

BBDO Creative Brief for Roudybush Pellets

Client/Brand: Roudybush

Product/Division: Maintenance pellets

Product Category: Specialized pet supplies

USP

Roudybush is complete specialized nutrition for valued birds.

Long-Term Position

Roudybush fosters a healthier, better looking bird.

Communication Strategy

Ads will explain the benefits of feeding a nutritional, well-balanced diet to pet birds, and how Roudybush is an essential part of meeting their nutritional needs. As the ads will be placed in veterinarian's offices and in specialty pet stores, the copy will make use of the relatively long period of time the consumer has to read the advertisement. The tone of the ads will be direct, to the point and informative for serious bird owners.

Brand Personality

Loving, caring, educated, direct, and serious.

Target Audience

Roudybush users are serious bird owners, with birds that have longer life spans (20+ years). They will be willing to spend more money on high-quality bird food that is nutritionally well-balanced to keep their bird happy and healthy. Males and females, 30 years and up are most likely to be Roudybush's greatest users. These bird lovers will spend at least a couple of hours each day doting on the bird and making sure it is healthy and well taken care of.

Competition

Pioneers in the field of nutrition other than Roudybush are Ziegler Bros., Lafeber and Purina. They have all contributed immensely to the establishment of adequate and safe nutrient levels in the process of developing pelleted diets for psittacines. Other major competition come from Harrison's, Volkman, and McBride's, as well as traditional bird seed mixes.

Buying & Usage Habits

Roudybush users are brand loyal, sticking to a brand of food they feel is good for their bird's health and temperament. They will also spend more money for quality bird food.

Values, Attitudes and Lifestyles

The main users of Roudybush pellets will be bird owners who live mature lifestyles. They are conservative and responsible and committed to taking good care of their bird.

Selling Proposition

Roudybush is nutritionally superior bird food.

Support

- Roudybush is an internationally renowned bird food and is recognized by avian veterinarians and breeders as being a more complete nutritional diet over traditional bird seed.

-The bird food comes in the form of pellets (formulated by Tom Roudybush), and contain essential vitamins and minerals, thus preventing selective eating and poor nutrition.

Roudybush eliminates waste and mess that come with traditional bird seed because it is 100% edible, leaving no messy seed shells to clean up and preventing selective eating.

-The steam pelleting process eliminates potentially harmful bacteria, fungi, and insects (other pellet products are boiled, not steamed, which destroys valuable nutrients and fiber).

-No artificial colors or dyes are used in making Roudybush, so your bird does not discolor, and your bird's waste is free from dyes that may mask signs of sickness.

-Specially formulated for specific birds