

CART Students Present “GOT MILK” campaign

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How are teens responding?



RESEARCH



738 responses

Students from 16 high schools

16-18 years old

54% male | 46% female



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When asked...
Do you drink Milk?

77%

of respondents said YES



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When asked...
Why you drink Milk?

Why?

51% Taste
42% Benefits
7% Parents



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When asked... What is most
important to you?

MALE	FEMALE
35% Strong Muscles	26% White Teeth
24% Sturdy Bones	23% Good Sleep
19% Good Sleep	23% Sturdy Bones
18% White Teeth	21% Healthy Hair
14% Healthy Hair	10% Strong Muscles
.4% Good Nails	.7% Good Nails



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CREATIVE CAMPAIGN



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#1 "Awkward Moment"



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KEY RESEARCH POINTS

Teens want to look good and explore...

THE STRATEGY

Show the benefits of Milk in a humorous way

THE CREATIVE

A series of commercials that make fun of many awkward moments in a teen's life



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VIDEO:

Son pulls out a milk carton.



AUDIO:

SON: "...milk"

Dad is relieved not having to continue his awkward conversation with his son.



Dad sighs in relief.

Teenager mentions the benefits of drinking milk.



SON: "I'm stronger, hair looks good, teeth are white, been sleeping better. It really works!"
Optional: could relate to White Gold.

Dad is surprised and happy to see his son interested in milk.



DAD: "I'm glad we had this talk, son."
"GOT MILK?"

JOB: GOT MILK? Campaign
PROJECT: Storyboard Development
GROUP/NAMES: Anton Savelyev, Chap Pite, Sandra Castaneda, Sonya Duarte, Melissa van der Paardt
DATE: 11/10/06
CONCEPT: #1 "Awkward Moment"



WWW.CART.ORG

MEDIA HABITS RESEARCH

Television

Online

Print



Top 3 Networks Teens Watch?

61%



38%



36%



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What do teens shop for on the internet?

56% Clothing



48% Music



27% Phones, MP3's, Computers

36% Shoes



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Top Shows?

#1 The Hills



#2 Family Guy



#3 90210



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Top 3 websites

80%



58%



32%



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Design | Orange

WHAT DOES
MILK
DO
FOR YOU?

HOW OFTEN DO
YOU DRINK
MILK?

WHAT TYPE OF
MILK DO YOU
DRINK?



Concept

- Town deprived of milk
- Mystical caravan arrives
- Skimmers intrigue teens into caravan
 - Enter a magical dimension
- Dr. Lactase proudly introduces his performing misfits
- Skimmers lure teens into drinking milk
 - Teens magically transform
 - Teens exit caravan
 - Dr. Lactase leaves cows
 - Caravan departs
 - Vibrancy spreads to the town

Dr. Phineaus S. Lactasé



- Mysterious and vibrant man
- Witty and funny character
- Has all the benefits that milk offers
- His caravan defies time and space
- Travels around the world bringing milk to those in need

Slice & Dice



- Siamese twin girls
- Distinct personalities
- Abandoned by nail enthusiast parents at an orphanage
- Grew strong blades of culinary extravagance
- Awe the audience by using their nails to prepare the best food ever imaginable

Syivia



- Used to have nasty, brittle hair that her mother used to try to conceal
- Grew strong and beautiful hair
- Hair has a mind of its own
- Brushes itself and lifts weights

Tootsie & Muscles



- Stout little woman with unexpected strength
- Mentor of Muscles
- Surprises the audience by outshining Muscles

WEB

My Space
Facebook
Wikipedia
Galaonline
Deviant Art
Avatars for Websites

Interactive Web site
film icons
YouTube
Interactive banners
apps For iPhones
Avatars for Websites

OTHER

3-D Billboards
Posters
Appearances
- Schools
- Malls
- Beach
- Fairs & Festivals
- Shows

Amusement Parks
Coupons in Cookies
Holographic Images
Ads on Taxi
Bus Ads

RETAIL

Cardboard Cut-outs in assorted retail locations
- Donut Shops, Bakeries
- Nail Salons
- Hair Salons
- Gyms
- Women's Clinic

Grocery & Convenience Stores
- Cardboard cutouts,
- coupons
- stickers on floors
milk, cereal, & bakery aisles

Rapkins, Coffee sleeves, Donut bags & boxes
Illini Booklets with Character Info

MEDIA PLAN

MERCHANDISE

T-Shirts
Collector Cups
Magnets
Figurines
Mousepads
Notebooks
Traveling Mug

Book Covers
Car Window Stickers
Stickers
"Skins"
Pins
Bookmarks
Comic Books
Costumes

T.V./MOVIES

Commercials

Illini Movies before previews.
Cardboard Cut outs in the Lobby
Commercials on DVD's and Video games

got milk?



