



# Annie's

## ADVERTISING CAMPAIGN





1

**PRE-CAMPAIGN:  
LOGO DESIGN**

# MEET MAKEN

**Mira**



Mira is a Marketing and Media Arts and Design student at James Madison University. She is passionate about design and illustration. Throughout this campaign, Mira has enjoyed having an opportunity to illustrate and learn more about animation. Mira doesn't care where she works as long as she's always creating something!

**Aislinn**



Aislinn is a Media Arts and Design and Communication Studies student at James Madison University. She is passionate about how media is used to shape and inform society. Throughout this campaign, Aislinn has enjoyed working with her team and learning from their various strengths. Aislinn hopes to work in the Public Relations or Advertising career field.

**Katie**



Katie is a Marketing and Media Arts and Design student at James Madison University. She is passionate about design and social media strategy. Throughout this campaign, Katie has enjoyed the challenge of creating a campaign for a target audience that is not the current TA of the brand. Katie hopes to work in an advertising agency working on campaigns, specifically social media campaigns.

**Emery**



Emery is a Media Arts and Design and business student at James Madison University who is passionate about copywriting. She believes words create a greater story than images. Throughout this campaign project, Emery has greatly improved her InDesign skills and hopes to continue to improve in other Adobe Suite applications. Emery will be taking her SMAD skills to the Brandcenter at VCU this upcoming fall where she will concentrate in copywriting.

**Nicole**



Nicole is a Media Arts and Design and Communication Studies student at James Madison University. She is passionate about the data-driven side of advertising and marketing. Throughout the campaign, she has enjoyed having fun with design and gaining new perspectives from her peers. Nicole hopes to pursue a career working in digital marketing or user experience.





For the MAKEN logo, the team wanted to create an image which encapsulated MAKEN as an agency. First, MAKEN is made up of the first initial of all group member's names. MAKEN is also a play-on-words since the agency is "making" a campaign for Annie's Homegrown. The circular style represents the well roundedness of the agency, while the ends of the "m" and "n" leading back to the center of the logo show how the client is the center of the campaign. MAKEN worked together as a team to come up with each advertisement, and bonded throughout the process. This allowed MAKEN to become more than just an agency, but to also become friends as the creative process was experienced together.





2

**PRE-CAMPAIGN:  
RESEARCH & BRIEF**

# SECONDARY RESEARCH

## BRAND NAME:

Annie's Homegrown

## HOW LONG HAS THE PRODUCT EXISTED?

- Annie Whitney and Andrew Martin co-founded Annie's in 1989
- Annie's organic mac and cheese was created in 1998
- Joined General Mills in 2014

(Our history: Follow our journey, n.d.)

## WHERE IS THE PRODUCT SOLD?

These are the places where Annie's is sold: Amazon, Walmart, Target, Martins, CVS, Kroger, Food Lion, Giant, Kroger, Harris Teeter, Safeway, Wegmans, Vitacost, iHerb (Mac & cheese, n.d.).

## WHAT IS THE COST OF THE PRODUCT?

Singular box:

- Grocery stores: \$0.99-\$3.89 (Mac & cheese, n.d.)
- Amazon: \$1.50 (Amazon.com: Annie's Mac N cheese, n.d.)

## WHO ARE THE MAIN COMPETITORS?

- Kraft - \$1.12-1.30
- Banza - \$30 for a 6 pack - so \$5 a box
- Goodles - \$2.79
- Aldi Mac and cheese - \$1.45
- Velveta - \$3.50 - \$6

(Annie's Mac and cheese, n.d.)

(Amazon.com: Annie's Mac n cheese, n.d.)

## HOW DOES THE PRODUCT COMPARE IN TERMS OF SHELF SPACE?

- Kraft has larger "footprint" than Annie's, meaning more shelf space and availability at retail locations.
- Annie's fights major food companies to be included in the main aisles and not just organic section.

(EBSCOhost Research Platform, n.d.)

## WHO BUYS THIS PRODUCT AND WHY?

- Millennial parents: want healthy/organic options for kids, easy to make options, inexpensive options
- College students: looking for cheap, easy to make options for dinner

(Kincaid, 2017)

## WHAT ARE THE MAIN DIFFERENTIATION POINTS?

- Organic pasta
  - No artificial flavors
  - No synthetic colors
  - Non-GMO ingredients
  - A healthy alternative to other mac and cheese brands
- (Extreme shells & real aged Cheddar Mac & Cheese, n.d.)

## IS THE PRODUCT CURRENTLY ADVERTISED? NOTABLE CAMPAIGNS?

- Not greatly advertised on TV or OOH
- No notable campaigns
- Annie's consists of other products, but its mac and cheese is what it advertises (barely) the most
- Mostly consists of banner ads and pop ups on grocery store websites

(MediaRadar, n.d.)

# SWOT ANALYSIS:

## STRENGTHS

Made with organic ingredients

Colorful packaging that grabs attention

Environmentally friendly: this can build brand loyalty because people who value eco-friendly products will buy this product

Offers a variety of options of mac and cheese (character pasta, shells, vegan, gluten free, high protein)

## OPPORTUNITIES

Increased interest in healthier lifestyles: organic foods are becoming more important to parents

Collaborations with other eco-conscious brands that have more brand recognition to get Annie's better brand awareness

Increasing impact of social media on influencing purchases, especially in the food industry



## WEAKNESSES

Higher prices: Annie's mac and cheese is more expensive than many mac and cheese brands

Little brand awareness: not enough marketing

Only available in North America

## THREATS

Source: Q. (2021, February). Annie's promises to remove a chemical from its mac and cheese that's linked to infertility, cancer, and learning difficulties. <https://www.businessinsider.com/annies-will-eradicate-chemical-linked-to-infertility-macaroni-cheese-2021-2#>

Other brands have higher brand awareness

Increased entry in the organic foods market

Competitors have a larger market share

## GROUP MEMBERS' IMPRESSIONS OF STRENGTHS AND WEAKNESSES:



Mira

Annie's seems to be a well-loved brand that caters to mothers of young children (and therefore, young children). It shares the market with similar products, but seem to have differentiated itself through its organic promise, which is a strength. Personally, I'm a fan of Annie's flavor and a box can almost always be found in my pantry. A weakness may lie in the too-niche, possibly old-fashioned packaging, Annie's also is not as popular as some of its competition, which may be a big weakness.

Annie's biggest strength rests in its ingredients. Annie's is known for having no GMOs and being an organic product. These strengths relate to why the current target audience of Annie's is millennial parents. Parents, especially millennials, aim to feed their children nutritious food, and Annie's is marketed to fit that category. Annie's purposefully includes "organic" and "non GMO" labels on its box to cause intrigue from its target audience. This is a clever maneuver to increase awareness. As for a weakness, I do not enjoy Annie's taste. I grew up eating Kraft mac and cheese so that could be why I do not enjoy Annie's. I've also only tried the white cheddar flavor, so maybe I need to try another flavor to truly appreciate Annie's. I will say, I do enjoy that Annie's has a variety of different noodle shapes because some people prefer one type of noodle over another.



Emery



Nicole

Annie's positions itself as a consistent organic brand. With a wide variety of products available, Annie's has something for everyone. As a product that many people grew up with, Annie's Mac and Cheese is a known and loved brand and product. Annie's also has the advantage of positioning itself as a healthy and organic alternative to its competitors. This fact is Annie's main appeal to young parents looking for a mac and cheese brand for their young children. Its fun colors and the cute bunny attached to its logo also gives the brand a very playful and fun feel, which is appealing to kids and adults alike.



Katie

Annie's biggest strength is that it provides organic products, but unlike competitors, its packaging is unique and makes people want to pick up a box. There are a lot of boxed mac and cheese brands that claim to be organic, but what does that mean? People who value the environment and what they put into their bodies typically do research on the brands they support so they would find out all the amazing things Annie's does to ensure its ingredients are organic. One of Annie's biggest weaknesses is that it doesn't market the product enough for people who aren't environmentally conscious. Annie's could also appeal to people who want good-for-you-food that tastes good.

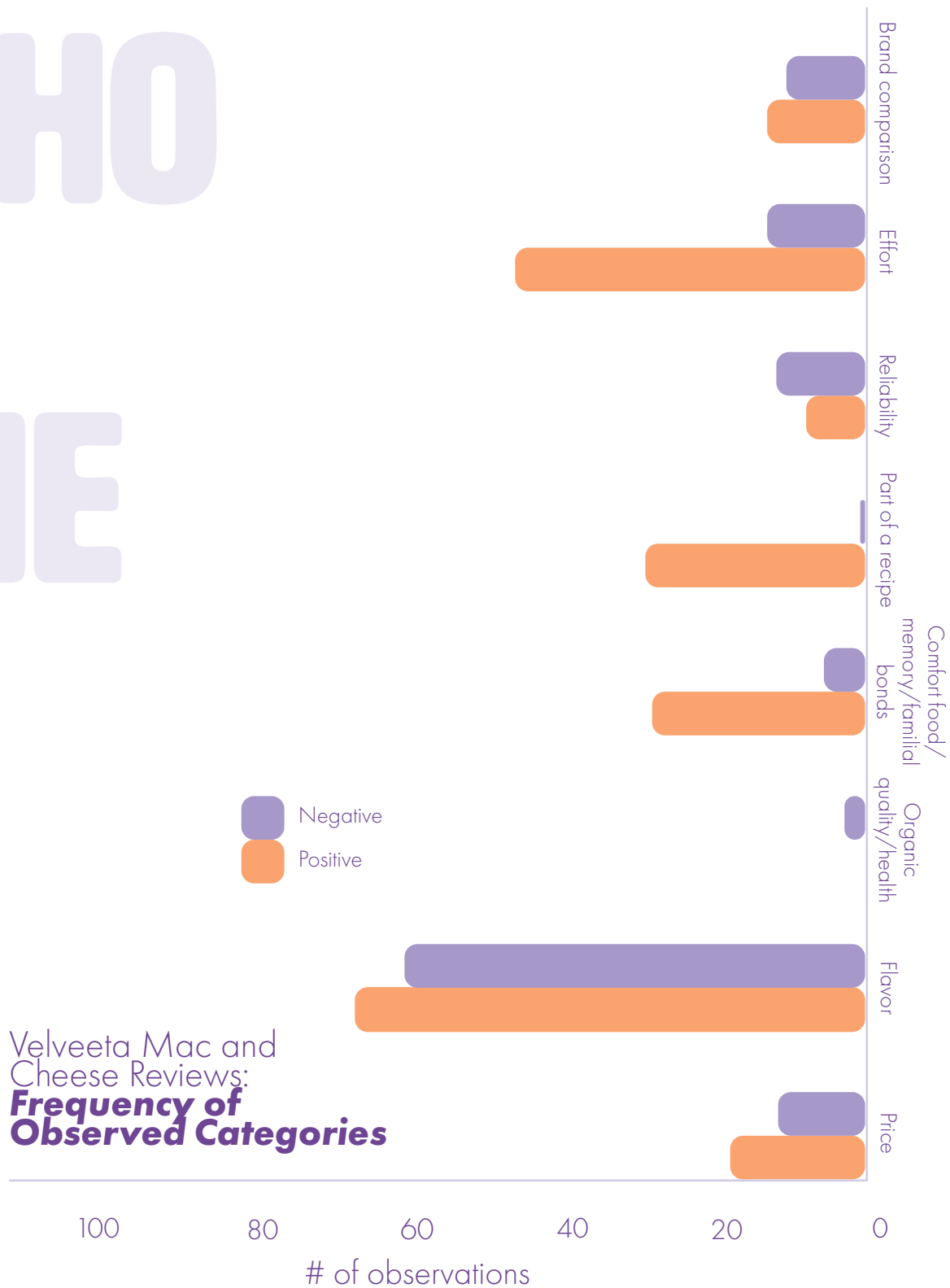
Annie's offers a healthy alternative to traditional boxed mac and cheese options. Its organic ingredients and quick preparation make it appealing to young parents who are trying to provide their children with healthier food options. I enjoy eating Annie's because it doesn't taste fake like other boxed mac and cheese brands. Some of the brand's weaknesses are price and presence. Since it has a higher cost than its competitors, people may choose to go with the cheaper option. Additionally, there is generally not much advertising on social media or in stores.



