



CATRINA PADMORE AD3 PROJECT2





Rationale

The goal of this campaign is to entice mothers to choose Smucker's jams and jellies over the competition. This will be accomplished through an integrated creative campaign designed to trigger the sweet tooth of mothers. The insight is that toast and jam make an easy breakfast. The tone will reflect brand values and will be wholesome, homey, and warm. Hand drawings will have an authentic, nostalgic feel. We will say "Smucker's is an easy way to show you care!" and use hashtags of 'easybreakfast' and 'makelifesweet'.



STRATEGY STATEMENT

Background

Smucker's is an American manufacturer of fruit spreads, ice cream toppings, peanut butter, coffee and other products. The Smucker's company has a long history dating back to 1897 when it was founded. People associate the brand name with wholesome, high quality food products.

Who is the competition?

The competitors are other breakfast products including other jams, peanut butters, Nutella spread. Some Canadian jam products competing directly are Greaves Jams, which are a high end gourmet product, and E.D.Smith Jams, which are usually on the store shelves beside Smucker's and have a similar price point.

Who are we talking to?

We are speaking to mothers, knowing that they are the gateway to sales—women make 85% of the purchasing decisions. They most typically would do the groceries for the family. "She is not just buying for herself, but also for the baby, the toddler, the teenager, and the entire soccer team." When marketing to mothers we should keep in mind themes of family and sentimentality but also consider depictions of mom as a "do-it-all badass". It is okay to tug at the heart strings, kind of like a Hallmark card, and make use of nostalgia. Important to remember is that moms are a diverse group, so be real and be fresh. (Mashable.com 7 Tips for Marketing To Moms)

Where are we now?

Smucker's jams are readily available from grocery stores in Canada. They are priced in a similar range to the competition. However they are losing to two key competitors: peanut butter and Nutella.

Where do we want to be?

We want moms to choose Smucker's Jam over peanut butter and Nutella. We want the customer to become habitual with their use of jam in their breakfasts. Serving jam and toast for breakfast can become a ritual and an indispensable part of breakfast—a tasty one that the whole family will love.

How do we get there?

Insight: Toast and jam makes an easy breakfast that everyone loves. The tone will be wholesome, homey, authentic, and warm. We will build on what is already there, since Smucker's is a comfortable and familiar brand already. We will present breakfast table moments that express mom's love, which include Smucker's Jams as part of this expression. These moments will be shown in a colourful, nostalgic, sentimental way designed to bring out loving emotions. Hand drawings will give that nostalgia feel. We will just be reminding moms that Smucker's is a favourite brand for a satisfying bite to eat. We will trigger the sweet tooth of moms by depicting moments of love, toast, jam in combination.

OUT OF HOME



TTC STATION POSTER 47x68

Anatomy of an easy breakfast invites curiosity. On closer inspection, spotlights are on the elements that make this a perfect easy breakfast: jam in a heart shape on toast, a little love note, and a jar of Smucker's jam.