Amador Valley Marketing

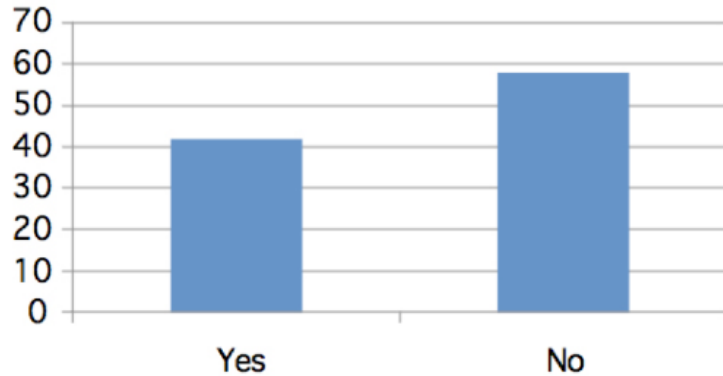


conducted among our target group

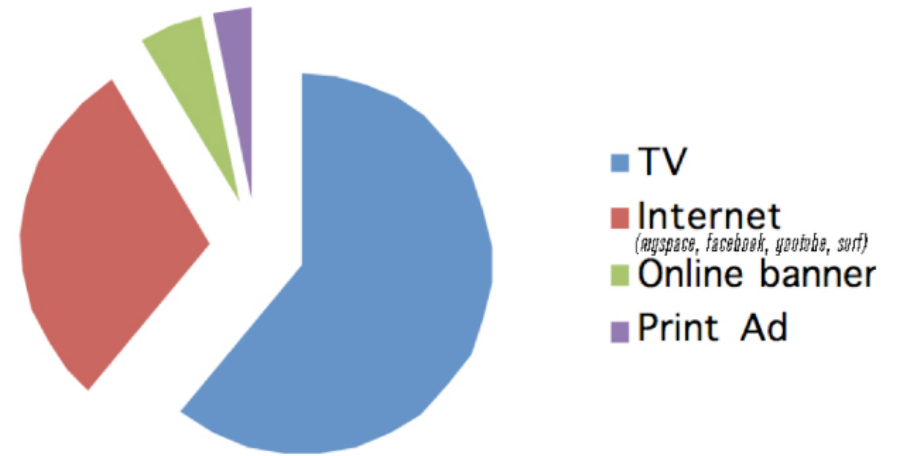
Teenagers ages 13-18

survey results...

Seen white gold?

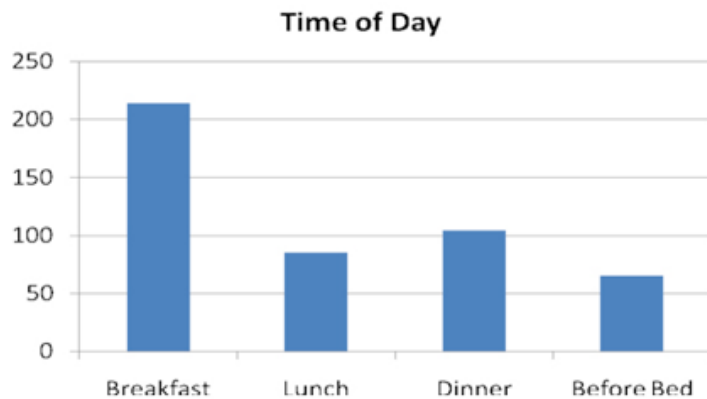


Where have you seen white gold?



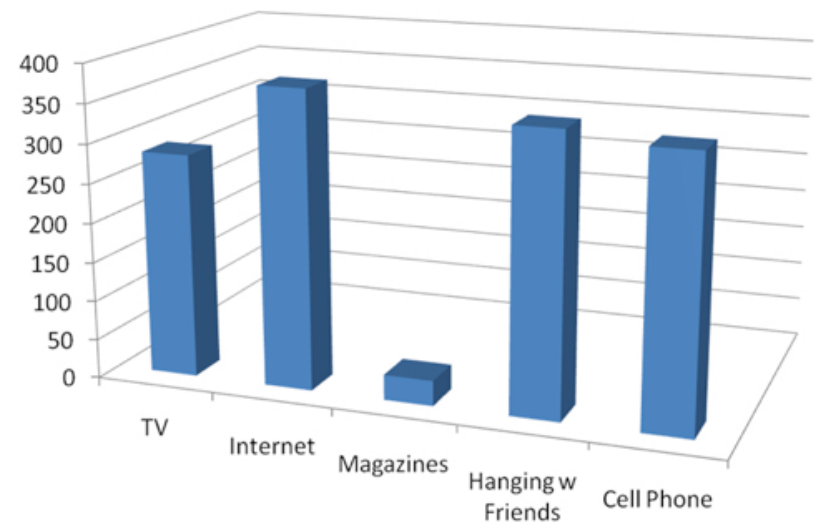
Majority of the target market have not seen white gold!

When do teens drink milk?



24% don't drink milk ever...

