

Creative brief

Why are we advertising

Tempt consumers to try Gray's Cookies because they are the "best tasting yet guilt free pleasure."

The logo for Gray's Cookies, featuring the brand name in white serif font on a dark red square background.

About our consumer

Our target

"Proactive Preventers," suburban working moms, 35-40, who are willing to do whatever it takes to stay healthy. They run, workout and eat right. For many, food can be a stress-reliever and escape even for people who watch what they eat.

Consumer's enemy

Temptation and guilt when they cheat.

Consumer Insights

Once consumers cheat on their diet, it puts their whole willpower at risk. "Once I give in to a cookie, I can't stop myself. They taste too good. It puts my diet at risk of collapsing. I feel so guilty."

What does our consumer think now?

While Gray's Cookies have achieved a small growing base of brand fans, most consumers remain unfamiliar with the brand and have yet to try Gray's. Those few who love Gray's, describe it as "equally good on health and taste."

What do we want consumers to do?

TRY Grays, and we know once they do, the great taste will win them over.

Tone we take with our consumers

A safe choice, honest and down-to-earth.

About our brand

Main message

With Gray's Cookies, you can do what you want and stop feeling guilty over eating a damn cookie.

Support points

Grays Cookies matched the market leaders on taste, but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Gray's once a night lost 5 lbs.

Brand Idea

Gray's are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.

Brand Assets

Story of our New England family recipe, our signature stack of beautiful cookies, and tagline "More Cookie. Less Guilt."

Our ask

Media Choices to explore

Main creative will be 30 sec TV ad, supported by event signage and in-store display. Carry idea into digital, social media and build a microsite

Writing Brief

DP Hallahan



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