



6 Musketeers
Advertising Group

Creative Strategy

Key Fact

Create brand awareness across the country.
Increase levels of advertisement in areas that are non familiar with the brand.

Objective

Bring awareness to the brand nationally
Bring the brand inland

Key Target

Mothers/Parents buying for their families

Secondary Target

College students on a budget

Barrier / Opportunity

- Non authentically crab flavored
- Not well known well inland
- Not a fan of the taste.

Insight

- A liking of seafood, preference in seafood flavor
- Health conscious

Creative Strategy

Promise

Satisfy the authentic crab flavor craving
More accessible seafood flavoring

Reason to Believe

Chesapeake Bay crab spices
Available at most supermarkets nationwide
Wide distribution

Tone and Manner

Uplifting, relatable, engaging, funny
Reminds you of the beach and warm weather- Ethos
Family gatherings
Nostalgic in a way

Mandatories

Mention:

- Competitors
- Our advantage
- Satisfies a specific urge/taste
- Unique flavor compared to others
- Logo, tagline

Crabby. Keep the Taste, Not the Attitude.

3 Print Ads

WORLD'S TRULY CRAB CHIP



Enjoy UTZ's chips infused with Chesapeake Bay crab spices that that make it truly the crab chip. Delicious crunchy crab chips will put a smile even on you!

www.utzsnacks.com

Catch it if You Can

CRABBY. KEEP THE TASTE. NOT THE ATTITUDE.



Grab the Crab

CRABBY. KEEP THE TASTE. NOT THE ATTITUDE.

www.utzsnacks.com



TV Commercial

UTZ CRAB CHIPS



SCENE 1, WIDE ANGLE SHOT

Pan view of the airplane



SCENE 2, CLOSE UP

The Crab chips are being fought over



SCENE 3, MEDIUM SHOT

The shot slowly pans out to see that a human person and a crab are both trying to grab the chips.



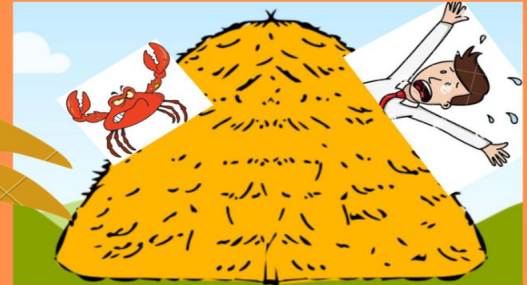
SCENE 4, WIDE SHOT

The human and crab fall out of the plane. The camera follows them as they descend



SCENE 5, WIDE SHOT

The human and crab land in a pile of hay



SCENE 6, MEDIUM SHOT

They both sit up, frazzled from the fall. Frantically searching for the lost bag of UTZ Crab chips.

UTZ CRAB CHIPS



SCENE 7, WIDE ANGLE BACK SHOT
A farmers hand picks up the UTZ Crab Chips



SCENE 8, CLOSE UP
Farmer starts eating the chips and automatically falls in love with the flavor.



SCENE 9, MEDIUM SHOT
Farmer walks away out of frame



SCENE 10, MEDIUM SHOT
The Human and Crab, clearly upset they lost the chips bag to the farmer, fall back into the hay in defeat.



SCENE 11, CLOSE UP
*ANNCR: UTZ Crab Chips
Keep the Taste. Not the Attitude.*



SCENE 12, MEDIUM SHOT
*The farmer sitting in a tractor eating the chips.
ANNCR: Brought to you from the East Coast*

Radio Script

CLIENT: UTZ CRAB CHIPS

PROJECT: SPRING CAMPAIGN

TITLE: CRABBY. KEEP THE TASTE, NOT THE ATTITUDE.

SFX: To match

MUSIC: Simple tune, with the crunch sound

FARMER #1: (Male Farmer) (southern accent): The other day I was out in the field and all the sudden a bag of chips just fell from the sky! Somethin' called Utz Chips? Should we try em?

FARMER #2: (Female farmer) (southern accent) Sure! I never had “crab” before.

ANNCR: Utz Crab Chips. Bringing a little taste of the east coast to you. Crabby. Keep the Taste, Not the Attitude.

3 Outdoor Billboards



Digital Ads



Digital Banner



Website Pop Up Ad



Social Media Ad

GUERILLA/NON TRADITIONAL CONCEPT

The “*CRAB-N-GO*” Crab Claw Machine

Crab Claw Machines will be placed in popular destinations across different cities.

The public will have a chance to pick at a bag of crab chips using the crab claw.

Cost to play is \$1.00

The goal is to attract attention through the machines while allowing consumers to sample the crab chip product.



5 Social Media Posts (Twitter)

Utz @Utzcrabchips ~January 14

Does your husband ever yell at you for eating too loud? #rude, i blame crab chips, #keep the crab,not the attitude. #crabby

Utz @Utzcrabchips ~June 5

Uh-Oh, I hear my stomach getting moody! #hungry keep the crab, not the attitude!! #crabby

Utz @Utzcrabchips~September 27

Hey Bestie! I know we just met but can I have your Crab chips? NO? Fine! keep the crab,not the attitude.#crabby

Utz @Utzcrabchips~June 10

Rt if you think people who dislike Utz #crab-tastic chips are just #crabby. Keep the crab, not the attitude dude!

Utz @Utzcrabchips~June 14

#crabby mondays. I know its keep the crab, not the attitude but not before my #coffee.

Thank You!

