



ABOUT THE AGENCY



SWEET MEDIA CO.



MADDIE GAFFNEY

Madison Gaffney is a senior at James Madison University double majoring in dance and Media Arts & Design with a concentration in Creative Advertising. She is a member of the Virginia Repertory Dance Company and an executive member of the Dance Theatre Organization. In her free time, she enjoys editing videos for a local DJ in Harrisonburg, Virginia, and has participated in several performance opportunities with the JMU Dance Program such as traveling abroad to Madrid, Spain. Gaffney's passions include graphic design, multimedia marketing and the performing arts. She aspires to work in content creation, social media management and advertising campaigns. Gaffney strives for authenticity, impact and meaning in everything she creates and executes.



MADALYN CORNWELL

Madalyn Cornwell is a senior Media Arts & Design student pursuing a BA in Creative Advertising. She is the audience editor for The Breeze where she runs the social media and delegates work to a team of students. She also works downtown at Bella Luna as a waitress. In her free time, she enjoys spending time with her dogs and family. She also enjoys reading and going for a run when she is not in school creating or working. In the future, Cornwell hopes to work in content creation, social media management or as a creative director for an advertising agency.



NISHKA JARRAL

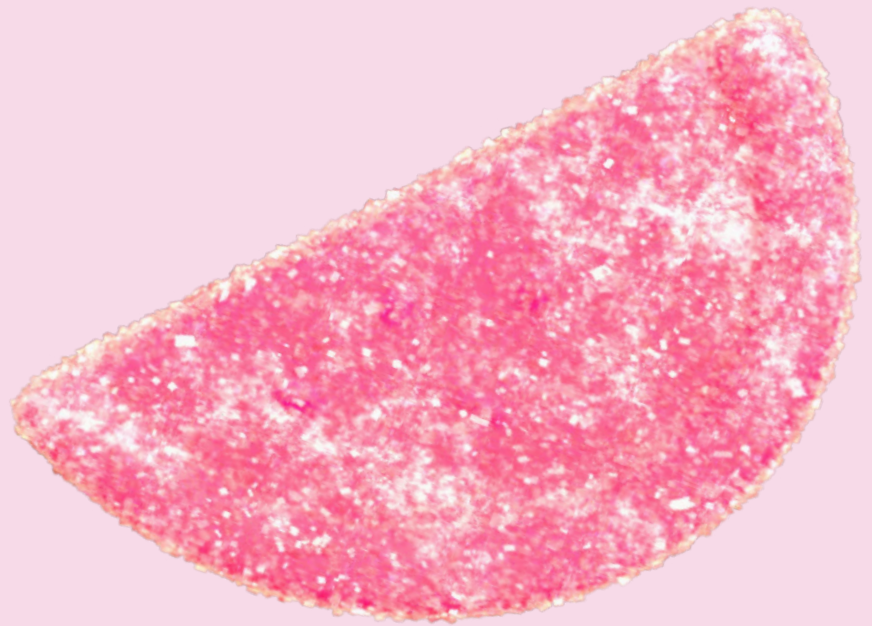
Nishka Jarral is a junior Media Arts & Design student pursuing an educational media and WRTC minor at James Madison University. She is a graphic designer for the Scratchpad club and VP of Marketing for Alpha Phi fraternity. She works closely with the appointed positions under her to create content and merchandise for the chapter. In the future, Jarral hopes to work as a creative director for an advertising agency.



ISABELLA WANSHON

Isabella Wanshon is a senior at James Madison University studying Media Arts & Design with a concentration in Creative Advertising. She also has an educational media minor. She currently works as a Program Adviser in the Office of Residence Life and as a Student Ambassador for James Madison University, as well as an Executive Member of Madison Dance Club. Wanshon has also completed a two month internship in social media advertising during a study abroad program in 2024 and hopes to work in account planning after graduating.

RESEARCH



SECTION ONE:

PRIMARY RESEARCH

CONTENT ANALYSIS

RESEARCH OBJECTIVES

- To see what consumers think about Smart Sweets.

SAMPLE SIZE

- 27 online reviews from differing websites, with different ratings.

CODE BOOK

Date						
Stars 1- one 2- two 3- three 4- four 5-five						
Flavor 1- peach rings 2- fish 3- sourmelon						
Taste 1- good 2- neutral 3- bad						
Description 1- liked old formula 2 - chewy/sticky 3 - perfect alternative						

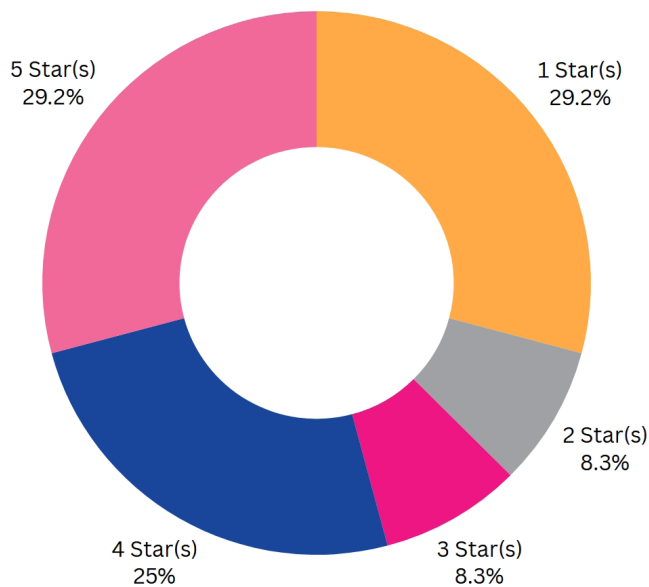
RELIABILITY TEST RESULTS

- Stars - 100%
- Flavor - 83%
- Taste - 100%
- Description - 83%

RESULTS

DATE	STARS 1- one 2- two 3- three 4- four 5-five	FLAVOR 1- peach rings 2- fish 3- sourmelon	TASTE 1- good 2- neutral 3- bad	DESCRIPTION 1- liked old formula 2 - chewy/sticky 3 - perfect alternative
2024	3	2	2	1
4/7/2024	2	1	3	2
3/10/2024	1	2	3	2
6/24/2019	5	1	1	3
9/4/2020	2	3	3	2
11/25/24	4	3	1	3
10/31/2021	5	3	1	3
3/1/2022	2	1	2	2
9/15/2021	4	2	1	3
8/8/2022	5	3	1	3
8/14/2022	1	3	3	1
11/11/2021	4	1	1	2
1/28/2022	2	1	2	2
11/5/2021	5	3	1	3
7/31/2020	1	2	3	1
9/20/2020	4	3	1	2
7/23/2020	3	2	3	1
5/6/2024	5	2	1	3
2/22/2023	5	2	1	3
10/22/2024	2	3	3	1
2/12/2024	1	2	3	1
5/9/2024	1	1	3	1
4/11/2024	1	1	3	1
6/1/2024	1	2	3	1
6/8/2024	4	2	2	2
5/24/2024	5	2	1	3
1/27/2024	4	3	1	2

