

FATTY15 PROJECT BRIEF



PRESENTED BY

Clean Media

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Assignment

Clean Media was tasked by the co-founders of Fatty15 to create an integrated ad campaign for their C15 supplements. Our main goal is to gain awareness for the brand mainly amongst aesthetic health enthusiasts that are already well-versed in the area of C3 supplements. We will do this through various experiential and online mediums. In order to gain consumer recognition and loyalty, our group must fully grasp the Fatty15 story and successfully translate it to our audience.



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Meet a discovery
90 years in the making.

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Executive Summary

Co-Founder Stephanie Venn-Watson wasn't looking to help the human race when she began studying dolphins back in 2001. However, her discovery of the magic of C15 could very well do so. For years scientists believed that Omega3 supplements were the best way to keep the body's heart, lungs, blood vessels, and immune system working the way they should. That was until Fatty15: a completely new omega supplement that is 3x better than omega-3. After thorough research on the market and understanding of the product, Clean Media has deduced our campaign's target consumer base will consist of 25-35-year-old women that may have just started to see the repercussions of age. Through various mediums, Clean Media will help Fatty15 blow Omega C-3 out of the water.

Overall Objectives

01

Raise awareness
around Fatty 15 Brand

02

Gain Brand Loyalty
From Target Market

03

Explain the
Product Story

Brand Personality Statement

With a goal of making fats healthy again, Fatty15 is nothing less than determined. Fatty15 is conventional & revolutionary, simple & complex, and perfectly natural. This brand is the trend-setting, down-to-earth, incredibly cool friend that is intentional in all that they do. Fatty15 is the type of friend you go to for everything - from needing a shoulder to cry on to planning a spontaneous trip. They look out for people's best interests and will stop at nothing to create a supplement that is natural and effective. Fatty15 is on the people's team and will always be. While striving for purity, excellence, and effectiveness, Fatty15 is determined to make fats healthy again.

Situational Analysis

After a long-standing plant-based and high-carb craze, new research is supporting a greater transition to high-fat and protein diets. Now that dietary cholesterol has been deemed good and studies have proven the importance of healthy fats for brain health and blood sugar regulation, consumers are being made aware of these new health revelations.

Alongside Omega3, Fatty15 has been proven to support both brain and hormonal health. Unfortunately, there still stands the dilemma that the main source of Fatty15 is dairy.

American dairy is pasteurized--depleted of many nutrients--making it a poor source. Many Americans are also lactose intolerant or have adopted a vegan diet. The Fatty15 supplement offers the benefits of a high-fat, more primal diet without sacrificing one's current lifestyle.

In terms of market opportunity, Fatty15's target audience tends to gather health information from online sources like health guru podcasts. Partnering with health influencers such as Rich Roll, Gwyneth Paltrow, and Dr. Amen could provide ample opportunity for awareness. Additionally, both brain health and balancing hormones (two things Fatty15 supports) are trending health subjects right now and perfect opportunities to tap into.

Competitive Analysis

While Fatty15 is technically in a league of their own, numerous competitors have been in the Omega C-3 supplement game long enough to gain brand loyalty. Fatty15 just needs to let their consumer base know that what they have is better.

Direct Competitors

Indirect Competitors

Direct Competitors



Spring Valley

This brand is very well known partly because of the plethora of supplements they offer. These include Melatonin, Vitamin D3, and Vitamin C. They also have an exclusivity deal with Walmart and are not sold on a personal business website or any other physical location.



Nature Made

Like Spring Valley, Nature Made is a well-known brand. However, they have their own website and are available for purchase on their website as well as several pharmacies and grocery store locations.



Hum

Most likely Fatty15's biggest competitor, Hum is a fairly new dietary supplement brand developed in 2010. They have a similar aesthetic and ease with which to purchase. In addition, they share a similar target market in women and offer many additional supplements catered to their needs.

