



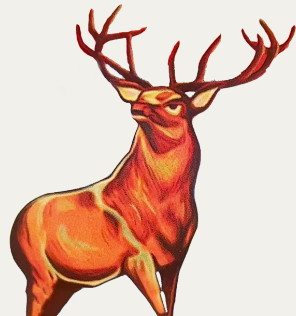
Campaign Guide

2025



CHALLENGE®

***The one with
the elk on it***



CAMPAIGN GUIDE

**The one claiming
its territory at the
top of the dairy aisle.**



CAMPAIGN OVERVIEW

The One With The Elk On It

We've been a proud challenger brand since 1911, and our elk has been the steadfast symbol of our brand and our personality all that time. Let's lean into it as a reminder of who we are and how to find us. If you want great butter from a brand that knows how to make it, **look for the one with the elk on it.**



Key Insight:

Land O'Lakes brand takes up so much share of voice and with packaging similarities, even people buying Challenge don't always realize they are buying Challenge until you remind them, **"It's the one with the Elk on it."**

Idea:

Lean on the one most noticeable difference between us and Land O'Lakes—and our symbol of the enduring **hard work** that goes into every package of Challenge.



MESSAGING

Copy should ladder-up-to/reinforce these proof points:

UNDERDOG MENTALITY

Since 1911, Challenge Butter's name and mascot represent **challenging the establishment** with a product of undeniable quality.

MAJESTIC ROOTS

Known as the “king of the forest”, the elk is a symbol of **tradition, pride, and excellence**.

SINGULAR VISION

Challenge Butter makes one thing—**butter**. Unlike others in the category, we celebrate our obsessive focus.

LONGEVITY

Practice makes perfect, and Challenge Butter has been churning high-quality butter for over **113 years**.

Our Voice Is:

Unapologetically butter obsessed

- + *Born from a “small dairy” challenger mentality*
- + *An authority in quality ingredients and butter-making*
- + *Happy to be here! (Butter is joy)*





VOICE & TONE

The one with its antlers held high, and butter standards held higher.

Campaign brand voice:

- + **Seasoned pro**, not 'out of touch'
- + **Feisty**, not snarky
- + **Confident**, not braggadocious
- + **Lighthearted**, not nonchalant





SAMPLE MESSAGING

"THE ONE" CONVENTION

BRAND/HERO PRODUCT:

The one with its antlers held high, and butter standards held higher
The one that's king of the forest and the potluck
The one for secret recipes
The one that bakes and takes the cake
The one for winning bake-offs
The one you use to make grandma's famous brownies
The one that undoubtedly unmatched

HOLIDAY-FOCUS:

The one bringing home the holidays
The one for having seconds—and thirds
The one that elevates the spread
The one that's making and baking spirits bright
The one you stockpile before the holidays

DO'S & DON'TS

- + **DO** use "**The one**" convention in headlines
- + **DO** switch from "**The one**" to "**The ones**" when applicable (e.g. butter cubes)
- + **DON'T** use "who" with "**The one**" (use "that's" instead)





COPY CONSIDERATIONS

Writing for The Elk (Video & Radio)

As a rule, the campaign voice is coming from the *brand*. Headline executions should **not** sound like they are coming from the elk. In cases where the elk is anthropomorphized (video, radio), his tone personifies “King of the Forest”—**dignified, majestic, proud, and striking**. Avoid having the elk take ownership of the butter, i.e. “my butter.”



VIDEO SCRIPT/STORYBOARD



The Elk in the Dairy Aisle - Intro | :30

Open on an extreme close up of the elk. He starts talking in an accent with some 'tude. The shot then slowly zooms back until we see the dairy aisle. One shot only.



ELK: Hello there.



ELK: After 113 years in the dairy aisle, I've seen it all.



ELK: Fads may come and go.



ELK: But the commitment to quality-crafted butter endures.



ELK: And even though you may not have noticed me before, you will now.



ELK: Standing with antlers held high, and butter standards held higher.



ELK: So get to know me. Because I'm not going anywhere.

Person walks up and picks up the box of Challenge, puts it in their cart.



ELK: Shop like a butter lover. Look for the one with the elk on it.

Person walks away and continues shopping.



VIDEO [\(Link\)](#)

The Elk in the Dairy Aisle - Intro | :30



VIDEO SCRIPT/STORYBOARD

The Elk in the Dairy Aisle - Intro | :15

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VIDEO [\(Link\)](#)

The Elk in the Dairy Aisle - Intro | :15





RADIO SCRIPT

Nature Sounds | :30 | **Streaming Audio**

SFX: *Nature sounds and elk snorting/sniffing*

Narrator: *(in a hushed, calming accent reminiscent of wildlife documentary)*

Behold, the mighty elk.

