

# BARE MINIMUM

Protein Bars for People Who Are Barely Trying

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Spec Brand Voice + Campaign Copy

Written by Dre Drye

[dredrye.journoportfolio.com](http://dredrye.journoportfolio.com)

BARE MINIMUM is a fictional brand created as a portfolio sample.

### The Problem

The protein bar aisle is a mess. Half the bars taste like sweetened drywall. The other half are candy bars in a brown wrapper pretending to be healthy because somebody sprinkled whey on top and wrote GAINS in bold letters. The branding across the category is exhausting. Everything is either screaming at you about performance optimization or showing a shirtless person on a mountain at sunrise like they just ate a granola bar and achieved enlightenment.

Meanwhile, the actual customer is standing in a gas station at 2pm because they forgot to eat lunch. They don't need a lecture about macros. They need something that doesn't taste terrible and has enough protein to count. That's it. That is the entire ask.

### The Insight

Most people are not optimizing. Most people are surviving. They ate a banana at 9, forgot about food until their hands started shaking, and now they're choosing between a protein bar and a bag of hot Cheetos at a checkout counter. The honest truth about nutrition for most adults is that the bar is already pretty low. We figured we might as well name the brand after it.

### The Brand

**BARE MINIMUM** is a protein bar for people who are not on a fitness journey. They're on a "please let me eat one real thing today" journey. The brand voice is self aware, a little absurd, and honest about what this product actually is: a halfway decent snack that keeps you from becoming a worse version of yourself by 4pm.

We don't talk about gains. We don't talk about crushing goals. We talk about the fact that you almost ate a sleeve of crackers over the sink and called it lunch. We're not here to judge. We're here to offer a slightly better option.

### Tagline Options

1. "You could do worse."
2. "The bar is low. So are we."
3. "Nutrition, technically."

## Who We Sound Like

BARE MINIMUM sounds like your funniest friend who also happens to read nutrition labels. We're not a coach. We're not a guru. We're the person at the office who says "I had a protein bar for lunch" and everyone knows that means they forgot to eat real food but at least they tried. The voice is warm, never mean, always a little amused at how ridiculous the health and wellness industry has become.

## We Are

Self aware. We know we're a protein bar, not a lifestyle.

Honest to a fault. If a bar has 20 grams of protein and tastes okay, we say it has 20 grams of protein and tastes okay.

Funny without trying too hard. The humor comes from observation, not from being random or loud.

On the customer's side. We're not selling aspiration. We're selling relief.

## We Never

Use the word "fuel" unironically.

Talk about crushing, grinding, or beast mode.

Shame anyone for their eating habits. We are in no position.

Pretend a protein bar is going to change your life. It's a bar. It's fine. Let's all relax.

## Voice in Action

*Other brands say: "Fuel your body with clean, premium protein to power through your day."*

*We say: "It's 2pm. You haven't eaten since that banana this morning. This bar has 20 grams of protein and it doesn't taste like punishment. You're welcome."*

**Let's get something out of the way.**

We are not going to change your life. We are a protein bar. We are not a movement. We are not a mindset. We are a thing you eat when the alternative is eating nothing or eating something significantly worse.

BARE MINIMUM started because we got tired of the protein bar aisle feeling like a CrossFit pep rally. Every wrapper is screaming about performance and power and unlocking your potential. Brother, I am in a Walgreens. I am not unlocking anything except my car so I can eat this in the parking lot before my next meeting.

We looked at what was out there and saw two options. Option one: bars that taste incredible because they're basically candy with a protein label slapped on. 6 grams of protein and 38 grams of sugar. That's a Snickers that went to therapy and came back with a rebrand. Option two: bars with 30 grams of protein that taste like somebody compressed a handful of gravel and flavored it with the memory of chocolate. You chew it for forty five minutes and your jaw is sore and you're not even sure you enjoyed it but technically you ate.

We wanted a third option. A bar that has real protein, tastes like actual food, and doesn't come with a sermon about your fitness journey. Because most of us are not on a fitness journey. We're on a "trying not to eat garbage every single day" journey and honestly some days we lose that one too.

BARE MINIMUM bars have 20 grams of protein. They come in flavors you can actually describe to another person without sounding like you're reading from a chemistry textbook. Peanut butter. Chocolate. Cookies and cream. Nothing called "Birthday Cake Remix Explosion" because we are adults and that is not a real flavor, that is a dare.

We keep our ingredient list short because you shouldn't need a nutrition degree to understand what you're eating. If your grandmother wouldn't recognize it as food, we probably didn't put it in there. And if she would recognize it, we probably did. That's the whole system.

So no. We're not going to help you crush your goals or become the best version of yourself. But we will keep you from eating a fistful of almonds from your desk drawer and calling it a meal. And honestly? That might be enough.

