

The logo features the word "Tupperware" in a bold, black, sans-serif font, with a registered trademark symbol (®) to its upper right. Below it, the tagline "TIME TO DO." is written in a pink, all-caps, sans-serif font, with wide letter spacing. The entire logo is centered within a white circle.

**Tupperware**<sup>®</sup>  
TIME TO DO.

**PRESENTED BY: ASHLEY ARENAL, SYDNEY HUBERMAN,  
JORDAN HUGUES, AND AMANDA NELSON**

## Creative Strategy Statement

Ads will target professional Millennials and demonstrate the benefits of cooking from home and meal prepping with Tupperware. A nostalgic depiction of the benefits will convince them.

### Advertising Plan

**Key Fact:** Millennials are working more hours than previous generations and neglect to spend time at home cooking and meal prepping with their families. There is a direct correlation between work hours and perceived time to healthy eating among adults.

**Advertising Problem:** Eating out is a convenient option for young professionals. Consumers also have limited knowledge of the time and money-saving benefits that come from cooking and meal prepping at home.

**Advertising Objective:** To illustrate how meal prepping with Tupperware can save people time and allow them to do more of what they care about.

**Target Consumer:** Men and women who are 25 to 34 years old and working professionals eager to practice healthy eating habits and identify with the 99 Lives and Cocooning trends.

**Competition:** Sistema, Rubbermaid, pre-packaged food from grocery store, fast food, frozen meals

**Key Consumer Benefit:** Working Millennials will ultimately save time by meal prepping from home and using Tupperware to save their food for another meal.

**Support:** A research study conducted by the National Institute of Health found that the majority (79%) of the sample worked 20 or more hours per week: 25% worked 20 to 39 hours, 33% worked 40 hours, and 21% reported working more than 40 hours per week. 60 second TV, full color magazine, website, outdoor.

**Tone Statement:** Sentimental, encouraging and convincing

**Mandatories/Limitations:** Logo, slogan, legal disclaimers



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# RESEARCH SUMMARY

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## HISTORY

If you peeked into a suburban living room in the 1950s, you might see a group of women in funny hats playing party games, tossing lightweight plastic bowls back and forth and chatting about their lives as they passed around an order form for Tupperware. Since then, Tupperware has made its way into department stores and is now publicly traded and thrives on the global market. Sold in almost 100 countries, Tupperware allows you to buy sustainable, innovative kitchen products that are perfect for your home or on the go.



## LET'S SET THE SCENE

When you walk into a corporate office, you'll find a wide variety of demographics and consumer behaviors. You will see that many are overworked, spending long hours at the office. A third are working 40 hours per week and 21% are working more than 40 hours per week. Those who work more than 40 hours a week are nonstudents. These individuals are more focused on their time at work than they are about what they consume for lunch, providing a direct correlation between work hours and perceived time to healthy eating.

## WHAT IS "EATING ON THE RUN?"

According to the New York Times, "eating on the run" is a trend of seeking out pre-made food or food prepared by someone else that was expected to happen. For many of us, it is very convenient to eat food that has been prepared by another person, which saves us time with cooking and prepping. This brings up the trend of grazing, snacking, browsing, or noshing. Some call it eating, as opposed to dining. During their day, professionals will snack so they can focus more on their work and get more done.

## A PROMISING FUTURE

Now more than ever, Millennials love to cook at home. Over half of 18 to 34-year-olds say they do all or most of the food prep in their home. Three in five would rather cook and prepare a meal at home than go out to eat or order food. While two in five say they're cooking more now than they did last year. This is beneficial because we now know cooking from home motivates them.

### HOW TO MEAL PREP

Millennials have found different ways to meal prep. The most effective way is to buy a set of Tupperware that includes a variety of sizes, you'll always have the right container. Tupperware allows you to store, reheat in the microwave, and eat right out of the same container. While the drive-through may seem to promise you a variety of easy meals, nothing compares to making your taste buds and your wallet jump for joy.

