



BACKGROUND/OVERVIEW

The pandemic has caused Americans to face uncertainties head on, thus, it is no surprise that people are seeking comfort in the familiar. Since Wonder Bread was a staple food in all American households, the Wonder brand can benefit by appealing to consumers' nostalgia for the past. With the resurgence of 80s/90s/00s trends, this ad manoeuvre wonder bread into a position where they can capitalise on desires for better days.

OBJECTIVE/DESIRED RESULTS

Indubitably, there has been a large shift to the health and wellness category and as a result Wonder Bread has been pushed off the shelves.

What was once an American staple, Wonder Bread has lost its popularity amongst its consumers. The objective of this ad is to bring back a sense of nostalgia and remind people of this crowd favourite which stood as the symbol of America for years.

TARGET AUDIENCE/DEMOGRAPHICS

Americans who grew up eating Wonder Bread

COMPELLING IDEA

Health is secondary. The scent of Wonder Bread can transport you back to the good old days. Let's bring back the Wonder years!

SUPPORTING RATIONAL

This ad aims to trigger the peculiar connection between scent/taste and memory.

You don't buy Wonder Bread because you want to be healthy, you buy Wonder Bread because it tastes good. No one gets a bag of chips or a burger to be healthy, you get it cause it tastes good. Especially in these uncertain times, people may be gravitating towards comfort foods as a form of emotional support.

Wonder Bread is loved for its soft, pillowy texture – not, for its nutritional value. To celebrate Wonder Bread's 100 year anniversary, we want to remind our consumers of the importance of indulgence.

MANDATORIES

- The official Wonder Bread logo
- "Celebrating 100 years of Wonder"