OUT OF HOME

sometimes it's the little things you do

the way that you make toast

LIFE IS YUMMY

the jam that you use

Smucker's
SMUCKER'S
Blackberry Jelly

Smucker's is an easy way to show you care!
#easybreakfast #makelifesweet

f t i

OUT OF HOME

the way that you make toast

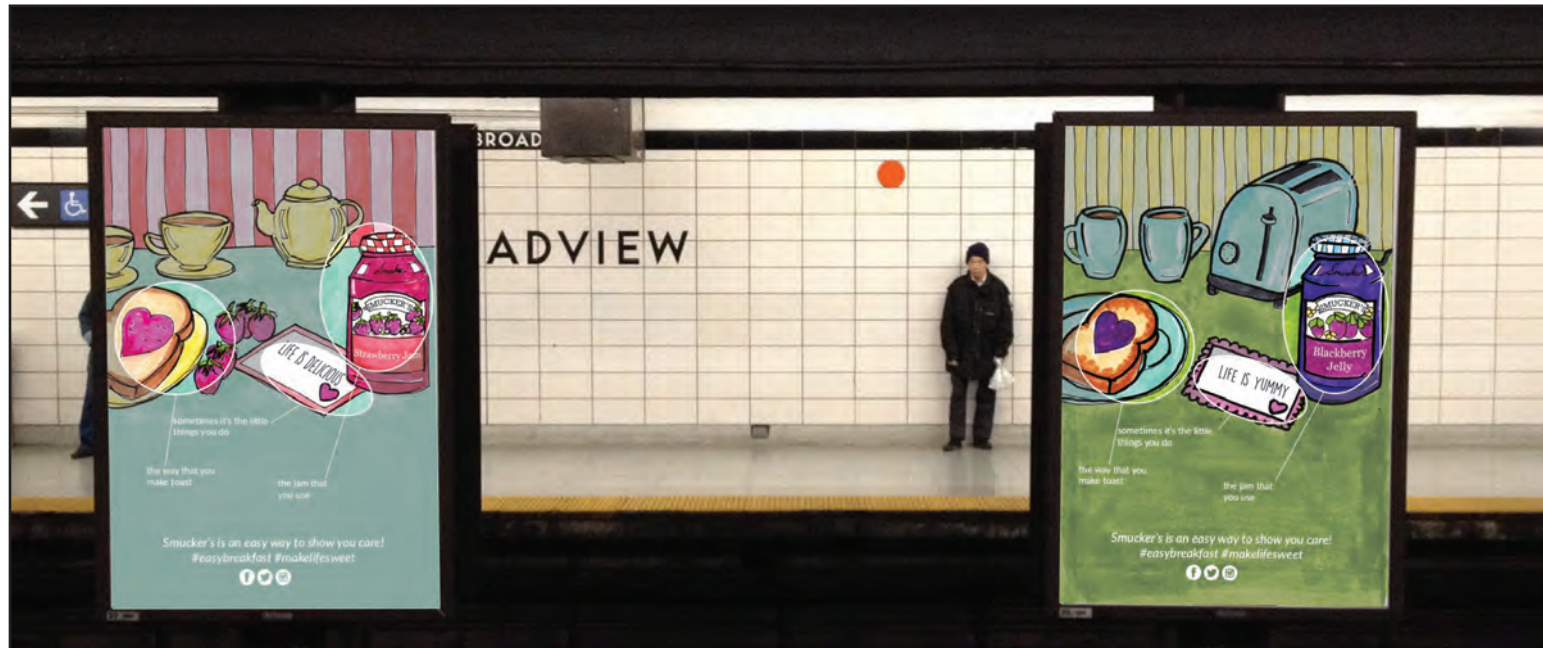
sometimes it's the little things you do

the jam that you use

Smucker's is an easy way to show you care!
#easybreakfast #makelifesweet

f t i

OUT OF HOME



TTC Station Posters are shown side by side in view of onlookers waiting on the subway platform.

OUT OF HOME



Transit Shelter Poster in typical urban setting reaches consumers waiting for the bus or passersby. Ideally this will be posted in shelters nearby grocery stores.

OUT OF HOME

sometimes it's the little things you do

the way that you make toast

the jam that you use

SMUCKER'S
Strawberry Jam

Smucker's is an easy way to show you care!

#easybreakfast
#makelifesweet

f t i

sometimes it's the little things you do

the way that you make toast

the jam that you use

SMUCKER'S
Blackberry Jam

Smucker's is an easy way to show you care!

#easybreakfast
#makelifesweet

f t i

TRANSIT VEHICLE INTERIOR CARDS 35x11

Ads mounted above windows reach a captive audience.

OUT OF HOME



Ads showing in streetcar interior mounted above windows.

