Creative Strategy Statement

Ads will target young working millennials and emphasize the financial benefits of taking lunch from home. A quantitative representation of their possible savings will convince them.

Advertising Plan

Key Fact: More than half of young adults don't have an emergency savings fund. Using Tupperware will aid them in saving money for one.

Advertising Problem: Young consumers are not aware of the savings they could earn in one year by not eating out. These financial benefits get overlooked by laziness, time constraints and short-term gratification.

Advertising Objective: To demonstrate how investing in Tupperware will lead to more of a financially conscious mindset.

Target Consumers: Men and women from ages 24 to 34 who work full-time in a busy metropolitan city who want to have a sufficient emergency fund.

Competition:

- Direct: Rubbermaid, Pyrex, Ziploc, Glad and OXO.
- Indirect: Food delivery services, traveling and perception of time poverty.

Key Consumer Benefit: New Tupperware users will benefit financially by bringing their lunch from home.

Support: Fifty-six percent of people between the ages of 22 and 37 don't have an emergency savings fund. The average meal prepared at home costs around $4 for groceries. A $13 restaurant meal is about three hundred and twenty five percent more expensive than a $4 meal you prepare yourself. Eating lunch out on a regular basis averages out to $1,000 per year. TV, outdoor and web.

Tone Statement: Energetic, intelligent, smart-alecky.

Mandatories and Limitations: Logo, slogan.

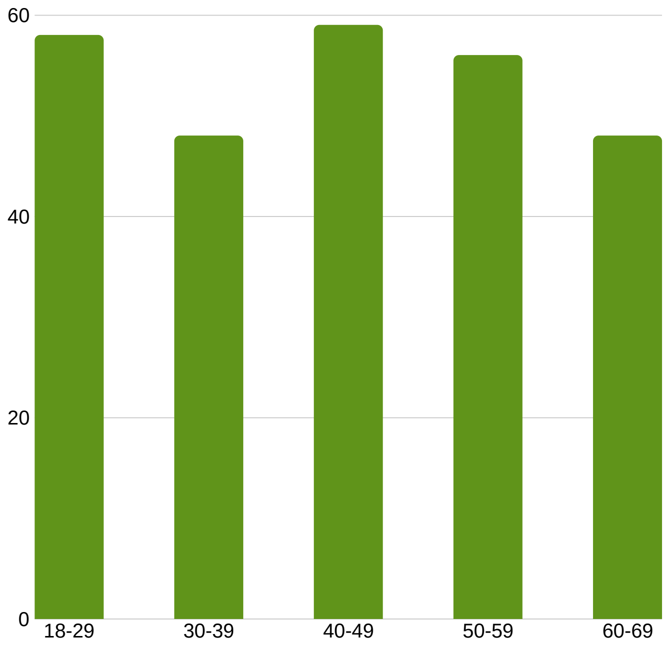
Tupperware®

RESEARCH SUMMARY

HISTORY OF TUPPERWARE

In 1945, Earl Tupper created plastic containers which were unbreakable, durable and had a tight seal. Because sales didn't perform well in stores, Tupperware transitioned into a business model that used people across the country to demonstrate and sell the product to consumers. Tupperware encourages their team members to empower others as well as be environmentally conscious through their daily lives. Tupperware continues to care for the environment by allowing a recycling program of their products to be turned into new Tupperware products.

PERCENTAGE OF ADULTS WHO DON'T HAVE AN EMERGENCY FUND, BY AGE



EMERGENCY FUNDS

Over 56 percent of millennials don't have an emergency fund, but research suggests people who are 30 years old should have at least 3 months of expenses on hand. Emergency funds provide a safety net for situations such as job loss, unforeseen bills and a simple state of mind. Many experts agree that most young adults in their 20s should allocate 10 percent of their income savings.

- Americans spend on average $1,000 per year eating out for lunch
- 43 percent of eating out meals is the lunch time meal
- The ideal emergency fund savings for someone 30 years old is $14,115 to $28,230.

Tupperware®

RESEARCH SUMMARY

WHY PEOPLE BRING LUNCH

Bringing lunch has a financial benefit that can be overlooked by short term satisfaction. Tupperware is a one-time investment that will last you over 10 years. By not eating out for lunch every day, people can save up to $1,000 a year. Preparing lunch and weekly meals is a great way to maintain a balanced diet. Having lunch ready in the morning can reduce stress as people avoid last minute decisions about what to eat. This can also help with sticking to healthy weight loss habits. Getting to work with lunch helps maximize people's lunch hours.

