

**SPECTRUM**



Cultivating Limitless Possibilities

**Quest  
Saves  
You  
Time**

**QUEST**  
NUTRITION

# Company and Product Background

## **Product: Quest Bars**

Quest bars are protein bars with various flavors and are made from natural and healthy ingredients.

## **Company: Quest Nutrition**

Quest Nutrition was developed in 2010 by Shannon Penna with the intention to create food that was healthy, all-natural, and beneficial to those with on-the-go lifestyles. Quest Nutrition is actively involved in the fight against obesity.

# Campaign Objectives

## **What is the campaign's main objective?**

The main objective is to make Quest bars a household name and increase Quest's brand recognition.

## **Who is the ideal customer?**

The ideal customer is young adults and young families.

## **How does the campaign appeal to the ideal customer?**

The ideal customer will appreciate the on-the-go lifestyle and the nutrition value Quest bars offer.

## **How/where will the product be sold?**

Quest bars are sold in grocery stores and on the Quest website.

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# About Spectrum

## **"Cultivating Limitless Possibilities"**

is our motto, because we believe it captivates Spectrum's notion of working outside preconceived boundaries to create unthinkable results.

**Account Manager:** Hasan Al-Khoor

**Creative Director:** Marisa Rando

**Graphic Designer:** Wendy French

**Copy Writer:** Rachel Prysner

**Media Buyer:** Kinslee Riley

# SPECTRUM



Cultivating Limitless Possibilities

# Meet The Staff

**Hasan Al-Khoor** (account manager) has worked with many companies, such as Pizza Hut and Shawarma Xpress. He is also a senior consultant for Herbalife, which gives him the right experience and organizational skills to formulate and execute campaign plans. He graduated from the University of Tampa and got his masters degree at Pepperdine University. He joined his family business, FK International, and expanded it into a business empire at the age of 28. When Al-Khoor is not working, he likes to workout or cook. He hopes to one day open his own little restaurant after he retires rich.

**Marisa Rando** (creative director) has previously worked with Apple, Nike, Coca-Cola, McDonald's, GM, and Ford. Her work is inspired by concepts, such as universal brotherhood and cosmopolitanism. In 2020, Rando earned the Nobel Peace Prize. In 2016, Rando earned bachelors' degrees in Communications and Advertising/Public Relations. She has also published several papers that are well recognized in the advertising and psychographic community on issues from human trafficking to heartbreak. Now, Rando spends her days with her husband, Oscar, traveling Southern Africa with their three children – their oldest daughter, Cleopatra, and their two adopted children, Maya and Sergio.

**Wendy French** (graphic designer) has recently worked with Google, Apple, Disney, and Coca-Cola. She has also worked as the art director on several projects. Her work can be seen in Vogue, Cosmopolitan, Lucky, Elle, and InStyle. In 2016, French graduated from the University of Tampa with a Bachelor of Arts in Advertising and Public Relations with a graphic design minor. She is married to Nissan's senior mechanical engineer. She has a daughter and is expecting another in May. She enjoys shopping, watching movies, traveling, or dining out in her free time.

**Rachel Prysner** (copy writer) has been with Spectrum for the past 5 years. She was previously the lead copywriter for the United States Equestrian Federation and has managed accounts for other companies, such as Ariat and Nike. Prior to her career journey, Prysner graduated from the University of Tampa with a Bachelor's degree in Advertising and Public Relations and completed graduate school at Boston University. Through her training in school and professional experience, Rachel has managed to build a relationship with the community and make a name for herself in the advertising world.

**Kinslee Riley** (media buyer) previously worked as a coordinator for corporate events for NBC Universal. She graduated from the University of Tampa in 2017. Riley's happily married to Ryan with two beautiful children, Kylie and Blake. In her free time, she likes spend time with family and take trips with her husband and children in the summer to their beach house in LBI.

# Competition

Quest bars have many competitors that include various granola, cereal, and protein bars. Examples of competitors include Pure Protein, Kind bars, ProMax, Cliff bars, Kellogg Protein bars, Nutrigrain, Supreme Protein, Protein Plus, Nature Valley, and Luna bars. However, the competition's nutrition content is questionable. For instance, Cliff bars may taste good, but they contain up to 24 grams of sugar. While Luna bars are less in sugar, but they are also less in protein and much smaller in size, since they target women. Overall, the healthiness of Quest bars is unparalleled by other protein bars because of its all-natural ingredients and nutrition content. There aren't an abundance of well-known protein bar brands, so the competition is relatively minimal. This gives Quest a prime opportunity to become a well-known household brand.



