



CREATIVE BRIEF

TEAM NAME: N & V Advertising (Nicole Walchirk and Vivien Ulrich)
CLIENT: Honey Bunches of Oats

1. What is the objective of this advertising?

Position Honey Bunches of Oats as a viable breakfast option for college students

2. WHO are we talking to?

College students on the move who do not have a set schedule. They want a healthy, easy to prepare breakfast to give them the energy to get through each day. They want something that doesn't take a lot of time to whip up and will not go bad after a few days. Their breakfast must taste great, so they are left satisfied at any time of the day.

3. Insights about the WHO

A college student's day doesn't follow the same time frame as our day. With changing class and activity schedules, morning doesn't start at a specific time. Morning starts when they get out of bed and that can be different every day of the week. And the weekends? Who knows.

To the college student, breakfast isn't traditional. Breakfast is the first thing they eat in the morning whether it's in the dining hall or cold pizza from the night before. In many instances, there's no time for breakfast. They get out of bed, put on a hat and head out the door.

3. WHAT do we want them to BELIEVE?

A good breakfast is as easy as a bowl of Honey Bunches of Oats

4. Insight Statement *(connects the WHO to the WHAT is a way that is meaningful)*

The on-the-go breakfast for students on-the-go.

5. Primary Features and Benefits

FEATURE	FUNCTIONAL BENEFIT	EMOTIONAL BENEFIT
It is prepared quickly.	You'll be on time for class.	I'm relaxed because I got to go class early.
Healthy.	I can maintain a nutritious diet.	I can freely eat or drink whatever I want later.
Tastes good.	I don't have to overthink what I want for breakfast.	I'm happy because I enjoyed what I ate.
Easy to clean up.	I don't have to clean up the kitchen when I get back from class.	My return from class is stress-free.

6. Why they will believe us

Honey Bunches of Oats is the perfect combination of crispy flakes and tasty, crunchy granola oat clusters with just a touch of honey. Made with three kinds of whole grains, including corn, whole wheat, and whole oats.

The fiber, protein, calcium, and other nutrients in Honey Bunches of Oats will give you a healthier and happier life. Also, provides vitamin B and D.

7. Call to Action

Discover new flavors on our website, www.honeybunchesof oats.com.

8. Mandatories

Honey Bunches of Oats Logo

Slogan: "It's crunch time."



9. Deliverables

- Completed Creative Brief
- Two (2) Headline Driven Ads
- Two (2) Print Ads with copy
- One (1) Outdoor Billboard
- One (1) Environmental or Guerilla Execution
- Two (2) :60 Radio Commercials*
- One (1) :30 Video/Television Storyboard
- Social Media Execution



JUST GOT UP? WE GOT YOU.





**GETS YOU FROM
SPOON TO NOON.**



BREAKFAST WITHOUT RULES.



**YOUR CEREAL ISN'T WORRIED ABOUT THE NEXT TASK. IT ISN'T IN A HURRY.
IT IS RELAXED, AND IT'S READY WHENEVER YOU ARE. HONEY BUNCHES OF OATS
MEANS SWEET, NUTRIENT RICH BREAKFAST AT YOUR LEISURE. VISIT
HONEYBUNCHESOF OATS.COM TO BUY A WHOLE BUNCH OF DELIGHTFUL CEREAL**



SIMPLE SWEET ESCAPE.



THERE'S NO NEED TO STICK TO THE STATUS QUO WHEN IT COMES TO BREAKFAST. HONEY BUNCHES OF OATS CAN BE WHIPPED UP WHENEVER, WITHIN SECONDS. THAT WAY, YOU CAN BRING CRISPY, CRUNCHY, SWEETNESS WHEREVER YOU GO. PURCHASE ALL THE HEAVENLY FLAVORS OF CEREAL AT HONEYBUNCHESOFATS.COM.





