

# A new campaign for the grape growers

[Business](#), [Marketing](#)



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### Billboard

The purpose of this paper is to provide a creative brief summarizing a new campaign for the Grape Growers of America.

According to research conducted by the Grape Growers of America, it is the case that Grapes may have cancer fighting properties. Moreover it is the case that there is an increasing obesity epidemic and fresh fruits (Especially grapes) are an important element of a healthy diet. The purpose of this campaign is to reenforce these principles to consumers.

Without question, billboard advertisements need to be short and to the point as it is the case that most observers will be in passing vehicles. From this perspective we need to utilize an eye catching image and a short piece of text to reenforce the healthy qualities that grapes possess.

For the purpose of our advertisement the theme will be on a kind of eye catching image. A cartoon image of a bundle of grapes, wearing a pair of glasses, a lab coat and a stethoscope (Effectively portraying an image of a doctor grape), with a large line of text that says “ Ask me about how I can save your life.” Followed by a website link.

The idea is for people to read the message and become intrigued with what health properties that grapes may possess. By observers seeing the website linked, they can find out all the relative information about the health properties.

As far as other advertisement mediums this campaign lends well to print, television and radio because of its simple properties.

IMAGE OF A GRAPE

“ ASK ME ABOUT HOW I CAN SAVE YOUR LIFE!!!”

WWW. GRAPE. COM