**Strategic Message Planner: Plant Life**

Client and Product

Plant Life is a different way to get your protein. To get the protein you need to live an active and healthy life individuals take Plant Life.

Plant Life Inc. was discovered one year ago by a botanist, Mark kettle who had a unique interest in plants. Kettle found that by eating a variety of vegetables an individual could get all of the essential amino acids needed without eating animal protein.

Each Plant Life container comes with a scoop for easy measuring. The mixture comes in various flavors such as vanilla and chocolate. Plant Life sells for approximately $25.50 a container.

Product testing has shown that while using Plant Life individuals had lowered their cholesterol and gained an excellent source of minerals, vitamins and antioxidants within one month of regular use.

Target Audience

The target audience for this ad is men and women ages 20 to 40 who are either vegetarians or healthy individuals who don’t get their protein from an animal source. They typically work out on a weekly basis and maintain a healthy lifestyle. They believe in alternatives when it comes to food and usually eat clean.

The average age of the target audience is 31. Its members come from a middle class. Many are advocates of health who take time in caring for their body and giving it what it needs to maintain a healthy balance. These individuals take working out and eating healthy seriously. They don’t try something new and quit. They stick with what works.

Many are vegetarians who cannot get their protein from animal products. These individuals find it more convenient to get their protein from a shake rather than eating the many vegetables necessary for getting the essential amino acids needed.

Members of the target audience live active lifestyles. They exercise regularly while working a steady job. They want something healthy they can eat fast. They want a product they know is good for them.

Product benefits

Plant Life is a great way to get the protein you need fast. It’s safe, effective and will leave you feeling wonderful.

Current Brand Image

Plant Life is a fairly new product that has little brand image. It might be perceived as something only health nuts use.

Desired Brand Image

Plant Life is a great way to get protein and all of the essential amino acids your body needs.

Direct Competitors and Brand Images

Direct competitors are other health store protein products:

* Whey protein: The target audience for this type of protein is large. Bodybuilders and many athletes use whey when training. However, members of the target audience are looking for an alternative that doesn’t come from a dairy product. Monthly supply $20-$60.
* Soy protein: The target audience is large. However soy powder does not dissolve that well, may have a beanie taste and can cause flatulence in people sensitive to soy sugars. Monthly supply $20-$40.

Indirect Competitors and Brand Images

Eating vegetables at home: The target audience might not have enough time to sit and eat all of the vegetables needed to get a significant amount of protein.

Advertising Goal

To convince members of the target audience that Plant Life is significantly delicious and gives you the proper protein needed to maintain a healthy and balanced life.

Strategic Message

Plant Life changes the way you eat protein. It’s healthy and beneficial for getting all of the essential amino acids without consuming animal protein.

Supporting Benefits

Feature Benefit .

Natural vegetables

Variety of different vegetables

Natural sugars Delicious drink

Natural flavors

Measured scoop Easy to use, no guessing

Tested Knows it works!

All natural Healthy