

Advertising Campaign : THE WHOLE TRUTH



whole
The Truth
formerly and nothing else.

Introduction

The Mumbai-based brand started as a direct-to-consumer (D2C) startup in **2019**, is internet first brand offering **multi-category healthy snacks**. The product catalog includes **energy bars, protein powder, spreads, chocolates, peanut butters, and more.**

"**The Whole Truth**" is a health-conscious brand dedicated to manufactures products without added sugar, artificial sweetener, preservative, or flavoring and coloring agent.



Our Mission

Our mission is to redefine the way we eat by offering **flavorful, nourishing alternatives** that delight the senses and nourish the body.

We believe that food should not only taste good but also make you feel good. With a commitment to, we're here to empower you to make informed, joyful choices that support your **health and well-being.**

In the name of 'healthy', we're being sold a bunch of lies. And I was done being lied to. So I, along with a few like-minded (and equally betrayed) folks, started The Whole Truth.



Shashank Mehta
Founder and CEO

Portfolio

Protein Powder



Protein Bars Pro



Protein Bars



Badaaaam Chocolate



Dark Chocolate



Milk Chocolate



Nut Butters



Muesli



Mini Protein Bars



Energy Bars



Merchandise



Our Products

Competitors

	 The Whole Truth Foods	 Yoga Bar	 Open Secret	 Lo! Foods
Description	Internet first brand offering multi-category healthy snacks	Internet first brand offering protein-based snacks products	Brand of convenience foods	Brand of convenience foods and snacks
Founded Year	2019	2014	2019	2018
Location	Mumbai (India)	Bengaluru (India)	Mumbai (India)	Bengaluru (India)
Company Stage	Series B	Acquired	Series B	Series A
Unicorn Rating	Minicorn	-	Minicorn	Minicorn
Total Funding	\$22.4M	\$12M	\$14.5M	\$5.52M
Funding Rounds	5	6	4	7
Latest Round	Series B, \$15M, Dec 27, 2022	Series A, \$424K, Apr 22, 2022	Series B, \$9.96M, Jun 06, 2022	Series A, \$2M, Nov 03, 2022
Investor Count	36	15	11	78

Overall Rank based on the given table

01 Yoga Bar

Open Secret **02**

03 The Whole Truth

Lo! Foods **04**

Consumers Profile

\$4.5 trillion market size globally.



Over 90% Customer Recommendation Rate.



40% more spending on healthy foods over years.



Fitness Enthusiasts

Individuals who are passionate about fitness and maintaining an active lifestyle.

Wellness Seekers

They are interested in products that promote overall health and vitality, including supplements, superfoods, and natural remedies.

Health-Conscious Millennials

Young adults aged 25-40 who prioritize health and wellness in their daily lives.

Ingredient-Conscious

They prioritize organic, non-GMO, and allergen-free options, seeking products that are safe.



STP Analysis (1/2)

❖ Total Addressable Market (TAM)

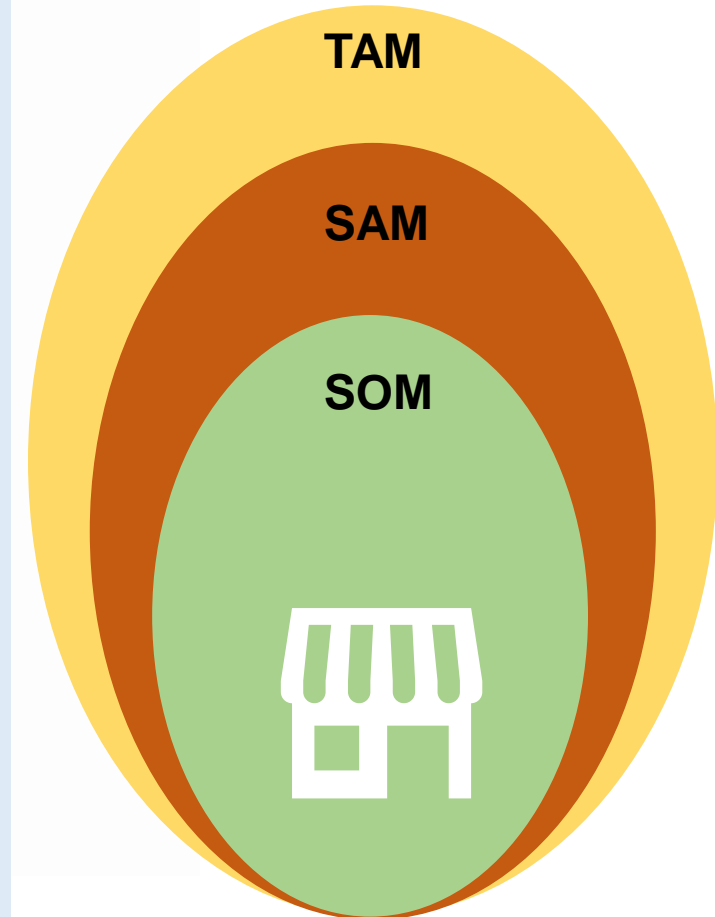
The TAM represents the entire global health and wellness market, which is estimated to be worth over **\$4.5 trillion annually**.