SALES PROMOTION



Front of tag



Back of tag

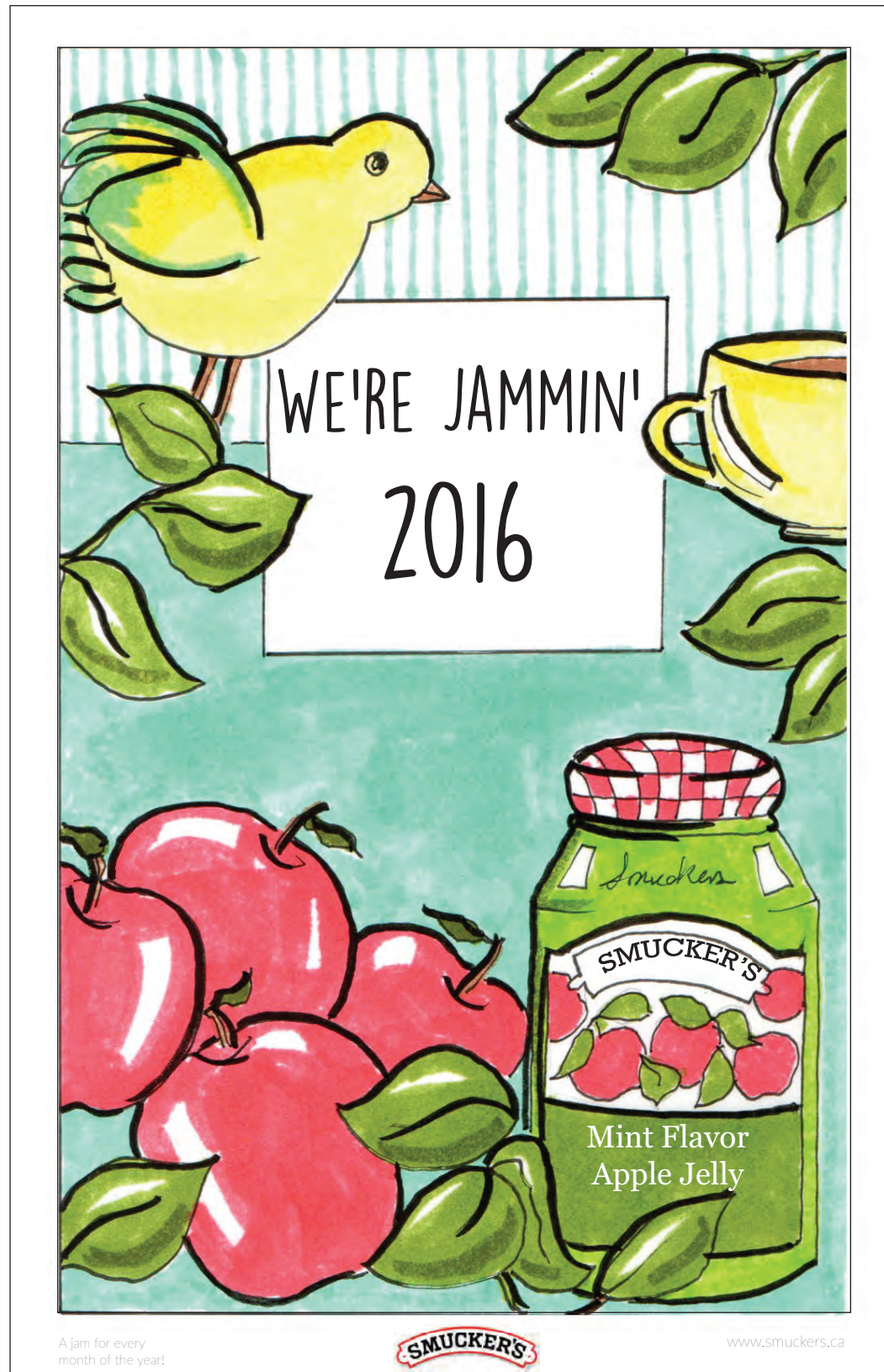
JAM TAG promotion is designed to be affixed to jars of Smucker's Jams and invite customers to order a Limited Edition Wall Calendar from the website Smuckers.ca for \$10.00.

SALES PROMOTION



JAM TAG promotion is designed to be affixed to jars of Smucker's Jams and invite customers to order a Limited Edition Wall Calendar from the website Smuckers.ca for \$10.00.

PROMOTIONAL WALL CALENDAR



Wall calendar featuring a jam for every month of the year. It is meant to be displayed in the kitchen and lets the family know when certain fruits/ crops are in season or ready to be har-

vested. This promotion serves the dual purpose of being a functional calendar and of advertising Smucker's jams and jellies.

PROMOTIONAL WALL CALENDAR



MARCH 2016

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Bears Limes are ready for harvest in March



www.smuckers.ca

Sample month from Wall Calendar: March 2016
 "Bears Limes are ready for harvest in March"

PROMOTIONAL WALL CALENDAR



APRIL 2016

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Oranges reach peak sweetness in April



www.smuckers.ca

Sample month from Wall Calendar: April 2016
 "Oranges reach peak sweetness in April"

PROMOTIONAL WALL CALENDAR



MAY 2016

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11


Bing cherries are ready for harvest in May



www.smuckers.ca

Sample month from Wall Calendar: May 2016
 "Bing cherries are ready for harvest in May"


