

CREATIVE BRIEF

Brand loyalty when it comes to items like pasta or rice or beans is pretty much non-existent. Most people buy based on price or perceived quality. Mueller pasta is a middle-of-the-road brand. They are slightly more expensive than the store brand, but a little cheaper than pasta category owner, Barilla. They sent out a request for proposal (RFP) to several marketing agencies, including Blue Chip, because they had lost profit in competition to other pasta brands. How can we make Mueller stand out?

Our team brainstormed and came up with a few ideas, but our favorite was 'Use your noodle'. It was great because it had a double meaning, but it presented a challenge. Referring to pasta as noodle felt like a bit of a stretch. BUT we were hoping to show how versatile pasta really is through a series of unconventional yet approachable recipes. We felt that this tag line would stick with people and we prepared our pitch to argue in favor of it.

CLIENT: MUELLER PASTA
AGENCY: BLUE CHIP MARKETING

CREATIVE TEAM:
EXECUTIVE CREATIVE DIRECTOR: DOUG VAN ANDEL
CREATIVE DIRECTOR: JASON GEIS
SENIOR ART DIRECTOR: JESSICA PATERIK
ART DIRECTORS: MARTA WLODKOWSKA & SARA DIRKS

V1 & V2



Sara Dirks and I created these shapes out of real pasta. It was REALLY messy but really fun.

V3

For this pitch, I fashioned an actual colander out of pasta and hot glue. Then I photographed it.

Getting your hands messy can really pay off!



Marta Wlodkowska created the custom 'noodle' type!

IN-STORE DISPLAYS

Both Amanda Clower and I mocked-up some in-store displays. These types of displays help a client visualize how their product could be merchandised in-store.

The one on the left shows how a smaller display could benefit from partnering with Food Network magazine.

The display on the right shows how we'd display the product in a palette. Most products are shipped to stores in boxes. Food brands use these palette displays or on-shelf displays to ensure that their products look great in-store, no assembly required. The store employee would only have to unwrap the palette and attach the header (sign on top) and magazine displays to each side. Everything else would be done.

When a pre-packaged display is made for store shelves, it's called a PDQ, or Pretty Darn Quick.

Since the focus of the palette display was recipes and meal prep, we recommended that Mueller partner with a brand like Ziploc. This would help them build trust and awareness since Ziploc is an already trusted and well-known brand.



ON-SHELF DISPLAYS

These mock-ups were created to show how the campaign would be supported at shelf.

The one on the left is a video shelf display. It would show a recipe video and give additional information about the product. It displays the product's value and quality up close. Hopefully reaching those shoppers concerned about quality. This would be used in addition to the palette display.

The on-shelf coupon dispenser (lower right) would help drive sales for those shoppers concerned about price.

Repetition is a powerful tool in building brand awareness. The more you see of a brand or product, the more you remember it. Having multiple displays in a store creates this repetition. See if you can find any brands utilizing this tactic next time you're in a grocery store.



