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Authentic, Organic Change

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ADPR 323 Final Presentation

Assignment

Create a thoughtful, inspiring campaign with a consumer insight and creative executions for Kashi.

Why are we advertising?

We want to increase **awareness** that Kashi has a real commitment to the earth and stands for more than cereal and granola bars. When Kashi comes to mind, people should think about how environmentally active and responsible Kashi is.

Who are we talking to?

Recent graduates & young professionals (age 22-34) that are starting to navigate the world. They are able to take greater risk financially, which includes being selective in their diets. Their jobs consume many of their resources, but they are still searching for something that aligns with their values, figuring out their purpose along the way.

Who do we know about them?

- They know what Kashi is, but it doesn't stand out from all the other health food brands.
- Most environmentally aware generation yet
- Already eating Kashi for its healthy perception
- Don't engage with the Kashi brand via social media or know its deeper-seeded practices

The One Thing

Kashi changes the world
with each bite.

Manifesto

At Kashi, we strive to give people food that will not only nourish them, but nourish the world. We believe you shouldn't have to travel across the globe to lend a helping hand. At Kashi, we create food with every fiber of our being with you and the world in mind. Our plants-first mindset means we support sustainable and ethical farming practices. With simple, wholesome ingredients, we believe we can create authentic, organic change.

Support

- Kashi is committed to community and environment
- Manufactured via sustainable and ethical farming practices
- Support farmers in transition
- Healthy for individuals eating it

Tonality

Optimistic, inspiring

Creative Idea

Authentic, Organic Change

TV :60



Radio :60

- Magical
- Inspiring
- Paint a picture
- Call to action to learn more

Live Announcer :30

- Mix of informative and personal
- What authentic, organic change means to the announcer
- Mention Kashi's popular products
- Relatable voice

Print

At Kashi, we support sustainable, ethical farming practices that benefit our earth. The Earth has given us so much, let's treat Her right. One bite at a time, we can create Authentic, Organic Change.



<https://www.kashi.com/what-we-believe>

Print

At Kashi, we support farmers making the change to organic.
One bite at a time, we can create Authentic, Organic Change.



<https://www.kashi.com/what-we-believe>

Paid Social



At Kashi, we use simple, wholesome ingredients that nourish people and the earth. We believe that by supporting sustainable and ethical farming practices, we can create Authentic, Organic Change. Visit <https://www.kashi.com/what-we-believe> to learn more.

Out-of-Home

Kashi Authentic, Organic Change Interactive Screens

- In populated metropolitan area
- 4 big screens with a FaceTime-like feature
- People interacting on each side
- Awareness, impressions, earned media





Authentic, Organic Change

:60 TV Copy

Video	Audio
From vantage point of plane flying over wide landscape of fields, farming equipment & launching into narration	At Kashi, we strive to make real food that will not only nourish you, but nourish the world. However, we believe you shouldn't have to fly across the earth--
CUT to young professional woman sitting on couch in NY condo, cars and street visible in background. A bowl of Kashi cereal is in her hands, a Kashi box on the coffee table in front of her.	--to change the world. With a single bowl of Kashi, you are helping to promote sustainable and organic farming.
Woman takes a bite, mystical transition to scene of farmers in field, CLOSE UP of seeds falling through hands into bin.	
CUT to same young professional woman, walking through NY street in business clothes, unwrapping Kashi bar.	With every Kashi bar, you are supporting community gardens across the country that...
Woman takes a bite, mystical transition to families and children running around a community garden, harvesting tomatoes, peppers,	Nourish those that matter the most to us.
Final CUT to young professional woman, at work microwaving quinoa bowl entree. Comes out steaming, she pulls out a fork.	With every bite of Kashi, you are doing something that makes an impact. You are helping to create authentic, organic change in the world around you.

:60 Radio Ad Copy

SFX: Peaceful sounds of nature- wind blowing through trees, waves crashing against the shoreline, raindrops on leaves, etc.

VO:

What if the one drop of water could change the way we think about the Earth? What if a one seed had the potential to revolutionize the way we farm? What if one sweet potato could start a movement? At Kashi, we support sustainable and ethical farming practices and transitional farming in order to better the earth. You can help support Kashi's movement without having to travel across the world. One granola bar, one bowl of cereal, one bite at a time. Kashi: Authentic, Organic Change. Visit www.kashi.com/what-we-believe to learn more.

:30 Live Announcer Copy

“I get it. I’ve stood right where you stood. Young with the desire, the drive, and the ambition to make a difference. I too, wanted to invest in something that I absolutely knew would have an impact and thankfully, I found it. Kashi’s delicious food *and* their incredible initiatives, such as organic farming, have revolutionized the way we grow crops. Kashi is truly committed to creating better, healthier food for us and more importantly a brighter future for our planet. So how did I help? I ate a bowl of Kashi (Golden Chocolate Crunch) cereal. Grabbed a (chewy peanut butter) granola bar. I even made myself a protein shake out of Kashi’s signature (Organic breakfast super blends). With one bite at a time, you bring support to farmers who are making an authentic, organic, change. Visit [//www.kashi.com/what-we-believe](http://www.kashi.com/what-we-believe) to learn more.”