**FOR WHENEVER
BREAKFAST STARTS**



**JUST ADD
MILK.**



NAME:	Nicole Walchirk and Vivien Ulrich
CLIENT:	Honey Bunches of Oats
SPOT #1 TITLE:	“Running Late”
LENGTH	:60 Radio

Student 1 Male VO	Hey bro, how’s it going? You want some?
Student 2 Male VO	What is that?
Student 1 Male VO	Honey Bunches of Oats. My stove broke last night, so I had to grab some cereal as I ran out the door.
SFX	Stomach rumbling.
Student 2 Male VO	That looks good. I didn’t have time to make breakfast this morning. I kept clicking snooze and the next thing I knew I was running late.
SFX	Stomach rumbling.
ANNCR (Female)	Honey Bunches of Oats a multiplicity of tastes, textures, and deliciousness for an experience that isn’t just one thing, it’s everything. Having an easy breakfast that can be whipped up whenever, within seconds, gives you a great start to your day. Honey Bunches of Oats leaves you feeling great and offers viable breakfast options, for whenever your breakfast is.
SFX	Stomach rumbling.
Student 1 Male VO	Have some cereal bro, this way you can have the energy to get through the day.
Student 2 Male VO	Thanks. Honey Bunches of Oats is definitely a new part of my day.
ANNCR (Female)	Honey Bunches of Oats. It’s crunch time.



NAME:	Nicole Walchirk and Vivien Ulrich
CLIENT:	Honey Bunches of Oats
SPOT #1 TITLE:	“Kick Starting My Day”
LENGTH	:60 Radio

SFX	Alarm Clock Ringing.
Roommate 1 Male VO	Dude, you got to wake up.
Roommate 2 Male VO	Oh my gosh, what time is it? I’m going to be late for class.
Roommate 1 Male VO	There’s no need to rush, just have some Honey Bunches of Oats. I’ll go get you a bowl.
SFX	Cereal pouring into the bowl.
Roommate 1 Male VO	Here you go bro.
Roommate 2 Male VO	Dude, that took no time and was no mess.
Roommate 1 Male VO	I bet it was good too.
SFX	Eating a bit of cereal.
ANNCR (Female)	Honey Bunches of Oats is the perfect combination of crispy, tasty flakes with crunchy granola oat clusters and just a touch of honey. Having a healthy, easy to prepare breakfast gives you the energy to get from spoon to noon, no matter what time breakfast starts.
SFX	Swooshing water (as they wash out the cereal bowl).
Roommate 2 Male VO	Who knew a good breakfast is as easy as a bowl of Honey Bunches of Oats and that I will still be on time for class.
Roommate 1 Male VO	Definitely a new way to kick start my day.
ANNCR (Female)	Honey Bunches of Oats. It’s crunch time.

CLIENT: HONEY BUNCHES OF OATS

PROJECT: :30 Television

TITLE: The Ultimate Breakfast



VIDEO: Fade in shot of Honey Bunches of Oats spilling on a countertop.

AUDIO: Upbeat, soothing melody.

ANNCR: Honey Bunches of Oat's ultimate breakfast.



VIDEO: Shot of Honey Bunches of Oats pouring into breakfast bowl.

AUDIO: Upbeat, soothing melody.



VIDEO: Honey Bunches of Oats swooshing into the air.

AUDIO: Upbeat, soothing melody.

ANNCR: Sweet.



VIDEO: Shot of woman pouring milk onto her Honey Bunches of Oats cereal.

AUDIO: Upbeat, soothing melody.

ANNCR: Crunchy.



VIDEO: Fade in shot of Honey Bunches of Oats covering the screen.

AUDIO: Upbeat, soothing melody.

ANNCR: Deliciously healthy.



VIDEO: Shot of woman eating Honey Bunches of Oats.

AUDIO: Upbeat, soothing melody.

ANNCR: Honey Bunches of Oats...



VIDEO: Fade in shot of the variety of Honey Bunches of Oats cereal.

AUDIO: Upbeat, soothing melody.

ANNCR: ...is the ultimate breakfast.



VIDEO: Title Card with Honey Bunches of Oats Logo

TYPE: It's crunch time.
honeybunchesofoats.com



Your story 9s



ORIGINAL OR W/ALMONDS?

HONEY ROASTED

HONEY ROASTED w/
ALMONDS

THIS OR THAT

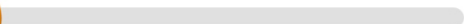




Your story 8s



BERRY DELICIOUS





Your story 5s



WHAT'S YOUR FAVORITE?

ALMOND

STRAWBERRY

HONEY ROASTED

MAPLE & PECANS



Create



Facebook



Highlight



More



Your story 8s



NEW FLAVOR

