

# **PROCESS BOOK**

HEADLINE ADVERTISEMENTS

ADVE 731-A01 (Q4)

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# BRAND RESEARCH



Vital Farms began with a husband and wife, 20 Rhode Island Reds, an Austin pasture and a commitment to animal welfare. Matt and Catherine aspired to produce ethical food and a sustainable business. Instead, they built a transformational one. Today Vital Farms partners with more than 200 family farms. Every hen is humanely treated, every egg is pasture-raised and we continue to elevate our (and the industry's) standards, continuing Matt's commitment to ethics over profits.

Our purpose is rooted in a commitment to Conscious Capitalism, which prioritizes the long-term benefits to each of our stakeholders (farmers and suppliers, customers and consumers, communities and the environment, crew members and stockholders).

We are mission-minded people working together to bring ethically produced food from family farms to families' tables. As pasture-raising pioneers, we've grown from a single farm in Austin, Texas to THE leading U.S. brand of pasture-raised eggs in the U.S. by retail dollar sales

We partner with 200 small family farms who give the girls the outdoor lifestyle they deserve.

Yearlong, our girls roam through rotated pastures enjoying a natural buffet of grasses, in addition to a nutritionally balanced feed.

Our hens enjoy at least 108 sq. ft. of pasture each with plenty of fresh air and sunshine year-round.

# CREATIVE BRIEF

ADVE 731 Copywriting  
Prof. Gauri Misra-Deshpande

**Client:**

Vital Farms

An ethical, pasture-raised dairy and egg farm

**Objective:**

Develop one integrated headline-driven campaign for Vital Farms comprised of a print, transit and outdoor ad. The campaign can only feature Vital Farm's logo and/or a product shot, as well as type. Create a tagline to unite the ads under one umbrella. Use humor to make the brand more memorable.

**Problem:**

Not many people are aware of the differences between pasture raised, cage free, free ranged eggs and that pasture-raised eggs are the best quality out of all three of them. There are also lots of competition within this sector at grocery stores making it hard for one brand to capitalize on the market.

**Life Cycle:**

Until shoppers are aware that pasture raised eggs are better quality and more humane than cage-free/ free-ranged eggs, which will in turn increase sales.

**Target Audience:**

Prosperous, middle-aged married couples with child-focused lives living in affluent suburbia. (Kids and Cabernet)

**TAPR:**

Brian(44) and Amy (40)

Brian works for a small private equity company, and Amy is a part time interior designer. They have three kids, Robert (11), Andrew (10) and Meredith (6). Brian and Amy would do anything for their kids. Amy spends a lot of her time driving her kids to school, sport practices and friends' houses. Brian doesn't usually get home until 7pm on weekdays, and even has to work some Sundays. When he isn't working however, he spends all of his free time with his kids. He has been teaching his two sons how to play golf at the country club on weekends. Brian and Amy go to church most Sundays.

They try to stay involved and occasionally go to their church's bible study. Amy loves to cook her family elaborate meals, but once or twice a week they will get takeout from a new restaurant they want to try.

Both Brian and Amy try to stay active. Amy plays tennis a couple times a week after she drops off her kids at school. Brian works out at the office gym every morning. Amy insist on buying all

# CREATIVE BRIEF

organic foods and usually buys groceries at Whole Foods. She wants to teach her kids the importance of a balanced healthy lifestyle. She goes to the grocery store once or twice a week, and gets her husband to also go when she forgets something. Amy is usually wearing workout clothes or jeans from brands like lululemon, theory and tibi. Brian likes clothing brands such as Peter Millar, Brooks Brothers and Cole Haan.

Brian and Amy try to take their family on at least one big trip a year like skiing in Colorado or relaxing in the Bahamas. They often go to their beach house on weekends and some weeks during the summer. Amy, as an interior decorator, is constantly redoing the interior of their house. They have lived in the same house for the past 12 years and do not plan on moving anytime soon. They are located just outside of the city in a wealthy suburban area, but not too far that Brian doesn't have a long commute in the mornings going to work.

Both Brian and Amy are avid readers. Reading together before they go to bed has been a tradition they have come to love. Brian and Amy both try to stay informed on current events and politics. They are part of a book club of other parents that meets once a month. Brian and Amy have gotten to be close friends with a lot of their kids' friends' parents. Since Amy can be a bit of a helicopter parent sometimes, she is glad she knows them when her kids sleep over at their friends' houses. Brian is a bit more relaxed when it comes to parenting. He lets Amy take the wheel when it comes to a lot of the smaller day to day parenting issues. Brian just goes along with some of the things Amy is passionate about like eating all organic and healthy. Brian is just happy his wife is willing to cook for him.