WHY PEOPLE HAVEN'T INVESTED IN TUPPERWARE

Working professionals that are excited about landing a job in a big city want to experience what local restaurants have to offer. Studies show 90 percent of people buy lunch at least one time per week. Over 43 percent of eating out meals are during lunch time. Eating out offers workers a chance to fulfill their cravings without having to cook or do dishes. The lifestyle that comes with living in a big city is very specific in terms of space and transportation. People don't want to deal with the logistics of packing lunch because of inconveniences like ice packs and lunch boxes. In terms of transportation, 39 percent of all workers in NYC commute to work on the subway. That means 39 percent of people have to travel with their Tupperware if they decide to bring lunch to work. A basic set of Tupperware usually costs $29. However, the average person spends about $55 a week on eating out. Though this is an obvious way to save money, most people don't want to waste anymore time out of their day going to the grocery store as well as plan their meals that far in advance.

THE SHELL-SHOCKED SPENDERS

You know that friend that's constantly planning trips or events they can't afford? They just landed their first huge career opportunity in New York City and they're making an *actual* salary now. They've lived in a small suburban area their whole life and passed the same Subway and McDonalds every day on their way to their job at the supermarket, so they're excited about the big city and all the food it offers. Their New York City studio apartment doesn't have the Cadillac of stoves, so they avoid cooking. To them, it's much more rational to go out and enjoy a meal, rather than spend that time visiting their local grocery store for weekly purchases. Unfortunately, their parents back home weren't financially savvy so your friend never got sound advice on saving. Therefore, your friend doesn't have an emergency fund. They've been hearing a lot about the necessity of having one and are worried they're behind the 8-ball on life. Little do they know their ideal financial future could become a reality if they stabilized their spending habits.

<u>TV COMMERCIAL:</u>

Pinching Pennies

ACTION: *(Patrick wakes up and looks at the calendar. It is January 1st)*

JOAN: Today, Patrick put away 11 dollars because he won't be spending it on pizza.

ACTION: *(New morning, Patrick wakes up and looks at the calendar. It is March 27th.)*

JOAN: Patrick contributed 8 dollars this morning because he’s skipping his usual sushi roll.

ACTION: *(New morning, Patrick wakes up and looks at the calendar. It is August 8th.)*

JOAN: This morning Patrick set aside the 9 dollars he would’ve spent on Taco Tuesday.

ACTION: *(New Year’s Eve, Dec. 31)*

JOAN: Today, Patrick’s emergency fund has reached over $1,000 because he took his lunch in Tupperware every day this year. He saved what he would have spent eating out. Take your lunch in Tupperware. Your emergency fund will thank you later.


JANUARY
1


MAR
27


AUG
8


DEC
31

Tupperware®

The sustainable way to save

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EXPLAIN THAT TO YOUR EMERGENCY FUND

We get it. You just started a new job in the big city and there are endless amounts of trendy places to eat on your lunch break. But we also know you haven't contributed much money to your emergency fund. Quit buying lunch out and start taking your lunch in Tupperware. Your emergency fund will thank you.

INVEST IN YOUR FUTURE

Did you know the average person spends roughly $1,000 on buying lunch every year? Imagine the savings you could end up with if you just didn't walk over to that little restaurant two blocks down.

If only there were a way...

(Newsflash, there is.)

Stop making excuses and invest in Tupperware.

Ready to pack your lunch?

CONTACT US

LUNCH MADE EASY (ALREADY)

Tupperware allows anyone (yes, even you) to bring their lunch from home to their workplace. Good thing is, it isn't hard to take what you had for dinner last night, so minimal prep is required. There's no excuses not to take your lunch when Tupperware makes it this easy.

SALAD ON THE GO SET

On a diet? No more excuses to not take your lunch to work. If you've ever fallen victim to a bad salad container and your only excuse is to buy one on your break, your emergency fund is about to thank you.

Price: $20.00

SLIM LUNCH SET

We get it, you're tired of lugging around bulky containers and finding lunch boxes that'll fit the lunch you pack. Its probably easier to just buy lunch, right? Wrong. The slim lunch set was specifically engineered to fit in a purse, backpack, or laptop bag. The airtight seal allows food to stay fresh all day, even during your commute on the subway.