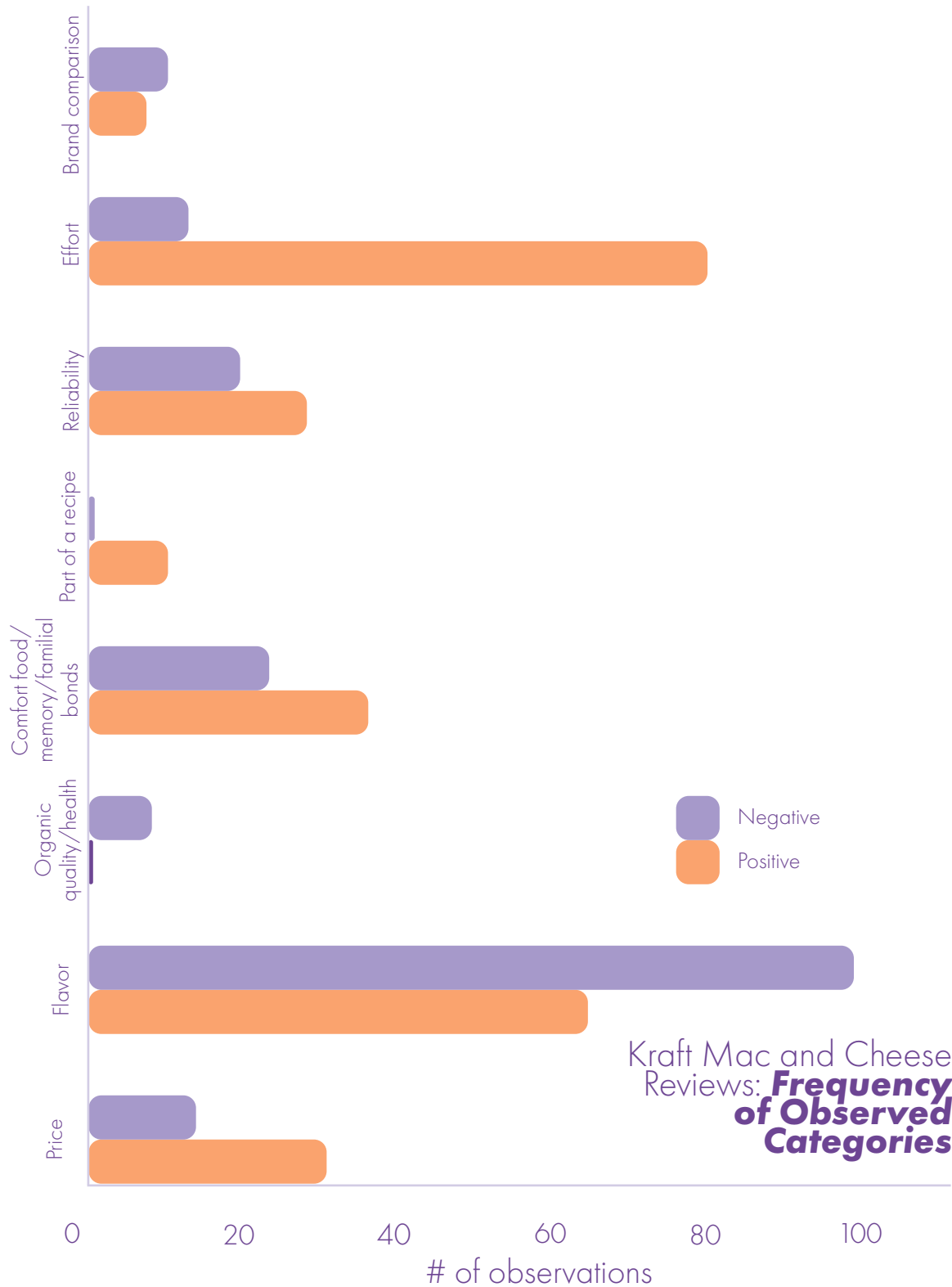
Aislinn



WHO  
IS  
THE



CLIENT,

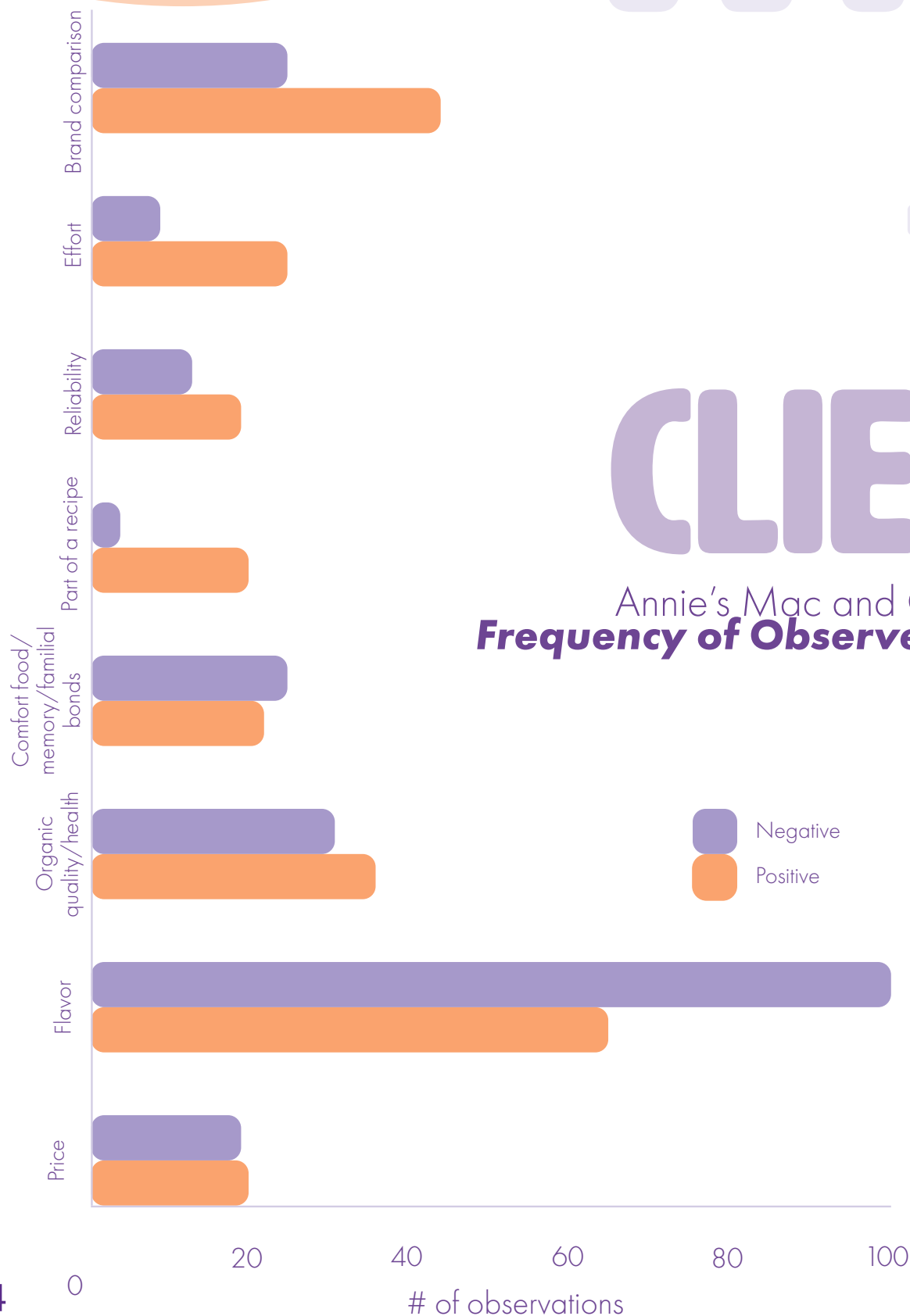


COMPARED TO  
COMPETITORS?

# PRIMARY RESEARCH

# WHO IS THE CLIENT?

Annie's Mac and Cheese Reviews:  
***Frequency of Observed Categories***



To analyze the content on several online retail sites, the team first had to build a framework of codes that most strongly represented the reviews. Then, data was taken from three sites: Amazon, Walmart, and Target, and coded approximately 250 reviews per brand (125 positive and 125 negative) for a total of approximately 750 analyzed reviews. These were the categories most reviews fell into.

- **Brand comparisons:** Similarities, differences, critiques, or praises of certain brands were included in the review.
- **Effort:** Positive or negative attributes of putting the meal together.
- **Reliability:** Mentioned the product is or is not a household staple or an always-enjoyed meal.
- **Part of a recipe:** Mentioned adding other foods to the meal, changing the box's traditional recipe, or using the dish alongside other dishes.
- **Comfort food/memory/familial bonds:** Suggested the brand is tied to or not tied to a sense of nostalgia or comfort.
- **Organic quality/health:** Overall healthiness or unhealthiness of the brand and/or its organic quality.
- **Flavor:** Positive or negative attributes about the flavor.
- **Price:** Positive or negative attributes about the price.

In some cases, reviews fell into multiple categories. At the end, the system added the frequency of each code found in the reviews. These were translated into the charts that follow. Additionally, other recurring elements that appeared within the reviews but could not be generalized across brands were made note of.

# CONTENT ANALYSIS METHODOLOGY

According to the data, consumers who reviewed Annie's mac and cheese had strong feelings overall, 35% of the positive reviews expressing that **the product is better than any other brand of mac and cheese**. There are more positive reviews mentioning the ease of making Annie's, leading the team to conclude that **consumers think Annie's is a fast, convenient boxed meal**. Fifteen percent of the positive consumer reviews suggest that **Annie's is reliable because it is consistent**. The research notes that many consumers think this brand is good for kids and families, with some consumers even sharing ways they've altered the meal to fit their lifestyle. **Consumers perceive Annie's as a healthy option for boxed mac and cheese, and 52% of positive reviewers mention the flavor**. However, the most common critique (88% of negative reviews) is also Annie's flavor.

Consumers who positively reviewed **Kraft Mac and Cheese often feel that the brand and product represent a nostalgia or feeling of familial bonds**. 74% of positive review consumers think Kraft is easy to make. Flavor-wise, 92% of negative reviews mention the flavor as a contributing negative factor, while 60% of positive reviews mention the flavor as a contributing positive factor. Many consumers favor Kraft's price.

81% of negative Velveeta reviews mention the flavor as a contributing factor. However, 51% of positive reviewers suggest Velveeta is easy to make, while 0% of the negative reviews mentioned struggling while making Velveeta. 25% of positive reviewers often combine this dish with others in one way or another. Velveeta is viewed with nostalgia or as a comfort food for 25% of positive reviewers. No positive reviews suggested that Velveeta is valued for its health benefits or organic quality.

Overall, these insights provide a broad picture of consumers' perceptions of boxed mac and cheese brands. Consumers seem to value the small amount of effort they have to put in to making boxed mac and cheese; they like to use mac and cheese as a part of a recipe; they want something reliable; they want something that tastes good; and they want something affordable and better than other brands.

# ANALYSIS

This anonymous survey was built out of a need to define Annie's new target market, identify athletic trends, and discover perceptions of boxed mac and cheese brands.

Here is a quick demographic breakdown of this survey:

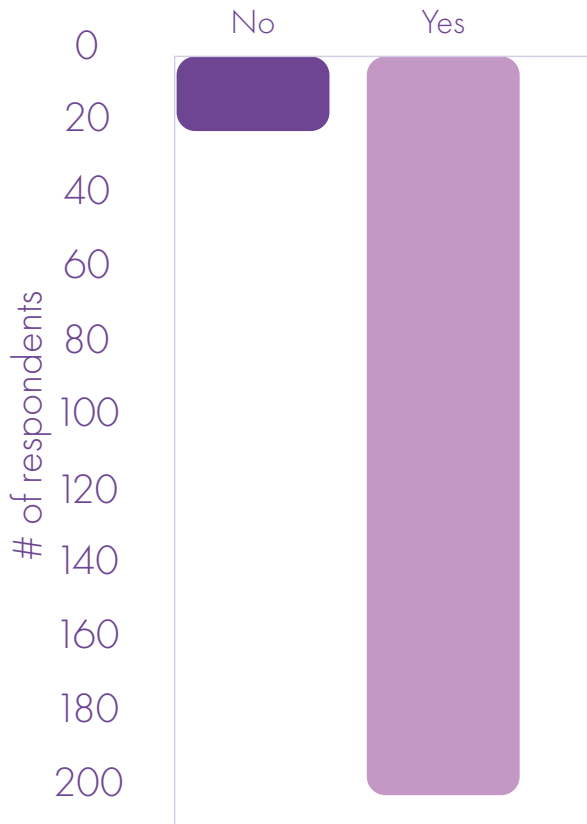
- The largest age demographic to participate in this survey was 18-24 year-olds, at 67% of the surveyed population. The next largest was 45-55 year-olds at 11%.
- 62% of the participants were female. 34% were male.
- Most survey participants were white/caucasian.
- Most survey participants had at least some college education.

