

CREATIVE BRIEF

Why are we advertising?

To position PB2 as the go-to low-calorie, high-protein peanut option that fits perfectly into a healthy, gym-focused lifestyle increasing brand awareness and motivating Gen Z women to choose PB2 over traditional peanut butter.

Who are we talking to?

Gen Z women (18–30) who care about fitness, health, meal prep, and maintaining a balanced lifestyle. They value convenience, clean ingredients, and foods that support their workout routine.

What do they currently think?

They see most peanut butter as high-calorie, sugary, or “too heavy” for their fitness goals. Many are unaware PB2 exists or don’t realize how versatile, clean, and macro-friendly it is.

What would we like them to think?

PB2 is the smarter, lighter, and more nutritious peanut option, the perfect protein boost for smoothies, snacks, and post-workout recovery.

What is the single most persuasive idea we can convey?

PB2 delivers real peanut flavor in a lighter, cleaner form that supports an active, healthy lifestyle.

Why should they believe it?

B2 is made with roasted peanuts pressed to remove most of the fat, leaving a powder that’s low-calorie, high in protein, and easy to mix into anything. It’s backed by real nutrition benefits and loved by fitness influencers, trainers, and meal-prep communities.

Are there any creative guidelines?

Use clean, modern visuals with a gym-lifestyle aesthetic. Show PB2 in smoothies, meal prep containers, and post-workout snacks. Keep messaging simple, energetic, and wellness focused. Colors should feel fresh and active (white, green, neutral). Tone should be empowering, healthy, and convenient.