



## Brand Brief: Chips Ahoy!

### Executive Summary:

Chips Ahoy! is an iconic cookie brand synonymous with fun, indulgence, and happiness. Baked with irresistible chocolate chips in every bite, these delicious cookies elevate everyday moments into bursts of joy. Whether enjoyed solo or shared with friends, Chips Ahoy! delivers a satisfyingly crunchy and chocolatey experience that resonates particularly with Gen Z consumers. Chip is the brand mascot for Chips Ahoy! Cookies.

### Brand Description:

- Beloved for its irresistible taste and playful spirit.
- Creates a burst of happiness and sweetness in everyday moments.
- Offers a comforting and satisfyingly crunchy, chocolatey experience.

### Key Brand Features Tags:

- **Fun:** Chips Ahoy! injects playfulness into snacking, making any moment more enjoyable.
- **Delicious:** Unmatched taste with a perfect balance of sweetness and chocolate that tantalizes taste buds and leaves consumers wanting more.
- **Happy:** Chips Ahoy! strives to be a source of joy, embodied in its colorful packaging, cheerful crunch, and the pure bliss experienced with each bite.

### Target Audience:

- **Gen Z:** These young adults seek fun, flavor, and a dash of spontaneity in their snacks. They appreciate the brand's vibrant personality and the shareable, social nature of Chips Ahoy! cookies.

### Communication Channels:

- **Social Media:** Chips Ahoy! Leverages social media platforms to connect with Gen Z on their preferred platforms. Engaging content, influencer partnerships, and interactive challenges maintain the brand's status as a fun and trendy force in the digital space.

### Strategic Focus:

This brand brief emphasizes Chips Ahoy!'s strong appeal to Gen Z consumers. The focus is on the brand's ability to elevate snacking into a joyful experience that aligns with the values and social preferences of this young adult demographic. Social media remains the primary channel for connecting with Gen Z and promoting the brand's message of fun, flavor, and happiness.