From there, the target market of "athletic" was defined as: Participants who exercise **at least five days a week for at least one hour on those days.**

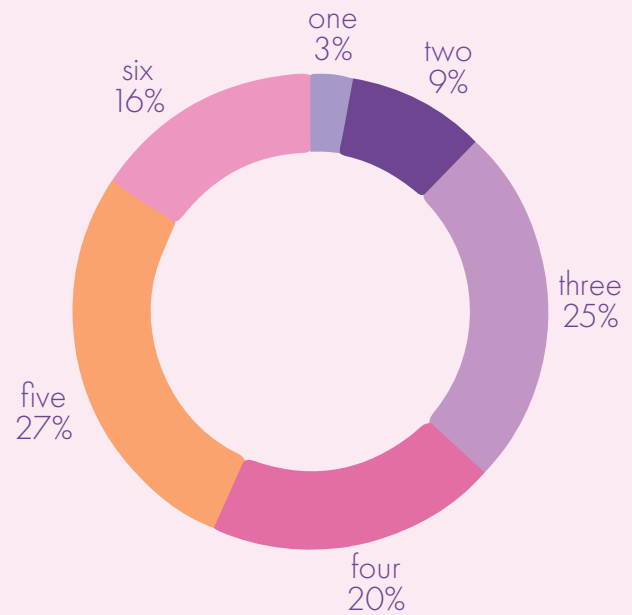
# SURVEY METHODOLOGY

WHO

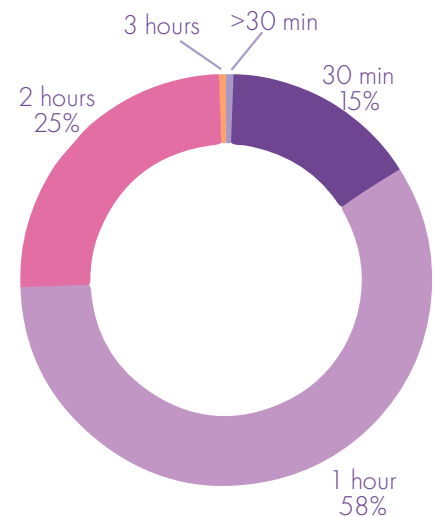
## Do you exercise?



## Approximately how many days a week do you exercise?



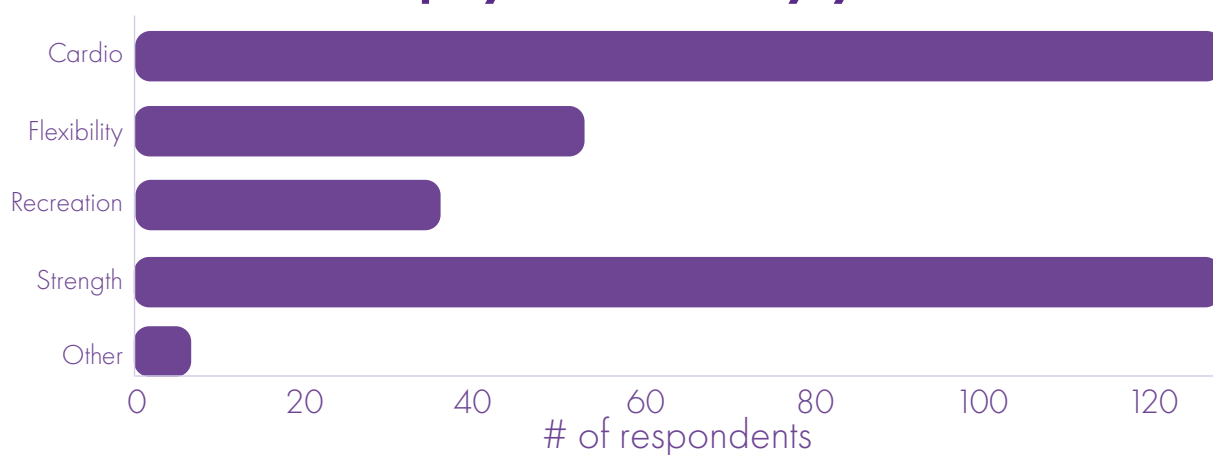
IS THE  
TARGET  
MARKET?



## Approximately how long do you exercise each day that you do physical activity?



Please describe the physical activity you most often do.



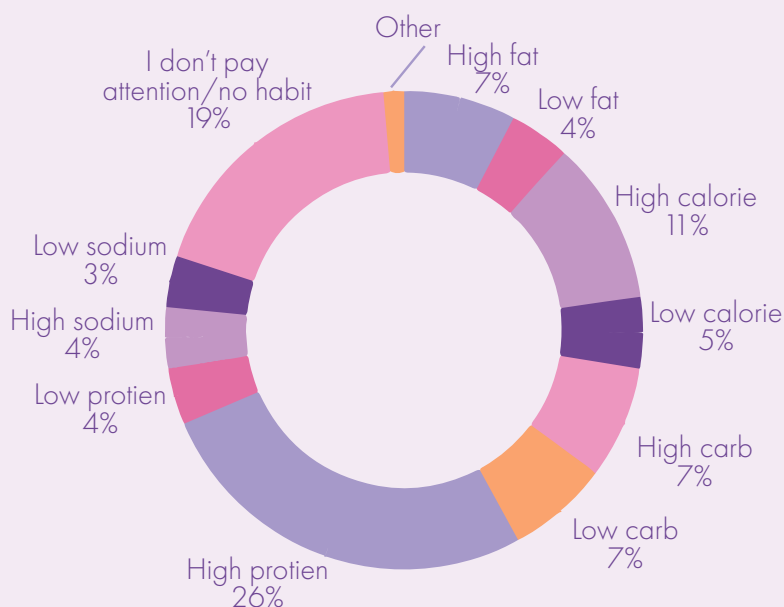
What do you prefer to eat before your physical activity?

30%  
A small  
snack

11%  
A quick  
"easy"  
meal

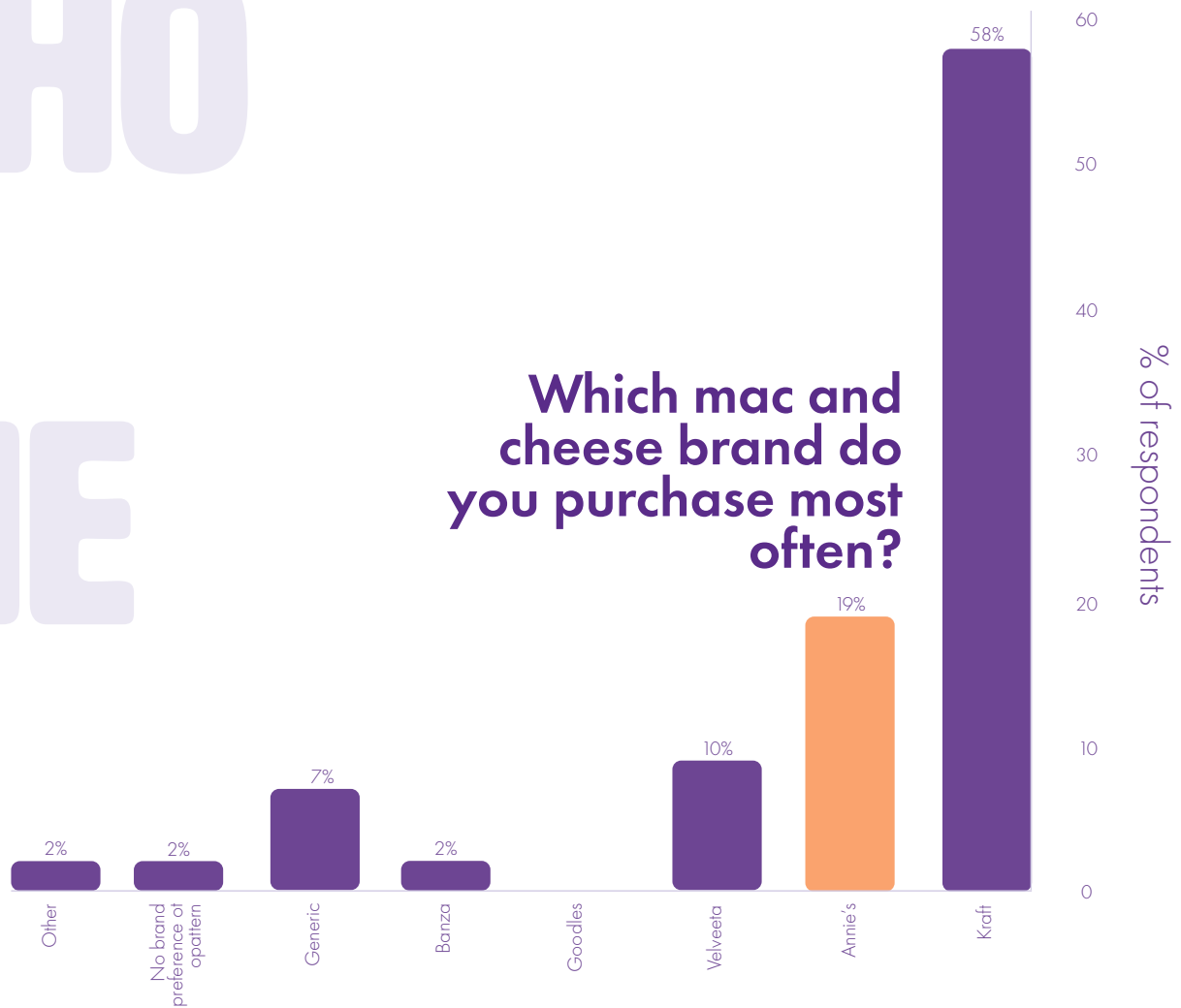
8%  
A basic home-  
cooked meal

WHAT DOES THE TARGET DO?



What type of food are you most concerned with eating after your physical activity?

WHO  
IS  
THE



Do you eat boxed mac and cheese?

**47%**  
**said yes.**

"Athletes"  
only

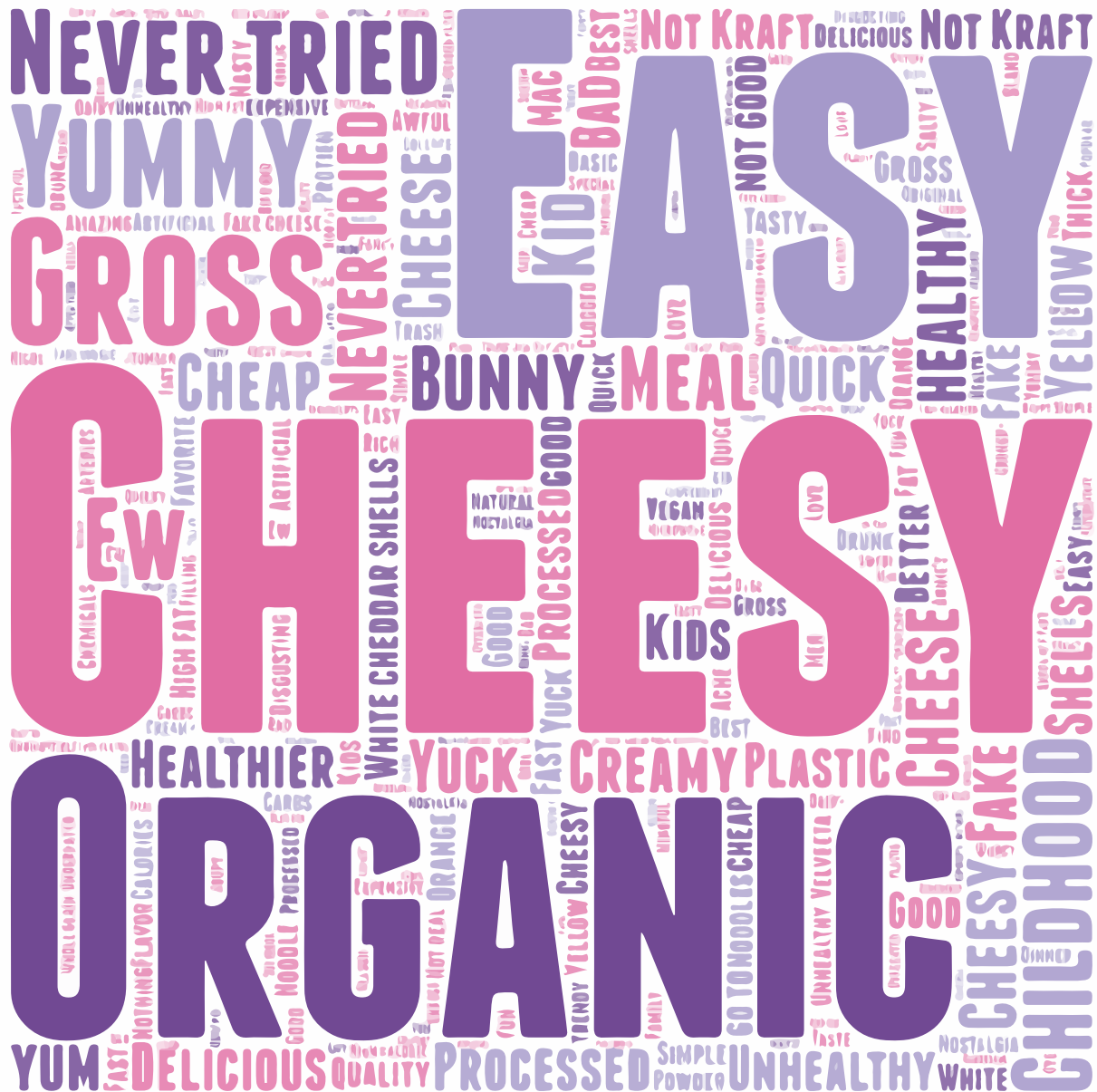
CLIENT,

The team asked separately, what comes to mind when you think of Kraft, Annie's, and Velveeta, in a few words? Answers are colorcoded by brand, and sizing is relative to the frequency of the

## Kraft

## Annie's

# Velveeta



Out of the 223 participants who took the survey, 136 participants answered that they exercise. These 136 respondents were then prompted to answer several questions relating to their physical activity. These additional questions revealed that approximately **34% of the respondents do physical activity five times a week, and 69% of these respondents reported that they do this physical activity for one hour.** This helped define a target market of **"athletes."** When asked what kind of physical activity they participated in, participants were allowed to choose more than one answer. 39% reported strength training and 34% reported cardio training, while the remaining 73% reported practicing flexibility, participating in recreational sports, and completing other forms of exercise as their main activity. 32% of respondents reported eating a small snack before exercise. After exercise, most participants eat high carbs and high protein with 26% of the target audience ("athletes") eating something high in protein and 7% eating something high in carbs after their workout.