PROMOTIONAL WALL CALENDAR



JULY 2016

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6


Raspberries are ready for harvest in July



www.smuckers.ca

Sample month from Wall Calendar: July 2016
 "Raspberries are ready for harvest in July"


PROMOTIONAL WALL CALENDAR



SEPTEMBER 2016

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

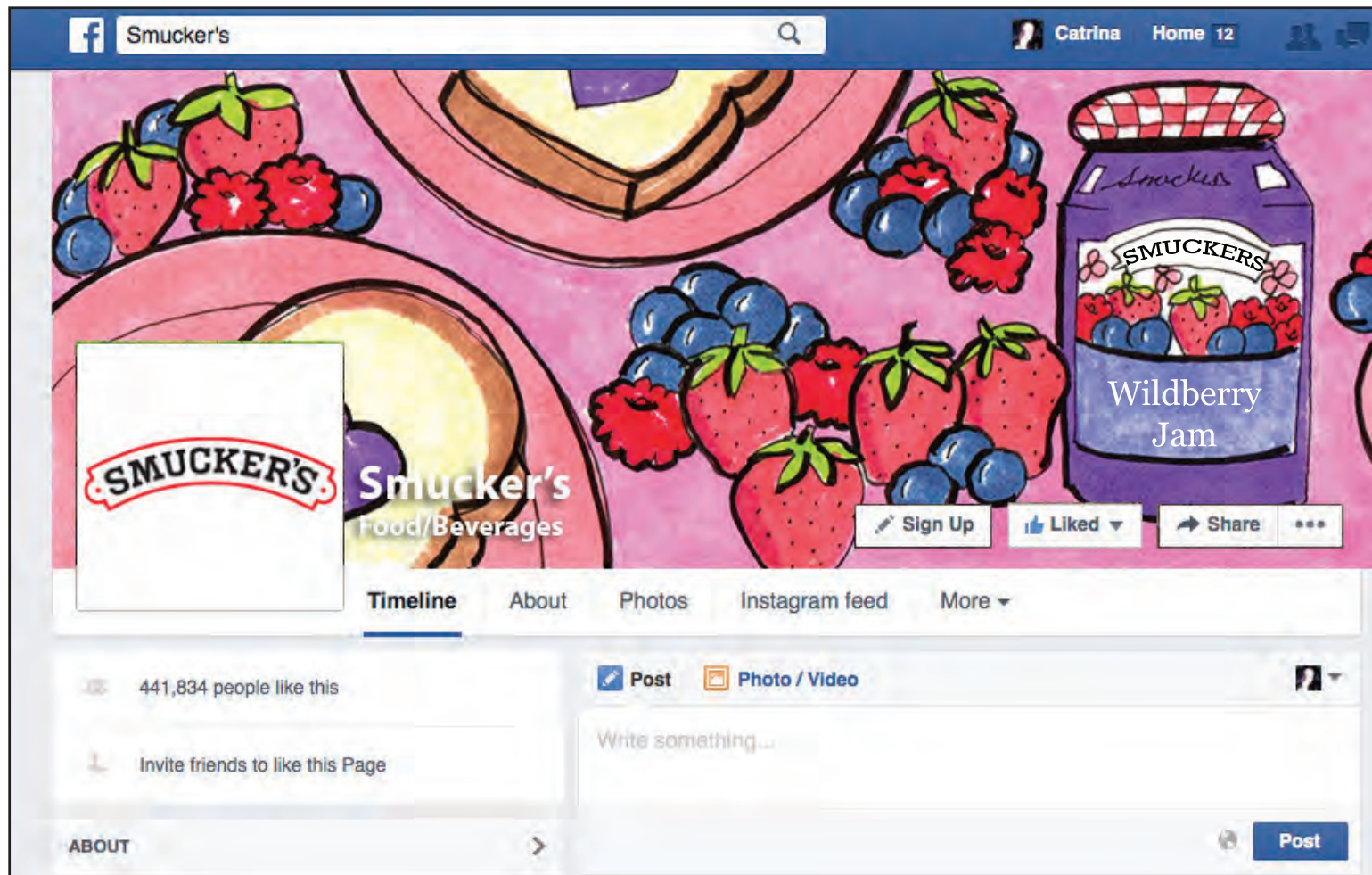
California peaches are harvested in summer up to early September



www.smuckers.ca

Sample month from Wall Calendar: September 2016
 "California peaches are harvested in summer up to early September"

