

Banza Campaign Process Book

Girl's Night

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Part 1

Research

01

The image features the word "Banza" in a large, white, bold, sans-serif font, centered horizontally. A registered trademark symbol (®) is located at the top right of the letter 'a'. The background is a vibrant orange color, overlaid with a repeating pattern of smaller, semi-transparent red "Banza" logos. These smaller logos are scattered across the page, some appearing as solid shapes and others as faint outlines, creating a textured, celebratory effect.

Banza[®]

About the Brand

- In 2014, Banza was designed as a healthier, gluten free pasta alternative. Its founders are Brian and Scott Rudolph due to Brian's gluten allergy.
- Due to the pastas chickpea base, it has a increased level of protein and fiber, while staying a low carb food.
- It has become one of the largest names in business for gluten free pasta brands.



Current Audience

- Gluten free consumers
- Health conscious consumers
- Vegans & vegetarians



Target Audience

- Young adults, mostly female ranging from 18-25 years old, regardless of dietary concerns.
- Although this is even more of a benefit to gluten free individuals, I want to expand upon the target audience.



Why This Target Audience?

- As a vegetarian female college student myself, I find it difficult at times to get in enough protein with every meal.
- After speaking with other people at my college, the Savannah College of Art and Design it became clear that others also felt that getting in extra sources of protein and nutrients was challenging.
- When discovering this information, I felt that marketing Banza to college students would be a great solution as pasta is quick and easy food to make. Plus, with the use of chickpeas instead of gluten as a base it is lower carbs than traditional boxed pasta.



Current Advertising Platforms

Social Media Campaigns

- Instagram
- TikTok
- Pinterest
- YouTube

Environmental Ads

- Buildings
- Signs



Part 2

Planning

02

Selected Platforms

Advertising Channels

Instagram Story

- Instagram is one of the most popular platforms for my target audience which is why I want to advertise on it in multiple different ways.

Instagram Post

- Instagram is one of the most popular platforms for my target audience which is why I want to advertise on it in multiple different ways.

Bus Sign

- Lots of college students take buses from class to class or even from their dorm building. Because of this I felt that on campus bus areas would be a great location for an ad.

TikTok Video

- TikTok is the largest platform for college aged viewers. With that being said I want to try something I am less experienced in and create a short animated/ video ad.