It was found that 50% of total participants eat boxed mac and cheese, and 47% of the target audience, "athletes," eat boxed mac and cheese. From there, participants were asked to identify words associated with three common brands. The most common word for **Kraft is "Easy."** The most common word for **Annie's is "Organic."** The most common word for **Velveeta is "Cheesy."** It was also found that **58% of participants buy Kraft Mac and Cheese most often, with Annie's following in second at 19% of participants and Velveeta in third with 9% of participants.** One can conclude that active people who eat boxed mac and cheese recognize Annie's as a top option, however, they are not the leading brand.

These insights, show commonalities among the survey participants' workout and eating habits, as well as which kind of mac and cheese they turn to and trust. Given Annie's Mac and Cheese is not the current go to for the target audience of active individuals, there is space for growth to further attract this audience.

# ANALYSIS

# CREATIVE BRIEF

**COMPANY** Annie's Homegrown

**PRODUCT CATEGORY** Mac and Cheese

**BRAND** Annie's Mac and Cheese

## TARGET

### 1 DEMOGRAPHICS

- Age: 25–35 years old
- Gender: Female and male
- Income: \$40-80K
- Education: Bachelor's Degree
- Marital Status: Single

### 2 GEOGRAPHICS

Lives in the U.S. in an urban area that has a large population of active young people.

### 3 PSYCHOGRAPHICS

- Fitness/health goals
- Curious
- Open minded
- Interested in novelty
- Open to trying new brands

### 4 BEHAVIORS

- Looks for quick and easy meals
- Chooses foods that are nutritious
- Does most grocery shopping at places like Walmart and Aldi

### 5 VALS

Experiencers have high resources and a self-expression motivation.

- Want everything
- Are first in and first out of trend adoption
- Go against the current mainstream
- Are up on the latest fashions
- Love physical activity (are sensation seeking)

- See themselves as very sociable
- Believe that friends are extremely important
- Are spontaneous
- Have a heightened sense of visual stimulation

### 6 FRUSTRATIONS

- Not having time to make a healthy meal
- Time management of balancing active lifestyle and work/school
- Losing a competition
- Disapproval of coaches/peers

### 6 MOTIVATIONS

- Physical activity and playing a sport
- Being active
- Skill improvement
- Winning competitions/approval/accolades
- Winning favor with coaches/peers
- Exploring new opportunities

### 6 SOCIAL MEDIA ACTIVITY

- Instagram
- TikTok
- Snapchat
- Often engages with athletic, healthy lifestyle, nutrition, or similar accounts and topics

## CURRENT MINDSET

The target audience feels Annie's Mac and Cheese is an organic and healthy option for boxed mac and cheese. Many members of the audience also consider white cheddar to be Annie's most recognizable flavor, and often associate this with the brand as a whole. Members also consider Annie's to be a higher quality and more expensive product.

## DESIRED MINDSET

Annie's should be the top choice for a quick, easy, and healthy meal before or after the gym among the target audience. The audience should know that they can eat Annie's and still be healthy. They should understand that Annie's as a brand supports the development and reaching of physical goals, inside and outside the kitchen.

## COMPETITORS

### Kraft

People view Kraft mac and cheese as an easy boxed mac to make. It is reliable and often has fond memories associated with its use during childhood. It's a cheap and easy lunch or snack for Mom to put together for her kids or to use in a recipe as an addition to something else. However, consumers also have been found to dislike the flavor or to feel that the product is very artificial.

### Velveeta

Consumers view Velveeta as an easy meal. They find it, like Kraft, very reliable. Many people use Velveeta to combine it with another food group. Consumers, however, do not see Velveeta as having any nutritional value. Consumers don't think it's organic or healthy.

### Goodles

Consumers view Goodles as a less accessible and more obscure brand that is affordable and has good taste.

## MANDATORIES

- Annie's logo
- Brand colors
- Mascot (Bernie the Bunny)

## DELIVERABLES

- Guerilla marketing
- TV commercial advertisement
- Three magazine print advertisements
- Viral video
- Two social media platforms
- Two OOH
- Branded product placement

## MESSAGE OBJECTIVES

- Affect association
  - Humor
  - Feel good
- Transformation consumption experiences
  - Consuming the brand is associated with psychological characteristics

## EVIDENCE

- Carbs
- High protein
- Convenience
- Commitment/humbleness of the brand
- Organic/Healthy

## CREATIVE EXECUTION

This campaign will convey to the audience the benefits of consuming Annie's as a person who is active. It will depict Annie's as a physical embodiment that attends gym sessions, runs, or completes other physical exercise with a consumer. Photos will be taken and used as well as hand-drawn animations throughout. Colors will match Annie's current brand. This will show that Annie's can help physically active people improve through Annie's support, and that Annie's does support those who are physically active both inside and outside of the kitchen.

## tone

- Lighthearted
- Humorous
- Encouraging
- Hype
- Energized



**AGE:** 25

**OCCUPATION:** Marketing

**LOCATION:** Charlotte, NC

**INCOME:** \$60K

**MARITAL STATUS:** Single

# MORGAN JOHNSON

Morgan is a single 25 year old who moved to Charlotte to pursue a marketing career. She enjoys being active and eating healthy. However, she spends her days sitting in her office working. During her lunchbreak, she takes walks outside the office. Morgan is starting to train for a half marathon and is looking for healthy, tasty food to add to her existing regimen. Before work, she attends Orange Theory classes to provide her with a solid active foundation.

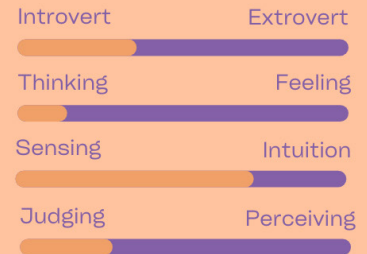
## FRUSTRATIONS

Sits a majority of the day

Spends more weekends in than going out

Can't find a healthy easy quick meal

## PERSONALITY



## GOALS



Eat more nutritious foods

Incorporate more walking into her workday



Train for a half marathon

CREATIVE STRATEGY CONCEPT OR BIG IDEA

# ANNIE'S HELPS YOU MEET YOUR PHYSICAL GOALS.







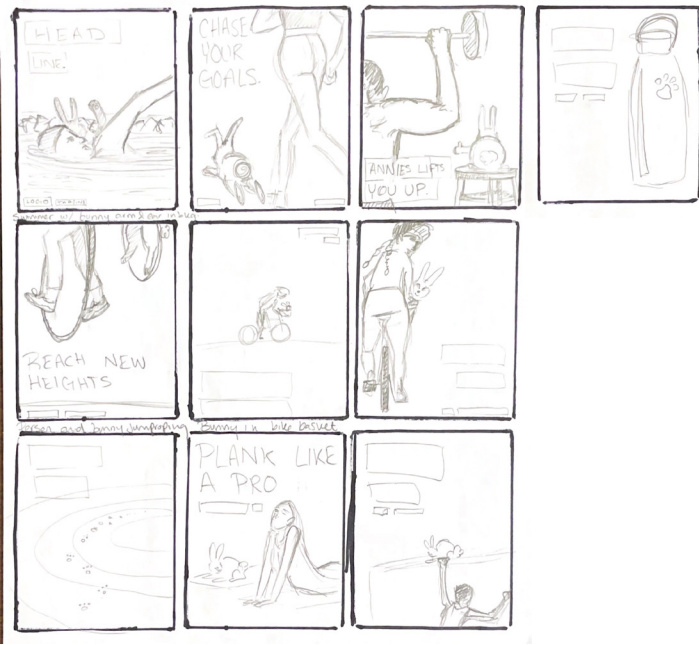
3

**CAMPAIGN:  
PRINT ADS**

# HEADLINES

1. Lace up with Annie's
2. Every step of the way
3. Don't leave your gym bunny behind
4. Don't leave any gym bunny behind
5. No bunny left behind
6. Make the bunny your newest gym buddy
7. Mac out at the gym
8. Every bunny loves the gym
9. Did you bring your gym bunny?
10. Hop into an active lifestyle
11. Annie's is with you every hop of the way
12. Power up your plate/meal
13. Satisfy your cravings, fuel your workouts
14. From the table to the gym
15. Winning has never been easier
16. Always winning with Annies
17. Annies gets you where you want to go
18. Every (stroke) is stronger with Annies
19. Power plays fueled by Annies
20. Score with annies
21. Finish first with Annies
22. The finish line is closer than you think
23. Our kind of trophy
24. We have a big REputation
25. We know which one wins everytime
26. Easy gains with cheesy grains
27. Reach new heights
28. Plank like a pro
29. Bowl is life
30. Chase your goals
31. Reaching your goals has never been cheesier
1. Go for gold with Annie's
2. Who's your gym bunny?
3. Annie's is always first
4. Supporting your goals
5. Gains with whole grain
6. Muscles from mac
7. Helping you reach your goals
8. Unleash your strength
9. Fuel your adventures
10. Champions Choice
11. Elevate your game with every bite
12. The ultimate fuel
13. Power on
14. Don't sweat it, go with Annie's
15. Cheesy gains with Annie's
16. Aim for Annie's
17. ChEASY gains with Annie's
18. Annie's activates
19. Eat smarter to work harder
20. Reaching your goals has never been cheesier
21. Bring Annies to your workout
22. Go the extra mile.
23. Grains to gains.
24. The big grains.
25. Pre-whatever.
26. Work hard. Mac often.
27. Look like a snack.
29. Annie's lifts you up
30. Dive in to Annie's
31. Annie's is a Slam dunk
32. Fueling your every move
33. With you every step

# TAGLINES

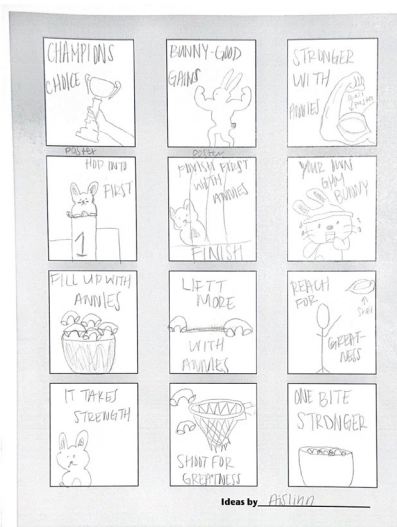


Mira



Katie

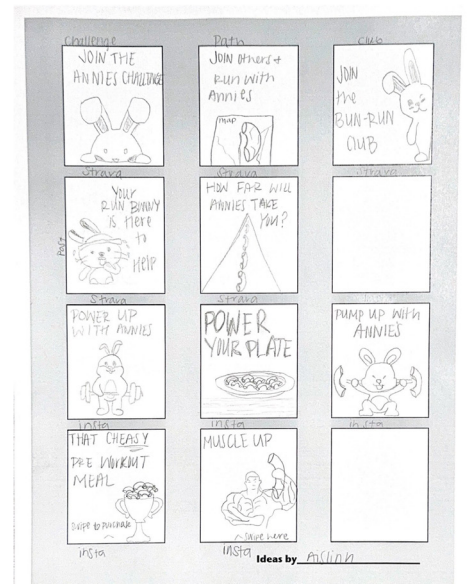
# SKETCHES



Aislinn



Emery



Nicole







For the print ads, it was important that the big idea easily translate to this medium through bold and punchy text. The bunny running alongside the runner, riding alongside the biker, and doing reps with the weightlifter is a pure metaphor for Annie's mac and cheese providing the audience strength to reach fitness goals. The copy is encouraging and it ties back to the big idea of Annie's helping you meet your physical goals. These ads would be placed in the magazine *Runner's World*. This magazine is geared toward individuals who are passionate about running and fitness, making it a great choice for reaching the target audience.

