**Simply Cupcakes and Sweets**

**Creative Brief**

*By Ave Busby*

# **Brand Statement**

Simply Cupcakes & Sweets is a bakery that provides cupcakes and other assorted baked goods for takeout, delivery and catering

# **Project Background**

Simply Cupcakes & Sweets started with two hard-working sisters with a passion for work/life balance and cupcakes. A little over a year ago, they set out to build a company that provided the locale with exactly that- an easy way to get a sweet “you” moment that any stomach would be happy with. With a background in “pulling yourself up by your bootstraps”, Simply Cupcakes & Sweets is ready to move out of the founders’ kitchens and to the city streets, to help it’s customers make the “play hard” part of “work hard/play hard” a little more simple.

# **Brand Tone**

Effortless, elegant and slightly cheeky- like your classy best friend who drops “f” bombs a lot

# **Insight**

Many adults are constantly busy- working hard at their jobs, staying in shape, caring for family, expanding their horizons, and somehow having a social life. Many, however, forget to stop and take a moment for themselves, which results in cynicism, lack of concentration, physical pain, and burnout.

# **Objective**

Introduce Simply Cupcakes and Sweets brand to prospective customers and establish it as an easy access stop for the locale to take a moment for themselves with sweet treats for all dietary needs.

# **Target Audience**

Local individuals, college students, working population, parents, 20-40, alternative diets (ex. vegans, gluten allergies, etc)

# **Main Message**

“Simply!”