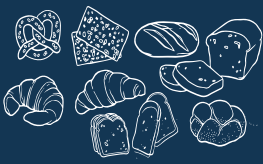




# **Assignment 02**

## **Web Based Project Assignment**

Little Bee Bakery  
Jenny Escalante  
Agosto 17, 2022



# CREATIVE BRIEF

## Key Message

Little Bee, is a Colombian bakery founded in Ottawa in order to publicize the culture and tradition that exists behind the bread in this beautiful South American country.

## Strategic Focus

Based on the interview with the customer, I was able to see that there is quite a bit of history behind the founding of this bakery that is not shown in the store or on their website. Based on this, the ideal would be to provide a different experience to customers than going to buy bread and coffee, on the contrary, showing the history and tradition will help the shopping experience go further.

## Unique Selling Point

Colombians are characterized by being very friendly people, at little bee bakery customer service is essential, there all customers will be treated as if they were tourists in South America.

## Creative Considerations

Buying bread every day is not common in Canada, people normally buy it in the weekly or fortnightly market, competing with these customs and with the bread of large supermarkets is challenging for a business idea that seeks to supply a daily need in the customers.

## Current/Desired perception

Currently the bakery has become known by word of mouth not only to Colombians in Ottawa but also to people around the world. The client considers it very important to create a digital marketing plan so that his business can grow and become known, he wants to have a branches in each province, the above because he has realized that his product is innovative and striking, and that's what he wants to expand.

## Tone & Manner

Little bee is a bakery where you can find 10 different types of fresh bread every hour, there are personal and family portions, the place is enabled to share a coffee and bread inside, and also offers the option of buying fresh bread to go.

## Emotional benefit

Canada is a multicultural country, it is open to the inclusion of different cultures, which makes each person value the history of other countries and want to learn more about them and that is what Little bee bakery wants to offer behind its product, a experience

**Little Bee  
Bakery**

## Strategic Plan

Little bee bakery wants to be recognized as the first Colombian bakery with fresh products, while showing the history of Colombian tradition and culture. Having in 5 years 4 more locations in the main cities of Canada such as; Toronto, Calgary, Vancouver and Montreal. The client states that the short-term plan of the bakery in Ottawa is its presence on the Internet.

## Objective

The objective for which she would be hired in this bakery is to start from scratch with the creation of the web page, starting with the type logo, moodboard, to define fonts, color palette, photos, icon patterns, etc. This is based on the previous study of the target audience, standardization of the products to be offered and the dynamics that the bakery will carry out, in addition to the templates that will be used for managing social networks.

## Project Mandates

August 01

Research: Prior interview with the client to obtain as much information as possible to start the creative process.

August 08

Creation of logo and moodboard.

August 15

Product photography

August 23

Creation of page web prototypes

August 31

Creation of social media

September 6

Website launch



# Julieta Romero

**Age:** 35

**Occupation:** Professor

**Status:** Single

**Location:** Ottawa

**Gender:** Female

**Archetype:** Artist

## Bio

Julieta is a high school teacher, she was born in Canada, she lives with her parents, she has a musical group in which she is the singer, singing has been her hobby for several years, she likes to learn about different cultures and travel.

## Goals / Needs

- Try new flavors
- Eat a more natural
- Get good customer service.

## Frustrations / Fears

- Over weight
- She doesn't have many friends, she would like to meet new people
- 

