consistently watches TV to learn more about health trends and products that support a healthy lifestyle.

5. Competition

Direct Competitors

- Planters
 - Consumers view Planters as a health-conscious brand that places focus on the nutritional benefits its products has to offer (Forbes, 2013; Planters, 2018). As of lately, the company has repositioned itself to focus more on taste after highlighting nutritional benefits for years (Gianatasio, 2016).

Planters debuted a new ad campaign called “Irresistibly Planters,” which touched on Planters offering a snack that is quick and salty (Gianatasio, 2016). The campaign involves Mr. Peanut, the company mascot, hiding peanuts from his friends because they have an irresistible craving for the snack. The ad campaign left a positive impression with its audience, and the company effectively positioned itself against its competitors by highlighting taste as a benefit instead of nutrients (Gianatasio, 2016).

- Emerald Nuts
 - Consumers view Emerald Nuts as a tasty snack, but not one that is healthy. The company has chosen to position itself against its competition by focusing on product quality (Emerald Nuts, 2018; Forbes, 2017). Emerald Nuts wants its consumers to believe it offers high-quality nuts that are great tasting (Emerald Nuts, 2018). The company released a “Yes Good” campaign and created a separate website that sold baseball caps with the slogan (Forbes, 2017). Promoting the hats on social media and videos containing customer reviews are how Emerald Nuts chose to carry out its campaign. Additionally, the company used outdoor advertising in three major cities. The campaign successfully produced a word-of-mouth-campaign and positioned themselves against the competition by choosing to focus on product quality instead of health benefits (Forbes, 2017).
- The Wonderful Company
 - To its consumers, the Wonderful Company is a company that offers a variety of healthy and convenient snack products (Wonderful, 2018).

Wonderful positions itself against the competition, by touching on the aspect of quality and quantity. The product is on the pricey, but the company uses its single-serving nature serves as an advantage over other brands (Wonderful, 2018). Wonderful portions out each of its snacks into a single serving, limiting the number of nuts the consumer can eat (Wonderful, 2018). Consumers that are very health conscious are drawn to this brand because of the portion control. The company had issues with brand awareness and chose to rebrand its logo to help combat those problems (Business Wire, 2017). The brand decided to promote its pistachios during the 2017 Super Bowl as a part of its “Get Crackin’” campaign (Business Wire, 2017). The campaign featured Ernie the elephant, a health-conscious and pistachio-loving elephant narrated by John Cena. Overall, the campaign boosted sales and helped to improve its brand image and awareness (Business Wire, 2017).

Indirect Competitors

- Almond Milk
- Almond Butter
- Trail Mix

6. Key Competition Benefit

Blue Diamond Whole Natural Almonds are a healthy snack alternative that support an on-the-go lifestyle.

7. Support

- A handful of Blue Diamond almonds contains protein, fiber, unsaturated fat, Vitamin E and other nutrients that are essential to one's health (Blue Diamond, 2018).
- Blue Diamond almonds provide a balance of energy, protein, fat and fiber which help to curb an appetite (Blue Diamond, 2018).
- Consuming 1.5 ounces of Blue Diamond almonds daily may reduce the risk of heart disease (Blue Diamond, 2018).
- The Blue Diamond Whole Natural Almonds are sold in a re-sealable container that is perfect for those who live an on-the-go lifestyle (Blue Diamond, 2018).
- The Blue Diamond Whole Natural Almonds are a great way to eat a handful of almonds daily without added flavoring and sodium (Blue Diamond, 2018).

8. Tone

For the campaign, the tone should be fun and fresh to convey to the target audience that the product is natural but in a fun and exciting way. The words fun and fresh will also keep the campaign tone light while using humor to attract the audience. The use of humor allows Blue Diamond to stand out from its competition since competing brands offer similar benefits. The campaign could use humor in using a dysfunctional family dynamic to connect the target audience with the brand since they value family. Blue Diamond can show it is fresh by providing pictures that show how its product is processed, eluding that there are no added ingredients or preservatives. This campaign tone will connect to women ages 45 to 54 by using humor and providing facts about the almonds lightly.

9. Mandatories & Limitations

Must include the Blue Diamond logo. Must include the Blue Diamond slogan.
Cannot say organic. Must mention the various other flavors offered. Must provide consumers with contact information. Must use trademarking in advertisement. Must include a headline. Must feature product in some way. Must utilize the tone fun and fresh.
Cannot say organic. Cannot promise that a consumer will lose weight eating the product.
Cannot promise that the product will improve a consumer's health. Cannot promise that it will help a consumer's heart.

10. Creative Strategy Statement

Convince women ages 45 to 54 that Blue Diamond Whole Natural Almonds offers an on-the-go healthy snack alternative, because it contains essential nutrients that provide energy and contribute to heart health.

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