RESEARCH INSIGHTS



Stars

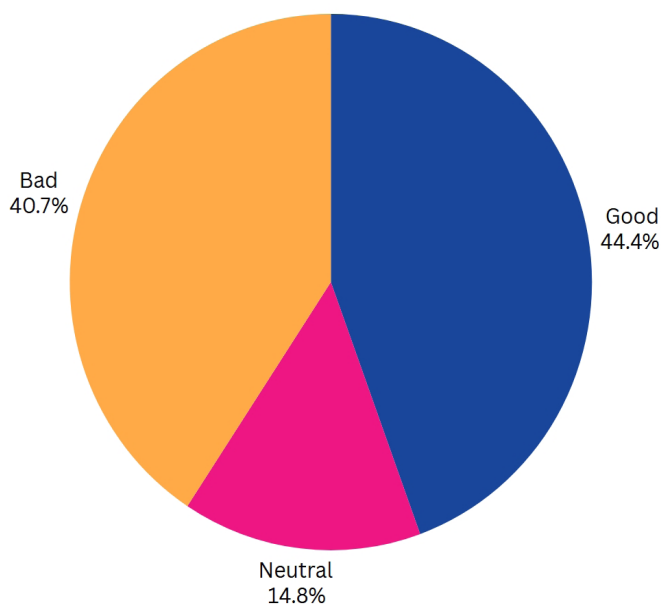
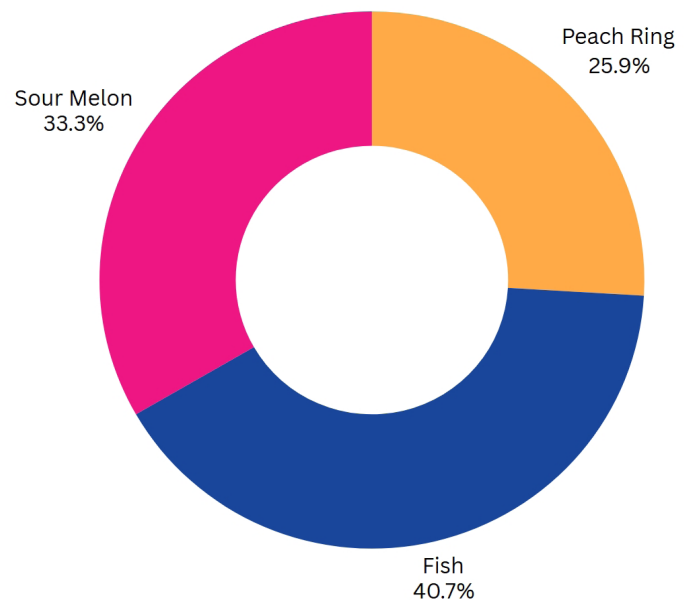
Most star ratings were under 4 - (60%)

- 29.2% was a five star, which was a peach ring
- 25% was a four star which was a sourmelon
- 8.3% was a three
- 8.3% was a two star review
- 29.2% was a one star

Flavor

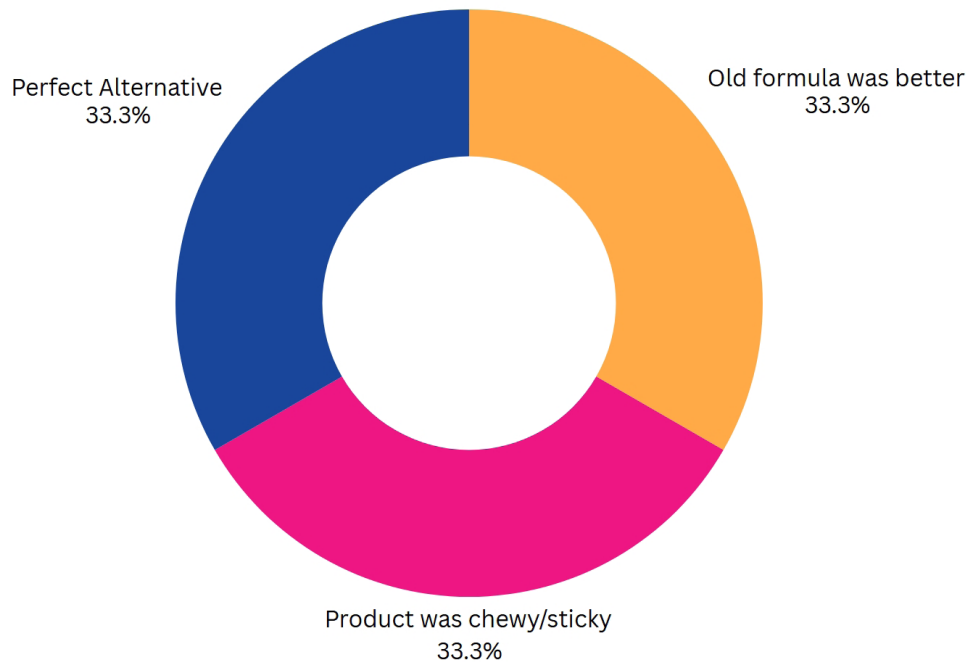
The ratings were through 3 flavors:

- 25.9% were peach rings
- 40.7% were fish
- 33.3% were sour melon



Taste

- The overall reviews of the taste were mixed
- 44.4% was good, 14.8% was neutral, 40.7% was bad



Description

- Most of the answers were between a good alternative and chewy
- 33.3% liked the old formula better, 33.3% said the product was chewy/sticky, 33.3% said it was the perfect alternative

RESEARCH SUMMARY

Reviews emphasized a range of feelings toward the different SmartSweets products. While some considered them a perfect alternative to traditional candy, others criticized the products for being sticky and chewy. Reviews considering taste were mixed, with 44.4% rating the taste as good, 14.8% as neutral, and 40.7% as bad. Star ratings also reflected this divide; while 54.2% rated the products 4 stars or higher, a notable 29.2% gave the products a 1 star review. Overall, consumer opinions on SmartSweets are clearly mixed, with significant variation based on flavor and personal preference.

OBSERVATIONAL ANALYSIS

STORES IN HARRISONBURG, VA.

Friendly City Food Co-op

The Friendly City Food Co-op is a community owned grocery store that offers local and organic items in Harrisonburg, VA. We conducted our observation on a Tuesday afternoon at 4:00 pm. This store carried around five different kinds of candies, including the company's new easter gummies. The candies were located at the very end of the candy aisle on the corner. We observed several customers walking past and ignoring the product. It was very difficult to notice the bags on the edge of the aisle. An individual bag cost \$3.49 for 1.8 ounces.

Target

Target, a mass retail department chain that sells merchandise, groceries, home goods, and more sells Smart Sweets. We conducted our observation at the Target located in Harrisonburg, VA on a Tuesday afternoon at 4:30 and on a Sunday afternoon at 3:00. SmartSweets were located in the middle of the candy aisle with other low sugar, keto and vegan friendly candy alternatives. We discovered potential competitors that were found next to the brand which were Joyride and Albanese Candy. Each individual bag cost \$3.29 for 1.8 ounces and we observed customers looking at the bags, but not buying them.. There were several different candy options available, including the SmartSweets lollipops at this location. It was noticeable that individual bags of SmartSweets were picked up and moved around from their original places. Therefore, the assumption was made that customers did pick up the product and looked at it. However, they chose to put it back instead of buying it.

Martin's

Martin's grocery store located in Harrisonburg VA, is a chain supermarket and pharmacy. We conducted our observation on a Sunday evening at 7:00 pm. We found only two different kinds of SmartSweets candies in the organic section of the grocery store. We observed the Barbie Pink Lemonade Dream Gummy candies were the most popular at this location than the Sourmelon Bites next to them. This was based on the fact that less of the Barbie bags were than the Sourmelon. We saw customers walking past the candies and they did not stop to look at them. An individual bag costs \$3.79 at this location for 1.8 ounces.

Kroger

Kroger, a supermarket and multi department store chain across the United States sells SmartSweets. We conducted our observation at the Harrisonburg, VA location on a Sunday evening at 8:00 pm. We found four different kinds of the SmartSweets candies in the candy aisle at eye level. The Peach Rings seemed to be bought more often than other kinds offered at the store. We observed a decent amount of the bags of candy were bought by customers due to the fact that each box that held the candy was not completely full. An individual bag cost \$3.79 at this location for 1.8 ounces.

The Neighborhood Walmart

The Neighborhood Walmart is a chain of grocery stores affiliated with the Walmart brand. We conducted our observation on a Sunday afternoon at 3:00 pm at the Harrisonburg, VA location. We found five different kinds of SmartSweets candies at this store. The Sweet Fish Gummy bags and that the Barbie gummies seemed to be the most popular. This is due to the fact that less of those bags were left on the shelves. We observed customers walking by the product and looking at them, but did not purchase. The bags were moved around and looked as though they had been picked up before. An individual bag cost \$3.49 for 1.8 ounces.

