

Assignment -1

Crave Low Bakery Shop

Low- carb bakery Shop

Online ordering website

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Creative Brief For

Crave Low

Bakery Shop

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Background:

Operating since 2015, **Crave low** originally, was a small coffeeshop inside a small fitness club in the South side of Ottawa and it was serving low- carb breakfasts and pastries. At the end of 2016, the manager of the coffeeshop, **Jane Wilson** decided to expand her business into a bakery shop that specialized in low-carb pastries. The shop was offering healthy pasteries that are low in carb and tasty at the same time. Jane tends to make people accept the healthy food choices. So, she keeps working on modifying the ingredient of her baked goods by adding more tastable component.

The Research:

Action

We had a communication with our client, and we discuss the potentials and the budgets for creating the most effective way of making their products more popular and reachable by the customers. So, we suggested building a website to present their menu of product to make the audience eager to purchase such a healthy choice of carbohydrates.

Project Objective

A competitive website that would introduce the products to the audience in an attractive way to make the healthy food options more acceptable and easier to get.

Target Audience

- Primary: Adults (ages: 25 – 50).
- Secondary: Athletics and Fitness instructors

The Competition:

Carb Free Baking Co.



Visuals:

- Virtual presentation website.
- Descriptive photos of the products.
- GPS map for the location.
- Sans-serif text.

Product Summaries:

Website with online purchasing facility.

Strengths:

Navigates to all the branches with the ordering information.

Weakness:

Confusing way of product presentation in the homepage.

Strategies:

Focusing on show the quality of the products.

Market Outlook:

Positive (the idea of posting the ingredients).

The Content:

Key Massage:

Crave low is a low carb bakery that offers a keto and paleo friendly options. All the products of our client are made from almond, coconut, and nuts flour. Also, **crave low** guarantees the freshness of their bakery products as it made of fresh locally manufacturing ingredients.

Tone and Manner:

Our Client is known for their great customer service. They are friendly and cooperative and ready to answer any question about the products. **Crave low** wants to represent a good image in the healthy food industry to prove that healthy food could be tasty and demandable by a wide community spectrum.

Current- Desired Perception:

Crave Low are standing on the first step of the bakery industry. Thus, our first priority is to give them a powerful tool for establishing a distinguished reputation among the other competitive bakery brands in Ontario.

Strategy Focus:

Our strategy for **Crave Low** is to build an accessible website that facilitate choosing from the menu and ordering online. Also, it would be more effective if we add the nutrition facts for each product.

What is the emotional benefit?

Following a strict diet might be a frustrating routine for many people. Also lack of time makes preparing those kinds of food at home or even buying the ingredients is challenging. Crave Low aims to make it easier to get deserts and carbs for those who craves for carbohydrates, but they don't want to break their strict diet at the same time.

Creative Considerations:

Crave Low is a young business that has only one branch in whole Ottawa city. So, that's would eliminate many useful tools on the website which are made for business with several branches around the city.

What is the strategic plan?

In three years, we are looking forward expanding our business into two more branches in Ottawa. Also, we are expecting to open a little café in downtown that serves our baked goods. Therefore, building a responsive website will make those future plans more practicable.

Unique Selling Point (USP):

Our client provides remarkable services to satisfy a wide spectrum of the customers needs. Crave-Low took in consideration the allergic reactions concerns related to their baked products. Thus, the website has a detailed menu specified to people with different food allergy.

Objective:

Our objective is to build a responsive website in which the users can access efficiently. We will guarantee A fluent navigation to all the information that the costumer would need to know about the bakery shop. Besides, a professional user interface that would make using the website interesting and easeful.