# PRINT ADS







4

**CAMPAIGN:  
TELEVISION**



# SCRIPT

MAKEN Agency

Date: 4/20/24

Client: Annie's Homegrown

Product: Annie's Mac and Cheese

Title: Ready To Be Your Gym Bunny

Length: 30 seconds

## VIDEO

## AUDIO

1. OPEN WITH MEDIUM SHOT OF MASSIVE DUDE WALKING ON TREADMILL

SFX: SOFT, MOTIVATING MUSIC

2. PAN TO GYM BUNNY NEXT TO MASSIVE DUDE WHO IS ALSO WALKING ON HIS OWN TREADMILL, ONLY GYM BUNNY CAN BE SEEN

3. CUT TO MEDIUM SHOT OF MASSIVE DUDE'S BACK, MASSIVE DUDE IS LIFTING HUGE WEIGHTS AT THE GYM, MASSIVE DUDE IS HUFFING AND PUFFING AS HE WORKS OUT

SFX: PANTING/AUDIBLE HUFFING AND PUFFING

4. PAN TO MEDIUM SHOT OF GYM BUNNY'S BACK WHO IS ALSO LIFTING SIZE APPROPRIATE WEIGHTS, ONLY GYM BUNNY CAN BE SEEN

5. CUTS TO CLOSE UP SHOT OF MASSIVE DUDE DRIPPING SWEAT

6. CUTS TO MEDIUM FRONT SHOT OF MASSIVE DUDE DOING SOME PULL UPS

7. CUTS TO EXTREME WIDE BACKWARDS SHOT TO SHOW GYM BUNNY ALSO DOING PULLUPS NEXT TO MASSIVE DUDE

8. CUTS TO WIDE SHOT OF MASSIVE DUDE DOING YOGA FROM THE SIDE

9. CUTS TO EXTREME WIDE SHOT OF BOTH MASSIVE DUDE AND GYM BUNNY DOING THE DOWNWARD DOG

SFX: MUSIC SOFTENS EVEN MORE

10. CUTS TO MEDIUM SHOT OF MASSIVE DUDE STRETCHING. MASSIVE DUDE SPEAKS TO GYM BUNNY

1. MASSIVE DUDE: So, how'd I do?

2. GYM BUNNY: Awesome, man.

11. CUTS TO EXTREME WIDE SHOT WHERE WHOLE ROOM IS SEEN, GYM BUNNY IS ALONGSIDE

# CASTING & LOCATION SPECS

**Cast:** David Hatcher

David was cast as the main character, AKA “Massive Dude,” for the commercial because he brought a comical and athletic interpretation to a newly developed character. David took it upon himself to grow the character as he saw “Massive Dude” needed to grow. David was a great choice!

**4/20/2024**

**11:30:** Arrive.

## **11:40–12:00: Scene 2—Treadmills**

**Location:** go to the big open UREC room and the hallway going toward it. Look for an area with less people on the treadmills. If none, we come back and do this shot later.

**SHOT 1:** A shot of david’s back as he walks down the hall of UREC toward the big room. Someone walks by him and they wave at eachother.

**SHOT 2:** Cut to David’s legs as he’s walking, and the bunny is to his right walking beside him.

**SHOT 3:** David is running on the treadmill.

**SHOT 4:** A close up of the other treadmill where the bunny is running. David’s legs running should still be in the background. This shot should be taken from the side so that animating the bunny is pretty straightforward.

## **12:05–12:20: Scene 1—Weightlifting**

**Location:** go to the big open UREC room. Film with the back of the camera to the window. If this room is too full, we will ask about using the training room on the first floor near the entrance.

**SHOT 1:** David is lifting weights above his head (we’re seeing his back). He is on the left-hand side of the screen in a medium/closeish-up.

## **12:40–12:55: Scene 4—Stretching**

**Location:** go to the Barre exercise room.

**SHOT 1:** David and the bunny are stretching together. David should do one stretch, then switch to another, then ask the bunny “so? How was that?” bunny will reply “really nice my dude” or something.

## **1:00–1:25: Scene 3—Pilates**

**Location:** go to the pilates exercise room. Film with the back of the camera to the window.

**SHOT 1:** a shot of david walking into the room. There are people arranged by the door, taking off shoes, etc. Camera doesn’t move. David passes off screen. Bunny will be animated running and following him into the room.

**SHOT 2:** Close-up of david’s face. We need to put a teeny bit of water on him to look like sweat.

**SHOT 3:** wider shot of the whole room. Everyone from shot 1 is on the floor doing downward dog with a space for the bunny.

**SHOT 4:** The bottom half of the door. We see everyone’s legs as they leave. The bunny is perfectly in frame and following David.



In the TV ad, the audience follows a young man, "Massive Dude," throughout his workout at the gym with his "Gym Bunny" accompanying him. Real actors and an original animated bunny were used. In the first frames, the audience sees the main character running. There's a cut to the bunny, who is also doing these exercises. Finally, they stretch, and the main character asks the bunny how it went. The bunny replies in a surprisingly masculine voice that they did well. The surprisingly deep voice of the gym bunny is juxtaposed against his tiny frame. This added a layer of humor.

# TV AD

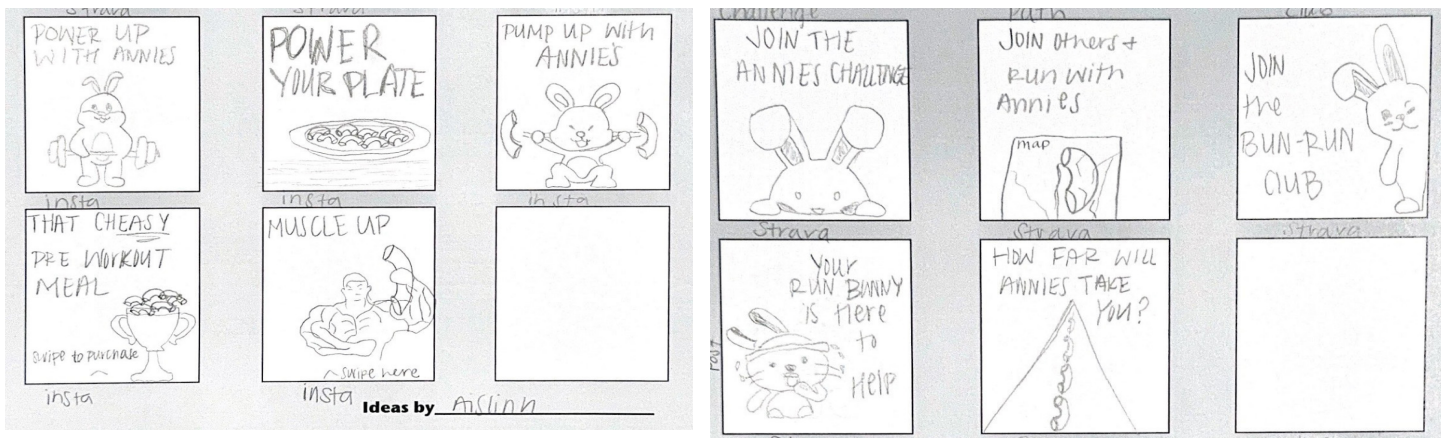




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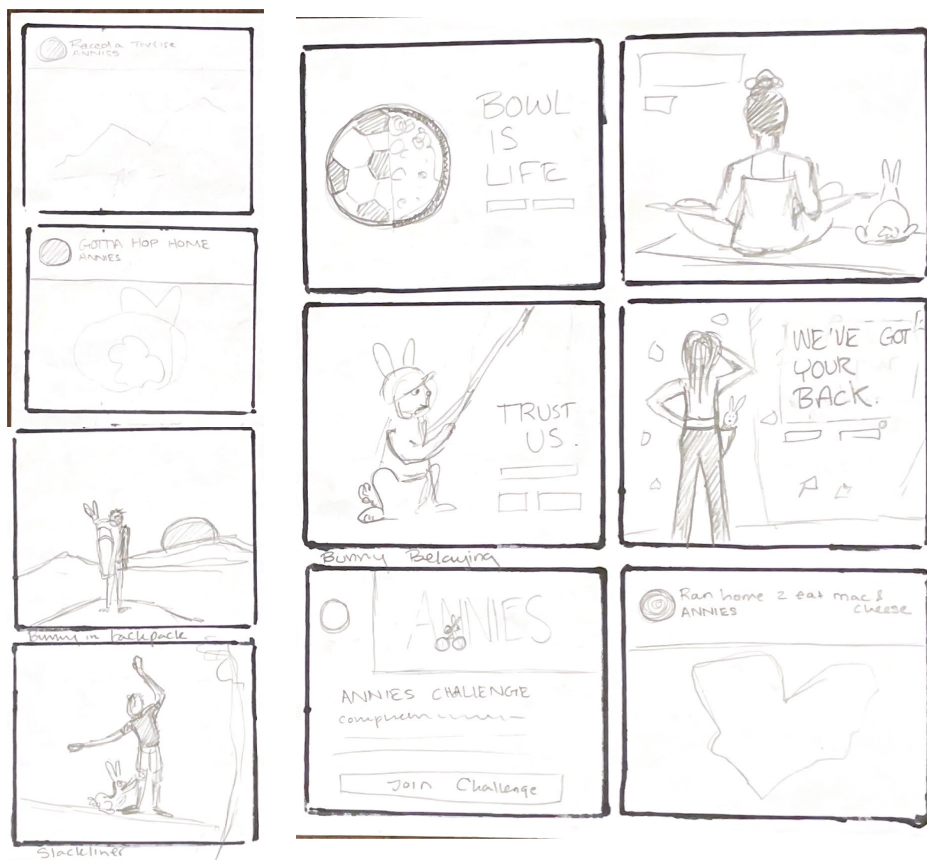
**CAMPAIGN:  
SOCIAL MEDIA**





