

Dave's Killer Bread

Final Campaign

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About Dave's Killer Bread



About

- Dave's Killer Bread started in 2005 when Dave Dahl and his nephew brought some loaves of bread to sell. They knew they had something killer and unique, but little did they know how much these products would shake up the bread aisle.
- Their commitment to uncompromising taste, texture, and quality is what makes Dave's Killer Bread different. Because of this, it's America's #1 organic bread and best in the universe.
- With four different lines of bread products such as "Killer Breads," "Thin Sliced," "Breakfast," and "Burger Buns," Dave's Killer Bread has different options to show the variety of the brand.
- Dave's Killer Bread believes that bread doesn't have to be boring, that you don't have to sacrifice taste to get organic whole grain nutrition, and that people are capable of greatness.



Assignment



Campaign #3 Assignment

- Our objective: to raise brand awareness by introducing Dave's Killer Bread to the target audience.
- Target Audience: 18-35 year olds who are health conscious but don't want bread that tastes like cardboard either.
- Although the website talks about how Dave did time in prison, we were challenged to not focus on that and incorporate that into our campaign, as that is not our USP. We were also challenged to not play off of the word "Killer" in the name -- it's too easy.
- We understand that everyone has a meal that they consider their favorite, but sometimes it's not the healthiest. To pull in our health conscious target, we created a campaign that shows how you can incorporate Dave's Killer Bread, which is healthy, into your favorite not so healthy meal. Start eating healthy one step at a time, and DKB is the key in doing so.



Big Idea





**Dave's Killer Bread can
make the most unhealthy
meals seem healthier.**

**Tagline: Make the unhealthy a little bit
more healthy.**



Executions



Print #1

This is one healthy burger.

There is no better way to enjoy your favorite meal than it being in between slices of Dave's Killer Bread. Packed with protein, fiber, and whole grains, with no artificial ingredients, your not so healthy meal just got a lot healthier.



Make the unhealthy
a bit more healthy.

Print #2

The foundation of a healthy breakfast.

There is no better way to enjoy your favorite meal than it being in between slices of Dave's Killer Bread. Packed with protein, fiber, and whole grains, with no artificial ingredients, your not-so healthy meal just got a lot healthier.



**Make the unhealthy
a bit more healthy.**

Print #3

Your weekly brunch gathering just got a whole lot healthier.

There is no better way to enjoy your favorite meal than it being in between slices of Dave's Killer Bread. Packed with protein, fiber, and whole grains, with no artificial ingredients, your not so healthy meal just got a lot healthier.



**Make the unhealthy
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Print Ads

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**Make the unhealthy
a little bit more healthy.**

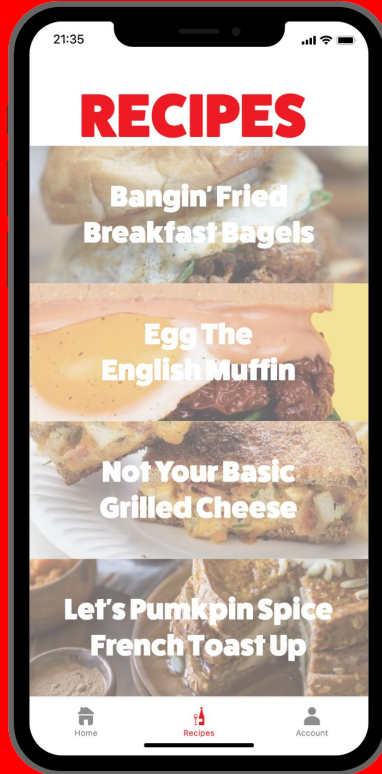
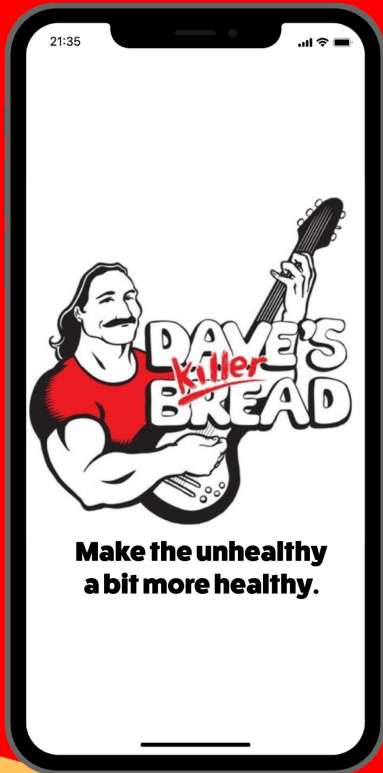
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**Make the unhealthy
a little bit more healthy.**

Dave's Killer Bread App



:15 Pre-Roll Video



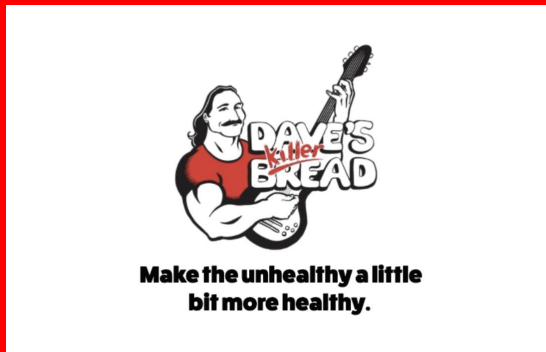
Scene opens with a girl in bed and the morning light shining through her window. The alarm clock goes off and shows 5:30 a.m.

SFX: alarm clock buzzing

Super: Lisa's Healthy Morning.

VO: Lisa has always been the kind of person to live a healthy lifestyle, but also enjoys her favorite meals which can sometimes not be healthy. Today marks the day where Lisa has decided to fully commit to eating healthier.

:15 Pre-Roll Video



The next scene cuts to Lisa going into her kitchen to start making breakfast that consists of bacon and eggs. She reaches past all of her fruit and whole wheat bread to get to the greasy bacon and yellow eggs that she's made to eat.

VO: There is no better way to enjoy your favorite meal than it being in between slices of **Dave's Killer Bread** which is packed with protein, fiber, and whole grains, with no artificial ingredients.

Super: Logo and tagline (Making the unhealthy a bit more healthy)

Thank You!

AD: Brian Causey
CW: Brooke Lewis

