CREATNIE WORK PLAN

NABISCO EASY CHAESE

KEY FACTS:

Prospects do not think Easy Cheese is made with real cheese. It is in fact made with real cheese and is branded with the "real" seal.

ADVERTISING OBJECTIVE:

Convince prospects that easy cheese is real and has added benefit of being perfect for portable snacking

PROMISE:

Easy Cheese is made with real cheese and tastes as delicious as refrigerated packed cheese.

TARGET AUDIENCE:

Primarily urban and suburban women, 18~34 who buy cheese, with and without children. Also, urban and suburban, 18~34.

SUPPORT:

Easy Cheese does not need refrigeration and is perfect for portable snacking. Easy Cheese is available in a variety of flavors, including Cheddar, Sharp Cheddar, American, Cheddar N Bacon, and Nacho.

BRAND CHARACTER:

Fun, delicious, and convenient.

TONE

Tone should be energetic and lively, fun and should convey the Convenience and deliciousness of Nabisco Brand Easy Cheese.