

# 02.



## CONCEPT

### CAMPAIGN

OLYMPUS - GOAT MILK ICE CREAM

### TARGETING

Young adults and parents of children 4-12 years old

### INSIGHT

Young parents care about healthy products and want their children to have the best, while they appreciate alternative solutions

### OBJECTIVES

To inform about the new product and its healthy and taste attributes

### KEY MESSAGE

It may seem weird in the first place, but it actually tastes good and is healthier.

The concept is based on the old American proverbial phrase 'When life gives you lemons, make lemonade' which conveys **optimism** towards different situations in life. Something that wouldn't necessarily sound good in the beginning, seems to be a great opportunity in the end.

In our case, ice cream made of goat milk **may seem strange** or not suitable in the first place, but we are here to provide evidence that the product **will surprise the consumers positively** as it turns out to be healthier and tastier than ice creams made of cow milk. More than that it is an organic product, which enhances the healthy identity of the new ice cream.

Young parents care about **healthy products** and want their children to have the best; ice creams are more related to junk food that traditionally children are discouraged to have, rather than something healthy and nourishing. This correlation is about to change. **Alternative** food ideas ought to be communicated in an alternative way, and humour blended with the surprise element might do it,

while the **informative part** needs also to support a communication that needs to persuade the consumer to try a new product.

A few words about the design. Although the protagonist here is the copy and the visual is just supportive, colours used highlight the brand identity, but also the extensive use of white and creamy tones enhance the sense of **purity and freshness**. The goat balancing on top of the ice cream stick frames the '**and yet it can be done**' **tonality** of the campaign.



# PRINT AD & OOH



When life  
gives you  
**a goat,**  
make an  
**ice cream.**

**A goat?**

Yes. Goat milk is  
tasty, nutritious,  
and easy to digest.

[www.olympusfoods.com](http://www.olympusfoods.com)



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Goat milk has 13% more  
calcium, 25% more vitamin B6,  
47% more vitamin A, and  
134% more potassium than  
regular cow's milk.

[www.olympusfoods.com](http://www.olympusfoods.com)





# SOCIAL MEDIA



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**Client:** OLYMPUS

**Product:** GOAT ORGANIC ICE CREAM

**Subject:** WHEN LIFE GIVES YOU A GOAT

**Date:** 07/10/2021

**Duration:** 1min

## VIDEO

## AUDIO

### INT. ICE CREAM FACTORY (MAGICAL - FAIRY TAIL STYLE)

**WIDE SHOT:** Noisy and complicated ice cream machines moving quickly.

**MEDIUM CLOSE UP:** A factory worker in a white bodysuit, while noone watches, manages to steal an ice cream from the production line. He hides behind the machine and starts eating it. Suddenly through the moving parts and processed ice creams, we can see a goat staring at the lens. The worker, astonished, notices the goat. He seems kind of embarrassed for being caught.

**CLOSE UP:** Goat and worker staring at each other for awhile. Now the worker observes his ice cream and then looks again at the goat. He seems enlightened and then smiles in an enigmatic way.

**DISSOLVE TO LOGO.**

**SFX:** Truck engine noise

Cool music playing

**NARRATOR:** When life gives you a goat, make an ice cream.

**NARRATOR:** Tasty, nutritious, and easy to digest, OLYMPUS organic goat milk ice cream is a must try.