Symbol of Challenge Butter in all his splendor and glory.

Head held high—butter standards even higher.

Fearing no competition and proudly standing his ground as he's done since 1911.

Listen for the bugle. The unmistakable sound that implores all butter lovers to heed the call and choose quality, crafted butter with no substitutes.

Challenge Butter-

LOOK FOR THE ONE WITH THE ELK ON IT

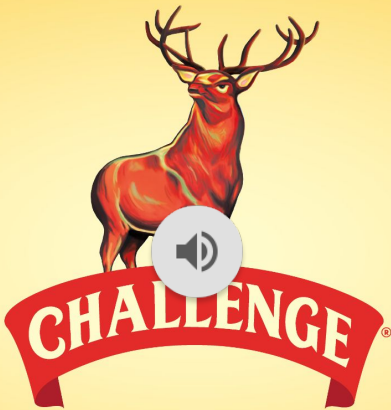
SFX: *Signature Elk Bugle/Sonic logo*





RADIO *(Link)*

Nature Sounds | :30 | *Streaming Audio*

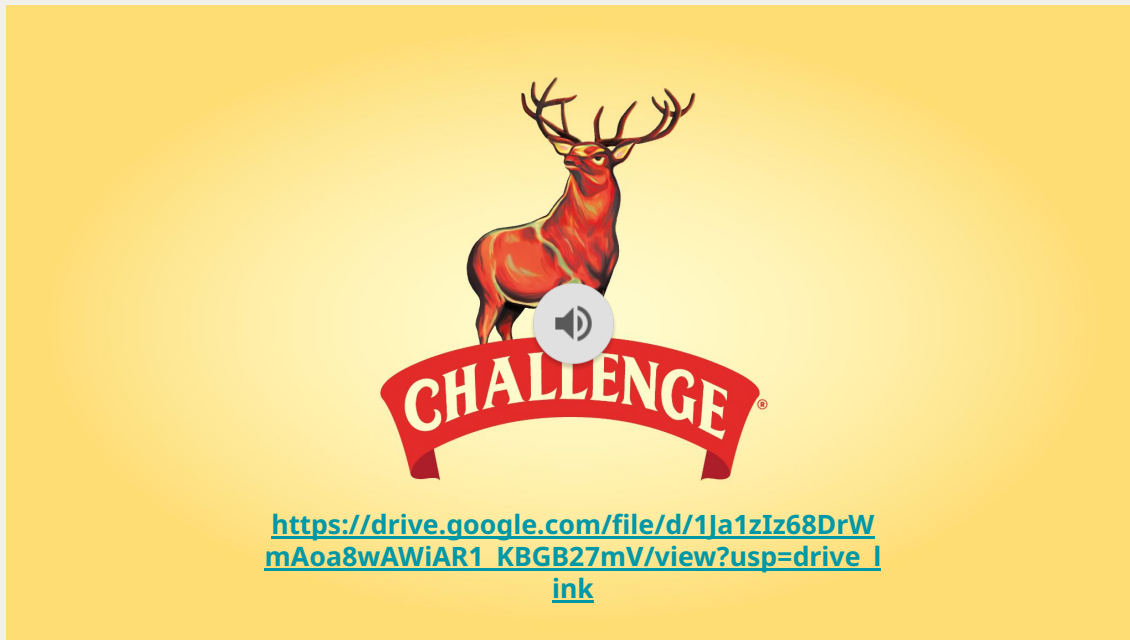
The central image shows a stylized illustration of a deer with large, dark antlers, standing on a red banner with the word "CHALLENGE" in white. A white speaker icon is overlaid on the deer's body. The entire graphic is set against a solid yellow background.

<https://drive.google.com/file/d/1ojYZ1ke5zxpjvbJKDffxHtbtjy8qfkt/view?usp=sharing>



SONIC LOGO *(Link)*

Elk Bugle





COLOR PALETTE

The following **Brand Colors** are utilized across campaign materials.



