SMP – Avery Bamesberger

**Advertising Goal:** The goal of this advertisement is to persuade consumers to purchase AsparFlakes

**Client: Key Facts:** This brand was founded in 1993 and has a variety of Asparagus-related products. AsparFlakes was created to provide a high-calcium, organic cereal that also tastes good. This is designed to target the consumers that appreciate healthy and organic foods. The total revenues in the past fiscal year were $13 million.

**Product: Key Features:** AsparFlakes has been around since 2014 and it is an all-natural cereal. It would not necessarily be considered a visually appealing food, however one serving contains 1,000 milligrams of calcium, which fulfills the recommended daily amount for adults. This includes skim milk. This product is designed to provide a healthy breakfast option but can also be consumed as a dry snack food. AsparFlakes are made of dried organic tofu, ground whole wheat, ground whole oats and ground dried asparagus. It is baked in brick ovens, using ingredients from certified organic farms in Michigan. The suggested retail price of AsparFlakes is $4.75 and are sold in 16 oz boxes.

**Target Audience:** The target audience for AsparFlakes is health-conscious women, ages 45-65. Typically, the family income averages $90,000/year and they are married with children. This can be narrowed down to college-educated professionals. This targets women that shop in grocery stores that provide healthy, organic foods. They are familiar with the AsparPower Mills products but AsparFlakes is a new product.

**Product Benefits:** AsparFlakes benefits those that may have been diagnosed with Osteopenia. It helps reduce Osteoporosis, which typically follows Osteopenia. This diagnosis is not necessary to buy the product as it also helps reduce the risk of Osteopenia. The target audience is a high-risk group for osteoporosis and a high daily dose of calcium is recommended to prevent osteoporosis. AsparFlakes provides that dose.

**Direct Competitors:** The AsparCrunch cereal holds 70 percent of the market for asparagus-flavored cereals. It does not have tofu, which is in AsparFlakes which results in lower calcium content. AsparCrunch costs $6.95 for the 16 oz box and is only good in taste. Aunt Martha’s Asparagus Cereal holds 20 percent of the market for asparagus-flavored cereals. It is not all-natural and uses chemical preservatives. Similar to AsparCrunch, it also does not have tofu. It is cheaper than AsparCrunch.

**Indirect Competitors:** NaturoBreakfast Solution is the best-selling all-natural cereal. It is nonasparagus and does have a decent calcium content. However, it only has 50 percent of the recommended daily amount of calcium and is more expensive at $5.25 for a 14 oz box.

**Product Brand Image:** AsparPower Mills is well-known by the target audience but AsparFlakes is a new product. The desired brand image is a tasty, healthy, environmentally responsible and preventative dietary supplement that helps prevent osteoporosis.

**Strategic Message:** All-natural AsparFlakes helps to fight osteoporosis because it’s an excellent source of calcium.

**Supporting Evidence:** AsparFlakes is healthy and all-natural. It has 100 percent of the recommended daily amount of calcium. It is made by a trustworthy brand, AsparPower Mills.

**Tone:** The tone of this advertisement is professional but light-hearted. The target audience is able to understand that this is a healthy option and there are not any misleading pieces on the advertisement. However, they are also able to appreciate the light-heartedness of the advertisement, making the product more appealing.

Author’s Note: This draft is pretty much done. I have the SMP written and the print ad finished. I think that the advertisement could use some adjustments. I am not confident in the headline or the body copy. I think that the rest of the writing on the advertisement accurately represents AsparFlakes and their advertising goal. The headline feels to short and vague to me, which the swing line definitely helps to fix. I tried to incorporate the actual cereal box which I think turned out pretty well. It’s very basic but it provides the visual of the ad while also providing the actual cereal box to help customers know what they’re looking for, which is important in an advertisement. I included the price in the call to action. I’m not sure how necessary this is but I do think it helps sell the product since it’s not necessarily more expensive than other cereals that don’t have this health benefit. For the SMP, I was a little confused on how to write it with the information we were given. I know that SMP’s are typically longer and mine is only a page. I also wasn’t sure if we were just supposed to directly use the provided SMP or just write one in our own words. This was difficult to do since I wasn’t given actual research, which is why I think I did it wrong. I would like some feedback on the overall ad’s appearance and better wording or just more important information in the body copy. I would also like feedback on the SMP and how this part of the assignment was supposed to be conducted. The layout of the advertisement looks plain but I think it does the job and makes sense aesthetically. I would still like feedback on this just to see if there are some adjustments that I could make to have the ad be more appealing.

Labels:

1. Visual

2. Headline

3. Swing line

4. Body copy

5. Zinger

6. Call to action

7. Tagline

8. Mandatories

Final Author’s Note: In my final draft I have my advertisement and my SMP completed. I did not make any edits to my SMP, but I was still confused on how to write it with the information we were given. Again, mine was short and I know that they are typically multiple pages. AsparFlakes isn’t a real brand so other than the page of information we were given, I wasn’t able to do any extra research. For my actual advertisement, I changed the layout of the advertisement to put more information closer to the top and the visual in the middle of the page. I changed the headline to something that was more appealing and interesting. I definitely rushed that for my rough draft so that was something that needed to be fixed. Another thing I added was a logo. I did have a tagline already in the advertisement, but I added the logo as a way to mark the brand and draw attention from the audience that is already familiar with AsparPower Mills. It mentioned in the SMP that this brand has a loyal audience and so knowing that AsparFlakes is a part of the AsparPower Mills brand is important in drawing in the audience and making a more appealing advertisement. I do have some difficulty when it comes to writing catchy and appealing taglines and headlines. I think writing them can be difficult and not necessarily appealing to everyone. Using the feedback, I definitely worked more on my headline specifically and made some changes there which I think were helpful to the advertisement overall. With this draft, it would be helpful to receive feedback in the visuals and whether or not the change in the layout did a better job of capturing the important pieces of the ad. I also would like some feedback with the SMP. I was definitely a little confused with the requirements, but I also felt that the SMP captured the information that was given.