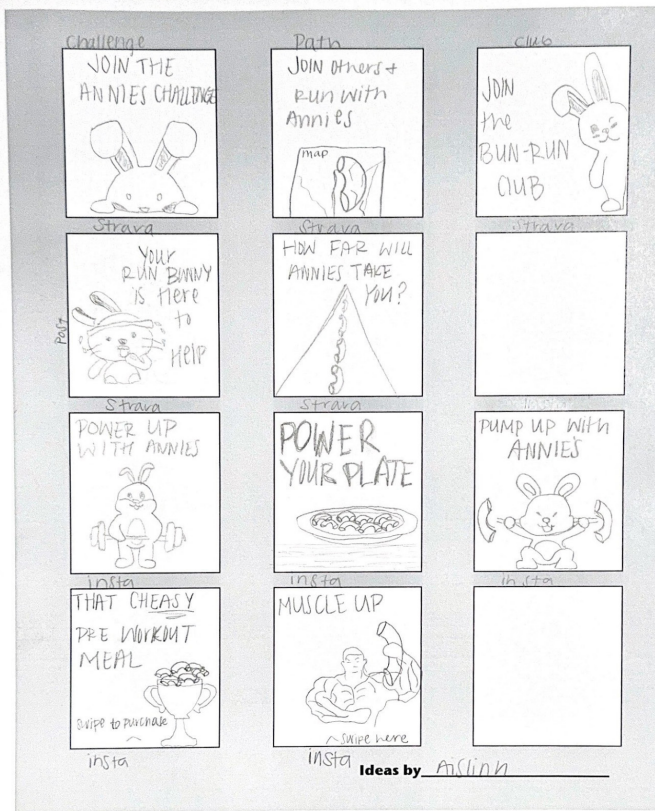
Emery

# SKETCHES



Mira





Aislinn

Nicole

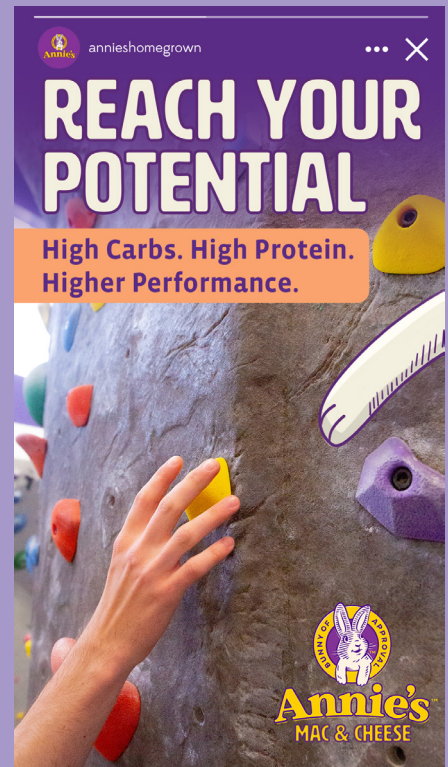
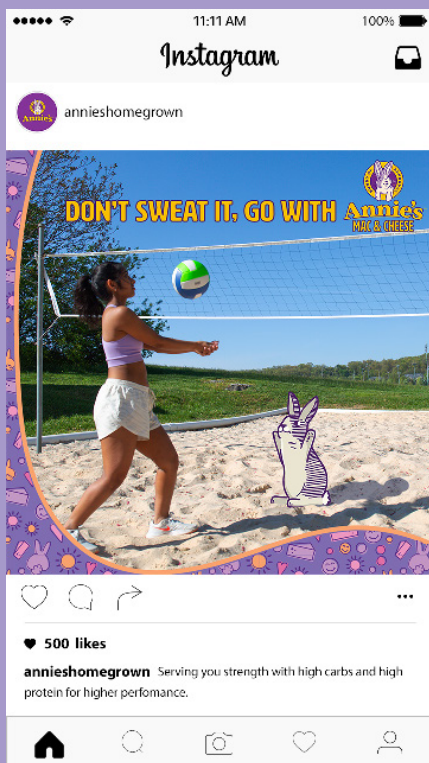


Katie

# INSTAGRAM ADS







Instagram is a popular form of social media used among the target audience, making it a good choice to use for this campaign. These **posts** use photos, taken by the MAKEN team, of someone playing volleyball and someone else balancing on a yoga ball. In each of these, an illustrated bunny matches the person in the photo, reinforcing the fact that Annie's helps you meet your physical goals. Additionally, illustrations were used to add to the photos and fit Instagrams platform. The logo and tagline are also included on the graphics to foster consistency. The captions highlight the benefits of Annie's and use terminology that matches the activity being performed in the photo. The **Instagram chat function** is a newer Instagram feature allowing the user to choose a specific chat background for their conversation. The Annie's chat background uses the same style of illustration as the Instagram posts, however, it also includes people biking, weightlifting, and running. This feature would create community among users. **The Annie's story filter** allows users to interact with Annie's Instagram content. The filter scrolls through variations of the gym bunny before landing on one to be the user's personal gym bunny. Lastly, the **Instagram story** depicts a person reaching on a rock wall alongside a hand-drawn animation of a bunny arm reaching. This goes along with the other ads using consistent fonts, colors, and motivational copy.

# STRAVA ADS

**STRAVA** PRESS

AboutNewsroomContact

Strava welcomes Annie's Homegrown to the platform with hopes of promoting innovative workouts and well-rounded post-workout meals

March 21, 2024

Charlotte, NC March 21, 2024— Most people know Annie's Homegrown because of their organic and easy to make mac and cheese. Now, Annie's Homegrown is hopping into the workout sector with hopes of spreading the benefits of their mac and cheese beyond the kitchen table.

Annie's Homegrown began in 1989 with hopes of creating a business which was both socially conscious and successful. As years passed, Annie's Homegrown continued the company by creating agricultural scholarships, producing state grants for gardens, and receiving the Leadership in Energy and Environmental Design Gold Certification. Annie's has always had a passion for creating organic and healthy alternatives to typical unhealthy food. Annie's launch on Strava shows the necessity of pairing nutritious and sustainable food with workouts in order for athletes to reach their goals.

The Annie's Homegrown page on Strava serves as more than a collective place for mac and cheese lovers to hangout and track workouts. Annie's aims to create innovative workout challenges, provide a forum to share Annie's Mac and Cheese recipes, and foster an environment where athletes can feel comfortable to try new activities. Oh, and Annie's will be providing incentives to runners to keep morale high.

The Annie's Homegrown page is live on Strava now! Be sure to join and tell your friends to hop on over and join as well. Be on the lookout for fun Annie's and bunny themed challenges perking their ears up soon!

The latest news, events and product updates from Strava.

AllCompanyProductReports

March 21, 2024

Strava welcomes Annie's Homegrown to the platform with hopes of promoting innovative workouts and well-rounded post-workout meals

Most people know Annie's Homegrown because of their organic and easy to make mac and cheese. Now, Annie's Homegrown is hopping into the workout sector with hopes of spreading the benefits of their mac and cheese beyond the kitchen table

2:31

Home

**Morgan Johnson**  
Today at 9:27 AM · Charlotte, North Carolina

**Morning Run**  
I joined the Annie's Homegrown group recently and wanted to try out one of their saved routes. The path made a cute pair of bunny ears! After I was done, I continued the fun with recovering with some Annie's mac and cheese for protein and carbs :)

4.92 new miles  
Read more...

Distance	Pace	Time	Achievements
5.64 mi	8:13 /mi	40m	🏆🏆🏆 6

**Morgan just became 2nd on Annie's Homegrown Bouncing Bunny route!**

10 gave kudos

**The Bun Run**  
Charlotte, North Carolina

When you join the Bun Run Club, you're not just chasing miles, you're chasing your goals! Join our club today to stay in step with Annie's Athletes and watch as you progress on our fitness journey together.

Add Club Event

Club LeaderboardRecent ActivityMembersPosts 2 NEW

**Club Leaderboard**  
Compare your training with other Club members and stay motivated throughout the week.  
[Invite Athletes to your club and see how you measure up.](#)


Invite Athletes to This Club  
[Invite Athletes](#)

1 member


**The Bun Run**  
Monday, April 29th, 2024 at 8:16 AM



Hey Bun Runners! Monday got you down? We challenge you to get outside for a walk (or hop) around the block, even if it's just during your lunch break! Don't forget to record your walk and enjoy the fresh air. Hop to it and conquer your Monday with Annie's!

Be the first to give kudos!


Annie's Homegrown

Monday, May 6, 2024 at 2:18 PM - 5:02 PM







# Week 2






And the second week of Beat the Bunny is upon us!

Below are the stats for the Bunny's workouts this week. The Bunny was feeling a little sore in his lower body this week from all the hopping and bounding around, so he focused more on some body movements that didn't involve legs and paws too much.

Check out the stats below!



## Beat the Bunny

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
 Cycling	16:02 miles 4:22 hr \$7m 21c	14:02 miles 3:57 hr \$1m 31c				
 Running	18.8 miles 10:12 mi \$12-18c \$14	~7miles 10:82 mi				
 Swimming	2:25D yd 1h 5m	5:47 yd 2h 6m				
 Hiking	1:53/100yd	2:14/100yd				
 Basketball	swims 120 dumbbells 121 reps	swims 120 dumbbells 102 reps				
 Sports (not in team)	swims 120 dumbbells 87 reps	swims 120 dumbbells 78 reps				



Keep track for 6 weeks

[illegible]

A screenshot of a Facebook post from the page "Annie's Homegrown". The post features a purple circular profile picture with a white bunny logo and the text "Annie's". The post title is "Beat the Bunny Finale" in large, bold black font. The text of the post reads: "Oh, how fast the six weeks of Beat the Bunny scurried away. We at Annie's Homegrown hope all athletes who participated in Beat the Bunny feel stronger both mentally and physically, compared to where they were six weeks ago. If nothing else, we hope you've learned that consistency is key and having someone to compete with is an awesome motivator. As mentioned in our first post about the Beat the Bunny Challenge, we have a prize for the athlete who beat the bunny in the greatest amount of challenges. @sam\_swims will enjoy free Annie's Mac and Cheese for an entire year to ensure she is properly fueled as she continues to dominate her workouts! Thank you to all the athletes who participated! And remember, don't sweat it, go with Annie's(s)". The post has 0 likes and 0 comments, indicated by icons and the number "0". The timestamp "Monday, May 6, 2024 at 5:27 PM • Edited" is visible below the profile picture. The background of the post is white, and the overall image has a light purple border.

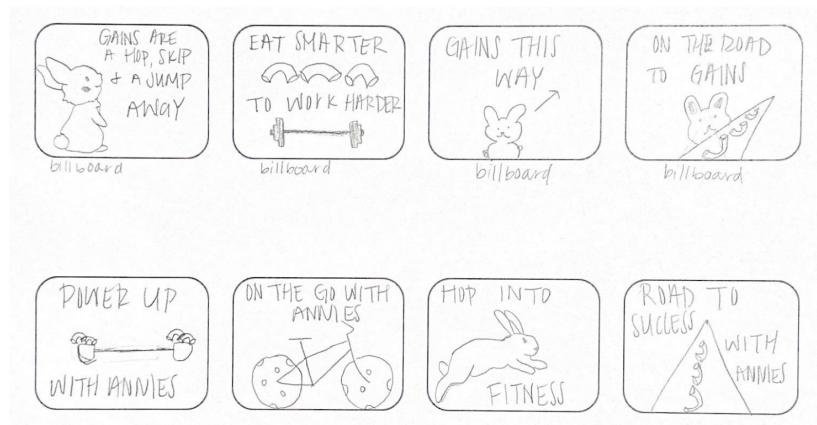


The rationale behind using the social media app Strava to promote Annie's mac and cheese was to further target the audience of people who live an active lifestyle. Strava is described as "a social network for athletes" as it gives its users the capability of tracking their exercises and sharing them with their friends and followers on the platform. Specifically, this app was designed to use GPS tracking to record one's path while running or cycling. While this app has expanded the exercises one can share, it remains the most compatible with runners and cyclists. Since respondents listed cardio as their second-most frequent exercise in MAKEN's survey, Strava was a perfect social platform from which to promote Annie's. In the first post, Annie's is introduced to athletes on the platform through a press news post on Strava's main page. In this news post, Annie's describes its health benefits and introduces some of the challenges that it will be promoting as a way to encourage the audience to reach their fitness goals and emphasize the campaign's big idea. There will also be a weekly "Beat the Bunny" challenge. Through this challenge, participants are challenged to beat the bunny's time, strength, or distance in running, cycling, or hiking. Each week of the challenge gets progressively harder and leaders for this challenge are given mac and cheese prizes to fuel their hard work. Another way Annie's can use Strava is through "Bun Run" club that is set up through Annie's account. Clubs in Strava serve as a way for groups of people in certain areas to hold each other accountable through leaderboards and posting workouts through the club for all to see. The Bun Run club is located in Charlotte, North Carolina, for the target of 25- to 35-year-old professionals who are working toward physical fitness goals. The copy used throughout the Strava account is fun, lighthearted, and uses bunny puns to give the impression that the Annie's bunny is motivating the athletes on this app. In the Motivation Monday post, Annie's also encourages its followers in the Bun Run club to use their lunch break to get some fresh air.