RESEARCH SUMMARY

The takeaway from this is that even though individuals are walking past and through the aisles they are ignoring the product, whether it be because the display was not prominent in eyesight or because of other competitors. Also observed was a similarity in price across the stores as well as positioning in the aisle in terms of eye level except for a few placed lower. Something to also make note of is that the observer could tell that the product had been picked up to be looked at then placed back down onto the shelf and not purchased. This was the case at all stores because an actual purchase of SmartSweets did not occur during observations.



SECTION TWO:

SECONDARY RESEARCH

BRAND RESEARCH

COMPANY FOUNDATION

- The company was founded by Tara Bosch in 2016. (A Brief History of SmartSweets, 2024)

POINT OF PURCHASE

- SmartSweets can be bought directly off of the company website through either individual packages or you have the option to purchase a bundle of products. The products can also be bought from common grocery stores like:
 - Target
 - Whole Foods Market
 - Albertsons
 - Walmart
 - Kroger
 - Safeway
 - Sprouts
- They can also be purchased online from the list above as well as Amazon.

COMPETITORS

- Ferrara Candy Company: overseeing the Black Forest Gummy brand which averages from \$3.97 - \$40.80 depending on size of the bag
 - Lily's Sweets: averaging around \$3.00 per bag of gummy bears
- YumEarth: averaging from \$6.99 - \$9.69 per bag depending on the type of gummy candy (The Competitive Landscape of SmartSweets, 2024)

STANDING OUT

Smart Sweets products have:

- “92% less sugar per 50g”
- “No artificial sweeteners”
- “Only 1-4 grams of sugar per serving”
- “No added sugar”
- “No sugar alcohols”
- “Smartly sweetened with high-quality stevia” (SmartSweets, 2025)

According to the official website, 80% of the employees are female and the company is female founded.

Founder Tara Bosch wanted to create a candy that still tasted good, but did not have the same negative effects that excess sugar has on our health

- Vegan friendly according to the website, therefore targeting individuals who are vegan and plant based.
- Keto community and those on certain weight loss diets.
- According to mama-betes.com, which is a blog for mothers with diabetes, SmartSweets is a healthy, safe alternative.
- “These candies, made with sugar alternatives aim to satisfy your sweet tooth without the drastic fluctuations in blood sugar” that raise harm to individuals with diabetes

Author Lindsey Cohen states “As someone who has been eating sugar-free candy since a 9 year old with type 1 diabetes in the 90’s, SmartSweets are a HUGE improvement over what used to be available!” (Cohen, 2024)

SHELF SPACE



PRICE

Varies on flavor, ounces, store bought, and individual/packs.

On their official website, purchasing options are either through Amazon, Instacart, or build a box of your own/pre-built boxes.

Instacart

Individual bags of bestseller candies such as sweet fish or peach rings through instacart cost \$3.99.

Individual bag prices vary depending on the type of candy.

Amazon

Through the official website, candies come in packaged deals. For instance, a pack of 12-14 for a specific kind of candy costs anywhere from \$40-\$45.

Searching smart sweets on Amazon directly and not through the web site though comes with several different price options.

A variety pack of 8 costs \$24.99.

Different package sizes and prices are available for each kind of candy.

Build your own/pre built box (on the official website)

Small box 10-14 bags of your choice averages around \$48

A large box 20-28 bags of your choice averages around \$96

Best Sellers box 14 bags of pre-selected candy costs \$48.86

#TeamSour box 14 bags of pre-selected candy costs \$48.86

Grocery stores - Target, Whole Foods, Walmart and Kroger

Target individual bags of candies cost around \$4.19 or buy two for \$6

Whole Foods individual bags cost \$3.99

Walmart varies by flavor some cost \$6.99, \$5.57, and \$4 range

Kroger varies, but around \$4.29

SWOT ANALYSIS

Strengths

- Easily accessible
- Sold at a variety of stores nationwide, and can even be shipped.
- Healthy and even included vegan options.
- Stands out on shelves - colorful packaging.
- Variety of different candy options.
- Gummies, caramel, suckers, sour, sweet, plant-based, hard candy.

Weaknesses

- Pricier than competing candy brands
- Smart Sweets - \$3.29 for a bag, Swedish Fish - \$1.29 for a box
- No chocolate options
- Not everyone enjoys candy
- Some people prefer chocolate
- No shipping from website unless a box
- Not feasible for first-time consumers.
- Most consumers will not buy a product in bulk unless they know they will like it.

Opportunities

- Vegan and environmentally conscious consumers
- New moms, deciding “diets” for candy loving kids
- Health junkies
- Keto & weight loss journey
- New Year resolution consumers

Threats

- Not available at all stores
- New or existing competition
- Cheaper options
- Could be confused with Smarties

CONSUMERS

- Individuals who are vegan and plant-based (Smart Sweets, n.d.)
- The Keto community (Smart Sweets, n.d.). - Those on specific types of weight loss diets (Smart Sweets, n.d.).
- Keto community and those on certain weight loss diets (Smart Sweets, n.d.).
- Diabetics who want candy but without sugar (Cohen, 2004).

AGENCY MEMBER IMPRESSIONS

MADDIE GAFFNEY

Strengths

- Colorful branding, coordination, and packaging
- Interactive and straightforward website layout
- Health benefit explanations for each candy type on the website
- Find a store feature on the website to find where a specific flavor can be found in your area
- Tried the Sweet Fish and they were chewy and yummy to eat
- I would eat these again and we finished the bag

Weaknesses

- Video advertisements are on the weaker side in my opinion on Instagram and Tik Tok
- When purchasing products on the official website it takes the buyer to Amazon or Instacart
- Company does not have its own cart and shipping option other than pre-built variety boxes or build your own
- The Peach Rings weren't sour and had a bad aftertaste.
- Did not enjoy the Sour Melon. The powder on the candy that makes it sour did not taste good.

AGENCY MEMBER IMPRESSIONS

NISHKA JARRAL

Strengths

- Eye-catching packaging, branding, and website
- A healthy alternative to popular candy
- Strong brand identity on social media and website
- Easy to locate benefits of the product on the website (sugar, fiber, and calorie information)
- The fish were the best ones and were pretty good overall.

Weaknesses

- Difficult to purchase online (not able to purchase through the website)
- Flavors/candy isn't original
- Online purchases are mainly in bulk (not able to purchase individual packages)
- Sour Melon was my least favorite because the flavoring was not the greatest.
- The Peach Rings had a dust coating, which took away from the candy as a whole

ISABELLA WANSHON

Strengths

- Packaging and branding is very consistent and recognizable to consumers
- Their advertising itself stands out as they know what they are compared to other brands and will use their competition to their advantage.
- The brand appeals to a few different demographics versus just one.
- Tasted the Peach rings and Fish, both had a great texture and flavor as well.

Weaknesses

- They have used competitors and other brands to build their own.
- Their products have tended to be hidden or lesser known in mainstream media as they are competing with iconic brands such as Swedish Fish for example.
- Even though it appeals to diabetics as low sugar there may be individuals who a higher sugar content will appeal to.
- Tasted the Sour Melon, the flavor was not all that great and the texture of the sour powder was not pleasant.

NOTABLE CAMPAIGNS OF THE PAST

This campaign was done by a student at Southern Methodist University titled “More candy, less sugar.” The campaign calls out generic candy brands and shows consumers how Smart Sweets is better than their competitors.



NOTABLE CAMPAIGNS OF THE PAST

SMARTSWEETS HAPPY YOU YEAR 2020 AD CAMPAIGN

Art Direction and Partial Editing by Michelle Leggatt
Photography by Gabriel Cabrera

“SmartSweets is challenging the candy aisle by offering delicious candy, without all the sugar. To kick off 2020 on a positive note, we decided to flip the season of resolutions on its head. We wanted to depict our audience in a celebratory way that challenges the season of self restraint, diets and punishment. Happy You Year, no resolutions required.”



PRODUCT CATEGORY

Health Conscious Candy

PERSONA

Ashley Golding



DEMOGRAPHICS

Ashley is a 34 (millennial) married mom of two. She has two boys, one is five and the other is eight. The older son has diabetes. Ashley graduated with a Masters in Public Relations. Ashley and her family are a part of the upper middle class.

Ashley practices a Non-Denominational religion. The target family is usually between 4 to 5 members, our target has 4 members. They bought their home in Northern Virginia.

