



CREATIVE BRIEF

CLIENT: BELVITA

DATE: 02/24/2022

PROPOSED BY: JULIA KOPYT

PROJECT:

BELVITA - ALWAYS THERE FOR YOU

COMPANY BACKGROUND:

BelVita is a company with breakfast biscuits originally sold by Kraft Foods. In its portfolio the company has BelVita:crunchy, sandwich, soft baked, and bites. Within each product there are few flavors available including blueberry, chocolate, coconut cranberry orange.

WHAT'S THE PROJECT:

The project is to promote BelVita snacks during the Smartless podcast episode highlighting the benefits of this brand's snacks and how they are there for you every step of the way

TARGET AUDIENCE

The target audience will be mostly adults (ages 21-40) who are busy and on the run. These are mostly either college students and people who have jobs and have a busy lifestyle

BELVITA'S APPROACH NOW

BelVita is selling quick snacks that are easy to grab and eat when you are in the rush. Promoting a quick and healthy option to a regular breakfast

WHAT PROBLEM ARE WE TRYING TO SOLVE?

Belvita has a line of quick snacks that you can grab when you are in the hurry. Looking at the market and snacks popularity, energy bars are way ahead of Belvita. Cliff bars are far ahead in the competition. BelVita is seen only as a fast breakfast snack, but we can make it a snack that is with you all the time. Besides who said that breakfast can be only in the morning?

MINDSET AFTER THE BELVITA - ALWAYS THERE FOR YOU

After this campaign the audience will have a different approach and angle when looking at BelVita products. It will not only be a breakfast snack but a product that is there with you not only during breakfast, but also lunch, dinner with friends, party, when in the car. It will be there for you every step of the way

WHY SHOULD THE PROSPECT USE YOUR PRODUCT?

It is for a consumer that needs a snack that will provide energy, bring good memories, and help you keep going. Having a snack that is there with you all the time, anywhere you go, whoever you are with. It is always there for the good and bad



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CREATIVE STRATEGY

The strategy is to target young adults/adults that are busy and on the run but also enjoy quality time with friends and family. You are on the run and you need a quick bite - BelVita is there for you, you need a snack for your part - BelVita is there for you, you are stressed and need to snack - BelVita is there for you, you need a snack after family dinner or a movie snack - BelVita is there for you. It is more than just a quick snack, it's something that is there for you every step of the way

TONE AND BRAND VOICE

The tone of the ad is happy and the voice is friendly. We want it to be a voice that will be calming and friendly, a voice of a friend that is there for you every step of the way. The person that could do the voice could be Ryan Reynolds. He has a calming and also recognizable voice and could add value and interest to the ad

COMPETITION

BelVita's competition is all about quick and healthy snacks. Cliff bar is really big on the market, dominating the healthy bar/snack category. Another competitor are snacks that are known for more of a "party snack" like chips, m&ms or chocolate. It is combining the idea of a snack that you enjoy with your friends, and a healthier version of a quick snack

BUDGET

The budget would include the payment for the ad placement in the Smartless podcast. If Ryan Reynolds would be a part of this commercial the budget would also cover his presence and use of his voice