

## **Create a name and a tagline for a new seasoning product!**

**This project is restricted to participants currently located in the USA.**

Picture a mum or a dad, helping in the kitchen... The budget for grocery shopping is very limited, and they do not have too much time. They want a simple, easy way to prepare juicy and tasty hamburgers, tacos or meatloaves that the family can enjoy together every time. One of the most affordable meat they can get is ground meat. But it is not always very tasty unless you spend time preparing it with various seasonings and salt (which can be expensive and not very healthy). In addition, when cooked, cheaper ground meat can dry up easily and it feel harder to the bite too.

Good news! We have a new meat seasoning product ready to hit the stores. It is made of a unique blend of natural ingredients, herbs and spices. You just need to mix it with your ground meat (often ground beef), add a bit of water and you will get a perfect seasoning for a juicy, tasty, mouth-watering dish.

We need your help to launch this product in the US market. What do we need to say to convince people to buy it?

### **What do we want from you? The Creative Challenge:**

**Create a name and a tagline for this new ground meat seasoning product, to help the people we want to sell it to notice it and want to buy it.**

**In your submission of a name and tagline, show us 1 picture that either:**

- Best bring to life the message you want to convey to the target audience.
- Show us where this new product should be sold in a store (which aisle in a supermarket for example, or alongside what type of products? – fresh meat counter? Frozen meat? Spices? Culinary aids? Somewhere else?).

**Do not create a picture but source it online (stock library, Google Images...) and provide a link to it. These pictures will only be used for research purpose so you do not need to worry about copyright.**

**And answer the following 2 questions.**

1. What specific part of our target audience's lives, needs and aspirations are your name and tagline based on? Why did you suggest these?
2. Thinking about our target audience and their needs, tell us what other products/brands they would consider instead if they would not buy our product?

### **Who is this product for? Our target audience:**

This new product will be rolled out in the US targeting male/female 30 to 40 years old, who share responsibility for preparing meals and are cash strapped.

### **What is this new product about?**

Our new seasoning product is:

- Made with a balanced mix of natural ingredients, herbs and spices
- Rich in vegetable protein for perfect juiciness
- Enhance the taste and texture of your dish (thicker and juicier)
- Makes more with less: When adding water and our product to the meat, the meat will thicken. This means that you do not need to add as much meat for your dish (for example 500g of meat + our product and water will result in 750g of seasoned meat). This leads to cost savings.
- Healthier: Less meat and salt needed in the preparation means the dish will be healthier.
- Convenient: Just mix it with ground meat and a bit of water. Preparation time is reduced since there is no additional seasoning or steps required.
- Versatile: You can mix 1 pouch of our new product with 16oz of ground meat, to create either 4 burger patties, or 16 meatballs or 1 meatloaf or many more dishes!
- Affordable. There is no need to buy additional ingredients. It's all you need.

Ultimately, it gives people the satisfaction to create juicy, mouth-watering ground meat dishes easily, every time.

### **Winning Criteria:**

We will favour names and taglines with a good concept and a good rationale that will speak to our target audience, make them notice, and want the product despite all the other ads and seasoning products competing for their attention.

Please note that this project is restricted to creators located in the USA. If you are not located in the USA, you will not be eligible for any awards.