GEOGRAPHICS

Virginia, United States
Northern Virginia, Zip Code: 22030

PSYCHOGRAPHICS

Activities

Ashley likes to work out, specifically attending pilates classes. She works 35-40 hours a week. She drives her Jeep Wagoneer. When she is not working, she is an active parent, helping out at her son's soccer games. She also plays with the family dog, which is a golden doodle.

Interests

Ashley is interested in listening to podcasts, more specifically life-style and health and wellness podcasts. She is very into self care and bettering herself and the lives of her family. She likes to cook healthy meals and eat clean. She is very ingredient aware, she is Gluten Free and considers herself an “Almond Mom.” When she works out she likes to wear Lululemon.

Opinions

Ashley is very cautious about what ingredients her children are eating. She believes that clean eating is very important. Ashley also believes that everyone should be able to enjoy candy in some form or another, especially since she has a son with diabetes.

Behavioral

VALs:

Achievers

Values -

Goal Oriented

Conscious

Conventional

Stivers

Values -

Inspiration

Motivation

Abilities

Thinkers

Values -

Knowledge

Creativity

Frustrations

- Wants to ensure she has a successful career while also
- maintaining her life as a mom
- Finds it hard to find candy that both of her children can have due to the oldest ones dietary restrictions
- Wants both of her kids to be able to participate in activities around candy
 - Halloween
 - Valentines day
 - Post Sporting event snacks
 - Easter
 - Good grades

Motivations

- Wants to give her children a candy they can have and enjoy that is similar to normal candies other kids eat
- Wants her kids to feel included and normal while catering to their needs
- Wants to find a healthier sweet alternative for herself and her lifestyle

SOCIAL MEDIA ACTIVITIES

- Uses Facebook and Instagram for personal use
- Listens to Podcasts on Spotify specifically lifestyle podcasts
- She also has an Instagram and TikTok professional use
- She is an avid social media user
- 2.5 hours a day outside of work

CURRENT MINDSET

Ashley feels that SmartSweets is an effective alternative to regular candies because they are safer for her children to eat due to diabetes. SmartSweets has lower grams of sugar than most candies sold, which is enticing to Ashley because of her children's dietary needs.

DESIRED MINDSET

We would like Ashley to feel that SmartSweets is the best option for her children's dietary needs. We want to ensure that Ashley feels that our brand can allow her children to still enjoy candy in a safer way.

COMPETITORS

Direct

SmartSweets' top competitors are Lily's Sweets, YumEarth, and Black Forest Gummies, each of these brands are advertised as being "healthier" or better for you than other candies. Ashley feels as though they each have individual aspects that fit pieces of her criteria for what she wants in a candy but not quite checking all the boxes. Lily's Sweets and Black Forest Gummies are both advertised as being organic yet only Lily's makes a mention of no added sugars and that's it, whereas YumEarth is allergy friendly, vegan, gluten free and so much more making it SmartSweets' strongest competitor. Ashley often compares and goes back and forth between SmartSweets and YumEarth.

Indirect

Swedish Fish
Sour Patch Kids
Peach Rings
Dum Dums
Haribo Gummies
Starburst
Werthers Caramel
Twizzlers

MESSAGE OBJECTIVE

Persuade the consumer that SmartSweets is the best healthy candy alternative

Unique selling proposition by highlighting all of the health benefits and different ingredients

Transform the consumption experience by allowing children with diabetes to participate in activities that involve candy such as Valentines Day

CREATIVE STRATEGY CONCEPT

SmartSweets are the best healthy candy alternatives for diabetics.

Evidence

According to the company's website, SmartSweets candy is keto and vegan friendly, low sugar, does not have artificial sweeteners, and contains fiber.

According to mama-betes.com, a mom's diabetes blog website, "These candies, made with sugar alternatives aim to satisfy your sweet tooth without the drastic fluctuations in blood sugar."

CREATIVE EXECUTION

Our big idea comes to life by blending diabetic inclusive language, like “Sugar Free,” with SmartSweets candy imagery to reinforce brand recognition. We’ll highlight how SmartSweets empowers diabetic children to enjoy candy at all life events, like birthday parties and celebrations. Through engaging social media content, we’ll directly reach the diabetic community, positioning SmartSweets as the go to candy for health conscious and diabetic friendly households.

TONE

- Fun
- Energetic
- Health-conscious
- Upbeat
- Relatable
- Light-hearted

DELIVERABLES

Magazine print ads, TV ad, social media platform, out-of-home (OOH), viral video, guerrilla marketing, branded product placement entertainment.

MANDATORIES

- Brand name/logo
- Bright Colors
- A picture of featured candy or bag

CAMPAIGN DELIVERABLES

**PRINT
ADS**

HEADLINES

- **RINGS AREN'T JUST FOR LOVE**
- **SUGAR FREE CANDY JUST GOT A**

GLOW UP

- **EDUCATE YOURSELF ON SUGAR**

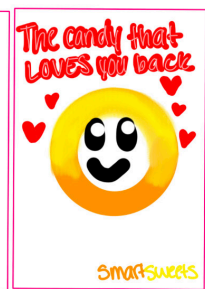
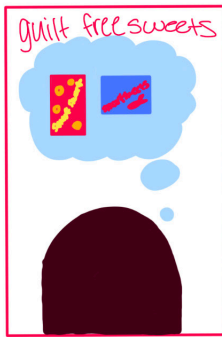
FREE SWEETNESS

TAGLINE

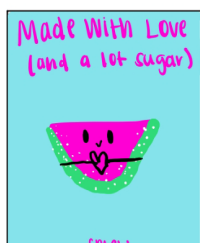
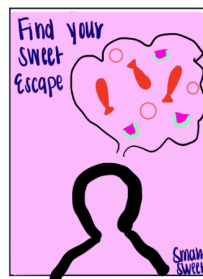
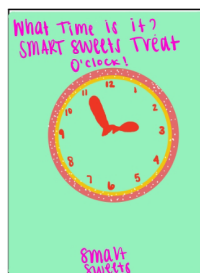
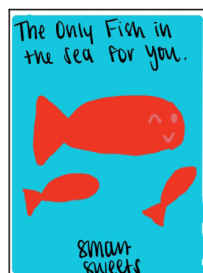
**SWEETS THE
SMART WAY**

THUMBNAILS

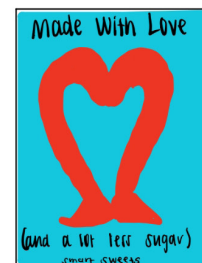
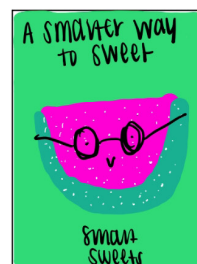
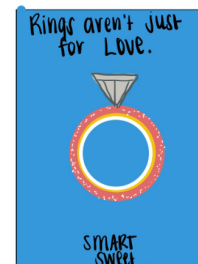
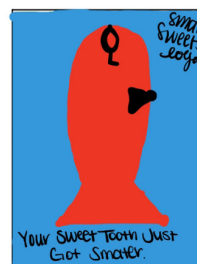
Magazine Ads



Print Ads



Print Ads



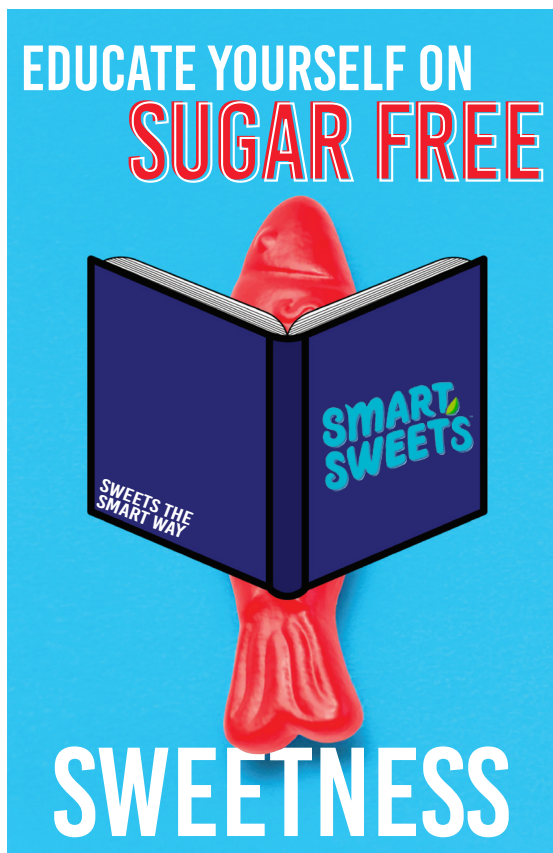
Fish making a heart shape



PRODUCED ADS







RATIONALE

When it came to the print advertisements, we chose to create three magazine ads. Magazines were selected as the medium because our persona still reads magazines and actively chooses to purchase and read them. Part of the creative process with the print ads was that we wanted to create more cohesiveness across the campaign as a whole. In order to do this, we made new ads that look similar to the style of our social media ads and also feature our tagline for the campaign. We still utilized the different products and bright colors which are prevalent across the campaign. The headlines were chosen to maintain cohesion with our big idea and social media advertisements.