# Industry Analysis

## **Strengths:**

Quest bars use absolutely no sugar. They are uniquely produced with only all natural ingredients. Even so, they still offer a variety of flavors to satisfy anyone's craving for sweets. The ingredients are straightforward where the average person can understand what Quest bars contain. They have been ranked the best protein bar by Vitamin Shoppe and GNC for 3 years running.

## **Weaknesses:**

Quest bars' flavors only consist of sweet flavors, not featuring any savory flavors. In general, Quest bars' advertising isn't that great, and many people haven't heard of Quest.

# Industry Analysis (cont.)

## **Opportunities:**

Quest bars can introduce new flavors that might appeal to different audiences. At the moment, being healthy and fit is a trend as well as fighting obesity and nutrition education. This leads to people actively looking for healthier snacks, especially snacks with protein.

## **Threats:**

There's a lot of competitors in the industry, but none are really dominating, so Quest still has a chance to compete. In addition, fast food could be considered a threat, because it's easier to go through a drive-through than ordering Quest bars online or going to a grocery store where they can see all the other bars available.

# Research

## **Ideal Customer:**

Mary is a working and active mom, looking for healthy options for herself and her family. She has a busy schedule and is looking for something quick and satisfying. She loves Quest bars, because she can quickly grab one and eat it on the way to her next activity for the day whether that be a meeting or driving her kids to their after school activities. She loves that Quest bars keep her filled until dinner and are extremely healthy as well.

## **Secondary Customer:**

Sam is a high school student with a hectic schedule. He's active and tries to stay fit, but sometimes it's a struggle with his schedule. He's looking for something quick to fit into their on-the-go lifestyles. He loves Quest bars, because sometimes he doesn't have time to grab breakfast in the morning, and a Quest bar will keep him satisfied until lunch. He also grabs one for after school, so he can energize himself before his extracurricular activities.

# Research (cont.)

## **Demographics:**

The ideal customer is primarily women from the baby boomer generation. They're probably married in large urban areas with college degrees, and they usually have a decent income that allows them to live comfortably in middle or upper class.

## **Psychographics:**

The ideal customer is looking for low-cost breakfast replacements and something with protein. They consume more protein than necessary, because they believe it is good for their health. They specifically like protein-packed breakfasts, because it keeps them full longer. They're definitely interested in healthy ingredients, and it's even better if the ingredients are simple and they can recognize them. They're active and like to workout to stay in shape, looking to lose or maintain their weight. They're health-conscious and check the nutrition content in what they consume.

# Creative

## **Campaign Statement:**

Currently, Quest Nutrition has a client base that consists of health conscious individuals who lead very hectic lives. Through the development of our agency's creative strategy, we plan to cater to that cliental and intrigue them with the presentation of our product. Our creative aspects of the campaign will feature situations that our target market will connect with. By combining high-resolution visuals and attention-grabbing copy, each advertisement will hit home with a certain emotional appeal. This element will attract our clients to Quest Nutrition as a company and expand the business itself.

## Creative (cont.)

### **Partnerships/Cooperative Advertising:**

As a part of our strategy we will be utilizing the unique recreational activity called geocaching. Participants of geocaching use a GPS receiver or mobile device to hide and look for containers around the world. These containers are referred to as "geocaches" or "caches." Whenever someone finds a geocache, they have the option to take a prize in it and replace it with something of their own. They can also leave notes explaining where they're from, when they found the geocache, etc. There are currently 208 geocaches in the Tampa area, and many citizens take advantage of the adventure this activity offers. Quest Nutrition has decided to partner up with geocaching enthusiasts and become a part of this noteworthy pastime. Quest Nutrition promotional items (water bottles, pens, etc.) will be left inside the geocache along with a welcoming note from the Quest team. This will reach out to all those who take part in this activity and expand our market.

# Creative (cont.)

## Introduction to the Campaign:

To promote Quest Nutrition, specifically their product Quest Bars, our agency will be launching the campaign: “Quest Saves You Time” with the headline “It’s Time to Live.” This statement alone resonates with the audience in a way that makes them take a second look. This is what our agency is trying to make our target market do – stop what they’re doing and think about how they’re going about their lives. It makes each individual think about their definition of “living” and whether or not they’re carrying out that definition. Through our campaign, we hope to inspire our audience to take time for themselves and live their lives the way they want to.

# Creative Components

## **Traditional Media:**

- Television
- Print
- Radio

## **Non-Traditional Media:**

- Social Media
- Contest-Based Promotion
- Geocaching



# Television



SFX: Car door slams, background music ends

Scene: Quest truck driving on the road  
SFX: Driving noises, background music

Voiceover of host: "Quest Nutrition is storming the country in efforts to bring hard working people what they need the most – time to do what they love."



