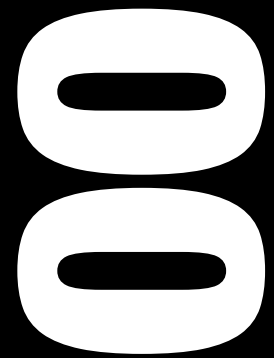




# WE KARE

FALL 2022  
ARETÉ  
SOUR PATCH KIDS





# TABLE OF CONTENTS

**04** THIS IS MOJO AD

**06** THE YAYA

**08** THE EXECUTIVE SUMMARY

**12** THE RESEARCH SUMMARY

**16** THE INSIGHT

**20** THE BRAND STRATEGY

**24** THE TARGET PROFILE

**28** THE BIG IDEA

**32** THE TOUCHPOINTS

**36** THE TACTICS

**86** THE BUDGET

**90** THE TIMELINE

**94** THE CONCLUSION

**96** WE ARE ARETÉ

**104** THE APPENDIX

# TO THIS IS MOJO AD

**MOJO AD IS  
THE *PREMIER*,  
STUDENT-STAFFED,  
FULL-SERVICE  
PROFESSIONAL  
ADVERTISING  
AGENCY AT THE  
MISSOURI SCHOOL  
OF JOURNALISM.**



We specialize in all things young, specifically the 18- to 24-year-old demographic, which we've dubbed the youth and young adult (YAYA) market.

With infinite amounts of information at the fingertips of YAYA consumers, market trends catch on as quickly as they fizzle out. By the time marketers catch wind of what's trending, YAYA consumers have already moved on to the next big thing. That's where we come in. As members of the elusive demographic ourselves, we do more than understand the lifestyle of the YAYA consumer. We live it.

Using our unique insight into the ever-changing market, we create fully-integrated campaigns for national clients from a unique perspective. We believe the key to producing any effective campaign is not only understanding of, but connection with the essence of who the target truly is. Then, communication can be best shaped.

Our mission is simple: to continue to establish ourselves as specialists in all things young by producing top-shelf integrated campaigns that adhere to professional standards using our unique perspective of the YAYA market. Beyond our dedication to our profession and client goals, MOJO Ad is committed to the YAYA market. In other words, we're committed to staying true to ourselves.

# 02 THE YAYA

## THE YAYA

### **YAYA CONSUMERS ARE APPROACHING A NEW, UNCERTAIN STAGE OF LIFE.**

They still try to live life to the fullest and treat themselves to cope with the day-to-day. Having grown up in the digital age, they strive for connection. Their standards are high, though. They are deeply rooted in their values and genuineness matters a great deal to them. YAYA consumers self-identify as authentic, self-aware and humorous, all of which are traits they value in others, influencers and brands alike, which, in today's hyper-polished world, can be difficult to find. Their values are a key driver of how they spend their time and money and, at 31 million strong in the United States with an aggregate income of \$463 billion, their effect on the market is profound.

When asked about how they treat themselves, nearly 90% of YAYA respondents say they watch streaming services when treating themselves. Their responses also show that they have a preference for humorous content and often seek it out when treating themselves. More than 70% of YAYA respondents agreed they would follow an influencer because they provide funny content, they can learn something from them or they live an interesting life. Overall, they do not feel a personal connection with influencers. Many say they would unfollow an influencer if they said, or did, something that went against their core values. The majority of respondents to our survey find brands genuine when they are supporting a social cause, making internal policy changes, donating money to that cause or providing more information related to the cause. However, they do not consider the simple act of posting a graphic in support of a social cause genuine.

# 03

# THE EXECUTIVE SUMMARY

## THE ASK

**MONDELÉZ INTERNATIONAL APPROACHED MOJO AD WITH A UNIQUE CHALLENGE IN AUGUST 2022.**

Our goal was to leverage an influencer, brand or culture collaboration to position Sour Patch Kids as Gen Z's top candy choice and a culture icon. Although the demographic is presently aware of the brand, SPK wanted to command their attention in a way that would forge a lasting relationship between them and the brand and effectively integrate SPK into their culture. Therefore, a successful campaign will effectively increase positive sentiment and buzz surrounding the brand, drive sales of existing products, product innovations and collaborative items and generate earned media. Approaching an ask such as this one requires out-of-the-box thinking and a unique understanding of the demographic marketers struggle to target most.

## THE INSIGHT

---

### **YAYA INDIVIDUALS ARE ROLLING WITH THE PUNCHES LIFE THROWS THEIR WAY.**

With future ambitions always looming, they find themselves in a constant state of hustle. Between work or school and their social life, they want to feel like they have it all together but the truth is, they don't. They grew up in the hyper-polished world of social media but THAT reality isn't theirs. SPK can help YAYA audiences see the humor in their struggles and encourage them to laugh in the face of imperfection rather than shy away from it.

## THE TARGET PROFILE

---

### **COMEDIC CONNECTORS ARE YAYA CONSUMERS WHO TRY TO LIVE LIFE TO THE FULLEST, BUT,**

in reality, that lifestyle can be chaotic. In a stage of life where they've got a lot on their plate, they take the punches life throws at them with a sense of humor. As digital natives, they've grown up around the hyper-polished sphere of social media, and they're tired of only seeing people's fabricated highlight reels. They care about true connection and believe the strongest bonds are made by sharing the parts of life that are messy. When they fail a test or pop their tire, they're quick to FaceTime a friend or give a tell-all on their private Snapchat story for their friends to enjoy. They see non-chocolate candy as a way to connect with people and are likely to buy it for friends when they're not buying it for themselves. On those days when they need a treat or snack for themselves, they're usually reaching for non-chocolate candy as a way to eat their feelings and brighten their day.

## THE BIG IDEA

---

### **SPK KARES IS A MOCK FOUNDATION AIMED AT SPREADING AWARENESS, OR SELF-AWARENESS,**

about the rapid spread of a virus currently plaguing the YAYA market: influencer influenza. Although it is a front, it will ultimately create a space where YAYA individuals can be their authentic selves and foster their connection with one another, effectively fulfilling the Comedic Connector's desire for authenticity and connection with others who feel the same.

With everyone thinking they're an influencer these days, YAYA consumers are inundated with a barrage of cringe-worthy, chronically online behavior. This campaign will solidify SPK's brand authenticity in the eyes of the Comedic Connector by capitalizing on the human truth that no one's life is as perfect as their highlight reels portray it to be – and that's okay. Its humorous tone will do so in a way that feels uniquely YAYA and fights off their “okay, Boomer” response to anti-social media messages.

## THE CAMPAIGN

---

### **TO CAPTURE THE ATTENTION OF YAYA CONSUMERS, THIS CAMPAIGN WILL BUILD AND SATURATE**

the market for 14 weeks, running from April 17 to July 22. With social media as Gen Z's hangout spot—and online culture as the inspiration behind this campaign—the majority of this campaign will be activated through paid, earned and owned social channels, along with paid comedic influencers who will spread awareness about the cause. The campaign's grand finale will culminate in a mock charity roast where the selected influencer partners demonstrate self-awareness in roasting one another, showing that even the most severe cases of influencer influenza have hope for recovery.

04

# THE RESEARCH SUMMARY

## THE ASK

**IN AUGUST 2022, MONDELÉZ INTERNATIONAL APPROACHED MOJO AD WITH THE TASK**

of creating a campaign to position Sour Patch Kids Candy as the top candy choice for youth and young adult (YAYA) consumers, ages 18 to 24. More specifically, we were asked to establish Sour Patch Kids as a Gen Z culture icon by leveraging influencer and brand collaborations. To gain more insight into our consumer, our competition and the non-confectionary candy industry, the MOJO Ad team needed to conduct extensive secondary research, along with primary quantitative and qualitative research.



# THE METHODOLOGY

## USING A 44-QUESTION, 10-MINUTE QUALTRICS SURVEY,

we collected our quantitative research. Over the span of a week, the survey received 415 responses from individuals from all across the 50 states, specifically fulfilling all pre-set demographic quotas.

Qualitative research was gathered from 12 in-depth interview participants and three focus groups, in total 26 participants. Participants were asked about their values and lifestyle, the role candy played in their life, memories with Sour Patch Kids, and evaluated current opinions on brand collaborations, specifically SPK's previous collaborations and future ideas.

Through our research, we began to understand the YAYA consumer from the stomach out and gained new perspectives that eventually formed the foundation of our creative campaigns and strategy. We learned that YAYA consumers are diverse, impulsive and feel strongly about mental health. Core values of these consumers are open-mindedness, respect and balance. They seek out authenticity in corporate communication and in the social media they consume. These consumers might spend a lot of time in the digital sphere; however, they crave in-person experiences and spending time with the people they love.

## A FAN FAV

### WE KNOW YAYA CONSUMERS LOVE CANDY (AND, IN PARTICULAR, SOUR PATCH KIDS),

so our charge was to increase the company's relevance as a culture icon. Research revealed that brand and celebrity collaborations, along with the use of humor and authenticity in online communications led to success with other major franchises. Notable competitors include Mars, Hershey, Ferrara and Nestle. Key decision factors for YAYA candy consumption are price point, familiarity with flavor, convenient packaging, brand name and uniqueness.

The YAYA consumer is familiar with the Sour Patch Kids brand and the tagline 'Sour then Sweet.' has made a lasting impression on their affinity for the brand. According to our national survey, Sour Patch Kids are the No. 1 preferred candy brand among YAYA snackers.

# THE TAKEAWAYS

## AFTER CONDUCTING THE NATIONAL SURVEY, WE HELD IN-DEPTH INTERVIEWS WITH YAYA CONSUMERS.

This process led to the development of our qualitative key takeaways about those in this age group:

- They find open-mindedness, respect and balance important values for themselves and others to possess
- They are like chameleons, adapting themselves to their various social identities and relationships, however, their core values do not change across social contexts
- They are forward thinkers because they believe how they perform today will impact their futures ahead
- Ideally, they dedicate time to their hobbies, but due to the life stage they are in, their free time is used to prepare for their academic and professional futures
- They enjoy experiences around social activities and look forward to these plans to get through daily life
- YAYAs feel they must make it to checkpoints in their daily life to reward themselves, but their ways of relieving stress are very personal to them
- They have positive and nostalgic associations with candy overall
- They want brand collaborations that offer them a way to interact with the brand outside of just their typical purchase

# 50 THE INSIGHT

## ROLLING WITH THE PUNCHES

### **WITH FUTURE AMBITIONS ALWAYS LOOMING, YAYA CONSUMERS FIND THEMSELVES IN**

a constant state of hustle. Between work or school and their social life, they want to feel like they have it all together but the truth is, they don't. They grew up in the hyper-polished world of social media but THAT reality isn't theirs. SPK can help YAYA audiences see the humor in their struggle and encourage them to laugh in the face of imperfection rather than shy away from it.

## A CRAVING FOR CONNECTION

### **IN OUR RESEARCH, WE DISCOVERED THE IMPORTANCE OF AUTHENTIC CONNECTION**

and light hearted humor in the lives of YAYA individuals. It also became apparent that YAYA audiences are dealing with internal struggles and use social media and influencer content to cope with life's stressors.

Throughout this campaign, our messaging will involve SPK in a conversation that our research conveyed no competitor has joined in on before. It will ensure YAYA consumers know they aren't alone in their struggles and help them roll with the punches life throws their way using humor as a connector. It will show Sour Patch Kids is an authentic brand that cares about true connection – they're ready to share the messy parts of life with YAYA consumers. We can't wait to forge a lifelong relationship between the demographic and Sour Patch Kids using humor and authenticity as a connector.

# WHY THIS INSIGHT WORKS:

“I VALUE FRIENDSHIP, COMEDY, GOOD HEALTH, AND ENTERTAINMENT. TRYING TO MAINTAIN A POSITIVE LIFE BALANCE. I THINK THAT IF YOU DON'T HAVE SOME OF THESE VALUES, YOUR LIFE WOULD BE SO EMPTY IF YOU'RE NOT TRYING TO ENJOY THE THINGS THAT YOU'RE PRESENTED WITH BECAUSE DAILY LIFE CAN BE SO MUNDANE AND ROUTINE.”

