

THE ORIGINAL

OATLY!

<https://bit.ly/OatlySOCL>

#OAT**ME**OATLY

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THE BRAND



BRAND INSIGHT

Oatly is a **sustainable company** that produces an **oat-based alternative** to a variety of dairy products. The brand strives to create nutritional products with **minimal environmental impact**.



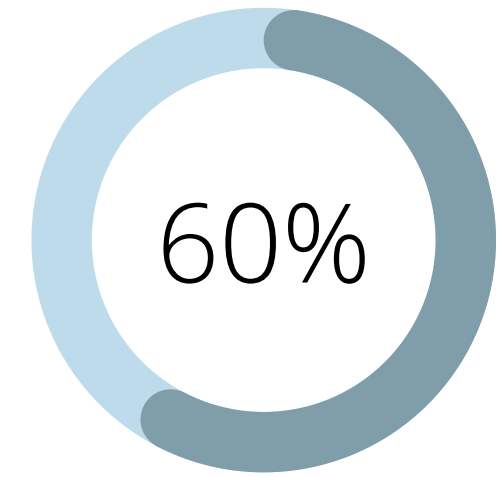
BRAND INSIGHT

Oatly was first founded **in 1994** by brothers Rickard Öste and Björn Öste. The oat brand was fighting to create a **market that didn't exist**. But **in 2021**, it is now the **second most-popular** oat milk brand in the US

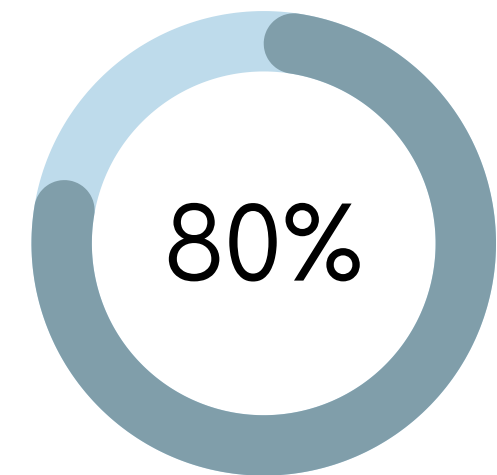


QUICK FACTS

The production of oat milk leads to **80% less greenhouse gas** emissions and uses **60% less energy**. The making of oat milk also uses about **ten times** less water than cow's milk.



less energy



less greenhouse gasses

Cow Milk

- **A liter** of cow milk requires **1,050 liters** of **water** to produce.
- **200 milliliter glass** of cow's milk creates around **0.6 kilograms** of **carbon dioxide**.

Oat Milk

- **A liter** of oat milk requires **48 liters** of **water** to produce.
- **Carbon dioxide** emissions at **0.18 kilograms** for a **200 milliliter glass**.

INSPIRATION





#OATMEOATLY



YOU
POST.
WE
PLANT.

oat
me!





Boxed Water created a campaign that promoted their products & encouraged audience to partake in bettering the environment. Showing brand authenticity and accountability.

HASHTAG INPSO

ART DIRECTION

Featured Products:



Key Words: Simple, Playful, Entertaining

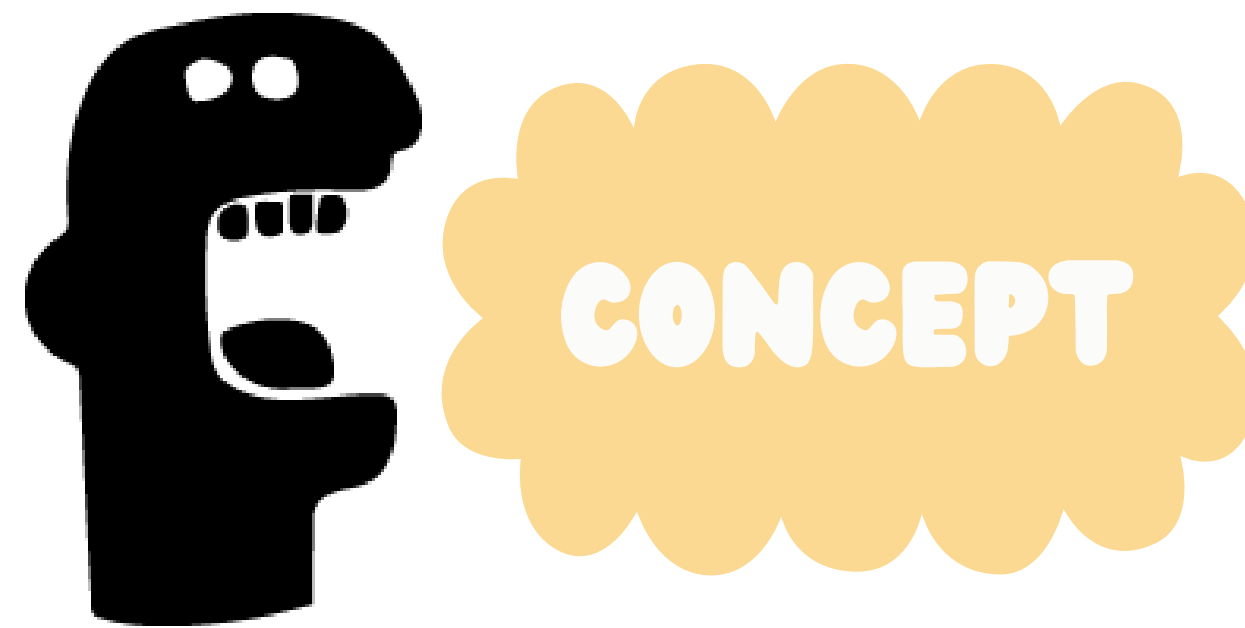
#OATMEATLY

#OATMEATLY

#OATMEATLY

STRATEGY





Create a fun and entertaining stop motion video showcasing different Oatly products.

A large, light pink cloud-like shape with a scalloped border, centered on a white background. The shape is composed of several overlapping circles, creating a soft, fluffy appearance.

MARKETING MESSAGE

This campaign is for **entertainment**.

Targeting **Oat milk drinkers** & showcasing
a variety of Oatly **Products**.



The hashtag **#OatMeOatly** is playful just like the brand. It specifically **targets the Oatly community** by using one of the brand's sayings, "Oat Me."

The goal of the hashtag is to **encourage** content **engagement & involvement**.



#OATMEOATLY

Oatly promotes **sustainability** through production, packaging, and brand message. The **use of the hashtag** on social will emphasize the brand's goal to **better the environment**. Every post/story with hashtag, **Oatly will plant a tree**.

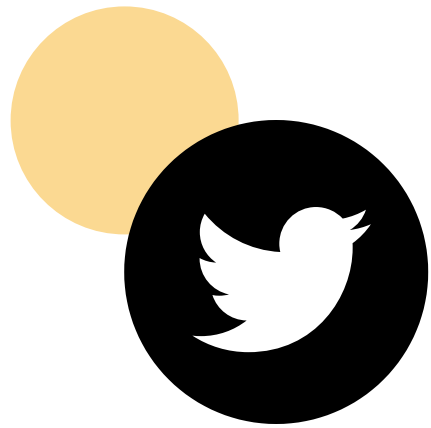
Encouraging the audience to **repost, interact, and engage** with content.

PLAN



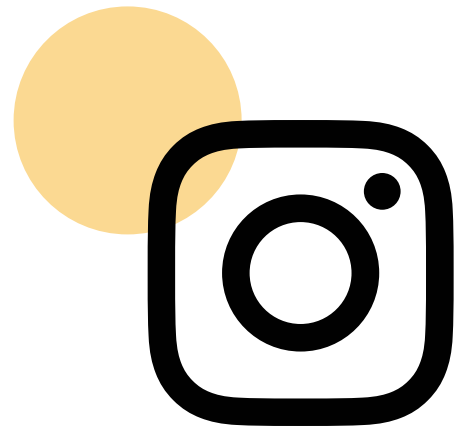
PRODUCTION SCHEDULE

S	M	T	W	TH	F	S
	Brainstorm & Exploration Check in		Check in		Photo Shoot / Editing	
	Improving & Refining Check in		Due			



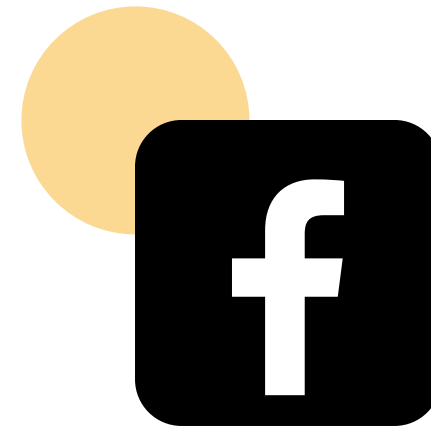
Twitter

- Shorter stop motion with both products



Instagram





- Chocolate Oatly Product may appeal most Instagram Audience



Facebook

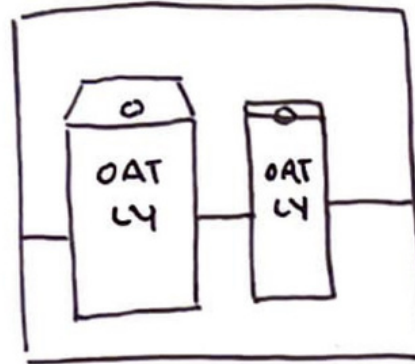
- Original Oatly Product may appeal most Facebook Audience

The #OatMeOatly Campaign will consist of a pre-launch post on Twitter & two launch posts on both Instagram and Facebook. With the intent that Oatly will create a post-launch post with information of the trees they have planted.

