

Student Name: Haley Daniels
Campaign 2: Due 10/13/15
JMS 562 - Advertising Creative
Instructor Joel Kordyak
Company: Walden Farms
Product: Salad Dressing

Creative Brief

•**Client Name:**

Walden Farms

•**Product/Service:**

Salad Dressing

•**Product/Service and market background:**

Walden Farms specializes in salad dressings that have no calories, fat, carbs, gluten, or sugars. Established in 1972, Walden Farms has been a leader in the health food community. Its products are sold locally at all Sprouts locations.

•**Competition:**

Our competition would be salad dressing companies such as Hidden Valley, Ken's and Kraft. Hidden Valley specializes in its ranch dressing and is good for using as an ingredient in alternative recipes. Kraft and Ken's have a variety of flavors and marinades like Walden Farms, but their salad dressings also have a lot more calories. Even the diet dressings that Kraft, Ken's, and Hidden Valley have to offer have at least 15 calories in them.

•**Business/Advertising objective:**

To make the public aware that there are salad dressings and other condiments available from Walden Farms that are 0 calories and still delicious.

•**Media:**

Print

•**Target Market/Demographic/Audience:**

Health-conscious and dieting women ages 25 to 40.

•**Tone of Voice:**

Informative and descriptive.

•**"Mandatories":**

Headline, logo, tagline, call to action, and image.

•**Proposition/Promise/Benefit:**

Best of Both Worlds

•**Call to Action:**

Use the hashtag #NoCaloriesNoWorries

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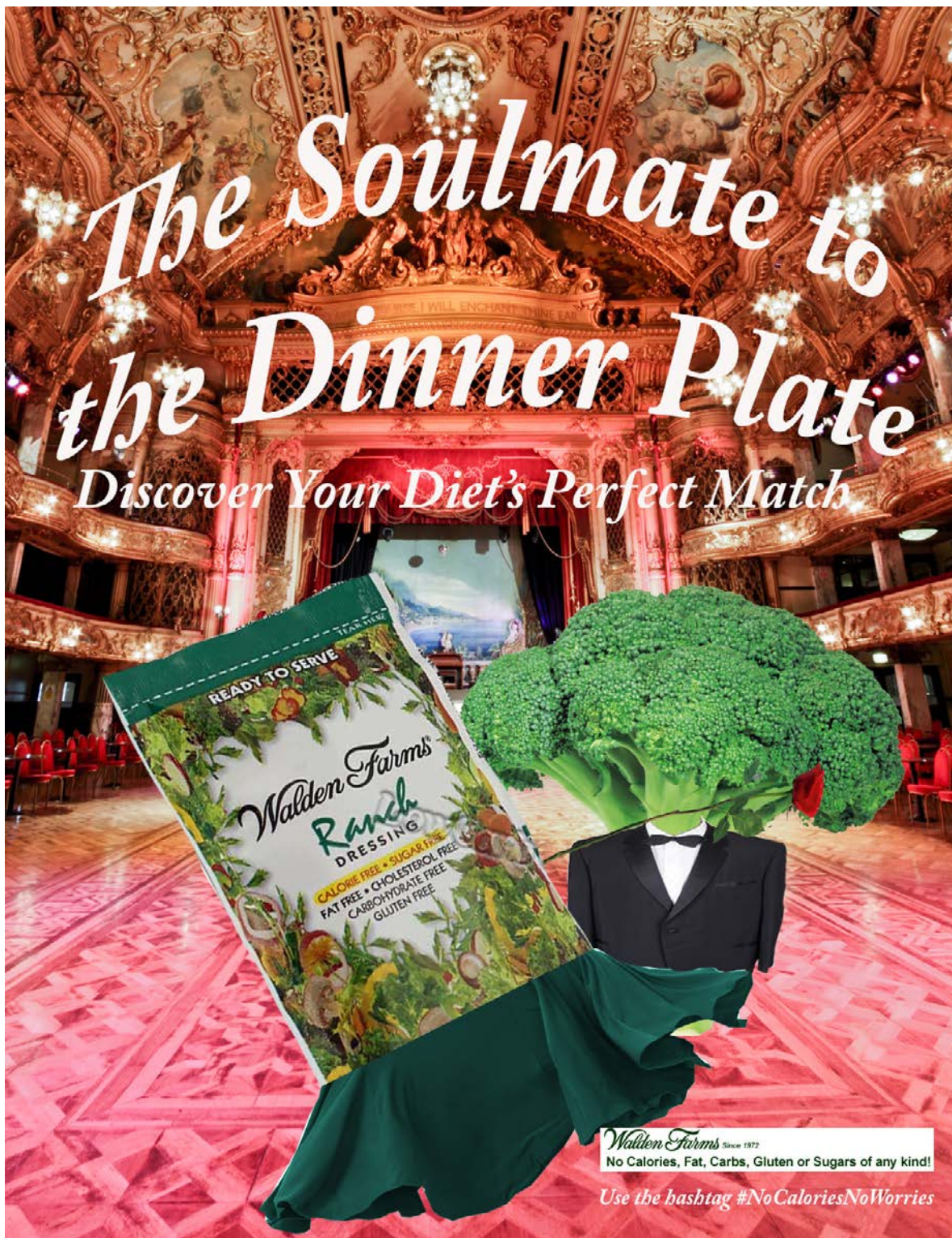
Mind Map Final Phrases

- Sometimes you just have to be satisfied
- Honestly... There's no calories
- Magic in a bottle
- Grants more than three wishes
- The Dressing of your dreams
- Inspiring change
- All the taste, no guilt
- Happiness in every bite
- Losing track of time
- Spreading the Happiness to others
- Life's guilty pleasure
- An art in it's own
- The new staple of family dinner
- Dieting the simple way
- A woman's best friend
- **The soulmate to the dinner plate - SELECTED CONCEPT DIRECTION**
- **The better half of a good meal**
- A diet dressing without flaws
- The lazy version of dieting
- Bringing good taste to the healthy family
- Ingredients with no hidden messages
- Luxury in every bite
- Prescription to a good meal
- **There's no shame in having seconds**
- When dreams seem too real
- An upgrade for your taste
- Unite your inner hunger
- From tolerable to delectable
- Immediate Satisfaction on the table
- The dressing of our generation
- Refreshingly new
- The dressing that doesn't have to beg for your attention
- The dressing you use for every stage in life
- Graduate to a higher class of dressing
- A worry-free remedy to a long day
- taking the time to appreciate what's in front of you
- The results of your dressing are in
- You:1 Broccoli:0
- Good things come in small packages
- The reward of eating well
- Eating Diet food does not have to be scary
- Change up your health with good taste

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Concept: Dieting shouldn't have to control your life anymore. With Walden Farms, you can finally enjoy salad dressing without any added calories, carbs, or sugars. Finally there's a salad dressing that accompanies any vegetable.

Headline 1: The Soulmate to the Dinner Plate



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Headline 2: The Soulmate to the Lunch Plate



*The Soulmate to the
Lunch Plate*

Discover Your Diet's Perfect Match

Walden Farms Since 1972
No Calories, Fat, Carbs, Gluten or Sugars of any kind!

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Headline 3: The Soulmate to the Snack Plate

