



Healthy Corners Advertising Campaign Proposal

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Meet the Ad Team



Talon Hyatt

Research and Insights
Analyst

BA Public Relations and
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Siarrah H. Myers

Project Manager

BA Public Relations and
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Marketing Minor



Sophie Myers

Research and Insights
Analyst

BA Public Relations and
Strategic Comms.,
Marketing Minor



Katherine Wurst

Creative Manager

BS Business Admin.
(Marketing), BFA Film
and Media Arts

What We Learned

Community Skepticism

Customers did not trust the program, believing there was a “trick” involved and that Healthy Corners was not a well-meaning program



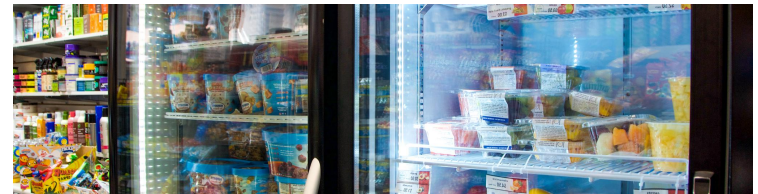
Clear Messaging

Online resources (ex. Healthy Corners app) are not as accessible in these areas, creating opportunities for improvement in the physical ad space



Time

“Thank God I don’t have to go all the way to Safeway.” Convenience was a key pain point, and many customers travelled to store via foot



Multigenerational

Conversations with store owners revealed most Healthy Corners customers are typically local, younger parents in multigenerational households

Key Insights

(01)

Working to solve the disconnect and distrust between Healthy Corners and the communities they serve

(02)

Current advertising has difficulty informing/connecting with target audience, leading to aforementioned lack of knowledge

(03)

Extreme pain point is limited options of what is offered in terms of healthy, fresh food; Healthy Corners is usually the only resource in these areas

(04)

Lack of knowledge of what Healthy Corners is and what it offers; observed traffic often impulse buys (ex. "I saw fruit and I got it")

(05)

Prioritize physical channels, as they are likely going to be more effective than digital channels when trying to reach our target audience



Primary Target Audience

Low-income parents (ages 25–40) with young children (ages 3–18), families within a 1.5-mile radius of stores with Healthy Corners

Primary Target Audience

Brand Persona

Gabriel & Selena

Gender: Male and Female

Age: 32 and 35

Location: Ward 5

Parents to two young children on a fixed income. Don't own a car and have trouble getting to the nearest grocery store, not to mention how to afford groceries. They are adamant about putting healthy meals on the table. Healthy Corners will provide them with ingredients that they need to keep their family healthy and satisfied at a cost-effective rate.





Secondary Target Audience

Low-income adults (ages 49–64) within a 1.5-mile radius of stores with Healthy Corners

Secondary Target Audience

Brand Persona

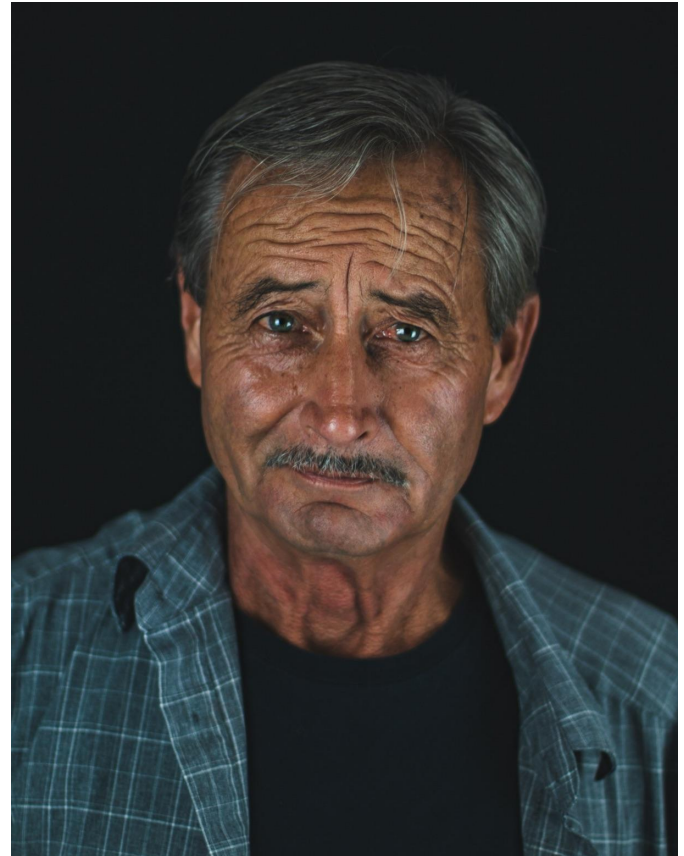
Paul

Gender: Male

Age: 62

Location: Ward 8

Paul loves to cook homemade meals for his grandchildren when they come to visit. However, Paul is getting old and his mobility is decreasing, making it difficult for him to travel to a big-box grocery store. Resources like Instacart are just too expensive, and he's not very familiar with technology, so he doesn't order food online. Luckily, there is a Healthy Corners location just a few bus stops away, allowing him to get groceries in a quick and cost-effective manner.



