

Strategic Message Planner: Newman's Own

Advertising Goal

To make the public and target audience more aware of the nutritional value of the Thin and Crispy Pizza.

Client: Key Facts

1. Newman's Own makes a large range of products from salad dressing to dog food.
2. American actor, Paul Newman, founded Newman's own in 1982.
3. Paul Newman placed great importance on giving back to the community, which is why he created Newman's Own Foundation to give to charities.
4. Headquartered in Westport, CT, Newman's Own Inc. has donated a total of over \$550 million to charities over the years.
5. The company chooses charities that serves one of four focus areas: philanthropy, children, empowerment and nutrition.
6. In addition to donations, the Newman's Own Foundation works with nonprofit organizations to ensure they are functioning as effectively as possible by training leaders and reviewing strategic plans.
7. Newman's own has products ranging from salad dressing and pasta sauce to dogfood and chocolate.
8. Newman's Own products can be found in a variety of grocery stores such as Kroger, Publix and Walmart. They are available in the United States, Unites Kingdom, Canada, Australia and New Zealand.

Product: Key Features

What is the Product?

1. Newman's Own Thin and Crispy Pizza is a multigrain pizza with no artificial flavors, colors, or preservatives.
2. The pizza contains approximately 300 calories per serving (1/3 of the pizza).
3. Newman's Own Thin and Crispy Pizza has a variety of nine different flavors, such as Harvest Vegetable and Uncured Pepperoni.
4. The product came out in 2011 and sells for approximately \$6.

What is the Purpose of the Product?

1. The purpose of the product is to provide good-tasting and healthier pizzas with no preservatives or artificial flavoring.
2. With the profits from selling the pizza, Newman's Own Foundation continues to help philanthropic organizations.

What is the Product made of?

1. Newman's Own Thin and Crispy Pizza features a thin multigrain crust, which differentiates it from other products.
2. All of the pizzas contain whole milk mozzarella cheese
3. Each pizza has different toppings such as Italian sausage and mushrooms.

Target Audience: Demographics and Psychographics

The target audience for this ad is men and women with children that would like a healthy alternative for dinners. As a family-oriented consumer, they care about what their children are putting into their bodies. They also are looking for a time-saving dish so they can get back to their busy lives.

The average age of the target audience is 35. Its members have a median household income is \$67,600. They are either single or married, but all of them have children. They are wanted a healthier lifestyle for their family, but they struggle to find the time to cook healthy meals that their children like.

The target audience are driven in their careers and therefore have little time. If they are married, both spouses have a job. They enroll their children in different extracurricular because they want them to have a balanced social life, but that makes it even harder to manage their time in the kitchen.

They use social media both for work as well as for entertainment. Their primary social media platform is Facebook, Twitter being second. They lead busy lives, but they manage to stay informed on the relevant news during their commute as well as by watching the news before bed.

Members of the target audience struggle to find the time to make sure their children maintain a healthy diet. Between working full-time, driving their children to and from their activities, they have very little time to actually prepare a meal that their kids would like and that would be good for them. They also understand the importance of budgeting their money and try to be frugal when necessary.

The target audience has heard of the Newman's Own brand from other products, but they have not heard of the Newman's Own Thin and Crispy Pizza.