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Fall Semester 2012
SC 3353
Section 003

Strategic Message Planner: Natural {Sweetness} Products

1. Advertising goal

“To promote the brand image of Natural {Sweetness} as candy that is not unhealthy and fattening but a nutritious and delicious treat for any time of day.”

2. Client: Key Facts

- Natural {Sweetness} Products, Inc. of Sherwood, Mich., makes Natural {Sweetness} organic candy.
- Natural {Sweetness} Products is an employee-owned company and, in 2012, was named a winner of the “Good Foods Award” in the confections category.
- The Soil Association has named Natural {Sweetness} Products the Best Organic Candy every year since 2009.
- Wendy Darling founded Natural {Sweetness} Products in 2002. Darling is an award-winning confectionery chef. In 1995, she received the Confections Chef of the Year from the Craft Guild of Chefs.
- Natural {Sweetness} Products primarily sells its products to health-food stores in the United States and Canada.
- Total revenues in the past fiscal year were \$12 million.

3. Product Key Features

What is the Product?

- Natural {Sweetness} is a candy made up of only healthy, organic and natural products.
- Natural {Sweetness} is designed to be a healthy alternative to candy.
- Each piece of Natural {Sweetness} candy is made in an organic, not geometric, shape; each piece is also uniquely shaped.
- Each piece of Natural {Sweetness} contains approximately five calories, and a serving (20 pieces) contains approximately 100 calories.
- Natural {Sweetness} Products sell for about \$2 apiece.
- One product contains about three servings or 60 pieces of candy.

What Is the Purpose of the Product?

- The purpose of the Natural {Sweetness} product line is to provide a healthy, organic alternative to unhealthy candies. “Eating candy once in a while shouldn’t be something you’re ashamed of,” said Wendy Darling.

What Is the Product Made of?

- Natural {Sweetness} Products feature natural, organic and healthy ingredients that combine to form a tasty and nutritious candy. The naturally healthy ingredients help distinguish Natural {Sweetness} Products from similar products.
- Natural {Sweetness} Products come in five different flavors, all of which are mixed evenly into one product: grape, strawberry, apple, banana and orange. These flavors are created with natural fruit juices and small amounts of pure, unprocessed cane sugar.

Who and What Made the Product?

- Award-winning confectionery chef Wendy Darling created Natural {Sweetness} Products and the Natural {Sweetness} Company. She herself enjoys eating Natural {Sweetness} almost every day.
- The 60 pieces of candy that come in each product are packaged in three separate recycled clear plastic packets for freshness and placed in a recycled cardboard box as an outer container. The packets each hold 20 pieces of candy, effectively dividing the portion sizes.

4. Target Audience: Demographics and Psychographics

The target audience for this ad is parents of children between the ages of 5 and 12. They can give their children Natural {Sweetness} Products as a healthy alternative to after-school junk food snacks, and they themselves can enjoy a tasty snack at any time of day. These parents are typically concerned about what kinds of foods are going into their child's body, and they will be on the lookout for quick, healthy and appetizing options. They will also be concerned about keeping themselves healthy, and rather than grabbing a candy bar, they can just grab Natural {Sweetness}.

The average age of the target audience is 34. Its members have a median household income of \$70,000. Most are homeowners in suburban neighborhoods. Most are married, and have, on average, two young children. They mostly have a healthy mindset and strive for a sustainable lifestyle. Approximately 80 percent are college graduates.

Most have careers outside the home and are limited on time. They are involved in their children's lives and attempt to make sure that they are living healthily.

Members of the target audience lead busy lives and need quick, healthy options for snack foods. However, they want their children to enjoy the food they are snacking on, and Natural {Sweetness} Products provide that convenience, health, and superior taste.

Members of the target audience typically already purchase products that are conducive to a healthy lifestyle and are eager to purchase other products that meet the same criteria.

5. Product Benefits

- Natural {Sweetness} is a candy made up of only healthy, organic and natural products: It will satisfy your desire for sweets in a healthy way.
- Natural {Sweetness} is designed to be a healthy alternative to candy: Natural {Sweetness} will be a pleasant but healthy snack with none of the negative effects that other candies sometimes have.
- Each piece of Natural {Sweetness} candy is made in an organic, not geometric, shape; each piece is also uniquely shaped: You get the feeling that the candy isn't just cookie-cutter processed sugar, but a real product made with love and care.
- Each piece of Natural {Sweetness} contains approximately five calories, and a serving (20 pieces) contains approximately 100 calories: Natural {Sweetness} is low in calories and will simply serve as a satisfying, tasty snack, not a horrifying caloric binge.
- Natural {Sweetness} Products sell for about \$2 apiece: The product is cheap enough to be competitive with the other candies sold around it in stores.

