

<b>WHY ARE WE ADVERTISING?</b>	10 pts
We want to introduce a ground-breaking product that challenges the expectations of the fast food industry by incorporating Mexican spices, French Fries and nacho cheese for an epic adventure your taste buds will never forget. We've decided to expand our menu to spice up the competition in the battle of the fast food by introducing, Taco Bell's Nacho Fries. Post campaign we are expecting to see 7% increase in sales nationwide in Taco Bell stores and set the standard for what French Fries are supposed to be.	
<b>WHO ARE WE TALKING TO?</b>	10 pts
Introducing the <b>Flavor Cravers</b> . These 16-30-year-old men and women have grown up in a world full of flavor-packed foods and sauces where their taste buds demand an experience unlike any flavor they've tasted before. Constantly thinking about their next meal, they will go out of their way to spice up their food with bold flavors. Since they spend most of the time in their cars, they look for a fast and easy location to cure their hunger. Tired of the typical burger and fry combo, these people want more. They love the freedom of the open road but fear having to make the tough choice of where to pull over for their late-night cravings.	
<b>WHAT DO PEOPLE CURRENTLY THINK?</b>	15 pts
"I always have to choose between Taco Bell and McDonalds for my late-night cravings. I like Taco Bell so much better but i really want Fries." "I don't care where I get my Fries, they all taste the same to me." "I really liked the flavor of the Doritos Locos taco, I wish Taco Bell expanded into more flavorful foods like that. I'd definitely try it."	
<b>WHAT WOULD WE LIKE THEM TO THINK?</b>	15 pts
"Fries and tacos in one place? Count me in." "These Fries taste so much different than other fast food places, there's so much flavor." "Flavor packed Fries, are so much better than the regular salt and pepper Fries."	
<b>WHAT IS THE SINGLE MOST IMPORTANT IDEA WE CAN CONVEY?</b>	20 pts
Classic Fry, Bolder Flavor	
<b>WHY SHOULD THEY BELIEVE IT?</b>	10 pts
Taco Bell has been a frontrunner in Mexican food innovation, providing an extensive menu of flavorful foods and combinations, like the Doritos Locos Taco. Taco Bell packs a punch and delivers a fast food experience unparalleled to any other burger brand. It has ~7,000 locations in the US. On average every store in the US has 877	

**Taco Bell Creative Brief**  
**Vitalize**

consumers per day. Taco Bell was the original Mexican Fast Food chain and is tirelessly working to expand their menu.	
<b>WHAT IS THE BRAND'S PERSONALITY?</b>	15 pts
Taco Bell is the outlier of the fast food industry. Taco Bell doesn't want to fit into any group, they want to stand out. Taco Bell is Deadpool. Humorous and self-aware but a superhero nonetheless. He is fueled by his rebellion of not following the stereotypical superhero rulebook. Refusing to join the X-men, Deadpool has no desire to fit into the traditional role that he is expected to. Deadpool is his own worst villain but has the ability to transform. Deadpool adds his own twist on the classic superhero, and people respect his individuality.	
<b>WHAT ARE THE MANDATORIES?</b>	5 pts
\$1 Nacho Fries - now serving, product picture, copyright 2018 Taco Bell IP Holder, LLC, <a href="http://www.ta.co">www.ta.co</a> , Live Mas Productions logo.	