Creative Brief for the Plant Based Milk by Olympos



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Client Services in Advertising

Creative Brief for Olympos organization

Spring 2018

16/4/2018

Cover letter

25/10/2018

Dear all,

This year, we have the opportunity to work with the Olympus organization. We must promote the two types of plant milk that they introduce in the market, with flavors of almond and pistachio, and our target audience is the vegan society in Greece. Olympos has a very powerful competitor in the market when it comes to plant-based milk, Alpro. So, we must collaborate all together to create something unique and creative for our client. I wish to all of you good luck, and if you have any questions do not hesitate to ask me!

Best Regards,

Artemisia Gioti

Creative brief

Client	Olympos (Ολυμπος)
Product	Almond / Pistachio Milk
Account team	Account manager, Account executive, Account director
Creative team	Art director, Creative director
Budget	5 million euros for 6 months.
First ideas - date	1/11/2018
Second ideas - date	1/12/2018
Finalized material - date	20/12/2018
Presentation - date	27/12/2018

Product background

Olympos launched two new products for plant-based milk with the flavors of almond and pistachio. Alpro is a competitor and it's heavily present in the market with their plant based products. So, Olympos has to compete Alpro and create a campaign that will target the vegan society. Olympos started in Thessalia in 1965 and it is one of the well-known brands for dairy products in the Greek market (Plant-Based Milk, 2018). Moreover, Olympos is a Greek company that collects all of its ingredients from Greece while Alpro is not. The vegan diet is growing in popularity these days and it is considered more as ideology rather than a trend (Craig, 2009). This diet is heavily restricted to the consumption of plant-based food, they do not wear leather products, they do not use products that are tested on animals, and finally they do not consume any animal products (eggs, butter, honey, milk, cheese, meat, fish) (Richter et al, 2016). Researcher have found the people how follow the vegan diet have a lower rate of health problems, including overweight and obesity, cardiovascular disease, hypertension, type 2 diabetes, some types of cancer, kidney stones, and diverticular disease (Marsh, Zeuschner & Saunders, 2011).

Campaign objectives

- Create awareness among the vegan society that Olympos has introduced 2 different types of plant-based milk.
- Increase sales of Olympos for the almond/pistachio milk products.
- Increase favorable opinions about the two products among the vegan society through social media.
- To raise awareness about the benefits and significance of plant based milk on health.
- To increase favorable opinions among the vegan society about the Olympos brand.

Target audience

The target audience of this campaign is people from 20 to 26 that follow the vegan diet and consume plant-based milk. Veganism is more than a "trend"; It is an ideology (Kansanen, 2013). An ideology where people do not support industries that treat animals in unethical ways (Erdos, 2015). These people believe that meat and dairy consumption of animals leads to incredible suffering, environmental destruction, and the killing of billions of animals each year (Erdos, 2015). For many vegans and vegetarians, the practice of not eating animal products is more than dietary behavior, it gradually becomes an aspect of their identity (Larsson, Ronnlund, Johansson & Dahlgren, 2003). Vegans usually follow a healthier way of living. They do not smoke or drink alcohol because in many cases, animals are used in the manufacturing process of the industries for testing and experiments (Veganism, 2018). Moreover, they care about the things that they consume and they usually buy products that have good quality.

Furthermore, they do not drink cow milk because of all the antibiotics and hormones that are injected to all this animals (Russ, 2011). So, the target audience of this campaign refers to people who follow a healthier way of living, they care about the products that they consume, they are more consciously aware about the products that they buy, they exercise in weekly basis, and they want to consume milk that has a lot of benefits on their health. Also, we target vegans that are relying heavily on social media. Social media will allow the brand to best target their audience, have a two-way communication, and create content (recipes on their social media account) (Allaqui & Breslow, 2016). Finally, because veganism is a movement that started being more active the recent years in Greece, people cannot

