
TASK.

Create a campaign that positions oysters in a new light

DELIVERABLES.

Focus Group

Creative Strategy and Plan

Magazine Ad

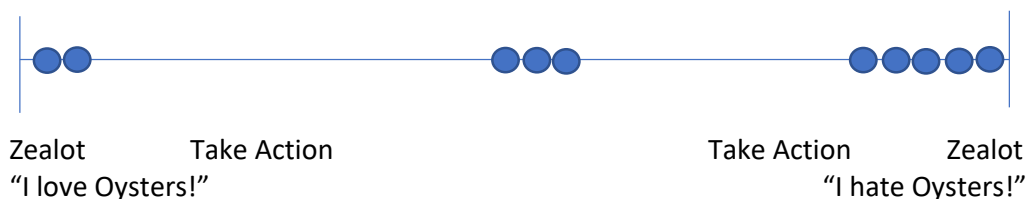
Broadcast Script

Direct Mail

Focus Group

Methodology

I conducted interviews with people of varying ages (from Millennials to Baby Boomers) and ethnicities (White, Black, Asian). From my interviews I encountered 5 participants who answered “no” and 5 who answered “yes”. Of these “yes” answers, only 2 participants were zealots in regard to their love of oysters, whereas all 5 of participants responding “no” were zealots. When I interviewed participants, I initiated the conversation by asking “do you like oysters?” Of the 10 interviewees only two hadn’t eaten oysters before. I also asked interviewees how they eat oysters, if they’d seek them out, and their feelings on the food.



Summary and Responses

Throughout the interviewing process I heard many different perspectives on oysters. Of the 5 zealots that dislike oysters, one had a developed seafood allergy that prevents them from eating oysters (which they previously enjoyed). One of the participants was vegan, and when prompted about the debate regarding oysters as a living thing, retorted that they’d never liked seafood to begin with. One zealot strongly disliked oysters based on experience and the other two based on perception. These negative zealots made comments regarding the “slimy” texture of oysters, claiming they “taste like the ocean” and “are not craveable”. Of the 2 zealots who love oysters, one indicated that they’d only recently began to eat them, as perception had caused them to avoid them previously. Three respondees had all tried oysters and enjoyed them but would not seek them out nor eat them at just any establishment.

Conclusions

One of the most telling questions of my interviews was “have you eaten oysters raw or cooked a different way?” Many of the respondents on all sides of the argument had only eaten oysters raw. Those who’d eaten them in another format mentioned that they’d never consider eating raw oysters. It occurred to me that many people opposed to trying oysters because they only think of them in their raw form. However, there are a wide assortment of ways to cook oysters, many eliminating the perceived “slimy” texture. For this reason, I have decided to build a campaign showcasing all the different ways you can eat oysters. The campaign will challenge the public and show them all the different presentations of the delicacy by questioning “if you tried haven’t tried oysters (fried), have you really tried oysters?” This campaign will tap into Faith Popcorn’s me-ess trend by encouraging consumers to find the oyster preparation compatible with their taste buds.

Creative Strategy Statement

Ads will target those hoping to reduce their risk of having a heart attack and/or stroke and present oysters as a natural and effective solution. A fact-based approach utilizing testimonials from healthcare professionals will convince these at-risk adults.

Advertising Plan

Key Fact: Heart disease and stroke are both within the top five causes of death in the U.S, and consumers nationwide are in search of a way to lower their risk of death or injury.

Advertising Problem: Those at high risk for a heart attack and/or stroke are not aware of the many benefits of oysters and how this superfood can lower their risk.

Advertising Objective: To inform those at high risk for a heart attack and/or stroke and their loved ones that oysters can reduce the risk of a life altering event thanks to its natural nutritional content.

Target Consumer: Men and women at high risk for a heart attack and/or stroke and their loved ones (demographically fall within the age of 55+) who are part of the Staying Alive trend.

Competition:

- Direct: Other foods that are dubbed “heart healthy”, or whose contents are proven to lower risk of heart attack and stroke, such as other seafood (salmon), some nuts (almonds, walnuts), leafy green vegetables, etc.
- Indirect: Vitamin supplements, medications (prescribed or over the counter such as aspirin), lack of awareness of oysters’ benefits, premature death.

