

## THE RICHARDS GROUP CREATIVE BRIEF

People don't like advertising. People don't trust advertising. People don't remember advertising.  
How will we engage them?

### *Why are we advertising?*

Dave's Killer Bread is the number one organic bread that bears a challenger brand spirit; a heartening, gritty story; and a *killer* line of products to boot. Despite it's being the organic category leader, few people can name Dave's – a result of the recent bolstering of distribution by Flowers Foods. While Dave's might not be for everyone, we are for anyone. So let's officially introduce Dave's to folks and catapult the brand into a beloved household name nationwide.

### *Whom are we talking to?*

*Consumers who give a damn about the products they buy.* They read labels and aim to make nutritious choices, but they aren't sticklers about it. In the end, they will never sacrifice taste. The products they bring into their home are largely decided by a brand's philosophy – mission, integrity, point of view, etc. Seeing a product in their pantry that they made a mindful decision to buy incites a moment of pride for these conscious consumers.

### *What do they currently think?*

"Bread is boring. Rows of homely brands with nutritionally sparse, look-alike loaves. The ones that are relatively better for you taste like cardboard – why bother?"

### *What would we like them to think?*

"I can see the difference. Dave's is loaded with great stuff, and it looks and feels heartier than other brands – baked by a company with a legitimate purpose. I'm proud to put Dave's Killer Bread in my cart."

### *What is the single most persuasive idea we can convey?*

Breaking the rules for good.

### *Why should they believe it?*

*Dave's doesn't stop until they make things great.* Every Dave's product is hearty; flavorful; non-GMO; and full of protein, fiber, and whole grains – you never have to sacrifice killer taste for power-packed organic nutrition. Driven by purpose, Dave's proudly challenges societal norms by championing Second Chance Employment of people with criminal backgrounds and educates other companies on the value of intentionally employing this part of our population.

### *When and where is the target most receptive to our message?*

Nearly half of bread brand purchase decisions are made at shelf. It's our job to get "Dave's" on their shopping list before they ever enter the store. We'll use TV, digital video, digital banners, and print as proof of concept.

### *Are there any creative guidelines?*

Brand personality: Rebel with a conscience

Strong brand imagery: eye-catching color band, off-the-wall name, unexpected toppings, guitar-wielding Dave logo

CLIENT FLOWERS FOODS INC.	JOB NO.	CLIENT	PLANNER	CREATIVE	BRAND MGR	MEDIA
JOB TITLE	DATE 09/15/20		KD/KP			