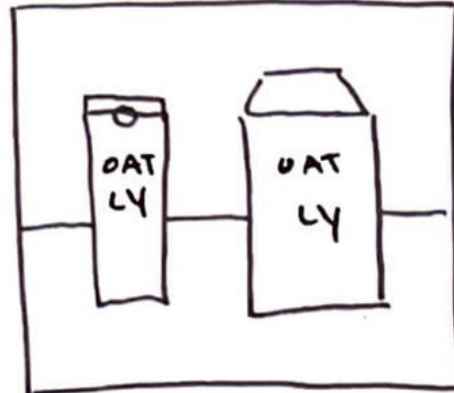
March						
S	M	T	W	TH	F	S
	 Pre- Launch				 Launch	
 Launch				 Post Launch		

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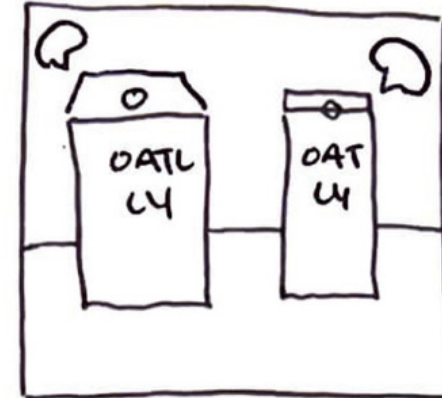
STORY BOARDS



START SIDE BY SIDE.



PRODUCTS MOVE AROUND ONE ANOTHER.