Selected Platforms

Advertising Channels Examples

Instagram Story



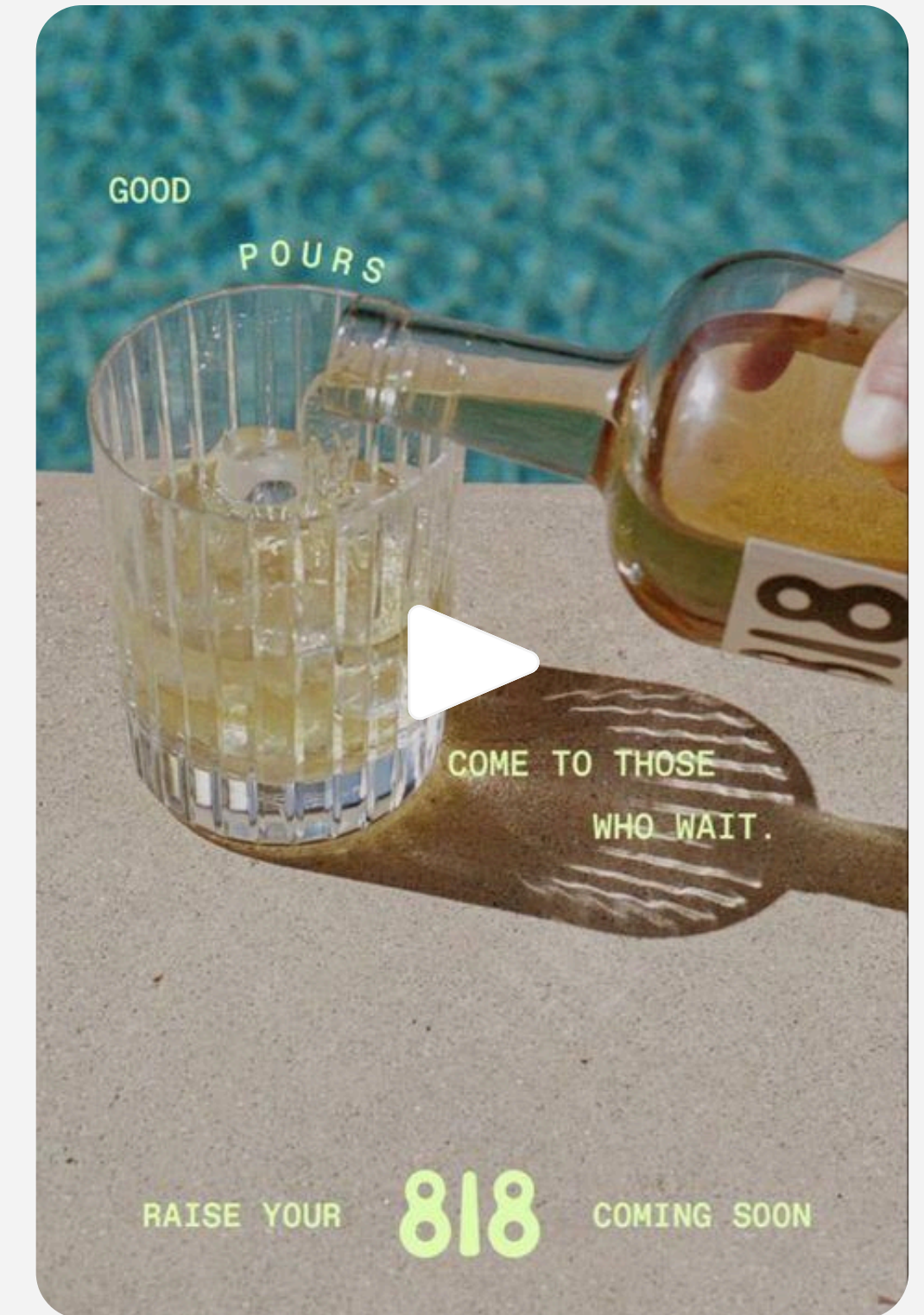
Instagram Post



Bus Sign



TikTok Video



Key Criteria

Campaign Ideas

Girls Night

- Showing a group of young adults having fun and enjoying a night cooking together

Better Banza

- Showcasing the easy nature of boxed pasta while highlighting its health benefits

The Message

Quick without the cost of quality, food better for your body and for a rush.

The How

Showcase more casual photos, more about the vibe and less about product placement to get people intrigued.



Key Criteria

Chosen Campaign

Girls Night

Theme & Design Style

Girls Night

- Film photos
- Dark lit photos with flash
- Orange, black, & cream
- Illustrative
- Moody lighting
- Bold type

Taglines

- Quick Bites, Big Benefits
- Make Every Night a Girls Night with Banza
- Take a Bite, it's Girls Night



