

Strategy

Topic:	Strategy
Client:	Tupperware
Background:	Tupperware sell plastic containers for food storage & preparation and have predominantly marketed to mums.
Product:	Tupperware Container
Business Task:	Identify another target audience for the Tupperware food storage boxes
Target Audience:	Office-workers who are situated in the city and buy takeaway meals at lunch
Key Insight:	Buying lunch every day disposes of a lot of single-use plastics from the takeaway containers. Eco-friendly office-workers purchase reusable straws, keep-cups and other environmentally-conscious products, but have not tackled the large issue of their lunch's throw-away plastic packaging.
Proposition:	Think outside the lunchbox - end lunch's single-use plastics
Reasons to believe:	Single-use plastics are terrible for the environment Still enjoy eating out at lunch, without the environmental damage Tupperware is better designed than takeaway packaging
What are we making?	- Billboard - 15 Second Radio Advert - Instagram Story Competition
How will we know if we've succeeded?	Office-workers in the city start using Tupperware as their takeaway lunch containers and not for just "leftovers"