❖ Serviceable Addressable Market (SAM)

The SAM represents the portion of the TAM that The Whole Truth can realistically target and serve with its products and services. The Whole Truth aims to capture anywhere from **5% to 20% of its SAM**, depending on the size of its target segments and the level of competition in the market.

❖ Share of Market (SOM)

Over time, The Whole Truth could aim to increase its SOM through strategic expansion, product innovation, and marketing efforts.



STP Analysis (2/2)

Segmentation



- **Age:** Primarily targeting individuals aged 25-40, including millennials and young parents.
- **Income:** Middle to upper-middle-class consumers with disposable income for health and wellness products.
- **Health-Conscious Consumers:** Individuals who prioritize health and wellness in their lifestyle choices.
- **Fitness Enthusiasts:** Those passionate about fitness and maintaining an active lifestyle.

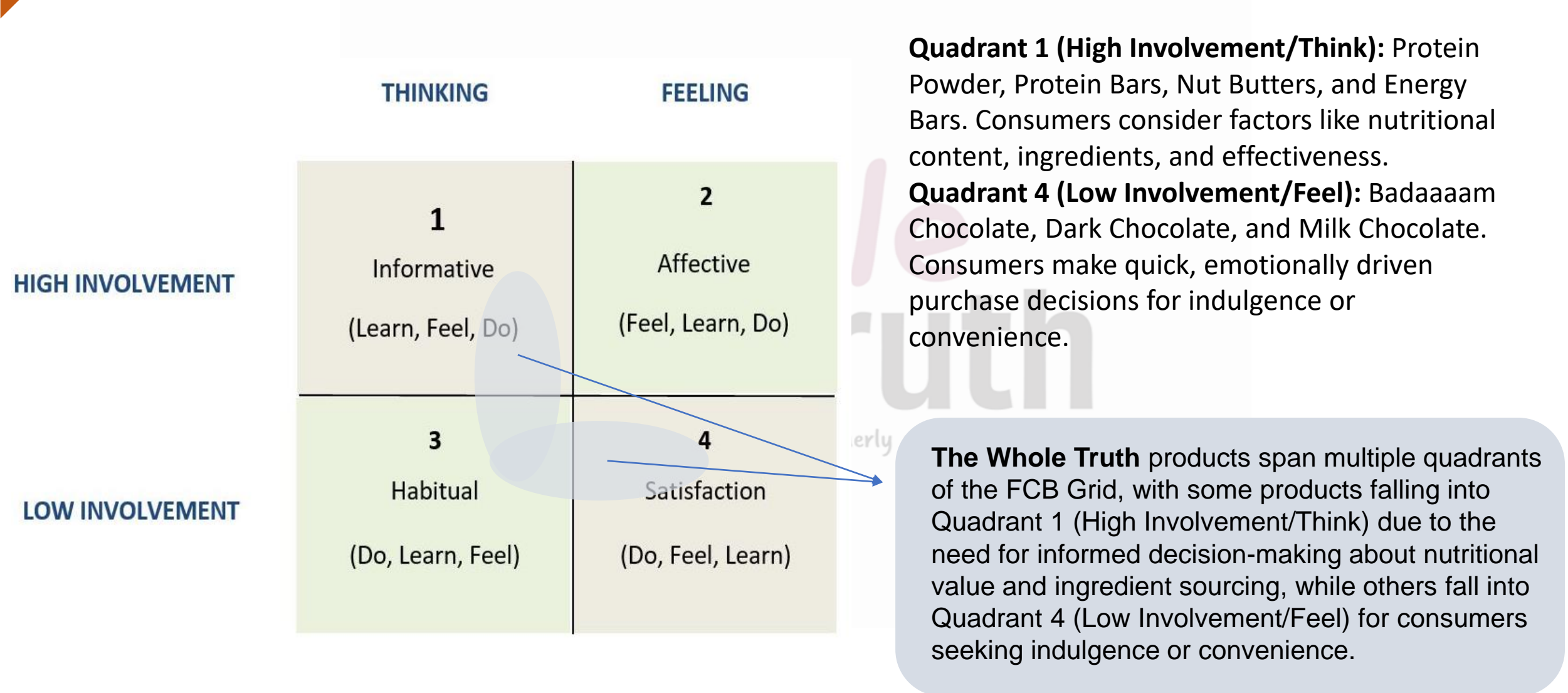
- **Health-Conscious Millennials:** Young adults aged 25-40 who prioritize health and wellness in their daily lives.
- **Fitness Enthusiasts:** Individuals passionate about fitness and maintaining an active lifestyle.
- **Wellness Seekers:** Individuals focused on holistic wellness and vitality.
- **Ingredient-Conscious Parents:** Parents who prioritize natural and nutritious products for their families.