Part 3

Branding

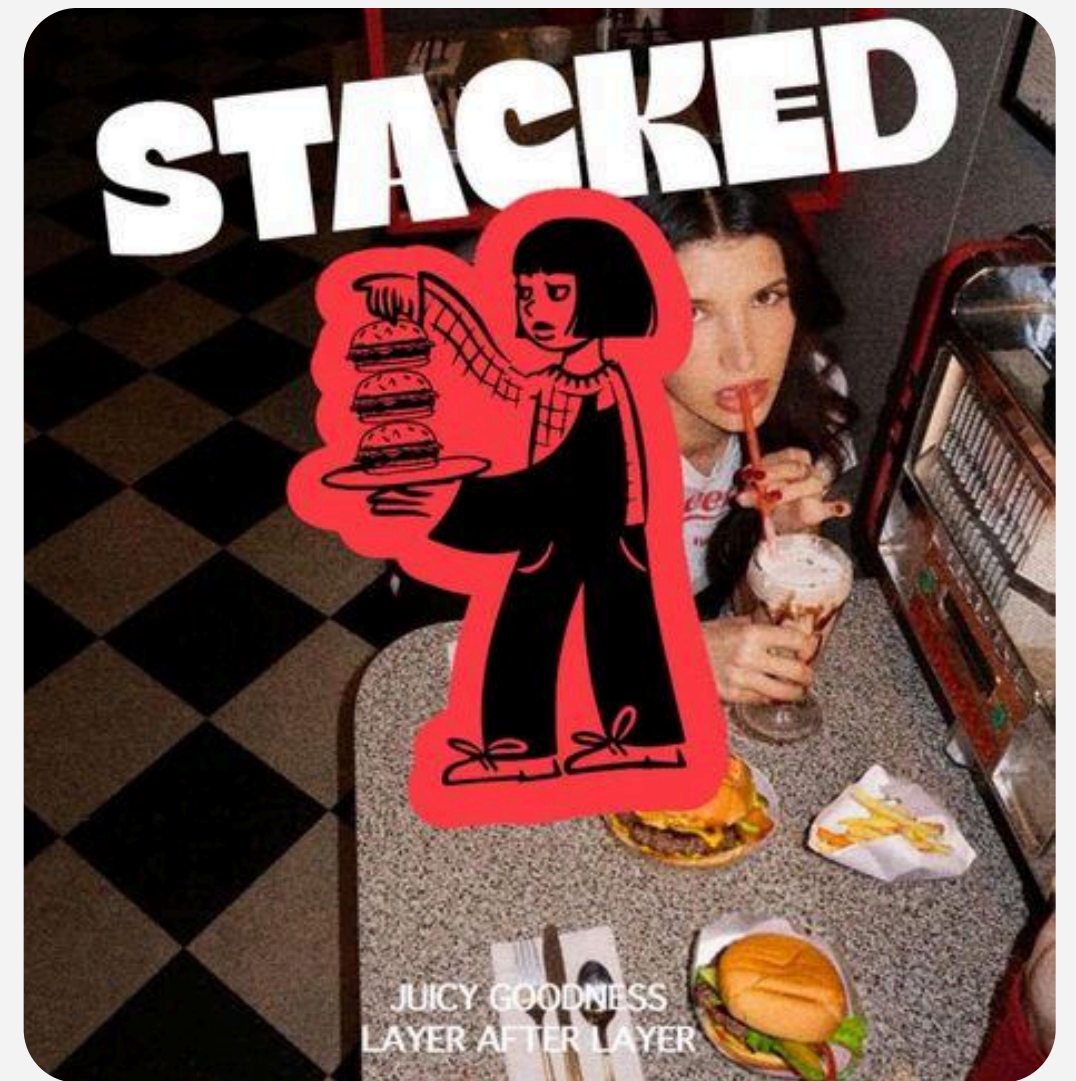