**TELEVISION
AD**

[illegible]

SCRIPT

Casting: Leona Burns, Jenelle Gaffney, Jenelle Gaffney

Location: In a home in Harrisonburg, Va

Video	Audio
1. SMART SWEETS GOODIE BAGS, CAMERA PANS	1. SFX: SOFT OPENING MUSIC, CHILDREN PLAYING SOUND
2. BIRTHDAY BANNER, CLOSE UP SHOT TO THE RIGHT	2. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
3. BIRTHDAY HEADBAND, CLOSE UP SHOT	3. MOM: "Don't forget your goodie bags!"
4. FULL HAPPY BIRTHDAY BANNER, WIDE SHOT	4. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
5. YOUNG GIRL WITH DIABETES DANCING AT THE PARTY, WIDE SHOT	5. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
6. SMART SWEETS GOODIE BAGS, CAMERA PANS RIGHT TO LEFT	6. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
7. GIRL CHOOSES HER GOODIE BAG, DEXCOM IN VIEW, CLOSE UP SHOT	7. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
8. GIRL LOOKING DOWN AT HER DEXCOM, CLOSE UP	8. NARRATOR: "Candy, that's safe for everyone."
9. GIRL HOLDING CANDY AND SMILING, CLOSE UP	9. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
10. GIRL TAKING A BITE OF CANDY, WIDER SHOT	10. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND
11. GIRL TWIRLING IN SLOW MOTION, WIDE SHOT	11. NARRATOR: "Sweets the Smart Way."
12. FREEZE FRAME OF GIRL, SMART SWEETS NAME APPEARS ON SCREEN	12. SFX: CHEERFUL MUSIC, CHILDREN PLAYING SOUND

STORYBOARDS

Story board

Title: TV Ad Storyboard



KEYFRAME



RATIONALE

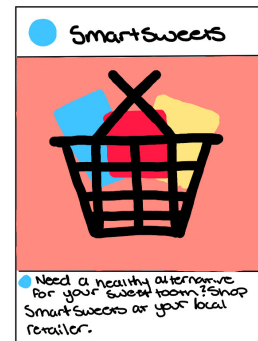
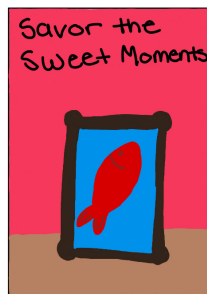
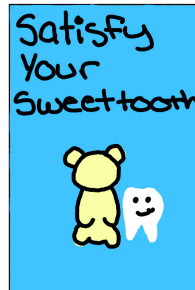
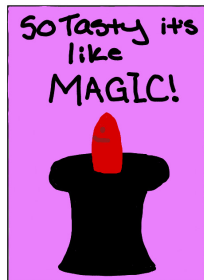
For our TV ad commercial, we decided it was best to create a visual representation of how children with diabetes would enjoy SmartSweets candies. We chose to represent children with diabetes as our target audience is millennial parents that would buy these candies for their children. We created a storyline of a birthday party where SmartSweets goodie bags are handed out as party favors. Our main character, a young girl with diabetes, is shown enjoying the candies at the party and is excited that she is able to eat the candy safely. Therefore, the phrase “candy that’s safe for everyone” is an essential aspect of our commercial. SmartSweets is a healthier, safer candy alternative for children and all individuals with diabetes, which is shown within our commercial.

SOCIAL MEDIA ADS

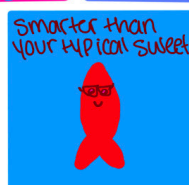
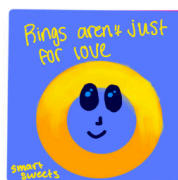
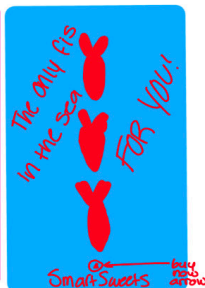
SKETCHES

lemon8

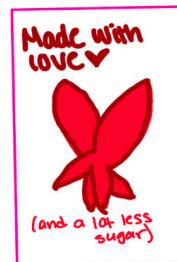
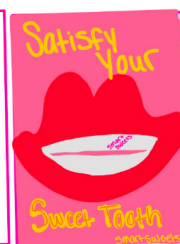
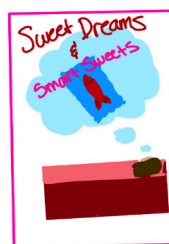
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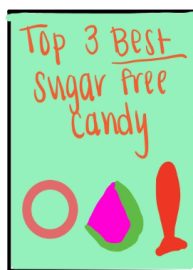
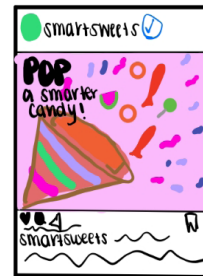
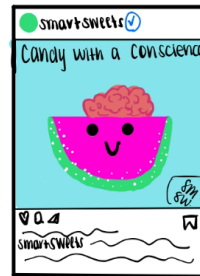


