



Simple
PLEASURES®

Dare Cookies

Advertainment Redesign

About Dare Foods

Dare Foods is a Canadian company known for making delicious snacks, such as cookies, chips, and crackers. They have been in the food industry since 1919, and their brand is well-recognized in North America.

The “*Simple Pleasures Cookies*” is advertised as one of their signature products containing oatmeal and dark chocolate. This advertisement’s main idea is to inform the audience about their new nutritious cookies.

The Original Advertisement of

“Simple Pleasures Cookies”

Why does the milk have to be more nutritious than the cookie?

source of calcium

whole grains

trans fat free

cholesterol free

low in saturated fat

Simple Pleasures

The COOKIE Reinvented

Image source: *The Blog of Liam Mooney on WordPress*

Issues in the Original Advertisement

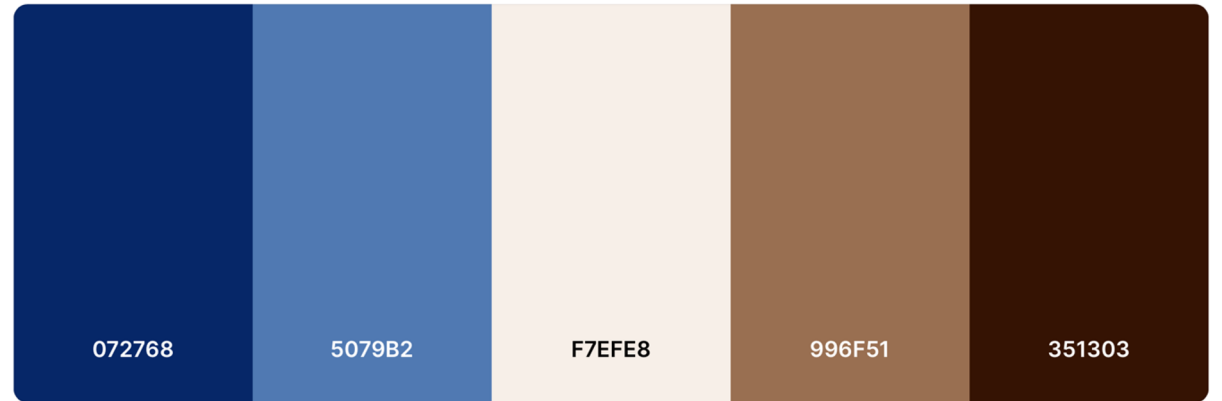
After analyzing the original advertisement, several aspects can be improved in terms of its colours, imagery, and typeface. The advertisement's catchphrase can be simplified, and the highlighted nutritional benefits can be better presented.

For example, a simple and effective catchphrase like *Nutritiously Delicious* with the listed health benefits would be an ideal solution.

Solution to the “Simple Pleasures Cookies” Advertisement

- Make the catchphrase simple and inviting for the audience.
- Choose a colour palette that evokes an indulging appetite for cookies.
- Organize the nutritional benefits and increase the font size.
- Create modern imagery that complements cookies and milk.
- Choose an appropriate font for the redesignated advertisement.

Colours



In the redesigned advertisement, the above-chosen colour palette evokes an indulging appetite for cookies. A blend of blue packaging, off-white background, and brown text colour creates this emotion. The hue is adjusted to blend with the cookie and milk imagery naturally.

Imagery

Cookies and milk are traditionally well-known combinations. The imagery in the redesign advertisement shows a cookie falling into the glass of splashing milk. This imagery creates an indulging feeling for the nutritiously delicious cookies.



Typefaces

Nutritiously Delicious

Simple Pleasures Cookies

The redesigned typefaces are made simple and inviting for the audience. The new catchphrase informs the audience that the cookie is nutritious and delicious. It delivers a visually meaningful message by combining imagery and text.

Redesigned

Advertisement



Nutritiously Delicious

Simple Pleasures Cookies

- ✓ *Source of Calcium*
- ✓ *Whole Grains*
- ✓ *Transfat Free*
- ✓ *Cholesterol Free*
- ✓ *Low Saturated Fat*



Comparing the Original and Redesigned Advertisement



Why does the milk have to be more nutritious than the cookie?

source of calcium
whole grains
trans fat free
cholesterol free
low in saturated fat

The COOKIE Reinvented

Simple Pleasures

Dare

Nutritiously Delicious

Simple Pleasures Cookies

- ✓ **Source of Calcium**
- ✓ **Whole Grains**
- ✓ **Transfat Free**
- ✓ **Cholesterol Free**
- ✓ **Low Saturated Fat**

MADE IN CANADA



Overview

The redesigned advertainment achieves a better brand placement for North American audiences. It is simple, modern, and inviting for customers to buy the nutritiously delicious cookies.