

Creative Brief Worksheet

1. Target Audience(s)

Who do you want to reach with your communication?

Within the stated segment of “sports enthusiasts”, we would like to further segment our target market into “Young amateur Sports Athletes”. These amateur sports athletes could include Varsity sports players, high school sports players or sports players in a non-major league sport. An example would be players on the University of Waterloo Varsity basketball team. The NEEDS of members for this sub-segment are very similar and uniform and milk is the product that will satisfy this need. The needs and composition of this group will be further described below.

What is a typical member of your audience like? Describe a typical day in an audience member's life.

As mentioned above these amateur athletes could include athletes from a wide variety of sports played at a “non major league” level. A typical member in this segment would be playing for a high school, university or college sports team and would be budget conscious. Members of this audience by the nature of peak athletic performance would be younger members of our population. They would age from 13 to 23. This 10 year window plus/minus 2 is justified as below this age athletes would not be play for a high school, college or university team and anyone approximately above this age would either play in major leagues(such as the NBA) or would not be eligible to play for much longer, as colleges and universities could grow younger talent.

A typical day of members in this audience would be training for their respective sport both privately and with their team which would add up to on average more than 3 hours of physical exercise a day. On top of having certain days in their sports season where they would play and compete in there sport. An example of this could be a University of Waterloo varsity basketball player who would train with their team practice and then workout with weights everyday in addition to play a seasonal match against another team. This same athlete would also maybe work a part time job to make ends meet as many of them are not getting paid for their sport. For example UofT football varsity players do not get paid for their sport however they can receive grants up to \$4000, which is still not enough to make ends meet for a young adult/teen. Hence we see that a large proportion of this target market are not making the same money that their major league counterpart players make. Hence we conclude that members of this market are money conscious. To put this into perspective, let's look at the best case scenario for an amateur athlete who is in the NCAA basketball league(players in this league make the most relative to other amateur leagues). The average salary of the NCAA basketball is \$41,479 which is NOT high enough to obtain the same coaching, training and medical staff of their major league athlete counterparts and furthermore to make their ends meet even. Below is a solid comparison between these two:

What do you know about what they value? What are their hopes and dreams? Who do they want to be like?

Young amateur Sports Athletes value optimal athletic or “PEAK” athletic performance. (However they do not have all the necessary funding or facilities that pro-athletes have to track their macronutrient profile and make clearly defined decisions that are aided towards their goal of peak performance. In general athletes will consume a diet that is optimized for their specific sport and performance.) A big proportion of these players have hopes and dreams to make it to the major leagues one day and know that the only way they will make it there is through their performance. That's why amateur players are always working towards optimizing their performance and always trying to improve. This improvement comes in the form of working out, getting coached, watching game type and through diet and nutrition. An athlete who wants to make it to the big league focuses their entire attention to doing everything in their hand to make their goal of going pro happen. Also many of these Young amateur Sports Athletes are high achievers and want to prosper to be the best. Furthermore to talk about

basketball players who play for the University of Waterloo varsity team. These players want to one day be in the NBA and be like a player like LeBron

James, Kobe Bryant (The reaction to his death from young adults who watched him play growing up is solid proof of this), Paul George, James Harden, Kawhi Leonard.... It's even said that many young players always wanted to be like a certain NBA player. Many of these Young amateur Sports Athletes also hope to be the best in their respective sports.

Whose advice do they listen to; what sources of information do they trust?

Young amateur Sports Athletes listen to advice from their coaches, their parents and more importantly to the player they look up to or idolize. If a famous basketball player with a large following amongst Young amateur Sports Athletes claimed that doing "thing X" improved their performance their followers would listen to their advice and also believe that "thing X" will improve their own performance and will let them become like the famous basketball player. An example of this is me when I played basketball in High School at a competitive level and the "Shocks" were released. I really thought that wearing the shoes would make me jump higher and dunk since my idol Vince Carter said that, but this was not the case!

