

- **Who is our target audience?**

The target audience is Gen Z and Millennials between 18 – 40 years old. They are the largest consumers of plant-based products and have played a crucial role in popularizing vegan diets as a societal trend in recent years. The Consumer Culture Report 2024 identifies that the target audience is difficult to please, and predicting their affinities is not easy. Gen Z and Millennials look for authenticity and want to feel connected to the brand. Purpose-driven brands are their top choices. They are smart, responsible, and aware of their health and the fitness of the planet. The Oat Based Cheese by Oatly will be most valued and consumed by the target audience as the brand has effectively established itself as a provider of healthy alternatives that resonate with the consumers.

- **Where will this ad appear (i.e., OOH, online, )?**

The featured advertisements will consider the target audiences' frequently visited places, their workplaces, education hubs, modes of transport, food joints, and activity centers. The ads would have a permanent address on the Oatly and UNEP ( United Nations Environment Program) websites to mark the presence of Oatly as a sustainable brand on the 52<sup>nd</sup> celebration of World Environment Day globally.

The billboards will be placed in the top vegan/vegetarian-friendly cities in the U.S., which are Portland, Oregon, Los Angeles, San Francisco, Las Vegas, Chicago, Miami, Washington, D.C., and New York. These cities are also major tourist destinations and have a significant Gen Z and Millennial population. The OOH will be placed in the city's respective downtown areas, freeways, sports/concert arenas, and prominent buildings.

The paid ads will be sponsored on social media platforms such as TikTok, Instagram, Twitter, Snapchat, and Facebook pages. Shared media ads will utilize YouTube that will feature cooking tutorials in partnership with Oatly. Additionally, the ads will appear on health and wellness blogs and collaborate with influencers, forums, and websites where people look for healthy food options.

The posters will be positioned near major grocery stores such as Target, Walmart, Costco, and Ralphs as well as health and wellness establishments such as gyms, college campuses, and cafés or restaurants such as Barista, Starbucks, or famous vegan restaurants. The bus shelter ads will be placed in major transit hubs such as bus stops, railway stations like Grand Central or Union Station LA, subway entrances, and airport terminals.

**What is the goal? (i.e., increase awareness, sell product, improve image)?**

The goal is to increase awareness, sell newly made oat-based cheese products, drive a lifestyle change in the public, promote sustainability, expand the product range and enhance overall brand image. Target new markets, increase warehouses and manufacturing units to enhance brand outreach and increase revenue generation, garner interest in Oatly products in dairy fanatics, expecting them to accept this option willingly and provide for Oatly's loyal consumers with more choices and availability. Use the ad of oat-based cheese to enhance brand equity, increase oatlyfans, and get people thinking about the goodness of plant-based products. The goal is to sell at least 300,000 units of oat-based cheese in the first year to attract 30,000 new customers during the launch year . Oatly aims to maintain a constant supply of its products by maximizing the use of renewable energy for transportation, handling its waste to generate power, spreading the word globally, and leading the march towards a sustainable future.

**• Why do we need this ad?**

The ads are needed to inform the U.S. market that Oatly is launching a new oat-based cheese product. This showcases that Oatly is positioning itself as a leader in the plant-based market and can expand with more innovative and nutritious products that can help people find alternatives to dairy products of all types so that they do not have to depend on dairy at all. Targeting a range of audiences through different mediums helps reach customers from all demographics, which will help increase sales and expand Oatly's market presence. Featuring this ad will go a long way in normalizing plant-based diet among the target

audience and educating the people about its health benefits and contribution to sustainability by reducing in carbon footprint to rejuvenate our planet. This ad also speaks for Oatly's sense of responsibility towards the community and the environment. Oatly's launch of this ad cements the faith, trust and a sense of belonging between its target audience and itself because it keeps its promise to provide the best vegan, clean food options for the target audience and for those who wish to join Oatly on its mission towards sustainability.

**TAGLINE - Healing the World, One Oat at a Time**