

J560 Creative Brief Assignment

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Brand Statement

Vitamix is dedicated to family values and maintaining a healthy, natural diet, providing a fresh approach to food waste with the FoodCycler FC-50.

Advertising Objective

Encourage consumers to give their food waste back to the Earth through a more convenient approach to composting.

Target Audience

Millennials are people aged 30-41. They are typically renters, living in big cities, making about \$125,000 a year. Most of them do not have children but may consider themselves pet and plant parents. According to [Campaign Creators](#), millennials have a below average employment rate due to the amount of students and homemakers in this generation. According to [Influence Marketing Hub](#), millennials are focused on saving, but spend most of their monthly income on eating out and groceries. Spending money on home furnishings is a priority for millennials. This audience is female dominated and the most diverse. Because most of this generation grew up during the technology boom and lived through the 2008 recession, they are tech savvy and very money conscious. According to [Colormatics](#), over 90% of millennials are active on social media. They are more inclined to distrust traditional advertising and lean more into online video, nostalgia, and funny, playful, personal ads. They are loyal consumers with a preference for comedy, memes, and absurd humor. When looking at brands, millennials are seeking comfort, familiarity, and expansion in social and global issues. They are most interested in brand values, like diversity and sustainability. They are more likely to support big businesses that openly take care of their employees or make a stance on societal and environmental issues. Social responsibility matters more than the price. Over one-third of millennials have stopped using a brand/product that does more harm than good to the environment. Millennials believe in business for good: to cut down on consumption and work toward a cause. They feel fulfillment from making an impact.

Key Consumer Benefit and Support

Millennials will feel like they are expanding their contribution to the health of the Earth, and their own plants, by eliminating waste.

Millennials will believe this promise because they are most drawn to business for good. Vitamix is encouraging consumers to reduce their carbon footprint with the FoodCycler FC-50. Vitamix is a trusted and familiar brand among millennials, with a solid foundation in family and environmental values. According to [EHow](#), the FoodCycler successfully eliminates methane emissions that come from composting bins/piles, considering it a fight against global warming. Millennials prioritize brands dedicated to sustainability. Between cycles the carbon filter lid eliminates any odors and holds up to two liters of waste, making it a good option for apartments and small kitchens. Especially for millennials who spend most of their money on fast food and groceries, the FoodCycler can cut down on trash volume and odor. The final product, Foodilizer, can be used as an additive to give more life to their plants at home.

Consumer Message Opportunity

Millennials should think they are turning their trash to treasure with the Vitamix FoodCycler because it's fun to find a way to give back to the Earth.

Millennials are most drawn to advertising that is playful, humorous, and makes them feel nostalgic. "One man's trash is another man's treasure," is an old saying that can be used to appeal to their nostalgia. They value comedy, memes, and absurd humor which can be incorporated into the layout and images in the ad. We can frame it as a fun and convenient way to make an impact in their environments.

Advertising Tone

The tone of the message is playful, nostalgic, and trustworthy. It tells the consumer we are collaborative and not too serious or pushy, since our audience is likely to distrust that kind of traditional advertising.

Creative Vision

The ad should be a two-page spread. Full size images on each page. On the left, a full trash can that looks like it smells bad. The image composition is dull and gloomy. The trash has fast food remnants and various groceries falling out of it. It will include the first part of the message "turn your Trash..." On the right, the FoodCycler sits in the same location, sparkling and clean, with the lid open revealing the gold "treasure" that is the Foodilizer. This image is vibrant, colorful, and animated with light rays. It will include the second part of the message, "to Treasure." Under the message on this page, in smaller print, "With the Vitamix FoodCycler FC-50." We want to frame the FoodCycler FC-50 as a treasure chest and make it look like it was just dug out of the sand and placed on the counter, revealing gold, glowing treasure on the inside.

Advertising Medium

This ad will be placed in magazines millennials read most and that also promote sustainability efforts, such as Good Housekeeping, TIME, and Food Network. It could also be placed in Cosmopolitan and Allure because most millennials are females, or have a female spouse making their buying decisions, or spend the most on self-care products.

Mandatories

Vitamix copyright and logo. If we put information on the ad regarding methane emissions we will have to put an asterisk and include the source at the bottom in fine print.