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SMAD 342 MP1

Drizzilicious Campaign

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THE PROBLEM

Empty nesters have little recognition of the Drizzilicious brand

Many view “sweet” snacks as either unhealthy indulgences or bland health foods

They crave treats, but feel guilty about snacking while trying to prioritize exercise and cleaner eating



CREATIVE BRIEF

Audience: Empty nesters ages 50–65, entering a new stage of their life with more time and disposable income

Objective: Increase in-store foot traffic by 15% during Drizzilicious' retailer promotional period of 6 weeks

Current Position: “Better-for-you” means BORING

Desired Position: Drizzalicious fits seamlessly into an empty nesters new routine

Market Opportunity: A need for a snack that delivers flavor and fun without the guilt

RESEARCH INSIGHTS

Empty Nest Lifestyle: Ages 50–65 with more “me time” and disposable income, increasingly focused on self-care, exercise, and cleaner eating

Primary Research - Store Visit: Drizzilicious is placed near the bakery section, adjacent to other brands of rice cakes and bread

Smart Shoppers: 65% use smartphones to research products, but remain highly responsive to in-store promotions, local print, and OOH ads

Category Competition: PopCorners, Quaker Rice Crisps, and KIND Snacks dominate shelf space but usually position as either healthy or indulgent - rarely both



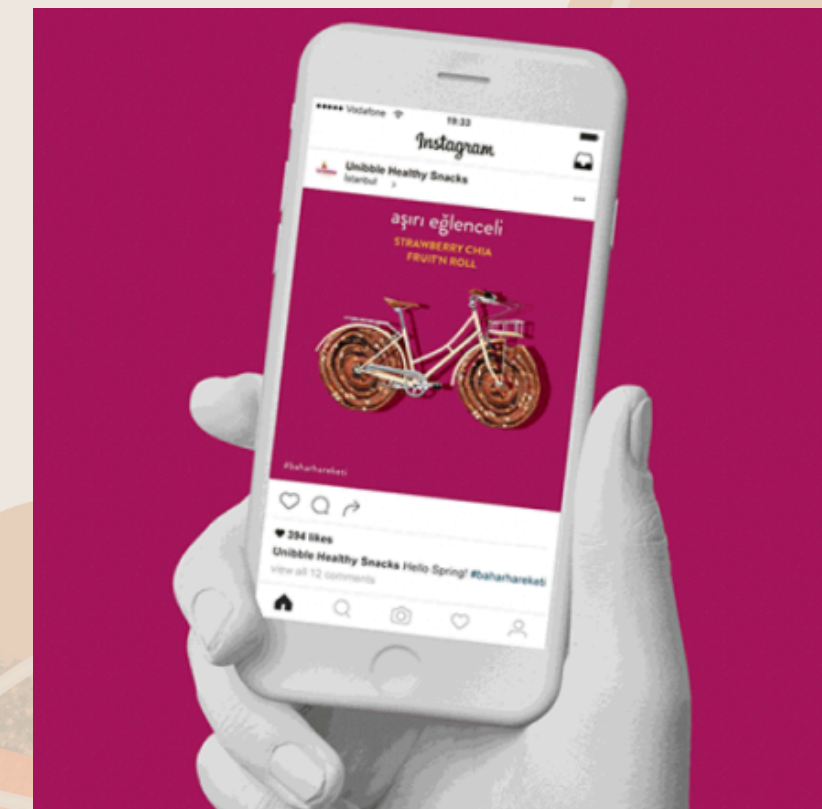
CREATIVE APPROACH

Big Idea & Slogan: Indulgence without compromise; “Sweetness, Simplified.”

We want to show empty nesters enjoying their **new freedom** → more time for fitness, travel, and self-care

We positioned Drizzilicious as the **guilt-free treat** that fits into this new active, balanced lifestyle

We utilized **playful, upbeat visuals** in order to merge activity & health in every execution





MAGAZINE DELIVERABLE MOCKUP



OOH DELIVERABLE MOCKUP



BILLBOARD DELIVERABLE MOCKUP



CAMPAIGN TOUCHPOINTS

Billboard:

- High-impact OOH ad to drive mass awareness in suburban areas
- Connects leisure, wellness, and guilt-free indulgence

Magazine Ad:

- Appears in health and lifestyle magazines targeting mid-life adults
- Connects Drizzilicious to mindfulness, balance, and self-care moments

Airport OOH:

- Reach active, travel-minded empty nesters in high-traffic terminals
- Positions Drizzilicious as a portable, guilt-free indulgence for life's journeys



WHY THIS WILL WORK

1. Clear Need
2. Emotional Connection
3. Memorable Visuals
4. Multiple Touchpoints
5. Simple Message

TIMELINE

Research & Strategy (2-3 weeks): Audience insights, defining campaign direction

Concept Development (2 weeks): Brainstorming, sketching, mockups

Creative Production (3-4 weeks): Ad design/creation, copy development

Campaign Launch & Evaluation: Ads are live, track in-store engagement for potential second wave or seasonal refresh after the first 90 days



EXPANDING THE CAMPAIGN

Possible Partnerships:

Partner with leisure or active lifestyle brands, such as Athleta, to expand product promotion and the campaigns emphasis on activity

Partner with airlines to promote the product on flights or within relevant airports

Utilize popular social media platforms among empty nesters (Instagram & Facebook) to drive engagement even more



CREDITS

Collaboration:

Group effort - ideas often started with one person and grew as we refined them together
Final ads reflect shared creativity and group decision-making

Roles:

Holly (Strategist) - focused on developing the campaign direction

Emily (Art Director) - visual design, refining ad mockups and layouts

Jared (Copywriter) - crafted headlines and copy, shaping tone of campaign

Image Creation:

We utilized ChatGPT and Gemini to create images and completed all editing in Canva
(both the ad mockups and images featured within the ad)

The Drizzilicious logo and product images were sourced from Google Images





THANK YOU!

Questions?