

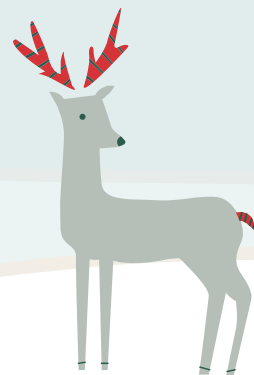
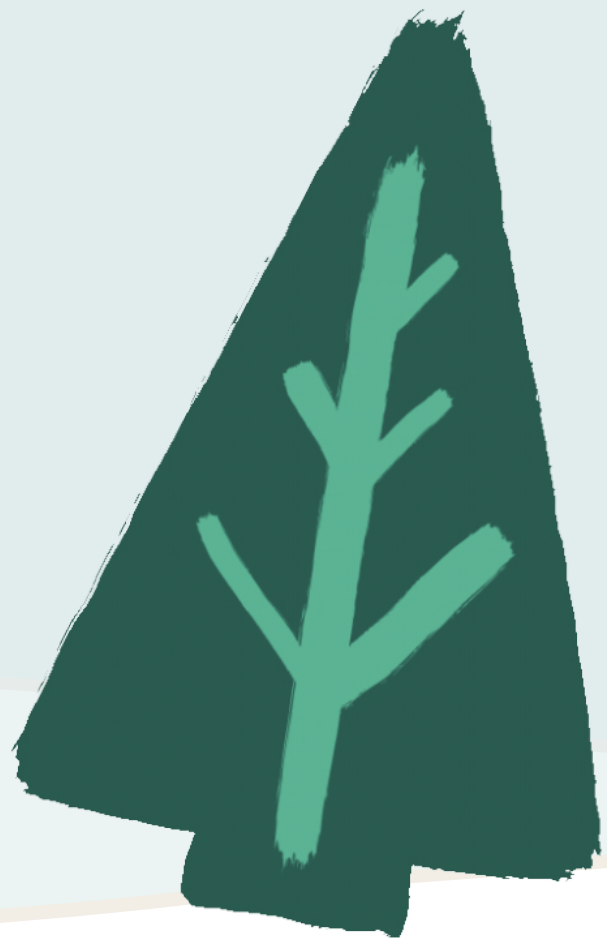
COM383 | NOVEMBER 2, 2021

CAMPAIGN #2

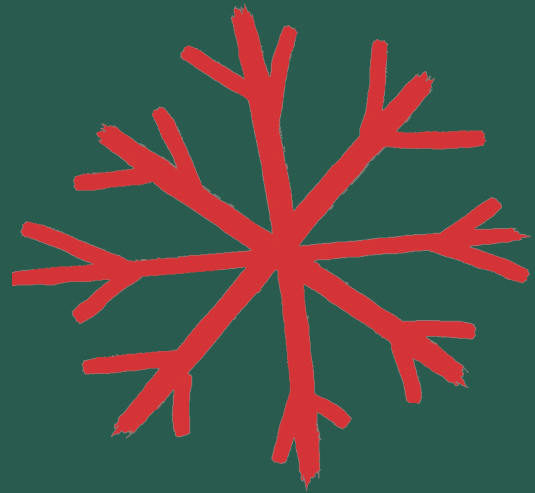
PILLSBURY

Holiday Edition

EMILY CIOCCA, ERICA DOUGHERTY, CAROLINE SCHMIDT, GINA ZHANG



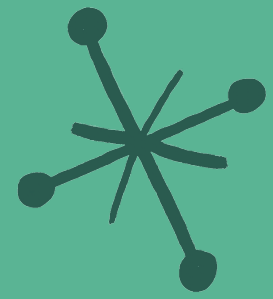
MEET THE TEAM



WHO IS PILLSBURY?

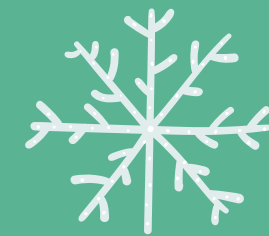
- American Company, originated in 1869, acquired by its rival General Mills in 2001
- Both companies were headquartered in Minneapolis, Minnesota
- Manufactures a wide variety of consumer food products under the Pillsbury brand, including frozen biscuits and rolls, breakfast foods, cookie dough, cake mixes, and snack foods.





MISSION STATEMENT

- At Pillsbury, we believe in helping families make memories through food, from spending time together around the kitchen table to creating new baking traditions



TARGET AUDIENCE

- Our strategy was to reposition their target segment by targeting Millennials and Gen Z as they are known for being more brand loyal than any other generation.



