Creative Brief

<file:///Users/lexidonnellan/Documents/cim111/cim111/homework/finalproject/titlepage.html>

SUGAR! Is a bakery in Miami. Offers a variety of pastries ranging from cookies, to cupcakes, to brownies, you name it! SUGAR! Also does custom cake designing and catering for special occasions. The project is getting the bakery name out there. Since it is a newly opened shop, it needs all the publicity it can get. The Facebook, Twitter, and other social media pages have just been created. SUGAR!’s pages will need more followers to generate more likes then to generate more customers. It’s all about turning a follower into a customer. Goals are to be a fully running bakery with many customers every day, to go bigger and open up other shops in the Florida area, and to dominate the custom cake market. There are not enough bakeries that specialize in custom cakes that will have a quick turnaround and are affordable. The main objective with this bakery is to be different from the rest and to use our talents to our advantage. We also find that calling a bakery can be exhausting as employees can be overwhelmed with customers and not be able to take phone calls. To solve this, SUGAR! Wants to develop online ordering for custom cakes and catering. Therefore, when ordering those specific things, people can go to one place instead of waiting on hold for a while. The target market is mainly focused on the technology age of people 20-50s. Our bakery and website will help make tech-savvy people’s lives easier and put a smile on the faces of the people receiving these special goods. It also saves time as people are constantly in a rush with 15 different things to do at the same time. Technology makes our busy lives a little bit easier, so why not continue with this. SUGAR! Will mainly need batch of 10 banner ads, and a logo for print – there is a logo for the web. There is already a logo created, however, more designs the better. JPEG works best for online logos and the ads. The theme is minimalistic and modern. With tones of grey and teal.

The 5 websites that are inspiration for SUGAR! Miami: <https://flourbakery.com>, <http://lyndells.com>, <http://www.fratellispastry.com/home/index.asp>, <http://montilios.com>, <http://www.whitesbakeryandcafe.com>

Marketing Plan

Bakery in Miami, how common. SUGAR! bakery, however, offers something different from the rest. Online orders. Hate being on hold or being rushed when ordering a cake or pastry for a special occasion? No need to fret, SUGAR! Miami has developed an online order for custom cakes and catering. This way it eliminates miscommunication, frustration, and aggravation when ordering. The main goal is to provide excellent service, quick turn arounds, and save the customer time.

To get the word out about SUGAR! Miami, the bakery has been uploaded on Facebook, twitter, Instagram, and Snapchat. There have been a couple posts as Facebook is their main use of reaching audience/customers. These customers being targeted are people in their 20s-50s looking to have custom cakes or pastries for their special occasions. The target market is focused mainly on people who are tech-savvy, as the whole goal is to make online ordering.

On each Facebook posts, the hashtag #SUGAR! is being used. This way people will see the hashtag, click on it, and be instantly directed to other posts with the same hashtag. So, people can see what other people have either designed or ate for their afternoon pick-me up. Also, the phrase “the first online bakery”, would be a possible slogan for the brand.

All together the costs will be high, as the bakery is in the introduction stage of the product life cycle stages. This means the sales are low, profits are nonexistent, and the promotion costs are elevated. In these costs will be the creation of ads: video, print, web, etc. and getting the word out. The duration of the campagain is undeterminable for, each stage in the product life cycle process is dependent on market acceptance and consumerism.

SUGAR! Miami hopes to solve people’s ordering problems and turn their dreams into realities. There will be 24/7 chat and calling for people’s questions or request. Once the online orders are received, it will immediately be sent to the designers as they are the first step in preparation. This will make thigs move fast as being quick and efficient is SUGAR! Miami’s goal.



Wireframe Sketches