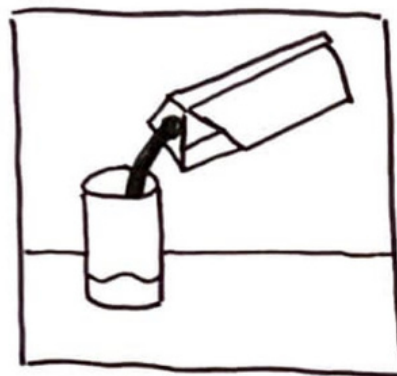
SPEAK BUBBLES W/ FLAVOR



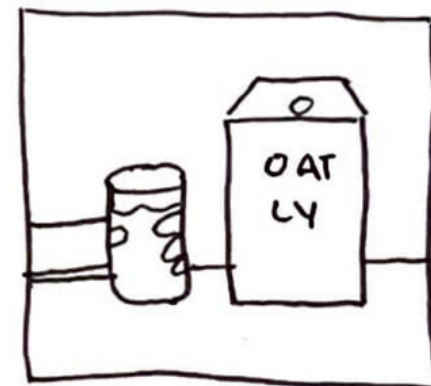
CAPAIGN #



PRODUCT GOES IN CIRCLE



POUR PRODUCT INTO GLASS



HAND GRABS GLASS



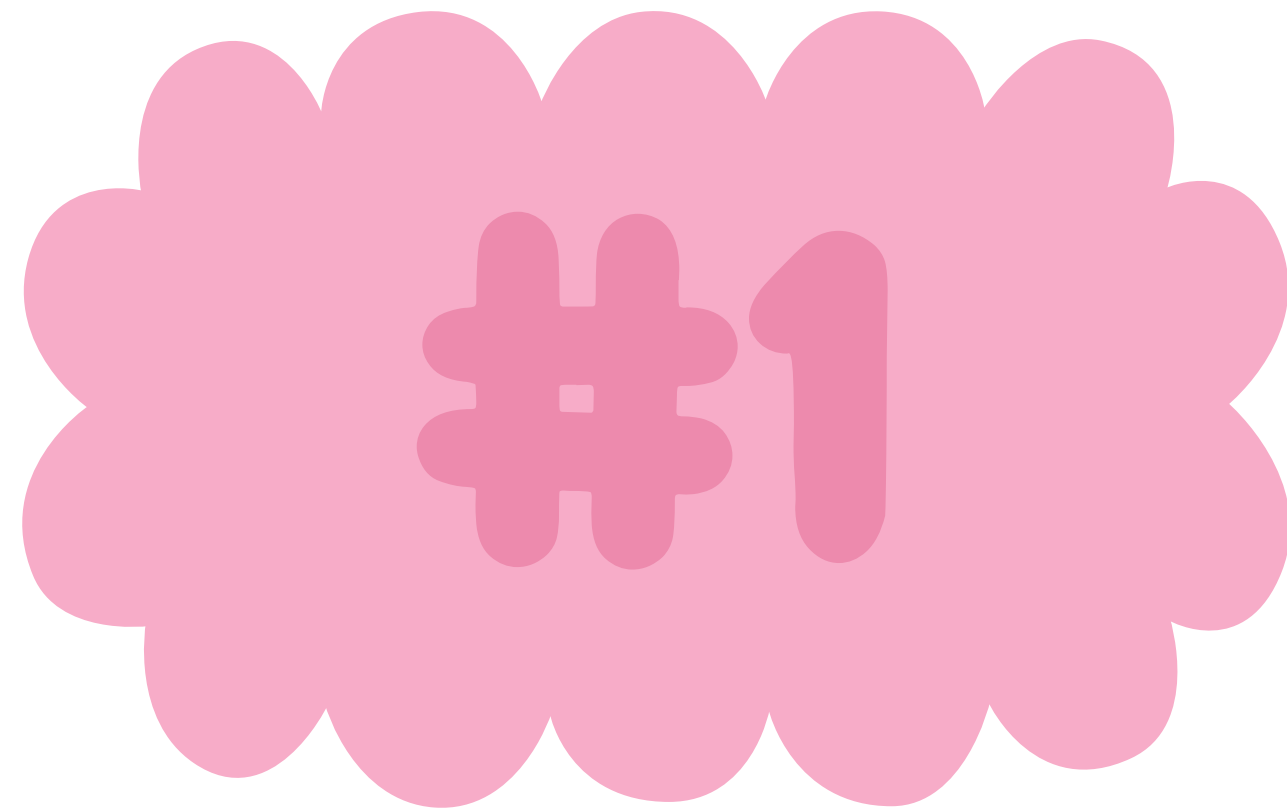
CAMPAIGN #

BEHIND THE SCENES



CONTENT







Caption:

Calling all Earth lovers & oat milk drinkers!!
We Love our Original & Chocolate oat milk
flavors 😊

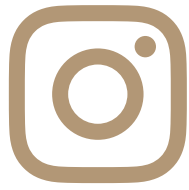
For every retweet + tweet with the hashtag
{{#OatMeOatly }}we will plant a tree!

Hashtag:

#OatMeOatly







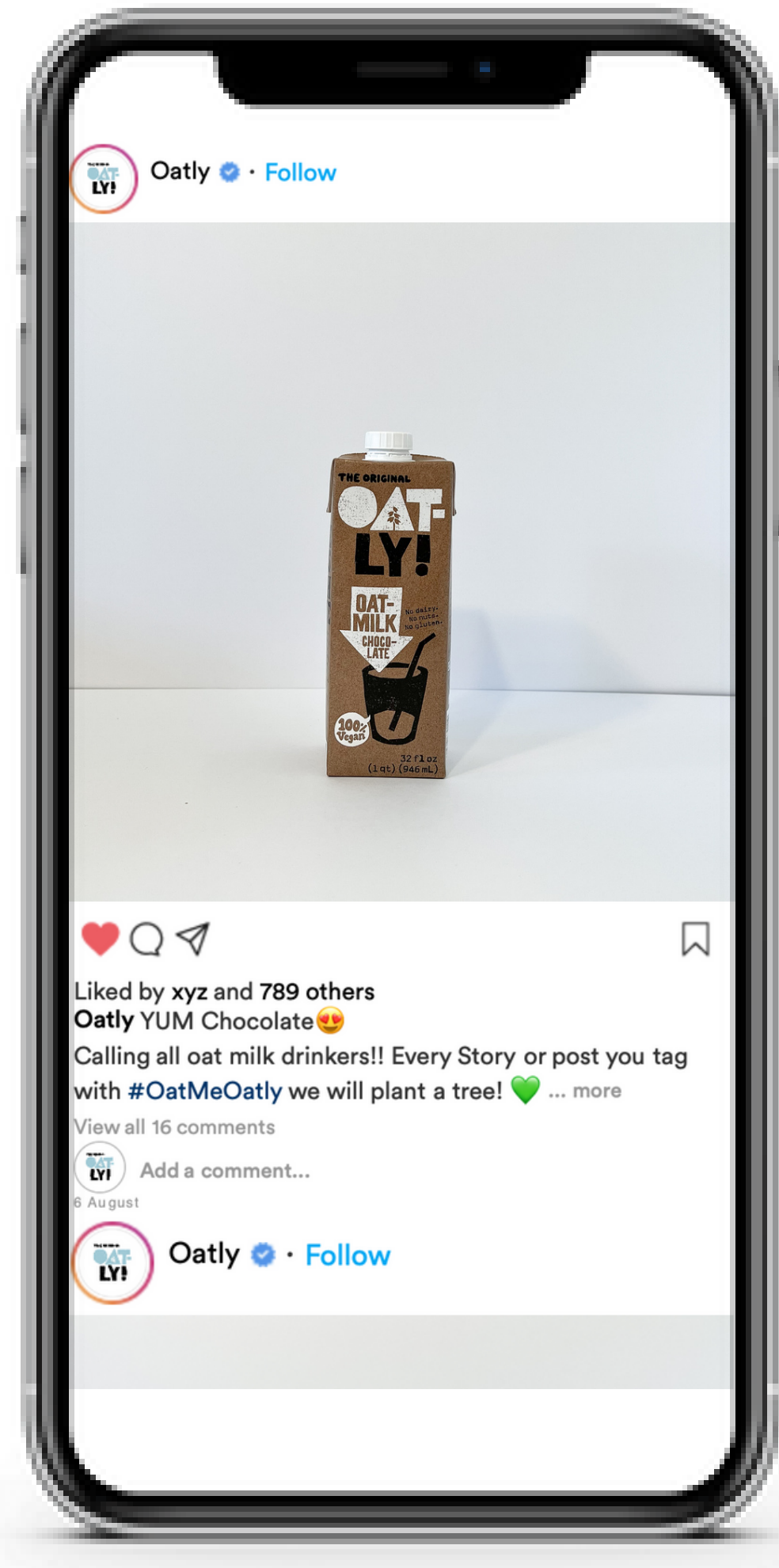
Caption:

YUM Chocolate🍫

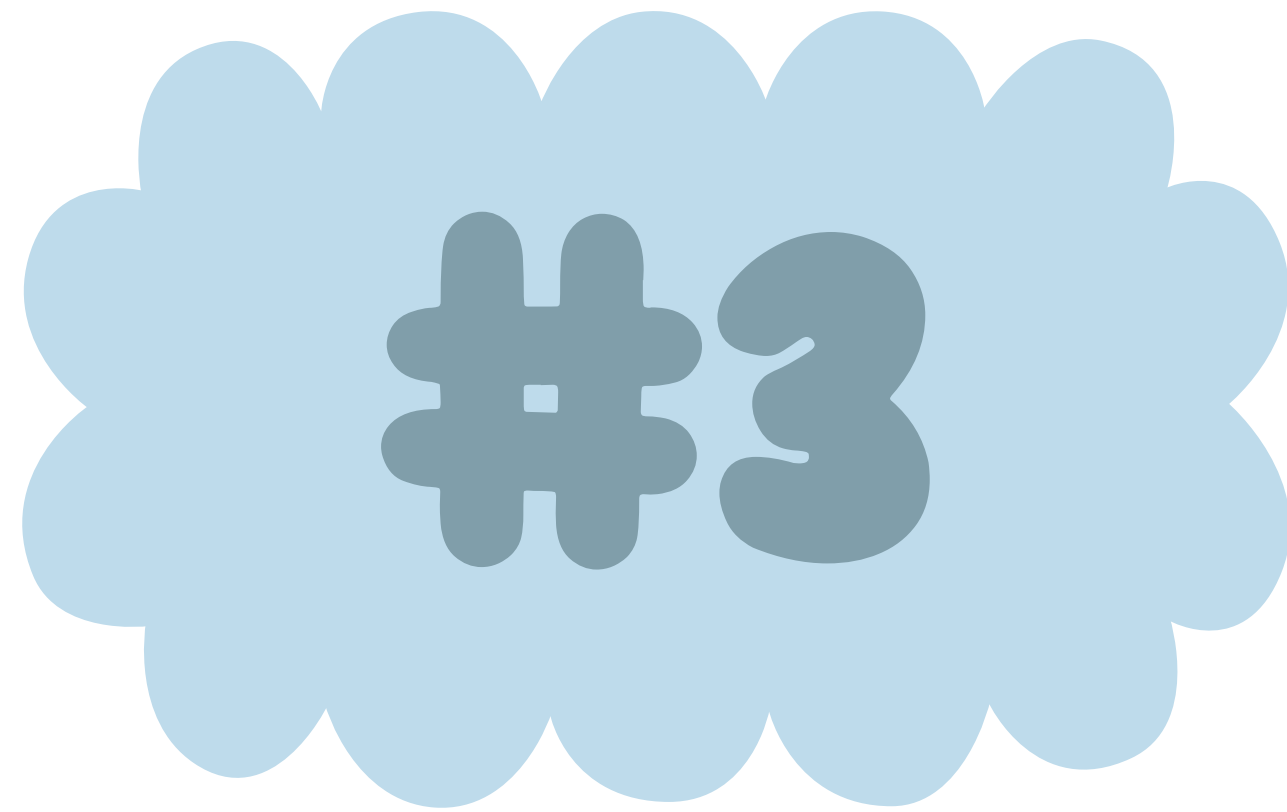
Calling all oat milk drinkers!! Every Story or post you tag with {{#OatMeOatly}} we will plant a tree!

