

Date: November 14, 2005

To: Cathlena Martin, Instructor

From: Kimberly Holker, Assistant to the VP of Public Affairs

Subject: Persuasive Strategies for the “Kraft a Healthy Lifestyle” Campaign

Kraft Foods, Inc. has been the focus of negative media attention regarding the nutrition of its products. Although they have introduced several healthier products into their portfolio, consumers still associate the brand name with high-fat and high-calorie products. Consumer trends are rapidly shifting toward a healthier lifestyle, and Kraft’s brand image is suffering because of it. In order to maintain the integrity of the Kraft name, Kraft Foods, Inc. needs to reposition themselves as a health conscience company. The solution is to launch a campaign titled, “Kraft a Healthy Lifestyle.” It is my responsibility to present the “Kraft a Healthy Lifestyle” campaign to Roger K. Deromedi, Kraft’s CEO, and persuade him that this is the best solution to mitigate negative media attention and restore the integrity of Kraft’s brand image.

Audience

As stated above, the memo was written to Roger K. Deromedi, the CEO of Kraft Foods, Inc. Because I was dealing with an extremely powerful and well-respected executive, I used a professional and straightforward tone. I am also aware of Roger’s demanding schedule and kept the memo short and concise to cater to his time constraints.

Objective

The objective of the memo is to persuade Roger K. Deromedi to approve the “Kraft a Healthy Lifestyle” campaign. Kraft’s brand image has been tarnished by negative media attention and consumers still associate Kraft with the high-fat and high-calorie foods they have produced in the past. With the market shifting so rapidly toward healthier food choices, Kraft cannot afford to hang on to this image. With Roger’s approval, we are ready to launch the campaign and restore the integrity of Kraft’s brand image. As consumer trends shift, it is the company’s responsibility to reposition their brand to meet emerging market demands. We are confident that the campaign would reposition Kraft products as healthy snack choices and align the Kraft image with market demands.

Persuasive Techniques

- The campaign slogan, “Kraft a Healthy Lifestyle” is extremely catchy and persuasive on its own. For this reason, I included the slogan in the subject line to catch his attention and make him eager to learn more about the campaign.
- I anticipated that Roger might object the campaign because Kraft has already spent millions of dollars to reduce and eliminate trans-fat in many of their products. They have also introduced a variety of healthier products such as the *Nabisco* 100 Calorie Packs and *The South Beach Diet* products. The problem is, most people are unaware of these adjustments and do not associate Kraft with the *Nabisco* and *South Beach Diet* brand names. I made this point clear in the “Changes We Have Already Implemented” section of the memo. I want Roger to know that the money Kraft has spent is basically worthless at this point because consumers are unaware of the changes. The campaign would not only make them aware of the new and improved products, but encourage them to include Kraft’s healthier snacks in their diets as part of a healthy lifestyle.
- In the “Our Plans to Implement the Campaign” section, I provided Roger with the big picture and overall feel of the advertisements. I provided examples of healthy snack choices offered by Kraft to prove that we do have healthy products, we just need to make consumers aware of them.
- I included the “Costs and Benefits” section because business decisions always depend on the bottom line. The SnakPaks alone will increase profit margins by \$.20 an ounce. The campaign will also increase demand for Kraft products, which will be a huge factor in the 30% expected revenue increase.
- The final section reinforces Kraft’s vision to meet consumer needs. The negative media attention has tarnished Kraft’s image and consumers do not feel that Kraft is meeting their demands. By including the term “top market share” in the final section, I hope to spark Roger’s executive decision-making senses so he will approve the campaign.