

Creative Innovations

Creative Brief



Objective

Truvia is a natural sweetener that can not only improve the taste of food, but also the health of food. Our advertising objective is to show how Truvia is “The Family Sweetener.” We want to build confidence in the company and brand, while building customer demand and establish brand recognition. This relationship starts with the family as a unit and trickles through parents, young adults, and children to promote continuity and longevity. By portraying Truvia as a solution to too much sugar intake that parents, young adults and even children face, we will depict Truvia as a brand that is a dependable product that outranks competitors and is worthy of service.

Situation and Positioning

In order to effectively implement Truvia as a brand that holds a prestige in the market and in our homes we must first understand where it stands, how it got there, and how we as a firm can help. The greatest strength of Truvia is that it is a completely natural sweetener. Truvia comes from the leaves of the stevia plant and is 200 times sweeter than normal sugar. To balance the sweetness the company uses Erythritol, a natural sugar alcohol, the added substance is innate and produced by the normal fermentation process. Everything inside Truvia is entirely natural which makes it easier to promote brand integrity.

Truvia is also a zero calorie sweetener. The consumption of this product does not affect calorie counting for people trying to be healthier. The LIVESTRONG Foundation

is a supporter of Truvia as a sugar replacement. Many other small diet programs back up the benefits of Truvia. People love products that taste good and feel good. The fact that these reputable health resources support our brand is crucial for building credibility with our consumers.

Lastly, Truvia has strength in its versatility. It can replace regular sugar in diet and substitutes calories in baking. Truvia is compatible with baking because it is a heat stable source. Truvia is also in a large range of products making it easily accessible and consumable. Truvia can be replaced in all sugar aspects which is especially important to families with diverse needs.

Even though Truvia offers many benefits, it is still only the second top sweetener in the market behind Splenda. Since its introduction in 2008, Truvia has fallen in the maturity stage of the product life style. This is because the market for sugar substitutes has expanded and is saturated with competitors. Truvia's major competitors are Stevia In The Raw, Sweet Leaf, and Pure Via because they are made from the same exact plant as Truvia and pose more direct competition to the brand. Splenda is a top competitor only because of its current brand positioning, which is why it is crucial we focus on brand recognition. Truvia is still a relatively new product but has been around long enough for other competitors to arise. There is room for growth, however, there has been more of a health kick in society provoking more intense competition among sugar substitutes. We will use this to our advantage.

The logo for Truvia, featuring the word "truvia" in a lowercase, green, sans-serif font. The letter "i" has a small dot above it, and the letter "a" has a small dot above it. The logo is centered on the page.

Campaign Goal

The main goal of our campaign is to highlight and emphasize the different applications of Truvia in regards to the family and how it makes life “sweeter.” Each component of the family is significant. The parents are the providers and caretakers, but are also individuals themselves. We must remember this because each individual in the family has different needs that Truvia can meet. Whether it’s making a dessert healthier for a child with a major sweet tooth, or subtracting calories from a parent’s morning coffee, Truvia is an easy fix!

With psychographic segmentation we can see that families and even individuals value a healthy lifestyle especially with the various growing health concerns today. However, sometimes they aren’t always willing to sacrifice the time and money which is understandable. We want to promote Truvia as the solution to this because the versatility of the product makes it simple to incorporate into a daily routine and budget.



Target Audience

Our advertising campaign is specifically concentrated on adults and young adults, the providers or future providers of the family. These individuals hold the purchasing power in the family and influence in attitude toward a brand so it is imperative we establish recognition with them now.

First, the people are foremost individuals. They have specific needs and desires separate from their roles as guardians. They want low cost, efficient, and healthy products. As stated above we will emphasize these aspects in our campaign to enlighten our audience.

Not only does this audience want the best for themselves but for their children! Truvia markets their product to parents by presenting the health benefits compared to real sugar and the taste similarities to real sugar. Parents want happy and healthy children and Truvia advertises to these specific needs by keeping a great taste and a healthy product.

The beauty of our product is that it can be applied to these various roles. We will instill this in our audience through our campaign and supercede our competitors because Truvia has the best value.