“I USE SOCIAL MEDIA FOR STRESS RELIEF, BUT I FEEL LIKE IT DEPENDS ON THE SOCIAL MEDIA YOU'RE LOOKING AT BECAUSE SOMETIMES IT CAN BE REALLY NEGATIVE. SOMETIMES IT CAN BE POSITIVE DEPENDING ON WHO YOU FOLLOW.”

“I THINK I APPRECIATE IT A LOT MORE IF IT'S A BRAND ACCOUNT THAT'S LIKE TRYING REALLY HARD TO BE CREATIVE AND LIKE, DO SOMETHING FUN COMPARED TO LIKE IF THE BRAND IS JUST PAYING SOMEONE THAT THEY KNOW IS POPULAR TO DO AN AD FOR THEM.”

06

# THE BRAND STRATEGY

## THE STRATEGY

**THIS CAMPAIGN WILL SPARK A CONVERSATION THAT SEAMLESSLY INTEGRATES SPK INTO YAYA culture by highlighting the tension between society's acceptance of fakeness on social media vs. increasing cynicism of the YAYA market toward it, positioning SPK as the brand that helps people form genuine connections.**

## ROLLING WITH THE PUNCHES

**"ROLLING WITH THE PUNCHES" CAPTURES THE INTERNAL STRUGGLE MOST YAYAS ARE contemplating and reveals a new truth but in a humorous way. That humor neutralizes what could be a tough topic and instead invites...even unites YAYAs in the conversation. It will allow SPK to meet the elusive demographic's desire for authenticity and connection with others who feel the same way and leverage their tendency to share candy as a way to connect with others.**

# WHY THIS STRATEGY WORKS:

Whether they're gifting candy to a loved one or opening a bag with friends, YAYA consumers see candy as a larger vehicle to connect with others. In fact, Gen Zers are the most likely of any generation to report buying candy for others outside of their household, with 21% reporting in our survey that they did so in the past three months. In our interviews, we found that YAYA consumers think something as simple as knowing a friend's favorite candy "shows that you know them as a person."

## IT SPURS CONNECTION

YAYA individuals are tired of the uber-polished persona that both people and brands put on. They've grown up around social media and know the stories people tell on their feed rarely match their real lives. While this demographic enjoys influencer content, they're skeptical of their actions and believe they're motivated by money. They see the inauthenticity of traditional social media as a barrier to the deep connections they value. This strategy captures the internal struggle YAYA individuals are grappling with and reveals a new truth in a humorous way. The humor neutralizes what could be a tough topic and instead invites, and even unites, them in the conversation.

## IT CUTS THROUGH THE B.S THEY'RE SICK OF

## IT PASSES THE VIBE CHECK

It's the perfect intersection between SPK's brand personality and our consumer's personality. YAYA consumers overwhelmingly view SPK as the uninhibited social butterfly, the outgoing personality that helps break them out of their shell. With this strategy, SPK's playful and positive personality comes along as the wingman that helps them to form authentic bonds.

# 07

# THE TARGET PROFILE

## THE COMEDIC CONNECTORS

COMEDIC CONNECTORS CARE ABOUT TRUE CONNECTION and believe the strongest bonds are made by sharing the parts of life that are messy. They're tired of only seeing people's fabricated highlight reels and prefer a good photo dump to a highly edited glam shot. When they fail a test or pop their tire, they're quick to FaceTime a friend or give a tell-all on their private Snapchat story for their friends to enjoy. They see non-chocolate candy as a way to connect with people and are likely to buy it for friends when they're not buying it for themselves. On those days when they need a treat or snack for themselves, they're usually reaching for non-chocolate candy as a way to eat their feelings and brighten their day.

“LATELY, MY LIFE HAS BEEN A LITTLE BIT OF A SH\*!SHOW. BETWEEN WORK, SCHOOL AND MY SOCIAL LIFE, I WANT TO FEEL LIKE I HAVE IT ALL TOGETHER, BUT I USUALLY JUST FEEL LIKE A CHICKEN WITH MY HEAD CUT OFF. MY FEED IS FULL OF INFLUENCERS MORNING ROUTINE THIS, AND FACETUNE THAT. IT'S EXHAUSTING. THERE'S NO WAY ALL THE PEOPLE I SEE ON SOCIAL MEDIA ARE THAT PUT TOGETHER. . . RIGHT?”

- COMEDIC CONNECTOR

# WHY THIS PROFILE WORKS:

## THEY'RE ALL ABOUT RELATIONSHIPS

By encouraging connection through sharing the cringe-worthy moments of their day, SPK can expand the way their candy spurs connection with others in a more vulnerable way.

Comedic Connectors are looking for brands that break through the clutter of perfection and get down to what's real. Our qualitative research showed that their ideal collaboration is "partnerships where it's not just used to promote something to the consumer" as well as ones that "pertain to their lifestyle" and feel attuned to them. Targeting this group of YAYA individuals through embracing the moments in everyone's life that aren't picture perfect aligns with the authentic lifestyle intersection they want to have with brands.

## THEY WANT TO #BEREAL

## THEY SEE SPK AS THE LIFE OF THE PARTY

Comedic Connectors see SPK as a social butterfly. As stated in our qualitative findings, a conversation with SPK would "go from, you know, making jokes to being serious, to laughing a lot. Going around being able to interact with multiple personalities." SPK's affable persona will submit itself easily to Comedic Connectors, making them feel as though they can be their most authentic self with pride.

00

# THE BIG IDEA

## THE BIG IDEA

**SPK KARES IS A MOCK FOUNDATION AIMED AT SPREADING AWARENESS, OR SELF-AWARENESS,** about the rapid spread of a virus currently plaguing the YAYA market: influencer influenza. This will solidify SPK's brand authenticity in the eyes of the Comedic Connector by capitalizing on the human truth that no one's life is as perfect as their highlight reels portray it to be – and that's okay.

## SPK KARES

**COMEDIC CONNECTORS ARE DIGITAL NATIVES BUT THEY'RE TIRED OF SEEING EVERYONE'S** highlight reels. They believe true bonds are formed by sharing the messy parts of life. SPK Kares will fulfill their need for authenticity by spreading awareness, or self-awareness, of influencer influenza. This non-terminal, though highly annoying, virus can manifest in symptoms such as doing TikTok dances in crowded public areas, over-whitening your teeth by using Facetune and making everyone at your table wait to eat their food until after you snap a picture of it because you live by the motto "phone eats first."



## THE FOUNDATION

---

### **THE MISSION OF SPK KARES IS TO CURE THE INFECTED BY PROVIDING AN OUTLET FOR**

self awareness. By offering resources and educational material, the mock foundation hopes to inform the public of the virality of influencer influenza and, hopefully, put a stop to its spread. SPK Kares is aware that when an individual's follower count starts to rise, so does their lack of authenticity. Whether it occurs by Facetuning your posts or cultivating a new persona when attending music festivals in the desert, SPK Kares wants to aid the infected in their recovery in the only way they know how... by roasting the influencers. It will show Comedic Connectors that no one truly has it together, regardless of what they portray on social media. It will capitalize on this human truth and show the target how much SPK truly cares.

## OUR JOURNEY

---

### **IN OUR QUALITATIVE RESEARCH WE HEARD SEVERAL COMMENTS LIKE THIS:**

*"I think I appreciate it a lot more if it's a brand account that's like trying really hard to be creative and like, do something fun compared to like if the brand is just paying someone that they know is popular to do an ad for them."* Using this concept, along with our other research findings about the YAYA market's love of humor, it led us to this big idea.

90

# THE TOUCHPOINTS

## WHY WE ARE ADVERTISING

**WE ARE ADVERTISING TO INCREASE SPK'S TOP-OF-MIND AWARENESS AMONGST COMEDIC CONNECTORS.**  
The goal is not to drive immediate sales, but to forge a lasting connection between the elusive demographic and the brand.

## THE ROLE OF MEDIA


**OUR MEDIA SELECTIONS WILL ENGAGE COMEDIC CONNECTORS WITH THE BRAND IN AN EFFORT** to increase SPK's top-of-mind awareness among the demographic. With campaign touchpoints strategically placed on platforms the target uses most, Comedic Connectors will be able to engage with the content and with SPK in a way that feels authentic and familiar to them.

## GAUGING SUCCESS

TACTIC	GOAL	KPI
<b>PAID</b> TIK TOK, INSTAGRAM, YOUTUBE	keep SPK and SPK Kares top-of-mind	increase impressions by 10%
<b>OWNED</b> TWITTER, TIKTOK	achieve top-of-mind awareness	increase engagement by 10%
<b>EARNED</b> TIK TOK, INSTAGRAM, TWITTER, YOUTUBE	increase brand awareness, engagement and loyalty	increase user engagement, including shares and mentions, by 10%
<b>EXPERIENTIAL</b>	promote UGC to forge a lifelong, values-based connection between SPK and the target	promote and increase UGC by 5%, increase user engagement, including shares, comments and likes, by 10%

## WHY THIS WILL WORK

- 71% of 18 -to-29 year olds use Instagram (Pew Research Center)
- Almost 40% of Gen Z say they use TikTok and Instagram over Google (tech.co)
- The majority (97%) of Gen Z consumers say they now use social media as their top source of shopping inspiration; 65% use social media to find entertaining content; 61% are specifically interested in watching more video content (Forbes)
- On average, Gen Z consumers spend 24-48 hours per month on TikTok (Hootsuite)
- Nearly half of all tweets in 2020 were posted by individuals between the ages of 16 and 24 (Ad Week)



10

THE  
TACTICS

THE TACTICS

OUR CAMPAIGN WILL RUN FOR 14 WEEKS, FOLLOWING A TIMELINE SIMILAR TO PAST SPK SPK campaigns, and will roll out in a series of five phases comparable to those of true epidemics: **THE SILENT SPREAD, THE TAKEOVER, THE TRANSMISSION, THE OUTBREAK** and **THE RECOVERY.**

## TIK TOK

### GEN Z IS THE LARGEST DEMOGRAPHIC ON TIKTOK MAKING IT ONE OF THE MOST USED

platforms for Comedic Connectors. Comedic Connectors find laughter on TikTok. Comedic Connectors will engage with owned content from SPK because the unexpected humor used will draw them into the conversation or, rather, invite SPK into theirs.

- TikTok counted around 37 million Gen Z users (Dixon, 2022)
- Over 60% of TikTok users are Gen Z (Muliadi, 2022)
- 61% of Gen Zers in the United States use TikTok at least once a month (Mitchel, 2022)
- Over 40% of Gen Z spend more than three hours a day on TikTok (Lebow, 2022)

## INSTAGRAM

### COMEDIC CONNECTORS USE INSTAGRAM TO FOLLOW THEIR FAVORITE INFLUENCERS.

SPK social media posts that exhibit influencer behaviors will be sure to catch their attention and increase engagements. SPK should be posting five pieces of content on Instagram per week in order to increase exposure and interaction.

- 76% of YAYA consumers report using Instagram. Closely followed by Snapchat (75%) or TikTok (55%) (PewResearch)
- 30.1% of Instagram users are 18-24 years old (McLachlan, 2022)
- 90% of millennials and Gen Z consumers use Instagram daily (Dretsch, 2022)
- Gen Z uses Instagram as their preferred platform to follow influencers (Wise, 2022)
- TikTok and Instagram are the largest drivers of new trends and brand exposure for Gen Z [and] there's hardly a line between celebrity and social media influencer anymore (Insider)

## TWITTER

### COMEDIC CONNECTORS LEAD CONVERSATIONS ON TWITTER.

Comedic Connectors prefer brands that don't act like brands on social media, especially on Twitter. SPK should be posting one or two tweets and replying to five influencers per day in order to increase exposure and interaction.

