



## Creative Brief: Newtons Creative Brief

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PRODUCT: Newtons cookies

Price Point: \$2.98/pk, 12 cookies

Introduce your product(s). What is it? What does it do? What are its defining attributes?

Newtons are the classic, best-selling fruity cookies that have been lining American store shelves for several decades. The cookies are made with wheat flour and fruit and have a chewy texture.

Who are you talking to? Define your target audience.

Demographic: women, age 18-30, single, any race, total average household income \$50,000

Psychographic: Active lifestyle, enjoys going to the gym, may play a sport, likely a college student or young professional, believes in maintaining a healthy diet, values personal health

Feature 1: New snack size

Benefit 1: Easy to throw in a bag and take on the go

Feature 2: Made with wheat flour and real fruit

Benefit 2: Healthy alternative to other cookies, tastier alternative to other health foods

Key message of your campaign: Newtons are just the right balance of healthy and tasty for active young women.

What emotion(s) are you selling? How will you connect emotionally?

Emotions: satisfaction (hunger/taste), confidence, intelligence

We will tell women that Newtons are the smartest choice to make because they don't have to sacrifice happy for healthy or vice versa.

### Goals and Objectives of the Campaign

What do you want to accomplish with your advertising materials?

The Newton cookie, a classic being reinvented for the modern, ambitious go-getter woman. Should make a cross-generational splash.