Instagram



Lemon8

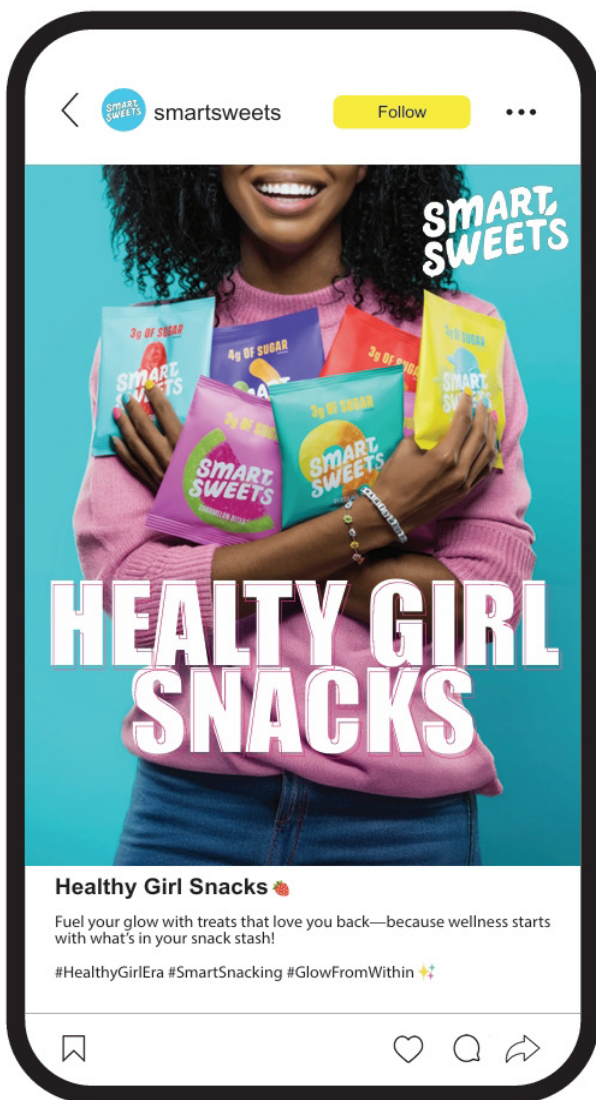




LEMON 8 ADS

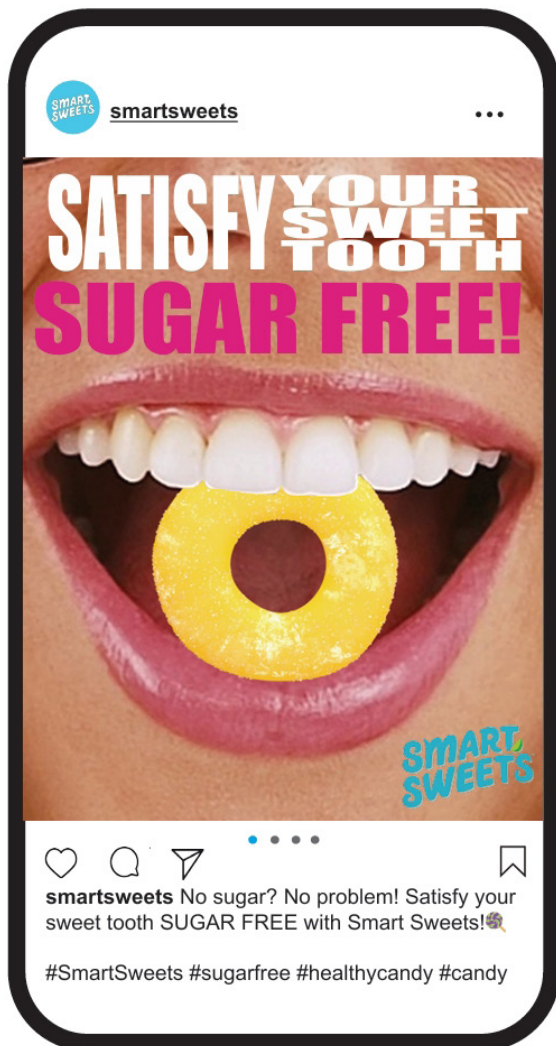






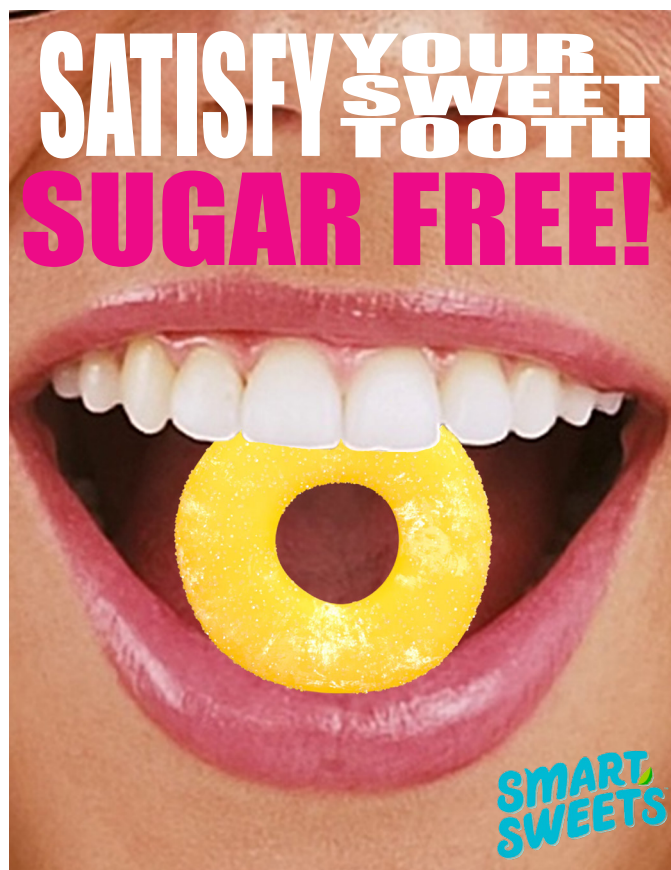
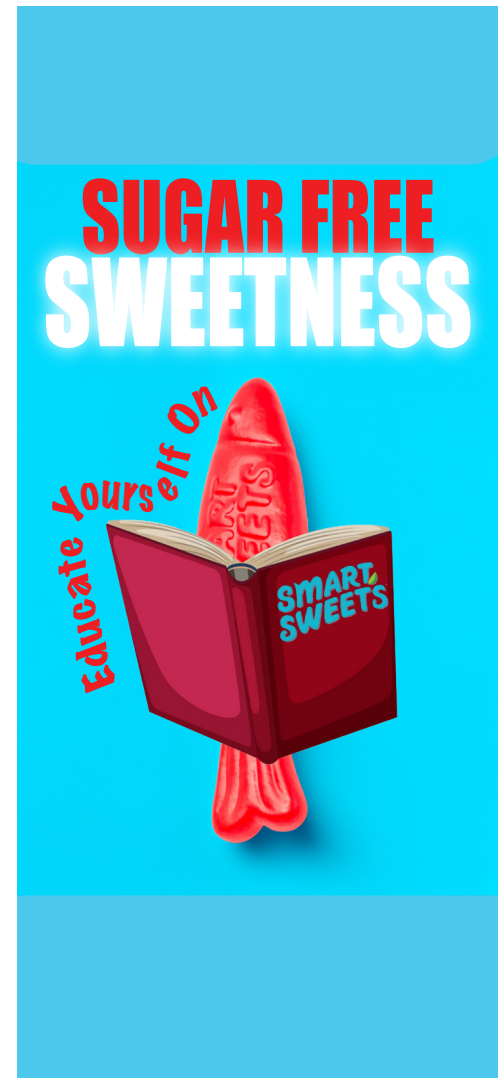
INSTAGRAM ADS











RATIONALE

For our social media strategy, we selected Instagram and Lemon8 as our primary platforms due to their strong alignment with our target audience. Both platforms offer visually driven formats and high engagement rates, making them strong paths for connecting with audiences in the health and wellness space, particularly those managing diabetes.

On Instagram, we incorporated a mix of content that included regular story posts, sponsored story ads, single image posts, and carousel posts. This approach allowed us to maintain a consistent presence while also taking advantage of the platform's algorithm to reach new users through promoted content.