- 38% of Gen Z comes to Twitter to see what the latest memes and viral internet trends are (Twitter)
- Gen Z is driving the most popular conversations on Twitter. In Twitter's campaign research, they found that when Gen Z sustained conversation, it happened because they were connecting with a meme-worthy moment in the campaign conversation, or to what their peers were talking about organically (Twitter)
- Using influencers for a campaign launch can get fans paying attention to brands and, through association, establish trust and familiarity. Influencers are a great way to inspire conversation with Gen Z (Twitter)

## YOUTUBE

**COMEDIC CONNECTORS PREFER YOUTUBE AND MANY OF THE VIDEOS THEY WATCH ON YOUTUBE ARE ALSO POSTED** on other social media platforms preferred by the YAYA consumer, such as TikTok and Instagram. SPK should be posting all of its video content on YouTube in order to increase exposure and interaction.

- 60% of Gen Z consumers identify YouTube as their preferred platform (Wise, 2022)
- 59% of the videos Gen Zers watch on YouTube are also posted on other social media platforms (Stone, 2021)
- SPK doesn't use YouTube actively, with only five videos posted in total. SPK can capitalize on Gen Z's use of the platform by utilizing it more (YouTube)
- YouTube accounts for more than 25% of total worldwide mobile traffic (Needle, 2022)
- In 2021, 95% of American adults between the ages of 18 and 29 were on YouTube (Needle, 2022)

## INFLUENCER CONTENT

**COMEDIC CONNECTORS HAVE A PREFERENCE FOR INFLUENCER CONTENT THAT THEY PERCEIVE** as relatable, authentic and humorous. They are also more likely to purchase items advertised by influencers if they feel the influencer's message is genuine. PR package unboxings fromby influencers on their social media accounts will entertain Comedic Connectors using the appeal of humor and familiarity in a way that feels real to them.

- Zoomers are more likely to purchase items from influencers if the influencer has a genuine connection with the product (Williams, 2021)
- According to our survey, 83% of YAYA respondents follow influencers because they are funny, 70% follow influencers because they learn something from them and 72% follow influencers across multiple platforms
- Just 39% of Gen Z adults feel they can relate to the people they see in ads: Brands must work to provide more realistic, less idealized images of consumers if they want to seem authentic and relatable to Gen Z adults. Brands can do this by expanding their definition of "diversity" to include more than just race and helping consumers embrace their "imperfections" (Mintel)
- The influencer market is worth \$13.8 billion worldwide (Statista)

## THE MICROSITE

**THE WEBSITE WILL BE AT THE CENTER OF THE CAMPAIGN. IT WILL INFORM COMEDIC CONNECTORS** of the purpose of SPK Kares and of the rapid spread of influencer influenza across the nation, prompting them to take a Symptoms Quiz to determine if they've been infected with the virus themselves. If they test positive for influencer influenza using the Symptoms Quiz, Comedic Connectors will then be prompted to purchase a Kare Package to treat their specific symptoms. One resounding message will be communicated throughout: be yourself...aware.

## PRODUCT INNOVATION

**HAVING A SHAREABLE SNACK WHILE ALSO SHARING EMBARRASSING MOMENTS CREATES A STRONG** bond that our Comedic Connectors are looking for. Integrating this idea into current pop culture trends will drive YAYA audiences to try new products while also "treating" themselves and their friends.

- In our qualitative research we learned that YAYA consumers think about candy as very shareable between anyone from friends to loved ones and, when shopping for candy, think about buying enough to share with them
- Two-thirds of YAYA shoppers consume chewy and gummy candy, more than any other age group. This demographic is also most likely to buy candy for other people outside their household (Quant)
- Mintel shows that YAYA purchasers are the most likely to use non-chocolate candy as a way to treat themselves daily, with 19% of YAYA consumers saying they do so on a daily basis (Olsen, 2022)

## THE ROAST

### COMEDIC CONNECTORS WILL HAVE THE OPPORTUNITY TO LIVESTREAM THE SPK KARES

Influencer Roast and winning submissions of the #SPKKares campaign will be featured on-screen at the event. Comedic Connectors believe the truest bonds are formed by sharing the messy parts of life. Videos roasting niche influencer behavior are already trending on certain platforms, including YouTube. With their submissions played on-screen in front of their favorite influencers, the winners of #SPKKares will feel an authentic connection to them.

- Gen Z craves authentic brand experiences, something tangible and tactile. They also are generally categorized as favoring memories and experiences as opposed to owning material goods (Inphantry)
- Experiential marketing has grown as an upward trend as Gen Z has the ability to ‘ignore’ traditional media buys due to the fact that they digest, ignore, and process media and other content at about 25-50% faster speeds than previous generations (Inphantry)
- According to Vice Media Study Group, 94% of millennials and Gen Z are ready to return to live events (AdWeek)
- Influencer roasts have happened before. In an influencer roast, sponsored by SeatGeek in March of 2022, it earned 1.6 million views. Another that happened in 2020, sponsored by SimpliSafe, earned 6.1 million views. (YouTube)

## USER GENERATED CONTENT

**THROUGHOUT ALL FIVE PHASES OF THE CAMPAIGN, COMEDIC CONNECTORS WILL ENGAGE WITH** and garner conversation regarding the content SPK and SPK Kares produces. Comedic Connectors will have opportunities to create content regarding product innovation items such as the kare packages and JackBox Game, as well as engage in conversations via the hashtag challenge promoting the SPK Kares Self Awareness Roast.

- Comedic Connectors see candy as a larger vehicle to connect with others.
- In our qualitative research, participants saw SPK as a social butterfly, as if a conversation with them would “go from, you know, making jokes to being serious, to laughing a lot. Going around being able to interact with multiple personalities”. SPK’s affable persona will submit itself easily to Comedic Connectors, making them feel as though they can share even their most embarrassing moments with pride.
- Comedic Connectors do not take the punches of life too seriously. Instead, they roll with them. This allows them to feel more open to creating more organic conversation about their internal struggles.

## THE GOAL

**THERE ARE OVER 30 MILLION YAYA CONSUMERS IN OUR TARGET AUDIENCE AND OUR GOAL** is to reach all of them as many times as possible. Driven by our use of paid and owned social media, influencers and digital ads, we expect to earn nearly 300 million impressions. By dividing our expected impressions by total YAYA consumers, we determined that each and every YAYA individual can be expected to see our campaign’s messaging about ten times throughout its duration.

## PHASE 01

# THE SILENT SPREAD

## THE SILENT SPREAD

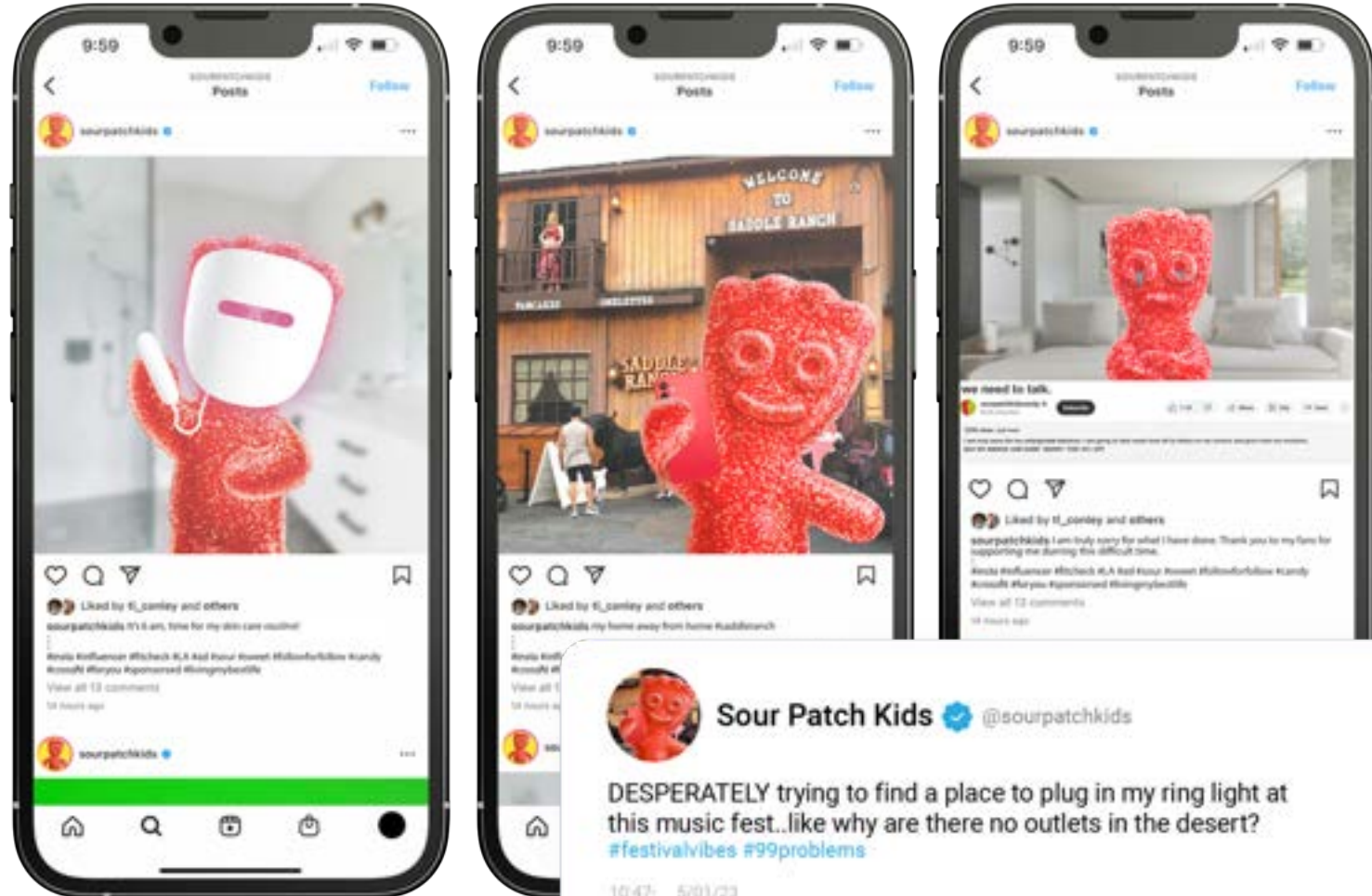
### **THE SILENT SPREAD WILL COMMAND THE ATTENTION OF THE COMEDIC CONNECTOR.**

When they see posts by SPK that exhibit influencer behavior across all social media platforms, excluding Facebook considering its low popularity amongst Gen Zers, followed by posts saying the brand is taking a break from social media, they'll need to know what it's all about.

If they dig deep enough, the target will find the SPK Kares microsite hidden within the SPK website. During this phase, though, the microsite will simply feature a loading heart along with a map of the United States that identifies influencer influenza hot spots. SPK should be posting 2-3 pieces of content on TikTok per week in order to increase exposure and interaction.

