

Attributes Sheet

Brand: SSS

Product: High-quality, convenient frozen steaks.

Unique Attributes:

- Health-Friendly: No added preservatives or unhealthy fats
- Convenience: Ready to heat with minimal preparation time

Competitors:

- Frozen meal brands with meat offerings. (often add preservatives and high-calorie)
- Local supermarkets' ready-to-eat sections. (mediocre flavor and greasy taste)

Target Audience:

- People who prioritize health and food quality
- People who enjoy dining out but seek at-home gourmet experiences due to time constraints.
- Culinary novice

Tagline: Steak. Simple. Superb.

Print advertisement

Magazine Selection: The advertisement would run in food magazines like “Bon Appétit” or “Saveur”, and health-conscious publications such as “Men’s Health” or “Women’s Health”. These selections target audiences who appreciate fine dining and are health-conscious, aligning with SSS’s premium and convenience attributes.

SSS

Steak. Simple. Superb.



Imagine sinking your teeth into a succulent, perfectly cooked steak, any night of the week, without stepping foot outside your home. With SSS, this dream becomes your dinner reality.



@SSS

Crafted from premium cuts and prepared by culinary experts, our steaks promise not just a meal, but an experience. Each steak is selected for its quality, marinated in natural herbs, and flash-frozen to lock in the taste of excellence. And when you're ready, it's ready in minutes – a luxurious meal, without the wait or the work.

Radio

Colleague: (Concerned) “Hey, you’ve been off today. What’s up?”

Man: (Nervously) “I’ve been seeing this amazing woman, and I kinda bragged about my cooking skills. I invited her over for dinner tonight, and now... I’m freaking out, I might mess it all up.”

Colleague: “Cooking under pressure, huh? Want it to be special?”

Man: “Exactly. I want to impress her, but my cooking skills are... well, not as great as I made them sound.”

Colleague: (Enthusiastically) “Why not go for SSS? Their high-quality steaks are fantastic. They’re super easy to prepare, taste like they’re from a high-end restaurant, and will definitely impress!”

Man: (Hopeful) “Really? That sounds perfect!”

Narrator: (Warm, inviting voice) “SSS. Steak. Simple. Superb. Make tonight’s dinner unforgettable.”

Billboard/subway advertisement

Delicious

No Additives

Less Fat

Pure Joy



SSS

www.sss.com
617-206-8878



**STEAK.
SIMPLE.
SUPERB.**