**SHOP BARE MINIMUM >**

## **SAMPLE 02 INSTAGRAM CAPTIONS (5 POSTS)**

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### **POST 01 PRODUCT LAUNCH**

Introducing BARE MINIMUM. 20 grams of protein. No life coaching included.

We made a protein bar for people who don't post their meals. People who don't have a macro tracker on their phone. People who just need to eat something before 3pm so they don't become a terrible person in the group chat.

Peanut Butter. Chocolate. Cookies and Cream.

You could do worse. And statistically, you probably were about to.

Link in bio.

### **POST 02 FLAVOR DROP**

New flavor just dropped: Cookies and Cream.

We could tell you about the mouthfeel and the artisanal cookie crumble and the hand selected cream profile but honestly it tastes like cookies and cream. You already know if you want it. You do. Add to cart.

#BareMinimum #ProteinBar #YouCouldDoWorse

### **POST 03 LIFESTYLE / RELATABLE**

Your lunch today:

9:00am Coffee (meal one)

11:30am Thought about eating (did not eat)

1:15pm Ate three bites of someone else's fries

2:45pm Stared into the vending machine like it owed you money

3:00pm BARE MINIMUM bar in the parking lot with your eyes closed

We're not judging. We're just glad we were there for act five.

#BareMinimum #NutritionTechnically

### **POST 04 INGREDIENT CALLOUT**

Our ingredient list is short because we respect your time and your reading level.

You shouldn't need a PhD to understand what you're eating. If the ingredient list on your current

protein bar reads like a chemistry final, that bar is doing too much. Ours has stuff you've heard of. Peanuts. Whey. Chocolate. The end.

Eat the bar. Go on with your day. Nobody needs to make this complicated.

#BareMinimum #KeepItSimple

**POST 05 COMPETITOR SHADE (PLAYFUL)**

Some protein bars have 6 grams of protein and 40 grams of sugar. That's not a protein bar. That's a candy bar that's lying on its resume.

We have 20 grams of protein and we didn't have to trick you into eating it by making it taste like a dessert that doesn't exist. Looking at you, Birthday Cake Remix Explosion.

BARE MINIMUM. You could do worse.

#BareMinimum #HonestProtein #YouCouldDoWorse

## "The Audit"

**OPEN ON:** A person standing in front of an open fridge at 2pm. The fridge is almost empty. A single condiment bottle. Half a lemon. Something in foil that could be from this week or last month. Nobody's sure.

**NARRATOR (V.O.):**

"Let's do a quick audit of your nutrition today."

**CUT TO:** Close up of a coffee cup. Empty.

**NARRATOR:** "Breakfast: coffee. Not even good coffee. The kind from the pot at work that's been sitting there since 7am. It's 2pm. You drank it anyway."

**CUT TO:** Person at a desk. Drawer open. Sad handful of almonds in their palm.

**NARRATOR:** "Lunch: fourteen almonds from a bag in your desk that you bought in a moment of ambition four months ago. You counted them. You know you counted them."

**CUT TO:** Person staring at vending machine glass, hands in pockets, dead expression.

**NARRATOR:** "And now you're here. The vending machine. Looking at a bag of chips that costs a dollar seventy five and contains the nutritional value of a napkin."

**CUT TO:** Hand reaches for a BARE MINIMUM bar. Unwraps it.

**NARRATOR:** "Or. You could eat this. BARE MINIMUM. 20 grams of protein. Tastes like food. We set the bar low on purpose so you could clear it."

**CUT TO:** Person eating the bar. Slight nod. Not life changing. Just fine. And that's the point.

**NARRATOR:** "BARE MINIMUM. You could do worse. And today, you almost did."

**END CARD:** BARE MINIMUM logo. Tagline: "You could do worse." Website URL.

## Peanut Butter

Tastes like peanut butter because it is peanut butter. We didn't complicate this. Real peanuts, real whey, a little salt. 20 grams of protein. You bite it and think "yep, that's peanut butter." And then you go about your day like a person who ate something. Revolutionary.

## Chocolate

The chocolate flavor tastes like chocolate. Not "chocolate inspired." Not "cocoa essence with natural undertones." Chocolate. The kind where you eat it and don't have to convince yourself it was good. You don't need to say "it's actually not bad for a protein bar" to anyone. It's just good. It's chocolate. We figured it out.

## Cookies and Cream

This is the one people buy first because cookies and cream is the flavor you pick when you want to feel like you're getting away with something. You're not. It still has 20 grams of protein. But it does taste like you crushed up a couple of cookies into something creamy and called it health food. Because that's exactly what we did.

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WRITTEN BY DRE DRYE COPYWRITER & CONTENT WRITER

DREDRYE.JOURNOPORTFOLIO.COM

BARE MINIMUM IS A FICTIONAL BRAND CREATED AS A PORTFOLIO SAMPLE.