Indirect Competitors



Multivitamins

An indirect competitor to Fatty15 is multivitamins. These supplements tend to fill nutritional gaps rather than prevent health issues. They are also less expensive in comparison to Fatty15. Consumers tend to feel satisfied with taking a multivitamin because they see it as an all-encompassing supplement.



Brand Loyalty

A dislike of change and feeling a sense of loyalty towards a particular brand are feelings that many people are familiar with. It can prove to be difficult to convince a loyal consumer base to switch. However, our target market (millennials) is a generation that yearns to experience new, exciting things in their lives. This can be translated to trying new brands as 35% of millennials are likely to try different and emerging brands.



Target Market

Aesthetic Health Enthusiasts

Aesthetic health enthusiasts are females who are 25-35 aged Gen Z and Millennials of recent graduates and young professionals who are just beginning their careers and living on their own in the United States. Based on social media and articles, they collect information before purchasing dietary supplements and contribute their own findings to others. The target audience commonly spends on small "treats". However, they become cautious-minded shoppers when they are purchasing high-valued and quality-focused items. Aesthetic health enthusiasts tend to strive to incorporate better lifestyle habits for their beauty (skin, hair, nail) and wellness (mood-boosting, sleep cycle, mental health). They care about physical and mental well-being and start to recognize the physical changes in the line with their growing age. In addition, they are skeptical about the efficacy of beauty ingestible products.



Katy

27, Marketer

Katy enjoys posting about her healthy routine on social media using Instagram stories and polls to ask her friends about athleisure outfits, skincare, and beauty product recommendations. She practices daily habits such as going to yoga sessions and taking dietary supplements after eating out. She is motivated to achieve inner health by keeping up with a healthy diet and cleansing inner beauty.

Creative Strategy

FATTY IS HEALTHY

It's time to set the record straight. Humans need good fats to sustain healthy bodies. For years scientists urged people to avoid any and all saturated fats and believed that Omega3 supplements were the best way to keep the body's heart, lungs, blood vessels, and immune system working the way they should. That was until Fatty15.

When studying the health of dolphins, Co-founder Stephanie Venn-Watson stumbled across something rather interesting. She recognized that older dolphins' age was remarkably similar to older people's and found that healthier dolphins all had one thing in common: high levels of Omega C15, a.k.a., a fatty acid. So, while people have spent years trying to remove all saturated fats from their diet, it turns out, we still need them after all! Not only does Fatty15 seek to improve the well-being of consumers' bodies, but they also aim to change the narrative around the terms fat and fatty.

Creative Strategy

Fatty15 is truly one of a kind in that there are no other supplements out there that are Omega C15 focused or any that are as effective as Fatty15. The supplement is the only product that Fatty15 sells which should tell the customer a lot about the company - they put all their efforts into this one supplement to make it as great as they possibly can. With that being said, this will be the creative focus of the strategy that pertains to all Fatty15 customers.

To cater to the more nuanced target audience, aesthetic health enthusiasts, the strategy should focus on the idea that Fatty15 is an extremely effective and natural aid to prevent signs of aging. Since this group has the motive to prevent aging in healthy ways, Fatty15 is an incredibly suitable product for them.

Fatty15's marketing efforts will be carried out primarily through social media campaigns with the #FattylsHealthy. Content will be posted daily to keep Fatty15 fresh in the minds of their consumers. Giveaways, photo contests using #FattylsHealthy, partnerships, and more will be held to engage consumers and drive traffic.

Creative Execution



Pop-Up Yoga Classes

Fatty15 will host several pop-up yoga classes across the United States. They will mainly focus on cities with high millennial populations such as Austin, TX (26.2%), Atlanta, GA (26.2%), and Columbus, OH (25.9%).

These classes will be relatively inexpensive to take and require the attendee to sign up using their phone number and email to receive automated messages from Fatty15 regarding upcoming sales and promotions. Each pop-up will offer discounted bottles of Fatty15 along with merchandise such as T-shirts, stickers, and water bottles.