These Young amateur Sports Athletes would listen to their coaches as they are the people who guide the players and push them to grow and ultimately have a huge impact on a player's performance (If your coach doesn't like you, good luck getting playing time!). They trust what their coaches say as it is for their own interest, hence their coaches play a pivotal role in the information they have and their actions (My "wrestling coach" would convince me that eating butter is good for my joints and I believed this, even though this is completely wrong scientifically).

What kinds of stresses do they face?

Young amateur Sports Athletes face the stress of achieving peak athletic performance and striving towards becoming great enough to either make the major leagues or even stay on the current team. These players are constantly stressed on how to make their game better and strive towards being the best in their sport. However these players are under many constraints that limit how much they can invest towards optimizing their performance. Budget is a huge constraint and Young amateur Sports Athletes have a constrained amount of money to spend. For example LeBron James spends on average \$1.5 million on his health and towards his performance on the court.

Young amateur sports athletes do not have this much money to spend and still must try to maximize their performance. Furthermore many pro-athletes have personal chefs and doctors that work hand in hand to control everything going into the pro-athletes body. Young amateur Sports Athletes face the stress of getting their optimal nutrition within the allocated budget, getting proper guidance and even more importantly dedicating a greater amount of time practicing. As many of these athletes are also in school and working part time jobs unlike pro-athletes whose sole focus is to train. This once again acts as a constraint on young amateur athletes and also is a stress they face.

Another stress/challenge for athletes in this age group is balancing a social life or "having a balanced life outside of their sport" alongside training for their sport and achieving high athletic performance. Many athletes in amateur leagues that have been said to be the next iconic pro player, go on a downward spiral due to not being able to handle and balance these two things. For example many players describe "partying" and "drinking" as something that deterred them from eventually reaching their optimal performance, however this something they must balance and gets very difficult for athletes at that age in their respective environments.

What else do you know about them?

Another thing we know about Young amateur Sports Athletes is that not all of them have the knowledge themselves to know what they should do to achieve peak performance and neither do their unprofessional

coaches. Hence a lack of knowledge is definitely a big thing and is something that our product will “bridge” through promotion and advertising.

We know that Young amateur Sports Athletes are a closely uniform target market segment in terms of what there NEED is. Their need is to optimize their athletic performances given the unique subset of constraints they face. They all also face a similar set of constraints as clearly described above and this set of constraints has a common theme of knowledge and budget. Therefore we will see further in this report our product satisfies this need given their constraints.

2. Objective(s)

What do you want your amateur athletes to do, think or feel?

“After seeing the campaign, amateur athletes will:

1. Consuming milk before athletic events leads to better athletic performance

Reasoning:

As evidenced by prior research consuming foods rich in nutrients, carbohydrates and proteins before an athletic event such as a game enhances athletic performance. Unlike traditional sports drinks, milk contains protein and has an optimal ratio of carbohydrate to protein. Milk also contributes electrolytes (e.g., potassium and sodium) which are naturally lost through sweating during exercise and thus provides the athletes body full nourishment and ready to achieve optimal output.

The campaign should make it a point to get into the routine of players. Players follow strict routines with respect to diet and exercise and the campaign should aim to intersect the routine before and after the player goes into training.

2. For pre-workout nutrition milk is a healthier alternative that will offer them competitive advantage over consuming milk substitutes such as soy milk, almond milk and coconut milk.

Reasoning:

Due to a recent propaganda by milk substitutes soy and other nut based milk products have become more popular. It is partly due to an increased awareness of lactose intolerance and problems associated with consuming milk.

There is a growing body of evidence supporting the claim that soy milk causes hormonal imbalance and could also potentially lead to thyroid disorders. Thus, the focus of the campaign should be to divert attention into studies on soy milk and propagate the healthiness of consuming milk.

3. Milk is essential to an overall healthy diet and should be consumed daily.

Reasoning:

The campaign should aim to capitalize on choosing the healthy way by drinking milk everyday.

