



The Creative Strategy Audit: Lunchables

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1. What brand and product category are the foci of the ad?

This ad promotes the Lunchables brand within the pre-packaged snack/meal product category that places an emphasis on convenience.



2. What group appears to be the target market for the product?

The target market for this product is parents without the time to cook a full meal, not just the working parent, but all parents on the go. This ad is especially directed at parents with the desire to expose their children to new cultural experiences and expand their taste buds.



3. Propose an intended target audience profile for the ad. Justify your rationale with evidence from the ad.

While the target market is just the parents, the target audience is both parents and children who are exposed to the ad's messages. The promotion is aimed at younger children who can't prepare their own meals, ages 4-11, and their busy parents or guardians. The ad features a young child, unsupervised, eating a meal that was pre-prepared and consists of easy to manage, hand-held foods. It is evident that the promotion is also directed at busy parents due to the emphasis on an easy, quick meal that requires zero cooking or preparation.



4. What brand proposition or brand position can be gleaned from the ad? That is, what is the key persuasive message that the advertiser wants the audience to take away from the ad?

The brand exposes children to **different cultures** around the world through diverse cuisine. When you eat a lunchable, the child has the ability to use their **imagination to discover the country** of the Lunchable they are consuming. The child can utilize their **creativity to “stack it, build it, and mix it up.”** The goal is to **give kids a fun and exciting meal** that they have the power to create themselves.



5. How does the ad's presentation reinforce the intended brand proposition or brand position?

The ad is a **physical representation** of the child's imagination. The food itself is transformed into the country of his Lunchable through **playful** imagery. The taco, becomes the volcano; the chicken nuggets, become rock formations; and a cowboy swings from the food in his hand. The child's **excited facial expression** reinforces that the brand inspires entertainment and **imagination** in young children. Not only does the imagery convey the message, but the short and simple copy appeals to younger kids. Long copy could potentially lose a child's attention, or not be understood. Overall, through the use of a humorous photo illustration and **concise** copy, the ad's presentation delivers the brand's key persuasive message that Lunchables are a **fun** and exciting meal.