The last member of the family is Otis, the golden retriever. Brian and Amy got Otis after the kids begged and begged for a dog. Brian and Amy make the kids take turns walking the dog after school. They think giving the kids chores will build character and responsibility. Amy did not want the dog because she was worried he would be too messy, and she would be the one that had to clean everything up; however, she has grown to love Otis and considers him part of the family now.

Brand Image:

Organic, healthy, environmental, top-quality, friendly, family-oriented, caring, ethical

Strategy:

Increase of new customers and pasture-raised awareness. Get the market to understand the difference between terminology.

Market Research:

- Ages 36-45
- Income: \$175,000 - \$199,000
- Single Family, 5+
- Age of children 10-12
- Tech Use: Below Average

# CREATIVE BRIEF

- Affluent young families
- Foodies
- Politically conservative
- Saving for college
- PTA members

Tagline:

Pasture Raised

No Bullshit

Creative Effort:

Friendly neighbor, informative, local, straight to the point

# BRAINSTORM

## Observational Headline

### Vital Farms

Key Selling point: Vital Farms is a REAL farm, selling top-quality, pasture-raised eggs that cares about their hens and their customers

Insight: People would pay the extra money if they knew pasture-raised is better for the hens and themselves

1. Don't just buy the first carton you see
2. Cheap eggs probably aren't pasture-raised
3. Top Shelf eggs
4. **Deserves the top shelf of your frig**
5. You wouldn't raise your kids in a cage
6. **Freeer than free range**
7. Quality you can see
8. **So good you don't need salt and pepper**
9. Worth the extra dollar
10. **Once you go pasteurized, you never go back**
11. Take pride in the food you eat
12. Take pride in the food you give your kids
13. **Organic doesn't mean pasture raised**
14. Better eggs, better you
15. Do you know where your eggs came from?
16. Start thinking about where your eggs come from
17. For eating, not egging
18. **Eggs this good can only come from the pasture**
19. Eggs your excited to cook
20. You can taste the difference
21. **Don't check the price, check the label**
22. **Pasture raised > free-range**
23. **Pasture raised. Best for you, better for the chickens**
24. **Pasture raised. Its all in the name.**
25. Take the time to know the difference
26. **Don't settle for less than pasture raising**
27. **You shouldn't have to wonder where your eggs come from**
28. Real eggs, from real farms
29. Put your money in real eggs
30. Support the pastures
31. Know the labels you eat. Don't be tricked
32. Care about your vitals
33. Our hens probably get more sunshine than you do
34. They might not be able to fly, but they sure can roam

# BRAINSTORM

## Metaphorical Headlines

### Vital Farms

Key Selling point: Vital Farms is a REAL farm, selling top-quality, pasture-raised eggs that cares about their hens and their customers

Insight: People would pay the extra money if they knew pasture-raised is better for the hens and themselves

1. **Eat more eggs, not more chicken**
2. **An egg a day keep the cages away #pasture-raised**
3. **Spoil hens, not eggs**
4. **We treat our hens like the queens they are**
5. **The farm that gives a cluck**
6. **Taking the bullshit out of eggs**
7. **Hen paradise**
8. **The pasture is always greener at Vital Farms**
9. **If hens could fly, we would deliver right to your door**
10. **The farm all the hens want to be at**
11. Golden egg: treat your hens the way you would like to be treated
12. Don't be a chicken... try our eggs
13. Pasture raised are the top shelf of eggs
14. Who gets laid the most? Our eggs.
15. Don't egg with our eggs
16. The pent house of farms
17. For eating, not for egging
18. The Michelin Star of eggs
19. ~~As miraculous as a flying hen~~
20. Our ladies don't need roosters #single-hens
21. Put all of your eggs in our basket
22. Are your feathers ruffled over inhumane products?
23. Why'd the chicken cross the road? Because she could
24. Getting laid left and right. EGGS.
25. Top of the pecking order
26. The yolk of the party
27. Our ladies are raised like princesses
28. Cluck they are good
29. Who let the hens out? Cluck, cluck, cluck cluck
30. Eggs for good eggs and bad eggs