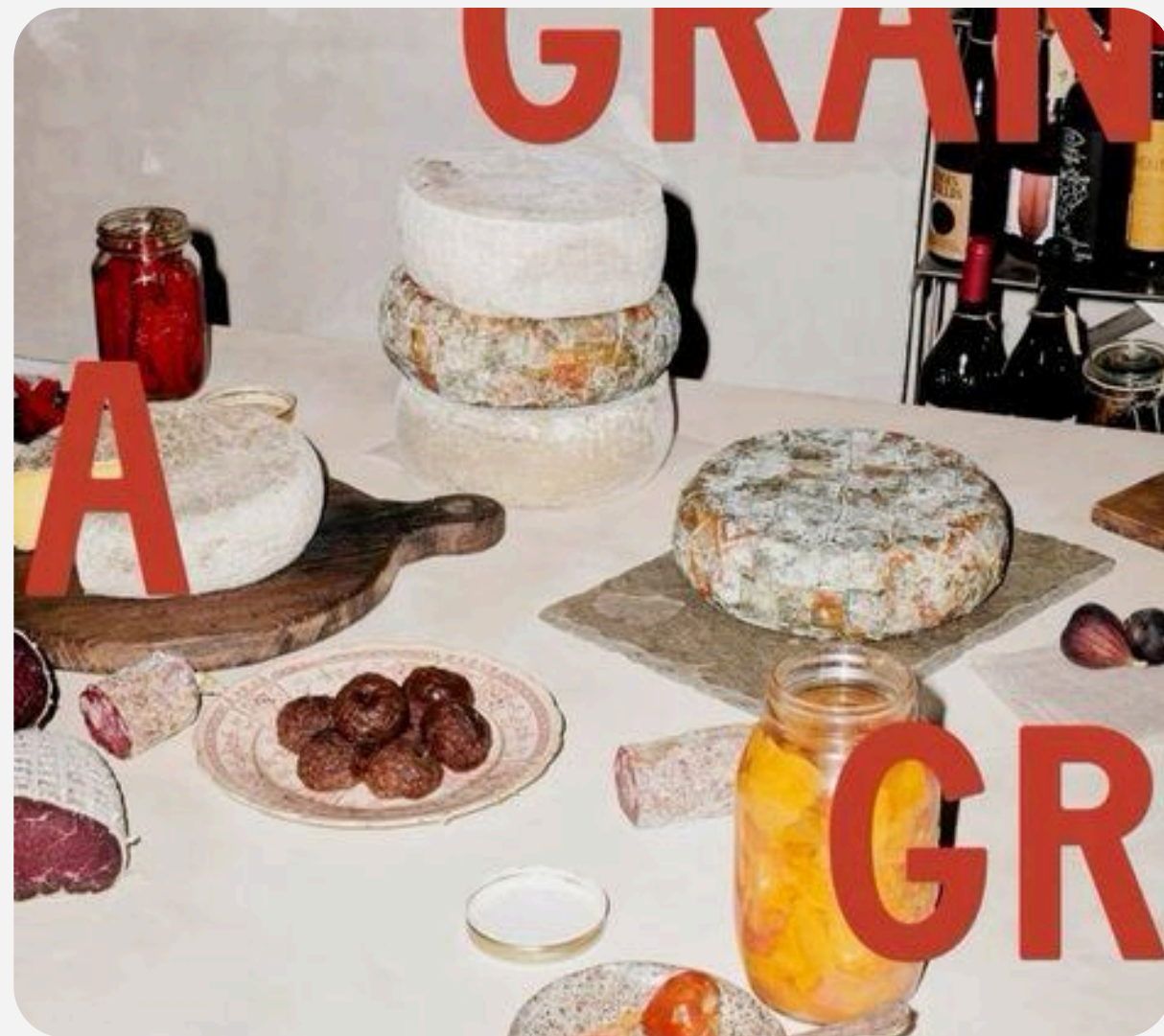
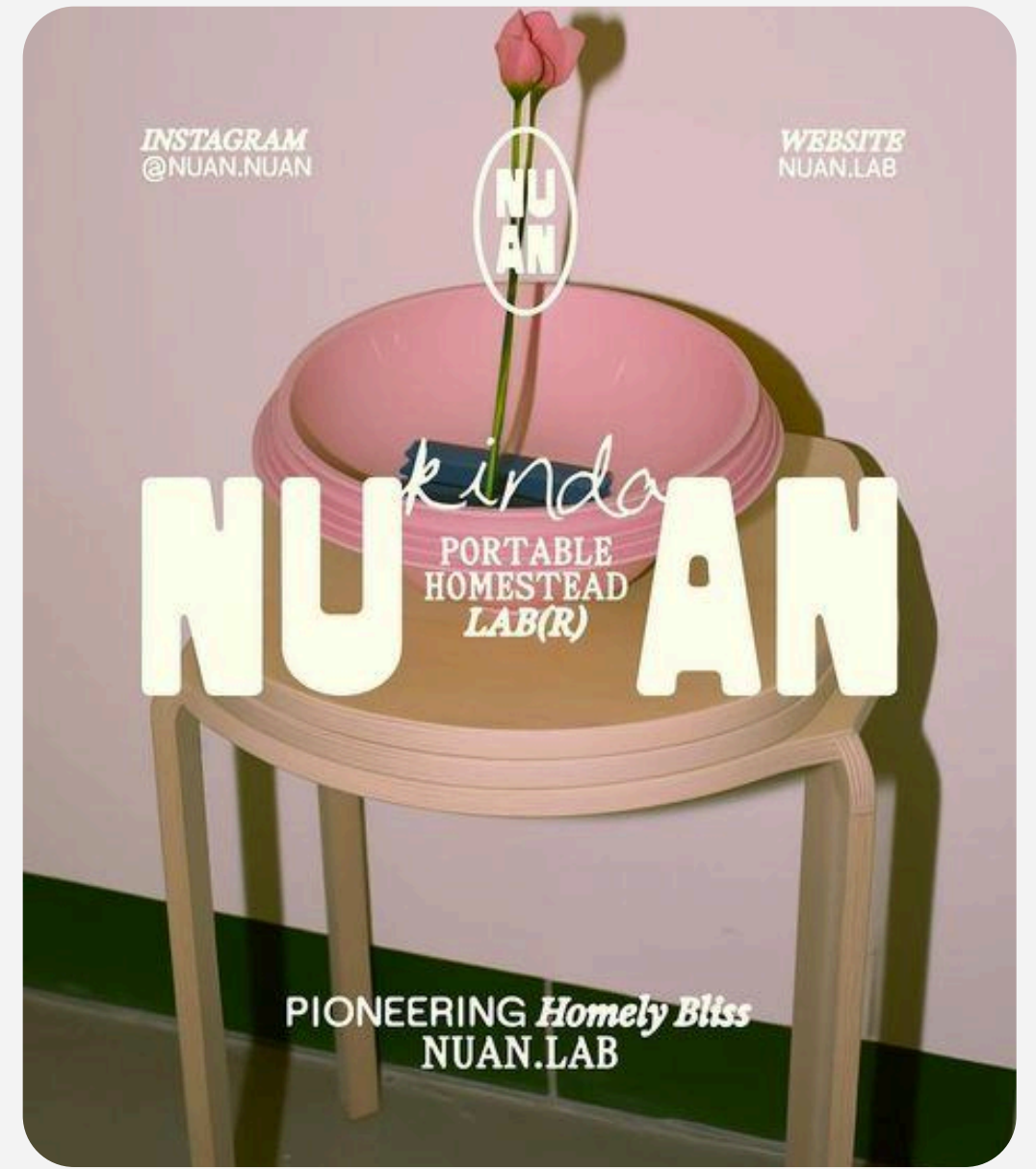