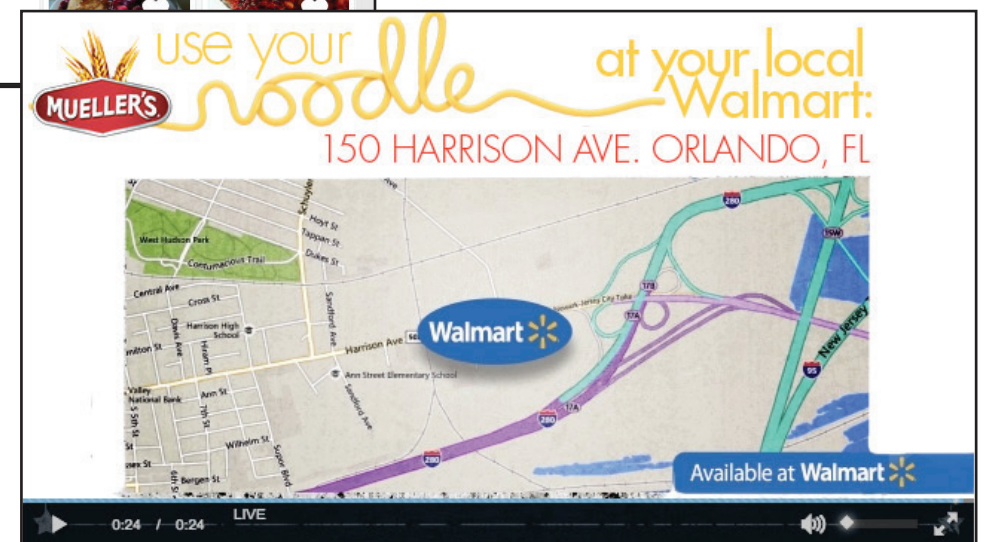
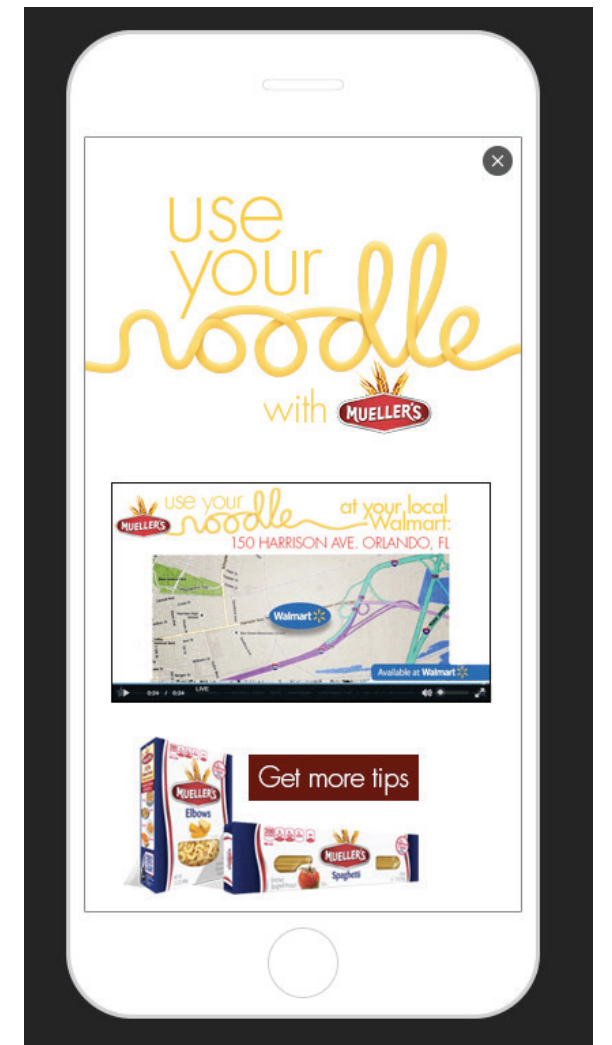
DIGITAL ADS

Since most shoppers start putting together a list based on recipes they find on line, we wanted to create a digital campaign that matches and supports the campaign in-store. Consistency is key to a successful campaign!

The approach is slightly different in a digital campaign. Repetition still has a role, but here the action we hope the shopper takes is going to the store vs going to the pasta aisle. We do advertise the packaging in the banner ads, but the main focus is the store locator. We want to target the shopper where they are before the store.

In this case, the path to purchase, or path that the shopper will take from finding the product to actually buying it, starts at a recipe site. We proposed that Mueller pasta do an All Recipes.com website banner takeover. Our banners would be displayed on recipe pages that use pasta, would display the product box in the ingredients and would help direct that shopper to the store nearest them that has Mueller pasta in stock.

The screenshot shows the All Recipes website interface. At the top, there's a navigation bar with 'allrecipes' logo, 'BROWSE' dropdown, 'Find a recipe' search bar, 'Ingredient Search' bar, a heart icon, a user profile icon, and a 'Create a profile' button. Below the navigation bar, the main content area displays a recipe for 'Breakfast Pasta' by fluffster67. The recipe has a 5-star rating and 7 made it / 1 reviews. The ingredients list includes: 1/2 (14 ounce) package spaghetti, 1/4 cup frozen peas, 1/4 cup shredded carrots, 1/2 cup freshly grated Parmesan cheese, 3 tablespoons olive oil, divided, 4 eggs, beaten, 1/2 onion, diced, and 1/4 cup chopped baby bella (crimini) mushrooms. The directions section shows two steps: 1. Bring a large pot of lightly salted water to a boil. Cook spaghetti in the boiling water, stirring occasionally until cooked through but firm to the bite, about 12 minutes. Drain. 2. Heat 1 tablespoon oil in a skillet over medium heat; cook and stir eggs in the hot oil until set and scrambled, about 5 minutes. A Walmart Supercenter is highlighted as the nearest store with ingredients on sale. The right sidebar shows a 'Pasta Primavera' recipe, a 'Williams-Sonoma' advertisement, and a 'use your noodle with MUELLER'S' advertisement. The bottom of the page features a 'Related' section with links to Recipes, Videos, Categories, and Articles.



ADDITIONAL SUPPORT

These two ideas, the cookbook and food truck, were not requested in the RFP but supported the client's overall goal to build brand awareness and repeat purchase.

The cookbook would contain coupons and family-friendly, easy-to-make recipes. It would be part of the palette display and be free with purchase of Mueller pasta.

The food truck would go from site to site and give free samples of the product in prepared recipes from the cookbook. Having this large billboard of a truck in front of the store would contribute to the campaign both through repetition and proven quality from the tasty samples.