Price: $49.00

SANDWICH KEEPERS

The possibilities are endless with a Tupperware sandwich keeper. With a hinged lid, you'll never have to dig in the back of your cabinet to find the lid that almost fits with the corresponding container. When you're done with your sandwich, you can store something else in the container as well. Maybe you can store the money you're saving for your emergency fund by taking your lunch.

Price: $15.00

IT'S YOUR LIFESTYLE

Roasted Cauliflower Taco Bowls

To prepare this grab and go lunch, it's recommended to divide the roasted cauliflower, cooked rice, and blistered corn between four containers as soon as they are done cooking. Instead of heating the black beans before storing them away, you can just skip that part because you'll just be placing the containers straight into the refrigerator. Everything can be microwaved later. After adding in your beans and veggies, pack the bowls with the tomatoes, cilantro, green onion and lime wedges. Make sure to store away any dressing separately to ensure this meal stays fresh all week!

Cheeseburger Meatloaf

This cheeseburger meatloaf is paired with some garlic herb mashed potatoes and seasoned green beans for a classic cozy meal. The recipe for the mashed potatoes makes about 6 cups, but it's best to only pack 4 days worth of food in the fridge (for better quality)! With the help of sealed-tight Tupperware, the extra mashed potatoes can actually be frozen for another meal (bonus!).

Roasted Vegetable Salad

This meal prep is a flexible one! You can always swap in different vegetables to change the meal up every other week. A few great summer vegetable options to keep in mind for this recipe are eggplant, asparagus and bell peppers. What's the best part of this meal prep? You won't need a microwave!

Garlic Parmesan Kale Pasta

For this meal, the marinade for the chicken must be prepped first. After the chicken breasts are nicely cut up and seasoned, it can then marinate while you can prepare the garlic parmesan kale pasta (yum!). Once the pasta is cooked thoroughly, everything can be assembled at once into individual containers. So easy!

#TUPTIPS

Have you started taking lunch to work to save money? Upload your picture to Instagram with #tuptips to show us how you bring Tupperware with you to enhance your lunch break. The Tupperware community is strong and money savvy, so we want to see what you bring to work and how you do it.

Maybe you'll get new ideas from other Tupperware users in our community on how to meal prep for the week or gain lunch inspo! The possibilities are endless.

Where it All Started

In 1946 Earl Tupper created plastic containers that were unbreakable, durable and had tight seals. Although the lids were waterproof and the containers kept food fresh, nobody wanted it.

Because sales didn't perform well in stores, Tupperware transitioned into a business model that used people across the country to demonstrate and sell the product to consumers. In 1951, Tupperware was officially taken from stores and sold exclusively at parties under Brownie Wise. She was the first vice president of the new Home Parties business.

Tupperware encourages its team members to empower others as well as be environmentally conscious through their daily lives. Today, Tupperware continues to care for the environment by allowing a recycling program of their products to be turned into new Tupperware products.

Go ahead, explain to your dog why you couldn't afford to take him to the vet after they swallowed a frog.

Take your lunch in Tupperware and save enough to turn your dog's image of you into a prince.

Tupperware®

THE SUSTAINABLE WAY TO SAVE

www.tupperwarefinalproject.webnode.com

Take your lunch in Tupperware and your tax bill will never be a federal case.

More than half of millennials don't have enough savings in their emergency fund to cover things like taking your pet to the vet, medical expenses or larger than anticipated taxes. Take your lunch in Tupperware to save for life's unexpected expenses.

Tupperware®

THE SUSTAINABLE WAY TO SAVE

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Don't get ditched in the middle of the night because you couldn't afford to keep the heat on.

More than half of millennials don't have enough savings in their emergency fund to cover things like taking your pet to the vet, medical expenses or larger than anticipated taxes. Take your lunch in Tupperware to save for life's unexpected expenses.

Tupperware®

THE SUSTAINABLE WAY TO SAVE

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Take your lunch in Tupperware and your broken ankle won't break the bank.

More than half of millennials don't have enough savings in their emergency fund to cover things like taking your pet to the vet, medical expenses or larger than anticipated taxes. Take your lunch in Tupperware to save for life's unexpected expenses.

Tupperware®

THE SUSTAINABLE WAY TO SAVE

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It must suck being the family member that can't afford to show up.

More than half of millennials don’t have enough savings in their emergency fund to cover things like taking your pet to the vet, medical expenses or larger than anticipated taxes. Take your lunch in Tupperware to save for life’s unexpected expenses.

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THE SUSTAINABLE WAY TO SAVE

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