

The slide features decorative leaf patterns on the left and right sides. The leaves are in various shades of green and yellow, with some having yellow outlines. The patterns are dense and layered, creating a natural, organic feel.

KRISP & KRUNCH

“All of the Flavor, None of the Guilt” Campaign

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BRAND HISTORY

- Peña Pachamama is an iconic San Francisco-based brand with a rich history and a leading spotlight on organic -- it is a food that nurtures the body *and* the soul. We are not only selling a snack, but health and vitality as well.
- “We make almost all of the products we sell in our kitchen at the Peña Pachamama Cultural Center in San Francisco.”



BRAND PAIN POINTS

- Lack of exposure to the market
- Lack of content, information, and traffic on website
- The need to find a way to expand the brand and develop the product personality without taking away its natural/organic and small, handcrafted nature
- With our ad ideas, we hope to expand the brand in a fun way that draws in attention from not only health advocates but to young adults as well.



CAMPAIGN INSIGHT

- Kale Chips are the perfect middle ground for those who are tired of soggy salads but can't stand a greasy, fried lunch every day.
- Their satisfying crunch, unique flavor, and unbeatable health benefits are soon to win over potential consumers. We just need to get them over the fear of the unknown / the fear of green leafy foods.
- Our campaign aims to show viewers that lunch doesn't have to be boring to be healthy; and that eating whole, nourishing food can be just as exciting as anything else. This is our brand opportunity: showcasing our product with pride and honesty.



