

Introduction

UAB Kvalitetas / URBANFOOD invites you to take part in a bold and creative challenge: to turn Lithuania's iconic pink soup into a viral sensation and make it a must-try product for millions.

This brief outlines the context, challenge, and expected outcomes of the project. Join us in spreading Lithuania's pink secret across the country!

Challenge Title

Lithuania's pink secret goes viral!

Context

UAB Kvalitetas produces functional foods (i.e. foods of highest nutritional value). One of the product - Lithuania's traditional beetroot / pink soup in the form of powder, ready to make in 2 minutes. Our target audience - always busy urban people who look for healthier choices. We have product, we want to sell at least 1 package of pink soup for every Lithuanian this summer (i.e. 3 mln.).

The Challenge

At the moment our pink soup knows about 10 % of target audience, we want that at the end of season 75 per cent of market would know our pink soup. At the moment our pink soup is sold in largest retailer MAXIMA shops + other shops + e.shop. We look for the message + actions, that could go viral around LT.

Target Audience

Urban inhabitants + visitors

What type of solution would be most useful to our organisation?

- Campaign;
- Communication strategy;
- Open to any type of solution.

Constraints & Requirements

No constraints. No legal barriers.

Possible Directions

Communication approaches, partnerships, artistic formats, and other possible directions.

Expected Outcomes

Communication message and campaigning action plan.