- The 60 pieces of candy that come in each product are packaged in three separate recycled clear plastic packets for freshness and placed in a recycled cardboard box as an outer container. The packets each hold 20 pieces of candy, effectively dividing the portion sizes: There is enough candy in each box for three healthy servings, making each box an excellent deal economically. The division of the servings using three separate recycled plastic packets reduces the urge to binge-eat and satisfies your hunger without overdoing it.

6. Direct Competitors and Brand Images

- Healthy Candies from Caring Candies: This is the closest competitor to Natural {Sweetness}. They range from \$4.39 for a four-pack of lollipops to \$5.39 for 30 bon-bons. They are sold in health food stores across United States and Canada. The target audience views this as more of a once-in-a-while candy, whereas Natural {Sweetness} is viewed as a frequent snack item.
- Dr. Fuhrman's Pop'ems: The target audience views these as healthy but believes they lack the tastiness of Natural {Sweetness}. They cost \$14.99 for a 14 oz. container, which is not comparable to other candies.
- Sparx by Fine & Dandy Candy (with xylitol): The target audience is looking for an overall healthy product, and this one's main selling point is that it improves dental health. They view this as a specialty candy rather than an everyday snack. One tube contains 120 pieces of candy. There are 12 servings per container, at 10 pieces per serving. Each tube is priced at \$1.49, a price that is competitive with other candies on the market.

7. Indirect Competitors and Brand Images

- Fruit Gushers Fruit Flavored Snacks: These are a popular, sweet after-school snack that the target audience might choose over Natural {Sweetness}. There are six packs in a box. The drawback to these is that they are not healthy or organic in any way. They also do not appeal to most adults.
- Welch’s Mixed Fruit Fat Free Fruit Snacks: The target audience would consider these if an organic, natural alternative were not readily available. They are relatively healthy (fat-free and made with some real fruit) and priced very competitively- \$3.98 for a box of 22 packets.

8. Product Brand Image

- Current brand image: The target audience believes Natural {Sweetness} is the healthiest, most natural and tastiest choice for an organic candy.
- Desired brand image: Natural {Sweetness} is preferred over any other healthy or unhealthy candy as a tasty organic snack.
- Brand image challenge: Awareness among the target audience isn’t as high as it could be. Organic candy generally has a negative connotation that Natural {Sweetness} needs to strive to overcome.

9. Strategic Message: The Promise

Natural {Sweetness} Products will satisfy your craving for sweets in a healthy way.

10. Supporting Evidence: The Proof

- Award-winning confectionery chef Wendy Darling developed Natural {Sweetness} Products as a healthy alternative to other candies.

- Natural {Sweetness} Products feature natural, organic and healthy ingredients that combine to form a tasty and nutritious candy.
- The 60 pieces of candy that come in each product are packaged in three separate recycled clear plastic packets for freshness and placed in a recycled cardboard box as an outer container. The packets each hold 20 pieces of candy, effectively dividing the portion sizes.
- Natural {Sweetness} Products come in five different flavors: grape, strawberry, apple, banana and orange. These flavors are created with natural fruit juices and small amounts of pure, unprocessed cane sugar.

Title: I Want Candy! (Radio Ad)
Client/Sponsor: Natural {Sweetness} Products, Inc.
Length: 30 seconds
Air Dates: Nov. 8, 2012—Jan. 8, 2013

SFX: Door shutting (one time)  ← Click here!

CHILD'S VOICE:

Moouooooom, can I have some candy? I want some candy!

FEMALE ANNOUNCER:

How many times have you heard that when your kids get home from school? Sometimes you say no, sometimes you say yes. Either way, you always feel like the bad guy. (SIGH)

MUSIC: :00-:20 seconds  ← Click here!
(Establish, then under)
Fallin' For You-[KARAOKE-Instrumental] Colbie
Caillat

SAME FEMALE ANNOUNCER:

(IN A BRIGHTER TONE) Then I found Natural {Sweetness}, an organic, healthy candy made from natural ingredients. And it tastes delicious! Now my kids BEG me to buy them this healthy snack that is such a great alternative to other candies. They hardly ever ask for other candy! And even better- I love Natural {Sweetness} too! My whole family can enjoy these pre-portioned snacks and satisfy their craving for sweets in a healthy way!