TARGET AUDIENCE

Young Adults

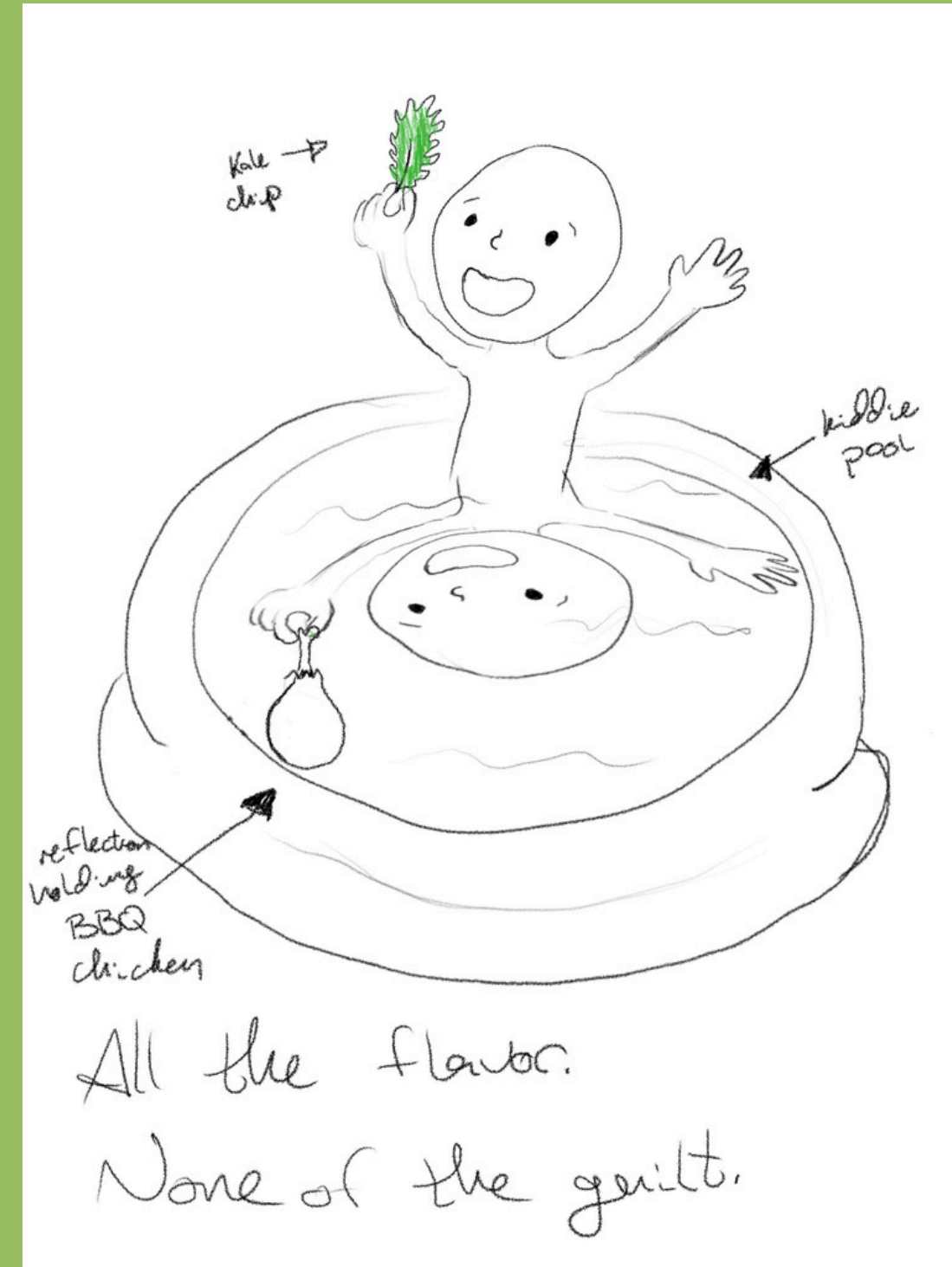
Those Into Health & Wellness

Household Grocery Shoppers

Those who are always on the go



PRINT ADS



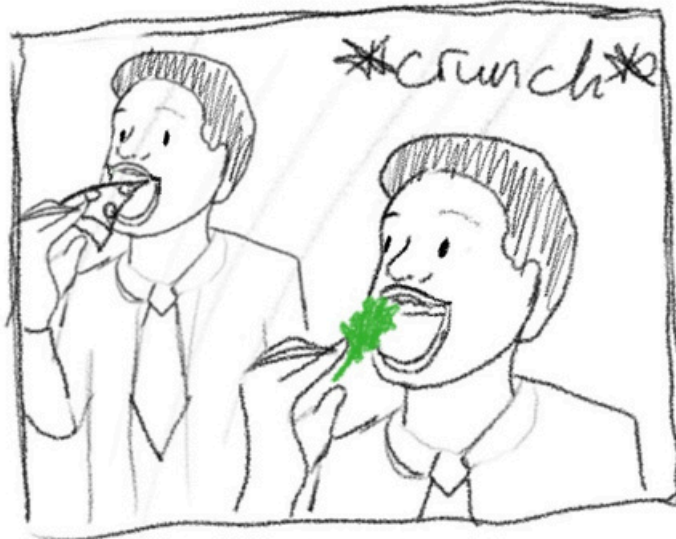
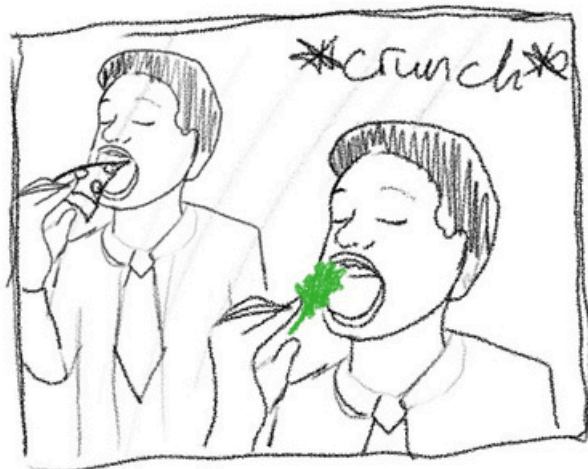
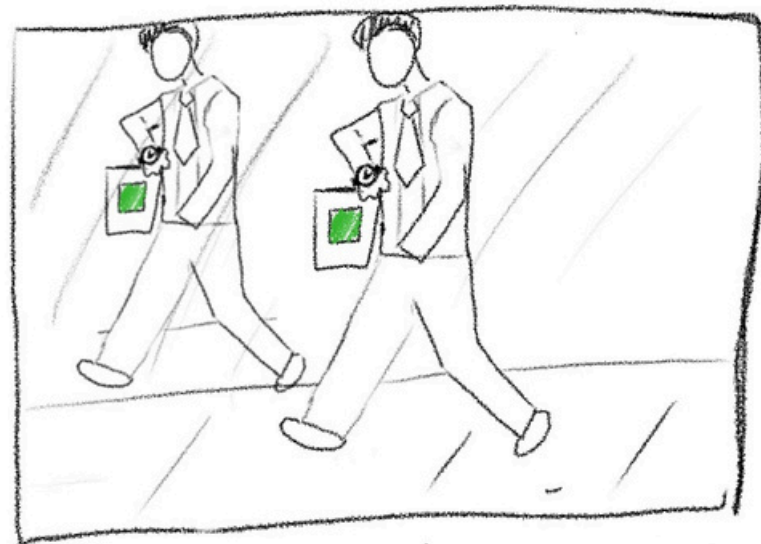
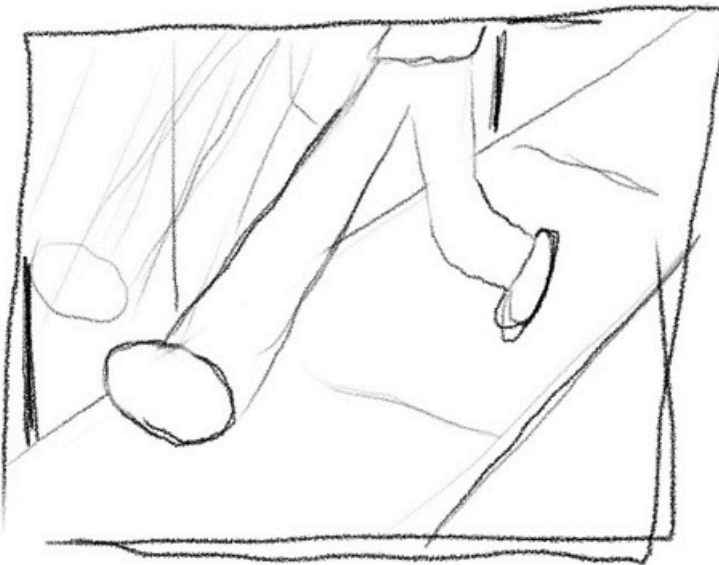
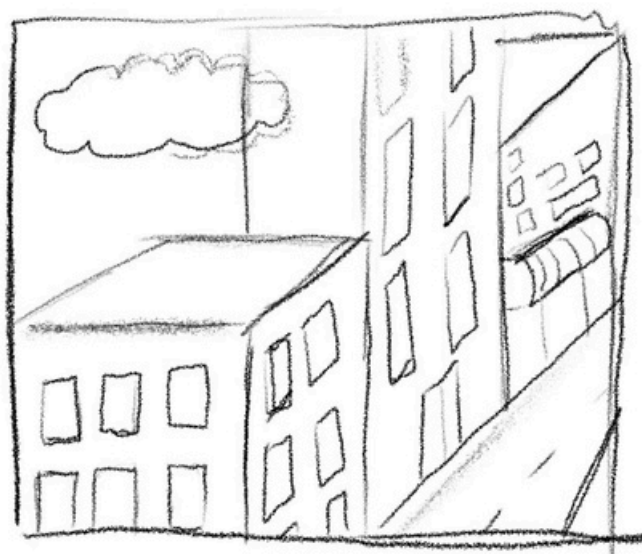


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MOCK UP

- The brand personality we want to communicate through our materials would be honest as well as advertising a product that is health AND flavor forward.
- It is a relatable situation, and emphasizes the taste and portable aspect of the product.

STORYBOARD



All the taste. None of the germt.



STORYBOARD



DESIRED CONSUMER RESPONSE

To make *"Krisp & Krunch"* a top choice for buyers when purchasing snacks that are healthy, flavorful , and convenient.

