

JOUR 3055- Peeps Creative Package

Item 1- Creative Brief

Client - Peeps

Key Objectives of the campaign - We want to increase Peeps Marshmallow awareness- outside of holidays- by 5% in the next year, starting after Easter.

Situation Analysis – Peeps Marshmallow is an iconic candy that was introduced by Just Born Quality Confections in 1953. The original Peeps were produced with wings but were soon clipped off to speed up the production process. The most popular (and original) color is yellow but in the '90s white, pink, blue, and lavender were made available. They have evolved into the iconic candy they are today by adapting their original chick for relevant holidays. The most popular and recognizable is the Peeps bunny Marshmallows for Easter. Recently Peeps has decided to market their Marshmallows to Millennial moms with their marketing campaign "Peepsonality", showcasing different ways to use Peeps at home. Using Instagram lives and reels they used cooking influencers different recipes using Peeps. They even collaborated with Rice Krispie Cereal in their colorful Rice Krispie treat recipe. Peeps marketed these DIY recipes to millennial moms as a way to implement the use of Peeps Marshmallows in kid-friendly activities.

Target Market - A mixture of "White Picket Fences" and "Fast-Tack" families, specifically moms. The age range is 28-36. They have their high school diploma, maybe a college degree. They may be home-makers or are currently taking a break from working full-time. They may indulge in Peeps when they pick through their kids' easter baskets or Halloween baskets. A new wave of moms, the "millennial mom influencer."

What do we know about them and how do they think? (psychographics)

These moms are heavily involved in their children's schedules. They are constantly on the go and keeping up with their kids' extracurricular schedules. They value family time and use Pinterest to keep their kids entertained with new DIYs. They are PTA moms who bring in special- gluten-free- treats for the kids and teachers. They go to their kids' sports games and provide drinks and snacks. They take Christmas pictures every year. They live for their kids to have fun and have enrichment. At the same time, they also want their kids to be healthy but enjoy having a nice and sweet snack just like they did when they were kids as well. They want to feel that feeling of togetherness and family so the moms buying Peeps marshmallows is a great way for them to truly get that feeling of nostalgia and family back. They often share memorable moments with their kids and family on Facebook or Instagram.

How do they hold the brand in their mind? – They are familiar with Peeps. They know them to be most popular during the Holidays. They don't typically buy any as a treat outside of the holidays (Easter, Christmas, Halloween).

How do we want them to hold the brand in their mind? How do we want them to think about the brand? We want them to think that Peeps are more than just candy for Easter, Halloween, or Christmas. They are a sweet treat for any time of the year and can be enjoyed by themselves, in rice Krispies, s'mores, homemade ice cream, etc.

IMC elements -

- 3 Magazine Ads
- Outdoor billboard
- Ambient ad
- One 30 sec Tv Spot
- Social media campaign (months' worth of posts)

Brand Personality - Peeps is a friend that is always bright and fun. They are always in a good mood and bring you joy in unexpected ways.

ONE idea - Peeps are the treat that I can count on to be a sweet and delicious addition to my kids' life.

Benefit - My kids will think I am the best mom ever when they see that bright yellow Peeps package.

Feel, Think and Do -

Feel- Moms will feel fun when they buy Peeps for their kids. Moms will feel nostalgic for a time when they were kids and ate Peeps.

Think- Moms will think they are the coolest mom ever when they bring Peeps instead of marshmallows to make s'mores on their family camping trip. Moms will think of a time when they regrettably only bought Peeps on holidays.

Do- Use Peeps instead of marshmallows for DIY recipes. Give their child a Peeps marshmallow when they are begging for dessert.

Call to Action - Create a moment with Peeps.

Creative Guidelines What are they? Possibly create a nostalgic feeling for moms who used to enjoy Peeps as a kid. Don't let the iconic marshmallow be reduced to holidays when they can be enjoyed all year round.

