**Vanessa Collado**

**Creative Brief**

**Campaign/silk milk**

**ADV 263 Advertising Copy and Design**

**November 8, 2012**

**Creative Brief**

**What do we want to accomplish?**

What I’m trying to accomplish is that vegan people see that there is option for them when it come about milk. Silk milk is another dairy-substitute products, including that is a healthy and it come out of soy been. I want them to believe that silk milk is their milk.

**Whom are we talking to?**

We are talking to vegan people in which don’t consume any type of product that comes out of animals.

**What do they think now?**

People that are not vegan believe that all milk is the same, and all milk provides the same. However vegan people might think that there is not other option when it come about milk, that there is no other way to get the nutrients.

**What do we want them to think?**

I want them to thinks that this is their best choice when it comes about milk this should be something that they need to relay on, when it comes about healthiness in the family. I want them to put this brand in their mind when it comes to healthy choices.

**Why should they think this?**

This product is an environmental friendly, and this is a product that will provide the same items that regular milk provide and even more benefits. I want them to think of the importance of being healthy and getting all the nutrient that they need, with killing an animal.

**What is our message?**

Our message is that they should be different and experiment some changes in they daily routine.

The strategy statement

We want to be the first brand and choice when it comes to costumers mind. We want to encourage people to buy this product. Increase the comprehension of a healthier imitation of milk product. We exist to satisfied people that are vegetarian and don’t consume animal products. I would like to talk to vegan people that were milk lovers, know there is a choice for them. Also, to show that silk milk is the greatest and healthier milk in the US. This milk is zero cholesterol, and absolutely no lactose and a dose of optimism.