

Betty

Summer Bryant | Abby Madan | Sydney Burzynski
Vanessa Slay | Kennedy Seaton

A collection of baking-related items including a carton of eggs, a rolling pin, a bowl of flour with a sifter, and a whisk, all set against a light background.

51% of Gen Z wants to see **imperfect lives**.

30% of US Consumers
used **baking mix** in last month.

65% of website traffic is **female**.



The Problem

Betty Crocker is losing its **relatability** with Gen Z because of its **lack of authentic stories** as a majority of this audience feels better represented by advertising with imperfect lives shown.

Big Idea

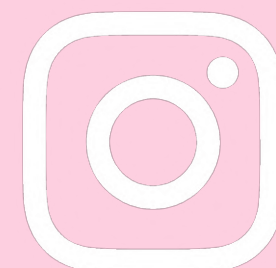
We want to show that peoples' lives are **messy** and **imperfect**, but baking does not have to be perfect nor complicated.

Big Idea Campaign Story

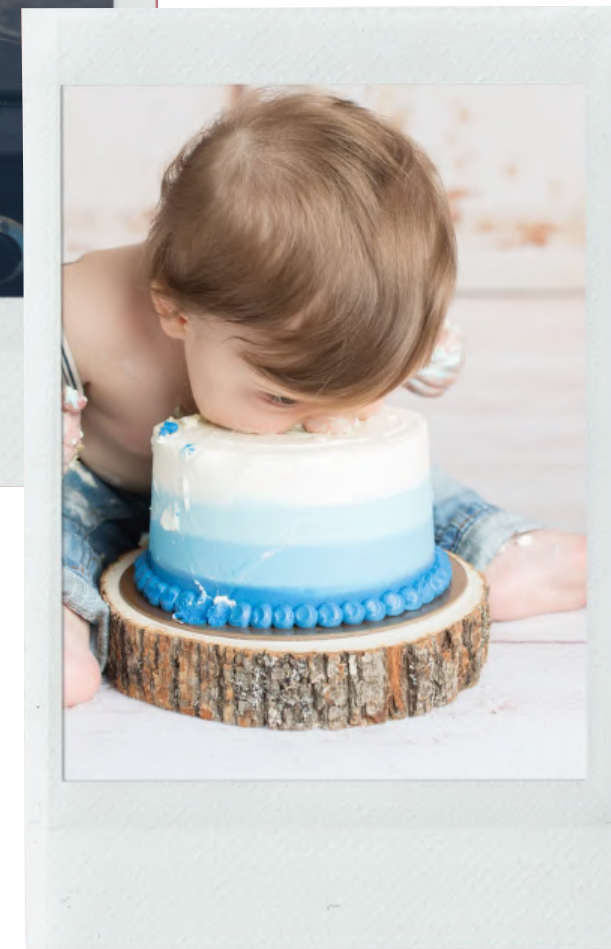
Baking doesn't have to be complicated.



