



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

- **SweetTreats Original:** Our premium classic dessert, offering a pure and comforting taste for daily indulgence.
- **SweetTreats Caramel:** Our invigorating caramel-infused dessert, perfect for a subtle lift.

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.