

## Creative Brief: Oatly

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**Client:** Oatly

**Description:** The launch of Oatly's oat-based cheese in North America

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**Headline:** "Say Cheese with a Happy Tummy Guaranteed"

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### Who is the target audience?

- The primary audience for this campaign is vegan and lactose-intolerant individuals seeking dairy-free cheese alternatives that offer the same great taste, texture, versatility, and nutritional value as dairy cheese without compromising their dietary needs and digestive comfort.
  - **Location:** The United States
  - **Demographic:** The target demographic consists of individuals of all genders aged 18 and above. This diverse group comprises single and married individuals with an annual income from \$0 to \$300,000. The broad income spectrum reflects a variety of lifestyles, encompassing individuals with a disposable income and college students (aged 18-25) who do not work, rely on parental support, or engage in part-time employment.
  - **Psychographic:** They are either lactose-intolerant or health and wellness individuals who are mindful of what they consume, ensuring their food choices align with their dietary preferences and environmental values. In their free time, they will seek out restaurants that offer the best vegan food; however, their affinity for cheese makes it challenging to find the best vegan pizza, cheeseburgers, and macaroni and cheese.

### Where will this advertisement appear?

- For out-of-home advertisements, Oatly plans to strategically place billboards and bus shelters in prominent metropolitan areas across the United States (e.g., New York, Los Angeles, Chicago, Dallas, etc.). These high-traffic locations will maximize exposure to Oatly's new oat-based cheese. In addition, Oatly will leverage its Instagram page to reach a broader audience and increase engagement. Aside from greater product visibility and awareness, social media advertising will allow Oatly to connect with consumers who live in rural areas and may not have access to view the billboards and bus shelters.

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

- The primary objective of the advertising campaign is to increase awareness of Oatly's latest product, oat-based cheese, and, in turn, stimulate consumer engagement that ultimately translates into product purchases. By strategically placing billboards and bus shelters in major cities in the United States and consistently posting on Instagram, the goal is to inspire the target audience to venture to their nearest retailers (e.g., Target, Walmart, Albertsons) and purchase Oatly's oat-based cheese.

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

- Oatly's purpose in executing the advertisements is to raise awareness of its new product, oat-based cheese. Despite Oatly's position as the world's original and largest oat milk company, it is important to ensure that consumers are aware of its new product. Through targeted advertising campaigns, Oatly can connect with individuals within its target audience who may have yet to encounter the Oatly brand. In addition, executing advertisements will allow the company to gain a competitive advantage, ensuring that its oat-based cheese remains prominently in the minds of individuals seeking non-dairy cheese. This, in turn, will allow Oatly to fulfill its objective of inspiring consumers to seek out and purchase its oat-based cheese from their local grocery stores.