LIGHT YELLOW

CMYK 0 0 25 0
RGB 255 252 204
HEX# fffbcc



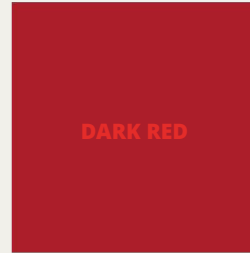
YELLOW

CMYK 1 11 65 0
RGB 254 221 117
HEX# fedd75



RED

CMYK 5 97 97 0
RGB 227 43 42
HEX# e32b2a



DARK RED

CMYK 21 100 92 15
RGB 172 30 41
HEX# ac1e29



LIGHT BLUE

CMYK 25 0 0 0
RGB 185 229 251
HEX# b9e5fb





Headline

The one with the elk on it

Font: **Fira Sans (Black)**
Size: **100pt**
Leading: **115pt**

Logo Lockup



Font: **Fira Sans (Black)**
Size: **24pt**
Leading: **27.6pt**
Baseline Arch: **30°**

Fonts available through [Google Fonts](#)

TYPOGRAPHY

Headline w/Arch

The one with Size: **48pt** Leading: **96pt**
its antlers Size: **100pt** Leading: **115pt**
held high, Size: **100pt** Leading: **115pt**
and butter standards Size: **40pt** Leading: **64pt**
held higher Size: **68pt** Leading: **80pt**

Font: **Fira Sans (Black)**
Baseline Arch: **30°**



Bounding Box Angle: **12°**
Note: adjust **Tracking** as necessary to align w/sides



GRAPHICS



Elk Illustration



Elk Illustration + Logo



GRAPHICS



Sonic Logo Animation



Elk Illustration + Brand Banner



IMAGERY (Concept - License Needed Upon Approval)

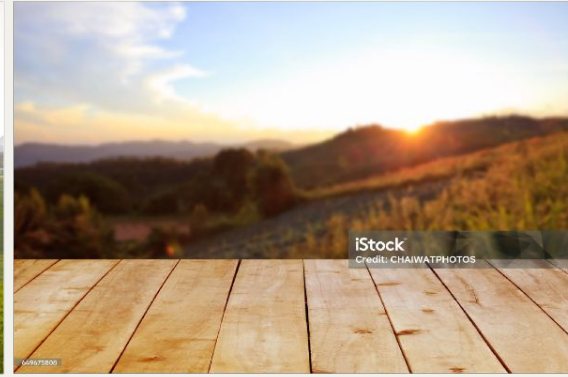
Together with the heroic *elk illustration*, the following stock examples can be composited together to create the **Outdoor Scenes** that are utilized across the campaign.



1203439059



iStock
Credit: bluejayphoto



iStock
Credit: CHAIWATPHOTOS



iStock
Credit: bluejayphoto



iStock
Credit: paramita_d_mediastore



iStock
Credit: paramita_d_mediastore



iStock
Credit: paramita_d_mediastore



Adobe Stock | 1997321465



IMAGERY (Concept - License Needed Upon Approval)

The following images highlight the photographic style utilized for the campaign's **Tabletop Scenes**—with particular emphasis given to *baking* and *rustic wood textures*.



The top row of stock imagery can be utilized for **full bleed** backgrounds.

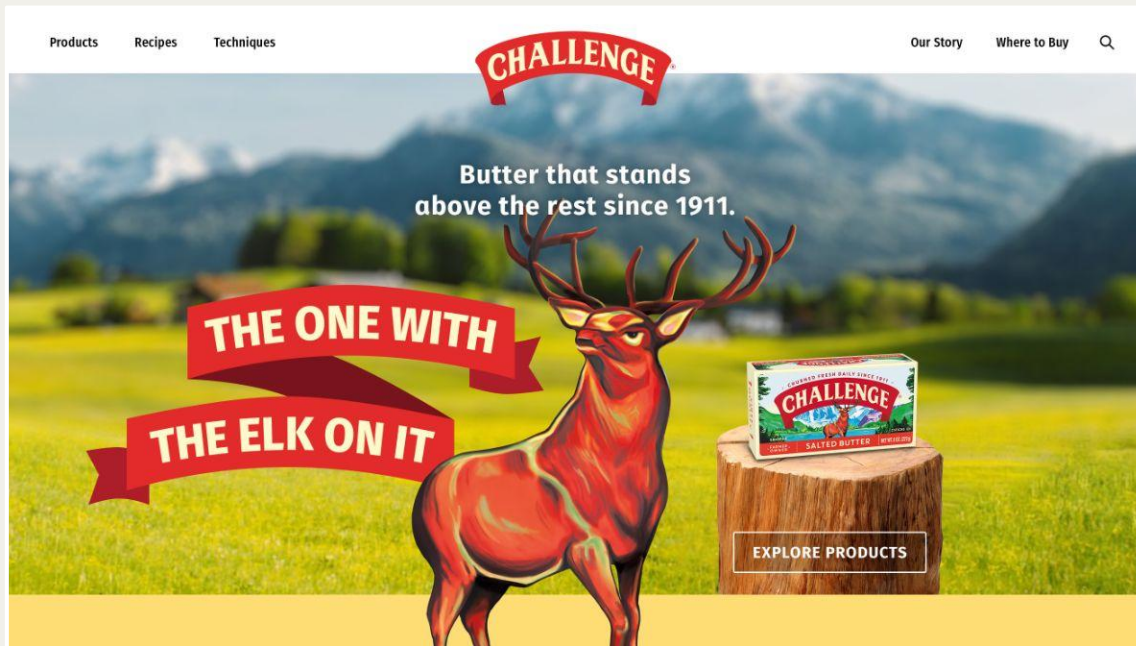
The bottom row of stock imagery can be **composited** together to create table top scenes.



