

Advertising Campaign

Part 1: The client

Their history :

During the COVID-19 pandemic in 2020, a couple had a baby and realized they were dissatisfied with the available food options for their little one. Motivated by their desire to provide nutritious and flavorful meals, they launched their own baby food company in 2022. Named "Sweet Babies," their brand offered a new range of exotic flavors, introducing young palates to diverse tastes. Parents embraced Sweet Babies, appreciating the thought and care put into each jar. The couple's dedication has grown into a thriving business, providing healthier and more exciting food options for babies in the United Kingdom and Ireland.

Their Products:

Sweet Babies is a leading provider of baby food products in the United Kingdom and Ireland. Their focus is on diversifying their products while ensuring that each of them is organic and suitable for babies aged from 0 to 2 years old.

They offer a comprehensive range of BIO products including powder milk, puree, vegetable, and food meals, giving parents the peace of mind that they are feeding their little ones with the best possible nutritions.

Their meals in pouches are the most popular and best-selling products, it has a wide range of flavors and textures to choose from.

Sometimes, they bundle their products to give parents a convenient and affordable way to try different flavors and textures.

Parents love the bundles, which help them save money while also giving them the flexibility to choose from a variety of products

They are committed to provide the best possible nutrition for babies, and are constantly innovating to offer new and exciting tastes that will help babies develop healthy eating habits from an early age.

Part 2: What is the business goal (launch a new product, broaden the target group....)

For next year, Sweet Babies want to increase their market share by approximately 10%. By expanding the target market and introducing a new line of unusual flavors, we hope to achieve this. In addition to setting their goods apart from those of their rivals, the addition of these distinctive flavors will support the brand's mission to expose infants to a variety of flavors.

Part 3: The message (should be common to all the strands of the strategies). How do you convince the target audience (Ethos, Pathos, Logos)

We'll use pathos in our campaign. We will evoke emotion by focusing on happy, healthy babies enjoying the food's company, and the satisfaction of parents knowing they're giving the best to their babies. The campaign will use maternal voiceovers and soft images. We will evoke that our products are essential for the healthy development of children.

Part 4: The target

The target audience is middle-class parents, aged around 30, who prioritize their baby's health and nutrition. They are environmentally conscious and value transparency in the production process. Those parents are also open to introducing their babies to a variety of flavors to develop their palates..

Part 5: The competition (inc. your unique business proposition)

- **Aldi Mamia** : Great quality for the best price, they have fair and honest product offers, and efficient business processes,

It is one of the cheapest ones.

They sell blended fruit pouches , Greek-style yogurts, handy snacks such as veggie straws or rice cakes, nutritious meals and snacks

- **Hipp organic** : With a turnover of 950 million € worldwide, and a total of 3,500 employees, they are considered as one of the best organic food product

They sell blended food, snacks, highly nutritious meals, and baby milk

- **Holle baby food** : They are represented in over 50 countries and have an export share of 90%. Holle baby food's revenue is \$10 - 49 Million

They mostly sell baby puree with diverse flavors

- **Cow & gate** : With an estimated annual revenue of 5.8M, they are owned by the Danone UK group.

They sell a lot of puree and pouches, and are widely appreciated by customers

- **Ella's Kitchen** : They have 30% share of the UK baby food sector and a global turnover of \$121m. It's the biggest competitors of the UK producing a lot of puree and yogurt

Our unique business proposition :

- **Sweet Babies** : Our Unique Business Proposition is to introduce babies to a diverse range of flavors through organic, locally sourced products. Unlike our competitors, we offer an exotic range of flavors that not only nourish but also educate young palates.

Part 6: The media

1. Google Ads: Utilizing targeted keywords to capture the attention of parents searching for organic baby food options.