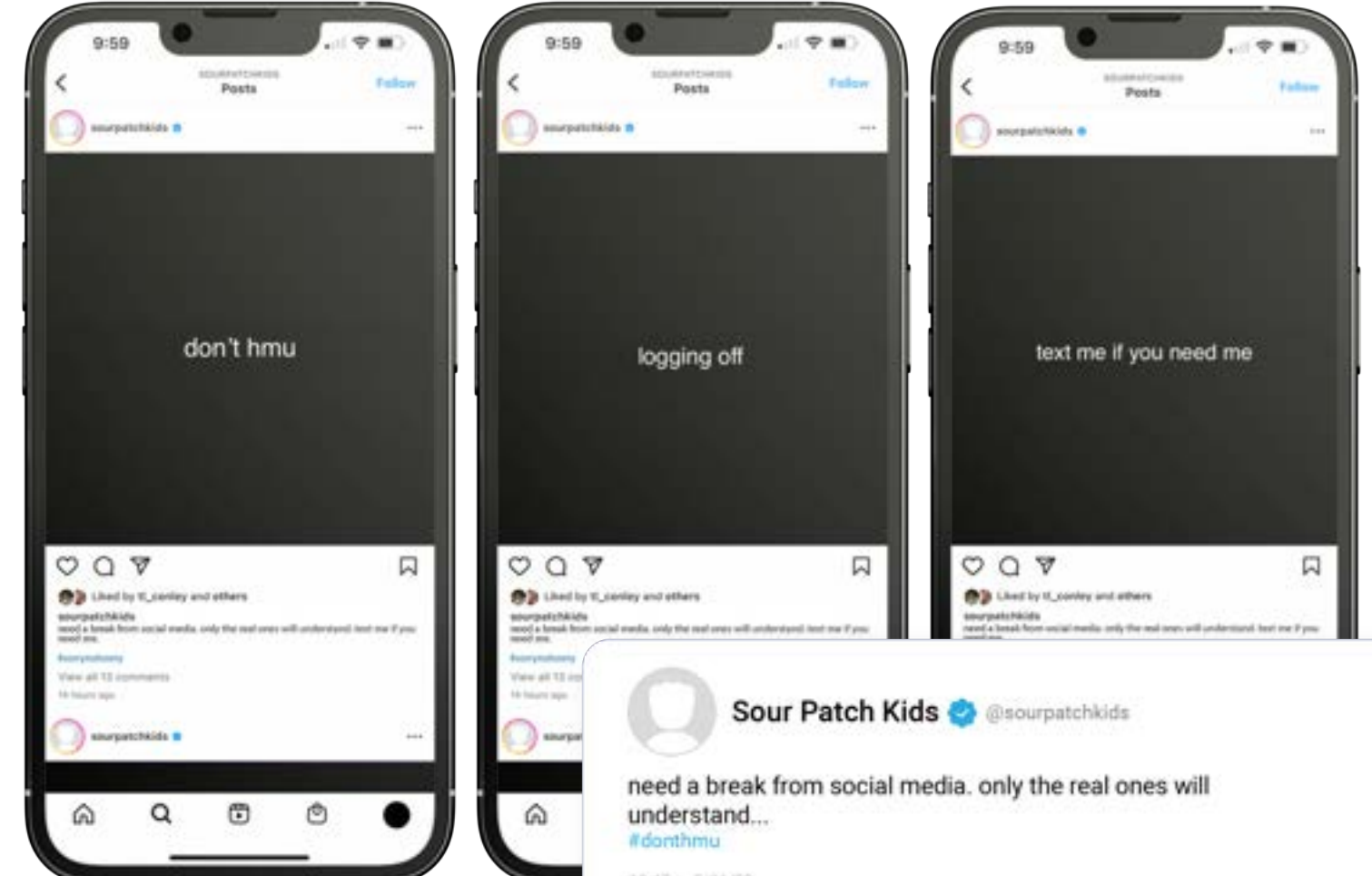


1. SOUR PATCH KIDS "INFLUENCER" INSTAGRAM POSTS



2. SOUR PATCH KIDS "INFLUENCER" TWEETS

3. "DON'T HIT ME UP" INSTAGRAM POSTS



4. "DON'T HIT ME UP TWEETS



5. "DON'T HIT ME UP" NYC STORE

5. MICROSITE LOADING PAGE



6. MICROSITE LOADING PAGE - MOBILE

8. MICROSITE LOADING PAGE (AFTER LOAD) - MOBILE



7. MICROSITE LOADING PAGE (AFTER LOAD)



# THE TAKEOVER

## THE TAKEOVER

**DURING THE TAKEOVER, SPK KARES WILL TAKE OVER SPK'S SOCIALS, EXCLUDING FACEBOOK.**

In this phase, the SPK Kares microsite will launch and banner ads will run, informing the target of SPK's case of the virus, the purpose of the foundation and of the rapid spread of influencer influenza.

The microsite, the mock foundation's social media posts and the banner will also call Comedic Connectors to take a symptoms quiz to find out if they have the virus and, if they or a loved one have been infected, to purchase a Kare package tailored to treat their specific symptoms. In addition, the microsite will feature an influencer influenza hotspot map, an About Us page, a page with more information on the epidemic and the opportunity to purchase SPK Kares candy with new packaging.

1. SPK KARES FOUNDATION PRIMARY LOGO

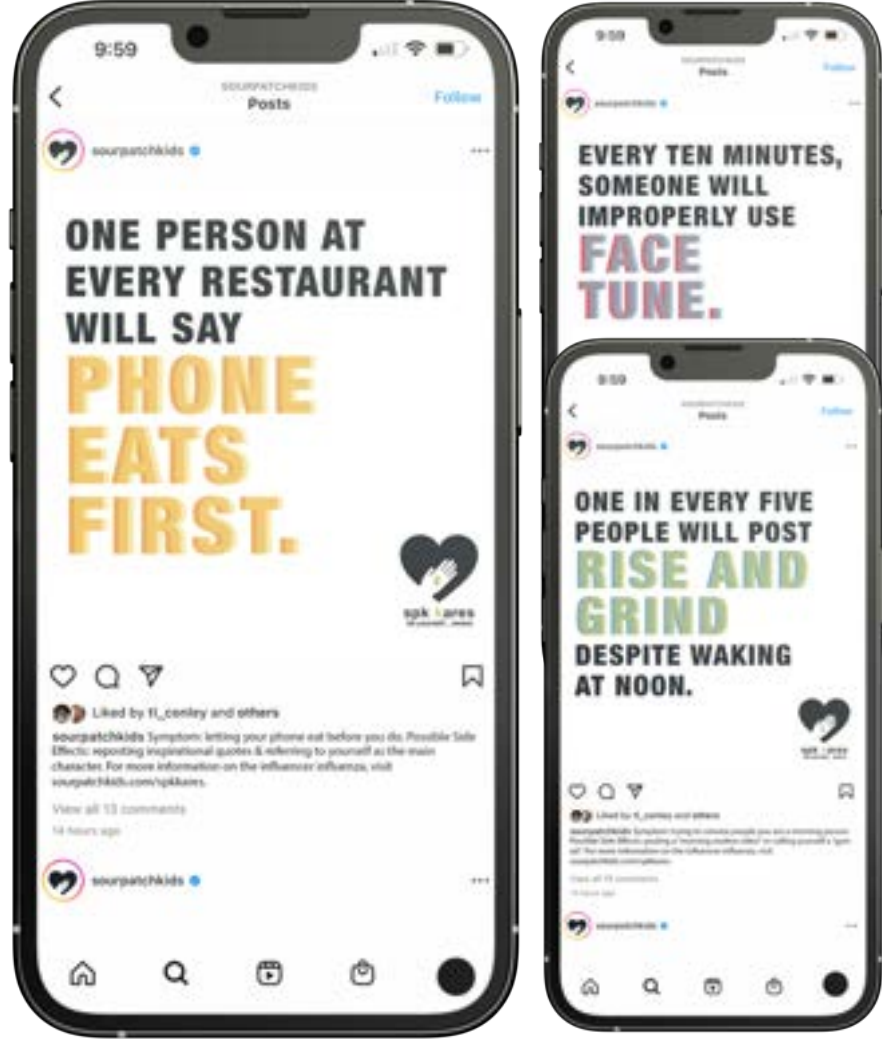


2. SPK KARES FOUNDATION ALTERNATIVE LOGO TREATMENTS



3. FEED BREAK

4. MOCK STATISTICS INSTAGRAM POSTS



5. "TACTICAL RESPONSES" TWEET REPLIES



6. MICROSITE HOMEPAGE



7. MICROSITE HOMEPAGE - MOBILE

8. MICROSITE HOMEPAGE (AFTER SCROLL)



9. MICROSITE HOMEPAGE (AFTER SCROLL)

10. MICROSITE HOMEPAGE (AFTER SCROLL) - MOBILE

11. THE EPIDEMIC SUB-PAGE



12. THE EPIDEMIC SUB-PAGE - MOBILE

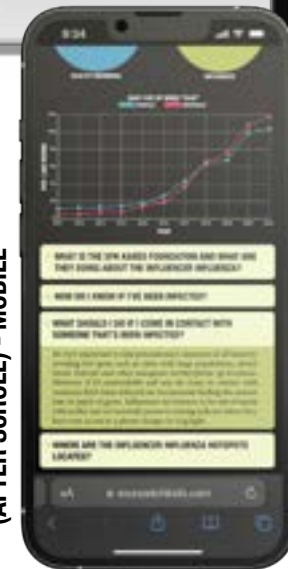
13. THE EPIDEMIC SUB-PAGE (AFTER SCROLL)