### WHY TUPPERWARE

We know eating out is a convenient option for Millennial professionals. It makes them feel as if they're saving time by not cooking at home. We also know consumers are unaware of the time and money-saving benefits that come from cooking and meal prepping at home. We want to focus on the activities these Millennials will be able to do with the time they will be saving by meal prepping with Tupperware. When someone goes on their lunch break and opens their Tupperware filled with homemade food, they're reminded of all of the great people and things they have waiting for them at home. The sense of community, the time and money-saving benefits that come with meal prepping prove that using Tupperware should be a staple in every working Millennial's routine.



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# MISSING OUT MILLENNIALS

Gone are the days of Millennials being self-centered and frivolous. They've learned the inevitable truth that after you graduate college, life stops feeling like a coming-of-age movie. It's time for them to start getting serious. Bottomless brunches, music festivals in the desert and spending too much money on the perfect outfit for Instagram are things of the past. Now they're spending too much time at the office and too much money ordering Postmates for lunch.

These Millennials' careers are thriving, but at what cost? They actually enjoy cooking, but have no time for it. They see more of their co-workers than their partners and kids at home. And despite their entry-level salary, they're paying for the same boring, overpriced salad every day at lunch. Could one simple switch help these Millennials beat the fear of missing out for good?



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**Video**

A millennial woman is standing in a kitchen. On the kitchen island in front of her, there's a variety of fresh and delicious looking ingredients. She delivers the line directly to the camera.

She begins to prepare the food as she speaks. Chopping vegetables, seasoning protein, mixing sauce in a bowl, etc. As each of these are read, we show a clip of a different millennial doing a related activity.

Someone attempting a new hobby like painting.

Someone is taking a selfie with the Eiffel Tower.

Two people cooking together.

A group of friends holding shopping bags at the mall.

Someone reading a book by the pool.

A couple sharing a kiss outside of someone's front door

A man shopping for an engagement ring.

A group of friends taking shots at a bar.

Someone is hungover, taking Advil and drinking water.

A couple watching TV on the couch.

Someone is reading a bedtime story to a child.

The narrator now has a completed meal. One serving is on the plate in front of her and she's putting the rest in Tupperware. She closes the container and we hear the satisfying snap close.

**Audio (VO is done by a female narrator.)**

**VO:** Are you spending too many late nights at the office? And how many times this week have you ordered the same thing for lunch? It's time to change.

**VO:** When you meal prep with Tupperware, you save money and eat better. You have more time to do the things you care about.

**VO:**

Time to try something new.

Time to travel.

Time to cook.

Time to shop.

Time to relax.

Time to date.

Time to save.

Time to party.

Time to recover.

Time to watch.

Time to be there.

**VO:** So what are you waiting for? Spend less time at work eating boring lunches. Use Tupperware and have time to do more. Go to [timetodo.com](https://www.timetodo.com) to get started.

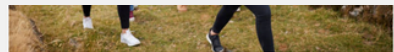
**SFX:** Exaggerated sound of Tupperware closing.

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# Time To Do With Tupperware

From recipes to starter kits, we've got you covered. Spend less time at work eating boring lunches when you could be enjoying stress-free and healthy meals from home. Use Tupperware and have time to do more.



## Contact Us

First Name

Last Name

Email \*

Write a message

Submit

## Navigation

Time to Do

Time to Prep

Time to Share

Time to Shop

# TIME TO PREP

## Recipes for Meal Prepping

Meal prepping with Tupperware gives you time to do what makes you happy. Time to try that recipe you saved months ago, time for more date nights, time for more bedtime stories with your kids, time to binge that new Netflix show and time in the kitchen with the people you love. Not to mention, with the money you save by bringing your own lunch to work, you could go on a spontaneous road trip, buy another round at the bar or even save for an engagement ring.

