

CHICK-EEZ

**A Chickpea based
snack brand launch.**

What is It?

Chickpea-based salty chip, minimal ingredients

Naturally filling (not bloating)

Savory protein (not sweet, not dessert-coded)

Think a cross between a Pita Chip and a Combo.

The Problem

Healthy snacking has an identity crisis.

Healthy snacks feel like a compromise or a chore, not something fun or *craveable*. Trading enjoyment and flavor for health and macro fulfillment.

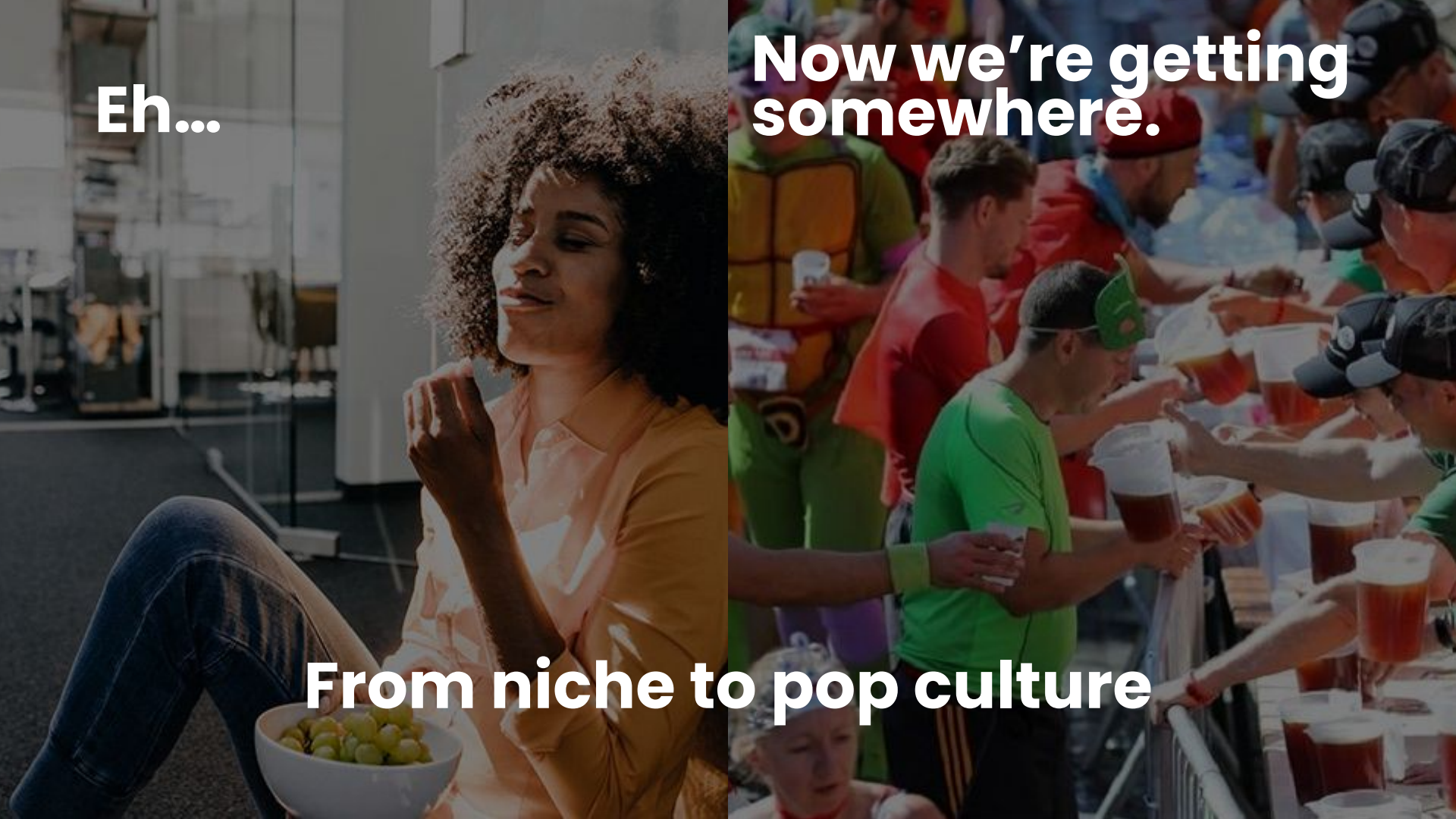
Most healthy/protein snacks have to look like they were made for the enjoyment of raw liver consumers.



Eh...

**Now we're getting
somewhere.**

From niche to pop culture



Who are we talking to?

Gen Z / young millennials living a balanced lifestyle.

They work out, they run, they drink and have fun.

Not a macro-obsessive bunch.

Not afraid of an impulse snack.

IMPULSE

When you buy chips you aren't thinking.

It's instinct.

Impulse in healthy snacking is counterintuitive, a healthy snack is a thought out purchase. Let's change that.

According to the NACS Industry Report about 1/3 of all salty snack purchases are made on impulse.

GET

Gen Zers and young millennial who are weekend warriors

WHO

Think that healthy snacks sacrifice flavor for macro optimization

TO

See Chick-Eez as a savory, flavorful healthy option

BY

Framing Chick-eez as a unique chickpea based flavor first snack, with the health benefits sneaking up on you.

CREATIVE ON-RAMPS

People want snacks to fit into their lives and be impulsive buys, but healthy snacks are meant to optimize your life and be thought out as a purchase.

Provocations

- How can we make Chick-eez into an impulse buy the same way you buy Doritos or Cheetos on a whim?
- Is Chick-eez the cure to this impulsiveness? Is it what makes it an actual good habit?

The concept of snacking is considered a bad habit and not conducive to a healthy diet, but our audience loves it and wants to do it without destroying their bodies.

Provocations

- The health benefits of Chick-eez will sneak up on you.
- Concentrate on the chickpea based uniqueness of it, not the macros.
- What would a world where the habit of snacking was seen as the new fitness health trend look like?

Protein/healthy snacks are marketed towards avid fitness freaks who would sacrifice flavor for macros but our target wants flavor WITH benefits.

Provocations

- Make healthy snacking cheeky.
- Chick-eez is the roadrunner, the rest of the market is the coyote. It's sharp and witty while tasting good.
- An unguilty guilty pleasure.
- Go over the top with it, we need to stand out in a saturated market with a limited budget.

What do we need from you?

- **Make Chick-eez the witty snack on the block.**
- **What does Chick-eez look like in a tweet?**
- **An idea statement.**
- **A line.**

