



## **Ritz Crisp & Thins**

Product Information: Combination of a cracker and chip. Six different flavors, crispy, thin texture. Oven-baked, bite-sized. 130 calories per serving size of 21 chips.

### Target Audience

Demographic:

- Women who are between 30-45 years old, college educated who make around \$30,000-\$50,000 a year. Married, may have children.

Psychographic:

- Target Enjoys snacking while still valuing overall health for themselves or their family. Enjoys trying new things. Likes to cook or host parties.

TONE: Light and worry-free. Happiness and familiarity using color psychology (red= comfort, yellow=happiness.)

What is the Ritz brand image? Simple, fun, family-orientated, and love.

Key insight: New, oven-baked crackers with great tasting flavors that are healthy for you. "Same trustworthy brand with a new, great taste."

Feature / Benefit Focus:

Feature 1: 50% less fat per serving.

Benefit 1: Healthier than other leading brands of crackers/chips.

Feature 2: Six different flavors.

Benefit 2: Multiple flavors to choose from, satisfying everyone's taste buds.

What emotional connection should your ads/campaign ad make that would appeal to the target audience?

Crackers are associated with good times, such as game day get-togethers and being with family and friends.

What logical connection should your ads/campaign ad make that would appeal to the target audience?

Ritz Crisp & Thins are healthy snacks with great tasting flavors.

What action do you want your target audience to take?

Try our new Ritz Crisp & Thins today.