

## **Creative Brief: Oatly Oat Cheddar**

### **Tagline:**

The Oatly case is different since past Oatly taglines for ads (especially outdoor ads) never address the benefits of the products. Their taglines are humorous, unconventional, sarcastic, and intended to make fun of traditional marketing campaigns. Their famous tagline: “It’s like milk, but made for humans” was controversial and was banned by the National Dairy Council Ireland.

Most of the out-of-home ads Oatly makes now are still not product-centered, ranging from “If You Don’t Put That Smartphone Down, How Are You Ever Going To Notice This Ad For Oat Drink” to “You Actually Read This? Total Success”. They are usually interactive with the specific out-of-home medium or the environment they are placed. Oatly also usually has many different taglines for a variety of advertisement mediums. The following link is a website Oatly made for their past ads, with a voting system: <https://www.oatly.com/en-us/things-we-do/brainwashing/37-ads>

The following taglines for the Oatly Cheddar Cheese release will follow Oatly past strategy:

**“Just another oat stuff we do”**

**“It tastes like cheese, it should”**

**“It’s basically cheese, but for cooler people, not saying that people who don’t like this are not cool”**

**“We did go to Wisconsin to learn about how to make the best cheese, but we don’t have cows”**

**“What else are you expecting from cheddar cheese slides?”**

### **Target Audience:**

1. Oatly consumers and fans
2. Millennials and Gen Z who are familiar with the brand Oatly
3. People who are conscious about the nutrition of their diet

4. People who appreciate vegan and vegetarian food trends
5. Urbanist who are into food culture
6. People who have allergies to dairy products
7. People who value sustainability in brands
8. People who are seeking plant-based alternatives.

**Distribution strategy:**

Oatly's ads are mainly distributed with out-of-home mediums.

1. Out-of-home:
  1. Billboards
  2. Busses
  3. Bus shelters
  4. Metro stations
  5. Street furniture
  6. Murals
  7. Airports
2. Print media
  1. Print media can be used to promote Oatly Oat Cheddar in collaborated coffee shops.

**Campaign objectives:**

The objective of the campaign is to introduce the new Oatly Cheddar Cheese to consumers and position it as the go-to choice for consumers. This campaign aims to:

1. Drive awareness: brand awareness, product awareness, continue to draw attention to a plant-based diet and dairy alternatives
2. Generate excitement for the new product launch
3. Drive curiosity towards the product and drive sales.
4. Continue to establish a fun and humorous tone for the Oatly brand image.

### **Why do we need this ad?**

These ads are developed to create a fun, interactive way for people to get to know the brand and their products. Out-of-home ads for the new Oat Cheese launch continue to establish a playful and humorous tone for the Oatly brand.

1. **Product launch:** the ads inform people about the new product launch and attract not only people who are familiar with Oatly, but also people who might find the ad intriguing.
2. **Differentiation:** The ad provides an innovative alternative to traditional dairy cheese, making a differentiation from regular cheese brands. With Oatly's brand reputation, it also helps Oatly to establish a prominent position in the market
3. **Market Competition:** The vegan cheese sector is really competitive, and increasing brand visibility through memorable ads can help Oatly stand out from competitors.
4. **Brand Recognition:** Advertising the new Oatly Oat Cheddar can reinforce Oatly's brand identity and values, positioning Oatly as the innovation pioneer within the industry, and a revolutionary leader in the plant-based food industry.