Key Consumer Benefit: Target audience will feel empowered as they take a positive and purposeful step towards preventing a heart attack and/or stroke.

Support: As they age consumers become aware that they are likely to have heart complications, as nearly half of all adults in the U.S do. They also begin to witness the debilitating aftermath of a stroke close to home, as someone has a stroke about once every 40 seconds in the U.S. While many individuals in this older audience have already kicked their smoking habit with the threat of lung cancer, they are still searching for a solution that will lower their risk of heart disease and stroke. National TV, billboards, newspaper, magazine, Facebook, traditional radio

Tone Statement: Blunt yet assuring, kind hearted, optimistic

Mandatories and Limitations: Logo, slogan

YOU KNOW YOU'RE AT RISK. NOW IT'S
TIME TO DO SOMETHING ABOUT IT.



Don't let your uncertain health jeopardize your plans. Pair oysters with a healthy diet to reduce your risk heart attack or stroke. Because when it comes to family, friends or even adventure, you don't want to miss a moment.

Learn about the benefits of oysters at [nutrientsforlife.org](https://www.nutrientsforlife.org)

OYSTERS

Nutrients for life

Client: Oyster Brand
Writer: Adriana Gray

: 60 second spot "Be there"

Video	Audio
Camera opens to a backyard with kids playing A 60-something woman, Louise, stands off to the side, observing	[background music] Children's laughter and chatting
A young boy, Nate, stumbles, and the woman reaches out to catch him. He falls anyways.	Child crying
Camera pivots to inside the home to the kitchen	[background music continues]
An overwhelmed 40-year-old woman, Jodi, mixes a pitcher of lemonade as the oven behind her lets out a plume of smoke.	
Louise puts her hand on Jodi's shoulder, pointing at the stove. Jodi doesn't notice until after the stove alarm goes off.	Stove alarm blaring [background music continues]
Camera shifts to the living room, where a 40-something man, Trent, plays Jenga with two friends. Trent makes a face as he's trying to decide what block to pull.	Men say things like "come on, man" and "don't screw up"
Louise points to a steady looking block, but Trent doesn't see her. He pulls a block, which causes the tower to tumble.	Men yell "awwww!" and "you lose!"
Louise, hand on her chest, retreats to a corner of the room.	[background music continues]
The scene rewinds past the scenes with Trent, Jodi and Nate to earlier that morning. Film rolls past the family in the car, and walking out of a hospital, and pauses at a	Background music plays, but sounds jumbled, along with scrambled talking

<p>scene of Louise in a hospital bed, her family at her side.</p> <p>Jodi puts her hand on Louise's shoulder.</p> <p>Camera rewinds again, past a brief scene with Louise clenching her chest and collapsing to the floor. Camera pauses and plays on a large family dinner, with the cast and extras enjoying a meal.</p> <p>Jodi, smiling, passes Louise a platter of oysters.</p> <p>Family and friends continue to interact at the table, talking, eating and being happy.</p> <p>Camera fades out on the joyful meal scene.</p>	<p>Hospital machinery beeping</p> <p>Narrator: Don't let your uncertain health take you from those who need you the most.</p> <p>Narrator: Pair oysters with a healthy diet to reduce your risk heart attack or stroke.</p> <p>[laughter and chatter at the table]</p> <p>Narrator: Because you don't want to miss a moment.</p>
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April 9, 2019
4000 Central Florida Blvd,
Orlando, FL 32816

OYSTERS

Nutrients for life



407 027 3020
adriana@nutrientsforlife.org

Dear Joan,

We know you have a passion for life, for friends and family, and for the prospect of what is to come. We also know your health has been uncertain and has clouded your vision of the future.

Being at risk for a heart attack or stroke is a cause for concern, but oysters can help bring clarity. Packed with natural nutritional content, oysters work with your body and a healthy diet to keep you on your feet. Recommended by doctors, oysters are the superfood solution you've been looking for to lower your risk. Being present for the moments that matter most is possible with oysters.

Ready to take a positive and purposeful step toward improving your health? Send your reply postcard for a free educational guide detailing how to incorporate oysters into your diet.

Sincerely,

Adriana Gray
President

P.S: Check out nutrientsforlife.org for more information on the nutritional makeup of oysters and step-by-step recipes!