

CACTUS JERKY CREATIVE BREIF

What's going on in the market?

There are multiple brands that are primary competition to Cactus Jerky. This includes Jack Links, Oberto Original and Slim Jims. These three brands have the same target market as Cactus Jerky and are better known. But Cactus Jerky is the only one of these jerkies that is made out of real cactus.

Some of the secondary competition includes 365 Organic teriyaki and Field All Natural Original No. 3. These brands are catered more toward the people who enjoy organic foods. This is a secondary target of Cactus Jerky.

Who is your target?

The target is men and women, ages 18-28 who like to try new snack foods. They live a lifestyle that's pretty normal, but they like the challenge of trying new things. They are always in search of the most interesting and unique products.

What is the objective?

To convince the target that Cactus Jerky is the most unique snack product, because it's made out of real prickly pear cactus. Advertising should also work to build the Cactus Jerky brand image.

What is the key insight?

The fact that we are selling cactus. The novelty of the product alone makes it stand by itself. It's the only product of its kind. This is an insight that we should run with. Also, the fact that the product is extremely healthy should be a great message that appeals to the target audience.

What is your key message?

That Cactus Jerky is the only snack food out there that's made out of real Cactus, plus it's healthy for you as an added bonus.

What is your support?

- The product is made from a real prickly pear cactus
- Vegan
- Comes in a variety of flavors: Tamari and Hot and Spicy
- Meaty consistency
- Gluten free
- Kosher
- Long shelf life
- 99% fat free
- Non GMO

What is the brand personality?

The tone is humorous, matter-of-fact and confident.