

Creative Brief: Oatly Cheese Launch

Project

Launch of Oatly's Newest Product, Oat Based Cheese on International "Cheese" Day- June 5, 2024

Problem

Get the target audience excited about the launch of oat-based cheese, and try to assuage any concerns about taste or quality for those wary of making the switch from dairy to plant-based cheese.

Desired Outcome

We want to drive awareness and attendance for our various activations across the globe. Allowing people to try Oatly cheese, and hopefully, in turn, begin to purchase it, increasing sales.

Target Audience

Our target audience is Gen Z and Millennial plant-based milk consumers. These consumers have already adopted oat or plant-based milk into their lives, however, may have found that other plant-based cheeses are not as good as the real thing. We want to push this audience to try our oat cheese and hopefully make the switch for good.

Key Insight

The key tension is that our audience wants to make the switch but just can't give up cheese. So, we must work to bring excitement and intrigue about Oat-based cheese not only through the activations planned but also by focusing on the taste of oat cheese along with its similarity it bears to dairy cheese.

The Big Idea

"Cheese" Never Tasted/Looked/Smelled This Good

Support

Leaning into the taste and look of Oatly cheese will help to bring consumers in and want to try it for themselves. This can help to increase attendance to our various activations that give consumers a chance to experience Oatly Cheese for the first time. These ads will be seen on billboards, bus shelters, and street corners (wheatpaste) in major cities corresponding to our activation: Chicago, Los Angeles, New York, Cardiff, Milwaukee, Gloucestershire, Zurich, and Montreal.