14. THE EPIDEMIC SUB-PAGE (AFTER SCROLL)



16. THE EPIDEMIC SUB-PAGE (AFTER SCROLL) - MOBILE



15. THE EPIDEMIC SUB-PAGE (AFTER SCROLL)

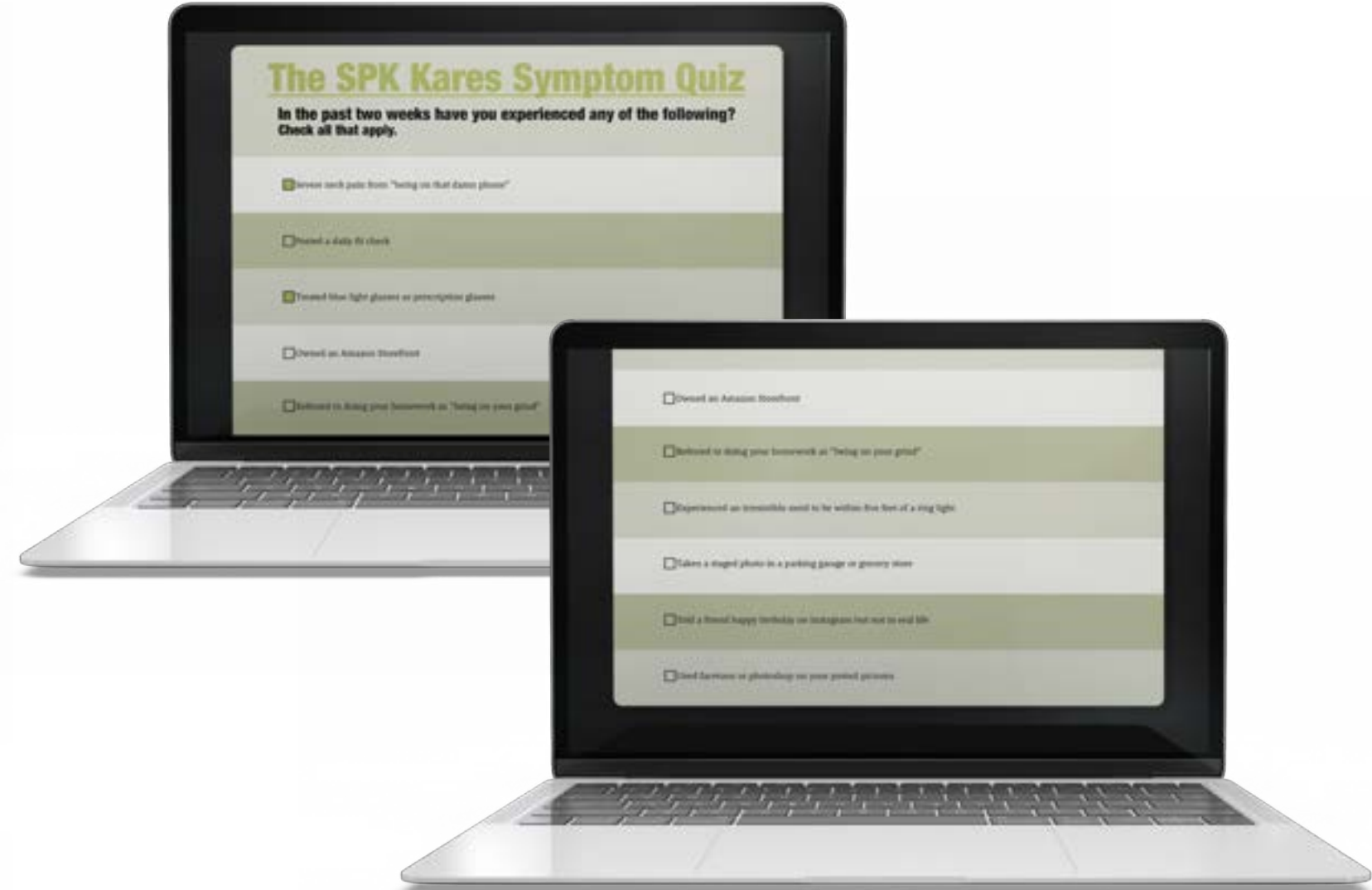


17. THE SYMPTOMS QUIZ SUB-PAGE



18. THE SYMPTOMS QUIZ SUB-PAGE - MOBILE

19. THE SYMPTOMS QUIZ SUB-PAGE (AFTER SCROLLING)



20. THE SYMPTOMS QUIZ SUB-PAGE (AFTER SCROLLING)



21. KARE PACKAGES EXTERIOR DESIGN



22. KARE PACKAGES INTERIOR DESIGN



23. KARE PACKAGES CONTENTS



24. YOUTUBE PAID AD: BEACH INFLUENCER PSA (00:34)



**SHOT:** Phone POV CU

**ACTION:** The influencer is sitting on a beach towel in a swimsuit and intros her vlog.

**AUDIO:** Influencer: “Hey guys! Welcome to day two of my getaway to Mexico!”



**SHOT:** MS

**ACTION:** The influencer continues to vlog but gets interrupted.

**AUDIO:** Influencer: “Today I’m going to the be-”  
Voice (O.S.): Uuh..excuse me?”



**SHOT:** MFS

**ACTION:** A group of girls, one with a volleyball, looks down at the influencer.

**AUDIO:** Silence



**SHOT:** FS

**ACTION:** Pull back to see the influencer laying on a sand volleyball court. Influencer gets angry and waves them off.

**AUDIO:** Influencer: “Um excuse you? You guys are messing up my shot.”



**SHOT:** FS

**ACTION:** The girls awkwardly walk off as the influencer restarts her vlog.

**AUDIO:** Girl: “Ugh...influencers.”  
Influencer: “So hey guys...”



**SHOT:** Logo fades in

**AUDIO:** VO: “Don’t be an influencer. Be yourself...aware. For more information on influencer influenza please visit [sourpatchkids.com/spkkares](http://sourpatchkids.com/spkkares).”

# THE TRANSMISSION

## THE TRANSMISSION

**DURING THIS PHASE, ALL TACTICS PREVIOUSLY UTILIZED WILL CONTINUE TO PROMOTE SPK KARES'** social media posts. SPK Kares' team of influencers will also be introduced through testimonials posted to their personal TikTok accounts, unveiling their involvement in the campaign and their personal connection to the cause. The six individual testimonials will also aid as a way to officially announce the SPK Kares influencer roast that will take place during the last phase of the epidemic. The SPK Kares spokesperson, Brittany Broski, will release her testimonial, which will introduce her involvement in the campaign, in Week 6. The remaining five influencers, Eric Seden, Emily Fan, Boman Martinez-Reid, Brooke Averic and Connor Wood, will release their testimonials the following week.

We selected Broski to assume the role of the SPK Kares spokesperson because she is the epitome of an authentic, self-aware influencer, which are few and far between. She creates sometimes self-deprecating and always humorous posts and is the most popular influencer on SPK Kares' team with a total of 1.1 million followers on Instagram and 7.2 million followers on TikTok. All six influencers are loved by their followers for authentically sharing the messy parts of their lives and will be paid to raise awareness for influencer influenza by sharing their own influencer behaviors and embarrassing moments.

PR boxes will also be sent out during this phase in week 8. The boxes will include a variety of methods for treating their case of influencer influenza, a ticket to attend the SPK Kares roast and the limited-edition SPK Kares hooded sweatshirt that will also be available for purchase on the microsite at this time.

The PR boxes will be sent out to a wide range of influencers that cater to niche audiences to increase awareness surrounding the campaign and promote UGC through unboxing videos. Only the six boxes sent to SPK Kares' team of influencers will contain an all-expenses-paid invitation to take part in the SPK Kares Influencer Roast event. Unboxings and informational posts made by these influencers will establish an authentic connection with the target audience and will also raise awareness of the SPK Kares Influencer Roast.

1. "I AM AN INFLUENCER" TIK TOK TEASERS



2. PR BOX EXTERIOR DESIGN



4. SPECIAL EDITION HOODIE



3. PR BOX INTERIOR DESIGN

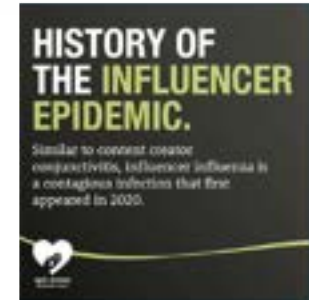


5. ROAST INVITATION





6. INSTAGRAM SWIPE POST - SYMPTOMS



7. INSTAGRAM SWIPE POST - HISTORY



# THE OUTBREAK

## THE OUTBREAK

### THROUGHOUT THE OUTBREAK, ALL TOUCHPOINTS WILL BE UTILIZED TO INCREASE THE HYPE

surrounding the roast and call Comedic Connectors to purchase foundation swag, only available for a limited time. Sponsored influencer posts will also mark the launch of hashtag challenge, #SPKKares, which will promote UGC by encouraging Comedic Connectors to share their embarrassing influencer moments with #SPKKares and increase awareness surrounding SPK Kares by providing Comedic Connectors with a way to share and connect over the messy parts of their lives. After the challenge has concluded, each influencer will choose one winning video to be featured at the SPK Kares Influencer Roast.

In addition to the #SPKKares campaign, a product innovation in collaboration with Jackbox Games, a virtual gaming platform integrated in YAYA culture, will be launched. The SPK Kares edition game will feature influencer behavior scenarios and prompt players to choose which one best represents the online behaviors of their friends. This will effectively promote UGC. The full “I Am an Influencer” testimonial video will be released in this phase as well. It will be used as paid promotion on all social media platforms, excluding Facebook, and as an advertisement on YouTube.

### 1. HASHTAG CHALLENGE



### 2. JACKBOX GAME COLLAB

### 3. YOUTUBE PAID AD: I AM AN INFLUENCER (1:18)



**SHOT:** MS  
**ACTION:** Emily walks into frame and sits down.  
**AUDIO:** Footsteps



**SHOT:** MS  
**ACTION:** Emily fixes her hair and takes a breath.  
**AUDIO:** Emily: "Ok...I'm ready."



**SHOT:** MS  
**ACTION:** Brooke fidgets with her hands.  
**AUDIO:** Music fades in.  
Brooke: "I can't believe I'm talking about this right now."



**SHOT:** MS  
**AUDIO:** Brittany: "I've been struggling with this for so long...but I'm finally ready to open up about it."



**SHOT:** MS  
**AUDIO:** Eric: "The last few years of my life has just been consumed with trying to give off main character energy."



**SHOT:** MS  
**AUDIO:** Boman: "It's made my attention span short and my daily fit check videos exceptionally long."

3. I AM AN INFLUENCER (PAGE 2)



**SHOT:** MS  
**AUDIO:** Connor: “No one tells you how hard it is to rise and grind until you’re spending hundreds of dollars on protein powder a week.”



**SHOT:** MS  
**AUDIO:** Emily: “I honestly thought I was being original when I first created my Amazon Storefront.”



**SHOT:** MS  
**AUDIO:** Brooke: “I don’t know how long it’s been since I’ve had a meal without taking a photo of it.”



**SHOT:** MS  
**AUDIO:** Brittany: “I started saying slay and switching my accents around...”



**SHOT:** MS  
**AUDIO:** Brittany (in British accent): “But like, to be honest with you, I feel like if I stop doing that, my followers would abandon me.”



**SHOT:** MS  
**AUDIO:** Eric: “I finally realized what was starting to happen to me.”

3. I AM AN INFLUENCER (PAGE 3)



**SHOT:** MS  
**AUDIO:** Boman: “I needed to make a change fast and accept help.”



**SHOT:** MS  
**AUDIO:** Emily: “I decided that I needed to come to terms with the symptoms I’ve developed.”



**SHOT:** MS  
**ACTION:** Connor flexes and nods his head.



**SHOT:** MS  
**AUDIO:** Brooke: “I finally had to acknowledge what everybody else was seeing in me”



**SHOT:** MS  
**AUDIO:** Eric: “I’m an influencer.”



**SHOT:** MS  
**AUDIO:** Boman: “I’m an influencer.”



**3. I AM AN INFLUENCER (PAGE )**



**SHOT:** MS

**ACTION:** Connor realizes he's still being filmed and stops flexing.

**AUDIO:** Connor: "I'm an influencer."



**SHOT:** MS

**AUDIO:** Emily: "I'm an influencer."



**SHOT:** MS

**AUDIO:** Brooke: "I'm an influencer."



**SHOT:** MS

**AUDIO:** Brittany: "I am...(in British accent) an infleuncer."



**SHOT:** Logo fades in

**AUDIO:** Music fades out

## PHASE 05

# THE RECOVERY

## THE RECOVERY

**IN THE FINAL PHASE, THE RECOVERY, ALL TOUCHPOINTS WILL BE UTILIZED TO PROMOTE UGC LEADING** up to the experiential aspect of our campaign, the SPK Kares Charity Roast. The roast will take place on July 24, 2023 at the Majestic Downtown located in the heart of Los Angeles, the origin of the virus and a current major hotspot. At the event, SPK Kares' team of influencers will roast each other's displayed symptoms of influencer influenza and winning videos of the #SPKKares campaign challenge will be played. All influencers chosen to participate in the roast are based in LA. If the team of influencers chosen is not based in the area, the event should be streamed on YouTube.

Sponsors for the event include brands such as Seat Geek, Better Help, Casetify and HelloFresh. These sponsorships will further SPK Kares' seriously sarcastic tone because brands such as these are familiar to the target profile. Sponsorships for the event, in general, provide the additional benefit of subsidizing the budget for the event as a whole. Plus, we expect PR efforts surrounding the roast to produce a lot of earned media.

Since the influencer roast marks the end of this campaign, SPK Kares will relay that a portion of the proceeds from the event will be donated to the Cybersmile Foundation, an international nonprofit organization committed to tackling all forms of cyberbullying and digital abuse. They also often promote kindness, diversity and inclusion via corporate partnerships. Donating to such a cause will further solidify SPK's brand authenticity in the eyes of the Comedic Connector and fully integrate SPK into Gen Z culture.