By following the AIDA model, the objective is to focus on the effectiveness when drinking milk and in doing so persuade the user into buying more milk. By progressing down the increasing complexity of objectives the campaign managers will begin to notice gradual changes in customer purchase patterns as more people consider milk as a healthy source of nutrients and something that will help them perform like a sports super star.

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|----------|-----|--------|
| Customer | NOW | FUTURE |
|----------|-----|--------|

| | | |
|--------|-----------------------------------|---|
| Thinks | "Milk has fat which is unhealthy" | "Milk is good for health" |
| Feels | "it's just milk" | "I haven't had my milk for the day" |
| Does | "switch milk brands" | "buy our product as they trust our brand" |

3. Obstacles

What beliefs, cultural practices, pressure, misinformation, etc. stand between your audience and the desired objective(s)?

1. Preconceived notion that milk is bad for health
2. Preconceived notion that milk results in weight gain due to its fat content
3. Preconceived notion that drinking milk before a physical activity reduces the effectiveness of said activity
4. Vegans in the audience
5. Visual appeal: It is possible that the target audience may not associate the color/taste/smell of milk with increased physical performance
6. A portion of the target audience will be lactose intolerant

A big portion of being an industry is redefining the idea of product adoption. In our case study, it might be easy to find early adopters who convert from other milk products. However, the bigger problem would be to cross the chasm and convince every athlete to include milk as part of their diets. When you think about the majority population which is "fitness enthusiasts" these amateur athletes are an interesting pathway into the fitness cosmos.

4. Key Promise

What's in it for the audience? If at all possible, this should be something immediate or medium-term, rather than long-term. It should also be a benefit that is important to the target audience; something that they will value.

- 1) Refuel your body before your workout to perform at its best for longer.
- 2) Enhancing your workout without tempting to use a pre-workout supplement by having an affordable and accessible product.
- 3) Using glucose and fructose instead of refined sugar found in many manufactured products to prevent lethargy and fatigue, especially when you are exercising.
- 4) The new formula of our low-fat milk can help your digestive system and prevent from increasing stomach acid content during a workout and absolutely Lactose-free if you have a sensitive stomach.
- 5) Dietary supplementation including Nitrates, Phosphorus, Calcium, Vitamin B, Niacin, Pantothenic acid, Riboflavin, Potassium and of course Extra Vitamin D for better absorption of Calcium which is important at every age.
- 6) Providing a great proportion of the Recommended Daily Allowance (RDA) of protein for the needs of amateur athletes (0.6 to 0.8 grams of protein per liters) based on The Academy of Nutrition and Dietetics to reach a better result in less time.

5. Support Statements/Reasons Why

Amateur athletes, our target audience, have a NEED to achieve peak physical performance and we want to help deliver this to them through the consumption of milk as a pregame drink. As stated above milk contains the optimal amount of protein and carbohydrates to be consumed before a workout in order to enhance athletic performance and make sure that the athletes body does not run out of glycogen. Drinking milk pre work-out ensures that athletes' performance due to malnutrition of vital nutrients does not occur. It also comes in an easy to drink liquid form and

will not upset the athlete's stomach before the athletic event. Furthermore milk is a good start and prolongs time to exhaustion.

Before athletic performance , the target market needs to fuel-up and provide energy needed to the body to workout. Although, there are good reasons to avoid eating heavy meals pre workout and if someone eats typically three meals a day or is a serious athlete in training with a fixed meal schedule need not to worry that much about what to eat or drink before exercise. But amateur athletes (unlike serious athletes in peak training) who kind of have unusual meal schedules or skip meals, they need to be a bit more mindful of what and when to eat before a workout. There is no need to consume any special drink, energy bar or some power boosting snack containing extra, unnecessary pre-workout calories when you can have milk. “ Gain energy before the work-out; results after it”

6. Tone

What feeling or personality should your communication have? Should it be fun? Warm? empowering? active? etc. Based on your audience research, what kind of tone will they be most likely to respond to?

Motivational

By keeping our tone motivational, we want to make our target market feel empowered and uplifted . They should be encouraged enough so that they start believing that they can excel and achieve any goal and be the next big thing.

