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Blue Diamond Natural Whole Almonds

ISC 331

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1. Key Insight:

Hispanic mothers worry they are not doing enough to support their children's educational journey (Ruiz, 2017c).

2. Advertising Problem:

Hispanic households perceive almonds, such as Blue Diamond Whole Natural Almonds, as an ingredient rather than a snack (Topper, 2016b).

3. Advertising Objective:

Convince consumers that Blue Diamond Whole Natural Almonds are the ideal snack for their children because almond's health benefits can play a role in a child's academic success.

4. Target Audience:

The target audience for Blue Diamond should be Hispanic mothers between the ages of 35 and 44 with a household income between \$50,000 and \$75,000 (MRI 2017, Candy/sweets/snacks). The target audience has earned their college degree and works full time at their professional and related career (MRI 2017, Candy/sweets/snacks). According to research conducted by Ruiz (2017h), these women were born in Mexico but now live in the Western United States, are unacculturated and predominantly speak Spanish (Ruiz, 2017h). The target audience's MRI score for education, income, occupation and age have a high index for purchasing more than four containers of unsalted almonds in the last 30 days, which means they

are more likely to be heavy users of the product (MRI 2017, Candy/sweets/snacks). While the target audience's gender and ethnicity implies she is more likely to use nuts as an ingredient rather than a snack, her household has great potential as Blue Diamond consumers because 70 percent of Hispanic households eat almonds but only 40 percent of them eat Blue Diamond almonds (Topper, 2016b).

According to the Strategic Business Insight (2017) VALS survey, these women are achievers who enjoy spending time with their families, but they are also committed to their work. Achievers also have high resources and are motivated to buy products that show others how much they have accomplished (Strategic Business Insights, 2017). Achievers work hard to ensure their family has everything they need to be successful in life. Therefore, Achievers will feel comfortable purchasing Blue Diamond Whole Natural Almonds for their children because the company promotes the numerous health benefits of almonds (Blue Diamond, 2018a).

According to Mintel's Hispanics' Snacking Preferences Segmentation, the target audience is a part of the conscious snacker segment (Ruiz, 2017d). Conscious snackers want healthier snack options, but they do not think they have to sacrifice taste for nutritious snacks (Ruiz, 2016d). Because conscious snackers are the primary shoppers for their homes, they do not buy snacks on impulse, and they always read the ingredients before they buy a snack (Ruiz, 2017d). As a conscious snacker, the target audience will appreciate Blue Diamond's commitment to deliver quality tasting almonds to its consumers (Blue Diamond, 2018b).

Research conducted by Lora (2017) found familism, "strong feelings of loyalty, reciprocity and solidarity among members of the same family" (para. 3), is the primary motivator behind Hispanic mothers. Although Hispanic mothers have a very positive perception of themselves as mothers, Ruiz (2017f) claims the target audience's success as a mother is

dependent on her family's wellbeing. Hispanic mothers strong sense of familism would allow them to connect to the "Blue Diamond family" brand image Blue Diamond (2018d) promotes. Hispanic mothers see themselves as very health conscious individuals and, as the primary shopper for their household, feel it is their personal responsibility to keep their family healthy (Ruiz, 2016b). Hispanic mothers specifically want their family's snacks to be "both healthy and tasty" (Topper, 2016a, para. 2). When it comes to snacks, 81 percent of Hispanic consumers agree it is important to recognize the ingredients in the food they are purchasing and the majority Hispanic parents want to buy snacks containing only a few ingredients for their children (Ruiz, 2016c). However, research conducted by Orlando (2017) determined Hispanic mothers are 40 percent more likely to have their children with them while shopping for snacks than other ethnicities, so their children's snack preferences have a big influence on their snack decision process.