1. ROAST LOGO



spk kares



2. ROAST LOGO VARIATIONS

3. ROAST ATTENDEE'S



BRITTANY BROSKI



BOMAN MARTINEZ-REID



ERIC SEDEÑO



EMILY FAN



CONNOR WOOD



BROOKE AVERICK

4. ROAST VENUE - THE MAJESTIC DOWNTOWN L.A.





5. ROAST EVENT PHOTO OP MOCKUP



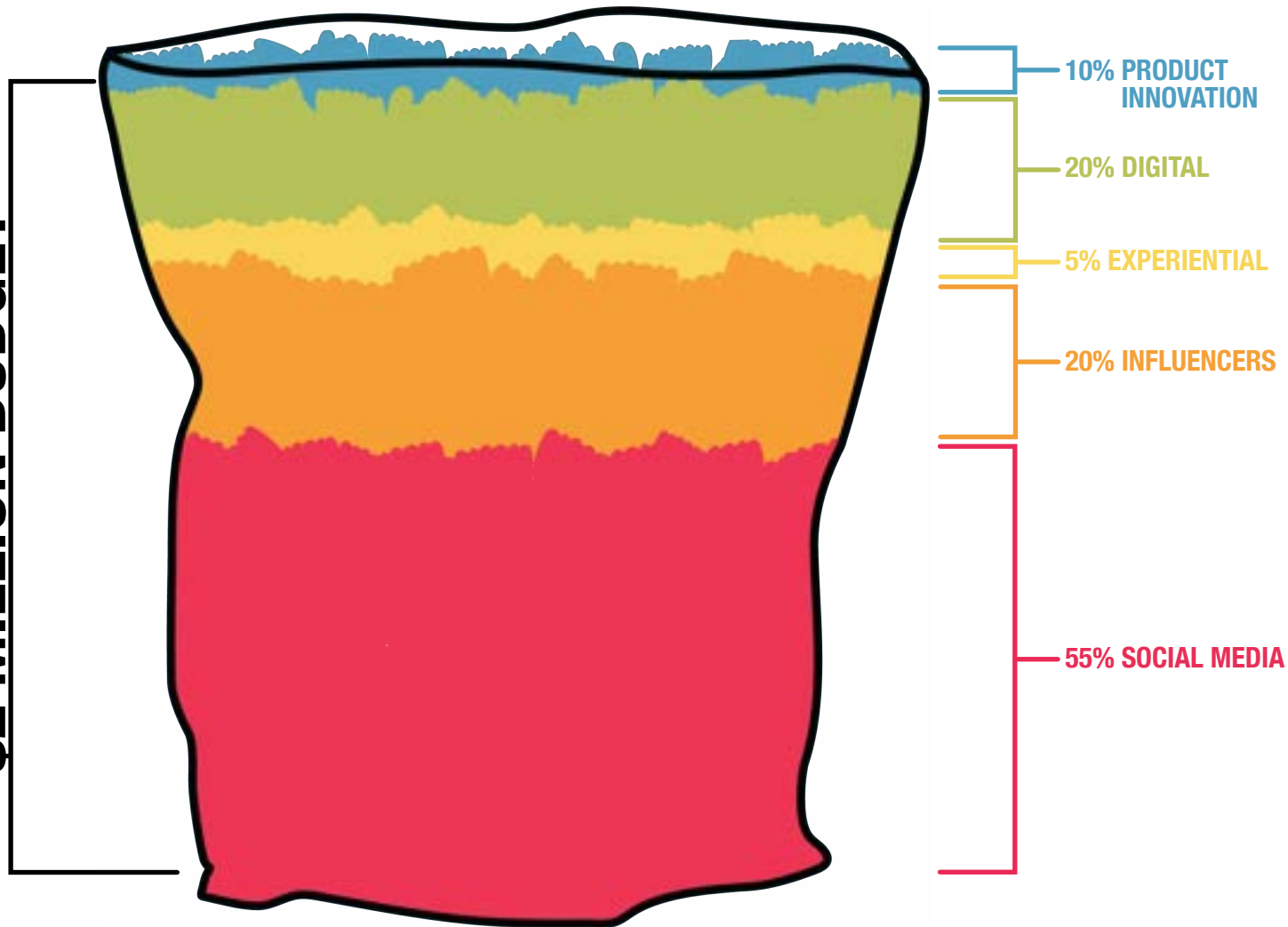
# THE BUDGET

## THE BUDGET

**WE WERE GIVEN \$2 MILLION TO BRING OUR CAMPAIGN TO LIFE.**

Since SPK Kares will be selling exclusive hooded sweatshirts, a Jackbox TV collab and Kare Packages throughout the campaign, we have factored in the predicted profits from the exclusive items back into our budget. Around \$100,000 in revenue garnered from this campaign will be devoted to the budget to help keep SPK Kares top of mind for all Comedic Connectors.

**\$2 MILLION BUDGET\***



\*plus ~\$100,000 in revenue

We have devoted **55% OF OUR BUDGET TO SOCIAL MEDIA**. This includes 25% for TikTok, 20% for Instagram, 5% allocated for Twitter and 5% to YouTube.

**TWENTY PERCENT** was allocated to **INFLUENCER CONTENT** and promotion.

Another **20% TO DIGITAL ADVERTISEMENTS**, such as banner ads and paid search engine optimization.

**EXPERIENTIAL ASPECTS** of our campaign include the SPK Kares Influencer Roast with **5% OF THE BUDGET** allocated to this. The goal of the event is to have everything sponsored. From dinner to table settings, our goal is to dramatize this as much as possible. Giving our six influencers a table at the event for compensation would also help to keep costs low for the event. Our six influencers will have a 10-person table and be given full accessibility to invite whomever they wish in the industry.

**PRODUCT INNOVATION** is the final category which will receive **10% OF THE \$2 MILLION BUDGET**. This will be used for new package design, Kare Packages, PR Boxes and the SPK Kares hooded sweatshirt.

A large, stylized number '12' in white, positioned on the left side of the page. The '1' is a simple vertical bar, and the '2' is a thick, rounded shape with a curved top and bottom. A vertical orange line is positioned to the right of the '1'.

# THE TIMELINE

## THE TIMELINE

FOLLOWING A TIMELINE SIMILAR TO THOSE OF PAST SPK CAMPAIGNS, OUR CAMPAIGN WILL run for 14 weeks. It will roll out in a series of five phases comparable to those of true epidemics: **THE SILENT SPREAD**, **THE TAKEOVER**, **THE TRANSMISSION**, **THE OUTBREAK** and **THE RECOVERY**.

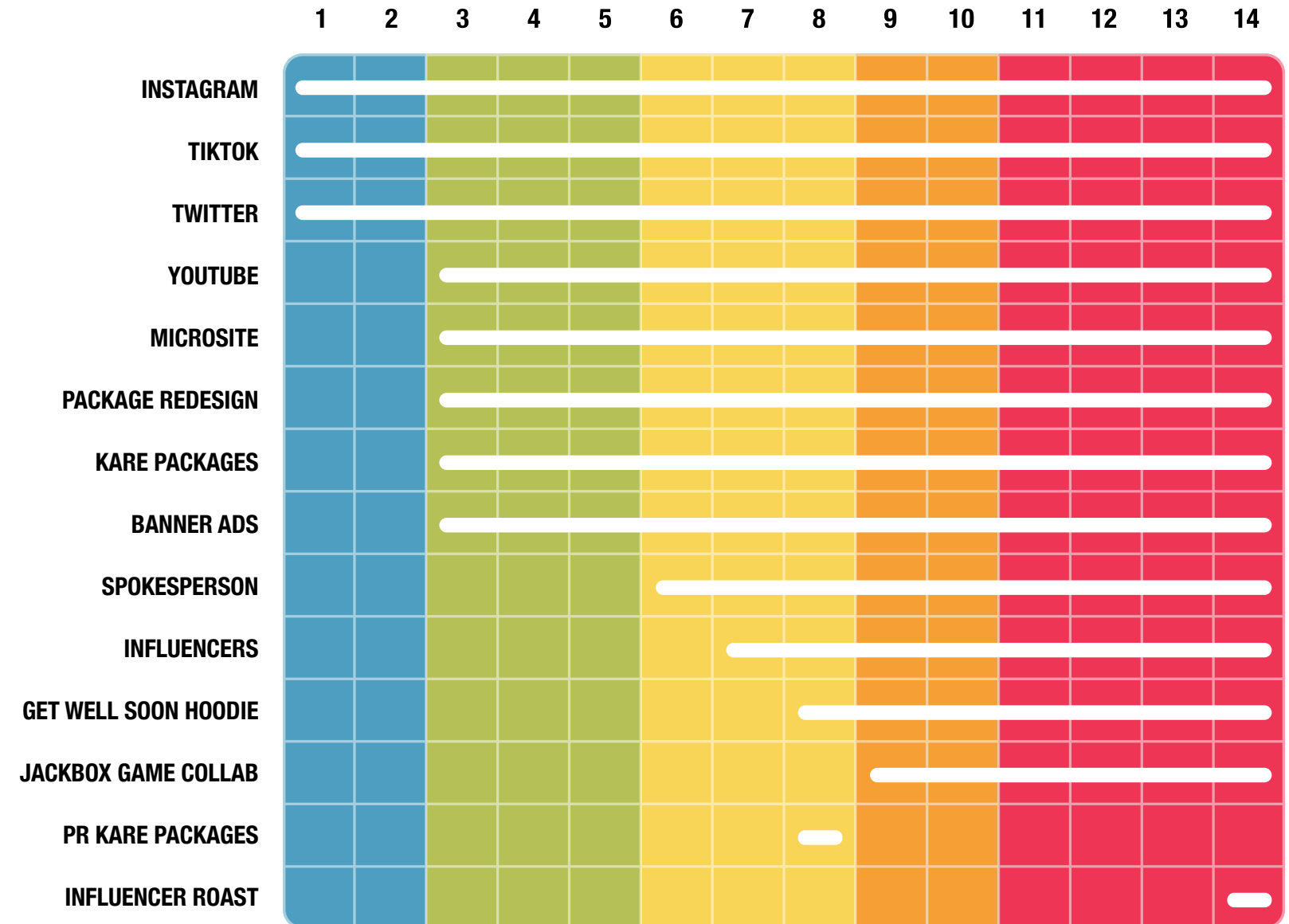
**01** **THE SILENT SPREAD** will take place during the first two weeks of the campaign. SPK posts on all social media platforms excluding Facebook will include various influencer behaviors (photos, vids, phrases) throughout this phase.

**02** During Weeks 2-5, **THE TAKEOVER** will take place. SPK Kares will take over SPK's socials, excluding Facebook, in week two. The SPK Kares microsite will launch and banner ads and paid YouTube ads will run in Week 3. This will inform the target of SPK's case of the virus, the purpose of the foundation and of the rapid spread of influencer influenza. The microsite, the mock foundation's social media posts and the banner will also call Comedic Connectors to take a quiz to find out if they have the virus and, if they or a loved one are infected, to purchase a Kare package.

**03** **THE TRANSMISSION** spans Weeks 6-8. During this phase, all tactics previously utilized will be implemented to SPK Kares' social media posts. In addition, SPK Kares' team of influencers will be introduced. The SPK Kares Spokesperson, Brittany Broski, will be introduced to the campaign during Week 6. The remaining five influencers on SPK Kares' team, Eric Sedeno, Emily Fan, Boman Martinez-Reid, Brooke Averic and Connor Wood, will be introduced the following week. In Week 8, PR boxes will also be sent out to a wide range of influencers that cater to niche audiences to increase awareness surrounding the campaign and promote UGC.

**04** The Outbreak begins in Week 9. During this phase, the #SPKKares hashtag challenge will be launched on TikTok by SPK Kares' team of influencers introduced in the previous phase. The challenge will last for two weeks.

**05** The final phase of our campaign, **THE RECOVERY**, begins in Week 11. During this phase, the focus of the campaign shifts to promotional content for the SPK Kares Roast.





13

# THE CONCLUSION

## JOIN US

FOR AS LITTLE AS \$2 MILLION OVER THE COURSE OF 14 WEEKS, OR 25 CENTS A DAY FOR 21,918 YEARS, you can help SPK Kares cure influencer influenza, a virus that has already impacted countless lives across the country. TikTok trends have caused traffic jams and dodging cameras as others vlog in public has grown nearly impossible – but SPK Kares can put an end to all of it.

By capitalizing on the human truth that no one really has it all together in a way that is entirely new to the market but feels authentic to Comedic Connectors, the mock foundation will inspire the target to be themselves... aware. The work of SPK Kares will not simply command their attention. It will effectively integrate SPK into Gen Z culture and forge a lifelong relationship between the demographic and the brand.

14

**WE  
ARE  
ARETÉ**

**“EXCELLENCE OF ANY KIND”**



Areté's mission is to achieve excellence of any kind by continuously creating, designing and researching strategies and concepts throughout the duration of our campaign.

We will reach this goal by prioritizing our work and using the assets our team possesses to produce exceptional work.



**ACCOUNT MANAGER**

## **ABBY BLASINGAME**

Our account manager has observed the effects of the virus many times throughout her life which led to her generous donation and support for the cause. Abby knows what symptoms to look out for because she herself has struggled with it for far too long. Abby has experienced some of the most severe symptoms of the virus, such as filming vlogs and forcing others to fake their laughter for her videos.

Abby only started to recognize how serious her own influencer behavior had gotten after being unfollowed by an old friend from high school who was also suffering from the virus. The friend, who she had known since elementary school, grew his platform, moved to LA and became part of a content house. Abby knew she needed to make a change before she, too, made a life altering decision she couldn't go back from.

Today, Abby wants to ensure that no more promising young teens are forced to give up their education to become a full-time influencer in LA.



**ART DIRECTOR**

## **SAMANTHA NOVAK**

Our art director has been compelled by the mission at the SPK Kares Foundation to lead others toward their path to self-awareness. While growing up in Mechanicsville, Virginia, Samantha had always lived a healthy lifestyle. However, as she got older, and more susceptible to social media, some of her mannerisms started to alter.