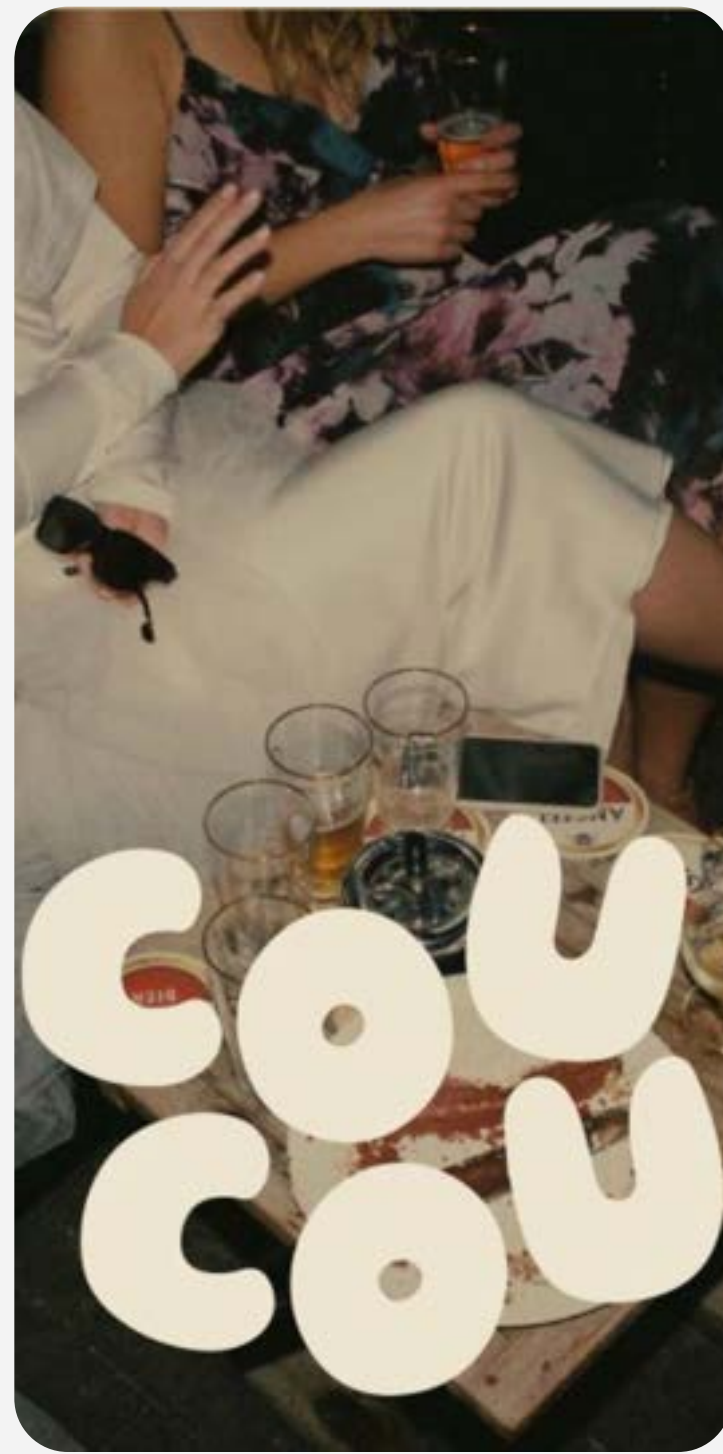
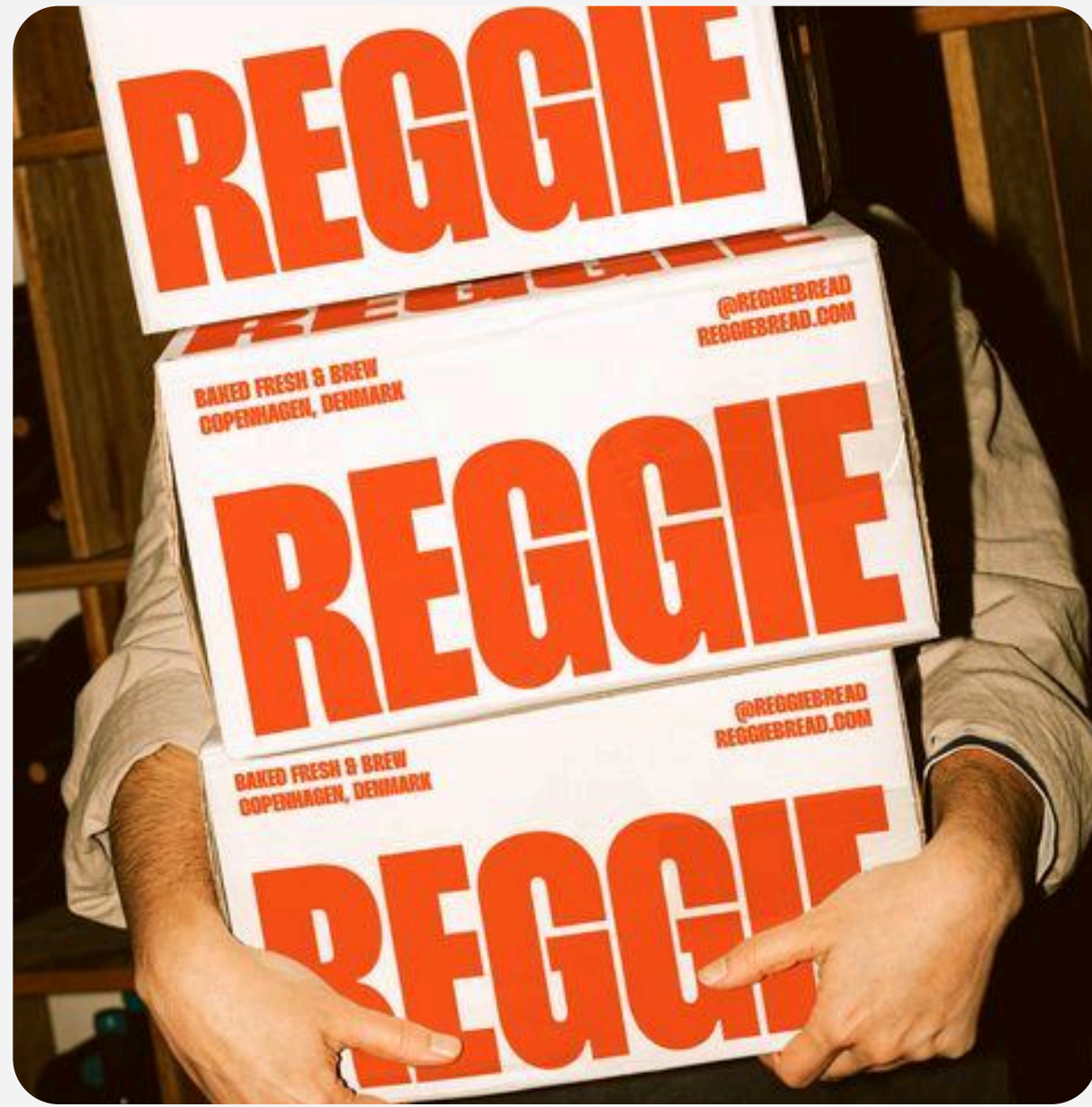
03

