



CAMPAIGN BRIEF - JOURNAL MEDIA LIMITED

Client: Every Day Shops

Brand/Campaign: Healthy Living

Campaign date: January-March 2017

What is the overall campaign objective?

Every Day Shops are a familiar presence in Irish towns, but are largely associated with low cost convenience food and the 'treats and sweets' market. They want to move into a space where they are associated with a more premium offering as well as healthier food choices.

Who are you trying to reach?

Primary audience: 25-40 professionals in urban areas. People with busy work and social lifestyles who are seeking healthy meals on the go.

Secondary audiences: Parents especially of young children; 30-45yos planning family meals; fitness enthusiasts who care about healthy living.

What is the message?

Every Day Shops aren't just for crisps and chocolate bars / emergency household items. They have an extensive offering of premium snacks and health food, and provide good-quality fresh staples which are at the heart of family meals all around Ireland.

This campaign will also introduce a new range of ready meals at Every Day Shops developed in partnership with celebrity food blogger and Instagrammer Olive Oyl.

What are you trying to achieve with this ad? Is there a call to action?

Primary aim: Position Every Day Shops as a place for premium food offerings around both snacks and family meals.

Secondary aim: Promote our new range of Olive Oyl ready meals.

Any additional information?

Both content and display marketing could work well here. Every Day Shops are especially interested in social media activation.

They are not limited by budget but are looking to see bold, innovative ideas to get their message across.