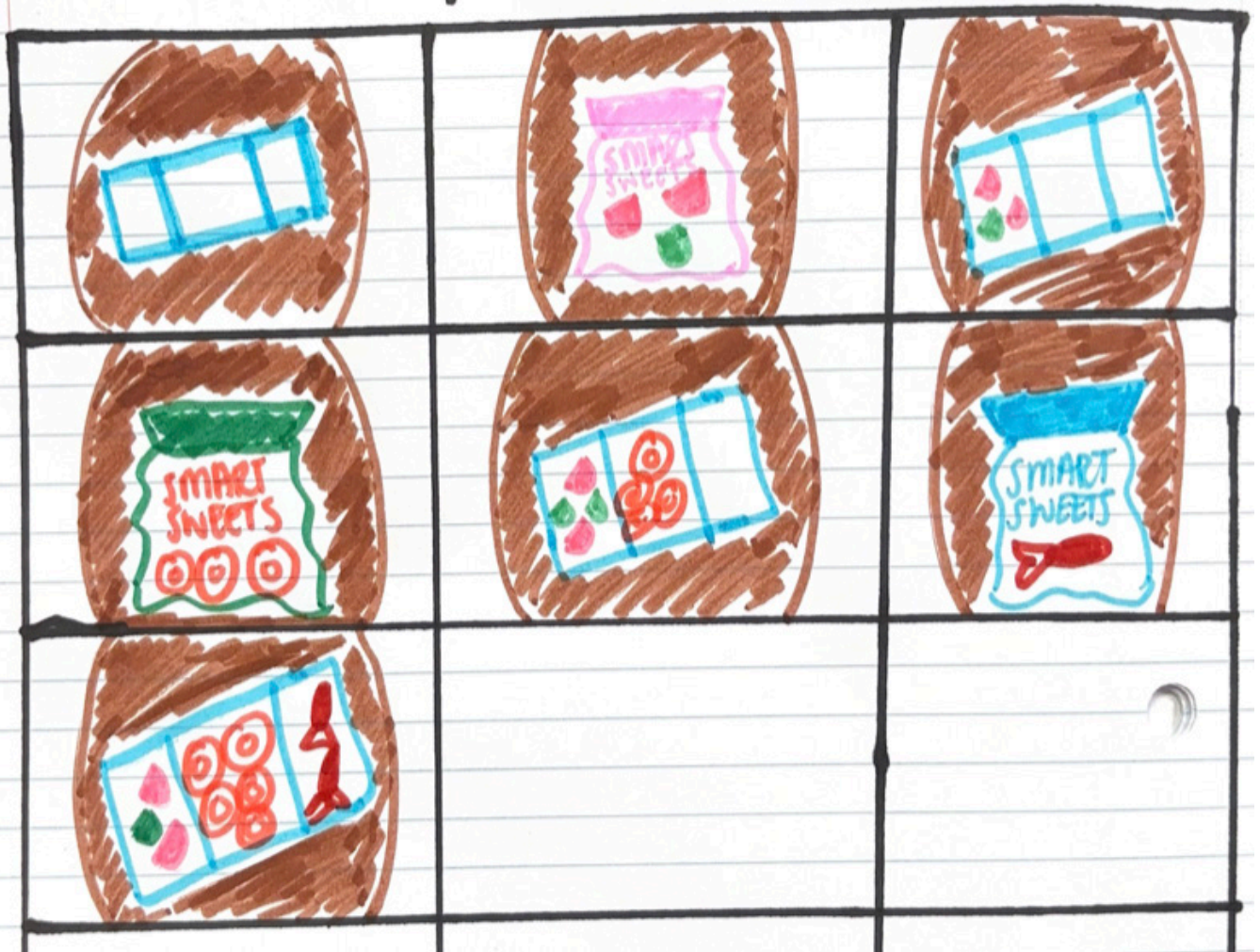
Lemon8 was chosen to complement our Instagram efforts, as it continues to grow in popularity among millennial users who value aesthetically pleasing, informative content. Our Lemon8 campaign consisted of four single image posts and one carousel post, all crafted to align with the platform's lifestyle tone.

All creative aspects included bright, vibrant colors, engaging and informative copy and interactive captions designed to encourage likes, comments, shares and saves. These elements were thoughtfully curated to increase overall engagement, community interaction and strengthen brand awareness.

**VIRAL
VIDEO**

STORYBOARDS

Viral Video Storyboard



SCRIPT

Casting: Maddie Gaffney

Location: Apartment in Harrisonburg, Va

Video	Audio
1. TACKLE BOX SLIDES INTO FRAME, OVER THE TOP CAMERA ANGLE, "RESTOCK MY KIDS CANDY BOX WITH ME!" ON SCREEN FOR ENTIRE VIDEO	1. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
2. WOMAN OPENS TACKLE BOX, CAMERA ANGLE REMAINS THE SAME	2. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
3. SOURMELON BITES BAG IS BROUGHT INTO THE FRAME, CAMERA ANGLE REMAINS	3. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
4. WOMAN RIPS BAG OPEN, CAMERA ANGLE REMAINS	4. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
5. WOMAN POURS CANDY INTO FIRST COMPARTMENT, CAMERA CLOSE UP	5. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
6. PEACH RINGS BAG IS BROUGHT INTO FRAME, CAMERA ANGLE RETURNS TO ORIGINAL	6. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
7. WOMAN RIPS BAG OPEN, CAMERA ANGLE REMAINS	7. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
8. WOMAN POURS PEACH RINGS INTO SECOND COMPARTMENT, CAMERA ANGLE REMAINS	8. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
9. SWEET FISH BAG IS BROUGHT INTO FRAME, CAMERA ANGLE REMAINS	9. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
10. WOMAN RIPS BAG OPEN, CAMERA ANGLE REMAINS	10. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
11. WOMAN POURS SWEET FISH INTO THIRD COMPARTMENT, CAMERA ANGLE REMAINS	11. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
12. ALL THREE CANDIES IN EACH COMPARTMENT, CAMERA CLOSE UP	12. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES
13. WOMAN PUTS LID BACK ON BOX, CAMERA RETURNS BACK TO ORIGINAL ANGLE	13. MUS: "HEAVEN MUST BE MISSING AN ANGEL" BY TAVARES

KEYFRAME

Restock my kids candy
box with me!



RATIONALE

For the viral video component of our campaign, we chose to replicate restocking videos that are trending on social media such as TikTok. Currently, several influencers create aesthetic restocking videos of mini fridges, snack containers and candy tackle boxes, as seen in our video. We thought it would correlate well with our target audience, which is millennial moms, to create a video about restocking a children's candy tackle box with SmartSweets. We believe this video would have the potential to go viral on TikTok because it is fast paced, aesthetically pleasing to watch and is a trend that is currently circulating social media platforms. This video demonstrates a fun way for children to enjoy SmartSweets and allowing to keep candy them in their rooms to eat at their leisure.

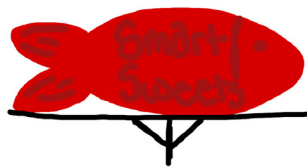
OOH
ADS



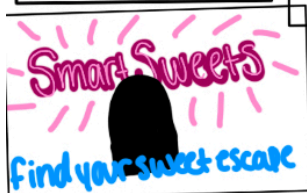
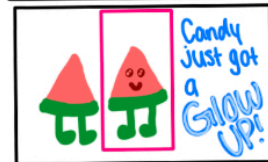
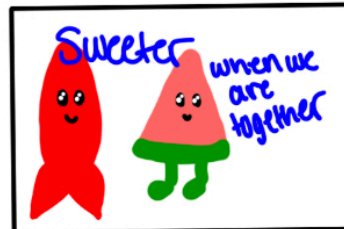
SKETCHES



Billboards:



Billboard Ads



PRODUCED ADS





RATIONALE

For our out of home ads we decided to create a billboard, and we specifically chose to create a lenticular billboard to have two visuals instead of just one. We chose this approach so that the billboard could be semi-interactive and include slightly more information than with your typical billboard. The billboard will be placed in a high foot traffic area where our target market will most likely be walking through. In this advertisement an emphasis is placed on the sugar free aspect of the sweets as this is the big idea and key component of the campaign. As for the creative aspects, one of the products is featured along with a headline. Bright colors that match the product and its' theme are also featured alongside our mandatory logo placed in the lower right hand corner.



