

**What if the snack stopped
smiling back?**

GOLDFISH



30%

OF 18-25-YEAR-OLDS
SUFFER FROM A
MENTAL ILLNESS



26%

OF FEMALES LIVE
WITH MENTAL ILLNESS



Goldfish Understands

SOMETIMES IT'S HARD TO KEEP SMILING BACK

Mental health is becoming more of a priority for people



The background is a solid orange color. In each of the four corners, there are decorative elements consisting of thick, horizontal yellow brushstrokes and several white circles of varying sizes, some overlapping the brushstrokes.

GOLDFISH

THE PLAN

Samantha Mucci



Business Proposal

ITS GETTING HARDER AND HARDER TO SMILE

Goldfish is losing touch with adult female consumers.

Goldfish wants to position itself as a mental health supporter for 18-25-year-old females.

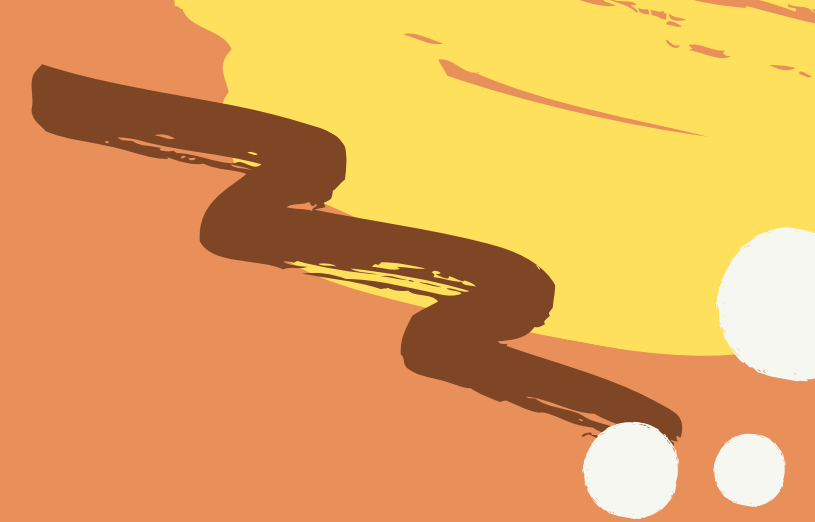


ACTIONS:

HOW ARE WE GOING TO DO THIS?

GOLDFISH

Objectives



CONNECTING

Increase
emotional
connection
between the
brand and
consumer

ENGAGEMENT

Increase
engagement on
social media
across all
platforms

CAUSE

Give to a cause
that consumers
care about

IMPORTANCE

Become part of
the cultural
conversation



Social Media Campaign

Goldfish will run a social media campaign during the month of May (mental health awareness month)

Resource Platform

Goldfish will partner with NAMI (National Association of Mental Illness) to create an accessible resource for those struggling with mental illnesses



WHO ARE WE TRYING TO REACH?

GOLDFISH

TARGET MINDSET

ADULT SNACKERS WHO WANT TO
STAY IN TOUCH WITH THEIR
CHILDHOOD

Frequently purchases salty snack foods that aren't messy or leave residue on fingers.

Wants to support a brand that is doing good for the world.

The visual impact of the product carries just as much weight as the flavor.

MEGA BITES



DEEP DIVE

WORKS FROM HOME

The pantry is a short walk away from your desk when you work from home.

SALTY OVER SWEET

Will always purchase salty things over sweet things when going grocery shopping

BRAND CONSCIOUS

Already a supporter of other brands that are doing good in the world

ENJOYS CUTE THINGS

More likely to choose something with a cute shape to express their inner child

Who is she?

DESCRIPTION OF TARGET

The target audience are young females in their 20s that have enough disposable income to frequently purchase salty snacks. They prefer snacks that don't leave a residue on their fingers and like to support brands that support them. And like to honor their inner child by buying things that are cute or adorable.





WHAT DOES THIS ALL MEAN?

It is getting harder and harder for the target audience to smile back. These 18–25 year old females are facing increasing mental health issues. Goldfish wants to become a supporter and resource to this target. They already have a connection, but this campaign will show a new side of Goldfish to those who need it most.

Thank you for listening



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