Specifically, Samantha's speech patterns started to change. Instances when she previously had used the words "um" or "like" were replaced with the word "slay." This symptom became so intense that she became fearful of the conversations she had in academic and professional settings. Samantha didn't want to be scared to hear the words that were coming from her own mouth any longer and decided to seek treatment.

Because Samantha has been personally affected by the virus, she hopes by sharing her story (and money) she can help the infected during this unprecedented time.



**CONTENT MANAGER**

## **CLAIRE HAMLIN**

Our content manager has a deep connection to the foundation's mission. Infected with the virus at one point themselves, Claire is committed to ridding others of the hyper-polished world they were once consumed with.

While growing up in Sikeston, Missouri, they often grew bored with little to do. Eventually, that boredom fostered an obsessive need to fabricate a seemingly perfect version of their life. Claire would spend hours scrolling on social media, planning out picture perfect posts.

Soon, though, they realized that being so engrossed with social engagement was impacting their life in more ways than one. Today, Claire enjoys the outdoors, and not just a virtual reality model of it. One of their favorite pastimes is taking their rescue dog, Lily, on walks. It provides them the coveted opportunity to touch grass at least once a day.



**COPYWRITER**

## **JULIA DEHNER**

Our copywriter has been a long time supporter of the SPK KARES Foundation. Formerly a resident of Lake Ozark, Missouri, Julia had a long history of eating local food from a mid-Missouri town with very little variety.

Due to her upbringing, Julia developed a need to capture the new and exciting food she came across after leaving the confinement of a town with a population of less than 2,000 people. Julia started to notice herself letting an inanimate object, her phone, eat before she did. She soon realized that she needed to turn her life around. This need to post with the caption "phone eats first" became her motivation for finding help for herself, and now a motivation to support others going through similar experiences.

Julia's goal is to aid the infected through her contributions and bestow her philanthropic tendencies onto others.



**DIGITAL STRATEGIST**  
**SABRINA TRAN**

Our digital strategist is committed to the cause that the SPK KARES Foundation has taken on. Sabrina is an extremely tech-savvy individual and has used this skill to establish herself in the digital space. While growing up in St. Louis, Missouri, she became very interested in the world of gaming. However, this passion eventually started to impact her overall health.

Sabrina started using the platform Twitch as a way to connect with others all over the world, but eventually her motivation for streaming began to change. She found herself encouraging others to use her creator code (sabisfabulous) in the item shop everytime she logged in. While her symptoms were minor at this stage, she knew she needed to put an end to it. She had seen what influencer influenza had done to other Twitch users in the past and didn't want to end up like the streamers before her.

Sabrina is passionate about the SPK KARES Foundation because she has seen what they can do to help others that have been infected like herself. Her contribution will help bring an end to inauthenticity and support the self aware.



**GRAPHIC DESIGNER**  
**SAMMY JOHNSON**

Our graphic designer is devoted to the SPK KARES Foundation because she personally understands the effects of influencer influenza. Sammy is a divergent thinker which has been useful in her field of work. However, her need to keep her mind busy at all times led to her first sign of infection.

Sammy grew up around a family of artists in Blue Springs, Missouri, which prompted her to strive for creativity on her social media feed, too. In order to showcase her imaginative personality, she used clothing as a way to express herself. However, not just any outfit could be put on display for her followers to see. Each outfit could only be shown once (no matter how good her new sweater looked). As time passed she started to develop additional symptoms like making posts with the captions "don't hit me up" and using several screens at once. She knew she couldn't continue down this path any longer.

Today, Sammy wants to be a part of the change. She hopes that by ending inauthenticity on her own Instagram account she can encourage others to do the same.



**MEDIA PLANNER**  
**ELLE WILKINSON**

Our media planner is passionate about the mission behind the SPK Kares Foundation. Elle is originally from Kansas City, Missouri, but her relationship with the virus started when she first moved to Columbia. Her symptoms started off fairly mild. She would take photos of her dog and post "humorous" videos to her story. However, her symptoms started to progress quickly after being in close proximity with her roommate for extended periods of time.

Elle's roommate couldn't contain her need to post constant updates on her life. This included what she was wearing, what she was doing and what she was eating. Elle didn't realize how contagious the influenza was until she noticed her screen time had grown to over 10 hours a day. At this point she knew that she needed help of her own.

Elle hopes that her contribution to the foundation will help others in the journey to self-awareness and recovery.



**PR ACCOUNT MANAGER**  
**SOPHIE WALDING**

Our public relations account manager has been a supporter of the SPK Kares Foundation since the very beginning. Sophie originally started her personal journey with the virus in Frisco, Texas. Sophie has always been a creative thinker and, prior to becoming infected, used her skills for good. However, things took a turn for the worst when she began to use her skills for her own social media gain.

Sophie was constantly formulating caption ideas in the notes app of her phone. Some of which were innocent, like a series of emojis, while others were more targeted (to brand deals) like "Ticketmaster's biggest fans." Sophie found herself spiraling and her phone storage low. She knew that she needed to make a full recovery in order for her symptoms to subside.

Sophie is passionate about the cause and wants to aid the infected by putting an end to the inauthenticity surrounding social media.



**QUALITATIVE STRATEGIST**  
**ERIN MANIS**

Our qualitative strategist cares deeply about the SPK Kares Foundation and the plans that were created to return to a time before influencer influenza took over the country. Erin's connection to the cause dates back to her time as a teenager living in Kansas City, Missouri.

As a young adult, Erin was fascinated with the idea of text abbreviations. She loved being able to share a complete thought with just a few simple letters such as "wyd." In the moment, her short cuts seemed harmless and, frankly, a great approach for saving time. However, the real issue arose when she started noticing she was saying those short cuts aloud in her daily conversations. Erin wanted to take action and end the blank stares she was receiving after saying the letters LOL after someone told her a joke.

Erin became a part of the SPK Kares Foundation so she can ensure that no one else faces the wrath of the confused or judgy expressions from passersby after saying the letters OMG audibly.



**QUANTITATIVE STRATEGIST**  
**EVANNA MOMTAJ**

Our quantitative strategist is a strong advocate for the SPK Kares Foundation, its mission close to her heart. One of her first encounters with someone infected with influencer influenza was in her hometown of Plano, Texas. Evanna witnessed a fellow student fall victim to the virus. The student's specific symptoms included imitating a well-known celebrity influencer. At the time, medical experts had no awareness of how this could affect an individual's overall health and others.

After this interaction, Evanna started to develop symptoms of the virus. She began to plan out vacations solely for the photos that she would inevitably post. She aspired to have an Instagram feed that would capture the adventurous side of herself that she didn't feel she could express within her city limits.

Evanna has been recovering ever since and wants to set others on the right path. She pledges to use her contribution as a way to cure the "cringe" from social media accounts across the country.

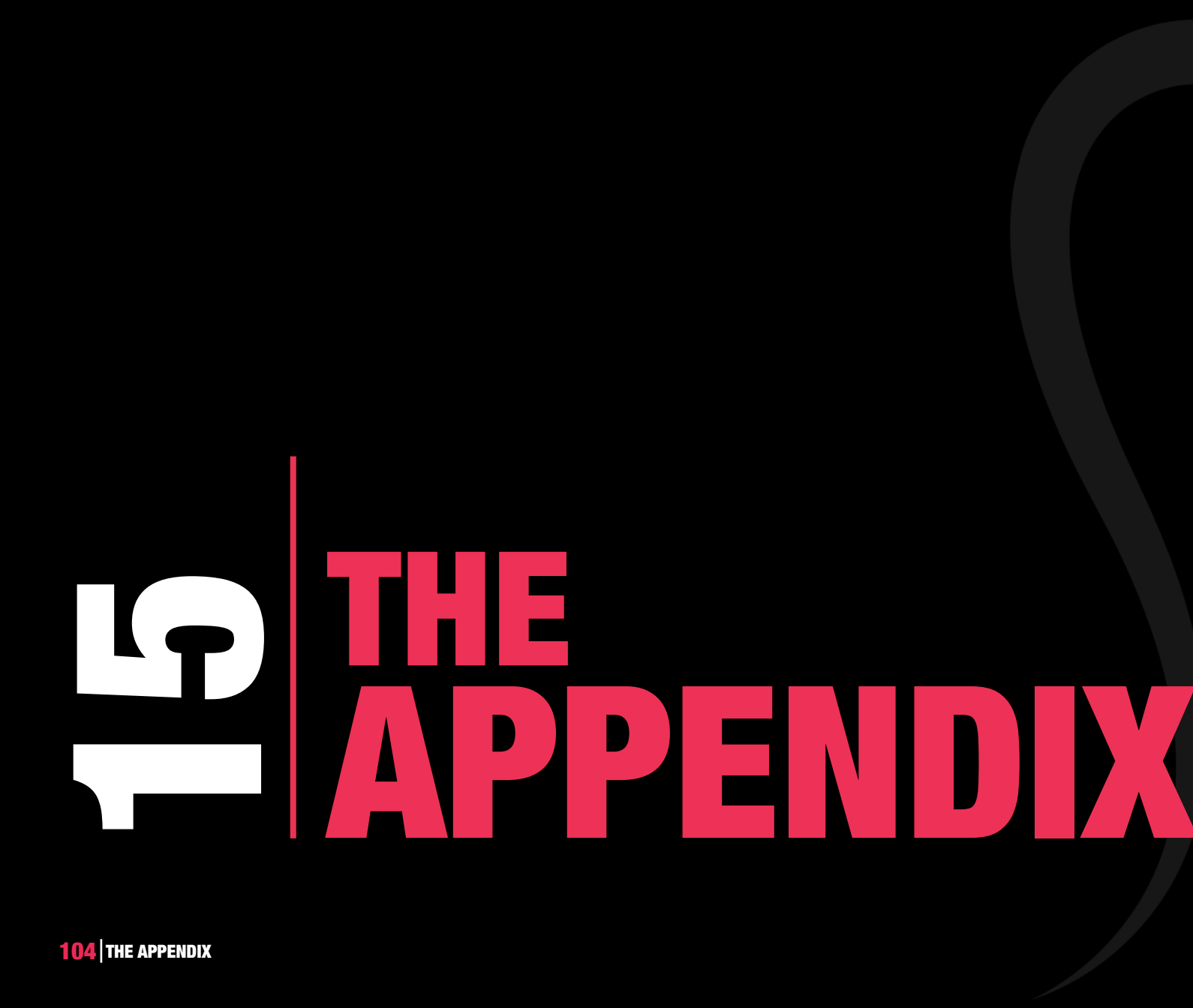
**VIDEO PRODUCER**  
**ANNA BUTURLA**



Our video producer has made exceptional contributions to the SPK Kares Foundation. Originally from Katy, Texas, Anna has grown her love for video through previous experiences at her university's athletic department and is now using this opportunity to make a larger impact for the overall good of the United States.

Being so close to a camera for the majority of her life, Anna fell victim to influencer influenza herself through "quirky" photo dumps. Anna started to notice her symptoms worsening after glancing at her closet one day and only noticing "gym rat" style fits. At this point, she knew she needed to make a lifestyle change. Anna realized it was time to use her personal experiences with the epidemic to help others that are still struggling.

Anna plans to help others by exposing the fakeness and empowering the self aware. Anna stands with SPK Kares and has proven so through her generous donation to the cause.



15

# THE APPENDIX

## CAMPAIGN STANDARDS

The tone of our campaign plays on the creative ways Comedic Connectors use humor to roll with the punches life throws their way. Its color palette and typography create a facade of seriousness. Overstated notes of campy, self-aware humor are revealed by its design elements and written voice. The color palette we chose is derived from SPK Candy packaging but has been given a more mature tone. We chose sans-serif typefaces Helvetica Neue (Bold) and Rooney (Regular) because they create a serious feel, are easy to read and pair well with other elements that create a facade of seriousness.