SOCIAL MEDIA



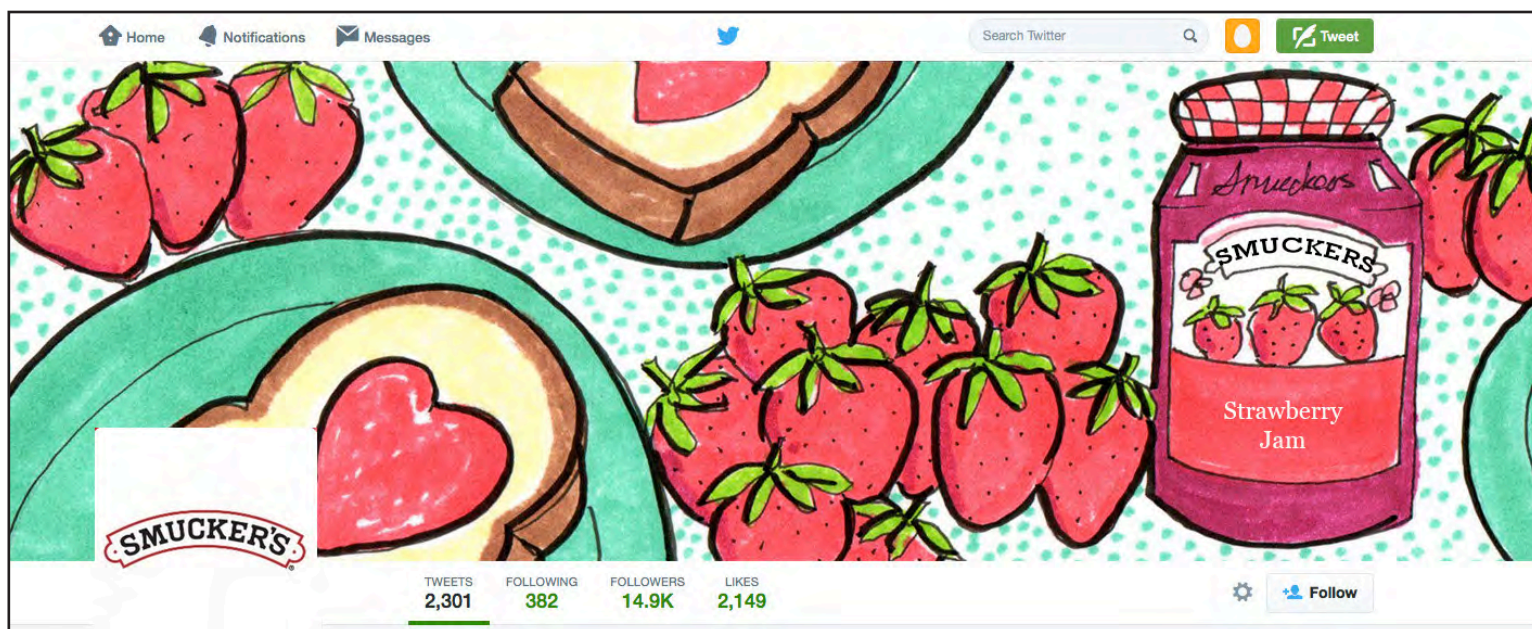
Re-design of Facebook Cover Photo to keep in fitting with campaign. Hashtags to be used when posting photos to this page, and in line with this campaign, are #easybreakfast and #makelifesweet.

SOCIAL MEDIA



Sponsored Instagram photo ad by Smuckers fitting with the campaign. Hashtags to be used when posting photos to this site, and in line with this campaign, are #easybreakfast and #makelifesweet.

SOCIAL MEDIA



Re-design of Twitter Cover Photo to fit with the campaign. Hashtags to be used when posting photos to this page, and in line with this campaign, are #easybreakfast and #makelifesweet. A theme of Sweet Tweets is to be developed by the @smuckers Twitter page, whereupon people can send tweets to @smuckers with the hashtag #makelifesweet. These tweets will be sweet little say-

ings and people will get the chance to have their saying retweeted by Smuckers twitter feed, or depicted as a love note in the next rendition of the same campaign as it evolves. For example, "Be happy, nothing else matters #makelifesweet" or "Laugh as much as you breathe #makelifesweet" or "My heart beats for you #makelifesweet"