## Motivation



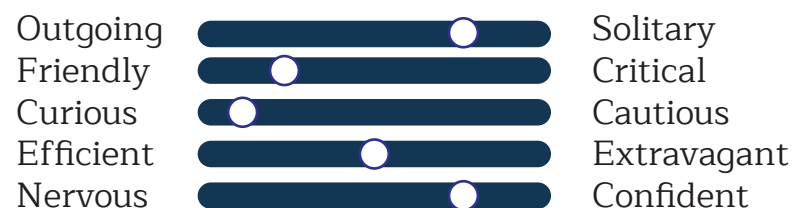
## Brand Affiliation

Godin

CINEPLEX

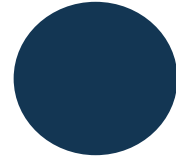
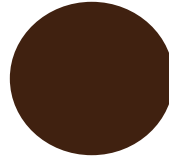
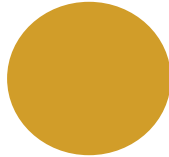
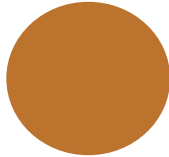
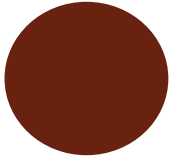
H&M

## Personality





# Little Bee Bakery



## Social Media



## Icons



## Images and Patterns



## Fonts

**Title** Modak

**Heading 2** Impact

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Maitree

Button Style

Button Style

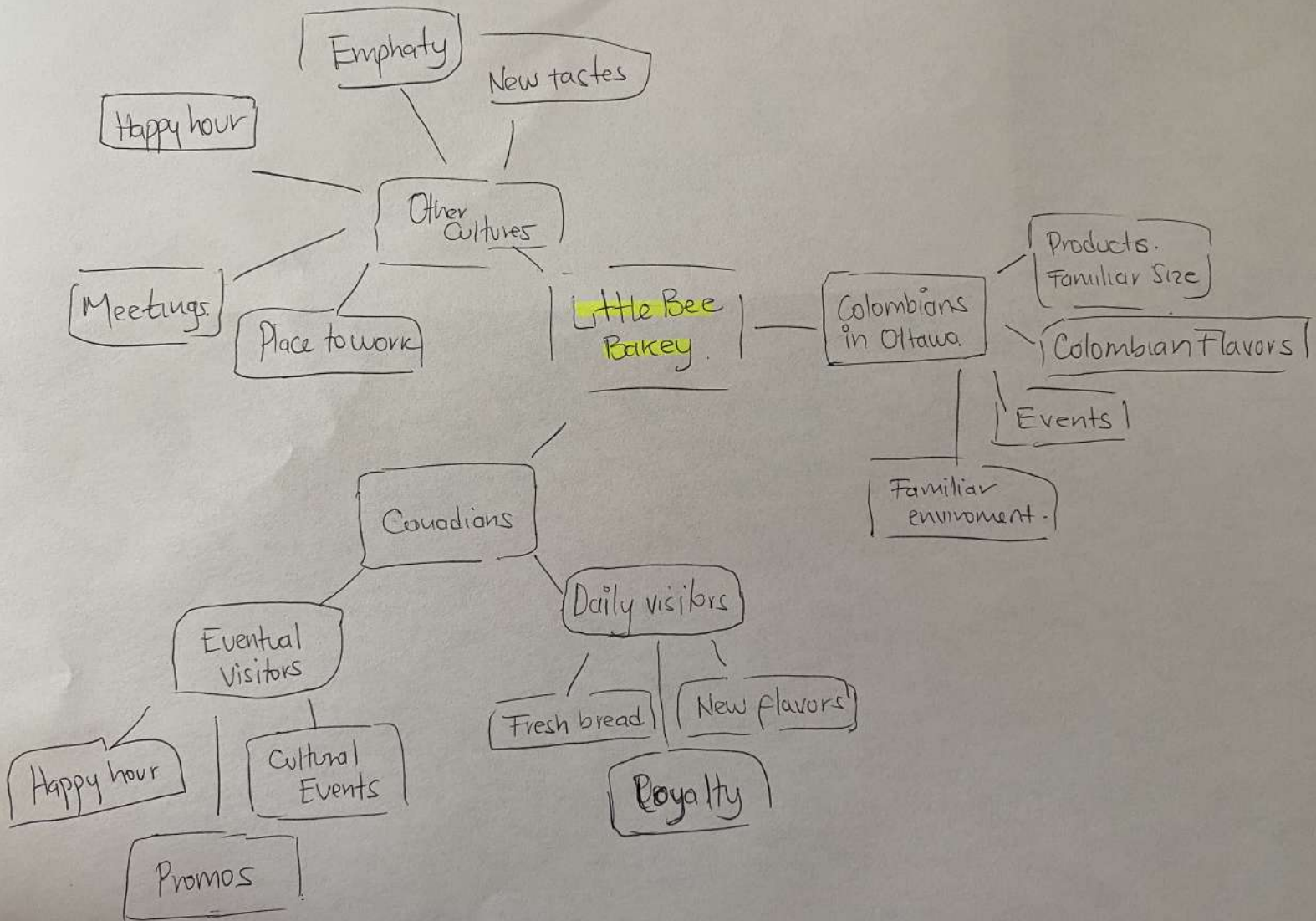
## Adjectives

Familiar

delicious

Fresh

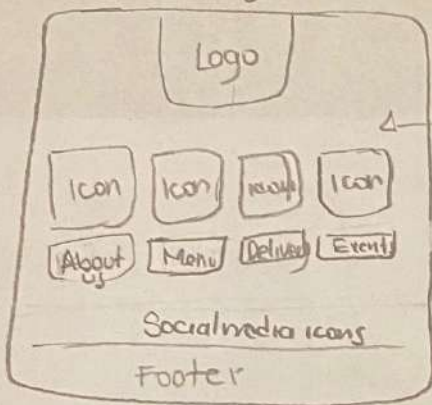