understand why vegans have chosen this diet, therefore facing a lot of discrimination.
Main message We are what we drink. Olympos Pistachio and Almond Milk.
Supporting elements or messages Both milk have a very high reach of healthy nutrients. The calories of the pistachio milk are 65 kcal per 250ml (one glass of water), and they have a 2% of fat in 250 ml. The almond milk is full of calcium, B2, B12, D2, E vitamins, with 66 kcal and 5% of fat per 250 ml.
Mandatory inclusions & exclusion None
Media planning & budget allocation (both online & ATL) We will create a Facebook and Instagram account about the plant-based milk from Olympos where we will engage users to upload photos and recipes of the foods, smoothies, and sweats that they have created from the app. With this way we will create content for all the users that want to try new recipes. Moreover, the social media pages will include information about the benefits of the milk and from where they get their supplies. We will create banners and pop ups that will target people who have already liked pages with vegan recipes or vegan lifestyle/ideology. We will use YouTube to promote the ad that it will be created and target people who are following vegan YouTube channels with recipes. Moreover, we will use pop-ups to two of the most famous Greek websites with recipes, such as The Veggie Sisters and Vegan & Nostimo (Tasty). We will use print advertisement that will target the vegan society at vegan restaurants, such as Mama Tierra, Lime Bistro, Gh (γη), and Avocado. With this way our targeting will be more specific and accurate. We will also create a television ad for the plant milk of Olympos, because we must compete Alpro that heavily advertise in the tv.
Digital and social media usage We will create an application that will provide users with recipes based on the ingredients and milk that they have available at home. This app will allow the users to select what kind of food, drink, or dessert they want to cook. Moreover, users will also have to write the ingredients that they have available at home and want to use. So, after they have completed these sections the application will provide the users with one or several recipes based on the ingredients and type of milk they have selected. Also, the application will have several sections that will analyze what veganism is, the differences between Vegans, Vegetarians, Lacto Vegetarian, Ovo Vegetarian, Lacto-ovo vegetarian, Pollotarian, Pescatarian, and Flexitarian. Moreover, it will have another section mentioning the benefits of the vegan diet both mental and physical, and another section that will guide people who want to start following the vegan diet. It will give brief tips with what you can replace meat and dairy products. Finally, we will engage users who have created the recipes to upload a picture and the recipe in their social media account with the #Wearewhatwedrink. With this way users will enter a competition to win discounts for Olympos products for the most beautiful and creative plate. We will also use Greek vegan influencers, like Dat Lilly, to advertise the plant-based milk from Olympos.
Areas for branded content Mentioned above.
Creative media offline, events, apps, other ideas Booths at the supermarkets where consumers can taste the products and learn about the benefits of the milk and the purpose of the application. We will create events in the 4 vegan restaurants (gh, mama tierra. lime bistro, avocado) where the chefs of the restaurants will create food based on the pistachio and almond milk. This event will be sponsored by Olympus and it will give the opportunity to the customers to try recipes both salty and sweet, from the application. After people have ordered their plate the restaurants will print out the recipes from the application and give them to the customers. With this way they will learn about the application and at the same time they will try the recipes.

Extended briefing:

For more info about the milk click here: https://www.olympos.gr/proionta/fytika-rofimata/

For more info about the Greek vegan recipes websites click here: http://vegankainostimo.blogspot.gr/

http://theveggiesisters.gr/

For more info about the influencer click here: https://www.instagram.com/dat_lilly/?hl=el

https://el-gr.facebook.com/LillysVeganKitchen/

For more info about the vegan lifestyle click here: https://www.peta.org/features/vegan-diet-infographic/

https://www.peta.org/issues/animals-used-for-food/animals-used-food-factsheets/vegan-diets-healthy-humane/

For more information about the different types/levels of vegetarianism click here: https://vegetarian-nation.com/resources/common-questions/types-levels-vegetarian/

For more information about the vegan restaurants that will place our print ads click here: https://www.mamatierra.gr/

https://www.facebook.com/limebistro23/

https://www.facebook.com/YiAthens

http://www.avocadoathens.com/

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