- **Transparent and Honest:** Providing clear communication about product ingredients, sourcing, and manufacturing processes.
- **Quality and Natural:** Using high-quality, natural ingredients to deliver tangible health benefits.
- **Sustainable and Ethical:** Committing to sustainability throughout the supply chain, from sourcing to packaging.

Targeting

Positioning

FCB Grid (1/2)



FCB Grid (2/2)

Advertisement and Media Strategies related to FCB Grid



- ❑ **Personal Selling:** Personal selling remains crucial here as consumers require detailed information in making informed decisions. Sales representatives should focus on providing comprehensive product knowledge, addressing specific concerns, and guiding consumers through the decision-making process.



- ❑ **Informative Ads:** These ads can appeal to consumers' rational decision-making process by presenting facts, research findings, and testimonials from experts.



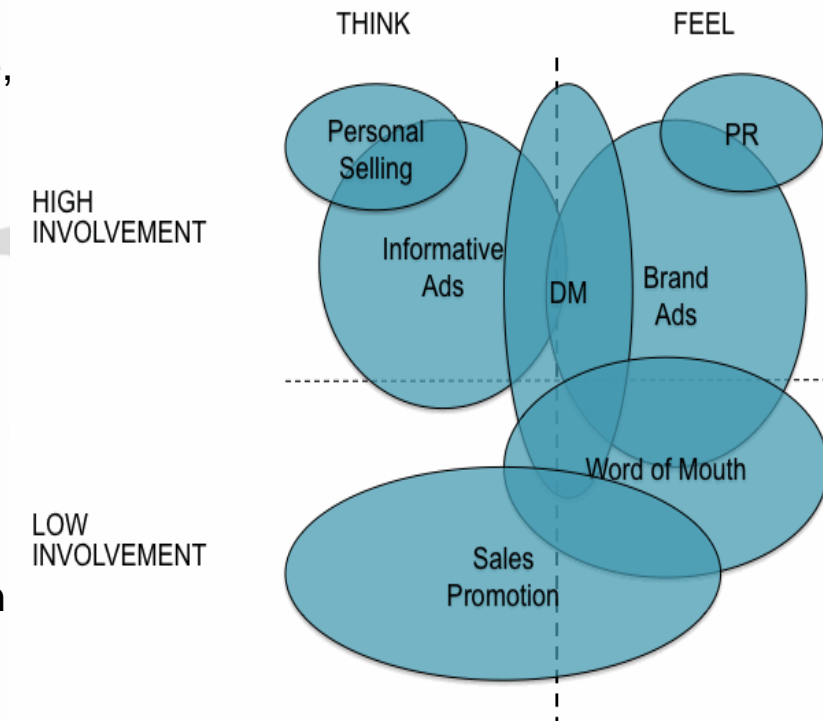
- ❑ **Direct Marketing (DM):** Email campaigns can include educational resources, product comparisons, and exclusive offers to nurture leads and facilitate the decision-making process.



- ❑ **Word of Mouth:** Encouraging user-generated content, organizing social events or contests, and fostering a sense of community around the brand can spark conversations and drive word of mouth.



- ❑ **Sales Promotion:** Sales promotions should emphasize the emotional benefits of the products and create a sense of excitement and anticipation.



Previous Campaign (1/3)

‘The Whole Truth Sayers’

The Whole Truth’s latest campaign aims to reveal the truth behind ‘**misleading influencer marketing**’.