### Chicken Teriyaki Stir Fry with Homemade Sauce

#### Ingredients

##### FOR THE TERIYAKI SAUCE

- 1/4 cup soy sauce
- 2 tablespoons Mirin (sweet rice wine)
- 1 tablespoon honey
- 4 tablespoons brown sugar
- 1 garlic clove, minced
- 1/4 teaspoon ginger paste or ground ginger powder
- 1/2 tablespoon corn starch

##### FOR THE STIR FRY

- 1 lb chicken breast, cut into bite sized pieces
- 2 cups cooked, white rice
- 8 ounces broccoli florettes
- 2 carrots, peeled and cut into bite sized pieces
- Sesame oil, extra virgin olive oil, soy sauce, mirin
- Sesame seeds, fresh sliced chives for garnish



#### Instructions

1. Make the sauce: In a small bowl, mix together corn starch and 1 tablespoon of water to make slurry. Set aside. In a small pot, whisk together all ingredients and 2 tablespoons of water until combined. Bring to a boil and lower heat to a simmer. Whisk in the corn starch slurry and cook 1-2 minutes, until thickened. Set aside in a warm place.
2. In a steamer set, steam broccoli and carrots over boiling water for 4-5 minutes, until tender with a little bite. Toss with a splash of soy sauce and mirin. Set aside in a warm place.
3. Cook the chicken: In a large skillet, heat 1 teaspoon of sesame oil and 1 tablespoon of olive oil over medium high heat. Add diced chicken and cook until golden and cooked through, about 5 minutes. Pour half of the teriyaki sauce over the chicken and cook 1 more minute.
4. Assemble the Tupperware: Add equal amounts of rice to each container. Top with broccoli, carrots, and chicken. Drizzle with remaining teriyaki sauce, sesame seeds and chives (optional).

### Sheet Pan Salmon with Asparagus and Broccoli

#### Ingredients

##### PROTEINS AND VEGETABLES

- 1 1/2 lb salmon, cut into 4 equal pieces
- A dash of salt
- A dash of pepper
- 10 oz. asparagus
- 8 oz. broccoli
- Sesame oil
- Sesame seeds



#### Instructions

1. Preheat the oven to 400°F. Bring salmon to room temperature.
2. Slice salmon into equal-sized pieces, rinse and pat dry then season with salt and pepper. Trim asparagus and broccoli.
3. Brush a sheet pan with sesame oil
4. Place asparagus and broccoli on the sheet pan, drizzle with sesame oil and toss to coat well. Spread out in a single layer on the pan to ensure even roasting
5. Place salmon pieces, skin side down, on the baking sheet
6. Bake for 15-18 minutes. Cooking time will depend on the thickness of the salmon
7. Salmon should be cooked to an internal temperature of 140°F and the asparagus and broccoli should be fork tender
8. Remove from the oven and leave everything on the pan for 5 minutes.
9. Place in Tupperware containers and sprinkle salmon sesame seeds.



## Zucchini Pasta with Lemon Garlic Shrimp

### Ingredients

- 4 medium zucchini
- 1.5 lb approx. 30 raw shrimp, peeled and deveined
- 2 tbsp olive oil
- 4 garlic cloves, finely chopped
- 2 tbsp butter
- 1 lemon, juice and zest
- 1/4 cup white wine, or chicken broth
- 1/4 cup chopped parsley
- Pinch of red pepper flakes
- Salt and pepper, to taste



### Instructions

1. Wash and cut the ends of the zucchini. Using a spiralizer, make the zucchini pasta. Then, set aside.
2. Heat the oil in a large pan over medium-high heat. Add the shrimp in one flat layer and sprinkle with salt and pepper. Cook for one minute without stirring, so the bottom side gets a little crispy.
3. Add the chopped garlic, then stir the shrimp for another minute or two to cook the other side. Use a large spoon or tongs to remove the shrimp to a plate.
4. Add the butter, lemon juice and zest, red pepper flakes and white wine to the pan. Bring to a simmer for 2-3 minutes while stirring.
5. Stir in the parsley, then add the zucchini pasta and toss for 30 seconds to warm it up. Add the shrimp back to the pan and stir for another minute. Serve immediately.

### Contact Us

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Email \*

Write a message

### Navigation

Time to Do









Time to Prep









Time to Share

# TIME TO SHOP

## Start Saving Now

Easily prep, store and bring your lunch to work with a variety of stackable Tupperware containers. We have Tupperware to meet all of your food storage needs and make meals stress-free.

