

CREATIVE BRIEF

“Milk it for what it’s worth.”

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I. Why are we advertising at all?

In 1980, the average Californian consumed 30 gallons of milk a year. By 1993, consumption had dropped to 24.1 gallons, a loss of 20%. With this situation, advertising will serve as a reminder to the consumer to go to the store to purchase more milk on a regular basis. We will change the consumer’s perception of milk being a mundane product to a product that they need on a daily basis and cannot live without.

II. What is the advertising trying to achieve?

This campaign will stimulate a quick response. Medium to heavy users will increase their buying habits and consumption.

III. Who are you talking to?

Our primary target are medium to heavy users ages 18-49. The secondary markets are children whose parents are buying milk for them to consume.

IV. What do you know about the target consumer(s)?

Our primary target is less likely to drink the milk as opposed to use the milk for other daily purposes. They already know all of the health benefits related to milk. They do not consider milk to be an exciting, new product. All of these consumer’s daily lifestyles rely on the usage of milk. They have an awareness of the lifespan of milk. When shopping for milk, they reach towards the back of the refrigerator to the highest expiration date. The need for milk influences the time that they go grocery shopping next. Milk users do not like when they open the refrigerator to the sight of empty, low, and/or expired milk. The reason for their irritation is not always because they can’t drink the milk, but because they can’t enjoy the type of food and/or beverage they were looking forward to.

V. What is the main idea we need to communicate?

The main idea to communicate is that the consumer needs to use their milk when they have it. They also need to plan ahead to purchase more so that they don't run out.

VI. What is the best way of planting that idea?

Some ideas: "Milk it for what it's worth."

Situation: Consumer opens refrigerator to find low, day of expiration date milk and becomes irate. He picks up his cell phone to blame his roommate. At this moment, his roommate walks in with groceries. The first thing he sees is the fresh, cold gallon of milk. He runs and snatches the milk and gulp, gulp, gulps...

VII. How do we know we're right?

With our research and group discussion as milk consumers, we know that all milk consumers share the same need when purchasing fresh milk. Milk is not a high involvement product and therefore does not require a lot of thought when purchasing. Consumers generally fulfill this common need in the same way. The main idea will portray a true relationship with the primary target by reminding them to purchase their milk before it is too late.

VIII. Creative Summary

A consumer running out of milk is like a driver running out of gas. You can only be on "E" for so long.