

OAT-LY





OATLY

Concept: Use imagination and create everything with oats

Target: People 10-25 People who have not experienced or already know about lactose intolerance

Insight: People know that they are lactose and tolerant but they don't care, they take the risk of eating dairy

Tagline: A milk you can handle

Credit: Typography by Jiaxi, Art Works by Everett



CHOOSE ANOTHER TYPE OF COW



"LACTOSE INTOLERANCE IS MORE COMMON THAN YOU MIGHT THINK. UNDERSTANDING HOW TO MANAGE IT CAN LEAD TO A HEALTHIER, HAPPIER LIFE. LEARN ABOUT THE BEST DAIRY-FREE FOODS AND HOW TO INCORPORATE THEM INTO YOUR DIET."

THE ORIGINAL

OATLY!

A MILK YOU CAN HANDLE

MAKE SOME SWITCH FOR TODAY

OAT MILK
+
WHAT YOU LIKE TO EAT
=

HAPPY x 2



"LACTOSE INTOLERANCE AFFECTS MANY PEOPLE, BUT IT DOESN'T MEAN YOU HAVE TO GIVE UP ON DAIRY ALTOGETHER. EXPLORE LACTOSE-FREE ALTERNATIVES THAT ALLOW YOU TO ENJOY THE FOODS YOU LOVE."

THE ORIGINAL

OATLY!

A MILK YOU CAN HANDLE

INDULGE IN THE CREAMINESS OF OAT ICE CREAM



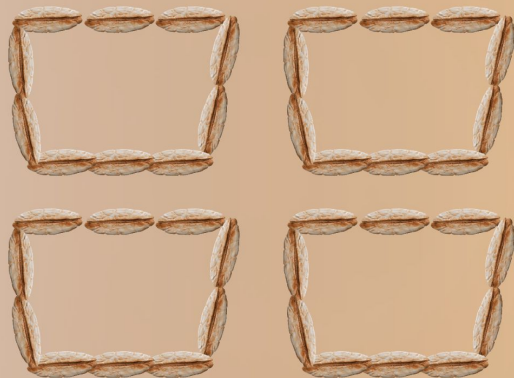
"NAVIGATING THE WORLD OF LACTOSE INTOLERANCE CAN BE DAUNTING, BUT WITH A LITTLE KNOWLEDGE AND CREATIVITY, YOU CAN ENJOY A RICH AND VARIED DIET. DISCOVER TIPS AND TRICKS FOR LIVING WELL WITHOUT DAIRY."

THE ORIGINAL

OATLY!

A MILK YOU CAN HANDLE

THE SMOOTH CREAMY ALTERNATIVE



"BEING LACTOSE INTOLERANT DOESN'T MEAN YOU HAVE TO MISS OUT ON YOUR FAVORITE DISHES. FROM LACTOSE-FREE MILK TO PLANT-BASED CHEESE, THERE ARE PLENTY OF OPTIONS TO ENJOY DELICIOUS MEALS WITHOUT THE DISCOMFORT."

THE ORIGINAL

OATLY!

A MILK YOU CAN HANDLE

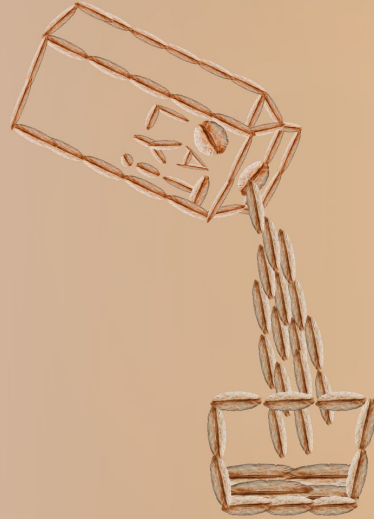
SMOOTH, **GUILT-FREE** AND THE FUTURE OF MILK



**"BEING LACTOSE INTOLERANT DOESN'T MEAN YOU HAVE TO MISS
OUT ON YOUR FAVORITE DISHES. FROM LACTOSE-FREE MILK TO
PLANT-BASED CHEESE, THERE ARE PLENTY OF OPTIONS TO
ENJOY DELICIOUS MEALS WITHOUT THE DISCOMFORT."**

THE ORIGINAL
OATLY!
A MILK YOU CAN HANDLE

DISCOVER THE SMOOTH TASTE OF LIFE



**"LACTOSE INTOLERANCE DOESN'T MEAN YOU HAVE TO GIVE UP
ON TASTE. THERE ARE MANY DELICIOUS, DAIRY-FREE OPTIONS
THAT CAN SATISFY YOUR CRAVINGS WITHOUT CAUSING
DIGESTIVE ISSUES."**

THE ORIGINAL

OATLY!

A MILK YOU CAN HANDLE IT