

Brand:

Kraft

Task at Hand:

Get Kraft to be the talk of drop off and parenting groups everywhere during Back to School 2019 in the US.

Who we are:

Kraft has been there for American families for over 100 years, making delicious food and meeting the changing needs of each generation at mealtimes. We date back from 1903 when JL Kraft first started his cheese business in Chicago to being in the houses of more than 75% American households today.

But as consumers & food has evolved, Kraft is challenged to be more than just a brand from their past. To become the most loved brand for families by strengthening their bond with parents in fresh & contemporary ways that celebrates our kid-loved food.

Our Challenge:

Recruit young families to the brand by bringing Kraft closer to parents' hearts, showing we understand the pressures they are under and that we are there to help with the products we make.

Who are we talking to:

All Parents with young kids (<12). Whether they are stricter about food or more easy-going, every parent has a moment (or many moments!) when they need some help to make mealtime smoother.

What do people think/do now:

Parents today live in a pressure cooker. They internalize constantly shifting expectations, putting undue pressure on themselves. Back to School is no different. Some parents are high fiving on the first day (if they admit it) while others are crying at drop-off.

Why should people believe us:

We want to turn unsaid truths – honest, human truths that cause pressure on parents - into fresh, unexpected experiences Kraft can provide to reduce the pressure and release the joy of parenting.

What will make us happy:

BIG, CULTURALLY POWERED ideas, that feels FRESH and can be executed through real life acts and social media. All ideas should have one of our main products (Kraft Natural Cheese, Kraft Singles and/or Kraft Mac n Cheese) at the center of the execution. If the story can be told without our brand or product, it is not strong enough.

Tone / Voice: Refreshingly Honest, Witty, Optimistic, Unapologetic

Here is some work we are proud of and good examples of our tone of voice:

- Swear like a Mother (feat. Kraft Mac n Cheese)
<https://www.youtube.com/watch?v=U5NxumE2DVl>
- #ThankfulForMacNCheese
https://www.youtube.com/watch?v=RWj0vA_ivG0&t=27s