

Creative Brief

Client Name: Dairy Queen

Product Name: Grill and Chill

Prepared by: Amanda Morris

Project Background:

The purpose of advertising will be to promote Dairy Queen's, most recent development, the Grill and Chill. The Grill and Chill enhancements stretch across the nation. Dairy Queen wishes to raise awareness for the DQ Grill & Chill, and show customers that DQ has an all new menu for everyone. The DQ Grill & Chill menu is causation to begin a new promotion strategy. The menu features options ranging from the same soft serve and Blizzards to new chicken salads and made to order burgers with hot and cold toppings. The results of this ad will produce an increase in sales and a stronger brand loyalty.

Advertising Strategy Statement:

Advertising will convince consumers that DQ's Grill and Chill is a great choice, when choosing a fast-food restaurant, that offers a menu with a little something for everyone.

Support will be the menu options, because the Grill and Chill will now be offering grill favorites and salads.

Tone will be informative, family-friendly, and fun.

Audience

The primary consumer demographics are busy women with families and children. Many busy women with families and/or jobs are looking for a healthy alternative to fast-food dining, that will help keep them fit while appeasing their children. Another market to consider are busy business men and women looking for a fresher and maybe healthier alternative to a fast lunch.

Competition

The most competitive environment would be other soft serve ice cream/sweet shops offering alternative menu options. Dairy Queen's top two international competitors are Dunkin' Donuts and McDonald's. Both industries offer multiple food alternatives while including a vast array of sweet goods options.

User Value Proposition/Benefits

Dairy Queen's Grill and Chill menu stands out from the competition because it offers good old fashion soft serve ice cream and Blizzards along with new menu options like salad and made to order hamburgers that will satisfy mom's and children alike. Primary benefits for parents will be that they are able to eat more healthily at DQ's Grill and Chill, even if they are busy and on the go with children. Secondary benefits will be family happiness and cohesiveness because mom, dad, and kids will all be happy with the choices Dairy Queen's new menu has to offer.

Problem Advertising Must Solve:

Advertising must address that Dairy Queen is not just famous for their famous soft-serve ice cream, but that they are offering new menu options that will provide a way to fight weight gain caused by fast-food eating.

Key Fact

The new DQ Grill and Chill menu offers a wide variety of options for everyone from Mother to Toddler.

Campaign Theme:

Dairy Queen Grill and Chill menu is the one stop shop for salads and soft-serve.

Approvals

Ken Graham