

1. Who is your target?
  - Non-cooks
  - 18-35
  - Working people
2. Where is your competition in the mind of this person?
  - Any canned food is competition because younger people look for the cheapest option and non-cooks don't really know the difference between brands. Brands such as Green Giant, Libby's, Del Monte are competing brands.
3. Where would we like to be in the mind of this person?
  - We want to be known as a quick meal preparation, but still a quality meal. Easy to prepare but still has nutrients and flavor
4. What is the consumer promise/creative strategy
  - Even if you don't know how to cook, you can still prepare quality meals that people love.
5. What is the supporting evidence?
  - There are a lot of resources online to how to prepare Glory foods, they give a lot of recipes and there are a lot of different products and variety.
6. What is the tone of voice for the advertisement of your branded product?
  - Lighthearted
  - Happy
  - Fun
  - Clever
  - Humorous