Mood Board



Type Inspiration

Placement & Style



Color & Type Palette

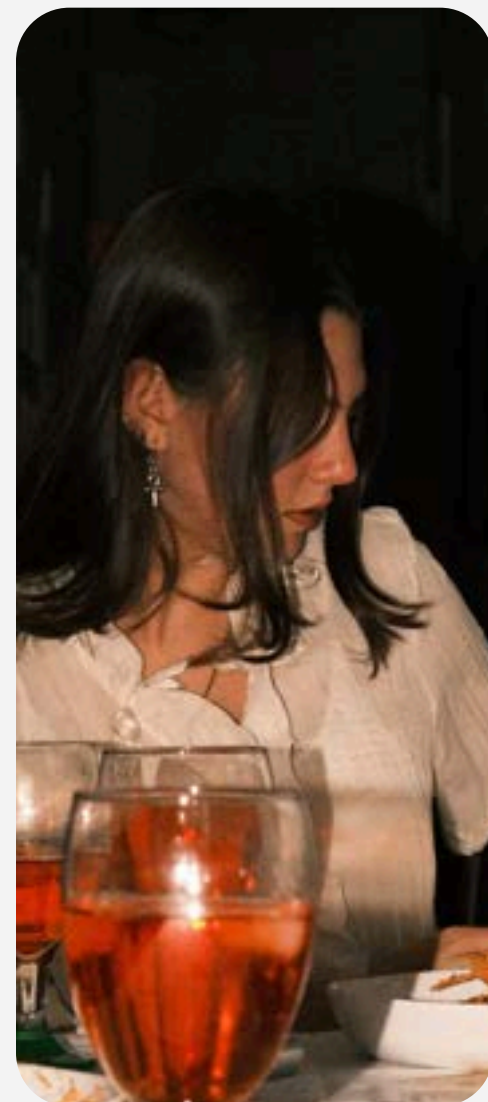
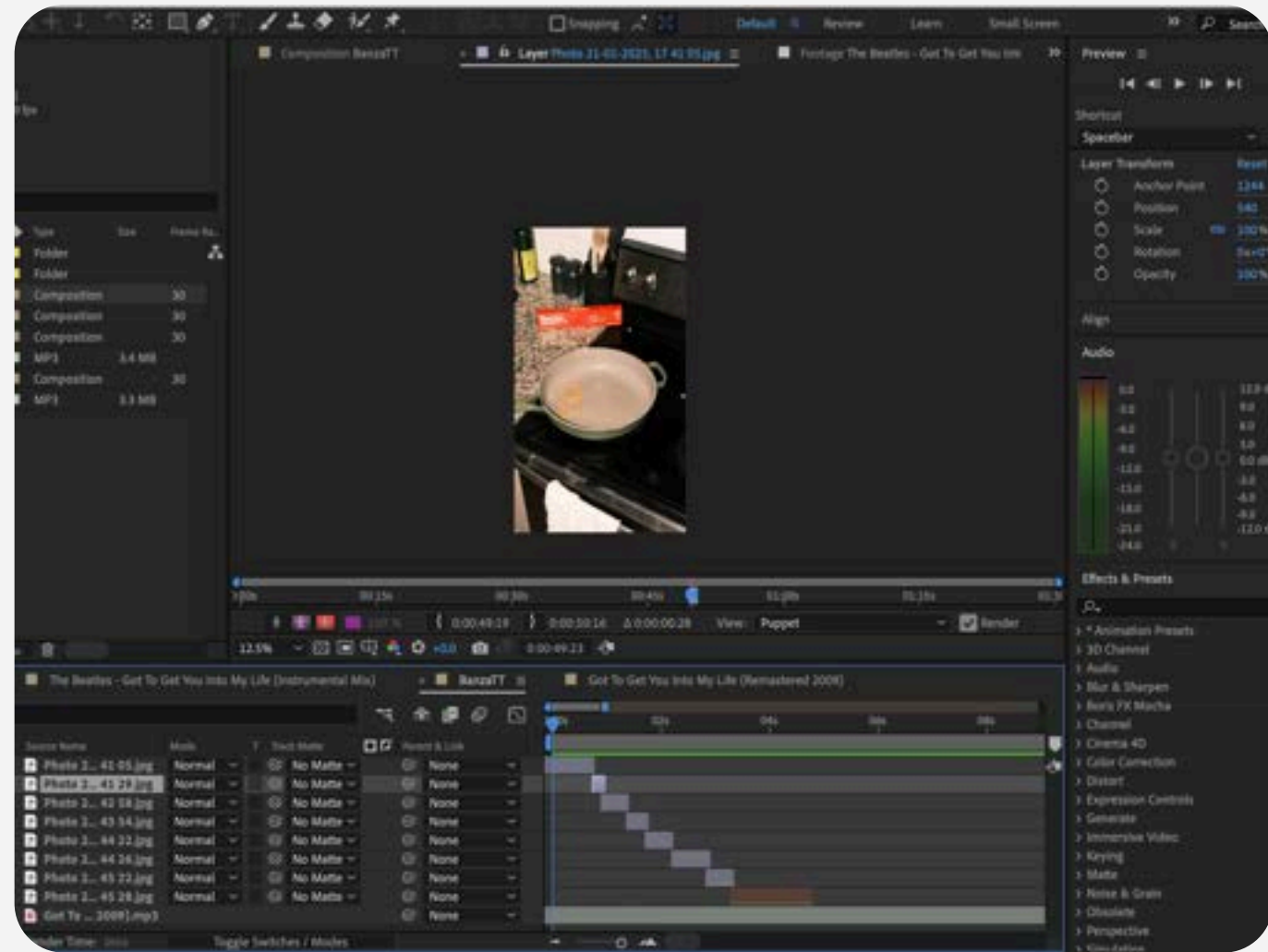
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CUBANO
REGULAR
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