Creative Execution



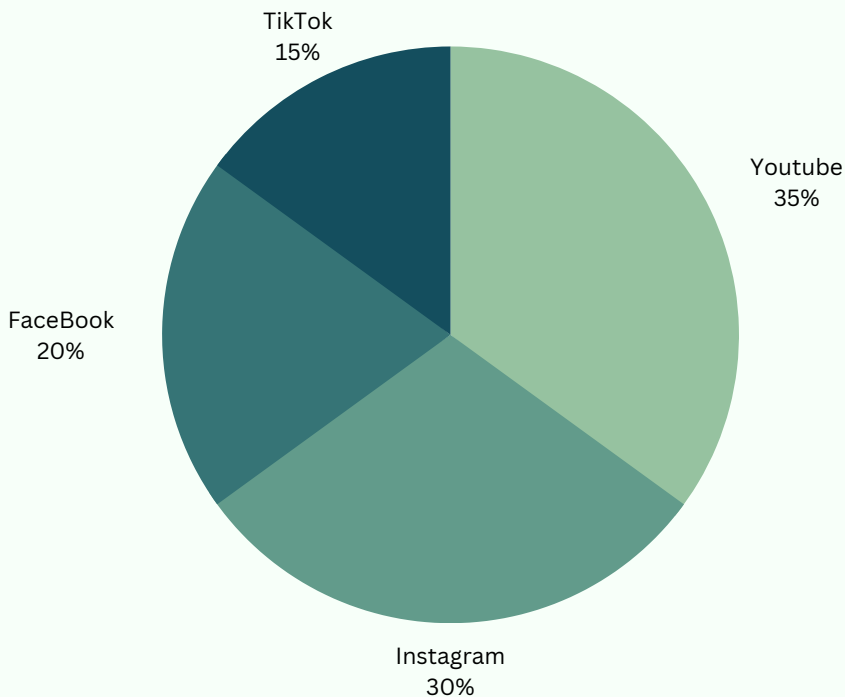
Dolphin Scavenger Hunt

In an effort to tie in the origin story of Fatty15, they will do a dolphin scavenger hunt. 50 dolphin murals will be created across the United States (one in each state) sending consumers in the search of their states dolphin. Each mural will include an element of the state (a cowboy hat for Texas) and include #FattysHealthy.

Once the dolphin has been located, the finder will snap a photo with the dolphin using the #FattysHealthy and post it to any social media platform to claim their prize. One winner from each state will be chosen and receive a free month of Fatty15 supplements.

Media Strategy

Owned: Social Media



*based on survey research on the most used social media platforms related to seeking information on health supplements among our target audience.

We plan on using social media as the primary part of our media strategy due to its relevance among our target audience. Social media's reliance on visual content is largely why we believe Fatty15 will see great success by investing in online campaigns. YouTube and Instagram in particular will be the most crucial as far as audience reach and engagement as they are the target audience's most used social media platforms.

Paid: Online

Additionally, we also plan on using online SEO ads through Google ads to increase brand awareness. We also plan on advertising on websites and blogs like Women's Health, Allure, Refinery 29, and Better Health to educate the target audience and maximize reach.

Paid: TV

In order to further educate the target audience, we believe that buying airtime on a daytime show like Good Morning America as it has the high credibility and perceptions of authenticity among the target audience. Buying airtime will provide the founders with the opportunity to advocate for the brand and find common ground with the target audience in order to better explain the science behind the product, as well as address concerns.

Call to Action

By understanding their audience, developing effective media campaigns, and staying true to their story, Fatty15 has a fighting chance.

Younger millennials are drawn to authentic brands that provide real products. Fatty15 knows that they have a supplement that is scientifically proven to be better than and Omega C-3 vitamin. Now, they just have to make sure their consumers know it too.



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Fatty is
Healthy.

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Thank you!
