

Creative brief

Why are we advertising

Tempt consumers to try Gray's Cookies because they are the "best tasting yet guilt free pleasure."

The logo for Gray's Cookies, featuring the brand name in white serif font on a dark red square background.

About our consumer

Our target

"Proactive Preventers," suburban working moms, 35-40, who are willing to do whatever it takes to stay healthy. They run, workout and eat right. For many, food can be a stress-reliever and escape even for people who watch what they eat.

Consumer's enemy

Temptation and guilt when they cheat.

Consumer Insights

Once consumers cheat on their diet, it puts their whole willpower at risk. "Once I give in to a cookie, I can't stop myself. They taste too good. It puts my diet at risk of collapsing. I feel so guilty."

What does our consumer think now?

While Gray's Cookies have achieved a small growing base of brand fans, most consumers remain unfamiliar with the brand and have yet to try Gray's. Those few who love Gray's, describe it as "equally good on health and taste."

What do we want consumers to do?

TRY Grays, and we know once they do, the great taste will win them over.

Tone we take with our consumers

A safe choice, honest and down-to-earth.

About our brand

Main message

With Gray's Cookies, you can do what you want and stop feeling guilty over eating a damn cookie.

Support points

Grays Cookies matched the market leaders on taste, but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Gray's once a night lost 5 lbs.

Brand Idea

Gray's are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.

Brand Assets

Story of our New England family recipe, our signature stack of beautiful cookies, and tagline "More Cookie. Less Guilt."

Our ask

Media Choices to explore

Main creative will be 30 sec TV ad, supported by event signage and in-store display. Carry idea into digital, social media and build a microsite

Writing Brief

Daniela Niemeyer



Writing Brief:

This book delves into Writing Brief. Writing Brief is an essential topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Writing Brief, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:

- Chapter 1: Introduction to Writing Brief
- Chapter 2: Essential Elements of Writing Brief
- Chapter 3: Writing Brief in Everyday Life
- Chapter 4: Writing Brief in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, the author will provide an overview of Writing Brief. This chapter will explore what Writing Brief is, why Writing Brief is vital, and how to effectively learn about Writing Brief.
3. In chapter 2, the author will delve into the foundational concepts of Writing Brief. The second chapter will elucidate the essential principles that must be understood to grasp Writing Brief in its entirety.
4. In chapter 3, the author will examine the practical applications of Writing Brief in daily life. The third chapter will showcase real-world examples of how Writing Brief can be effectively utilized in everyday scenarios.
5. In chapter 4, this book will scrutinize the relevance of Writing Brief in specific contexts. This chapter will explore how Writing Brief is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, the author will draw a conclusion about Writing Brief. This chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Writing Brief.

https://ftp.thebrandexperience.com/data/browse/Documents/toxic_materials_in_the_atmosphere_sampling_and_analysis_astm_special_technical_publication_no_786.pdf

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