



## Creative Brief

**CLIENT:** Oatly

**DESCRIPTION:** This campaign will be created to promote Oatly's oat-milk-based cheese launch, Oatly Cheeze.

**ADVERTISING HEADLINE:** Say Cheeze

**PREPARED BY:** Sophia Lapus

**DATE:** March 27, 2024

---

### Who is our target audience?

This audience comprises older Gen Z and younger Millennial men and women ages 20 to 38 years old. They are urban dwellers who value sustainability, health and are eco-conscious. They often make purchasing decisions based on sustainability factors and what is in their general health's best interest. They are highly educated and enjoy partaking in outdoor activities and exercise classes. If they have a family, they often shop for organic products and keep their families well-being in mind when shopping for food. They participate in wellness trends and are eager to learn more about sustainable ways to live healthier lifestyles. They shop online for retail items such as clothes and household items but prefer to shop in person for food and groceries. They often interact with products longer at grocery stores by reading the ingredients list and what is on the product's packaging.

### Where will this ad appear (i.e., OOH, online, print media, etc.)?

The OOH elements of this campaign will include a billboard, bus shelter and grocery store poster. The OOH advertisements will be placed in large metropolitan cities such as Los Angeles, New York City,

Austin, Chicago and Seattle. These cities were chosen because our main target audience lives in them, and these cities share values similar to Oatly's brand values. Posters will also be placed by our major grocery store partners, such as Target and Whole Foods, allowing new and old customers to learn more about the new product line.

### **What is the goal?**

This campaign aims to increase awareness about Oatly's new oat-milk-based cheese line, Oatly Cheeze. Since it is a brand-new product range, the campaign's main goal is to increase consumer awareness among existing Oatly customers and entice new customers to try the products. The second goal is to sell the product, but that will only happen once enough consumer awareness exists.

### **Why do we need this ad?**

The campaign aims to increase awareness about Oatly Cheeze, so the ads must be the message carrier. Often, people hear about new products through word of mouth or advertisements. Since this campaign will feature a bus shelter ad, people will have time to read the ad, scan the QR code and learn more about the product. Due to the nature of the product being so new and innovative, there will be skeptics about the taste of the Cheeze line and how it is made. The OOH ads will serve as one of the first consumer touch points we will have with the customer as we try to educate them and push them to explore the Cheeze line. The OOH ads are needed to drive interest in the products and sales. Since we have such strong brand loyalty with our existing oat-based milk products, we need to harness that loyalty and convince consumers to try our newest and most innovative product. In addition, it will serve as a way for new customers to learn more about our brand and convert into customers. The advertising headline is based on the common phrase "say cheese" to play on the idea that Oatly's new product will surely make customers smile.