GUERRILLA MARKETING

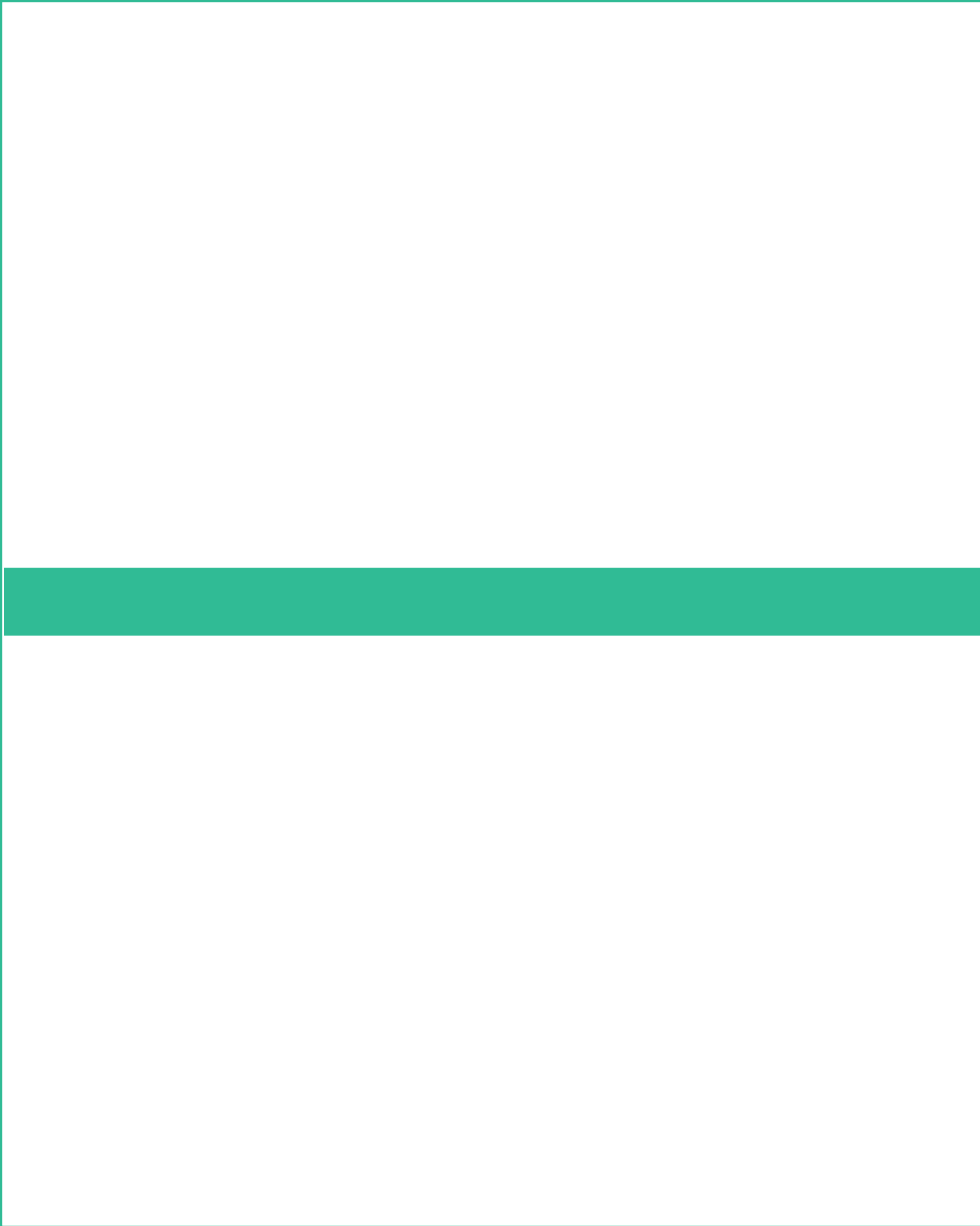
PRODUCED



RATIONALE

For our guerrilla marketing aspect of the campaign, we created a large, eye-catching display shaped like the SmartSweets Sweet Fish and placed it in a busy shopping mall to reach our target audience. To make it fun and memorable, we gave it a beach theme with fake sand, two oversized floaties shaped like the Watermelon Sour and Peach Ring candies, and a beach style sign that reads “Sugar Free,” “Shopping” and “Sweet Treat.” A bright neon “SUGAR FREE” sign was also added to the top of the fish to highlight our main message.

This setup is designed to grab attention, spark curiosity and encourage people to take photos and share them, helping spread the word about SmartSweets. A brand representative will be at the stand handing out free samples and talking to shoppers. This allows people, especially families and health conscious consumers, to try the product and connect with the brand in a fun and engaging way.



BRANDED PRODUCT PLACEMENT

PLACEMENT





SCRIPT PLACEMENT

1) Kylie and Kris in the car driving to the grocery store

a) Original:

- i) Kris: "I have not been to a grocery store in two years."
- ii) Kylie: "I haven't been to a grocery store in forever. I wanna go to the grocery stores and pick my own things."
- iii) Kris: "Me too. It's good for our souls."
- iv) Kylie: "It's good for our soul."

b) Added on:

- i) Kris: "We can pick whatever we want"
- ii) Kylie: "Yes I want to try those sugar free candies kendal was eating."
- iii) Kris: "Oh yes what were those called?"
- iv) Kylie: "Smart Sweets I think. We can look around for them."

2) Kylie and Kris walking to check out

a) Original:

- i) Kris: "I just need the experience of checking out. Waited for this for years."

b) Added on:

- i) Kylie: "Mom look, it's those Smart Sweets candies!"
- ii) Kris: "Oh yes grab a bag."

3) Kylie and Kris driving home from the car wash

a) Original:

- i) Kris: "I think I've built up an appetite."

b) Added on:

- i) Kylie: "Me too. Do you want to grab that bag of Smart Sweets from the grocery store to snack on?"
- ii) Kris: "Oh yes I forgot we got those!"

RATIONALE

For our brand product placement, we chose the reality TV show “The Kardashians.” We believe that this show correlates with our target audience due to the fact that millennial women grew up during the Kardashian’s rise to fame. Their first series “Keeping Up with the Kardashians” aired in 2007 when most millennials were young adults. Therefore, the series was a popular show for their age group to watch. With that being said, we believe their new show that premiered in 2022, “The Kardashians,” would be of interest to the millennial generation and to our persona.

The episode that we decided to use for our product placement was from Season 1 Episode 7 titled “Where I’ve Been and Where I Wanna Go.” In this episode, mother and daughter, Kris and Kylie spend a day together participating in mundane activities such as going to the grocery store where our product can be seen and purchased.

Kris and Kylie on the way to the check out mock-up

We chose to place the product in the check out line in the grocery store scene with Kris and Kylie because the product was actually there in the episode. However, we would make sure the candy bags are more prominent to the audience and can be easily seen. We believe this is a great place for Kris and Kylie to point the candies out and pick a bag to purchase before checking out.

Kris at checkout with SmartSweets in cart mock-up

We chose to place the product in the shopping cart once Kris and Kylie checkout at the store. We wanted to show that they purchased a bag of SmartSweets, while they were in the store and to influence the audience to do the same.

Kendal dressing room mock-up

We chose to place the product in Kendal's dressing room area on the counter to show that it is a snack that she enjoys eating. We wanted to place the product in one of the first few scenes in the episode to ensure it is remembered when Kris and Kylie verbally talk about the product later in the car. We believe dressing rooms are places where snacks and candies are commonly found. Therefore, it would make sense for Kendal to be eating them while she is in one.

Kylie and Kris in the car driving to the grocery store

We chose to verbally place the product in this scene during the episode because Kris and Kylie are driving to the grocery store together. They both engage in conversation about how long it has been since they last went to a grocery store and how excited they are to pick out their own things once they are there. We decided this would be an opportunity for Kylie to bring up wanting to try SmartSweets because her sister Kendal can be seen eating them in the dressing room earlier in the episode. Therefore, because they are on the way to the grocery store, Kylie could pick a bag to buy when she is there.

Kylie and Kris walking to check out

We chose to verbally place the product in this scene because as Kris and Kylie are walking to the check out, SmartSweets are seen hanging on a small display shelf. Kylie is seen looking to her right where the SmartSweets are in the actual grocery store, while Kris pushes the cart. Therefore, Kylie could point the candies out to Kris and pick a bag to try because they were talking about them earlier in previous scenes.

Kylie and Kris driving home from the car wash

Lastly, we chose to verbally place the product in this scene during the episode specifically because Kris mentions that she has built up an appetite after a long day of running errands with Kylie. Therefore, this would be a perfect segway for Kylie to remind Kris that they bought a bag of SmartSweets at the store and could eat them because she is hungry.



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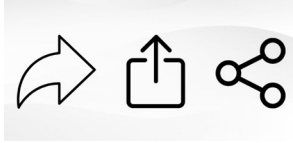
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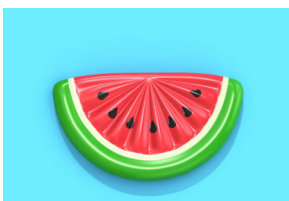
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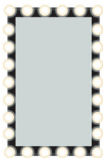
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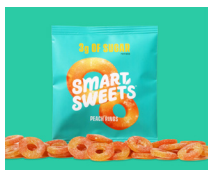
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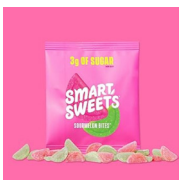
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