

THE “THIN BAGEL” BRIEF



Brought to you by



Nurturing creativity, driving diversity.



YOUR BRIEF

Warburtons

THE CHALLENGE

EARLIER THIS YEAR WARBURTONS RELEASED THIN BAGELS BUT SINCE LAUNCH SALES HAVE BEEN DWINDLING. AT THE SAME TIME, THE NEW YORK BAGEL COMPANY ALSO LAUNCHED A THIN BAGEL SO THEY HAVE COMPETITION. THERE HAS BEEN LITTLE ADVERTISING SO NOT MANY PEOPLE KNOW THAT WARBURTONS THIN BAGELS EVEN EXIST.



THE BRIEF

ENCOURAGE BAGEL FANS TO TRY WARBURTONS THIN BAGELS (AND THEN KEEP EATING THEM REGULARLY) IN THE FACE OF COMPETITION FROM OTHER BRANDS

WHAT DO I HAVE TO DO?

We want you to create ways to promote Warburtons Thin Bagels to the target audience. Ultimately, you should create a presentation to show Warburtons that you have understood the brief and explain why you think your creative ideas will work.

1. Research Warburtons and then cross-examine this brief
2. Devise loads of ideas, then pick your best one.
3. Develop and produce a proposal for this idea.
4. Present your thinking and your idea in a slick way.

Don't worry if you don't have access to great equipment. Although the production is important, we're just as interested in your ideas and concept too.



WHO ARE WARBURTONS?

Unlike the usual faceless corporations that the public mistrust, Warburtons is an authentic, family run bakery who started out in Bolton in 1876. They now have 13 bakeries throughout the country and are run by the fifth generation of the Warburton family, Jonathan Warburton and his two cousins Brett and Ross.



**From our
FAMILY
to yours**

At the heart of all communications is the mantra ‘from our family to yours’. This signifies the close relationship Warburtons have with their consumers— of one family baking for another family.

WHO ARE WARBURTONS?



Given that they're a family, they're well placed to understand and provide for modern families. Like any family, the Warburtons have a distinctive personality – though they take their baking very seriously, they don't take themselves too seriously. Everything they do is done with a bit of Northern wit and an air of inclusivity and positivity.



COMMUNICATING WITH YOUR AUDIENCE

Warburtons

People are exposed to huge amounts of media both on and off line.

Your work needs to instantly engage your audience to keep them interested.

If your audience gets bored, you can lose them.

In Warburtons advertising, it's vital to communicate that they're an authentic, family brand – they're not a faceless corporate. That's why creative work must focus on 'our family' as well as 'your family'.





HOW THEIR ADVERTISING HAS EVOLVED

A useful way of communicating the relationship 'from our family to yours' is to show a dialogue or correspondence between consumers and Jonathan Warburton. They show how bakery-loving and life-loving people are moved to tell Jonathan about their experiences with his products. This idea was based on a real insight, as Jonathan receives countless letters and emails from customers who love their products.

At first they showed 'typical' consumers in their advertising but over the last few years they've evolved this model to feature unexpected and famous characters contacting JW himself. First it was Sylvester Stallone, then this Christmas even the Muppets came to Bolton to meet Jonathan.

AN ADVERT YOU MAY HAVE SEEN...

Warburton's



<https://www.youtube.com/watch?v=kLfMrj74otA&noredirect=1>

WHO IS YOUR TARGET AUDIENCE?

- We want you to target people who love a good bagel (mainly women aged 20-45) but are worried that with the calories and the stodgy middle they're not something they can justify eating very often
- If they ate one every lunchtime, the afternoon would soon turn into a sleepy struggle.



Before coming up with your idea it is important to research your target audience. So that your creative communications are insightful for your audience, think carefully about who they are, their likes and dislikes.

Profile your audience – What do they like doing? What do they like eating? Why wouldn't they buy a bagel? What would make them buy a thin bagel?



COMMUNICATING WITH YOUR AUDIENCE



TV:
Consider when you will advertise. When will your target audience be watching TV? What will they be watching? How will you gather data?



PRESS:
You could use photoshop to design an ad for print. Think about the best place to advertise for your target audience.



IN STORE:
How will you grab the customers attention? Think about the different ways you can advertise in store – floor graphics, displays, windows, signs etc. You could do an event.



SOCIAL MEDIA:
Think about how you could use social media. How can you get people to spread the message? Can you create a viral campaign?



DIGITAL
You could design a concept for a website or app. Use wireframes to show us how it would look and work. Why would people use it?

Don't let these ideas limit you, your design can come in any shape or form. Be as creative as you like!

A BIT OF INSPIRATION

Warburtons

A big challenge is that Warburtons are not the only Thin Bagel brand on the market, there's also New York Bagel Company's Thin Bagel. This is a problem because NYBC is synonymous with bagels. If consumers are looking for a bagel brand, they're likely to think of them before Warburtons.

In everything Warburtons do, they need be clear about their identity. Unlike NYBC they're not a trendy, hipster brand, imported from the States. They're a home grown, down to earth, no nonsense Bolton brand. Let's big up their identity so people feel like we're the right brand for them!

They're not:

**Trendy New York
Hipster
Pastrami on rye
Flat white to go**



They're more:

**Honest Bolton
Everyday people
Cheese and pickle
Nice brew**

A BIT OF INSPIRATION

WE'RE NOT



WE'RE MORE



THIS IS WHAT YOUR CAMPAIGN SHOULD MAKE PEOPLE...

Warburtons

THINK

Wow Thin Bagels! Now I can eat bagels whenever I want!



FEEL

That Warburtons is the obvious brand choice for me (see Inspiration)



DO

Buy Thin Bagels and then keep buying them



Once you've done your research and come up with your idea it's time to pull it all together.

Warburtons want to see all the thinking behind your idea.

You could use Powerpoint or Prezi to create your presentation.

NEXT STEPS

Make sure you include the following:

- Your research of Warburtons and your target audience.
- What inspired you?
- Your idea development.
- Explain why it suits the target audience.
- Explain why you think your idea would work.

BRACE YOURSELF

**A PRESENTATION IS
COMING**

WHAT'S IN IT FOR YOU?

- The best entries will be invited to pitch their ideas face to face with the Warburtons team and the Ideas Foundation in an amazing London location.
- The winner will get £100 of vouchers & a place on The Ladder, The Ideas Foundation's exclusive progression group of aspiring creatives who get access to creative industry opportunities, projects and networks.
- Any one who take part in the competition gains valuable skills and experience that they can add to their CV: proactivity, research skills, creative thinking, enterprise skills, links to industry.



So, when you are happy with your presentation, it's time to upload it on to www.iamcreative.org.uk so that Warburtons can judge your ideas. Please email ideas@ideasfoundation.org.uk to let us know your entry is up!

If you make a film, upload it to YouTube and put the link in either the presentation or description box on the I Am Creative website.

Check out the 'tool kit' on our website to make your entry stand out

GOOD LUCK!

REMEMBER – You must upload your work on to the I Am Creative website to get your entry seen and entered in to the competition

www.iamcreative.org.uk

The Warburtons logo, featuring the word "Warburtons" in a stylized, blocky font with a red and white striped pattern.