Hispanic mothers take pride in being a reliable parent who is "always available" for their children (Ruiz, 2016b). Ruiz (2017i) claims unacculturated Hispanic mothers in particular go to great lengths to make themselves available to their children because they are raising their children in an unfamiliar environment (Ruiz, 2017i). Reliability is a quality Hispanic mothers place a lot of value on and they try to instill their children with this quality (Ruiz, 2016b). Hispanic mothers believe education is the key to success for their children and Ruiz (2016a) found 67 percent of unacculturated Hispanic mothers are more concerned about their children receiving a quality education than anything else. Ruiz (2016a) also claims unacculturated Hispanic mothers take every opportunity to support their children's studies but they are not always able to assist their children with their homework as much as they would like to (Ruiz, 2016a). Because the target audience primarily expresses love through actions rather than words,

being unable to help her children learn makes her feel like she is failing her children (Ruiz, 2017f).

Social media is important to Hispanic mothers because it has allowed them to connect with family living outside of the United States (Ruiz, 2017i). Likewise, Facebook is the most popular social media site among Hispanic consumers and they often enjoy sharing content with their followers (Ruiz, 2016f). However, 43 percent of Hispanic women over the age of 35 claim they spend more time watching television than using a laptop or smartphone (Ruiz, 2016g). Televisions are more popular than laptops or computers because most Hispanic consumers agree watching television as a family is important (Ruiz, 2016g). The target audience likes advertisements, whether on television or the internet, because they help her decide which products to buy for her family (Ruiz, 2017e). Unacculturated Hispanic mothers have a particularly high index for believing information from television advertisements are valuable to their success as mothers (Ruiz, 2016d). Unacculturated Hispanic mothers would appreciate Blue Diamond's informational website and the recipes they recommend making with Blue Diamond Whole Natural Almonds (Blue Diamond, 2018c). Advertisements that feature fathers helping around the house, heartfelt stories and diverse families are most appealing to Hispanic mothers (Ruiz, 2017j). If an advertisement for a snack catches her attention, she will not change the channel (Ruiz, 2017b).

According to Claritas (2018), the target audience is a part of the fast-track families segment. Members of this segment live in rural communities and enjoy listening to country music and shopping at Books-A-Million (Claritas, 2018). Fast-Track Families build their schedules around their children's interests and plans (Claritas, 2018). Just as the name suggests,

fast-track families are always rushing to the next event, whether it be a family reunion or a soccer game (Claritas, 2018).

Maria Valdez is a 36-year-old Hispanic mother who works as an office administrator for a video game company (MRI 2017, Candy/sweets/snacks). Maria, her husband and their two children live in Glasscock, Texas (Claritas, 2018). Despite the small town's laid-back atmosphere, Maria's fast-track family is always busy doing something (Claritas, 2018). Extended members of their family live close by and Maria enjoys attending and organizing parties or dinners during the week to spend time with her extended family (Lora, 2017). Whenever Maria prepares food for family events she takes pride in preparing a healthy dish for everyone to enjoy (Ruiz, 2016b). When she is not busy driving her children to different events, Maria likes to relax by watching TV with her family at home (Ruiz, 2017i). However, Maria has made it clear to her children that school always comes before free time. Since Maria grew up in Mexico, she is raising her children in a very different environment and she believes the key to her children's success is education (Ruiz, 2016a). Because Maria's primary and preferred language is Spanish, so she isn't always able to help her children with their homework (Ruiz, 2017d). Maria wishes she could do more to help, because it is really important to her that her children know how much she loves and supports them (Ruiz, 2016a).

5. Competition:

Direct Competition:

- The Wonderful Company: The Wonderful Company is known for supplying consumers with a wide variety of healthy, high quality food and beverage products (Business Wire, 2015). However, some consumers are unaware of all of The Wonderful Company's products because the company does not prominently display its brand on all its products

(Linden, 2016). Within the nut market, The Wonderful Company is positioned as the “world’s largest grower of tree nuts” (The Wonderful Company, 2017, para. 3). The Wonderful Company is best known for its off-beat commercials, but the brand most recently launched its new advertising campaign on a digital billboard in Times Square on New Year’s Eve in 2017 (Fresh Plaza, 2018). The Wonderful Company is hoping this new campaign will “unify the company’s presence in the marketplace” and establish a stronger connection with the consumer (Fresh Plaza, 2018, para. 1).