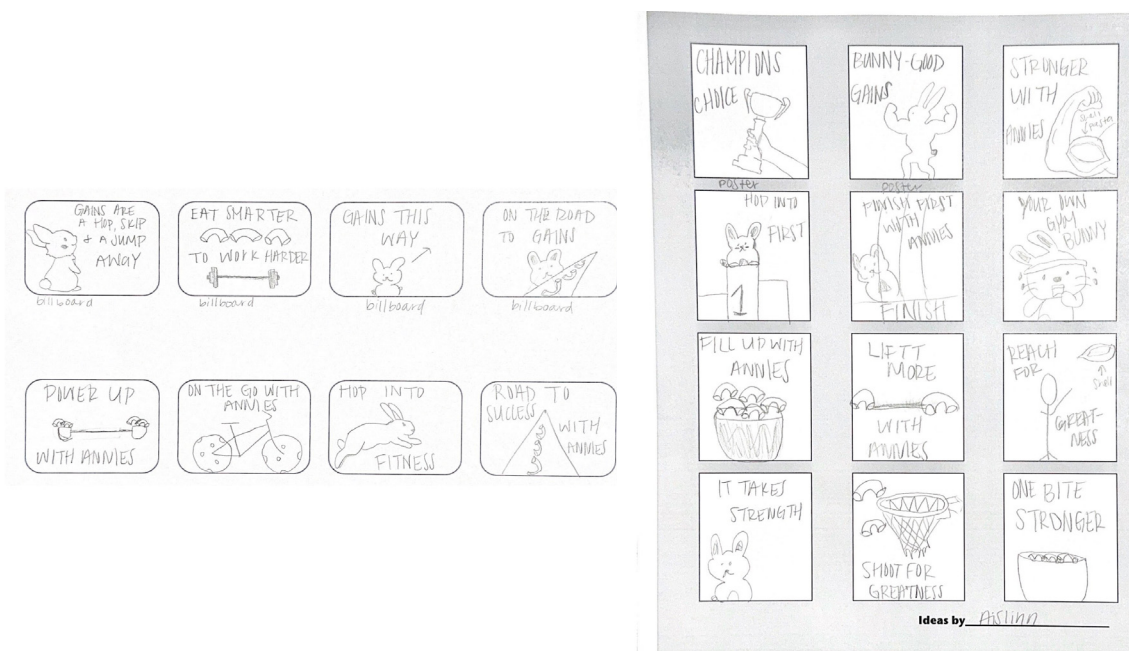
6

**CAMPAIGN:  
OUT-OF-HOME**

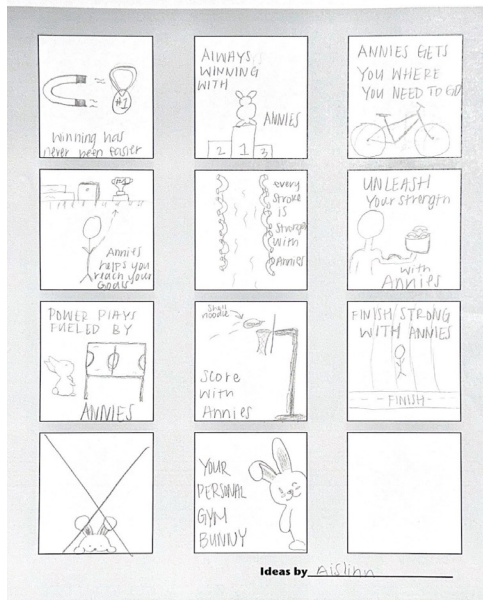
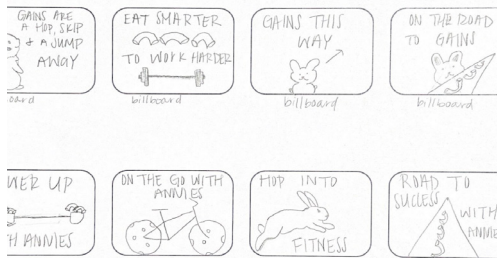


Aislinn

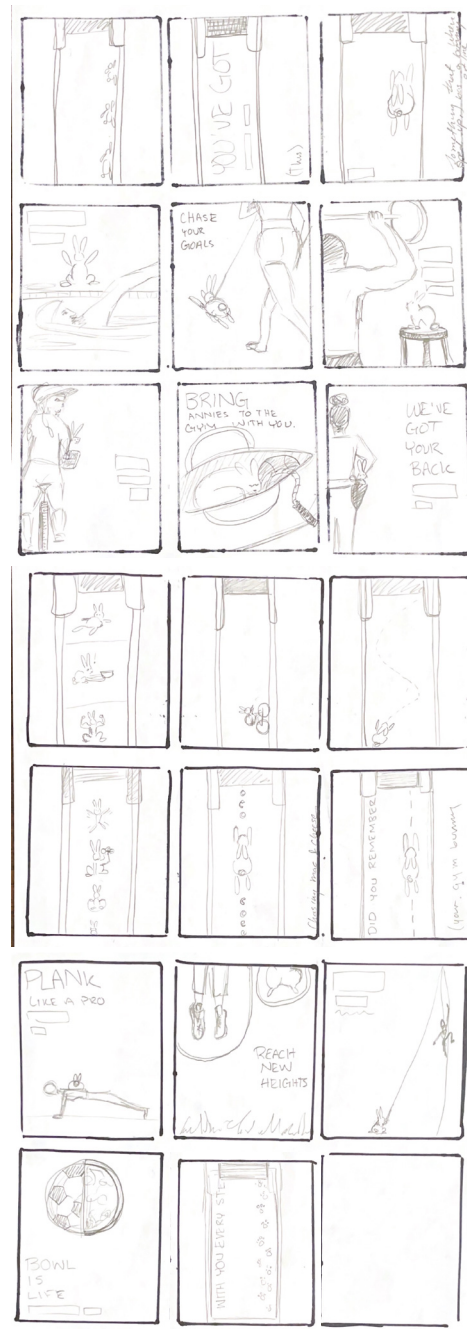
# SKETCHES







Nicole



Mira



Katie







The **first out-of-home advertisement** is a billboard that would be placed along highways in major cities and near parks and gyms. The copy is similar to the copy used for the print advertisements for consistency. The style of photographed people alongside the animated bunny is also consistent. The big orange box of mac and cheese captures the attention of passerbyers. The headline is short and will be easily understood with the subhead. The **second out-of-home advertisement** is designed from high quality stickers placed on treadmills in gyms. The stickers will be placed on both the tread of the treadmill and along the plastic sides. This activation allows the runner to feel as if they are running with the Annie's bunny. Further, as athletes exercise, they will be subliminally exposed to the Annie's logo which is a great way to repetitively put Annie's mac and cheese in the athlete's minds.

# OOH ADS



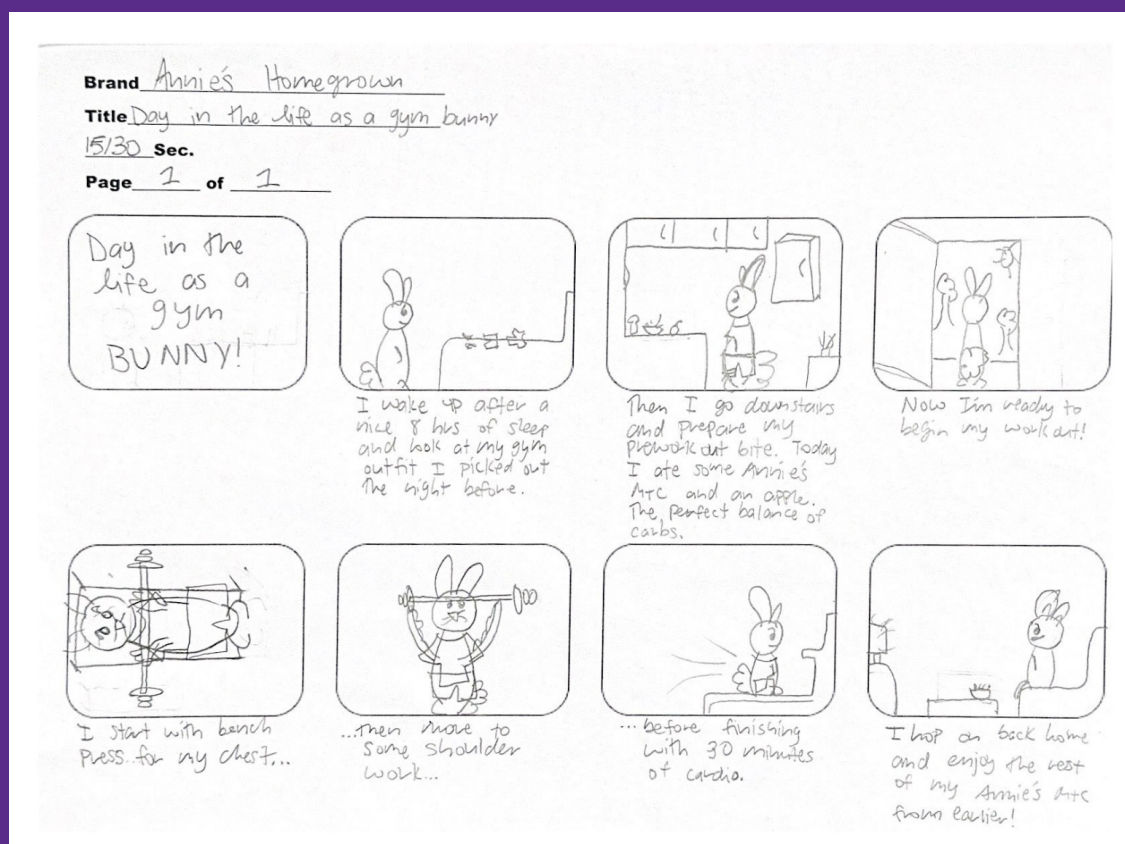


**7**

**CAMPAIGN:  
VIRAL VIDEO**

# BRAINSTORMING

Brainstorming for the viral video mainly focused on viewing current trends in social media to understand which styles and types of videos perform well across major platforms. Once MAKEN decided to make a day-in-the-life style video, it was discussed who should be the main character. Filming any old day-in-the-life was not an option. Instead, the star of this show is the Annie's bunny, once again, in a more original and comical approach to a day-in-the-life. Additionally, animal day in the life videos are becoming popular on social media platforms and are often humorous. In the video, an animated bunny is used to keep with the consistency of the campaign.



# STORYBOARD

# SCRIPT

## MAKEN Agency

Date: 4/20/24

Client: Annie's Homegrown

Product: Annie's Mac and Cheese

Title: Day in the Life of Gym Bunny

Length: 30 seconds

### VIDEO

### AUDIO

1. CLOSE UP SHOT OF BUNNY'S ALARM CLOCK AND HIS PAW COMES IN TO TURN IT OFF

SFX: UPBEAT BACKGROUND MUSIC THROUGHOUT

1. GYM BUNNY: Welcome back to another day in the life as a Gym Bunny

2. CLOSE UP OF GYM BUNNY PUTTING TOOTHPASTE ON TOOTHBRUSH

2. GYM BUNNY: this morning I got dressed, brushed my teeth, and did all that before...

3. POINT-OF-VIEW SHOT OF GYM BUNNY HOPPING DOWN THE STAIRS TO KITCHEN

3. GYM BUNNY: ... hopping along downstairs to make my breakfast and heading out the door!

4. CLOSE UP SHOT OF WATER BEING POURED INTO WATER BOTTLE

5. GYM BUNNY WAVING GOODBYE AND HOPING OUT THE FRONT DOOR

6. POINT-OF-VIEW SHOT OF GYM BUNNY HOPPING INTO THE GYM

4. GYM BUNNY: Today at the gym, I hit lower body and some cardio. Gotta keep my cotton tail in shape.

7. GYM BUNNY RUNNING ON THE TREADMILL

8. GYM BUNNY OPENS THE DOOR TO HIS HOME

5. GYM BUNNY: Then I made my way back home and had a box of Annie's Homegrown Mac and Cheese

9. CLOSE UP SHOT OF GYM BUNNY POURS ANNIE'S MAC AND CHEESE INTO POT OF BOILING WATER

10. CLOSE UP SHOT OF GYM BUNNY MIXES THE MAC AND CHEESE

6. GYM BUNNY: Us Gym Bunnies gotta get in as much protein as possible to look nice and fluffy for the Spring.

11. CLOSE UP SHOT OF ANNIE'S MAC AND CHEESE PLATED

10. WIDE SHOT OF BUNNY ON COUCH WAVING GOOD BYE

7. GYM BUNNY: Thanks for watching my day in the life as a gym bunny!



For the viral video, this is a day-in-the-life video from the point of view of the gym bunny shown throughout the campaign. In the video, the bunny is shown starting his day, going to the gym, and eating Annie's Mac and Cheese. The association of mac and cheese after the bunny goes to the gym reinforces the big idea of Annie's Mac and Cheese helping people reach their physical goals. Original, hand-drawn animations of the bunny are used throughout the video to reinforce the point of view. Additionally, day-in-the-life videos are very popular among short-form videos on different social media sites and will resonate with the target audience.

