



# Sweet December Campaign: A Taste of Delight

## Executive Summary

The "Sweet December" campaign is a comprehensive marketing initiative designed to increase brand awareness, drive product sales, and foster customer loyalty within the rapidly growing gourmet dessert market. This campaign will leverage a multi-channel approach, combining digital marketing, in-store promotions, and experiential events to connect with individuals seeking delightful treats on a deeper level. Our goal is to position our brand as the go-to choice for quality, indulgence, and a comforting dessert experience.

- **Increase Brand Awareness:** Achieve a 25% increase in brand recognition among our target demographic within six months.
- **Boost Product Sales:** Drive a 15% increase in sales of our signature SweetTreats Original and SweetTreats Caramel products over the campaign duration.
- **Enhance Customer Engagement:** Foster a vibrant online community and increase customer interaction through social media and events.
- **Strengthen Brand Loyalty:** Encourage repeat purchases and cultivate a loyal customer base through exclusive offers and personalized experiences.

## Target Audience

Our primary target audience includes:

- **Aged 25-55:** Individuals who regularly consume gourmet desserts and are interested in indulging in a delightful experience.
- **Urban Professionals:** Busy individuals seeking convenience and quality in their daily treats.

- **Dessert Enthusiasts:** Individuals who prioritize unique and satisfying dessert options.
- **Families:** Those who seek sweet and convenient treat options for their households.
- **Countries:** Norway, Denmark, Sweden

## Target Products

- **Milk Chocolate Classic:** A smooth and creamy milk chocolate bar made with premium cocoa and fresh dairy. This timeless treat offers the perfect balance of sweetness and rich chocolate flavor that melts effortlessly in your mouth.
- **Cookies & Cream Bar:** Crunchy chocolate cookie pieces blended into smooth white chocolate create this irresistible combination. Each bite delivers the perfect mix of creamy sweetness and cookie crunch for a nostalgic dessert experience.
- **Almond Crunch Chocolate:** Premium milk chocolate studded with crispy roasted almonds and a delicate toffee crunch. This satisfying blend of textures and flavors combines nutty warmth with chocolate indulgence.
- **Peanut Butter Filled Bar:** Velvety milk chocolate encases a generous layer of smooth, creamy peanut butter for the ultimate sweet and salty combination. A protein-rich treat that satisfies both chocolate and peanut butter cravings.

## Campaign Strategies and Tactics

### 1. Digital Marketing

- **Social Media Campaign:**
  - **Platforms:** Instagram, TikTok.
  - **Content:** High-quality visuals of desserts (e.g., delightful moments, cozy settings, product shots), short videos of baking tips, behind-the-scenes glimpses of production, user-generated content features.
  - **Engagement:** Interactive polls, Q&A sessions, contests (e.g., "Sweet Treat Challenge"), user-generated content challenges.
  - **Paid Ads:** Targeted ads based on interests (desserts, comfort food, cozy activities) and demographics.
- **Influencer Collaborations:** Partner with food bloggers, lifestyle influencers, and dessert connoisseurs to create authentic content and reach a wider audience.
- **Email Marketing:**
  - **Newsletter:** Regular updates on new products, dessert tips, exclusive promotions, and campaign highlights.
  - **Personalized Offers:** Segmented email lists for targeted promotions based on customer preferences and purchase history.
- **Website Optimization:**
  - **Landing Pages:** Dedicated campaign landing pages for promotions and new

- product launches.
- **Blog Content:** Articles on the benefits of indulgence, dessert origins, sustainable practices, and brand story.
- **E-commerce:** Streamlined online ordering process with clear product descriptions and appealing imagery.

## 2. In-Store Promotions

- **Sampling Stations:** Offer free samples of new dessert variations and popular favorites.
- **Loyalty Program:** Introduce a tiered loyalty program with exclusive discounts, early access to new products, and personalized rewards.
- **Bundle Deals:** Create attractive product bundles (e.g., SweetTreats Original + SweetTreats Caramel, multi-packs).
- **Limited Edition Products:** Release seasonal or limited-edition dessert designs or flavors to create urgency and excitement.

## 3. Experiential Events

- **Dessert Workshops:** Host workshops on topics like the importance of indulgence, benefits of different dessert types, and sustainable consumption.
- **Pop-up Dessert Stations:** Set up temporary dessert stations at local events, holiday markets, and festivals.
- **Partnerships with Local Businesses:** Collaborate with cafes, bakeries, or wellness centers for joint promotions and events.

## Key Performance Indicators (KPIs)

Metric	Target	Measurement Method
Brand Awareness	25% increase	Brand lift studies, social media mentions, website traffic
Sales Revenue	15% increase	E-commerce sales data, POS data
Website Traffic	20% increase	Website Traffic Data
Social Media Engagement Rate	10% increase	Platform insights

# Campaign Timeline

The campaign will run for 1 month in December 2024 divided into three phases:

- **Phase 1: Awareness & Teaser:**
  - Launch social media teasers and initial influencer collaborations.
  - Website updates and blog content release.
- **Phase 2: Engagement & Promotion:**
  - Intensify social media contests and user-generated content campaigns.
  - Introduce in-store sampling stations and loyalty program.
  - Host first series of dessert workshops.
- **Phase 3: Loyalty & Expansion:**
  - Launch limited-edition products.
  - Expand pop-up dessert station presence.
  - Analyze campaign performance and plan for future initiatives.

# Budget Allocation

The campaign has a total budget of 100.000 € that is allocated as described in this table:

Category	Allocated Budget
Digital Advertising	40%
Influencer Marketing	20%
Event Production	20%
In-Store Promotions	10%
Content Creation	10%

# Conclusion

The "Sweet December Campaign" is designed to be a dynamic and engaging initiative that will significantly impact our brand's presence in the gourmet dessert market. By combining strategic

digital outreach with compelling in-store and experiential elements, we are confident in achieving our objectives and fostering a deeper connection with individuals seeking delightful treats everywhere.