

# FOOD, FOR THOUGHT.

Grab 'N Snack was a snack parents would pack for their tweens. An on-the-go pick-me-up for road trips, soccer practice, and everything in-between. However, the brand was repositioning itself to appeal to students and young professionals. This new positioning meant speaking about what mattered most to them: getting things done and having the energy to do so.

The campaign took inspiration from newly designed packaging, more zen-like and organic feeling. So, we developed zen-like, thought-provoking questions about the way our target snacked and fueled up, to rethink their routines and how they got their daily protein. The head-turning headlines leaned into the new packaging and modular type, creating a striking look.

At the heart of the campaign were unmistakable wildpostings, in addition to OLVs, Social, Reddit, and contextual guerrilla placements, to truly provide some food, for thought.

The campaign earned 2x the Purchase Intent Rate on YouTube and Instagram, and over 148% of the Impressions goal on Reddit.

WILDPOSTINGS



OLV



SOCIAL & DIGITAL



# WHAT IF POWER SNACKS WERE BETTER THAN POWER NAPS?



Food, for thought.

# WE DON'T HAVE TIME FOR STROLLING BUT SPEND HOURS SCROLLING.

Food, for thought.

# WHY DO WE SKIP MEALS WHEN THERE'S A LOT ON OUR PLATE?

Food, for thought.

# IF AT FIRST YOU DON'T SUCCEED, SNACK AND TRY AGAIN!

Food, for thought.

# WHAT IF TODAY'S TO DO'S WERE TOMORROW'S TO DONES?

Food, for thought.