Bethany "Betty" Panadero
23
Young Professional



Bridget Connors
55
Retired Grandmother



The Mood Board



935365

D28DA5

FEDODF

E06289

FE6991

Betty

Betty

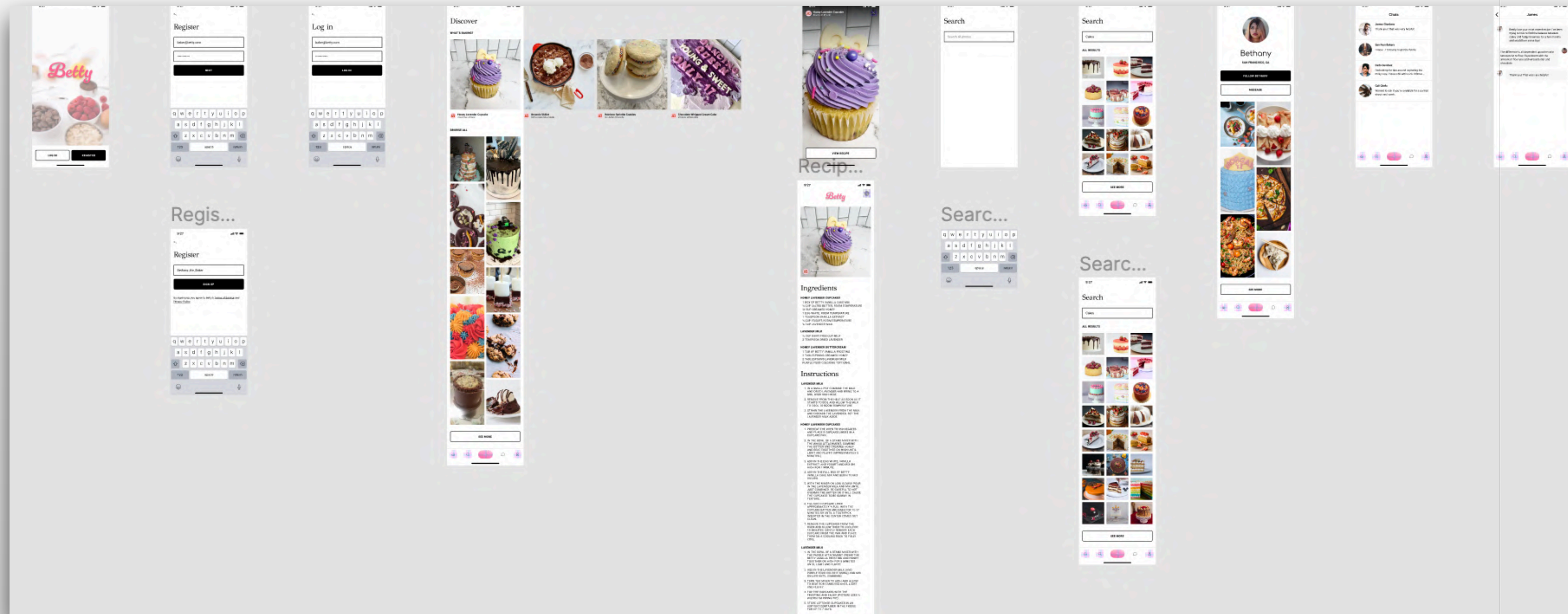
Betty

Betty

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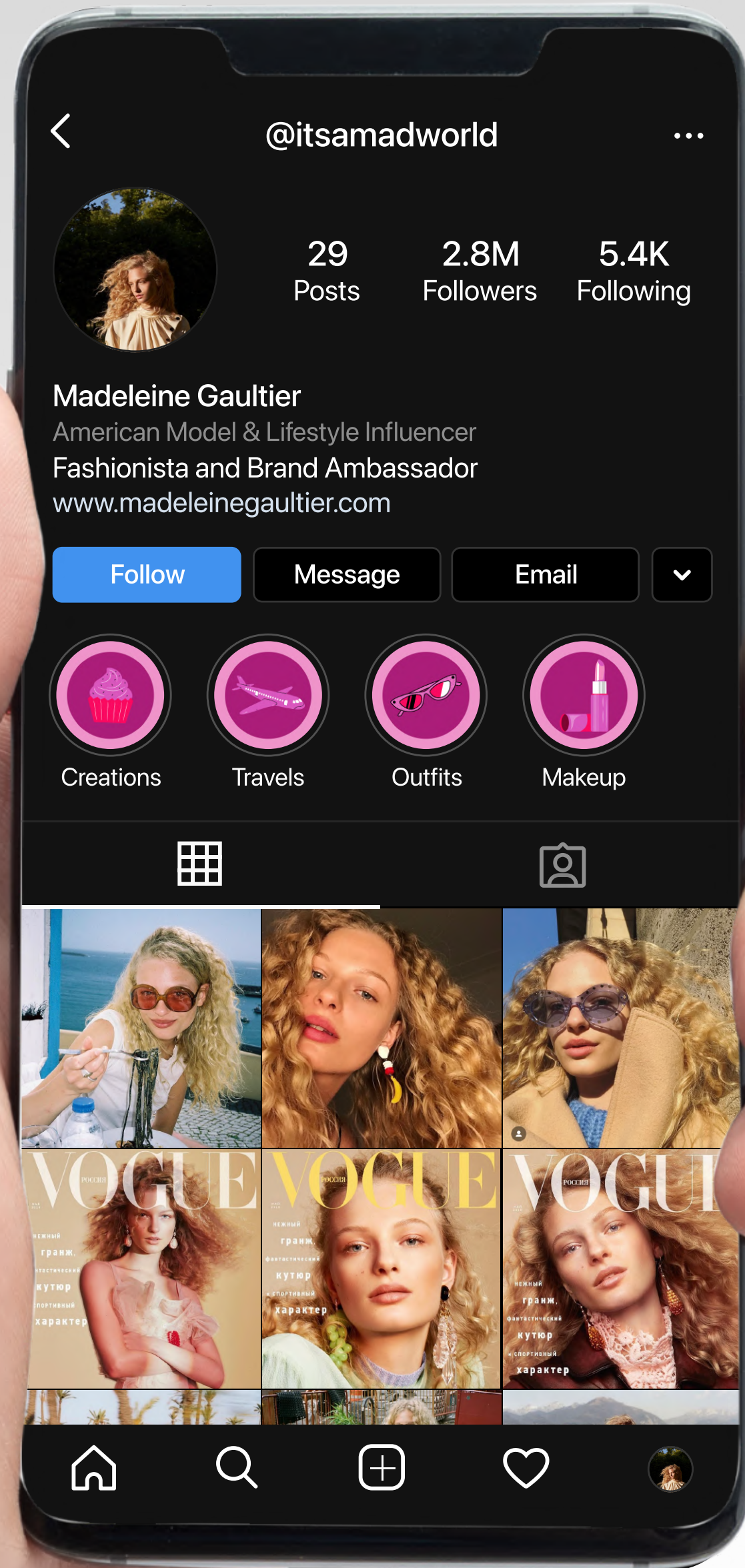
The Betty App



