



Oatly Creative Brief

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What is the task?

Write an advertising tagline/headline for Oatly's new dairy-free cheeses.

What is the goal?

The goal is to build awareness for the new product amongst current fans of the Oatly brand and potential new consumers in the environmental and self care spaces.

Why do we need this?

- Non-dairy cheese options are limited in variety, but also in wide-spread knowledge of the product.
- Non-dairy cheese gives people the opportunity to enjoy many cheese-based meals that they may have gone without, either due to lactose-intolerance or perhaps a general avoidance of dairy products due to the negative effects of the industry as a whole.

Who are we speaking to?

1. Current and future consumers of Oatly products.
2. Young adults between the ages of 20-30 years old/Millennial ages.
3. People already knowledgeable of the negative impacts of the dairy industry/working to positively impact the environment through their own actions.
4. Mental health and wellness community advocates for self care.

What will make them listen to/read or material?

- Oatly is already a convenient, accessible brand for many customers as it is in many major retail/grocery stores such as Target, Whole Foods, Trader Joes, Ralphs, and more.



- The Oatly aesthetic and packaging are easy to digest, humorous, and visually pleasing, easy for consumers to engage with.
- The quick and to-the-point copywriting included in brand marketing/packaging make facts easy to understand and also spark interest for consumers to do further research.

Where will this story get told?

This story will be told on all brand marketing channels such as out of home advertisements (billboards, bus-shelters, murals), owned media via the product's own packaging and their engaging website, and via digital media such as social media campaigns with new and existing brand ambassadors.

Wordcloud:

Millennial, young adults, comfort food, self care, cheese, lactose intolerant, tummy friendly, stomachaches, happiness, golden, food porn, cheese pull, environmentally conscious, environmentalist, Mother Earth, planet, future, teaching moment, expanding knowledge, quirky, smart, intelligent, activist

Tone/Attitude of the Brand:

Playful, humorous, intellectual, educational

Final Tagline:

A comfort food necessity: cheese to make your tummy (and the planet) happy.