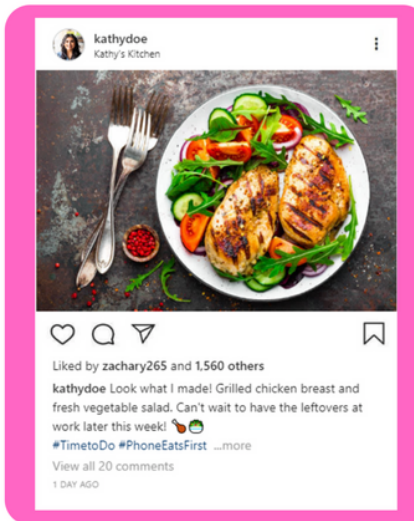
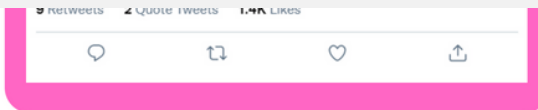
 <p><b>BIO WONDER+ LARGE BOWLS</b> ★★★★☆ (1) Review \$29.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>SNACK STORE+ CONTAINER</b> ★★★★☆ (1) Review \$20.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>ROUND CONTAINER</b> ★★★★☆ (1) Review \$21.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>FREEZER MATES+ PLUS SMALL SHALLS</b> ★★★★☆ (1) Review \$35.00</p> <p><a href="#">VIEW PRODUCT</a></p>
<p><b>LIMITED OFFER</b> <b>SALE</b></p>  <p>\$29.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p>\$20.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p>\$21.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p>\$35.00</p> <p><a href="#">VIEW PRODUCT</a></p>

<p><b>LIMITED OFFER</b> <b>SALE</b></p>  <p><b>CRYSTALUM+ PLUS 2 QT</b> ★★★★☆ (1) Review <del>\$14.00</del> -<del>\$48.00</del> \$29.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>CRYSTALUM+ PLUS 2L CUPBRO ML ROUND</b> ★★★★☆ (1) Review \$20.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>CRYSTALUM+ PLUS 4 CUPFL RECTANGULAR</b> ★★★★☆ (1) Review \$21.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>CRYSTALUM+ PLUS 4 PC SET</b> ★★★★☆ (1) Review \$35.00</p> <p><a href="#">VIEW PRODUCT</a></p>
 <p><b>CRYSTALUM+ PLUS 3DISH DISH</b> ★★★★☆ (1) Review \$23.00</p> <p><a href="#">VIEW PRODUCT</a></p>	<p><b>LIMITED OFFER</b> <b>SALE</b></p>  <p><b>CRYSTALUM+ PLUS SOUP MUG</b> ★★★★☆ (1) Review \$20.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>MODULAR MATES+ SQUARE 16LB LK</b> <del>\$14.00</del> -<del>\$49.00</del> \$20.00</p> <p><a href="#">VIEW PRODUCT</a></p>	 <p><b>FREEZER MATES+ PLUS LARGE SHALLOW</b> \$30.00</p> <p><a href="#">VIEW PRODUCT</a></p>

# TIME TO SHARE

Join the #TimeToDo conversation.

We want to hear how you're making the most of all of your time to do more. Use #TimeToDo to connect with other meal preppers and for a chance to be featured on our website.



# What can meal prepping with Tupperware give you? **Time.**



They say money can't buy happiness, but it can buy you Tupperware. And meal prepping with Tupperware gives you time to do what makes you happy. Time to try a new recipe, time for date nights, time for bedtime stories with your kids, time to binge a new Netflix show and time in the kitchen with the people you love. And with the money you save by bringing your own lunch to work, you could go on a road trip, buy a round at the bar or save for an engagement ring. Spend less time at work eating boring lunches. Use Tupperware and have time to do more.

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# What can meal prepping with Tupperware give you? **Time to Relax.**



Meal prepping with Tupperware gives you time to do more of what you care about.

**#TimeToDo**

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