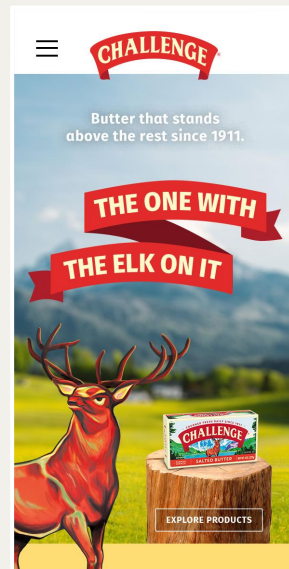


DESIGN EXAMPLES *(Website Hero)*

The following **Hero Image Comps** show the *Brand Elements* for use on the homepage.



Desktop



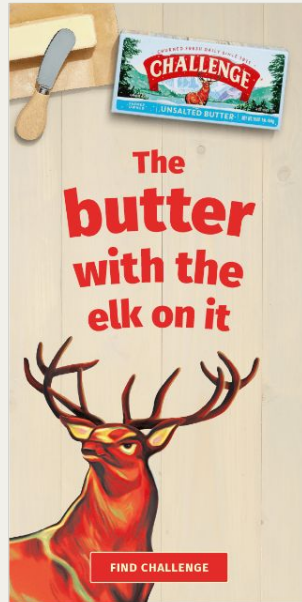
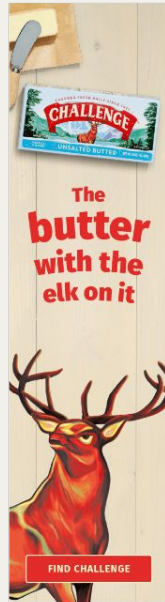
Mobile



DESIGN EXAMPLES *(Display Banners)*



The following **Display Banners** show brand elements in layout.





DESIGN EXAMPLES *(Display Banners)*

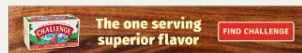
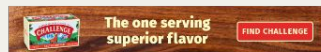


The following **Display Banners** show brand elements in layout.





DESIGN EXAMPLES *(Display Banners)*



The following **Display Banners** show brand elements in layout.

*NOTE: Please use **Campaign Tagline** and **Elk Illustration** when space allows.*



LINKS & RESOURCES

Logos:

- + [Challenge Logo](#)
- + [Campaign Lockup](#)

Design Files:

- + [Elk Illustration](#)
- + [Evergreen Assets & Working Files](#)

Imagery:

- + [Stock Photography](#)
- + [Evergreen Photography Selects](#)

Fonts:

- + [Fira Sans](#)



CAMPAIGN GUIDE

HOLIDAY



SOCIAL STATIC

The following examples were created using images from the *Holiday Photoshoot*.





LINKS & RESOURCES

Imagery:

+ [Holiday Photoshoot](#)

Final Files:

+ [Campaign Working Files](#)

+ [Final Assets](#)



CAMPAIGN GUIDE

PRODUCT GUIDES

PRODUCT GUIDE

SPREADABLES



SPREADABLES - FEATURED PRODUCTS



Olive Oil



Avocado Oil



Lactose Free



SPREADABLES - GRAPHIC ELEMENTS

Products



Wood Background Texture



Headline

**The one that
spreads
perfection**

**The one that
spreads perfection**

Lactose Free Banner



Tagline

**The one with
the elk on it**



SOCIAL STATIC

The following examples were created using elements from the *Spreadable Photoshoot*.





