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Anna Hosfeld

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General Pencil Company's Number 2 Cedar Pointe Pencil

Creative Brief

Develop awareness among Gen Z about the product benefits of the Number 2 Cedar Pointe Pencil to increase product preference.

Target

U.S.; rural and urbanized areas

Men and women; 17-25; completing school or finished

Students, brand-loyal, environmentally cautious

Jen is a 20-year-old college student majoring in English. Her school work is tedious and the main priority of her life as she enters her 4th year of higher education. As an English major, Jen is constantly writing. On top of her school routine she enjoys personal journaling and drawing/sketching. She uses drawing to express herself, and illustrate her creativity. She hopes to incorporate art into her life after graduation to create and share her big ideas. She needs a writing utensil that can do it all, and do it all well. As a college student, Jen is on a budget, although she is willing to spend more for quality writing supplies. When she does find leisure time outside of her hectic life she consumes media electronically. Whether it be news or entertainment, social media is a large influence in her life. However, she always prefers her time drawing over digital entertainment.

Current Perceptions

Most customers have heard of the company, but they may not know how General Pencil specifically differentiates from its competitors. Customers want a reliable, high quality product that will allow them to draw and write for as long as they want. The main competitor is the Dixon Ticonderoga Number 2 Pencil. The problem with this brand-name product is that it is not as affordable as the General Pencil Company's. Customers want their drawings to be illustrated as well as the conceptualized ideas in their heads.

Strategy/Single most compelling message

When you want to illustrate your big ideas, do it with the pencil that's been bringing creative ideas to life since 1889: General Pencil #2 Cedar Pointe

Support

The General Pencil Company history dates back to 1860 when Edward Weissenborn founded one of the first pencil factories in the USA. In 1889, Edward and his son, Oscar A., began what is now General Pencil Company.

They produce American made handcrafted, consistent, high quality, reliable, sustainable pencils with a genuine raw wood cedar finish.

Pencils sold in packs of 3, 6, and 12 dozen for all of your needs.

Tone

Intelligent, personal, dependable, consistent

Mandatories

General Pencil logo

slogan "Pencil Makers in the USA since 1889," made in USA

Launch campaign prior to school starting in the fall

<https://www.generalpencil.com/>

Highlight 'family owned'



Not so

General

GENERAL

General

GENERAL

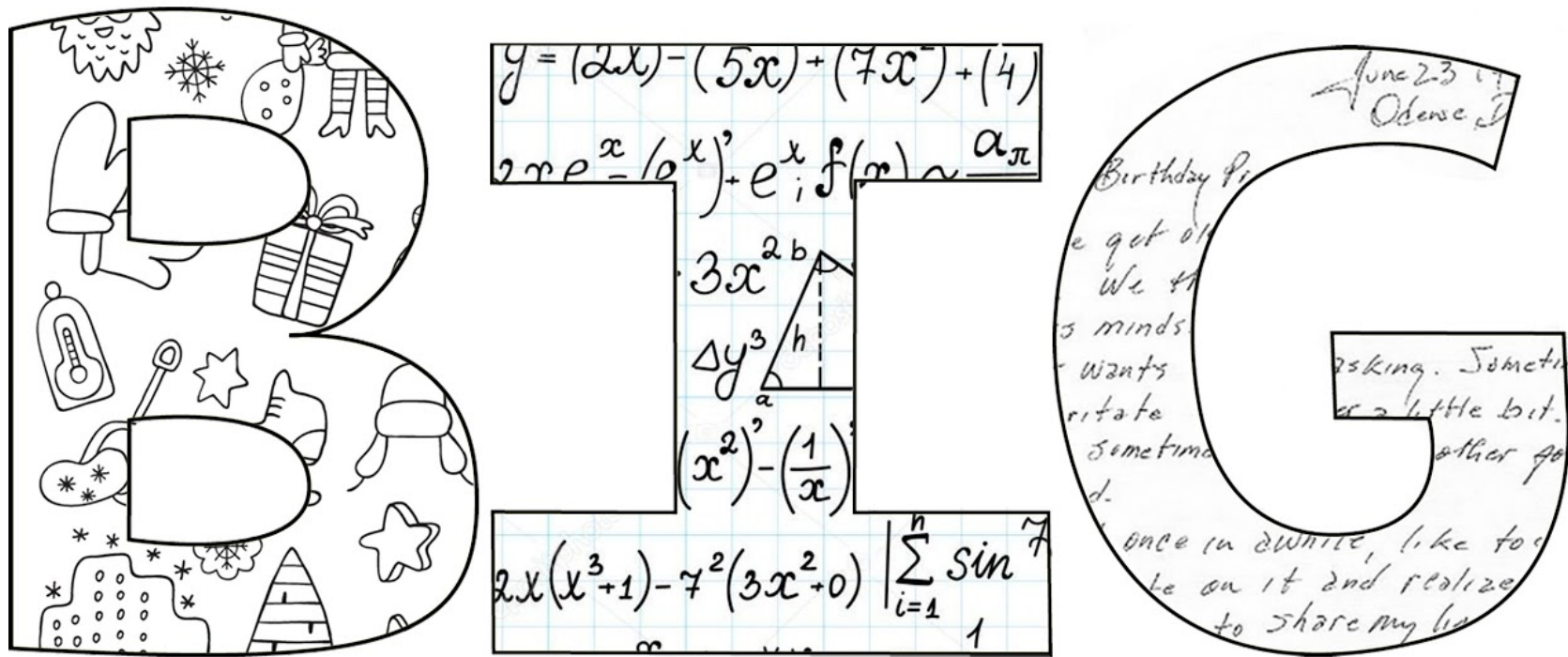
general

General

general!

GENERAL

PENCIL MAKERS IN THE USA Since 1889
GENERAL PENCIL COMPANY, INC.



ideas start



here.

PENCIL MAKERS IN THE USA Since 1889
GENERAL PENCIL COMPANY, INC.



Instagram caption:

Without a General Pencil to bring their ideas to life, the Wright Brothers might still be finding 1000 ways to not build an airplane. General Pencil Company began crafting high quality pencils in 1889, and just a few years later in 1903 the Wright Brothers invented the airplane. Thanks to General, and many (just so many) sketches and scrapped ideas, the brothers were able to freely illustrate their radical ideas in a way that allowed them to revolutionize travel as we know it.

Your crazy ideas take flight here, with General Pencil #2 Cedar Pointe.

1888: Ballpoint pen is invented



1889: General Pencil is created



Instagram caption:

Coincidence? Probably not. Only one year had to go by for America to realize the mistake they had made. Whoever thought that that world needed permanent ink clearly was not crafting revolutionary ideas and innovations. Because sometimes, the best ideas need erasers too.

Instant changes and instant results start here with General Pencil #2 Cedar Pointe.