

Magazine:

## Kids who are Super only have time for Tuberz



(Kid holding a Tuberz while all dressed up like a super hero)

Kids need their bountiful energy to save the world from missing socks and scary dust bunnies, but the best way to make sure they keep the energy they need is to have nutritious snacks ready for their takeoff. Tuberz are perfect for aspiring heroes because it's meant for the go, packed with 2 grams of protein, and each tube has 10% of the daily calcium to promote super-strong bones. To ease away any worries about unnecessary growth hormones, Tuberz it is produced by the organic Horizon brand trust.

For more information and coupons, visit [www.horizon.com](http://www.horizon.com)



TV:

Kid is running around in a cape, making flying 'whoosh' and shooting sounds, in the background.	Mom: My kid aspires to be a super hero one day and dreams of battling super villains. Not just any villains, they must be super too. With this big goal in mind, all my little hero has time to do is practice saving the world and sleeping.
Mom walks up to kid laying down on the ground in the living room, too tired to do anything but move his arms and pretend he's flying while laying down.	Mom: Needless to say, I had to find a way to keep up his strength and still appeal to his picky eating habits.
Mom looks down at her child on the ground.	Boy: Shhhhhhhhhhhhhhh Swoooooooshhhhhh
Zoom in to see mom profile up close without kid in shot. White walls in background is all you can see	Mom: Forget food for this little hero's unless they can take it on the go with their super-hero schedules.
Mom holds up Tuberz	But then this little gem came into our lives and it has made the perfect sidekick since.
Zoom out to still show mom in kitchen. Walls are also white for smooth location transition. See boy playing again, holding a wand in one hand and a Tuberz in the other.	
Boy points wand at a dog that walks into the room. *giggles*	Boy: I turn you into a toad!
Boy runs away, out of camera view	Mom: Forget trying to make him stop, I now just try to find snack he can eat during his little adventures. With Tuberz, I know he gets two grams of protein, along with ten percent of his daily calcium in each tube. Now I know his little bones can stay super-strong with his super adventures.
Boy runs back into view, strainer on his head and still holding a wand. Reaches out hand. Mom open fridge and pulls out a Tuberz to hand to him.	Mom: Even better is that Tubrez is made by Horizon Dairy, the organic brand I already trust.
Boy grans Tuberz and runs off again.	Mom: With four hero-approved flavors and coupons available online, I know I can keep up with his picky habits without breaking the bank.

Radio:

Sound effects:

Voiceover:

Kids stopping around, making flying sounds.	
	As a mom, I know it is important to support my little hero and makes sure he has what he needs to save the world.
Kids making explosion sounds	
	That is why I like to buy healthy snacks I know he can take on his missions.
Whoosh sound as kid flies by. Crinkle sound as tubers is grabbed Kids says "thanks mom" from far away because he already is halfway out the house	
	With Tuberz, I know he gets the nutrition he needs, 2 grams of protein, and 10% of his daily calcium to sport his growing super-kid bones. All of this from one slurp-able tube that is perfect on the go.
Slurping sound from eating Tuberz	
	To make my little hero's snack better, it comes in four kid-approved flavors.
mmmmmm	
	And to ease my mind as a parent, it comes from the organic Horizon brand I've come to love and trust for my family. I know my little hero is getting the best.
Kid making voooom motorcycle sounds	
	Kids who are super only seem to have time for Tuberz. Thankfully, they coupons can be found at <a href="http://www.horzondairy.com">www.horzondairy.com</a>

Billboard:

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## Kids need Tuberz to Be Super



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(Kid eating his Tuberz on the fly)

Alternative header: Can't be Super without Tuberz

Tuberz is an organic, tasty, fun, and portable yogurt that is made by Horizon Dairy. Each tube contains ten percent of daily calcium and two grams of protein to keep kids going. In addition to this, Tuberz is currently offered in five flavors that kids love and is produced by a very well-known and trusted brand. Because it is easily portable, it's direct competition is Gogurt, but Tuberz addresses the need for an organic version that does not have added growth hormones.

Horizon Dairy is a well-known and organic brand that parents already trust, and they offer an extensive line of organic dairy products. Because parents already know and trust the brand, parents should already know all the Horizon products don't contain added growth hormones or other controversial additives. This is a good start for a new line of products because people who are already consumers or interested in organic products, and trust Horizon, will likely give Tuberz a try if they are looking for an organic Gogurt alternative.

For this Tuberz campaign, I focused mostly on the fact that it's easy to eat on the go, kids love the taste of this flavorful yogurt, and parents love that it's organic while still containing protein and ten percent of their child's daily calcium to promote strong bones. The goal was to encourage trial and to call people to the Horizon Dairy website for more information and coupons. To appeal to parents and mention the above selling features, I used the overarching theme of Kids not having time for anything but Tuberz, meaning they only have time to eat something yummy and healthy if it is on the go.

All my ads follow an overarching theme of kids trying to be super but need something to support their strength and energy. The print ad consists of a kid dressed up as a super hero, cape and all, holding a Tuberz. The copy portion for the ad talks about how all little heroes only have time to do is save the world or sleep, no time for eating, so the suggested solution is Tuberz as a healthy, organic, fun, and easy way to get kids to eat while they are on the 'fly' and saving the world.

The television spot is a mom talking about how her kid wants to do too much in so little time. Her little hero is a bit of a picky eater and doesn't want to cut out of his play time to eat. So, she talks

about how Tuberz is a great organic solution that gives him the calcium and protein he needs while still playing. This should appeal to parents because most can relate with kids who have an overabundance of energy and don't want to sit down and eat.

The radio spot for Tuberz focuses on a mom talking about how she has a hard time getting her child to eat when all he wants to do is fight crime, so Tuberz is her new snack of choice. To add to testimonial, the sound effects consist of a child playing and making flying sounds and such. There is a little humor tossed in along with the call to action to visit the website for coupons.

For the billboard, I have the same kid as the magazine ad flying and eating a Tuberz as he's off to save the world. All the billboard says is "Kids need Tuberz to be Super" and there is a Horizon logo in the corner so people know what brand Tuberz is. Simple, eye catching, and to the point in my opinion, and it still fits in the overarching campaign theme.