

**3- Ad Campaign
Project Proposal
- Isha Chauhan**



Label



Concept:

What's in a Name: Why Happy Egg?

Happy Egg.ca is a Canada based organization which promotes the production of eggs through organic means. In this process, the chickens are provided with a spacious, indoor living environment with freedom to move and access to constant fresh clean water and only certified organic grain. They also are provided with access to the outside (from sunrise to sunset) to range freely and have access to green grass, the ability to scratch and search for food such as bugs and worms, to have areas for sun/dirt bathing and loafing. They often supplement their diet with fresh vegetables and greens from their certified organic garden. All the above makes the **chickens as happy and healthy** as possible. No pesticides, herbicides or poisons of any kind are used on the farm.

Goal: Given the turmoil, stress and challenges we face in society particularly our own health and sanity, relationships with one another, and most importantly the health and future of our Planet.

All eggs, are a good source of protein, iron, riboflavin, vitamin B-12, phosphorus and selenium. From one large egg you'll get 6 grams of dietary protein.

The U.S. Environmental Protection Agency notes that some of the pesticides used in food production may cause cancer, skin irritations, nervous system disruption or hormonal imbalance in humans. Organic eggs are free from any of these potentially harmful chemical residues

Unique Selling Proposition: “Happy Hens Lay Tasty Eggs” and “Premium organic”

Eggs come from free-range, farm kept hens. People who buy these organic eggs like the fact that the chickens are out on green grass, pecking about like in the old days - guilt-free eggs.

Research: <http://www.healingfarm.ca/eggs.php>
[http://www.certifiedorganic.bc.ca/docs/BC Organic Market Report 2013.pdf](http://www.certifiedorganic.bc.ca/docs/BC%20Organic%20Market%20Report%202013.pdf)

Target Audience: Canadian residents over 25 years of age group
In recent years, consumers concern on environmental and health issues related to food products have increased and, as a result, the demand for organically grown production.

Higher costs of production and retailer margins generate a gap between real prices and those consumers are willing to pay for organic food.

The total Canadian organic market is now valued at \$3.7 billion per year in sales. Food and beverages account for roughly 96% of this, with the remainder in smaller, high-growth categories such as fiber and textiles, personal care, supplements, pet foods, exports and other products.

Households with children under two are the highest buyers of organic groceries by household type (75%), while those with children aged 2-17 still buy at a higher frequency (70%) than households without children (65%).

Brand Attributes: There are 4 primary elements that make up the Brand Attributes. They are:

1. Brand Name – The Happy Egg.ca
2. Brand Visual Aspects
 - A. Corporate Colors – Red/Green
 - B. Logo – Suzy chicken with label
3. Brand Personality
 - A. Mascot – Suzy Chicken
 - B. Characters – Egg Yolk, Egg whites, Brown eggs
4. Brand Pricing - \$10 for 30 eggs