- Fisher: Fisher (2018) wants its sealable packaged nuts to be known as the most convenient snacks on the market for consumers. Fischer sets itself apart from the competition by providing consumers with new recipe tips and ideas for its products (Fischer, 2018). In 2017, Fischer launched its #LiveUnshelled social media campaign, which was endorsed by the famous chef, Alex Guarnaschelli (Peckenpaugh, 2017). Fisher wanted to empower consumers to break “out of their shells—both in and outside of the kitchen” by sharing videos and encouraging consumer engagement (Peckenpaugh, 2017, para. 2).
- Planters: Consumers primarily see Planters as a company that only sells peanuts because of its wildly popular icon, Mr. Peanut (Schultz, 2014). Mr. Peanut’s funny demeanor represents the brand’s wacky and lighthearted image (Business Wire, 2016). Planters is also well known for selling a wide variety of wildly flavored nuts, such as the Banana Sundae Mix (Planters, 2016). In 2017, a video of Mr. Peanut dabbing went viral and was nominated for a Shorty Award, which is a social media award (Klara, 2017). Planters promoted their brand by launching an “Academy-Award style” advertising campaign across social media that encouraged consumers to vote for Mr. Peanut (Klara, 2017).

Indirect Competition:

- Trail Mix
- Seeds
- Fruit

6. Key Consumer Benefit:

Eating Blue Diamond Whole Natural Almonds is a smart snack decision.

7. Support:

- Blue Diamond Whole Natural Almonds are high in protein and vitamins that increase brain activity and energy levels (Batool et al, 2016).
- Blue Diamond Whole Natural Almonds have only one ingredient (Blue Diamond, 2018c).
- Blue Diamond Whole Natural Almonds do not contain any salt, oil, or artificial ingredients (Blue Diamond, 2018c)
- Blue Diamond Whole Natural Almonds are packaged in air tight containers to preserve vitamins, minerals and natural flavors. (Blue Diamond, 2018b)
- Blue Diamond Whole Natural Almonds are grown using “traditional agricultural breeding techniques” (Blue Diamond, 2018a)

8. Tone:

The best words to describe the campaign’s voice are reliable, intelligent and modern. Ruiz (2017g) claims the target audience prefers to focus more on her family’s needs than her own needs, so a reliable campaign tone will reassure the target audience that Blue Diamond Whole Natural Almonds are the best snack for her children. Having a reliable tone is important to this campaign because Blue Diamond has always been known for its “quality product” (Blue

Diamond, 2018c). Moreover, reliability is a character trait the target audience values personally, both for herself and her children (Ruiz, 2016b). She believes the best brands are trustworthy and honest (Ruiz, 2016b). Because the target audience learns about new products through advertising, the campaign tone should also be intelligent (Ruiz, 2016b). Educating the target audience about the health benefits Blue Diamond Whole Natural Almonds offer for her children will help her trust the brand and product (Blue Diamond, 2018a). In addition, the target audience is very concerned about her children's educational journey, so a snack campaign for kids with an intelligent tone will resonate with her (Ruiz, 2017c). The target audience enjoys watching advertisements, so the campaign should have an approachable tone (Ruiz, 2017j). Having an approachable tone will make the target audience feel welcome in the Blue Diamond family and make her more likely to engage with the brand later (Ruiz, 2017j). Using an approachable tone to tell stories would make the target audience feel a more personal connection with Blue Diamond Whole Natural Almonds (Ruiz, 2017j).

9. Mandatories and Limitations:

Must include current Blue Diamond logo. Must only sell Blue Diamond Whole Almonds. Must stay true to Blue Diamond's brand personality. Must create new campaign. Cannot re-visit any previous Blue Diamond campaigns. Cannot use a celebrity spokesperson.

10. Creative Strategy Statement:

Convince Hispanic mothers that Blue Diamond Whole Natural Almonds are a smart snack choice because it contains protein and vitamins that increase brain activity and energy levels and only has one ingredient.