- The Whole Truth, a health food brand, has dedicated its marketing efforts to telling the world the truth about its food and busting common food marketing myths to help consumers lead healthier lifestyles.
- The Whole Truth’s latest campaign addresses **the issue of misleading influencer marketing**.
- Its campaign ‘**The Whole Truth Sayers**’ is a clarion call to all Honest Influencers who only endorse what they actually use and love. And whose opinions can’t be bought with money.
- As consumers moved to influencers, so did marketing dollars. And for the right price, experts started **selling their influence**, rather than telling the truth.
- To fix this broken system, TWT has launched **The Whole Truth Academy Project** where they want ‘real’ influencers to tell the truth about their products.



Previous Campaign (2/3)

‘Our Food is Screwed’

The Whole Truth’s maiden campaign, it started by dropping a giant truth bomb about the **FMCG** industry and its marketing techniques.

- It is a common notion that healthy food isn’t tasty but The Whole Truth (TWT) aims to change that perception. It says that the food industry is ‘**very clever, a little too clever**’ that is built on marketing tricks.
- It sells practically anything as ‘healthy’ and designs its packaging to highlight what **they want you to see**.
- TWT also says that the Food giants label anything man-made as natural, which isn’t the truth.
- It was inspired from The Dollar Shave Club ad and aimed to bust **food myths** and **inconvenient food labelings**.
- Through this campaign they wanted to bust the myth around companies claiming to produce healthy food options in categories like **juices, cookies and chocolates** etc.



Creative Brief (1/3)

Overview

"The Whole Truth" Protein Bars are a cornerstone of our brand, offering consumers a convenient and nutritious way to fuel their active lifestyles. Made with high-quality ingredients and a commitment to transparency, our protein bars provide a guilt-free snack option that delivers sustained energy and essential nutrients.

Flavors

Hazelnut Cocoa

Orange Cocoa

Coffee Cocoa

Coconut Cocoa

Cranberry

Peanut Butter

Lemon Cranberry

Coffee Cocoa Pro

Double Cocoa Pro

Double Cocoa

Peanut Cocoa



#not just for gym people

PS: many people ask us - I don't go to the gym, are these protein bars for me? Well, if nuts & dates and milk are for you, then these bars are for you. And for your parents & your kids.



Creative Brief (2/3)

Target Audience

Health-conscious consumers:

Individuals who prioritize natural, wholesome ingredients and are mindful of their nutritional choices.



Active individuals: Fitness enthusiasts, athletes, and outdoor enthusiasts seeking convenient and nutritious snack options to support their active lifestyles.

Busy professionals: On-the-go individuals looking for a quick and satisfying snack to fuel their busy days without compromising on quality or taste.

Creative Brief (3/3)

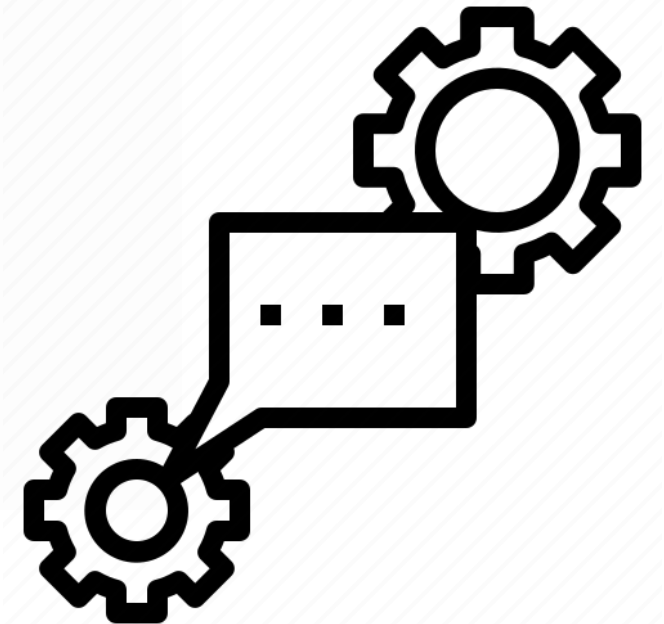
Strategy

- Highlighting the key features and ingredients of our protein bars that set them apart from competitors.
- Communicating the brand's values of authenticity, quality, and transparency to resonate with health-conscious consumers.
- Emphasizing the versatility and convenience of our protein bars for on-the-go snacking and post-workout recovery.