BTS & WIP



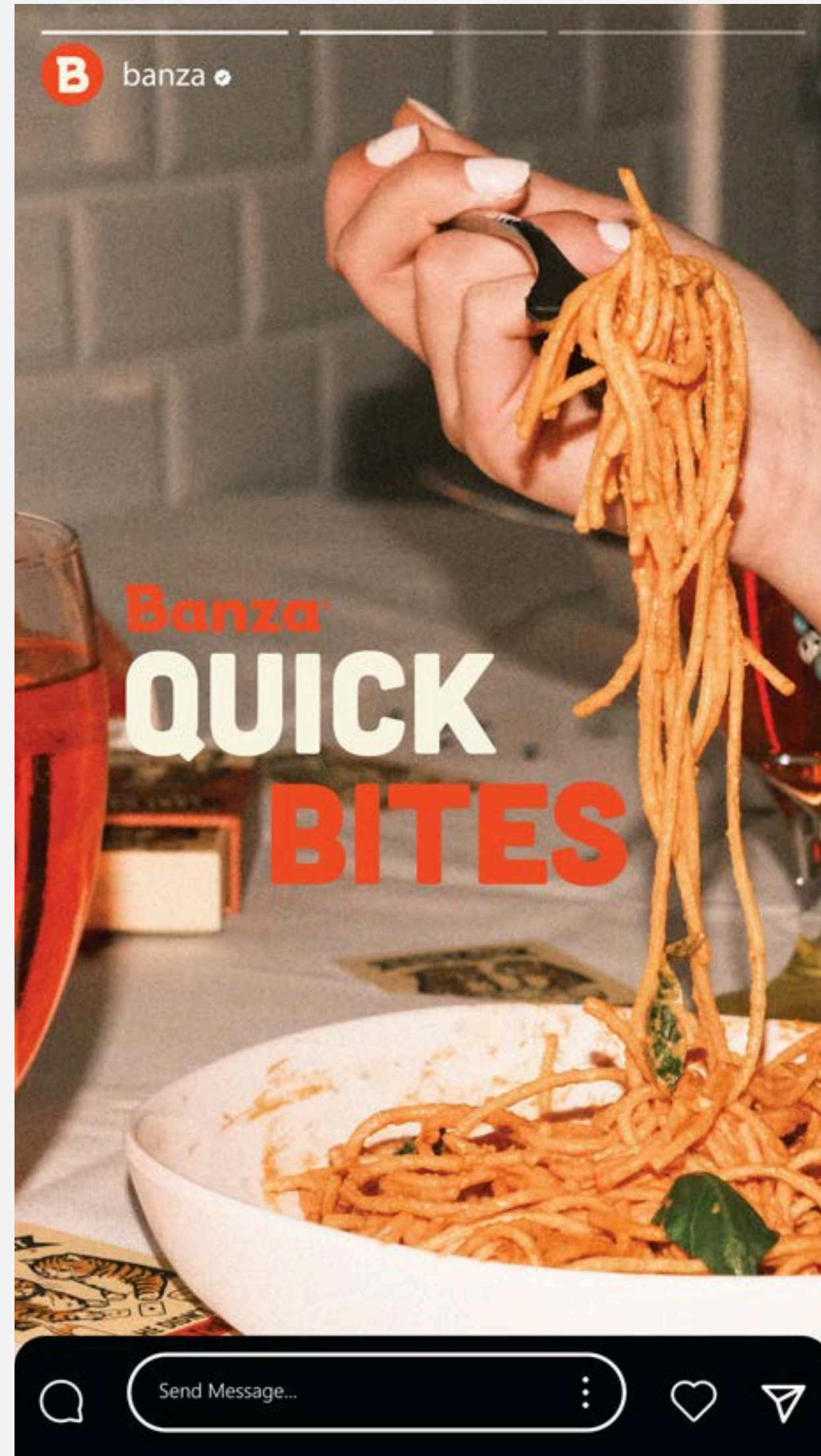
Part 4

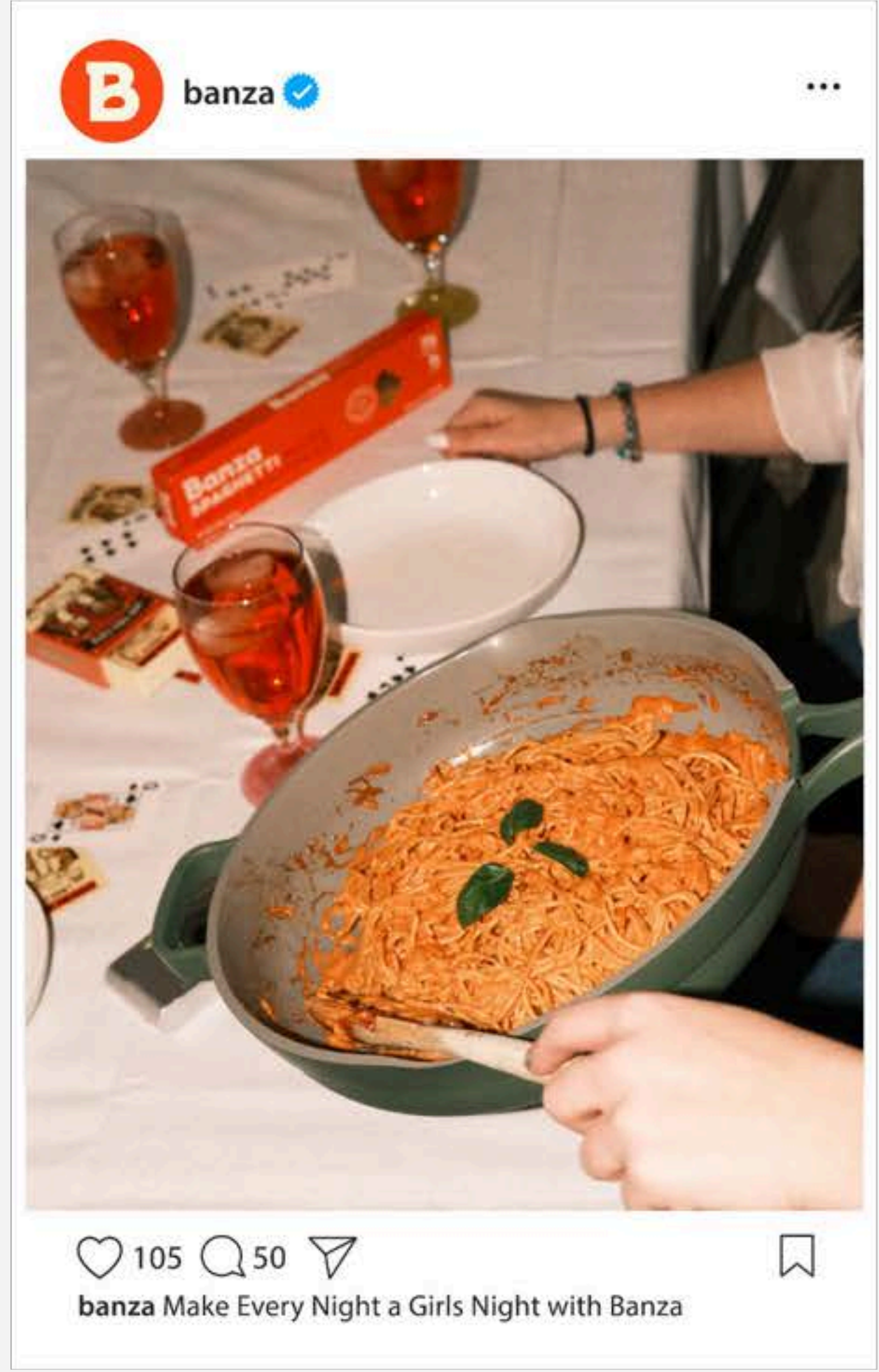
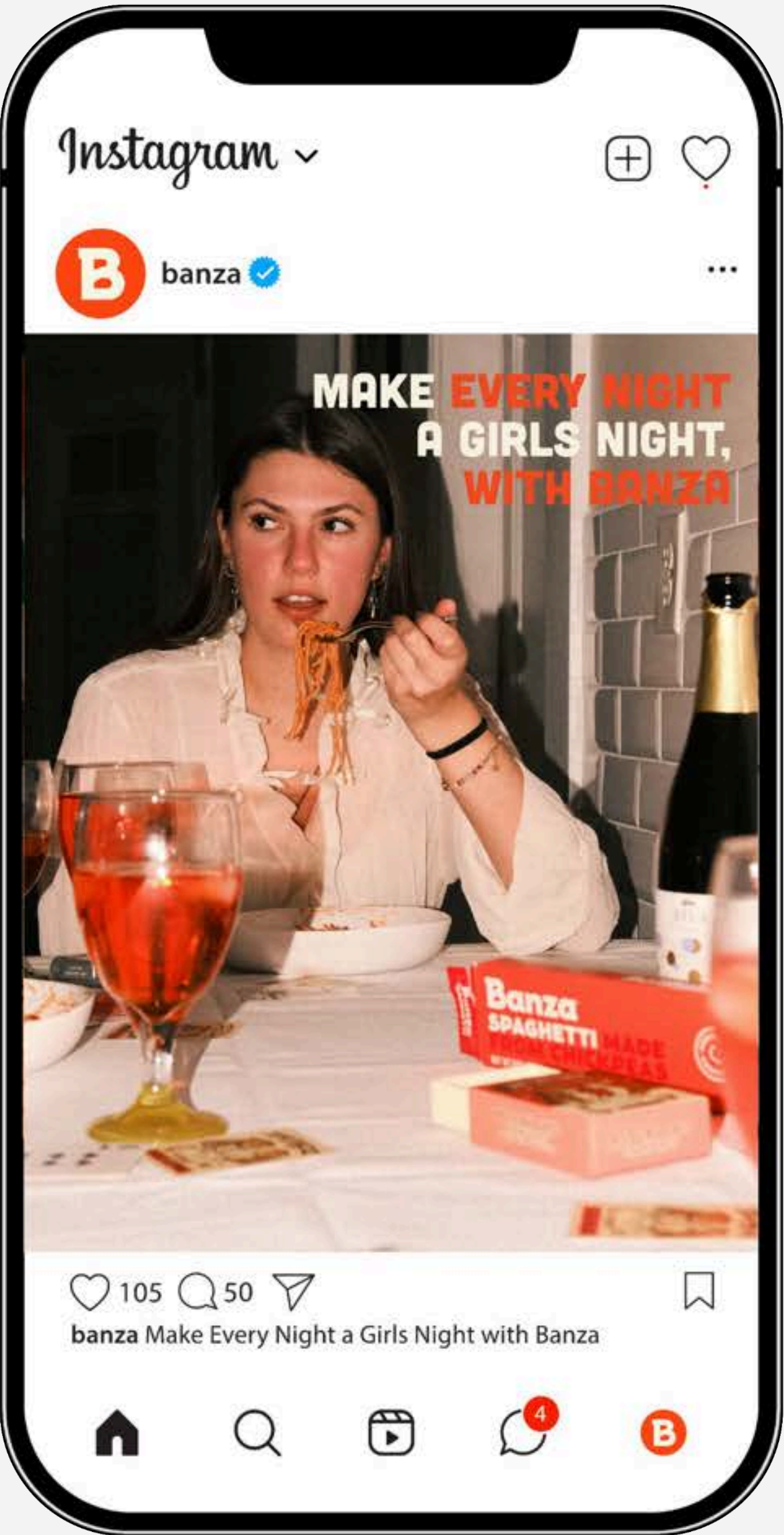
Final Design



The Shoot









QUICK BITES

Banza
SPAGHETTI MADE WITH PEAS

BIG BENEFITS
Banza

The billboard features a photograph of a white bowl filled with spaghetti, garnished with fresh basil leaves. A hand is shown holding a silver fork, poised to take a bite. In the background, a glass of amber beer sits on a white tablecloth. A red box of Banza Spaghetti is also visible, with the text 'Banza SPAGHETTI MADE WITH PEAS' printed on it. The overall aesthetic is clean and appetizing, set against a soft-focus background of a dining table.