Hashtag:

#OatMeOatly



MOCKUP





Caption:

Calling all Earth lovers & oat milk drinkers!! We love our Original Oat milk.. perfect for morning coffee!☺

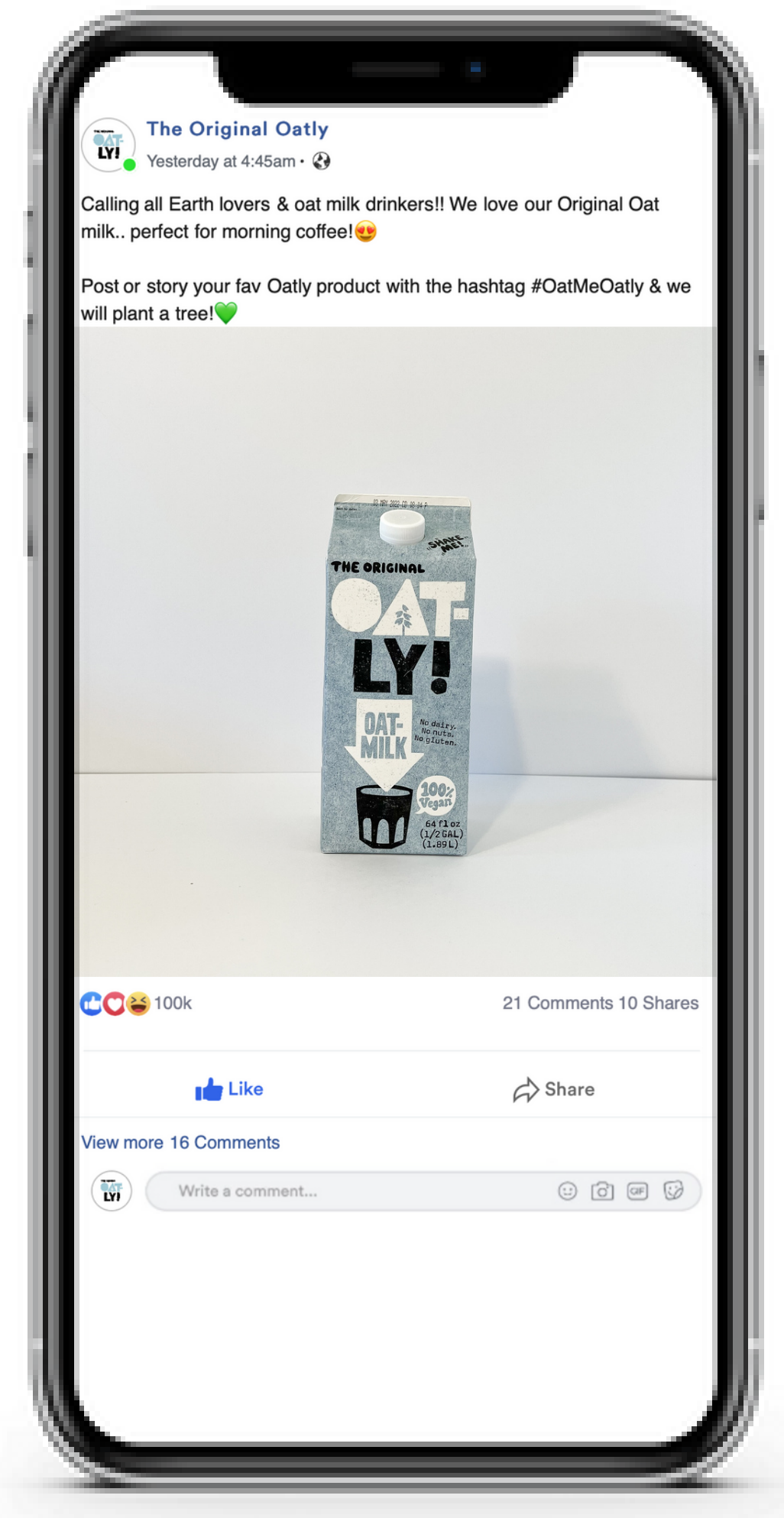