The Concept

Truvia is not a “one-trick pony,” and the action of our campaign will be to substantiate this. We need to make people care about our product and know how to use it. Our concept of using benefit statements and emphasis on product usage by families will deliver this message to our target audience. Therefore, our big idea is “Truvia: The Family Sweetener.” The slogans “Not your average sugar rush,” “It’s all about the kids,” “Truvia takes the cake” and “Keep it simple and sweet” will build on this. This is how we

will distinguish our client from other brands. We will shift our views from marketing to need-satisfying objectives. We will satisfy our customers as opposed to focusing on our sales as other competitors are focused on.

How

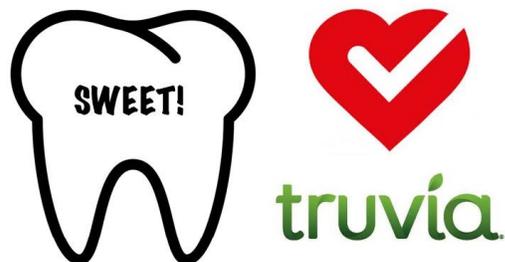
According to the textbook, “the creative pyramid is a model that can guide the creative team as it converts the advertising strategy and the big idea into the actual physical ad or commercial.” We are trying to achieve the attention level, credibility level and desire level. We want our consumers to see themselves using the product in everyday life. The big idea of targeting children and “It’s all about the kids” helps consumers create a picture of what life will be like with the product. The birthday cake scene is a common action that parents/children can relate to. The company also wants to establish the credibility level of the creative pyramid. Our ads will establish credibility by showing hard facts and real scenarios. Lastly, we want to focus on the attention level of the pyramid. We want to grab the consumer’s attention and make people want to buy.

Creative Strategy

In regards to the creative message strategy, Creative Innovations has come up with a few preliminary ideas. For message visuals we will include artwork showing two scenes on a flier, children reacting to normal sugar and then children reacting to Truvia as a sugar substitute. We will also include photographs picturing adolescents arguing with their parents over the amount of cake they can consume. We will place white space at the top and bottom of the ad to draw attention to the art and photographs and to emphasize the logo and slogan lying within the white

space. For message copy we have come up with multiple slogans and a few headlines. Our slogans include “It’s all about the kids,” “Not your average sugar rush,” “Truvia takes the cake” and “Sweet tooth made healthy” and “Keep it simple and sweet.” For a headline we have created “Truvia: The Family Sweetener.”

Print Advertisements



Sweet tooth made healthy

Not Your Average Sugar Rush



Truvia: The Family Sweetener

truvia



Radio Script

SOUND: DAUGHTER: SON: DAUGHTER: SON: DAUGHTER: SEGUE TO ANNOUNCER VOICEOVER DISTINCTIVE TRAFFIC NOISES:	Kids chattering. Mom, what's for dinner? Yeah mom, what are we eating? I'm starving. (Annoyingly) Mooooommmmmmm Mommmmm All of a sudden, this rush hour doesn't seem too bad. However, life doesn't have to be this stressful. Keep it simple and sweet by adding Truvia to your meals. Truvia: The Family Sweetener.
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Our radio advertisement will air during evening drive times or the daypart of 3 p.m.-7 p.m. because it has the heaviest radio use. It is a competitive time spot, so it will be expensive. This is why we are going to use other visual advertisements to cover the morning drive time. We will invest in a total audience plan (TAP) to try to negotiate a

package rate with the radio stations to ensure that we get this primetime daypart for a deal.

Out-of-Home Advertisements



Advertisement #1: We are going to give away promotional coffee cups with Truvia sugar packets inside. This is because our demographic are hardworking parents/adults and nearly 90 percent of recipients recall the name of an advertiser in the past two years from promotional items. We are really trying to position our brand as “The Family Sweetener,” so we want our families

to start recognizing or remembering us as the go-to brand instead of our competitors.



Advertisement #2: Our promotional items will represent our brand at home, our radio ad will target that evening drive home and our billboard advertisement will be implemented on highways leading into workplaces. This advertisement is simple and effective much like our brand. It won't be distracting to drivers and will be rotated to different choice locations every 60-90 days in order to to increase the gross impressions received.