



CREATIVE BRIEF

BRAND STATEMENT

Superfoods Company was developed by a wellness-loving husband & wife duo with a passion for superfoods, and a commitment to healing the body from within. The brand began with Superfood Tabs - an effervescent superfood tablet that makes consuming 15 natural superfoods easy & effective for a lifetime of health and wellness.

THE PROBLEM?

Many Americans live busy, unhealthy lives without adequate access to healthy foods - particularly superfoods. Superfoods are often only consumable in powders, pills, or smoothie formats - making them difficult to take regularly while living a busy lifestyle.

THE PRODUCT

Superfood Tabs are effervescent, dissolvable tablets packed with 15 natural superfoods that help to heal the body from within. They promote digestive health, boost metabolism, increase energy levels, and reduce bloating without any negative side effects. No shaking, stirring, or blending is required, making them compatible with every lifestyle! Each tablet should be dissolved in 16+ ounces of water, and contains superfoods such as Beet Root, Chlorella, Wheatgrass, Aloe Vera, and more.

KEY CONSUMER BENEFITS

- easy to consume superfoods
- 15 natural superfoods per tablet
- reduced bloating
- boosted metabolism
- reduced sweets/snack cravings
- natural toxin flush
- increased energy levels
- delicious, sugar-free drink

ADVERTISING TONE

- exuberant
- bubbly
- full of emojis & joy
- your cheerleader
- trustworthy
- comfortable/casual
- trendy
- friendly

ADVERTISING OBJECTIVE

Superfoods Company is currently expanding our advertising & marketing strategy in an effort to increase demand of Superfood Tabs and boost brand awareness.

MANDATORY ELEMENTS



still

Real product image (box, tube, & made drink), attention grabbing caption/text, product benefits, and link to unique landing page



video

real product image (box, tube, tab, & made drink), attention grabbing audio, product benefits, swipe up link to landing page

COMPETITORS: SkinnyFit, SkinnyMint, Amazing Grass, Teami, 8Greens, Your Super

CONSUMER MESSAGE

Superfood Tabs are the easiest way to consume 15 natural superfoods daily, resulting in boosted metabolism, improved gut health, increased energy, and reduced bloating!

CONSUMER DEMOGRAPHIC INFORMATION

96%

female

57%

ages 45+

94%

on-mobile purchases

TARGET AUDIENCE

- health/wellness junkies
- luxury lovers
- superfood fanatics
- fitness fiends
- snackers
- busy moms
- gals/guys on the go
- anyone on a wellness or weight loss journey
- anyone experiencing digestive issues

ADVERTISING MEDIUM

- Facebook
- Instagram
- Influencer Marketing
- Custom editorials

