# Creative Brief

**Client Name:** *Hefty Brands*

**Product Name:** *Hefty Ultra Flex*

**Prepared by:** *Shane Whiting*

## Project Background:

Hefty Brands has asked us to devise an advertising campaign consisting of television and print ads that establishes Hefty Trash Bag’s superiority when compared with other leading trash bag brands.

## Advertising Strategy Statement:

Advertising will convince women, both wives and mothers, that Hefty Ultra Flex trash bags provide more durability, Flexibility and odor control in the kitchen, than other leading trash bags.

Support: will be that Hefty Ultra Flex’s puncture protection and overstuff technology allows for more trash in each bag.

Tone will be lighthearted, appealing to a wife or mothers urge to be Super-mom.

## Campaign Theme:

The campaign theme is “Hefty is every kitchens best friend.”

The tagline for the campaign is “Quality and flexibility. That’s Hefty.

## Problem Advertising Must Solve:

The key consumer problem that must be addressed is trash bags often tear when overloaded.

## User Value Proposition/Benefits

Primary consumer benefits

Hefty Ultra-flex can handle the heavy load;

puncture protection reduces risk of rips and tears

Secondary consumer benefits are

Unscented Odor Block Technology keeps unwanted odors at bay.

Convenient drawstring eliminates the need for those pesky, volume-reducing knots.

## Key Fact

Hefty Ultra-flex can handle the heaviest of loads with ease.

## Audience

Primary consumer demographics are women, wives and mothers, ages 25-55. Primary consumer psychographic profile is homemakers that spend a lot of time in the kitchen and have a busy schedule.

Secondary markets:

College kids

Men ages 25-65 that do a lot of home improvement work.

## Mandatory Items/Limitations

**Must Contain:**

Hefty Brand logo

Ultra-flex Logo

Must contain the tag line, ”Quality and Flexibility. That’s Hefty.”

**Limitations of the campaign are:**

Ads Must not refer to competitors by name.

Television advertisements must be focused during peak viewing hours of our target audience.

Must advertise in magazines.

## Approvals

Ken Graham