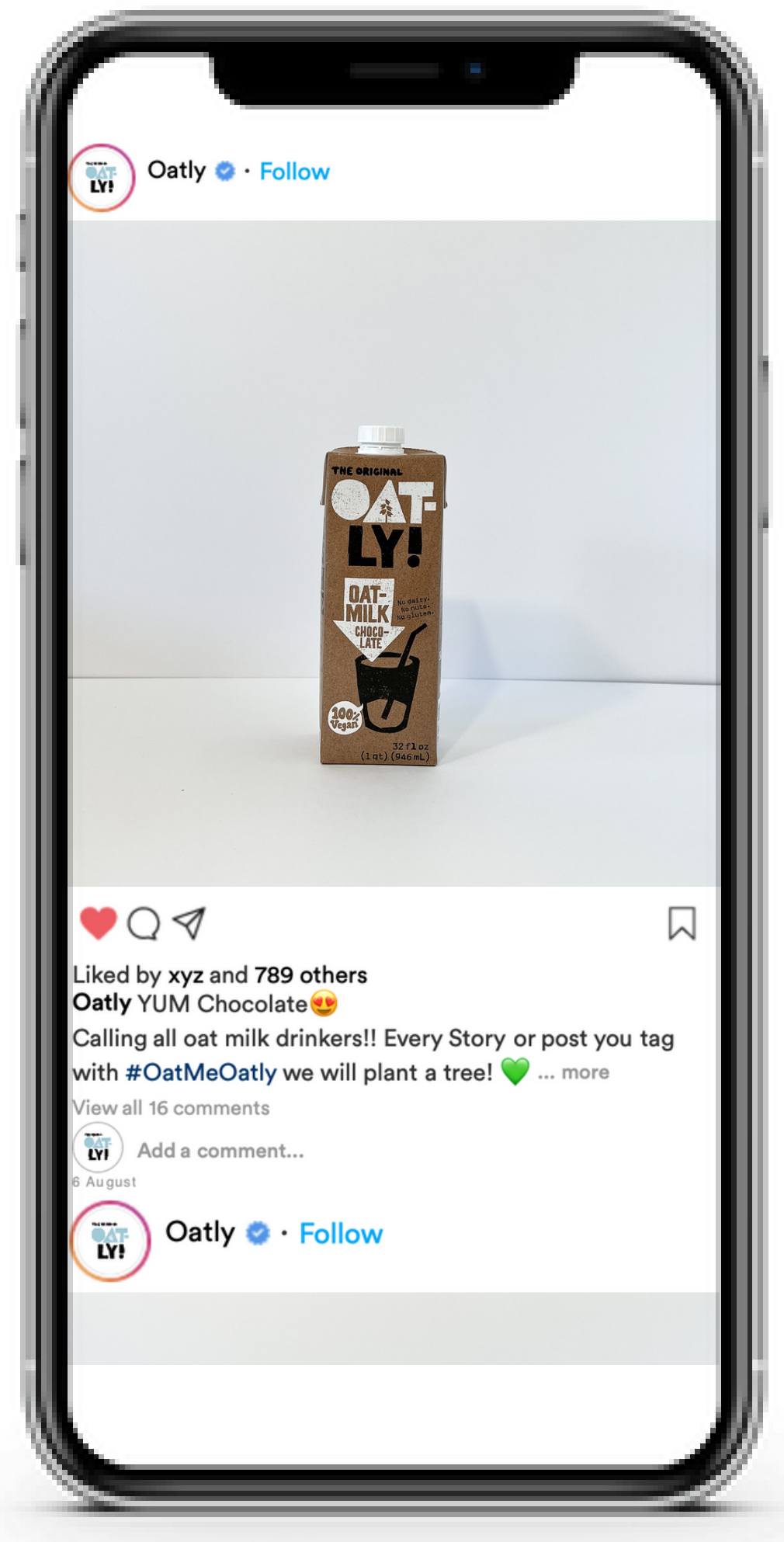
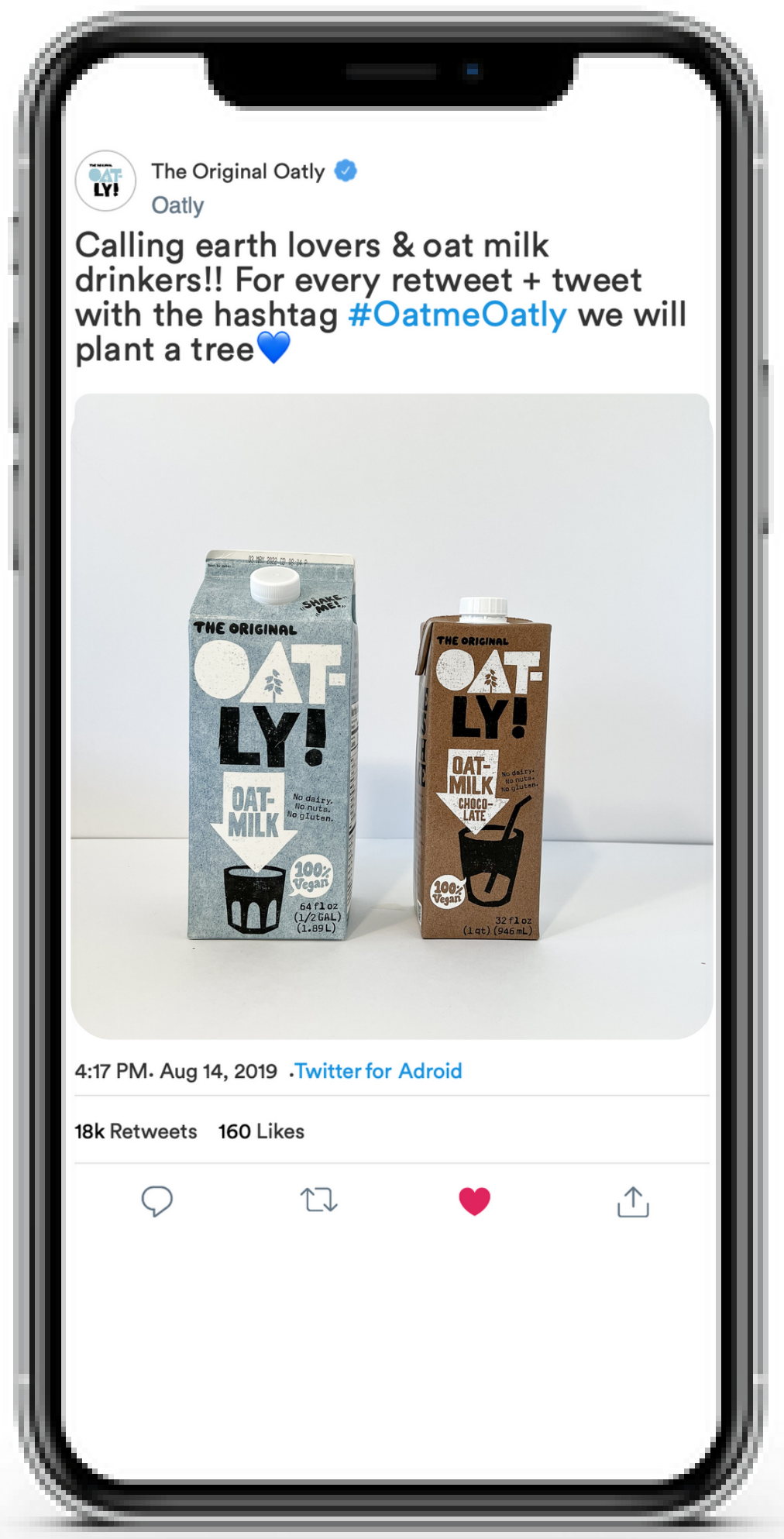
Post or story your fav Oatly product with the hashtag #OatMeOatly & we will plant a tree!