Positive

We want to be positive so that the audience feels that they made the right decision in choosing our product. We aim to create a strong connection between the target market and the brand.

Educational

We want to be educational so that we can make our target market knowledgeable about the importance of vitamins and minerals intake by athletes .We want to educate our target market about "Milk"so that they always consider it as the healthiest pre-workout supplement.

Safe

Milk industry has consistently reiterated the safety regulations and standards farmers have to adhere to and continuing to send that message across will be important.

7. Media

What channels or forms will the communications take? (e.g. brochures, posters, flyers, radio/TV PSAs, events, contests, press releases, etc.)

- TV commercials and posters of famous “iconic” major league sports players stating how the consumption of milk before games has let them achieve great peak performance(Lebron James showing this on half time NBA game ad)
- TV commercials between sport broadcasts such as as the NBA, SuperBowl, etc., would be a great channel to market to amateur athletes
- Posters and flyers at sport games
- Social media advertisements (FB & Insta feed)
- Ads on Spotify, Audible, Youtube
- Incentivize authors to write positive blog posts about milk and use Google adsense to bring it to the top of the search
- Sports page in newspapers

8. Openings

When or where are the ‘teachable’ moments? When is your audience in a mindset that would make them more open to your message?

- A lot of players listen to music before a game and it can be an interesting opportunity to make them feel motivated and energetic. A Spotify ad that talks about how they can do anything they set their mind to could create an effect in the brain and influence them towards trying it for better performance.
- Promoting milk outside the practices and games of these athletes could result in a conditioned notion in their head that milk is exactly what they need (Very similar to the ad campaign related to meat and gaining muscle)
- Many of these players follow professional sports and stars. Sponsoring big events such as the International fitness day (Oct 16) and running ad campaigns would be an effective way to reach the audience. Companies such as Gatorade market themselves as sports products by associating with sporting events and personalities.
- Alternatively, if it is within budget you could run a TV ad campaign with a young popular Canadian sports player. People watching games have elevated heart rates and increased attention. They might respond to the ad at least registering it for a moment. Studies have also suggested you are more receptive to new information in the mornings so we should target our ads in the morning.

9. Creative Considerations

Is there anything else the creative people should know? This is your chance to educate your creative people about specific considerations related to the audience or message (such as things that are generally seen as negative/offensive in the culture, etc.).

- Due to a very broad user base from multiple ethnic backgrounds, it is important to respect gender, ethnicity and nationality and the campaign should in no way be offensive to any of the groups. It should try to promote an air of acceptance and inclusion.
- The campaign should also have a long term focus of shifting people's attitudes about milk and regularize the consumption of milk more than its competitors.

Despite the negative press and anti-milk campaigns, the average per capita consumption of milk in 2011 was 35L – a figure that hasn't changed much in the last few years. Dairy foods have been traditionally promoted for their calcium content and health benefits. Processed into a variety of foodstuffs including cheese, butter, yoghurt etc, milk based products have become popular dietary supplements for amateur and professional athletes. The main concern regarding dairy is the fat content. However researchers failed to find any link between high fat dairy products and the obesity risk. The main reason for the decrease in per capita consumption of milk products can be related to the availability of special energy drinks, protein bars or some power boosting snack these days.

In conclusion the lack of growth/stagnant level of milk consumption witnessed over the last years will be stopped as promoting milk to young amateur athletes of this age group and using iconic sports players to market milk will create an upward spiral effect for milk consumption. As the younger generation of athletes starts consuming more milk, it will “trend” in their generation and also will subsequently be passed on these athletes' kids and future generations as the “go-to” drink for athletic performance. Hence we will see a general upward trend for milk consumption over the coming years that will continue to grow and will start from the fundamental narrative behind what milk can do for athletes. This narrative created will be very similar to how the meat industry has made many of us to believe that only people who eat meat can become strong and muscular and vegetarians are weak. This is what we are aiming for and it has clearly worked in terms of the meat industry and furthermore will work in terms of dairy as well.

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