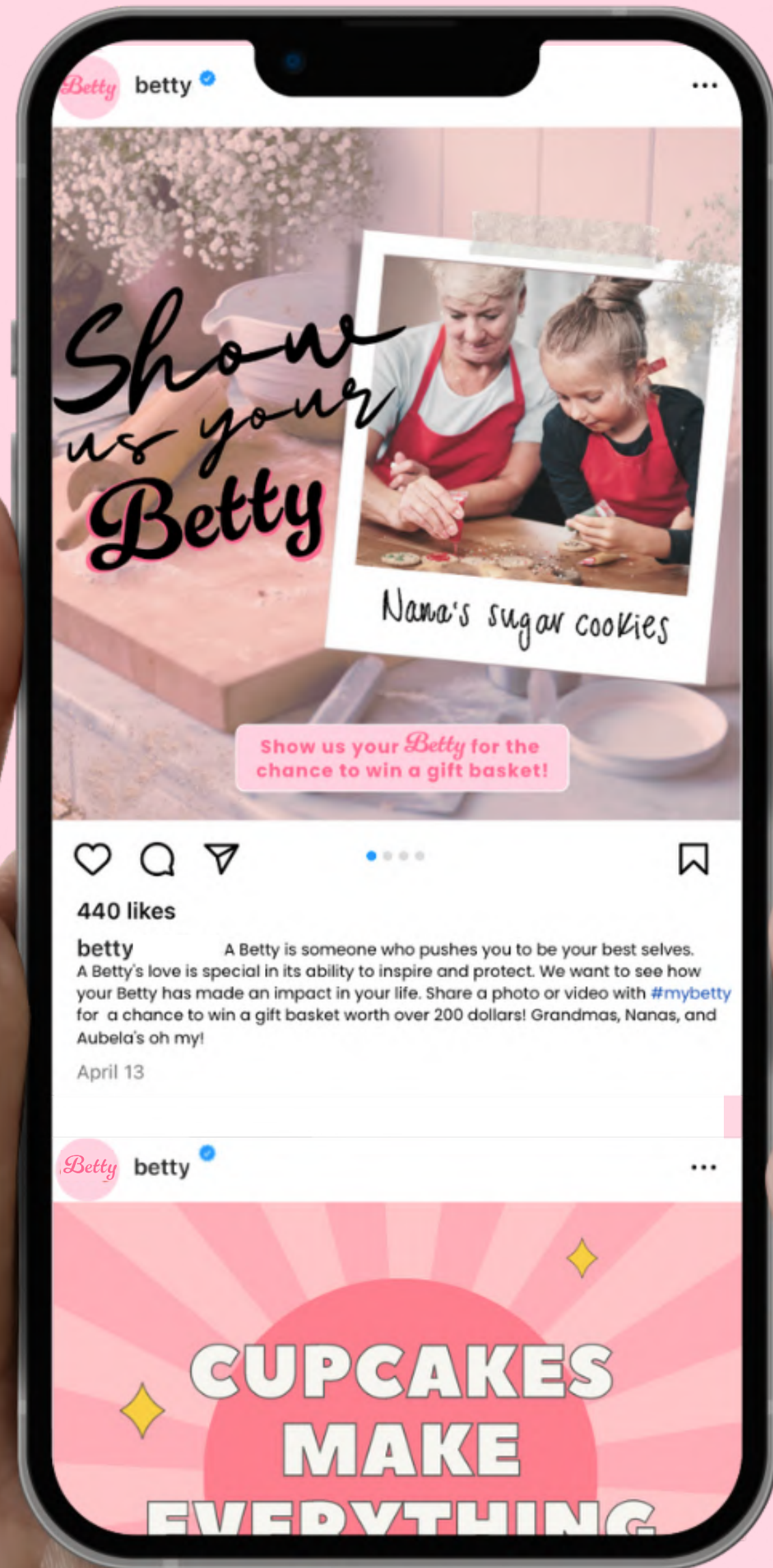
The wireframe of the Betty app.