Hierarchy: Bodoni Style 72 and DIN Condensed Bold: Contrast

Appropriate Magazine: Canadian poultry

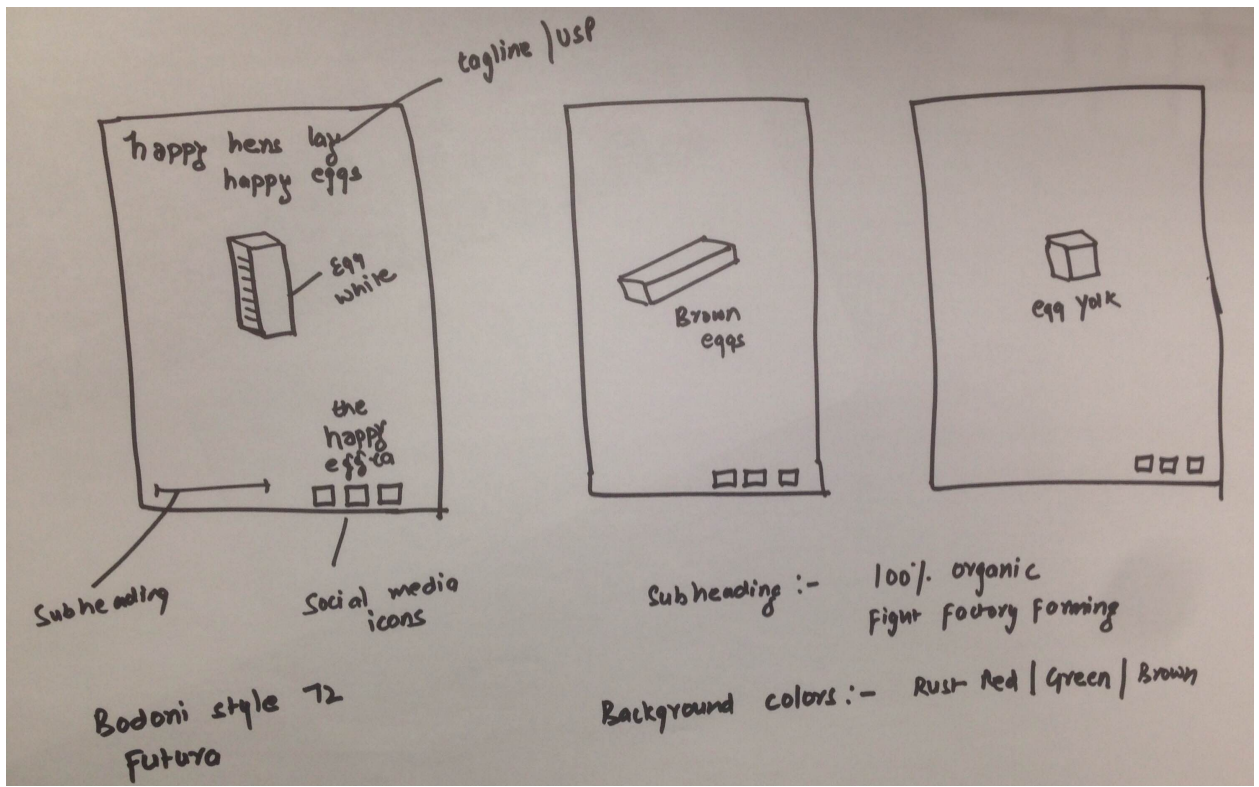
This magazine provides the entire Canadian poultry industry and related trades with informative, timely and interesting facts, ideas and innovations to help them maximize its profitability, efficiency and safety.

This is a network and hub that the industry turns to first for information relative to chicken, egg, turkey and hatching egg production, promotion, health and politics.

Thumbnails:

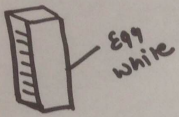


Illustration:

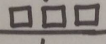


tagline / USP

happy hens lay happy eggs



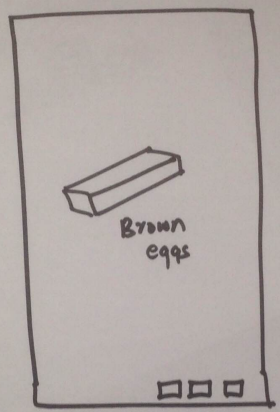
the happy eggs



Sub heading

Social media icons

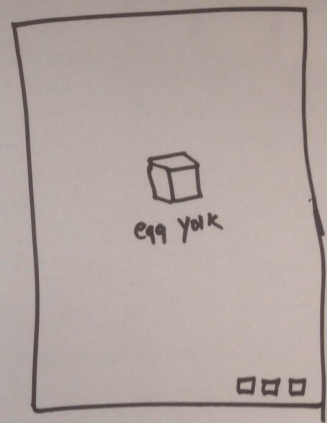
Bodoni style 72
Futura

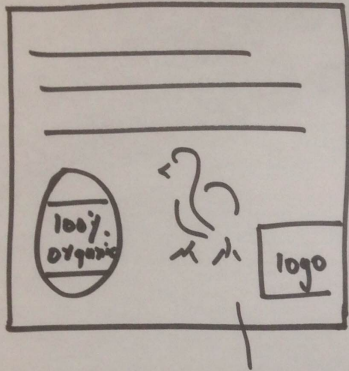


Sub heading :-

100% organic
Fight factory farming

Background colors :- Rust Red | Green | Brown





wood background

Mascot:-
Suzy chicken



Happy hens
lay Happy eggs

logo

the
Happy
Egg.ca

ALL WHITES
EGG YOLK
BROWN EGGS