Key Message

"Elevate Your Snack Game with The Whole Truth Protein Bars."

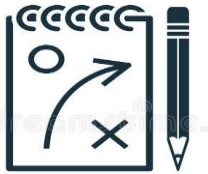
- This message conveys the idea that our protein bars offer more than just sustenance—they provide a delicious and nutritious way to power through your day and achieve your wellness goals.
- It speaks to the brand's commitment to quality, transparency, and authenticity, inviting consumers to experience the difference with "The Whole Truth" Protein Bars.



Copy Strategy (1/2)

Copy:

- "Fuel Your Truth with The Whole Truth Protein Bars."
- "Experience the Power of Real Ingredients in Every Bite."
- "Nourish Your Body, Nourish Your Journey with The Whole Truth."



Tone:

- Energetic, empowering, and authentic.
- Inspiring consumers to embrace their wellness journey with confidence.
- Communicating the brand's commitment to transparency, quality, and integrity.



Call to Action:

- "Try The Whole Truth Protein Bars Today and Taste the Difference!"
- "Discover Your Perfect Snack Companion—Shop Now!"
- "Join the Movement Towards Authentic Wellness—Fuel Your Truth with Us!"



Copy Strategy (2/2)



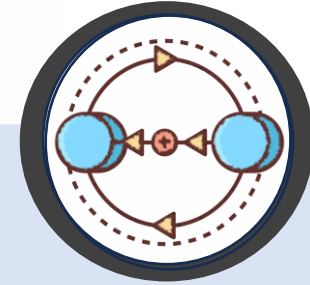
Content Approach

- Highlight the nutritional benefits and key ingredients of "**The Whole Truth**" **Protein Bars** through engaging visuals and informative copy.
- Showcase real-life scenarios where consumers can enjoy the protein bars, such as post-workout refueling, mid-day snacks, or on-the-go fuel.



Platform Utilization

- **Social Media:** Utilize platforms like Instagram, Facebook to share visually appealing content and interactive challenges.
- **Influencer Partnerships:** Collaborate with fitness influencers, nutritionists, and wellness bloggers to reach a wider audience and leverage their credibility and expertise.



Engagement Strategy

- Encourage audience participation through branded hashtags (**#FuelYourTruth**, **#WholeTruthProteinBars**) inviting consumers to share their protein bar experiences.
- Foster a sense of community by responding to comments, and sharing customer success stories to build brand loyalty and advocacy.

Communication Channels



Social Media Platforms

Platforms such as **Instagram, Facebook, Twitter** to share visually appealing content, behind-the-scenes glimpses, and interactive challenges or contests.



Influencer Partnerships

Collaborate **with fitness influencers, nutritionists** to reach a wider audience and leverage their credibility and expertise in endorsing "The Whole Truth" Protein Bars.



Public Relations (PR)

Secure media coverage and press mentions through **press releases, product reviews**, and partnerships with health and wellness publications to increase brand visibility and credibility.



Content Creation Platforms

Utilize platforms such as **YouTube, Pinterest, and LinkedIn** to create and share educational content, recipe videos, and informative articles related to health, wellness, and nutrition.

Media Planning (1/2)

Objectives

- ❖ Increase brand awareness and drive sales of "The Whole Truth" Protein Bars.
- ❖ Position the product as a top choice for health-conscious individuals, fitness enthusiasts, and on-the-go consumers.

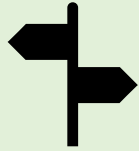
Strategies

- ❖ Highlight the unique selling points of "The Whole Truth" Protein Bars, including natural ingredients, high protein content, and delicious taste.
- ❖ Emphasize the product's benefits in supporting post-workout recovery, providing sustained energy, and satisfying hunger cravings.



Media Planning (2/2)

Media Choices



Social Media Advertising

Influencer Partnerships

Digital Display Ads

Content Marketing

Media Schedule



6-Weeks Advertising Campaign

Week 1-2: Social Media Ads: Run targeted ads highlighting the product's benefits and driving traffic to the website.

Week 3-4: Influencer Partnerships: Partner with fitness influencers to create sponsored content featuring "The Whole Truth" Protein Bars.

Week 5-6: Digital Display Ads: Deploy programmatic advertising and display ads on relevant websites and mobile apps.

New Campaign(1/2)

‘#FuelYourTruth Challenge’

The **#FuelYourTruth Challenge** is a social media campaign designed to celebrate and showcase how consumers incorporate "The Whole Truth" protein bars into their daily lives to fuel their personal journeys.