Flour Power



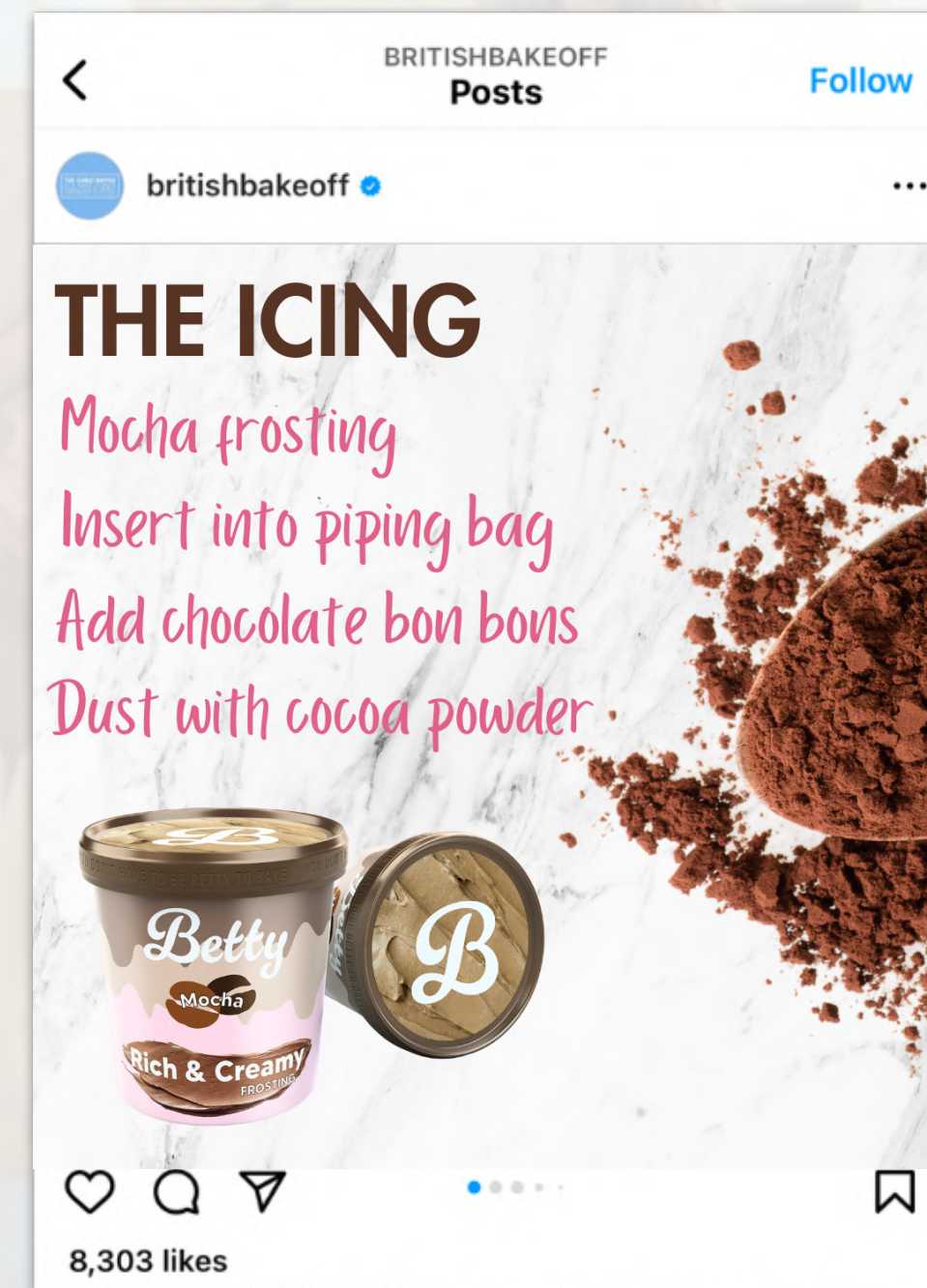
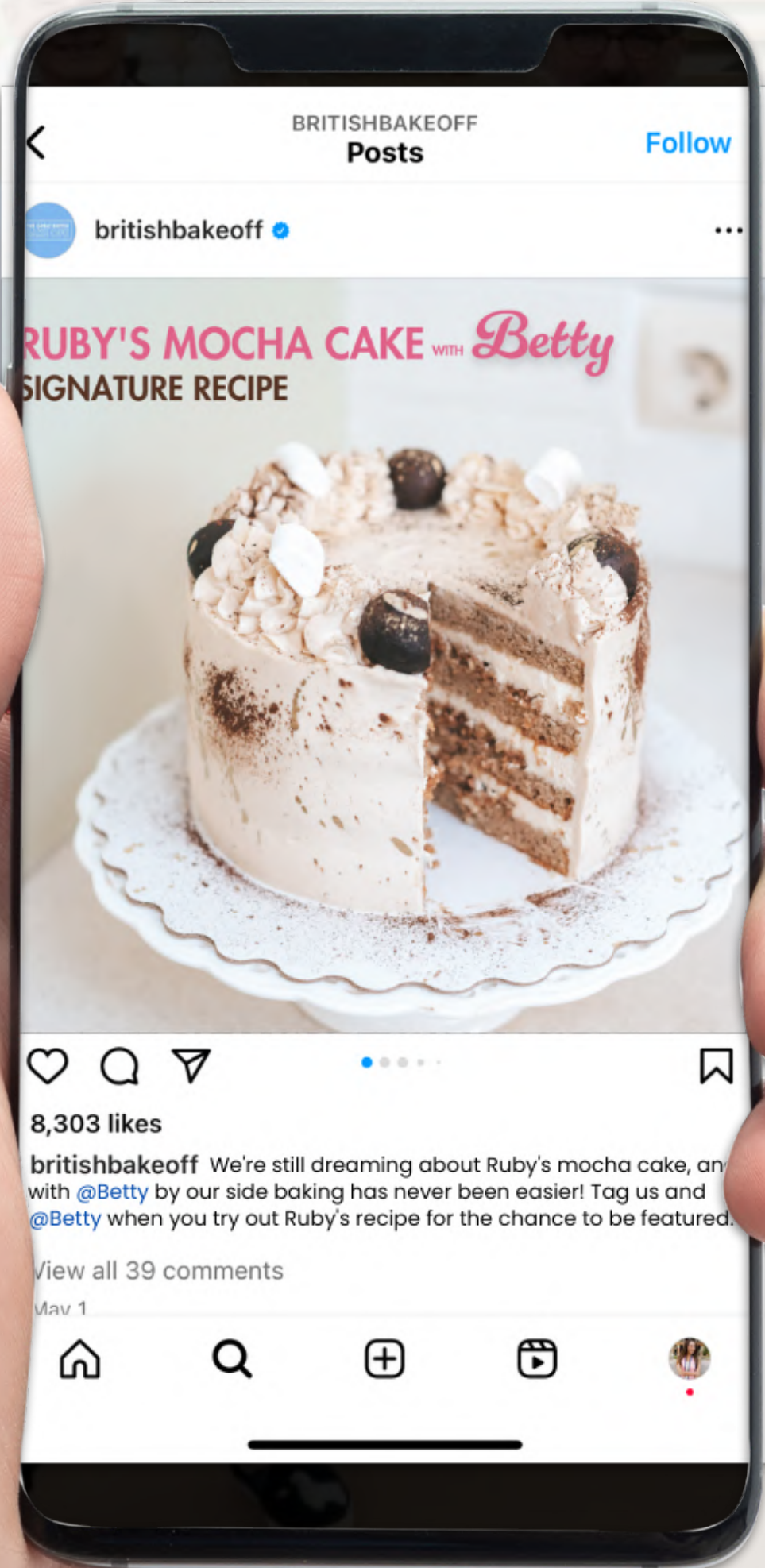
Show us your Betty



The Great British Baking Show

THE GREAT BRITISH
BAKING SHOW

X Betty



The Betty Brigade



Big Idea Campaign Story

Baking doesn't have to be complicated.

Bridget Connors
55
Retired Grandmother

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Bethany "Betty" Panadero
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Young Professional

