



Marketing Concepts

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Concept #1: Unseasonal is weird.

The “**Unseasonal is weird.**” campaign stems from kāk’s deeply rooted commitment to simplicity, honesty, and quality.

As a key differentiator that sets the company apart from its competitors, seasonality defines everything that kāk does - from the individual ingredients and flavor profiles that go into each product on the menu (including the available flavors for custom cakes at any given time), to how menu items are marketed to customers.

kāk believes that baking or brewing a sense of time and place into each cake or coffee is vital to establishing not just a brand position of quality, but also a feeling of home and locality.

By celebrating the best of local produce and by working directly with regional purveyors, kāk ensures that its products are of the highest quality, and promises that their treats are packed with only the timeliest of flavors.

Drinking pumpkin spice lattes in July is **weird**.



That's why we only use fresh, local, and in-season ingredients to make the natural syrups and flavorings that go into each of our handcrafted coffee beverages.

So you'll always know not just **where** you are, but **when** you are.



georgetown café + cakery

Eating peach tarts in January is **weird**.



That's why we only use the best seasonal produce, delivered at the peak of freshness by our local purveyors, in each of our homemade pastries.

So you'll always know not just **where** you are, but **when** you are.



georgetown café + cakery

Celebrating with a yule log in May is **weird**.



That's why we take the seasonality of our ingredients and the suitability of our decorations into consideration with each custom cake we bake.

So you'll always know not just **where** you are, but **when** you are.



georgetown café + cakery

#1: Banner Ad

Eating strawberry shortcake in November is **weird**.

That's why we only use in-season produce in each of our freshly baked pastries and cakes.



#2: Stickers



Stickers are to be used as promotional giveaways at kāk, coffee and baking trade shows, conventions, and other events like farmers markets and fairs.

Concept #2: What's your kāk made of?

kāk is community. This tenant is not just a tagline, but also a promise.

The “**What's your kāk made of?**” campaign highlights kāk's commitment to giving back to the Georgetown; Washington, D.C.; and greater regional communities that allow kāk to thrive. Each charity and nonprofit that kāk supports is selected and engaged based on stakeholder suggestions - embuing kāk visitors with an empowering sense of accountability and a tangible level of involvement that extends beyond typical donation models.

Research also shows that Millennials, more so than members of previous generations, are highly cause-driven. Thus, kāk's community-centric model, combined with their promise to be Georgetown's most current, simple, and approachable café and cakery, resonates strongly with this demographic.



kāk

Here at kāk, we believe that community is everything. That's why we're committed to giving back and doing right by the people and places who positively influence and elevate their communities to new heights.

We donate **10% of every purchase, every day**, to local D.C. charities and nonprofits like **D.C. Central Kitchen**.

Your next cake could help feed a hungry family, provide culinary and job skills training for at-risk adults, or contribute to the fight against childhood obesity through food education program funding.

What's your kāk made of?



kāk

Here at kāk, we believe that community is everything. That's why we're committed to giving back and doing right by the people and places who share our belief that in order to get good out, you have to put great in.

We donate **10% of every purchase, every day**, to local D.C. charities and nonprofits like **Common Good City Farm**.

Your next latte could cover the cost of fruit and vegetable seeds that will ultimately grow into healthy and sustainable sources of nourishment (and community empowerment) for generations to come.

What's your kāk made of?



kāk

Here at kāk, we believe that community is everything. That's why we're committed to giving back and doing right by the people and places who are helping to create a better tomorrow for future generations.

We donate **10% of every purchase, every day**, to local D.C. charities and nonprofits like **Children's Charities Foundation**.

Your next apple turnover could help to empower disadvantaged and at-risk children, support healthcare and welfare funding for low-income families, and help fund critical educational and recreational programs that seek to break the cycle of poverty.

What's your kāk made of?

#1: Tradeshow Backdrop

A visual equation illustrating the components of 'kāk'. On the left, a glass bowl of brown sugar sits next to several brown sugar cubes. This is followed by a plus sign, then a pile of spices including cinnamon sticks, star anise, and cardamom. Another plus sign follows, leading to a large yellow heart outline. Inside the heart, the text reads: 'EVERYTHING NICE' in bold, followed by 'We love giving back to our communities - ask us how!'. An equals sign follows the heart. Below this equation, the word 'kāk' is displayed in a serif font, with the 'ā' in yellow and the 'k's in black, all enclosed in a thin yellow rectangular border.

kāk

What's your kāk made of?

#2: Postcards



We donate **10% of every purchase, every day**, to local D.C. charities and nonprofits.

Got a cause or organization you're super passionate about? Let your barista or baker know, and we'll be sure to get your contribution to the right place.

Your cake, croissant, cookie, or coffee could change the world!

What's your kāk made of?



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