Teen Entertainment Options



Television Ad

where?



-Prison Break

-The Office

-Heroes

-House

-24

-America's Next Top Model

-Braun Commercial

-Beauty Commercial

-Brains Commercial





A screenshot of the ABC News website. The main headline reads "Drinking Milk Creates Beautiful Hair!". Below this is a "got milk" advertisement featuring a young woman holding a milk carton. To the right of the ad is a "VOTE 2008 ELECTION RESULTS" section with a map of the United States and the text "EXIT POLLS FIND OUT WHO VOTED AND WHY". At the top right, there are election results for Obama (338) and McCain (162). The website header includes "abc NEWS" and various navigation links.

Rap Contest

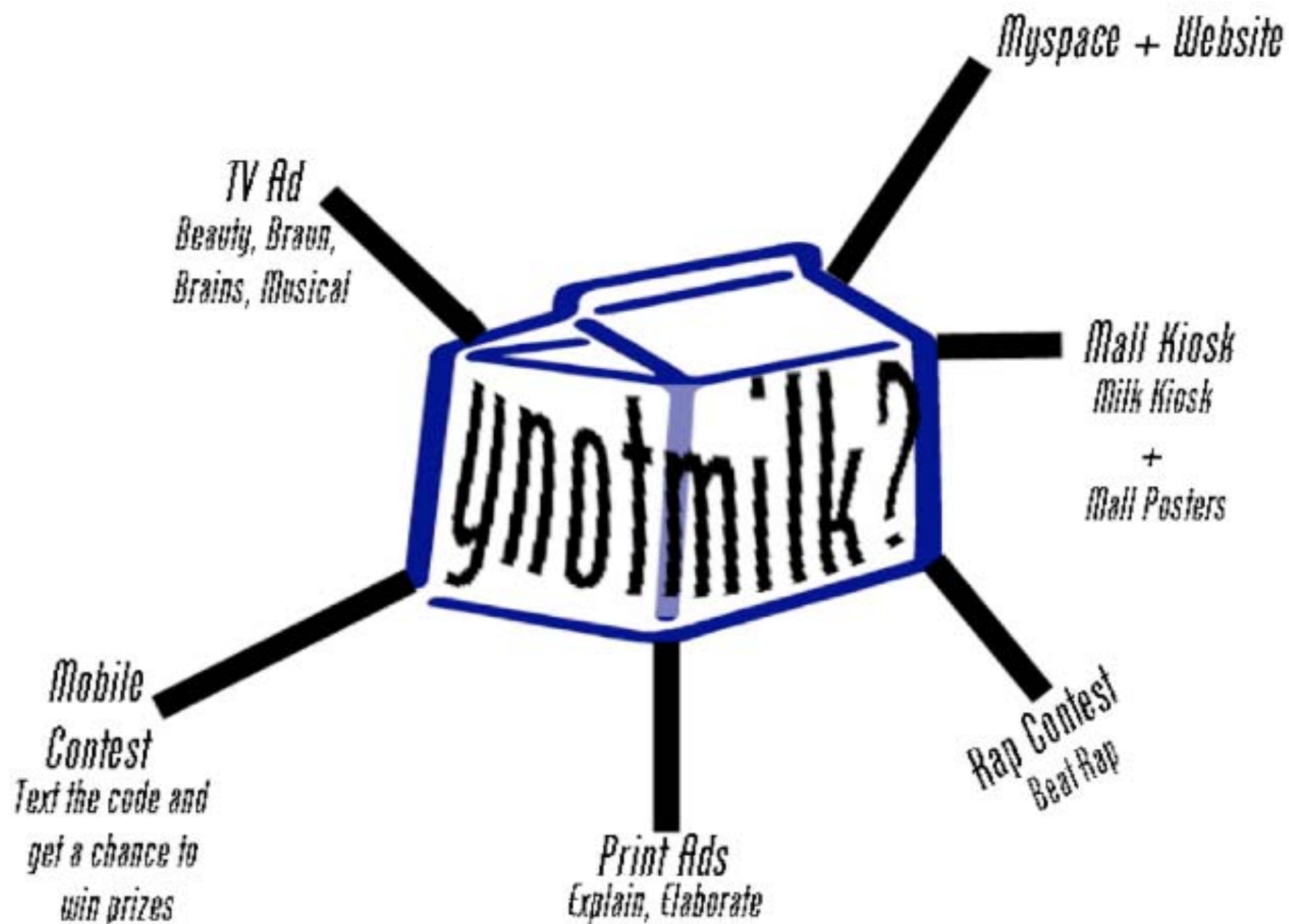
Think you got what it takes?

































Send us your milk rap lyrics or video
to enter and get a chance to win big!

myspace.com/ynotmilk

*A new innovative
way to bring
teens and milk
together through
something they
enjoy!*



Timeline

	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April
Television												
Mobile Ad												
Myspace												
Print Ads												
Website												
Mall												
Music Contest												

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