

CREATIVE BRIEF



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7.3 Final Project: The Creative Brief

Background

Crumbl Cookies, an esteemed franchise chain of bakeries with a presence in both the United States and Canada. With **dynamic weekly flavor rotation** that fuels organic engagement, with customers. This strategic menu change, combined with a seamless customer experience, drives their **strong digital and social media presence**. Their 200+ cookie flavors serve as the perfect canvas for captivating content, and their Monday menu unveilings consistently generate anticipation and hype, making them a standout brand in this specialty market.

The Project

The campaign, **Share the Warmth of Fall: A Cookie Exchange of Love** is a social media based challenge that allows users to generate content and tag or submit photos or videos to the Crumbl page. The cookie exchange challenge will promote and encourage audience engagement by getting friends and families to share heartwarming moments of cookie sharing.

Competitors



Project Objective

The objective of the Share the Warmth of Fall: A Cookie Exchange of Love Campaign is to drive engagement and expand the brands reach. Crumbl cookie focus on organic growth in their current marketing strategy but hasn't really explored other ways to reach their audience organically. My plan is to offer a fresh way to generate hype for the Crumbl brand.

KPIs

- Impressions
- Post Reach
- Audience Growth Rate
- Repost
- Reactions/Likes
- Shares
- Average Engagement Rates
- Click-Through Rate
- Website Traffic

Target Audience



18-35
years old



Friend Groups & Young Families



Cookie lovers/ Dessert Enthusiast

Personas



The Young Cookie Enthusiast

young adult who enjoys exploring new flavors and experiences



College Cookie Connoisseur

21-year-old college student live on campus in a dorm and have a close-knit group of friends



Cookie Loving Young Mom

32-year-old mother of two young kids, aged 4 and 6. She lives in the suburbs

Key Consumer Benefits

- New way of engaging with the Crumbl brand
- Outlet for advocates to express love for specific flavors
- Chances to win prizes
- Opportunity to connect with their community

Key Message

The key message of the campaign is sharing the love of cookies among friends and family. Crumbl is all about "bring friends and family together over a box of the best cookies in the world" and that precisely what this is going to show.

Additional Information/Guidelines



- the campaign should be fun, easy to enter, and be social media based
- focus should be on consumer enjoyment of cookies instead of just the weekly flavors
- encourage participants to share their authentic experiences, rather than orchestrating highly tailored interactions, leading to more genuine and relatable content.
- the aim is to create a sense of enjoyment, community, and spontaneity

Call to Actions

Ready to spread cookie love and create unforgettable moments with friends and family? Take part in our cookie challenge today! Share a photo or video of your heartwarming cookie moments, tag us, and use our campaign hashtag. You could win sweet surprises, and your joy-filled content might just feature on our page. Let's eat, share, and connect! 🍪❤️ #TheCookieExchange

Schedule

Week 1-2: Pre-launch Preparation	<ul style="list-style-type: none">• Define contest rules and guidelines.• Identify influencers and negotiate partnerships.• Set up contest landing page on the website.• Prepare contest-specific graphics and assets (feedback and revisions are included for this).• Establish the contest timeline (start and end dates).
Week 3: Launch	<ul style="list-style-type: none">• Launch the contest and announce it on all social media platforms.• Share influencer-created content to kick-start participation.• Monitor and engage with participant submissions and inquiries.
Week 3-6: Engagement and Promotion	<ul style="list-style-type: none">• Continue promoting the contest through regular posts and stories.• Share user-generated content, emphasizing heartwarming stories.• Consider running targeted social media ads to expand reach.• Engage with the community by responding to comments and messages.
Fridays of Week 3-6: Contest Evaluation and Winners	<ul style="list-style-type: none">• Evaluate entries based on contest criteria.• Announce weekly winners and distribute prizes.• Highlight winning entries and heartwarming submissions.
Week 7: Post-Contest Engagement	<ul style="list-style-type: none">• Close the contest and stop accepting entries.• Share a thank-you post to all participants.• Encourage participants to continue sharing cookie moments.• Begin planning for follow-up content or campaigns.
Ongoing:	<ul style="list-style-type: none">• Monitor ongoing engagement related to the contest.• Share user-generated content sporadically to maintain engagement.• Gather feedback and insights for future campaigns.

Media Environment



Mandatories

The creative team's work extends from designing visuals to crafting messaging and ensuring that the campaign runs smoothly across online and offline channels. Some mandatories for an effective campaign are:

- Clear guidelines
- Random fair way to select winners
- Response Templates:
 - Predefined responses for interacting with participants on social media
- Content Plan:
 - A schedule for posting on social media throughout the campaign

Budget

- **Influencer partnerships:** \$1,000-2,000
- **Contest prizes and incentives:** \$400-600 (prizes will be merchandise giveaways or gift cards valuing \$25-35 per winner)
- **Ad campaign budget:** \$2,800 (social media ads \$200 daily)
- **Content production and editing:** \$2,000 (price includes photographer, studio rental, models/talent, editing/retouch, contingency/miscellaneous costs, a buffer of around 10-20% of the total budget to account for unforeseen expenses)
- **In-store print materials:** \$100 per store front

Stakeholders/RAPID

- **Recommend Marketing Team:** Responsible suggesting ideas for strategy, coordination, and content creation.
- **Input Brand Advocates:** Provides input on customer preferences and satisfaction.
- **Perform Creative Team:** Responsible for content production, editing, and graphic design.
- **Decide Creative Director:** Makes decisions about branding, visual identity, and messaging

Assets/Deliverables

Digital Assets:

1. Website Landing Page:
 - Landing page design and layout
 - Content for the landing page, including challenge rules, instructions, and prizes
 - Visual assets like images or graphics to enhance the page
 - User interface design for ease of participation
 - Integration of submission forms or links to social media platforms
2. Social Media Graphics:
 - Campaign banner or cover images for social media profiles
 - Eye-catching graphics or animations promoting the challenge
 - Branded templates for participants to use
 - Social media post templates for sharing challenge updates

3. In-Store Signage:

- Design and layout of in-store signs
- Content for signage, including challenge details and QR code information
- Print-ready files for production

Promotional Assets:

4. QR Codes:
 - Creation of QR codes linking to the website landing page or social media platform for easy access
 - QR code design and branding, if applicable
5. Hashtags and Captions:
 - Suggested campaign-specific hashtags
 - Engaging and on-brand captions for participants to use when sharing content

Video and Multimedia:

6. Promotional Videos:
 - Short promotional videos to announce and explain the challenge