SAME FEMALE ANNOUNCER:

Natural {Sweetness}: The organic candy that's nutritious AND delicious! Find it at a health food store near you, and follow us on [facebook.com/naturalsweetness](https://www.facebook.com/naturalsweetness).

MUSIC:
(Fade, out at :28)

RT: 29 seconds

Title: Natural {Sweetness} Promotion Ad (TV Ad)
Client/Sponsor: Natural {Sweetness} Products, Inc.
Length: 60 seconds
Air Dates: Nov. 8, 2012—Jan. 8, 2013

MS—Frustrated mother (:05)

MS—Child eating candy enthusiastically (:05)

CU—Child mouthing “What’s for a snack?” in sync with the announcer’s voice (:05)

CU—Mother happily mouthing “It’s Natural {Sweetness}!” in sync with the announcer’s voice (:05)

CU—Pile of brightly colored, unlabeled candy; animation of a red “x” drawn across the (:07)

SFX- Wrong answer buzzer  [← Click here!](#)

MS—Businesswoman multitasking and looking stressed (:07)

CU—Natural {Sweetness} packaging (:08)

MS—Happy family giggling and hugging and laughing; mom-focused (:12)

FADE TO BLACK AT :54

RT—:54

ANNOUNCER:

Are you tired of the unhealthy snacks your child eats?

Do you want to pull your hair out when they eat candy instead of other healthy snacks?

Now, have an answer they’ll want to hear when they ask, “What’s for a snack?”

It’s Natural {Sweetness}! The organic candy that’s nutritious and delicious!

Your kids don’t have to eat junk candy for a snack anymore! Instead, they’ll reach for Natural {Sweetness}!

And if you’re too busy to eat healthily yourself, don’t worry! Just grab a packet of Natural {Sweetness} to go! It’s great for all ages!

Each Natural {Sweetness} product comes with three separate clear recycled plastic packets of pre-portioned candy. Natural {Sweetness} comes in five naturally created flavors: grape, strawberry, apple, banana and orange.

MUSIC:

(Corny happy music. Establish, then out)

:23-:30 seconds  [← Click here!](#)

You can find Natural {Sweetness} at a health food store near you. Get the candy that helps your family eat healthily!



Are you tired of the unhealthy snacks your child eats?



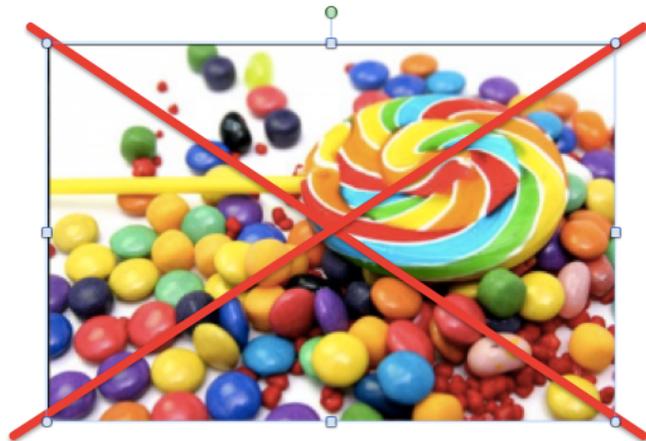
Do you want to pull your hair out when they eat candy instead of other healthy snacks?



Now, have an answer they'll want to hear when they ask what's for a snack!



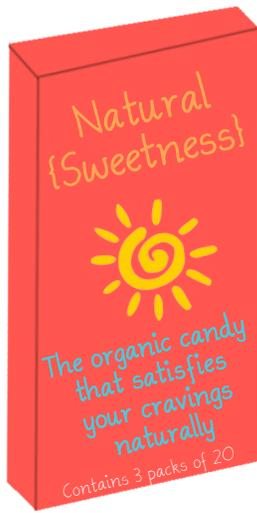
It's Natural {Sweetness}! The organic candy that's nutritious and delicious!



Your kids don't have to eat junk candy for a snack anymore! Instead, they'll reach for Natural {Sweetness}!



And if you're too busy to eat healthily yourself, don't worry! Just grab a packet of Natural {Sweetness} to go! It's great for all ages!



Each Natural {Sweetness} product comes with three separate clear recycled plastic packets of pre-portioned candy. Natural {Sweetness} comes in five naturally created flavors: grape, strawberry, apple, banana and orange.

You can find Natural {Sweetness} at a health food store near you. Get the candy that helps your family eat healthily!

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References

**I used the "Click here" boxes only to show that the SFX were working and actually in my document; however, they are only functioning (should be) in the Word document version of my exam.*

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