

Video Creative Brief Assignment

Video Creative Brief

This is a paid video on pre roll for a Youtube video.

After researching which social media would be the visible, we found youtube to be the most effective. Youtube is effective because it has up-to 1 billion users on youtube. We also found that viewership of videos on this social media platform increases by 50% every year. That is why we are using youtube, we believe it will provide the best opportunity for millions of Minneapolis residents to see. We have chosen youtube because it is widely used and can be placed on videos for any demographic. This pre roll ad can appear before a Minneapolis sports video the same way it could be used before a video about a food recipe.

Target audience profile

- Minneapolis-St. Paul residents 18-40
- Fall into these groups:
 - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=04>
 - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=16>
 - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=24>
- Youtube video viewers - 18 - 40
- Two times a week Ice Cream indulgers - 18 - 40
- Younger demographics between 18-25 that have an interest in sweets such as Ice cream

Communication objectives

- . Get people to come in an vote on the flavors
- . Get them to go to the website about the 75th anniversary celebration

Product feature/benefits

Feature	Benefit
Vote & Win Promotion	People can vote on flavors that can be used by the company, and ultimately have a chance at winning free ice cream.
75th Anniversary	Pritchard's has proven to be a consistent source of ice cream for 75 years. This shows longevity and continuous quality.

New Flavors	The new flavors derive from an old recipe box from grandma Pritchard. The family aspect of the company ties very strongly to family. Benefit of the new flavors and votes is the fact that it will appeal to both younger and older demographics. It is a good tactic because it gets consumers to commit to their product.
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Positioning

- *For local foodies, Pritchard's Ice Cream is a locally owned ice cream parlor with deep roots in the community. Pritchard's is built on family tradition and powered by local and fair trade ingredients. Tradition and the best ingredients blend to make Pritchard's Ice Cream innovative and delicious.*

Key Consumer Benefit

1. The vote and win promotion will work well in getting the younger Bohemian Mix and Young Digerati demographic. Promotionals are more appealing to this age-group. The younger demographic have been known to fall for promotions, this tactic is popular in attracting younger people. 1.) The benefit of the marketing strategy, which is product promotion is important to getting consumers to purchase newly flavored ice cream in celebration of the 75th anniversary. The benefit that this presents to consumers is the fact that the quality is intact and noticed by customers, because they get to pick the best.

The 75th Anniversary- The family component makes this company what it is, the 75th anniversary is just a hallmark of the family aspect. The company ties very strongly with the up-and-corners as they are more family oriented. 1.) The benefit to the customer is becoming a member of the Pritchard family by buying into it.

New flavors- The new flavors derive from an old recipe box from Grandma Pritchard. The artisan flavors tie into quality and is appreciated by the young demographics. The Young Digerati and the Bohemian Mix are found to purchase products of quality, Pritchard's ice cream is known for its promise towards quality and the new flavors are a reflection. 1.) The benefit that the customer receives is the ability to enjoy new flavors as customers may have gotten to use to other flavors over time.

The two young demographics, the Young Digerati and the Bohemian Mix which have shown traits of purchasing products of quality, but they are also more susceptible to falling for promotionals. The family-owned aspect appeals to the up-and-corners, the family-like demographic connects with the 75th

anniversary agenda. The new flavors will appeal to both the younger demographics and older demographics as they both can enjoy the new flavors of Pritchard's ice cream.

Creative Strategy

- The creative strategy for this video ad is product oriented. We base the creative strategy on our unique selling proposition. Pritchard's is singular in that it shares two current unique promotional angles. First, it is a company that is celebrating their 75th year anniversary. This is a monumental accomplishment that not many businesses reach. Aside from this, they are offering an experience that is also uncommon. Pritchard's is giving the power to the people through a flavor of the month vote all throughout the 75th anniversary year. The customers are voting and one lucky voter will win 48 free ice cream cones. The product oriented, unique selling proposition will bring people into the store to vote considering that it is the only way to enter into the competition and possibly win. Our other communication goal goes hand in hand with this one. To find out details about the voting process, and if they won they have to visit Pritchard's website.

Tone

- The tone in this case will be humor. For this video ad we have created a different world. A time in the future where a man goes through the act of going to Pritchard's, voting for his favorite flavor, and at the end of the month realizes that he has won. The video will show the unique selling proposition, the character will see the promotion and excitedly go to Pritchard's to vote. After this there will be a dramatic time lapse for the month that the competition will be going on for in which he will grow a beard and look older now. After the month goes by the day that they decide the winner comes along and he is in his home tired, older and sad, he then walks over to his computer. Once this happens while sitting on his couch his computer begins to spray confetti and a ton of ice cream falls on him, a wall comes down and the Pritchard's staff is there to clap and congratulate him. Now this is clearly a dramatization, but the comedy lies in this. This emotional tone will give the audience a feeling of what it would feel like to win. The sense of elation that they will see in the ad will inspire them. This inspiration is essential for our communication objectives. When the audience witnesses what it would hypothetically be like to win they will go into the store to vote, and be frantically checking the website to find out if they have won.

Support Statement

- Vote and win promotion, new flavors and 75th anniversary are components that are important to the success of the company and marketing success. Marketing success is defined by the base of the company, the base of the company is built on the fact that the company is family based. The company does not view buyers as customers, but rather they see them as friends, community members, neighbors, and family friends.