# **Creative Brief**

Prepared By: Andrew Scott-Jester

## **Company Description:**

## Family-owned, sustainable, gourmet chocolate company, located in Guanacaste region of Costa Rica. Octava Maravilla Company (OMC) sells their chocolate online, in shops in Florida, Escazu, Costa Rica, and small shops in the United States.

## **Project Background/Description:**

OMC started as a small family cacao Farm. After Maria Garcia completed business school in the US and an apprenticeship with a chocolatier in France, she decided to make her own artisan chocolate. The vision for OMC is to help people find joy in unexpected ways. OMC collects the cacao bean shells and leaves to make paper for their bars. They currently have two products: dark chocolate bars and milk chocolate bars.

## **Target Audience**

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| --- | --- | --- | --- |
| **Demographics** | **Psychographics** | **Geographics** | **Behavioristics** |
| Above-average income millennials | Appreciate honesty, authenticity, and opportunities to get involved and contribute. | Live in urban areas | Willing to pay a price differential for sustainable and humanely sourced products. |

## **SMART Objective:**

Create a new package design that communicates the story of OMC as well as the sustainability and fair labor practices in the next three months. The goals for the new packaging is to increase sales with the target audience by at least 10%, to increase the click-through-rate for online advertisements by at least 10%, to perform better in shelf tests than the previous packaging, and for the packaging to perform better with focus groups.

This objective is specific because it describes the three things that need to be added to the packaging. The story of OMC, their sustainable practices, and their fair labor practices.

The objective is measurable because you can perform in store shelf testing, analyze the online metrics like click-through-rate, analyze sales numbers, and look at how the packaging performs with focus groups.

The objective is achievable because OMC makes their own packaging, so redesigning the packaging within the company should not be an issue. They were also already planning to redesign the packaging; this just gives them specific things to redesign the packaging with.

The objective is relevant because the packaging directly affects building brand awareness and communicating with the target audience through appealing to their psychographics and behavioristics.

The objective is timely because it gives the goal of redesigning the packaging within three months. This is both enough time to make the package look good and fast enough that it doesn’t take too long for a simple change.

## **Success Metrics:**

1. Are sales increasing by at least 10% with the target audience? This aligns with the SMART objective because the target audience is people who appreciate sustainability and fair labor practices.
2. Is the new packaging more attention grabbing? Has the click-through-rate increased by at least 10%? Are the clicks leading to a sale more often? Does the new packaging perform better in shelf tests? This aligns with the SMART objective because if people notice the packaging, then customers will see that the chocolate is sustainably sourced and may be more likely to buy it. This can be measured through performing shelf tests. During these tests you can see if the packaging stands out enough for the customers to notice OMC’s chocolate bar and consider purchasing it. It can also be measured by looking at the click-through-rate on online advertisements and how often those clicks lead to a sale.
3. Does the new packaging perform better in focus groups? This aligns with the SMART objective because you can ask people if the packaging properly communicates the story and mission of the company and whether the new packaging is more appealing than the old one.

## **Tone of Voice:**

1. With each chocolate bar add a card inside that has helpful tidbits, interesting facts, and useful information on them.
2. On social media, reply to customers so they feel heard, and that OMC takes them seriously.
3. In advertisements use more informal communication to show that the company is not all about business, making the company seem more genuine.

## **Budget**

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| --- | --- |
| **Recommended Marketing Channels and Activities** | **Budget Allocation** |
| Email Marketing | $1,000 |
| Paid TikTok Advertising | $500 |
| Facebook | $2,000 |
| Instagram | $1,500 |
| Pinterest | $1,000 |
| Farmers’ Markets/Festivals | $4,000 |
| Website | $2,000 |
| In-Store Merchandising | $1,000 |
| Package Redesign | $5,000 |
| YouTube | $7,000 |
| Total: | $25,000 |

## **Justification of Channels and Activities:**

1. Email Marketing: Can be used to send deals to previous customers to get them to make another order.
2. Paid TikTok Advertising: TikTok is one of the fastest growing social media platforms at the moment and should not be ignored for this reason.
3. Facebook: Facebook is the second most popular social media platform and has very good targeting because of the amount of data Facebook has on its users.
4. Instagram: Instagram is owned by Facebook so it has the same benefit of targeting, and it has influencers that you can sponsor to make posts about OMC chocolate.
5. Pinterest: Commonly used for cooking recipes and if the recipe uses chocolate, it could be a good opportunity to advertise on those posts to get users to use OMC chocolate.
6. Farmers’ Markets/Festivals: Allows the use of free samples to attract attention and a lot of new customers.
7. Website: It is important to have a high-quality website so when OMC gets traffic from the other advertising channels that customers are more likely to complete a purchase.
8. In-Store Merchandising: Important so that OMC can utilize the new packaging to its full extent when being displayed in a store.
9. Package redesign: The packaging will be shown in advertisements as well as being the first ting customers think of when they picture the brand, so it is an important aspect.
10. YouTube: YouTube is by far the most popular platform among the target audience and needed to be added to the advertising budget.

## **Justification of Budget Allocation:**

1. Email Marketing: Lowered the budget for email marketing because you will not reach very many new customers through email. It is mostly used for sending deals to returning customers to try to get them to make another purchase. This does not require a very large budget to perform.
2. Paid TikTok Advertising: Lowered because not very many of our target audience use this platform compared to others. Only about 20% of people that make over $50k per year use TikTok and TikTok’s main user base is people under 29 which most of OMC‘s target audience is over 29.
3. Facebook: Increased because Facebook is the second most popular platform among OMC’s target audience.
4. Instagram: Lowered because it is less popular than Facebook with OMC’s target audience but is still more popular than TikTok.
5. Pinterest: Lowered because it is less popular than Facebook and Instagram with OMC’s target audience but is still more popular than TikTok.
6. Farmers’ Markets/Festivals: Kept the same at a relatively high budget because advertising in person allows for things like free samples which could attract a lot of new customers.
7. Website: Kept the same because it is important to have a high-quality website so when OMC gets traffic from the other advertising channels that customers are more likely to complete a purchase.
8. In-Store Merchandising: Kept the same so that OMC can the new packaging is utilized to its full extent when being displayed in a store.
9. Package redesign: Kept the same at the high amount of $5,000 because the packaging will be shown in advertisements as well as being the first ting customers think of when they picture the brand.
10. YouTube: YouTube is given the highest budget of $7,000 because it is by far the most popular platform among the target audience.