

CREATIVE BRIEF

Aidan Herr, Julia Finkler, Ava Menoni, SMAD 342
Print/OOH Ad, 2/2/25

CLIENT

Mt. Olive is a popular pickle company named after the rural North Carolina town where it was founded in 1926. Originally founded to help give local farmers a new market, Mt. Olive is still focused on giving back to their community (Mt. Olive, 2025).

OBJECTIVE

With this campaign, the aim is to expand Mt. Olive's audience to low-income parents. With this goal in mind, the campaign will focus on not only advertising Mt. Olive pickles but also advertise the jars that they come in; therefore, it increasing sales to low-income families by 10% within 1 year.

INTENDED AUDIENCE

The intended audience is low-income parents. In 2022 a family of four was considered low-income if they earned \$34,500 annually (The Justice Gap, 2025). This audience is more likely to live in the rural south than in any other part of America (The Justice Gap, 2025). Low-income households spent on average \$63 less on food products than high-income households, while also spending more money eating out (NLM, 2010). This audience frequently finds ways to reuse products and buy products second-hand when possible in an effort to save money.

CURRENT POSITION

45% of pickled cucumbers are consumed away from home. Because of recommendations to lower sodium intake, many families view pickles as an additional treat on a grocery list rather than a weekly essential item.

DESIRED POSITION

After engaging with the campaign's messaging, low-income parents should feel seen by Mt. Olive and inspired to give a second life to their pickle jars. Not only should they desire the nutritional and financial benefits that pickles present to their families, they should also

recognize the resourcefulness that comes with buying Mt. Olive.

BIG IDEA OR CREATIVE STRATEGY

Mt. Olive will reach and appeal to low-income families by advertising that their product is beneficial for the consumer even after the pickles are gone. Because these families may not be able to afford specialized, more expensive products, they would find benefit in getting both a tasty snack and a reusable pickle jar that can be implemented in several day-to-day instances.

EVIDENCE

Mt.Olive's humble origins and focus on community will help to persuade the audience that Mt. Olive is offering an affordable and reusable/sustainable product. Mt. Olive's cheap cost will also persuade consumers to select it over competing brands. Mt. Olive also has the lowest cost to the most amount of pickles of popular brands (The Savvy Pickle, 2021).

COMPETITION

1. **Claussen** is a pickle brand owned by Kraft Heinz. It is the self-proclaimed, "Original Refrigerated Pickle."
2. **Del Monte/Gedney** is a Minnesota company that was originally a family business. The brand promises a "farm fresh" pickle every time.
3. **Vlasic**'s advertising features a Stork mascot and appeals to American families. It focuses on its "big crunch" and taste to appeal to customers.

Compared to the other brands, **Mt. Olive** is usually the cheapest at grocery stores.

CREATIVE GUIDELINES

Mt. Olive's motto is "We value hometown tradition." The Mt. Olive logo has been around for 100 years so it is essential that we maintain that look.

PERSONA

Name: Jeff

Age: 50

Gender: Male

Job title: High School History Teacher

Channels: Relish Magazine, Country Living Magazine, Billboard, indoor/outdoor bus advertising.

Pain Points: Being able to afford products, finding time to go to the store, knowing if a product is healthy for his kids.

How you product/service helps solve their

problems: Jeff isn't able to afford specialized products for storing his kids arts and crafts and other household goods. While looking for a way to solve his problem Jeff sees an advertisement promoting Mt.Olive's great taste and also reusable glass jars. By purchasing Mt.Olive pickles, Jeff is able to find easy affordable storage while also finding a new tasty snack.

Photo:



RESEARCH

The 96-year history of Mt. Olive Pickle Company. Mt. Olive Pickles. (2025, January 1).

<https://www.mtolivepickles.com/history/#::~:~:text=Olive%20Pickle%20packs%20and%20sells,pickle%20company%20in%20the%20nation>

The Mt. Olive's website reflects on the history of the company from its creation in the 1920s to its 230 million pickles sold.

Behera, S. S., El Sheika, A. F., Hammami, R., & Kumar, A. (2020, April 29). *Traditionally fermented pickles: How the microbial diversity associated with their nutritional and health benefits?*. Journal of Functional Foods. <https://www.sciencedirect.com/science/article/pii/S175646462030195X>

This scientific article discusses the benefits of pickles, specifically the history, benefits of food security and nutritional benefits.