### PRIMARY

Pulled straight from SPK packaging, we cultivated mature, yet bold, candy colors for a fresh SPK Kares brand takeover treatment and color scheme. We aimed to keep the playful, nostalgic core colors but deepened them to create a more sophisticated palette that was still recognizable by the Comedic Connectors. The primary treatment is centered around a true black and accented with vivid lime. Keeping the traditional core color scheme, the secondary colors bring elegance to the strawberry, clementine, lemon and blue raspberry tones. All colors may be lightened and deepened further for the purpose of maintaining aesthetic integrity.

As the SPK KARES Foundation, we intend to spread self-awareness like our Comedic Connectors share their candy. At the heart of our logo is a Sour Patch Kid placed in the palm of the foundation's hand, bringing the mutual observation and participation of influencer culture to the forefront. Surrounded by a heart, we aim to empathize with them in a way to put Sour Patch Kids top of mind. Helvetica Neue (Bold) and Rooney (Regular) are the primary font treatments, both serving to provide a professional feel.

Accompanying the palette and logo are two fundamental and versatile icons that we have created as supplemental to our brand and visual treatments. These hand-drawn hearts and kid elements can stand alone and work well as patterns (as long as the pattern is recognizable).

### SECONDARY

To accompany our self-awareness roast, we revamped the SPK Kares logo to feature a burning flame and shifted the primary accent color from lime to strawberry to showcase our burning passion for the cause. This logo is intended for use in event promotion and branding, such as PR Kare Package and PSA promotion.

A.1 PRIMARY CAMPAIGN STANDARDS



**spk kares**  
be yourself... aware.



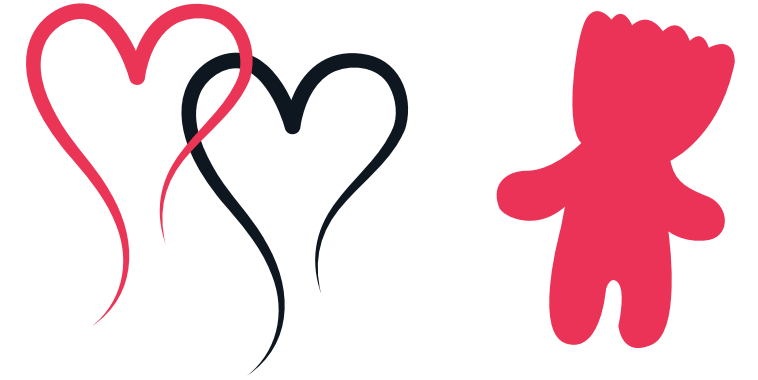
**Helvetica Neue (Bold)**  
The quick brown fox jumps  
over the lazy dog.

Rooney (Regular)  
The quick brown fox jumps  
over the lazy dog.

A.2 SECONDARY (ROAST) CAMPAIGN STANDARDS



**spk kares**  
self-awareness roast



**Helvetica Neue (Bold)**  
The quick brown fox jumps  
over the lazy dog.

Rooney (Regular)  
The quick brown fox jumps  
over the lazy dog.

231f20

ffffff

4b9ec0

b6c256

fbd75a

f89f36

ec3857

231f20

ffffff

4b9ec0

b6c256

fbd75a

f89f36

ec3857

## CITATIONS

- Anderson, M., & Auxier, B. (2021, April 7). Social Media Use in 2021. Pew Research Center. Retrieved December 7, 2022, from <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
- Dixon, S. (2022, October 25). U.S. Gen Z users of selected social platforms 2025. Statista. Retrieved December 7, 2022, from <https://www.statista.com/statistics/1276021/instagram-snapchat-tiktok-gen-z-users/>
- Dretsch, H. (2022, September 22). What Gen Z and Millennials Want on Instagram vs. TikTok. Poole College of Management. Retrieved December 7, 2022, from <https://poole.ncsu.edu/thought-leadership/article/what-gen-z-and-millennials-want-on-instagram-vs-tiktok/>
- Generation Z craves experiential marketing. Here's Why. (n.d.). Inphantry. Retrieved December 7, 2022, from <https://www.inphantry.com/generation-z-craves-experiential-marketing-heres-why/>
- Jason Nash. (2020, November 9). THE VLOG SQUAD'S ROAST OF JASON NASH!! [Video]. YouTube. <https://www.youtube.com/watch?v=UMJdJaM2mGg>
- Lebow, S. (2022, May 9). TikTok to surpass YouTube in US. Insider Intelligence. Retrieved December 7, 2022, from <https://www.insiderintelligence.com/content/tiktok-surpass-youtube>
- McDowell, E. (2020, June 30). 8 Popular Gen Z Fashion Trends. Insider. Retrieved December 7, 2022, from <https://www.insider.com/gen-z-fashion-trends-that-baby-boomers-will-never-understand-2020-6#for-gen-z-sustainability-and-a-strong-social-justice-focused-message-are-really-important-when-it-comes-to-fashion-8>
- McLachlan, S. (2022, March 24). Instagram Demographics in 2022: Most Important User Stats for Marketers. Hootsuite Blog. Retrieved December 7, 2022, from [https://blog.hootsuite.com/instagram-demographics/#Instagram\\_age\\_demographics](https://blog.hootsuite.com/instagram-demographics/#Instagram_age_demographics)
- Muliadi, B. (2020, July 7). What The Rise Of TikTok Says About Generation Z. Forbes. Retrieved December 7, 2022, from <https://www.forbes.com/sites/forbestechcouncil/2020/07/07/what-the-rise-of-tiktok-says-about-generation-z/?sh=4ebec20a6549>
- Needle, F. (2022, August 5). YouTube demographics & Data to know in 2022 [+ generational patterns]. HubSpot Blog. Retrieved December 7, 2022, from <https://blog.hubspot.com/marketing/youtube-demographics#youtube-demographics>

## CITATIONS

- Olson, K. (2022). Non-chocolate Confectionery - US - 2022. Mintel. Retrieved December 7, 2022, from <https://reports-mintel-com.proxy.mul.missouri.edu/display/1102861/?fromSearch=%3Ffreetext%3DNon-chocolate%2520Confectionery%2520%25E2%2580%2593%2520US%2520%25E2%2580%2593%25202022%26resultPosition%3D1>
- Pietsch, R. (2021, October 1). There's gen Z. then there's gen Z on Twitter. Twitter. Retrieved December 7, 2022, from <https://marketing.twitter.com/en/insights/gen-z-twitter-trends>
- Published by Statista Research Department, S. R. D., & 18, O. (2022, October 18). Global Influencer Market Size 2022. Statista. Retrieved December 7, 2022, from <https://www.statista.com/statistics/1092819/global-influencer-market-size/>
- Stanley, T. (2021, April 12). 29Rooms Will Return to NYC as Experiential Evolves for 2021. Adweek. Retrieved December 7, 2022, from <https://www.adweek.com/brand-marketing/iconic-pop-up-event-29rooms-will-return-to-nyc-as-experiential-marketing-evolves-for-2021/>
- Stone, L., & Stone, S. (2022, July 1). 2021 YouTube statistics, trends, & usage - the Shelf Influencer marketing. The Shelf Full-Service Influencer Marketing. Retrieved December 7, 2022, from <https://www.theshelf.com/the-blog/youtube-habits/>
- Williams, R. (2021). How influencer marketing will evolve as gen Z's sway grows. Marketing Dive, Retrieved from <http://proxy.mul.missouri.edu/login?url=https://www.proquest.com/trade-journals/how-influencer-marketing-will-evolve-as-gen-zs/docview/2496743203/se-2>
- YouTube. (n.d.). Sourpatchkids candy. YouTube. Retrieved December 7, 2022, from <https://www.youtube.com/user/sourpatchkids candy>
- Wise, J. (2022, December 4). Gen Z Social Media Usage Statistics 2022: The Latest Trends, Facts & Data. EarthWeb. Retrieved December 7, 2022, from [https://earthweb.com/gen-z-social-media-usage-statistics/#Detailed\\_Gen\\_Z\\_Social\\_Media\\_Usage\\_Statistics\\_2022](https://earthweb.com/gen-z-social-media-usage-statistics/#Detailed_Gen_Z_Social_Media_Usage_Statistics_2022)



# CREATIVE BRIEF

## **WHY ARE WE ADVERTISING?**

Foster a connection with YAYAs by helping them embrace their cringey moments with humor.

## **WHO ARE WE TALKING TO?**

Comedic Connectors are 18- to 24-year-olds who try to live life to the fullest, but, in reality, that lifestyle can be chaotic. Being in a stage in life where they've got a lot on their plate, they take the punches life throws at them with a sense of humor. As digital natives, they've grown up around the hyper-polished sphere of social media, and they're tired of only seeing people's fabricated highlight reels. They're the "anti-clean girl aesthetic," and they appreciate a good photo dump over a highly edited glam shot. Comedic Connectors care about true connection and believe the strongest bonds are made by sharing the parts of life that are messy. When they fail a test or pop their tire, they're quick to FaceTime a friend or give a tell-all on their private Snapchat story for their friends to enjoy. They see non-chocolate candy as a way to connect with people and are likely to buy it for friends when they're not buying it for themselves. On those days when they need a treat or snack for themselves, they're usually reaching for non-chocolate candy as a way to eat their feelings and brighten their day.

## **WHAT DO WE KNOW ABOUT THEM?**

"Lately, my life has been a little bit of a shitshow. Between work, school and my social life, I want to feel like I have it all together, but I usually just feel like a chicken with my head cut off. I'm exhausted, and this exhaustion leads to some unfortunate moments. I accidentally connected to my lecture hall's Bluetooth speaker, and everyone heard my mom leave an embarrassing voicemail. Now, my friends and I have a running gag that I'm banned from aux." - Comedic Connector

## **TAKEAWAY**

Sour Patch Kids creates a safe space that encourages people to use even the most cringe-worthy of moments as a vehicle for connection.

Support

Sour Patch Kids' mission is to make the world a better place with positive mischief.

The shareable SPK packaging allows people to share the candy with others.

Since it's not a bar you have to break off, the pieces make it easy to share.

The variety of flavors in each pack means they're something for everyone.

# CREATIVE BRIEF

The online build-your-own feature allows people to put extra thought into gifting SPK.

SPK has built a massive following of over 1.5 million people on TikTok by using humor as a way to entertain and connect with its audience.

## **TOPE**

Self-aware & campy

Definition of campy: of, relating to, or characterized by theatrical or extravagant style, expressing playful irreverence or knowing amusement.

## **MANDATORIES**

Create a memorable cultural collaboration that bonds YAYAs with SPK over multiple touchpoints. Activations spanning earned PR, organic social, social beyond SPK channels, experiential marketing extension

Collaboration must come across as organic and "make sense" for SPK and whatever brand/influencer they partner with

Incorporate some type of new product/game/experience for YAYAs outside of just their regular purchase

Get on their level. The tone of collaborations should be obviously made by a YAYA for a YAYA, not a representation of what those outside of this age group think YAYAs want to see.

## **CREATIVE SPARKS**

There are those awkward "of course this would happen to you" moments you can share with your friends and laugh at because they know you—and that incident sounds exactly like something that would happen to you.

Embarrassing stories are almost never funny when they live inside your own head. Once you share it, then it becomes something you laugh about with someone else.

"You'll never believe what I did today I have to tell someone"

Brushing off unfortunate awkward moments by recognizing it's "good for the plot"

Having an outlet for Comedic Connectors to share their secret weird interests spurs the progression from sheepishly admitting that you like musical songs to belting them out with a friend.

Tired of polished influencers with unrealistic lives: "who actually has an 87-step skincare routine in the morning?"



School of Journalism  
University of Missouri



**THIS DOCUMENT WAS PRODUCED BY MOJO AD AT THE MISSOURI SCHOOL OF JOURNALISM. THE CONTENTS ARE THE PROPERTY OF MONDELÉZ INTERNATIONAL, INC.®. ALL INFORMATION IS CONFIDENTIAL AND PROPRIETARY. CONTENT SHOULD NOT BE MODIFIED, REPRODUCED, DISTRIBUTED, OR USED FOR ANY PURPOSE WITHOUT PRIOR WRITTEN CONSENT FROM MONDELÉZ INTERNATIONAL, INC.®.**