Objective

- Increase brand engagement and awareness.
- Encourage **user-generated content (UGC)** and authentic storytelling.
- Drive **traffic to "The Whole Truth" website** and retail channels.



Target Audience

- Health-conscious individuals aged **18-45**.
- Fitness enthusiasts, busy professionals, and on-the-go consumers.
- Social media savvy individuals who engage with wellness-related content.



Insights

- Consumers seek products that align with their lifestyle and values, providing both nourishment and convenience.
- Authentic storytelling resonates with consumers, **fostering emotional connections** and brand loyalty.



Key Message

Empower your truth with "**The Whole Truth**" **protein bars** – fuel your workouts, power through your day, and indulge guilt-free.

New Campaign(2/2)

Copy Strategy:

- Copy should be concise, engaging, and action-oriented, encouraging consumers to participate in the **#FuelYourTruth Challenge**.
- Emphasize the versatility and benefits of "The Whole Truth" protein bars in fueling various aspects of consumers' lives – from workouts to busy days to guilt-free indulgence.



Media Planning:

- **Social Media Platforms:** Launch the campaign on Instagram, Facebook, and Twitter to reach a wide audience of health-conscious consumers.
- **Website Integration:** Feature the #FuelYourTruth Challenge prominently on "The Whole Truth" website, providing clear instructions on how to participate and showcasing user-generated content.
- **Influencer Partnerships:** Collaborate with fitness influencers, nutritionists, and lifestyle bloggers to amplify the campaign's reach and engagement.
- **Email Newsletters:** Send dedicated campaign emails to subscribers, inviting them to join the #FuelYourTruth Challenge and highlighting prize incentives.
- **Hashtag Monitoring:** Monitor and engage with user-generated content using the #FuelYourTruth hashtag, resharing standout submissions and fostering community interaction.



Ads (Print)

The Daily News

Keeping it real , keeping it tasty!!

**whole
The Truth**
formerly and nothing else.

“ # FuelYourTruth ”



"Discover the power of purity with The Whole Truth. Our commitment to transparency ensures that every product delivers on its promise of quality and authenticity. From farm to table, we meticulously source only the finest ingredients, providing you with protein supplements you can trust. Join us in embracing a lifestyle of honesty and integrity. Fuel your journey with Whole Truths, where purity meets performance."

SCAN TO SHOP



Ads (Audio and Visual)

Visual-1



The advertisement begins with a bustling cityscape, with people rushing to work and school. The scene transitions to a modern kitchen where a mom, multitasking like a boss, prepares breakfast for her children. The mom adds Whole Truth Foods muesli to a bowl with a wink and a smile, her kids eagerly watching.

Audio-1(Narration)

Picture this - ek supermom jo apne bachon ke liye ultimate healthy breakfast banati hai, aur uska secret weapon? Whole Truth Foods ka muesli, straight from the health aisle! Fir kya, subah ki shuruaat ho gayi healthier aur happier vibes mein with sachai ka tadka !

Ads (Audio and Visual)



Visual-2

Cut to a gym where a fitness freak, sweating it out like a pro, reaches for a Whole Truth Foods protein bar. The guy takes a big bite of the protein bar, feeling pumped up and ready to crush his workout.

Audio-1(Narration)

Ab imagine karo, ek fitness freak jo gym mein hustle kar raha hai aur uska energy ka booster? Whole Truth Foods ka protein bar, bro!
Now He feels energetic and he knows sachhai uske saath hai !!

Ads (Audio and Visual)



Visual-2

Quick cuts of diverse people from all walks of life, each enjoying Whole Truth Foods products in their own unique style.

Audio-1(Narration)

Chahe bacha ho ya bada, sab ko chahiye ek sachai ka swaad - aur wahi milega Whole Truth Foods mein!

Whole Truth Foods - Keeping it real, keeping it tasty!

Ads (Audio and Visual)

A smooth background tune throughout the narration and a below jingle at the end (logo and tagline display).

**“ Sachchai ka swaad, Whole Truth ka saath,
Swasth khana, har khushi ka raaz! “**

The advertisement wraps up with the Whole Truth Foods logo and tagline displayed proudly. The mood of this advertisement is **upbeat, energetic, and relatable**. It captures the essence of everyday life with a touch of humor and positivity. The estimated duration of the ad is **45 seconds**.



THANK YOU

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