Item 2- SWOT & Analysis

SWOT & Analysis

Strengths

- Peeps are a well-known brand
- Continuously creating new designs/flavors
- Customizable Packaging options
- Strong Brand Identity
- Have been a popular holiday candy for over 60 years
- DIY Cooking videos
- Influencer presence on social media platforms.
- Collaborations with other known candy products such as "Hot Tamales"
- Bright Colors that attract the eye
- Prop Candy
- Gluten & Fat-Free

Weaknesses

- Lowered Production due to Pandemic
- Health concerns (Sugar)
- Viewed as a seasonal candy
- Previous Advertising
- Workers going on Strike in 2016

Opportunities

- Becoming an everyday candy.
- Even more designs, possibly animal shapes beyond Chicks & Bunnies.
- Focus on all holidays rather than just Easter, Halloween & Christmas.
- Promoting after Easter
- Promoting World Peep eating competition.

Threats

- Candy companies such as Reeses, Hershey, and Snickers -not only sell seasonal candy but are a popular everyday treat.
- Lots of competition.
- Possible shortages in the supply chain due to global events.
- Healthier candy options
- Possible Allergens when making new flavors

Analysis:

Peeps are a brand that has been around for over half a century. There is a strong following of the holiday candy from parents who grew up eating peeps. Now using social media to attract parents who like DIY cooking activities to incorporate Peeps into their arsenal. These people are also buying peeps to give to their kids. Peeps are starting to expand flavors by collaborating with other brands. Flavors such as Coffee, Hot Tamales, and Cotton Candy. Peeps have also added a way to customize a flavor box so the customer is able to mix-n-match between the many flavors.

In 2020 Peeps production took a hit as the Covid-19 pandemic took its toll worldwide. That is the last time production has been altered and Peeps have been producing like normal since. Unfortunately, Peeps are mainly considered to be seasonal candy during the Easter holiday. There are many big competitors in this field that are considered everyday candy. Peeps are not one of those companies, yet. However, making peeps known to be available in the months following Easter will grant big opportunities.

Item 3- Market Profile



Sharon Peterson is a 32-year-old real estate agent who makes \$55,000 per year. Sharon loves to do family activities or any activities that pertain to being with her family or most specifically her children. Before graduating from the top high school in her district in 1984, she used to intern at an insurance company. Sharon has two kids with her husband, Jake Peterson, who is a lawyer and rakes in \$120,000 a year. The kids' names are Derek, 9, and Alex, 11. Because Jake has such a time-consuming job, the entire family only ever gets together on school days/nights, however, Sharon always attends the PTA meetings or sports events, and even then it doesn't feel like enough time to spend with each other, the reason being that the family will oftentimes cook with one another while also having the kids assist with the recipes. Sharon absolutely loves this part of the family time due to the fact that when she was

younger she also did this along with her sister, Kate, and would assist their grandma in the kitchen. Of course, having a big family means having a big house, so the Petersons live in a two-story house where the parents are downstairs while Derek and Alex have separate rooms. The Petersons live in a 3-acre property in the very center of Flower Mound and Highland Village. They also make their everyday lives known on social media such as Facebook and Instagram oftentimes doing weekly posts about a certain activity that they get to do together. Sharon often gets her weekly family activities straight from Pinterest.

Item 4- Statement Strategy

My Client, Peeps, wants to increase Peeps Marshmallow awareness- outside of holidays- by 5% in the next year, starting after Easter. Our target market, a mixture of "White Picket Fences" and "Fast-Track" families, specifically moms, range in age from 28-36 years old. These women have it all, a family and a career. They work hard to continue getting to work hard and be there for their families.

For our advertising campaign strategy, we want these women to know how incomplete their holidays are without the delicious Peeps marshmallow candies to not only sit in their holiday baskets but in their hearts and home too. Research, along with current campaigns such as "Peepsonality", prove that Peeps can be used in a variety of ways, on a variety of occasions... not just Easter. With this, we have chosen the "Peep Obsessed" strategy.

With this strategy, we hope to show our target audiences that you truly can have it all with Peeps. We'll show this with the exemplification of the many ways Peeps can be used, not just as a tasty snack.

Positioning Statement

To the millennial mom influencer, Peeps are the must-have addition to Insta-worthy DIYS for her kids.