

# Final Project

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# Fact Finding

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## **10 facts about the brand GoGo squeeZ (applesauce)**

1. They work with local farmers
2. 100% natural
3. 90% of fruit used is from the U.S.
4. First squeezable fruit pouch in the U.S.
5. Can go through the airport
6. Packaging is BPA free
7. All aspects of the packaging are rounded to ensure safety
8. Each one is  $\frac{3}{4}$  serving of fruit
9. It has a built in straw to prevent a mess
10. No high fructose corn syrup or added colors/flavors

Facts from <http://www.gogosqueez.com/products/>

## **10 facts about target audience: Parents of young children/College Students (5 for each)**

1. Parents tend to lead towards more natural foods for their kids
2. Parents want their children to have the right serving of fruits and veggies
3. Parents don't want to put children in harm's way
4. They would prefer food that is less work
5. They want their children to grow up strong
6. College students can be health crazy
7. They might stay up late doing work
8. They get little sleep
9. They typically don't eat right
10. They don't make an effort to eat fruits and vegetables

## **5 facts about Mott's applesauce**

1. They've been around since 1832
2. First applesauce to be sold in small plastic cups
3. First applesauce to introduce fruit flavors
4. Also has a juice spin off of product
5. Has a big variety of products, ranging from light applesauce to Mott's for tots

# Creative Brief

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**CLIENT:** GoGo squeeZ (<http://www.gogosqueez.com/products/>)  
**Prepared by:** Bengi Sunar

**DATE:** 4/27/2015

## **WHAT IS THE PRODUCT OR SERVICE?**

The product is GoGo squeeZ applesauce pouches

## **WHO/WHAT IS THE COMPETITION?**

The brand is not very well known. The challenge for this brand is to have more marketing outside of the product in order to promote people to buy it instead of Mott's. A competitive threat might be Mott's applesauce coming out with a fruit pouch. Future goal may be to come out with other packaging for the applesauce, such as selling it in tubes or other more convenient forms for on the go enjoyment

## **WHO ARE WE TALKING TO?**

All middle income families looking to provide healthier snacks for their family, particularly targeting parents so that they buy this for their children to snack on for after school or simply whenever  
A more unique demographic that we wish to go for is to target college students, this is a product that would make it easier for college kids to get something nutritious in their diet when they are in a hurry and living off of dorm food that isn't the best for their health

## **WHAT CONSUMER NEED OR PROBLEM DO WE ADDRESS?**

The consumer needs their children to have a full serving of fruit, and this meets their need because it does so in a fun, portable, and easy way. Also, it isn't restricted to kids. We all know adults don't get their full servings of fruits or vegetables a day, so this is a product that parents can consume with their children. As well, our target audience this time around, students 18-22 in college can use this to get more servings of fruit in their diet, especially when they are up late studying and need a healthy sugar boost

## **WHAT DOES THE CONSUMER CURRENTLY THINK ABOUT US?**

New research must be conducted to get this information; however there is information of some college students already having boxes of this product in their dorms

## **WHAT ONE THING DO WE WANT THEM TO BELIEVE?**

We want the children to have a hassle free way to get in a serving of fruits and vegetables in their diet  
We also want college students to believe that it is a delicious and easy thing to have in their dorms and be able to feel good about a healthy snack. The whole demographic of college students who are trying to eat healthier is fairly large, so we need to target those people

## **WHAT CAN WE TELL THEM TO MAKE THEM BELIEVE THIS?**

The small pouch design, the easy to remove cap, the built in straw, all make achieving this very possible, as well as the three types of products that appeal to all types, such as all-natural, fruit and veggie, as well as an organic product.

We can use the fact of malnourished college students and target students to want to be healthier, and say how this is the easiest way to be healthy. Kind of along the lines of "could've had a V8"

## **WHAT IS THE TONALITY OF THE ADVERTISEMENT?**

Fun, easy, and ready-to-eat when you are, this product can really be enjoyed by anyone from age 1-beyond

Good for you snack, good to eat whenever, when you're up late studying or you just want a snack in between classes, or you feel like you need a boost, but overall laid back tone

# Print Ad

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**FOR THOSE ALLNIGHTERS FINISHING YOUR RHET 100 ESSAY  
AND EVERYTHING IN BETWEEN**

*Introducing GoGo squeeZ*  
*3/4 serving of fruit*  
*disguised as applesauce*  
*in a pouch for a*  
*healthy energy boost.*  
*GoGo give it a try\**

*\*Available at a grocery store near you*

Source: Bengi Sunar

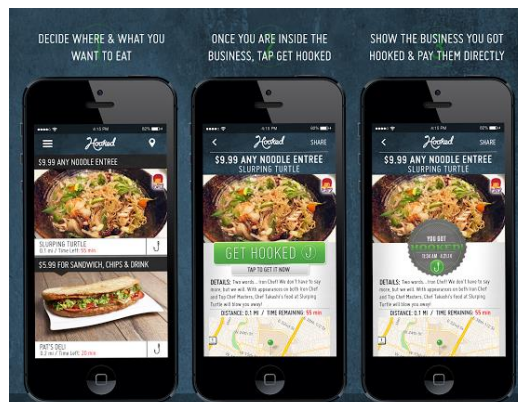
# Branded Content/ Entertainment Concept

The best way to advertise this product through branded content would be to get a deal with a TV show that has small children, and to have it be placed so that they are eating it somehow but not in an obvious way as to which it is clear the product is trying to be advertised. A good example of a show is Lilly from Modern Family. Her dads care about her a lot, and want her to grow up to be healthy, so they should have GoGo squeeZ fruit-and-veggies as their way to make sure she is getting all her nutrients that she needs.



Source: [https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcTDJ1ASx3TuSOPYsQB0SZ-m5GbUxoe5bs5c\\_oQBdKSR9o5yoEbV](https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcTDJ1ASx3TuSOPYsQB0SZ-m5GbUxoe5bs5c_oQBdKSR9o5yoEbV)

A second option that we should try to use to get more of the college demographic is to put it in something that college students view a lot, such as ads online at popular social media sites like Facebook and Twitter promotions. There is also an app called hooked that gives special deals at certain times, so if we could get on that app and have these for sale at county market or Walgreens then students would be able to purchase them for cheaper and it would raise brand awareness



Source: <http://michigan.spoonuniversity.com/wp-content/uploads/sites/8/2014/10/unnamed-1.png>

# Engagement Concept: Ambient

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The engagement concept, would:

- Focus on the university student
- Be risky
- Ensure success for the brand
- Is an ambient approach

We would:

- Set up a “Mat’s” booth on a crowded area of campus
- Mat’s is a play on the common applesauce brand of Mott’s
- Mat is short for Materne which is GoGo squeeZ’s mother brand

Next:

- Free cup’s of “Mat’s” applesauce would be handed out
- When the students ask for spoons there will be none to be offered
- The workers then suggest taking the pouch version of the applesauce
- Explain that it is the same applesauce inside, just a different name outside
- Enforce that it is not just kids food
- Get students hooked!

Overall this should:

- Get students talking about it
- Tell their friends to go and get free applesauce, they would love it and keep buying more
- Tell their vegan and vegetarian friends that it is the perfect snack
- This would make the food accessible to everyone

To carry this out we would need to hire:

- Young people who are passionate about health
- The demographic of employees would be between the ages of 22-30 in order to attract younger students, but they would still be young enough to know what they were doing
- People that are friendly and sociable; we want this product to be talked about