# MIND MAP





# THUMBNAIL

Homepage

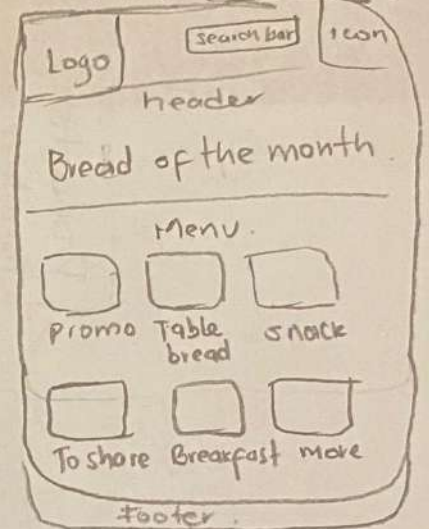


Background Image

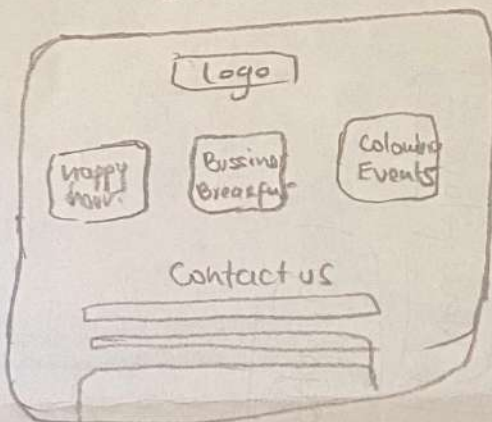
About us



Menu - Delivery



Events



# HOMEPAGE

	<div>Logo</div> <div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div></div>	
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# ABOUT US

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# MENU - DELIVERY

Logo

Search

## Bread of the month

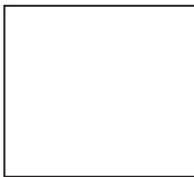
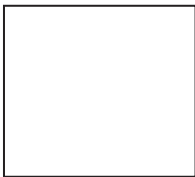
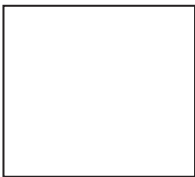
### Menu



Footer

# EVENTS

Logo



Contact Us

Footer