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## Print Ad Creative Brief

### This print ad will run in the following local magazines:

- <http://www.startribune.com/variety/magazine/> (the Star Tribune is the main newspaper in MSP; it runs a weekend magazine of feature stories)
- <http://mspmag.com/> (The Twin Cities most widely circulated and read lifestyle magazine. Covers all aspects of lifestyle but food and dining is one of it's top categories and top interest to it's readers)
- <https://artfullivingmagazine.com/> (Artful Living serves the Twin Cities as well as the larger region. The lifestyle magazine focuses on design and trends in home living, fashion and dining.)

### Target audience profile

- Minneapolis-St. Paul residents 18-40
- Fall into these groups:
- <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=04>
- <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=16>
- <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PNE&id2=24>

### Communication objectives

- Increase (or introduce) awareness that Pritchard's uses fair trade and local ingredients

### Product feature/benefits

Feature	Benefit
Family owned business	Support local businesses -- Compared to chain stores, locally owned businesses put a much larger share of their revenue back into the local economy, enriching the whole community.
Locally sourced and fairtrade ingredients	Support locally owned small farms and fair trade --

	<p>Pritchard's helps support locally owned small farms by using their ingredients within their ice cream. This helps support family farmers who are having a difficult time competing in the food marketplace against large corporations. Pritchard's helps give others a chance in today's economy. Also, Pritchard's is passionate about the fairtrade movement and has made it their mission to source fair trade goods whenever possible. They use fair trade coffee, sugars, cardamom and vanilla. Fair trade helps to support families combat poverty, strengthen their lives and provide a stronger income for their hard work. Fair trade helps to protect workers' rights and the environment.</p>
Diverse flavors	<p>Treat yourself to something delicious -- Pritchard's has worked on creating different and unique flavors outside of the "norm" of the ice cream world. They are not afraid to try new concoctions that will bring customers back for seconds. They bring something new and exciting to the community where customers are constantly looking forward to new items on the menu. They are not afraid to step outside of their comfort zone and try something outrageous with their ingredients. Their unique flavors are unlike any other company.</p>

### Positioning

- *For local foodies, Pritchard's Ice Cream is a locally owned ice cream parlor with deep roots in the community. Pritchard's is built on family tradition and powered by local and fair trade ingredients. Tradition and the best ingredients blend to make Pritchard's Ice Cream innovative and delicious.*

### Key Consumer Benefit

- The key consumer benefit for this print advertisement is Pritchard's use of fair trade ingredients. Not only will customers be purchasing delicious ice cream, but also supporting a business which uses fair trade ingredients. Based on the statistics of the 18-40 year olds, they are above average in terms of household income. With that being said, the use of fair trade ingredients is important because this audience is able to afford the minor increase in price of their ice cream. The audience is able to use their fortune

as a way of giving back to a community of people who are not as well-off as them. The target audience will feel a great sense of pride knowing that they are not only receiving ice cream but also benefitting a great cause. This is important because they can use their voices to help raise more awareness for supporting fair trade companies and their ingredients.

### **Creative Strategy**

- The creative strategy used for this ad is to attract individuals between the ages of 18-40 and give them information about Pritchard's upcoming contest and use of fair trade ingredients. The advertisement is to raise awareness that Pritchard's is passionate about fairtrade and how it helps to create the delicious blend of ice cream that they are known for. Additionally, the advertisement provides information about the contest going on and that there is a chance to win ice cream cones filled with fair trade, which will not only bless your taste buds but also support the farms these ingredients come from. The advertisement gives off the impression that, yes, there is a potential for free ice cream but also that Pritchard's provides the benefits of fair trade. The overall goal is to raise awareness about the great benefits Pritchard's has to offer in stores.

### **Tone**

- The tone of this ad is excitement for Pritchard's 75th Anniversary. I believe that the excitement is shown through the phrase, "Packed with Fair Trade Ingredients," which hopefully gets viewers interested and intrigued to go into the store and support fair trade. I tried to place an emphasis on the fact that Pritchard's uses fair trade ingredients as well as boosting energy within viewers that there is a contest going on with free ice cream involved. The advertisement is also informative because it provides information that it is Pritchard's 75th anniversary, family owned, local, uses fair trade, and there is a website URL attached to answer more questions for viewers. Overall, I tried to show enthusiasm for the use of fair trade and provide beneficial information to encourage customers to come into stores.

### **Support Statement**

- The art and copy of the advertisement work together to help achieve my creative strategy by keeping everything simple and to the point. I did not want to overwhelm the reader with excessive details and coloring in the background, therefore I toned down the photo to make the main message more prominent. I felt that white font was significant for readers to look at and keep the attractiveness of the advertisement high. Having too much detail in the background would stray away from the main message and viewers might be more prone to remember the color of the ad rather than important details about Pritchard's use of fair trade. I believe this is why the art and copy work together because the main message is eye grabbing immediately upon looking at the ad, while also including a dim background image of ice cream to grasp the message as a whole. The persuasive strategy I employed was pathos. I feel that this ad has an emotional appeal and appeals to the audience's emotional sensibilities by explaining how Pritchard's uses fair trade ingredients. The use of pathos gives off the impression that customers should go to Pritchard's because you can benefit people from fair trade farms. Another persuasive strategy I used was keeping the advertisement simple and short, therefore it

is easy for reader's to digest and understand. Keeping the advertisement to the point makes it more effective and memorable because people often lose attention quickly. I feel that the easiness and simplicity of the ad helps grasp attention and convinces people to follow through and head to the nearest Pritchard's.

A promotional poster for Pritchard's Ice Cream. The background is a dark, moody photograph of a bowl of ice cream with various toppings like nuts and cinnamon sticks, with a waffle cone visible in the upper left. The text is overlaid on this image.

**PRITCHARD'S ICE CREAM**

*75th Anniversary*

Local | Family Owned | Fair Trade

**24 LIMITED  
EDITION  
FLAVORS PACKED  
WITH FAIR TRADE  
INGREDIENTS**

**[WWW.FAKEPRITCHARDSICECREAM.COM](http://WWW.FAKEPRITCHARDSICECREAM.COM)**