# VIRAL VIDEO ADS





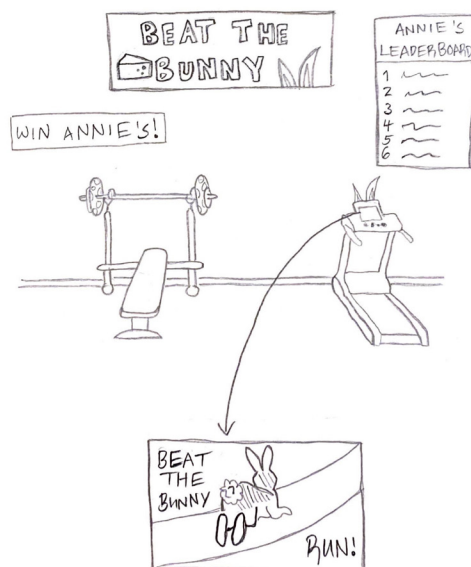
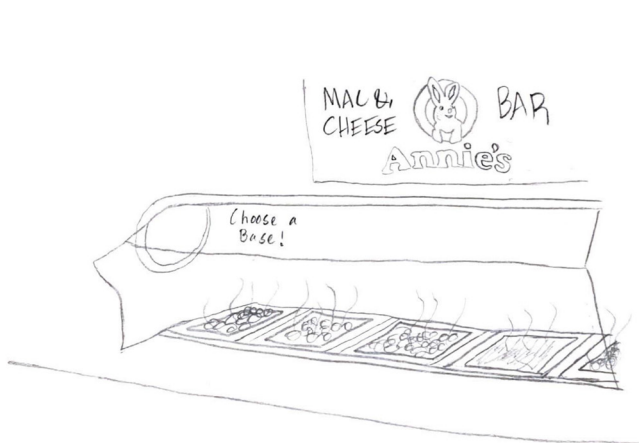
8

**CAMPAIGN:  
GUERRILLA AD**



Aislinn

# SKETCHES



Nicole



Mira



For the guerilla marketing advertisement, conveying the big idea in an interactive way for the target audience was priority. This ad uses a running bunny “illusion” that could be put on a bus shelter or somewhere in a city park where a lot of people run or exercise. This would also be an ideal place for the target audience of 25- to 35-year-old professionals. The material that the ad on is a changing perspective material (lenticular material) so that, as you run from one point to another, it looks like the bunny is running with you. This echoes the big idea that Annie’s is by your side as you are reaching your physical goals.

# GUERILLA AD



9

**CAMPAIGN:  
PRODUCT PLACEMENT**

# SCRIPT

## MAKEN Agency

Date: 4/20/24

Client: Annie's Homegrown

Product: Annie's Mac and Cheese

Title: Annie's Homegrown Highlights

Length: 30 seconds

### VIDEO

### AUDIO

1. SHOT OF ATHLETES AND BUNNY AT STARTING LINE

SFX: SPORT INTRO MUSIC

1. ANNOUNCER 1: Welcome back folks to the Annie's Homegrown Highlight segment!

2. BEGINNING OF RACE WITH BUNNY ON STARTING BLOCK WITH RUNNERS

2. ANNOUNCER 2: Our first highlight is from the men's 100m final from earlier today where Marcell Jacobs took home gold. But keep an eye out for the Annie's Bunny. Let's take a look.

3. BUNNY RUNNING WAY AHEAD OF RUNNERS

3. ANNOUNCER 1: Wow! Look at that bunny go! He surely gave Jacobs a hop for their money.

4. END OF RUNNING CLIP, BUNNY CROSSING FINISH LINE A MILE AHEAD OF OTHER RUNNERS

4. ANNOUNCER 2: Keep an ear perked for the Annie's Homegrown Highlight segment throughout these 2020 Olympics.



For the branded product placement, running an Olympics highlight segment during the 2024 Paris Olympic Games was decided on. In this segment, running about 30 seconds, commentators narrate an important Olympic event from the day. The Annie's Homegrown bunny is once again animated and participating in the event alongside the actual Olympians as part of a replay segment called Annie's Homegrown Highlights. The branded product placement is different from that of a brand partnership because Annie's is targeting a large audience through the Olympics instead of targeting an audience through an Annie's Homegrown and Olympics collaboration where both Annie's Homegrown and the Olympics would be benefitting. To illustrate this concept, the bunny has been inserted into the men's 100m final race from the 2020 Tokyo Olympics.



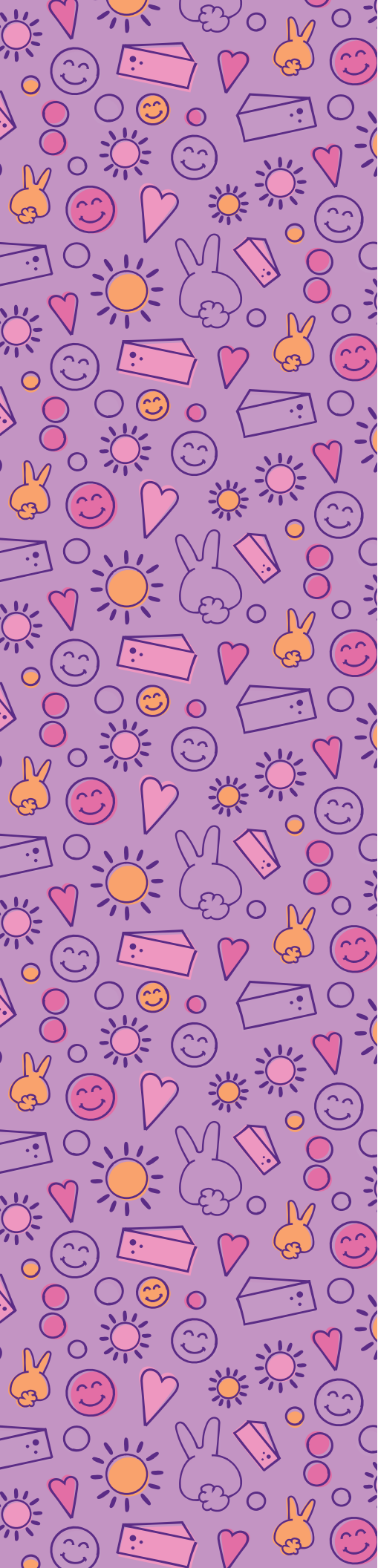
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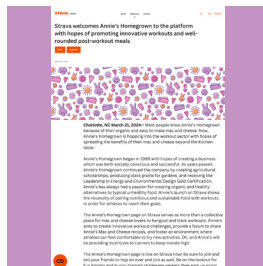


# 9

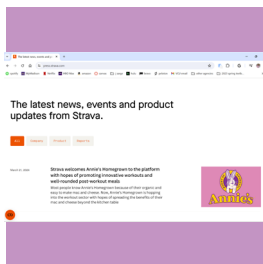
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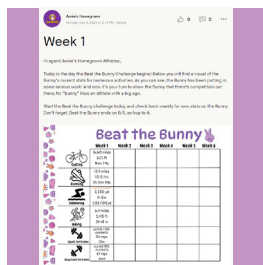
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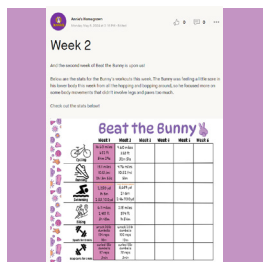
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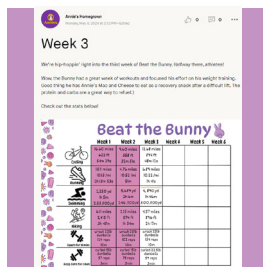
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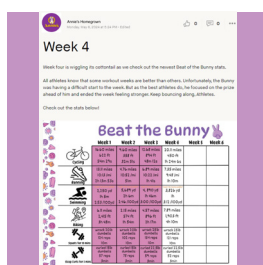
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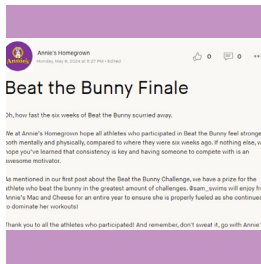


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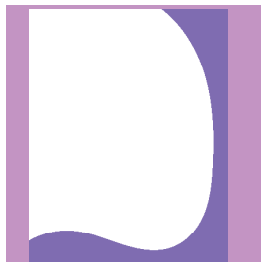




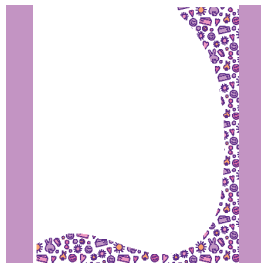
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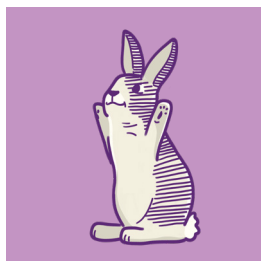
Dover, M. (2024) Illustrator. Created in Adobe Illustrator.



Dover, M. (2024) Illustrator. Created in Adobe Illustrator.



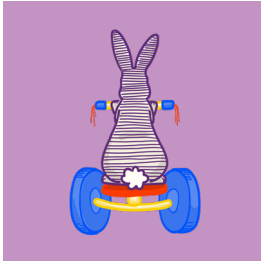
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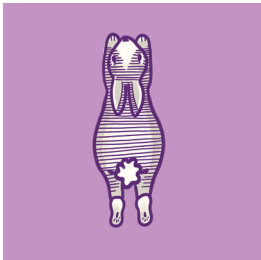
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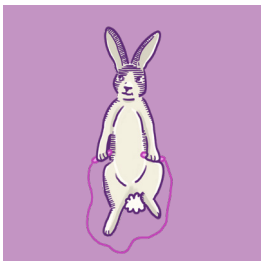
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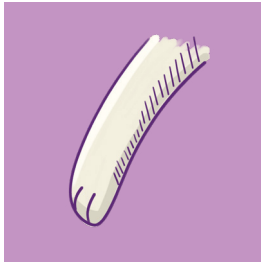
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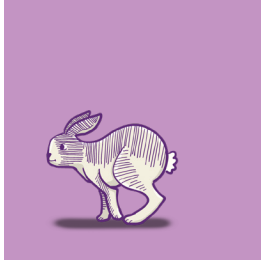
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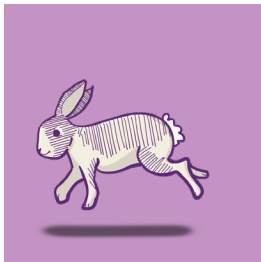
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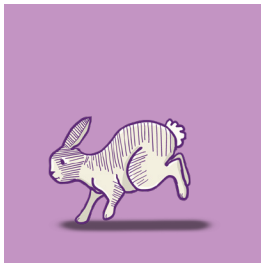
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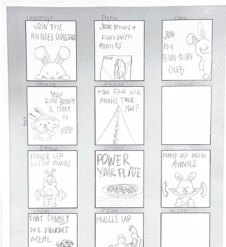
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Dover, M. (2024) Illustrator. Created in Adobe Illustrator.



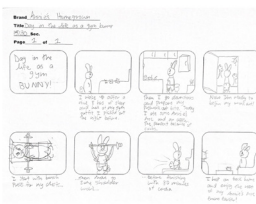
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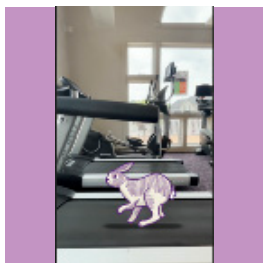
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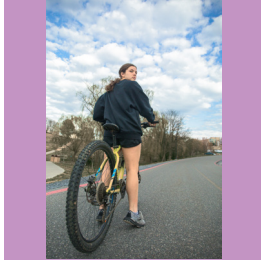
Dover, M. (2024) Original Videographer and editor Dover, M. Annie's Gym Bunny original viral video





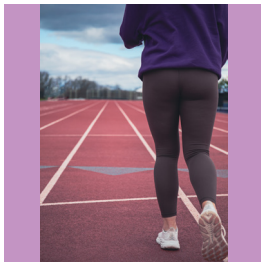
Dover, M. (2024) Photographer.

Figure 1. Woman jump roping.



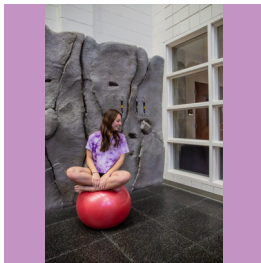
Dover, M. (2024) Photographer.

Figure 2. Woman looking back while riding a bike.



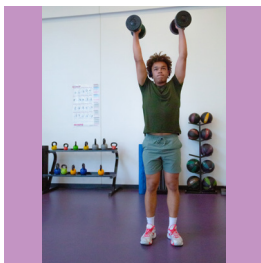
Dover, M. (2024) Photographer.

Figure 3. Woman running on track.



Dover, M. (2024) Photographer.

Figure 4. Woman on a yoga ball looking to her left



Dover, M. (2024) Photographer.

Figure 5. Man weightlifting at the gym.



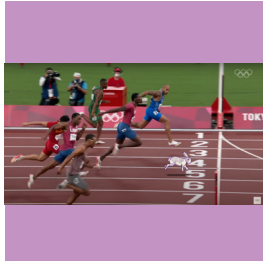
Dover, M. (2024) Photographer.

Figure 6. Man reaching for rock grip.



Dover, M. (2024) Photographer.

Figure 7. Volleyball player.



Olympics. (2021, August 1). Marcell Jacobs wins men's 100m final | #Tokyo2020 Highlights. YouTube. <https://www.youtube.com/watch?v=E895PNqSgEI>



Dover, M. (2024) Photographer.

Figure 8. Shells and Real Aged Cheddar Annie's box center.