

# CREATIVE BRIEF:

## Oatly Oat-Based Cheese

### Project

Create OOH and traditional print ads to be distributed across the United States for Oatly's new line of oat-based cheeses. Oatly's dairy-free cheeses imitate the taste and texture of traditional dairy-based cheese and come in a variety of flavors gouda, cheddar, and mozzarella.

### Problem

Whether someone avoids eating dairy because they suffer from digestive problems, they want to eat healthier, or for environmental reasons, there are not many adequate cheese alternatives on the market that come close to replicating dairy-based cheese. Through this advertising, Oatly aims to increase consumer awareness of its new line of cheese and stir up word-of-mouth marketing among its target audience.

### Desired Outcome

Oatly strives to be the top destination for plant-based dairy alternatives that make it easier for individuals to ditch dairy without sacrificing any of the foods that they love. By creating better dairy alternatives, Oatly promotes healthy living and empowers consumers to make a positive environmental change. Success from these ads can be measured by sales as well as the online sentiment surrounding Oatly's cheese line.

### Target Audience

Oatly's target audience for this campaign is individuals aged 18-45 in the U.S. who either have a plant-based diet or are open to having a plant-based diet due to dietary restrictions, environmental impact, religious beliefs, or health benefits.

### Key Insight

Although many U.S. consumers have misconceptions about plant-based dairy alternatives, if there was a proper substitute for their favorite dairy products that didn't sacrifice taste and texture, more Americans would be open to switching to a plant-based diet or at least swapping out some of their groceries for plant-based alternatives. According to a survey conducted by Wakefield Research, 50% of Americans claim that if there was a plant-based cheese on the market that tastes just as good as traditional cheese they would regularly include it in their diet. Additionally, this survey found that the two most common preconceptions Americans have about plant-based cheese are that it doesn't taste right and that it has an unusual texture. (Saputo Dairy USA, 2023).

### Big Idea/Tagline

Save a cow, eat oats.

### Support

According to PBFA, the amount of U.S. citizens who eat plant-based foods has been increasing in recent years with 70% of the population currently eating plant-based diets. Additionally, 42% of U.S. citizens aim to consume more plant-based foods in the future and 27% want to eat less animal-based foods (Strategic Market Research, 2023).