Transition: Fade  
Scene: Beach in San Diego, CA  
SFX: Background music begins again  
Other Notes: Quest bars on towel

(Family on beach, playing in the water)



Scene: School hallway  
SFX: Driving noises, background music  
Other Notes: Quest logo on microphone

Host: "We're here at Jefferson Middle School in Cornville, Maine with the loved ones of Mary Estevez, a full time mother and teacher. After receiving letters, videos, and emails from her friends and family expressing Mary's dedication to everyone in her life, we decided to give her the time she deserves."



Male voiceover: "Quest Nutrition. It's time to live."



Camera: Keep camera rolling

Transition: Camera follows host into the classroom

Scene: Mary's classroom, kids at desk, Mary at the front desk (teaching)  
Camera angle: From the door into the classroom  
SFX: Driving noises, background music

Mary: (confused expression)

Host: "Mrs. Estevez. I'm here from Quest Nutrition. We're giving you and your family an all-expense paid trip to San Diego, California as a reward for all of your hard work. How does that sound?"

Mary: "Oh my- What-" (flustered, can barely speak, laughing/crying in disbelief)

(Family rushes in and hugs her)

Mary: (still hugging her family) "Thank you so much"

## Television (cont.)

The commercial ad will aid our goal of making Quest a household name by appealing to families. We will do so by placing an extreme emphasis on the company's concern in promoting family time and maintaining wholesome family values. This ad specifically not only ties in sentiment with the family dynamic but also shows the company's appreciation to hardworking individuals and increases our integrity. This style of advertising (a lifestyle piece) will give our customers some insight into who Quest is as a company and allow them to feel more comfortable and confident when buying their products. Our goal through this medium is to touch audiences by showing them our genuine care for them, which in turn alludes to the time and quality we put into creating our products. Our commercial is designed this way, so it would be more genuine and authentic. It wouldn't just be a "nice" advertisement, but one that also contained joy, excitement, surprise and real people rather than a scripted scene.

# Print



**#BeginYourQuest** by posting a picture with your favorite flavor to be entered to win the adventure of a lifetime.

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For our print ad (which will coincide with our social media campaign) we decided to take a different angle. Although we wish to make it more of a family oriented product, our main clientele are younger, active, health conscious adults who live a fast paced lifestyle. So, to appeal to them, our print ad is what we believe to be an ideal for their perceived goals and lifestyle choices. It will be very visually based as to draw in appeal, depicting pictures of adventure, triumph, and gorgeous scenery. These pictures will inspire our audience to live the lives of their dreams (with Quest bars in their back pockets for fuel of course).

## Print (cont.)

We designed our print ad this way so that people would immediately be drawn in by the gorgeous photo, rather than put off by a ton of reading. To deter from that, we simply put the logo on the bottom right along with the sentence “#BeginYourQuest by posting a picture with your favorite flavor to be entered to win the adventure of a lifetime.” We believe that these few words will be all we need, because they are powerful and direct. They are a call to action to participate in not only our social media campaign (will explain below) but also to join a movement and to indulge in a lifestyle they are dying to be a part of.

# Radio

Our radio ad will take on a bit of a different approach by using a less commonly well known tactic – geocaching. In efforts for all of our campaigns to be motivating in their own way, this one will inspire an adventurous community as well by urging them to join the “QuestForCash.” In this radio ad, our announcer would be the same person with a different message each time given the different locations and clues to hiding place. The emotional appeal would remain constant in its “inspiring adventure” aspect but would be a bit bolder. As our social media and print ad urges to “join the movement” in an individual and self expressive way, our geocaching treasure hunt is all about competition and getting to the prize first.

