**Dollar General Creative Brief**

1. **Target Audience.**

***Primary:***

Demographics:

* Age: 35-45 years old
* Sex: Female
* Income: $70,000-$80,000
* Education: Some College
* Race: N/A
* Job: White-collar
* Married or Single: Married
* Kids: 1-2

Psychographics:

* Lifestyle: Dollar General’s target audience have busy lives working 9-5s and then coming home to take care of their families. This often requires them to make pitstops at the store after work, on their way home. Stopping at the store on their way home is usually a result from them forgetting something for dinner, or just something that they were supposed to get at the store when they did their shopping for the week. Dollar General fits into their lifestyle by making it easy, quick, and cheap to get the products they need on their way home. Dollar General offers a variety of different products ranging from cleaning supplies to produce to makeup. They do this while also keeping the size of their buildings much smaller than a big grocery store. The target audience knows that they can go here and quickly get everything they need while also getting a good deal on the products.
* Attitudes: Dollar General’s target audience has an overall positive attitude towards them and their brand category of convenience stores. Since they are wanting a quick way to pick up a small number of items, the convenience stores are a great option for them. While they would not typically associate Dollar General and other convenience stores with their weekly shopping trips, they know that they can get most items they need at the convenience store. These stores are helping them out because they do not have to go into a big store for just a couple of items. Therefore, their attitudes towards Dollar General and other convenience stores are positive and grateful.
* Opinions: Dollar General’s target audience has overall positive opinions about them. However, they may think that Dollar General and its products are cheap compared to stores where they would do their weekly shopping. This could lead them to think of Dollar Generals products to be lower quality than the other stores. Although this may happen, I do not think that affects their shopping habits at Dollar General since they usually are just stopping there for a quick purchase.

Behavioristics: Dollar General’s target audience purchases their products because it is sold at a low price and is convenient for them.

Geographics: Knoxville, TN

1. **Communication Objectives.** 
   1. To create awareness about the convenience of shopping at Dollar General.
   2. To convince the target that Dollar General sells quality products at low prices.
   3. To persuade the target to buy their products.
2. **Target Analysis.**

What does the target currently think about my brand?

* + “I think Dollar General is a convenient pit stop for me after work.”
  + “Dollar General always has what I forgot to get at the store when I did my weekly shopping.”
  + “I can get what I need at Dollar General at low prices.”

What would you like them to think?

* “Dollar General is convenient for my lifestyle.”
* “I always stop at Dollar General to get what I need after work.”
* “I think Dollar General offers their products at great, low prices.”

Why should they believe it?

* Our target audience should think of us as a convenient stop because we offer a variety of products in one place.
* Since we offer a variety of products, our target audience can expect to find what they need when they come into our stores. Whether it is produce, cleaning supplies, or makeup, they can expect to find it in our stores.
* Although our products are offered at a low price, our audience can expect to buy quality items.

1. **Brand Features and Benefits.**
   1. Feature: Dollar General offers a variety of products ranging from cleaning supplies to food to makeup.

Benefit: Customers will only have to go to one store to get the products they need.

* 1. Feature: Dollar General offers their products at low prices starting at $1.25.

Benefit: While Dollar Generals prices are higher than places like the Dollar Tree, they offer a larger variety of products at a higher quality.

* 1. Feature: Dollar General’s stores are smaller than large grocery stores.

Benefit: Customers can go into a Dollar General and get what they need much faster than large stores such as, Walmart.

* 1. Feature: Dollar General has many locations, including in remote areas.

Benefit: Customers will always be able to find a Dollar General near them.

* 1. Feature: Dollar General offers name brands.

Benefit: Customers will be able to find the name brands that they want while shopping at Dollar General.

1. **Positioning.**

**Dollar Tree**

* + Short description of competing brand.
    1. Dollar Tree is a chain of dollar stores that offer products to their customers for just a dollar. However, recently they have had to increase their prices to just over a dollar.
  + Their current advertising.
    1. Dollar Tree mostly uses weekly ad papers as their form of advertisements. They squish many products onto one page, using bright colors, and flashy words. While they use many colors, they seem to use green as an indicator of their brand.
  + What is their key consumer benefit?
    1. Dollar Tree’s KCB is that they offer everything for just a dollar. This allows customers to save a lot of money by buying products from the Dollar Tree that would cost more at a store like Walmart.
  + Logo design.
    1. Dollar Tree’s logo is a tree with the trunk of the tree being a black one and the leaves being in green lines that create a circular shape. They also put their name below the graphic in Helvetica type.
  + Are they using a tagline or slogan?
    1. Dollar Tree’s tagline is: Everything’s $1.
  + Any unique colors or graphics used on advertising?
    1. Dollar Tree often uses different shades of green in their advertising. They also often use a graphic of $1 that is surrounded in a circle, so that it draws the viewers’ attention.
  + Current Packaging. If not, just say N/A.
    1. Dollar Tree offer both plastic grocery bags and paper grocery bags. The paper bags are brown with their green logo on it, while the plastic bags are gray with their green logo on it.

1. **Key Consumer Benefit (KCB).**

***Big Idea***

Feature: Dollar General offers their products at low prices starting at $1.25.

Benefit: While Dollar Generals prices are higher than places like the Dollar Tree, they offer a larger variety of products at a higher quality.

1. **Support Statement.**

Feature: Dollar General offers name brands.

Benefit: Customers will be able to find the name brands that they want while shopping at Dollar General.

1. **Creative Strategy.**

**Approach: Product**

Focus: Positioning

**Appeal: Rational**

Focus: Positioning

1. **Tone.**

**Tone: Rational**

Focus: Comparison

1. **Tagline.**

Quality Products at Low Prices

1. **Logo.**

Dollar General

1. **Detail Copy Points.**

* Facebook, Instagram, Twitter
* 4125 Chapman Hwy, Knoxville, TN 37920
* (865) 314-7165
* stores.dollargeneral.com
* Open every day from 8am-9pm
* All credit cards accepted here
* (877) 463-1553

1. **Coupon or Other Promotional Information.**

Coupon 1: Save $1.00 off one 64 oz. Tide Liquid Laundry Detergent.

* 2/13/22-2/19/22
* MC754
* Quality Products at Low Prices
* Dollar General

Coupon 2: Buy one 8.8 oz. can of Febreze, get one free.

* 2/20/22-2/26/22
* MC754
* Quality Products at Low Prices
* Dollar General

Coupon 3: Save 10% on assorted chocolates when buying flowers for $15 or more.

* 2/6/22-2/12/22
* MC932
* Quality Products at Low Prices
* Dollar General

Coupon 4: Save $5 when spending $25 or more.

* 2/27/22-3/5/22
* MC932
* Quality Products at Low Prices
* Dollar General