

## Podcast Creative Brief

**Podcast Name:** Yellow Tape

**Topic:** True Crime

**Description:** Cathy and Cassandra (Cass) are two best friends discussing some of the most intriguing, murder mysteries in the United States each episode. They bring a lighthearted tone when discussing this gruesome topic to listeners to make the brutal nature of murder easier to digest.

**Company:** Happy Campers

**Brand:** Fabuloso

**Product Category:** Cleaning Products

### 1. Target

- **Persona:** Lisa
- **Demographic:** Lisa is 40-50 years old, a single mom (divorced) and has two teenage kids.
- **Geographic:** USA, living in Long Island, New York.
- **Psychographics:**
  - i. **Activities:** Lisa owns her own yoga studio in the city and is very into health and fitness. She loves running her own business and is a free spirit who loves to spend time with her girlfriends and go on dates with men she meets on dating apps.
  - ii. **Interests:** Health and fitness, business, dancing/going out with friends, spending time with her kids.
  - iii. **Opinions:** Lisa is constantly on the move from running her business to being a single mother of her two teenage sons. She prides herself in her ability to run a business and her home as a single parent.

### 2. Current mindset; how does your target feel about your brand?

As a single mother of two sons, Lisa is the main grocery shopper in her home and never strays from her grocery list. She's probably aware of Fabuloso, but is used to buying her usual set of cleaning products quickly at the store, so she can get in and out.

### 3. Desired mindset; how would you like your target to feel about your brand?

Our goal is to convince women like Lisa that Fabuloso is a multi-faceted product that can be used in a variety of ways to make her home clean and smell nice. Since Lisa is always on the move, she wants a product that is easy to use, versatile, and provides good results.

### 4. Competitors and their mindset; who are your brand's competition? (top 3) and how does your target feel about these brands?

The competitors for Fabuloso are Lysol, Pine Sol, and Clorox. These brands are often what first come to mind when people think of cleaning products; they are advertised more heavily

than Fabuloso. Fabuloso only first came into the United States in 1997 and was originally a Mexican brand, therefore it hasn't been around as long as these other cleaning brands.

### **5. Creative Strategy Statement**

To convince women ages 40-50 years old that Fabuloso can clean up any mess you face because of its versatility and accountability as a product.

### **6. Evidence; what is the supporting evidence for your creative strategy statement?**

- Fabuloso can be used on a variety of different surfaces
- Fabuloso comes in multiple fresh, appealing scents
- Compared to other cleaning brands, Fabuloso provides more cleaning liquid in a single bottle
- Fabuloso is a quick and easy solution to clean a dirty surface in your home

### **7. Tone; what is the tone of the ad?**

- Thrilling
- Funny
- Sarcastic
- Intriguing