SPREADABLES LINKS & RESOURCES

Imagery:

+ [Photoshoot Selects](#)

Final Design Files:

+ [Campaign Working Files](#)

+ [Final Assets](#)



PRODUCT GUIDE

CUBES



KEY VISUALS*

* Upon Approval



Hero Image - Salted



Hero Image - Combo



GRAPHIC ELEMENTS

Products



Headline

The ones that are
**perfectly
portioned**

The ones that are
perfectly portioned

"New" Graphic

New!

Subhead

**Individually
wrapped 4 tbsp
butter cubes**



VIDEO [\(Link\)](#)

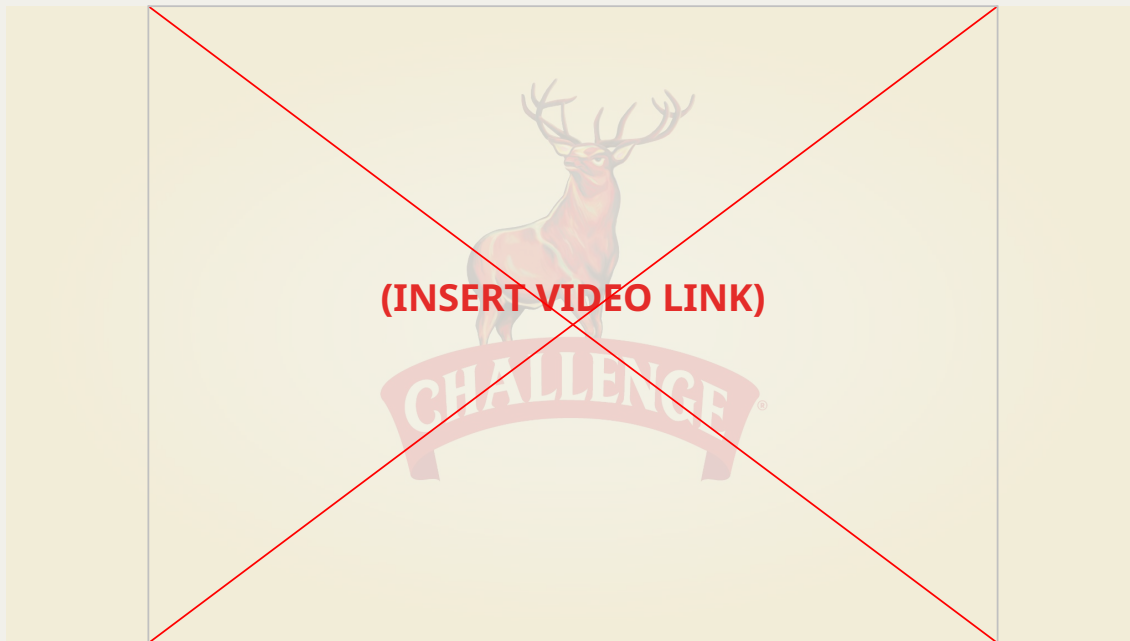
Cubes- Intro | :30





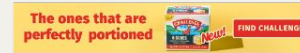
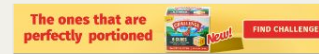
VIDEO *(Link)*

Cubes- Intro | :15





CAMPAIGN EXAMPLES (Display)



Campaign Notes:

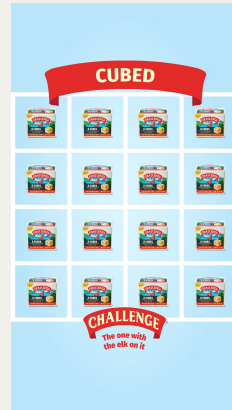
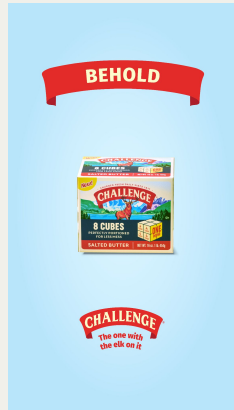
- Always include "new" qualifier
- Showcase **butter cube(s)** when possible
- A **use case** example is ideal when space allows (e.g. butter being added to pan, etc.)
- **Do not** use "better butter" in any campaign materials



CAMPAIGN EXAMPLES (Social)

Campaign Notes:

- Always include "new" qualifier
- Showcase **butter cube(s)** when possible
- A **use case** example is ideal when space allows (e.g. butter being added to pan, etc.)
- **Do not** use "better butter" in any campaign materials





LINKS & RESOURCES

Key Visual:

+ [Working Files](#)

Imagery:

+ [Photoshoot Selects](#)

Final Design Files:

+ [Campaign Working Files](#)

+ [Final Assets](#)





Let's get churning!

THANK YOU