Hashtag:

#OatMeOatly



MOCKUP





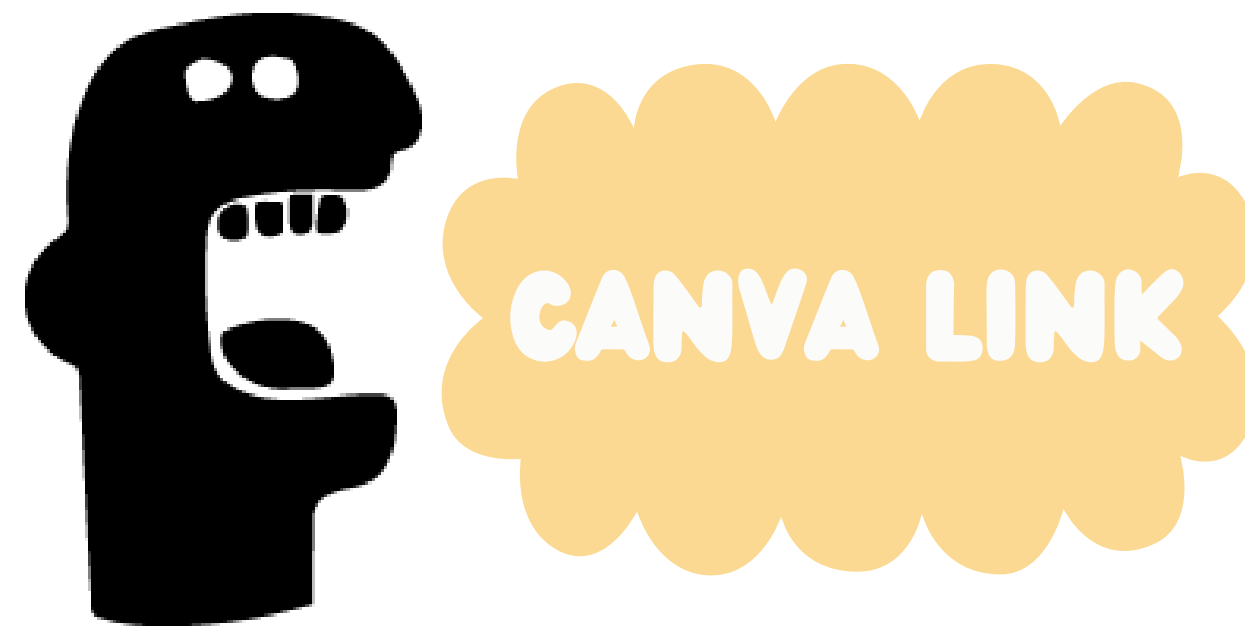
LET'S COLLAB!

Kendall Platt

Social Strategy & Management

Instagram: @kendallplatt_

LinkedIn: @kendallplatt



<https://bit.ly/OatlySOCL>

SOURCES

<https://www.uqhealthyliving.org.au/oat-milk-better-for-the-environment-but-is-it-good-for-you/>

<https://www.oatly.com>

<https://foodhack.global/articles/oatly-the-20-year-overnight-success>