Secondary Target Audience

Brand Persona

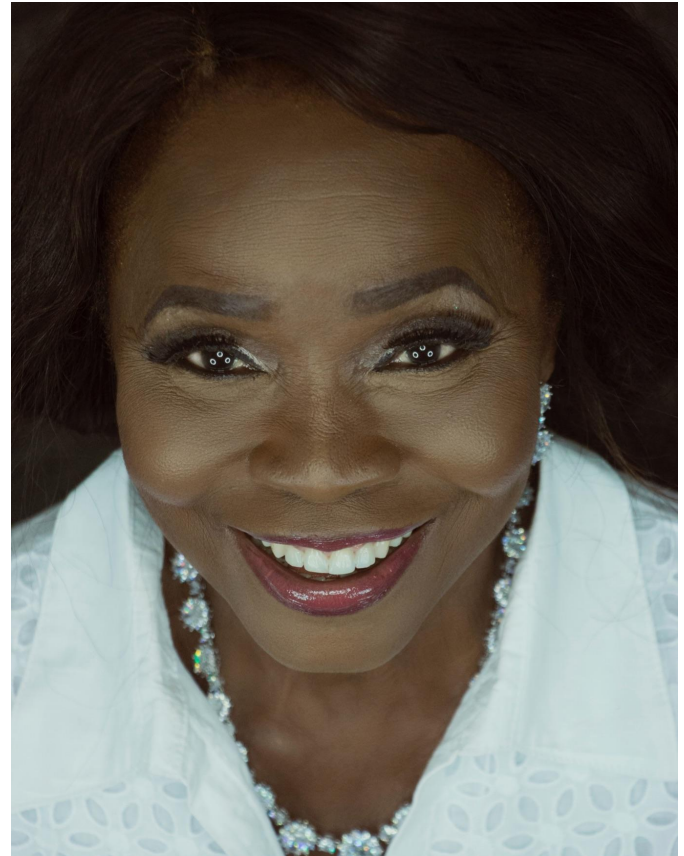
Shirley

Gender: Female

Age: 54

Location: Ward 7

A lifelong resident of Lincoln Heights, she was just diagnosed with type 2 diabetes. Her doctor advised her to incorporate more fruit and vegetables into her diet. She passes by the A-1 Grocery Store and the Division Ave. W4 bus stop every day on her morning walk, making Healthy Corners a close, convenient way to follow her doctor's orders and to keep up her health.



Advertising Objectives

Mitigation

Solve the disconnect and distrust between Healthy Corners initiatives and the communities they serve

Options

Healthy Corners is committed to providing fresh and healthy foods to local stores

Understanding

Increase in target audiences' purchases of the food options Healthy Corners offers

Trust

Target audience should trust that Healthy Corners is a dependable resource they can count on

Fill Your Cup with Publix: <https://m.youtube.com/watch?v=hBfFcyln9R4>

Ideation to Creation



Stage 1

Visited stores and understand customer 'pain points'



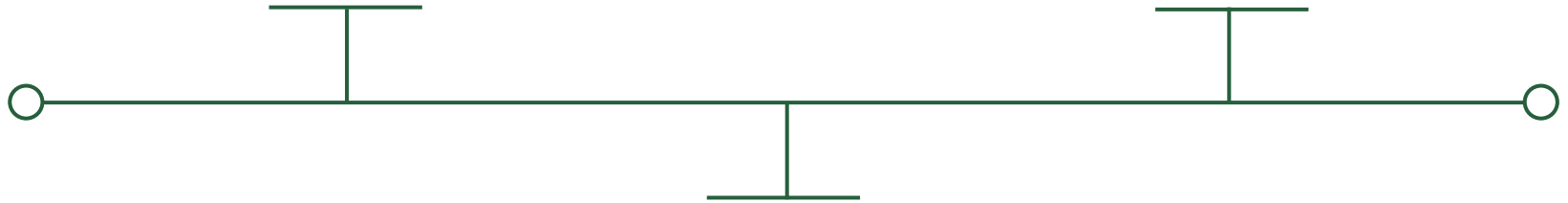
Stage 3

Design and launch the ad campaign to support SOC3's agency-wide work



Stage 2

Developed media sources to target, genres of advertising



Previous Campaign (August 2017)



Campaign 1: Transit Shelter Displays

**FRUITS AND
VEGETABLES
DELIVERED FRESH
EVERY WEEK.**

**JUST A FEW
BLOCKS AWAY.**



**HEALTHY
CORNERS**

Fresh, affordable ingredients
in your neighborhood.

Find a store near you:



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Design 1

Proximity

- 'Just a few blocks away' gives off walkable, worth-the-effort trip
- Bright colors of food imagery to draw the eye and evoke hunger
- Variety of options, just like what is offered in stores

**SAUSAGE,
RED PEPPER,
ONION, OLIVE OIL,
SEASONING.**
**SIMPLE AND
DELICIOUS.**



**HEALTHY
CORNERS**

Fresh, affordable ingredients
in your neighborhood.

Find easy, healthy recipes here:



Design 2

Simplicity

- Food imagery subconsciously evokes hunger
- Bright, natural colors (rather than artificial)
- Makes healthy eating seem easy
- Ties in with recipes on Healthy Corners app



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**FOOD MADE WITH
LOVE, FOR THE
PEOPLE YOU
LOVE.**
**THAT'S EATING
HEALTHY.**



**HEALTHY
CORNERS**

Fresh, affordable ingredients
in your neighborhood.

Find nearby stores, recipes,
and more:



Design 3

Family

- Emphasizes connection between food and family
- Words like 'love' evoke emotional response
- Inspires stronger initiative to get healthy food



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Campaign 2: Print Advertising

Print Advertising

Washington Informer

- Food
- Health

East of the River:

- Arts & Dining
- Health
- Kids

Opportunities:

- Inform target audiences organically
- Print: Display ads
- Online: Banner ads

HEALTH

Giant's Healthy Living Program Brought to Ward 8 in Southeast D.C.

Health Program Teaches Nutritional Guidance East of the River

Health

Get Fresh with These Produce Markets and Giveaways



Thank You!

Any questions?