Chart: America's biggest magazine brands | Statista. Statista. (2018, February 21).

<https://www.statista.com/chart/12998/cross-platform-audience-of-magazine-brands-in-the-us/>

This infographic compares America's biggest magazine brands according to popularity across different media platforms including print, web, mobile web, and video.

Circulation of cooking magazines in the U.S. 2017 | statista. Statista. (2020a, November 20).

<https://www.statista.com/statistics/714387/most-popular-cooking-magazines-by-circulation/>

This graph compares the top cooking magazines in the U.S. by circulation, revealing Relish as the most popular.

Coball, H., & Jiang, Y. (2018, January). *Basic facts about low-income children.* National Center for Children in Poverty. https://www.nccp.org/wp-content/uploads/2018/01/text_1194.pdf

This fact sheet displays and explains data about low-income children focusing on demographics regarding race, education and employment status.

Consumer spending by income quintiles U.S. 2023 | statista. Statista. (2023, September).

<https://www.statista.com/statistics/247420/percentage-of-annual-us-consumer-spending-by-income-quintiles/>

This graph shows how consumers spend money in accordance to their income.

French, S. A., Wall, M., & Mitchell, N. R. (2010, October 26). *Household income differences in food sources and food items purchased.* The international journal of behavioral nutrition and physical activity. <https://pmc.ncbi.nlm.nih.gov/articles/PMC2988056/>

This journal questions the assumption that lower income is associated with a poorer diet by providing information on what foods low income families purchase.

Gedney Foods. (n.d.). <https://www.gedneyfoods.com/>

This is Gedney Foods's website and provides information about the pickle brand including production, brands the process and the history of the company.

Li, R. (2024, July 16). *Creative and practical ways to repurpose pickle jars - reliable glass bottles, jars, containers manufacturer*. Roetell.
<https://www.roetell.com/creative-and-practical-ways-to-repurpose-pickle-jars/#:~:text=Pickle%20jars%20can%20be%20used%20to%20store%20homemade%20cleaning%20products,customers%20interested%20in%20sustainable%20living>

This article provides readers with ways to repurpose empty pickle jars including home storage and culinary uses.

Martinez, L. R., Thornsby, S., & Nagai, T. (1970, January 1). *National and international factors in Pickle Markets*. AgEcon Search. <https://ageconsearch.umn.edu/record/10938/?v=pdf>

This agricultural economics report includes documents about cucumber production and the market.

Pickles & Sauerkraut: Kraft Heinz. Pickles & Sauerkraut | Kraft Heinz. (n.d.).
<https://www.kraftheinz.com/claussen>

Claussen's website provides information about our competitor including top products, brand story, and more.

Postma, A. (2022, September 14). *The states that Love Pickles the most (and the least)*. Zippia.
<https://www.zippia.com/advice/states-love-pickles-most/>

This article compares and contrasts pickle consumption across different U.S. states.

The Savvy Pickle. (2021, September 24). *What pickle brand is the cheapest per pickle?*. The Savvy Pickle.
<https://thesavvypickle.com/what-pickle-brand-is-the-cheapest-per-pickle/>

This article analyzes seven pickle brands determining which is the cheapest pickle per ounce.

Section 2: *Today's low-income America*. The Justice Gap Report. (2022, April 25).
<https://justicegap.lsc.gov/resource/section-2-todays-low-income-america/#:~:text=About%2050%20million%20Americans%20have,or%20%2417%2C500%20for%20an%20individual>

This source provides in-depth analysis and research on low-income families and individuals in America.

U.S.: Brands of Pickles Eaten 2011-2020 | statista. Statista. (2020b).
<https://www.statista.com/statistics/283162/us-households-brands-of-pickles-trend/>

This study polls the most eaten brand of pickles over the course of 9 years from 2011 to 2020 in the United States.

For our primary research we observed the product in the grocery store. We found that pickles were in Aisle 9 alongside cooking oils, dressings, condiments, canned fruits, soup, asian foods and canned meat. The smallest pickle jars were at the tops of the shelves while the biggest were on the bottom shelf. Our biggest competitors, Vlasic, dominated this area of the aisle. Within this aisle, the pickles were organized by brand and flavor.