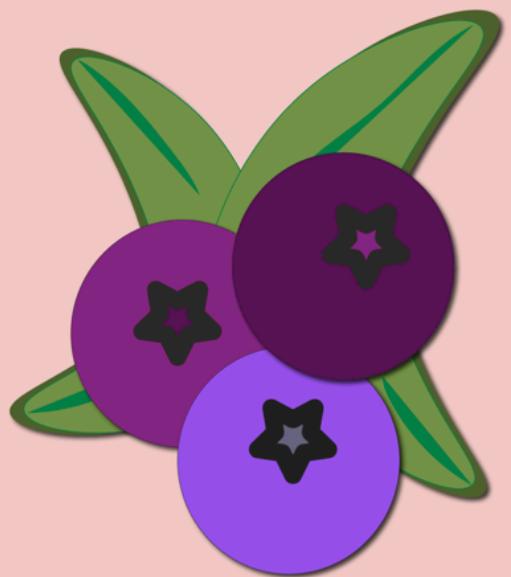


CREATIVE BRIEF

Its Better with Blueberries



THE PROBLEM

Sales of fresh blueberries are down because people don't take time to add it to their meals or grab it on the go as a snack.



THE BIG PICTURE

Our lives are busier than ever, and between juggling work, family and friends we often times forget to care for our diet and nutrition.



THE BENEFITS

- + High level of antioxidants
- + Aid against cancer, heart disease and diabetes
- + Improve learning and memory



THE OBJECTIVE

Increase blueberry sales and consumption.

ONE CUP OF BLUEBERRIES =

80 **3.6** **25%**
Calories grams of fiber daily vitamin C



THE GUIDELINE

The challenge

Convince people to take the time to enjoy blueberries, because it will improve their health.

The target

The average person that overlooks their diet and nutrition.

What do they think?

I can supplement the vitamins I need with other (bad)sources of energy.

What should they think?

There's nothing like fresh fruit.

Why believe us?

Because we are not alone! Plenty of data supports the claim that fresh blueberries offer more benefits.

The cultural tension

Time is money, don't waste it.

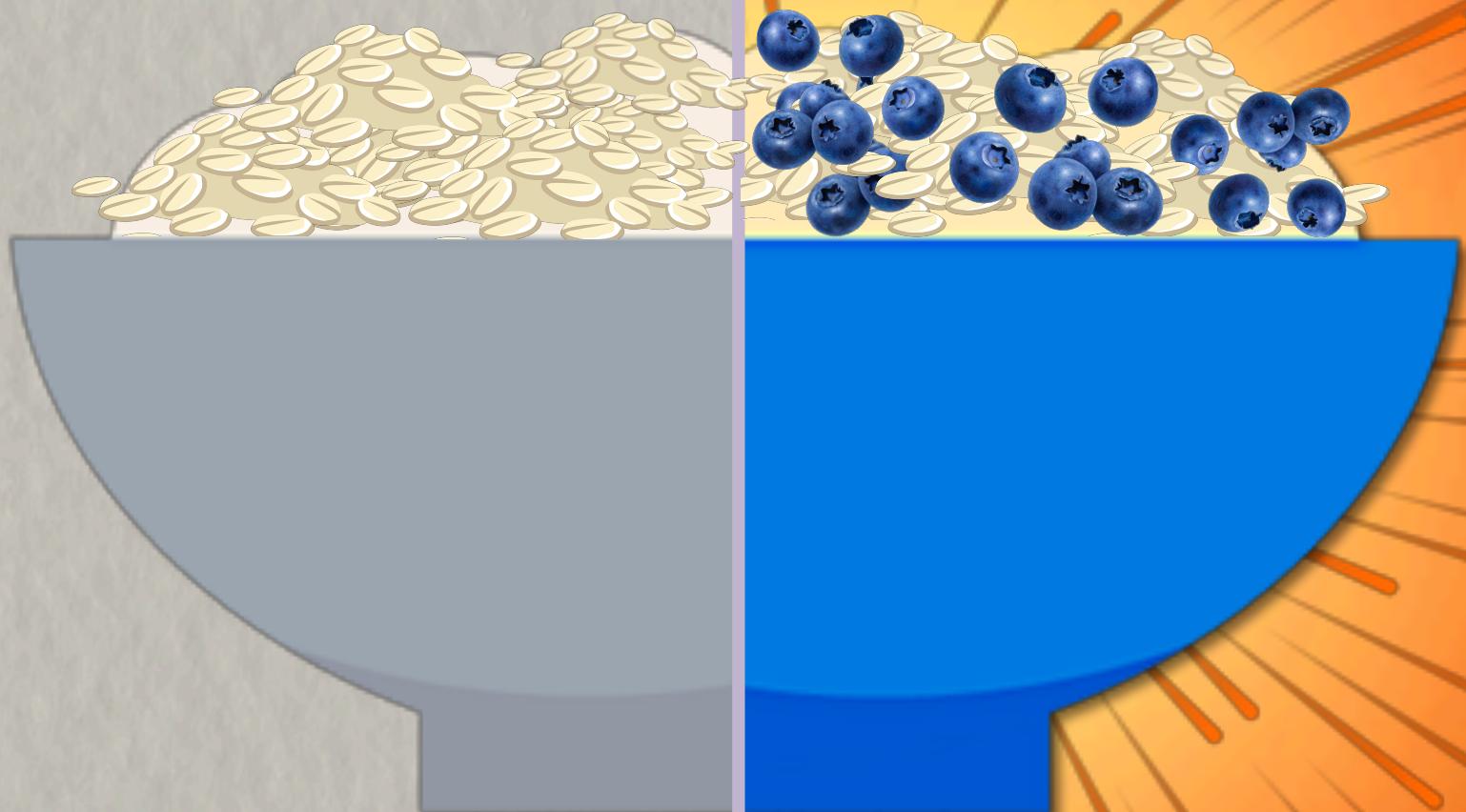
The conversation

Anywhere we procrastinate.
#BetterwithBlueberries

The Spark

Improving your health for your future and well-being.

It's Better **WITH
BLUEBERRIES**



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