# BRAINSTORM

## FINALIST:

### 1. The farm that gives a cluck

- a. Giving clucks left and right
- b. Giving clucks since ~~xxxx~~
- c. Eggs worth clucking over
- d. Eggs that make you want to cluck
- e. Give a cluck about your eggs**
- f. Give a cluck about pasture-raised eggs
- g. Our hens give a cluck
- h. Our hens clucked for
- i. Clucking good eggs
- j. our hens know how to cluck
- k. Eat pasture raised; cluck the rest**

### 2. If hens could fly, we would deliver right to your door

- a. They might not be able to fly, but they sure can roa

### 3. The farm the gives a cluck

- a. Give a cluck about your eggs**

### 4. Who gets laid the most? Our eggs.

- a. Getting laid left and right. EGGS.**
- b. Just got laid (picture of an egg)**

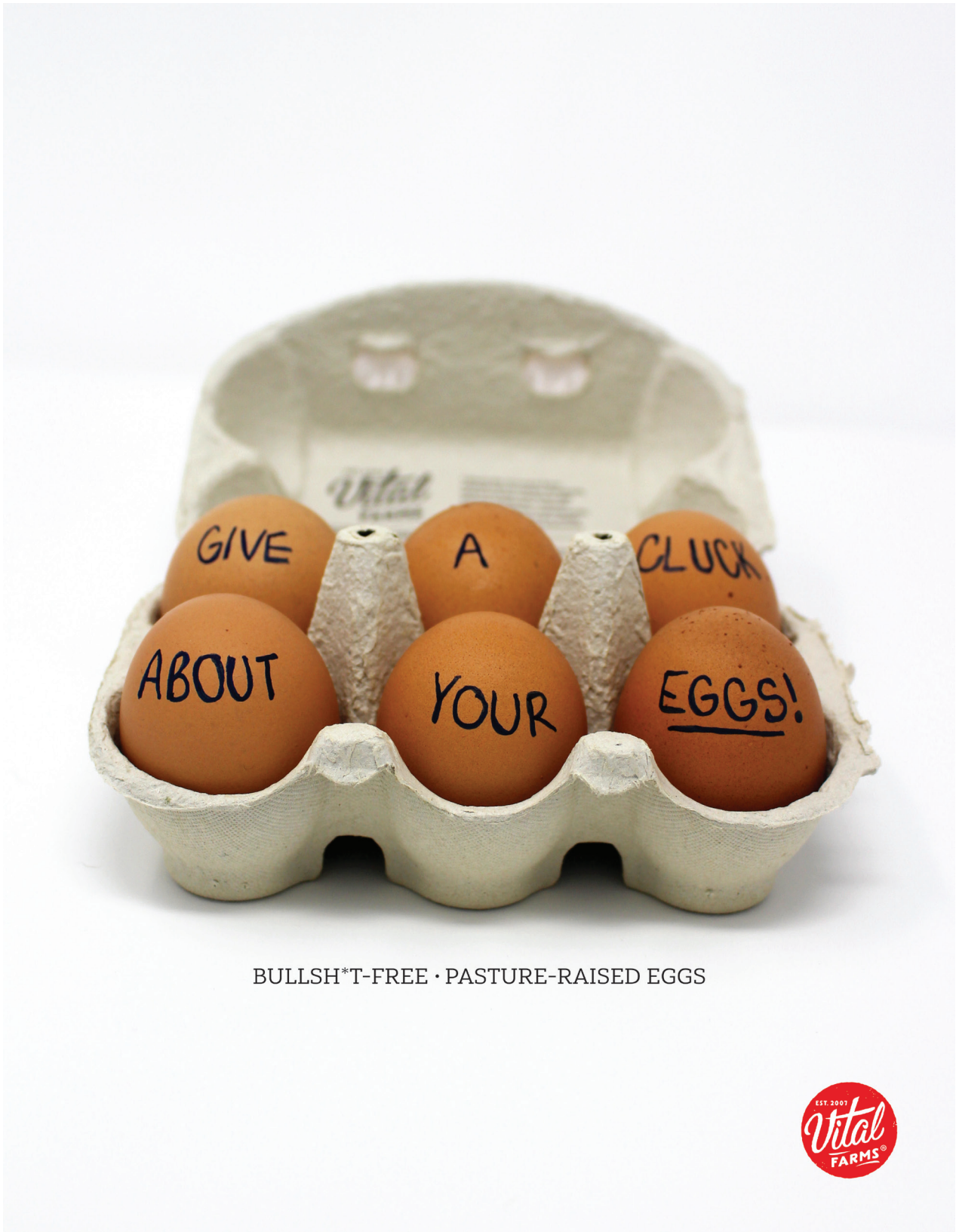
FINAL



BULLSH\*T-FREE • PASTURE-RAISED EGGS

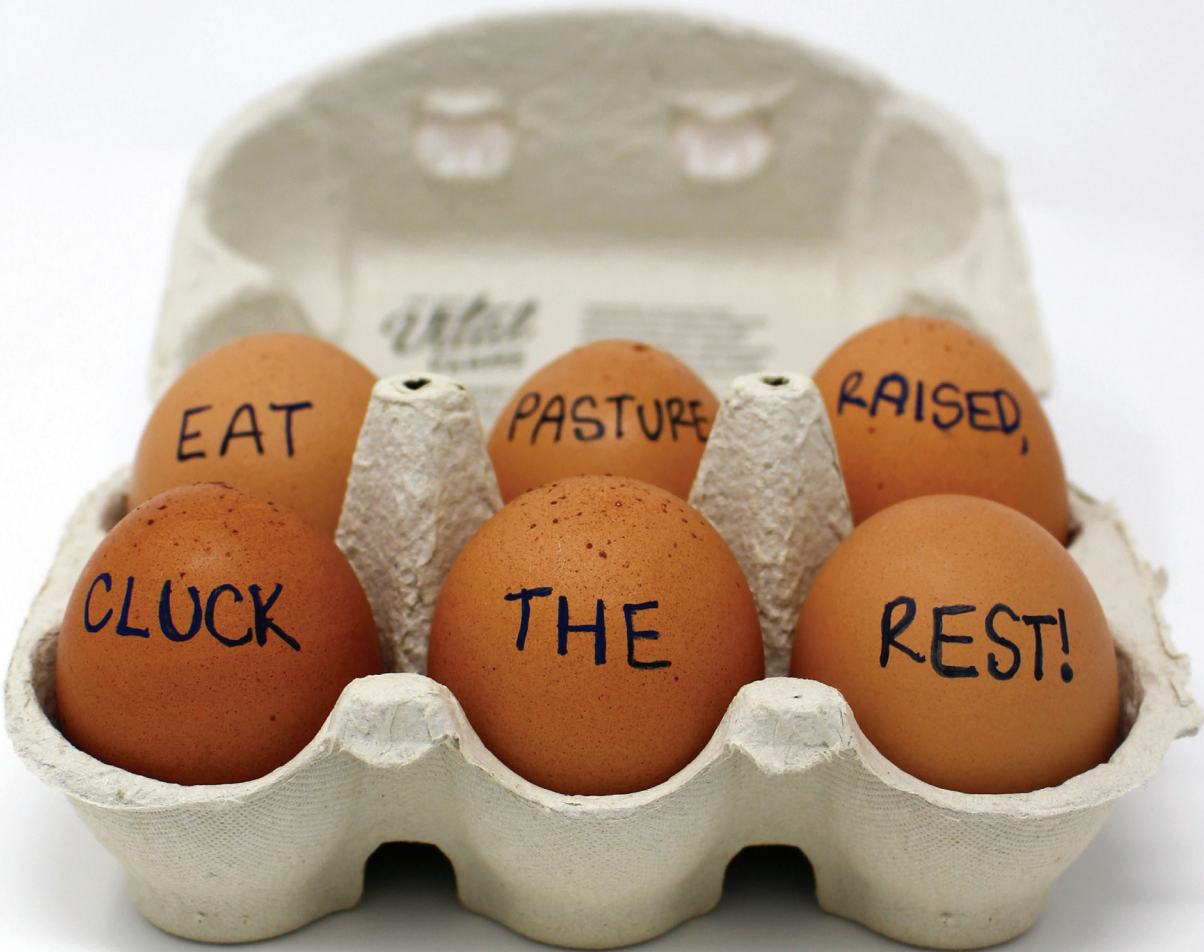


FINAL





FINAL



BULLSH\*T-FREE • PASTURE-RAISED EGGS





FINAL





FINAL





FINAL