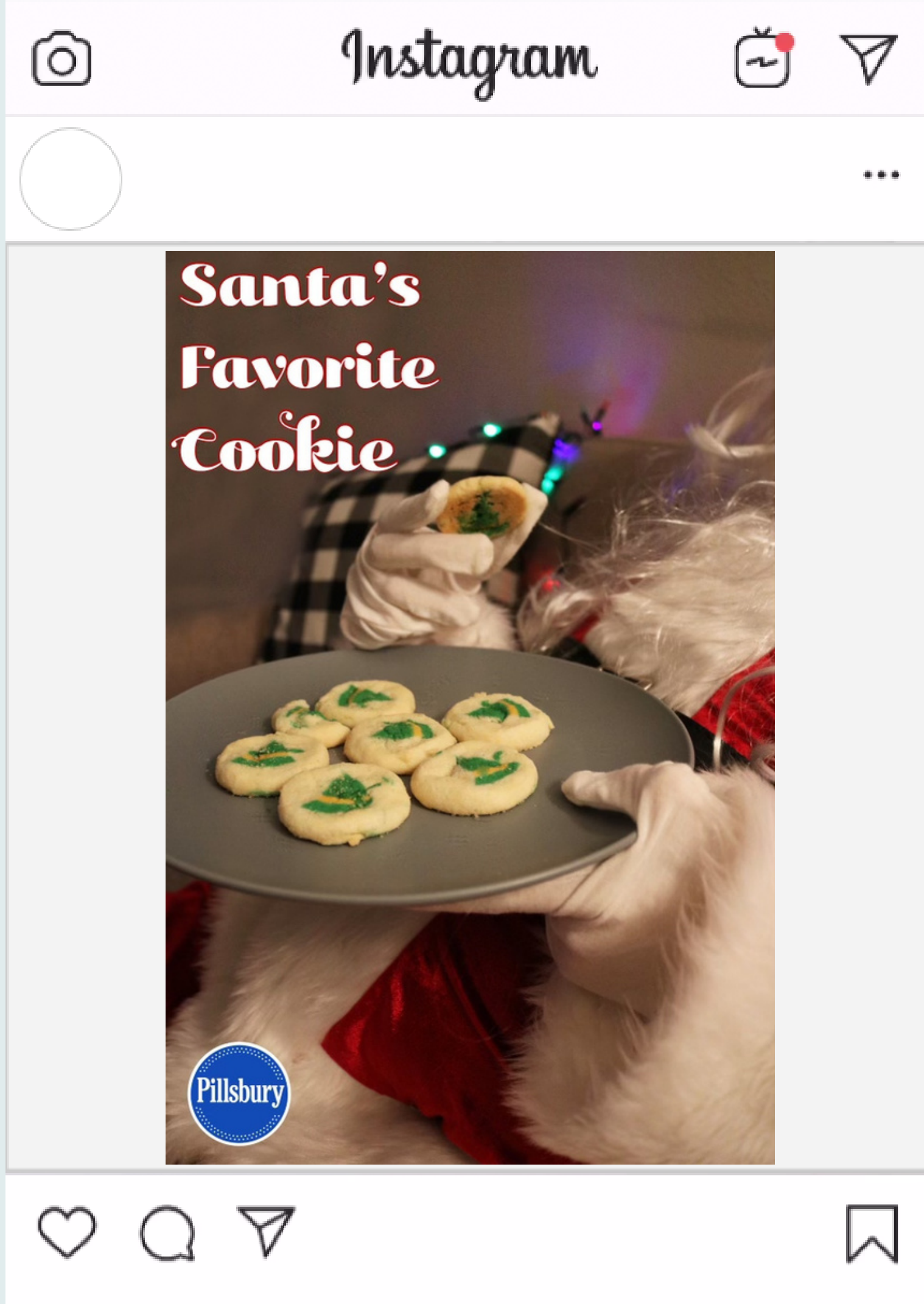


BUSINESS CHALLENGE



Our challenge is to make original advertisements that will stand out to our target audience as nostalgic and new-fashioned that will increase brand loyalty. We will complete this by taking timeless traditions of Christmas and using a comedy approach in our video to draw the audience attention that Pillsbury products are still relevant today. Goal to increase product sales under the circumstances that they have been stagnant.





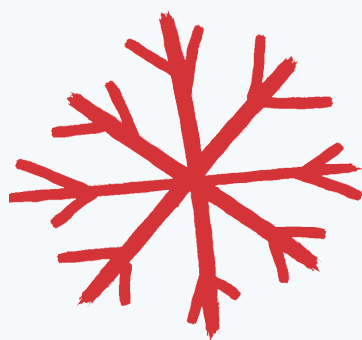
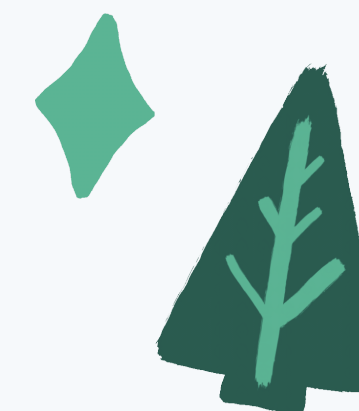
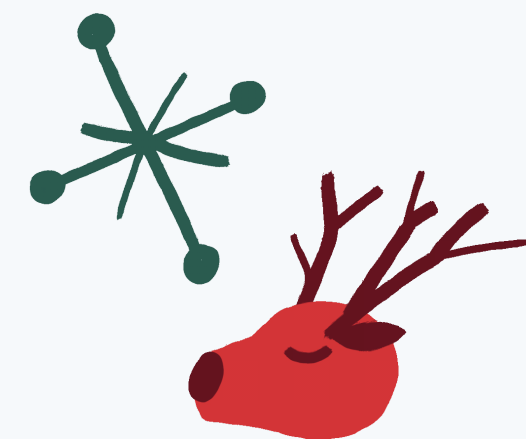
SOCIAL MEDIA



BILLBOARD



So simple,
Santa bakes them himself!



MAGAZINE



*Make the
holidays
hassle free!*

VIDEO





LOG LINE

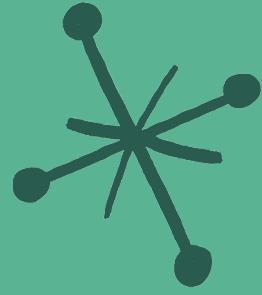
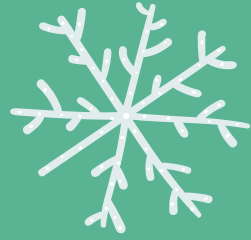
Pillsbury holiday cookies are so irresistible that Santa makes more for himself after realizing the dad had ate them all.

CONCLUSION

Due to our society's recent increase in lifestyle changes, health, and diet, sales have decreased compared to future years. Our campaign is to remind our audience of the comfort and simplicity Pillsbury has and gain a new generation of brand loyalty.



Special thank you
to our stars!





Thank You!

