

BLACK FOREST GUMMY BEARS

Real Juice, Real Action

Celeste Xiong



BACKGROUND

The Ferrara logo, featuring the word "Ferrara" in a white, stylized script font on a red rectangular background.

Sub Brand of
**Ferrara Candy
Company**



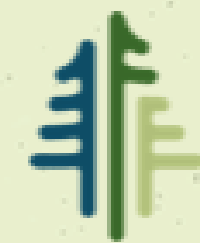
Mission

"From our products to
our practices, we act
for the good of
people and the
planet"



Promises

- Real Ingredients
- Sustainable Packaging
- Plant&Protect **forests**

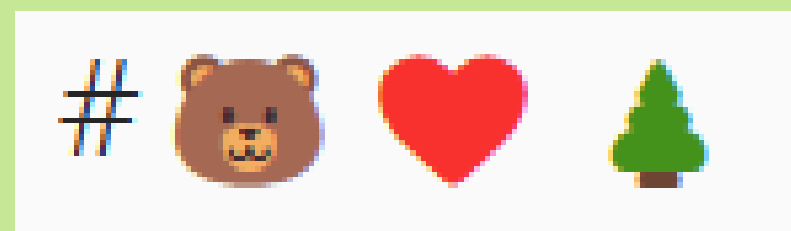
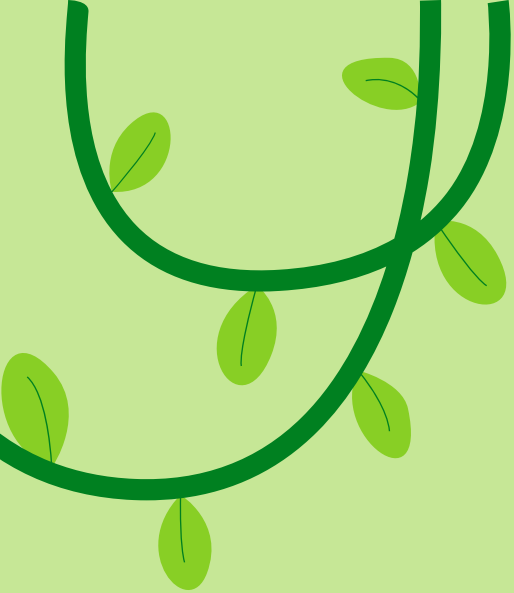


**National Forest
Foundation**

CAMPAIGN OVERVIEW

1st



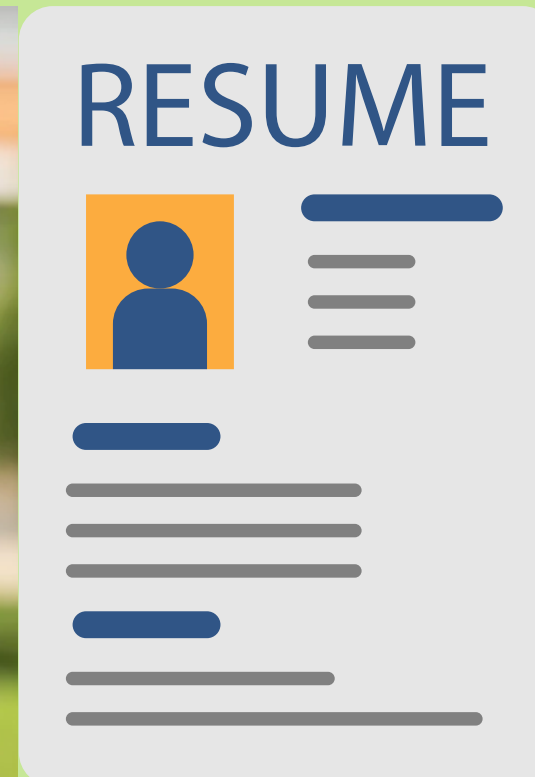


\$1



CAMPAIGN OVERVIEW

2nd



STRATEGIES



Capture Attention



ESG



Connect with the
audience



Visual & Audio

TARGET AUDIENCE

GEOGRAPHIC



Forested cities

DEMOGRAPHIC

Age: 18 - 28
All genders
Different races
Income: \$60k
Renters

PSYCHOGRAPHIC

Candy lovers
Healthy lifestyle
Cares about food quality
Organic food
Environment activist
Social media





MESSAGING & STORYTELLING

- More than profit
- Encourage people to respect nature
- Spread awareness about forest protection on social media
- Bring joy



CAMPAIGN ELEMENTS



- Bright color
 - Green color for forest
 - Light-hearted music
 - Sound effects for crucial moments
 - Close shot when people enjoying the gummies
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