

Creative brief

Why are we advertising

Tempt consumers to try Gray's Cookies because they are the "best tasting yet guilt free pleasure."

The logo for Gray's Cookies, featuring the brand name in white serif font on a dark red square background.

About our consumer

Our target

"Proactive Preventers," suburban working moms, 35-40, who are willing to do whatever it takes to stay healthy. They run, workout and eat right. For many, food can be a stress-reliever and escape even for people who watch what they eat.

Consumer's enemy

Temptation and guilt when they cheat.

Consumer Insights

Once consumers cheat on their diet, it puts their whole willpower at risk. "Once I give in to a cookie, I can't stop myself. They taste too good. It puts my diet at risk of collapsing. I feel so guilty."

What does our consumer think now?

While Gray's Cookies have achieved a small growing base of brand fans, most consumers remain unfamiliar with the brand and have yet to try Gray's. Those few who love Gray's, describe it as "equally good on health and taste."

What do we want consumers to do?

TRY Grays, and we know once they do, the great taste will win them over.

Tone we take with our consumers

A safe choice, honest and down-to-earth.

About our brand

Main message

With Gray's Cookies, you can do what you want and stop feeling guilty over eating a damn cookie.

Support points

Grays Cookies matched the market leaders on taste, but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Gray's once a night lost 5 lbs.

Brand Idea

Gray's are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.

Brand Assets

Story of our New England family recipe, our signature stack of beautiful cookies, and tagline "More Cookie. Less Guilt."

Our ask

Media Choices to explore

Main creative will be 30 sec TV ad, supported by event signage and in-store display. Carry idea into digital, social media and build a microsite

Writing Brief

Felix Flügel



Writing Brief:

Technical Writing For Dummies Sheryl Lindsell-Roberts, 2023-06-27 Learn to document the technology that makes the world go *Technical Writing For Dummies* is a master class on how to build a career writing user manuals e learning streaming simulations and more It even zooms into the metaverse Whether you re new to the field a seasoned professional or a technical person who needs to write this guide arms you with the skills you need to cash in on this flourishing world of technical writing This isn t your average how to It s a compendium of innovative industry knowledge that will help you set yourself apart with the latest trends and best practices in technical writing As a tech writer you ll need a robust skillset that allows you to offer clear and concise documentation for just about anything This new edition of *Technical Writing For Dummies* updated for all of today s tech writing advances can get you there Uncover the basics of technical writing and master common documentation types Get insight into the career paths available to tech writers today Discover new remote collaboration options and cloud based tools for technical writers Learn how to elevate your documents for high search engine optimization SEO rankings Improve your craft to connect with diverse global audiences Whether you re a technical writer or technical professional who needs to write you can learn the best practices of effective technical writing as well as how to navigate its various formats and platforms thanks to this handy *Dummies* guide

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A Coursebook on Scientific and Professional Writing for Speech-Language Pathology, Sixth Edition M.N. Hegde, 2022-12 A Coursebook on Scientific and Professional Writing for Speech Language Pathology Sixth Edition is a unique interactive resource to help students develop the strong writing skills necessary for a successful clinical or academic career in speech language pathology The book not only describes the principles of good writing but also contains numerous opportunities to practice writing skills replete with exemplars The Coursebook is ideal for dedicated courses on scientific and or professional writing and can also be used in

courses on assessment research methods and clinical methods and practicum The first section of the book is a refresher on the basic rules of grammar punctuation and composition The second section is focused on scientific writing and explains the different types of academic publications offers tips on how to write without bias and describes the typical manuscript formatting required for scientific publications It also includes examples of the elements of scientific style such as capitalization and abbreviations how to reference sources cited within the text and how to prepare the reference list Also covered are how to submit a manuscript to scholarly journals and best practices for proofreading and making revisions The last section is focused on professional clinical writing and the various written communications speech language pathologists SLPs prepare as part of their jobs These include diagnostic reports brief and comprehensive treatment plans and progress reports The book ends with a section on report writing for SLPs working in public schools including assessment reports IEPs and SOAP notes A unique and student friendly feature of the book is its practical design The first two sections provide incorrect exemplars the user can rewrite or write correctly In the last section left hand pages show specific examples of general scientific or professional writing and the corresponding right hand pages allow students to practice writing Updates to the Scientific Writing section include The text incorporates APA 7th edition changes to reference citations and preparation of the reference list along with updates on how to cite electronic sources The bias free writing section is updated and expanded to include appropriate terms and writing style to describe LGBTQ community members A glossary is provided for easy reference Information on how to submit content to academic journals and conferences preparing electronic manuscripts and making revisions in light of the copyeditor s comments have been updated to current publishing industry standards Updates to the Professional Writing section include The text includes current clinical terminology and practice in speech language pathology A new trial by trial treatment progress recording sheet has been added to the progress report section A subjective objective assessment plan SOAP progress report written for medical settings has been added along with a new section on report writing in public schools which includes an assessment plan that helps determine whether a student meets the school district s criteria for enrollment in clinical speech language services

Paragraph-writing Fred Newton Scott, Joseph Villiers Denny, Joseph Villiers Denney, 1909 *The Fine Art of Writing, for Those who Teach it* Henry Robinson Shipherd, 1926 *Records & Briefs New York State Appellate Division*, California. Court of Appeal (2nd Appellate District). Records and Briefs California (State)., Education pamphlets, 1930 *University of California, Berkeley Summer Session* University of California, Berkeley, 1914 **Mississippi Reports ... Being Cases Argued and Decided in the Supreme Court of Mississippi** Mississippi. Supreme Court, 1919 *The Law Student's Helper* William Cyrus Sprague, Griffith Ogden Ellis, Frederick R. Austin, 1910 *Practical Précis Writing and Indexing* J. Blake Harrold, 1905

Flügel-Schmidt-Tanger, Wörterbuch der Englischen und Deutschen Sprache für Hand- und Schulgebrauch Felix Flügel, 1896 The Southeastern Reporter, 1901 *California. Court of Appeal (5th Appellate District). Records and*

Briefs California (State)., **California. Court of Appeal (1st Appellate District). Records and Briefs** California
(State)., **Universal Cyclopaedia and Atlas** ,1908 **Annual Report of the Board of Education of the City and
County of New York** New York (N.Y.). Board of Education,1892 The Brief ,1997 *The Study and Practice of Writing
English* Gerhard Richard Lomer,Margaret Ashmun,1917

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web retirement planning on the other hand means finding the best way to protect the life that you d like to be living after you stop earning income from employment estate planning involves protecting what you have even after your death so retirement planning and estate planning are plans to create and then protect an accumulation of wealth

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