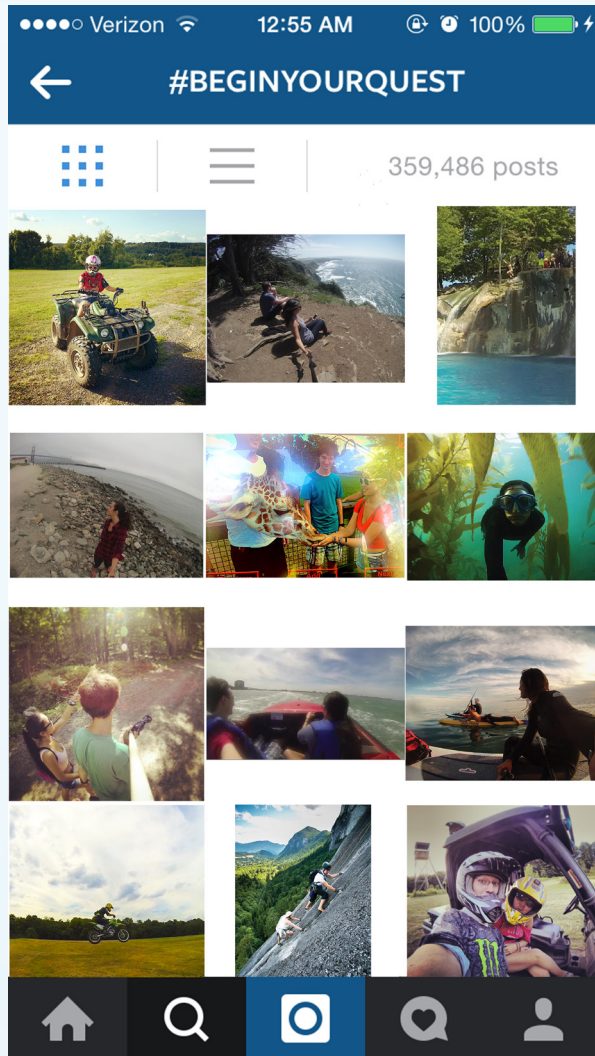


## Print (cont.)

**Script:** "The Quest for Cash begins at the stroke of midnight between locations (latitude, longitude) and (latitude, longitude). Go to a place where people stand. The roads are wide and the vehicles grand. A booth showing tickets for sale on top. This the place where the coaches stop. Good luck."

This method of advertisement is meant to be more fun and engaging as participants must figure out riddles and compete with one another to obtain the cash prize.

# Social Media



Our social media will appeal to a younger audience by encouraging them to join in on a trending “bandwagon.” The campaign will urge them to participate in something they already love doing – sharing their adventures and life stories via Instagram. It will be fun, exciting, and something that will spread without need for our company’s constant attention, because it will be consumer driven. Also tying in the element of competition, people will be compelled even further in hopes that their picture will be good enough to win the prize and be publicly recognized. Participants will be engaged, excited, expressive, and want to continuously enter.

## Social Media (cont.)

By searching for #BeginYourQuest on Instagram, it will be a continuous stream that people can follow, add to, view, and enjoy at their leisure. Their opinion will matter as they will also be the voters on who will win the prizes by liking their favorites. We presume this campaign will be extremely successful as it is both fun and rewarding. Similar to participating in ALS ice bucket challenge, we hope our campaign will be equally as contagious.



# Media

## **Frequency:**

Since we want our campaign to encourage our audience to take action, we will be utilizing a number of different media outlets at a consistent frequency. Each day the campaign will release a combination of ads, whether it be print ad, radio, etc. We will not be limiting ourselves to one form of communication. By including a variety of media avenues throughout the campaign we will be reaching a larger number of people.

## **Strategy:**

In terms of media usage, our agency will be applying a strategy to reach our main cliental: health conscious individuals on the go. To accomplish this, a number of advertising methods will be used: print ads, TV commercials, radio, social media, and geocaching.

## Media (cont.)

**Television:** Our TV commercial shows a Quest Nutrition host who goes to a teacher's classroom and surprises her with a free vacation. It will be run on all the main basic cable channels at the following times: 6am, 9am, 12pm, 3pm, 6pm, 9pm, and 12am.

**Print:** The print ads being created are focused on the image itself. They will show people going on various adventures, such as hiking up a mountain, white water rafting, zip lining, etc. There will be a small amount of copy that has the campaign headline: "It's Time To Live" with a small description followed by the hash tag "#BeginYourQuest." Including the hash tag will direct the viewer to our social media contest. The print ads will be released in magazines, such as Health, Shape, and Fitness. They will be included in the magazines for a course of six months.

## Media (cont.)

**Radio:** Local radio stations will be used, including 93.3 and 101.5. These are the most listened to by younger individuals, and this audience is more likely to take action hearing the radio clip and use the hashtag #BeginYourQuest on social media.

**Social Media:** Instagram, Twitter, and Facebook will all be used throughout the campaign. The hashtag #BeginYourQuest will be included in each post to intrigue people and get them talking about the promotion although the contest is mainly focused on Instagram. A post will be put up every four hours on the different social media platforms to keep it active.

# The Pitch

As Spectrum, we create innovative and engaging media that exceeds expectations. We work outside the box to create unthinkable results. Forward movement and defying what is imaginable is the heart of what our company consists of. After thoroughly researching Quest Nutrition and creating various mediums to promote Quest bars, we fully believe that Spectrum's "Quest Saves You Time" campaign is the piece that Quest needs to become a household brand.