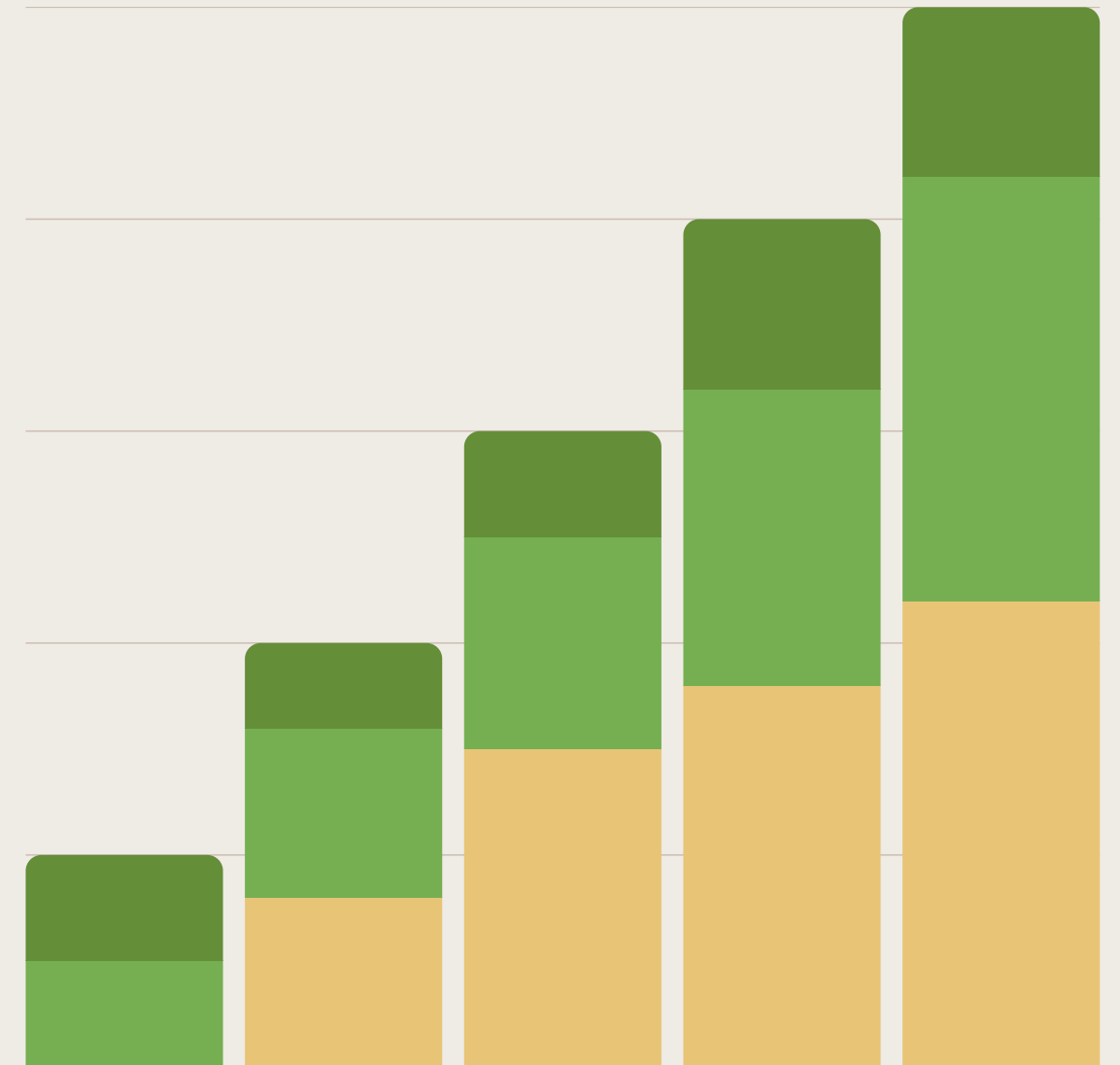
To excite viewers and spark curiosity about how flavor doesn't need to be compromised with healthiness and nutrients.

To see Krisp & Krunch as a pioneer in the healthy snack space.



CAMPAIGN OUTCOME

- Increase sales for kale chips as a healthier alternative.
- Create a bigger presence in shops as well as to our target audience of people on the move.
- With our two mock up ideas, it illustrates that our audience isn't limited to young adults but as well as business men or moms trying to introduce vegetables to her child.



The slide features a light beige background with decorative leaf patterns on the left and right sides. The left side has a vertical strip of green and yellow leaves, while the right side has a similar pattern with more yellow leaves. The text is centered in a bold, dark brown font.

**THANK YOU
FOR
LISTENING**