



Branding + Advertising: Final Project

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Abbreviated Creative Brief

Background Summary

Carol and Rebecca have been best friends since grade school, and share a love of baking. Their families and friends always ask them to make cakes and pastries for birthdays, family events, and weddings. Beyond baking delicious pastries and cupcakes, Carol and Rebecca also specialize in making custom decorative cakes.

Carol and Rebecca have decided to turn their mutual passion for baking and cake making into a full-time career, and have saved enough money to open their own bakery and coffee shop in their favorite D.C. neighborhood, Georgetown.

Objectives

1. Become Georgetown's leading custom cake and pastry shop.
2. Become a local favorite for cakes, cupcakes, pastries, and coffee.
3. Develop and foster partnerships with other local purveyors, vendors, and artists, in the spirit of giving back to the community.

Competitors



Baked & Wired

- S:** Product differentiation, cozy and cool café vibe, casual and fun-loving brand identity
- W:** Not well known outside of the Georgetown community
- O:** Local favorite, lots of options
- T:** Small business, limited promotional budgets



Georgetown Cupcake

- S:** Name recognition, celebrity owners, locations across the US, product specialization
- W:** One trick pony, long lines, "girly" branding, not a great place to stay awhile
- O:** Expansion, product extensions
- T:** One product, one shot



Sprinkles Cupcakes

- S:** Product differentiation, innovation, growing brand stickiness, loyalty perks
- W:** Still growing, "girly" branding
- O:** Product differentiation
- T:** Commercialization, too many locations

Audience Personas



ANNA

- 29 years old
- Lives in Georgetown
- Senior account executive at a large marketing and advertising firm in Washington, D.C.
- Socialite, loves planning parties and gatherings for friends
- Very active on social media - Instagram, Pinterest, Facebook



KATRINA

- 38 years old
- Married and has two kids
- Stay-at-home mom
- Active in her kids' PTA, and also sits on several event planning committees
- Volunteers with local charities (including D.C.'s Children's Charities Foundation) in her free time



CARRIE & JACOB

- 22 years old
- Seniors at Georgetown University
- Love coffee shops, good coffee, and free Wi-Fi
- Socially active and cause-driven
- Seen as thought leaders amongst their peers
- Always on the lookout for new and affordable restaurants and cafés



Brand Identity

Name + Rationale

kāk (cake) is a café and cakery serving the Georgetown neighborhood in Washington, D.C.

A guiding principle behind the kāk concept is simplicity, along with quality and locality. The kāk name was chosen to complement the brand’s approachable, simple, and casual identity. Further, the straightforwardness of the kāk name is memorable, current, and just literal enough to be witty and differentiating.

Logo + Visual Identity

Logo:



Colors:

-  Black
C=0 | M=0 | Y=0 | K=100
RGB: 0, 0, 0 (#000000)
-  kāk Yellow
C=25 | M=50 | Y=100 | K=0
RGB: 197, 137, 48 (#c5882f)
-  kāk Gray
C=0 | M=0 | Y=0 | K=90
RGB: 65, 64, 66 (#404041)
-  kāk Overlay
C=25 | M=30 | Y=55 | K=0
RGB: 196, 171, 128 (#c3ab80)

Fonts + Additional Visual Brand Elements

Fonts:

Logo: Baskerville Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890?!+

All other text: Avenir Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890?!+

These font guidelines must be utilized throughout all kāk branding materials, marketing and promotional collateral, labels and packaging, and other publications. When the brand name “kāk” appears in text, the Avenir Book font should be used. The “kāk” brand name and taglines (“georgetown café + cakery” and “kāk is community”) must always appear in all lower case text. All other written copy will follow conventional capitalization rules.

Coffee Stain:

The coffee stain image may be used sparingly as a complementary design element across kāk collateral, packaging, menus and print materials, and disposables (ie: napkins, coffee cups, cake boxes, etc.). Below are three examples of styles and colors of coffee stain images that are acceptable.



Brand Attributes

- Approachable:** kāk wants to be Georgetown’s favorite coffee and pastry shop, as well as D.C.’s top destination for custom cakes. kāk’s seasonal and local ingredient inspired menu caters to a wide array of customers - from on-the-go caffeine-seekers to discerning foodies alike. kāk’s menu and atmosphere are not daunting, but rather, welcoming and warm - a place you’d like to sit and stay awhile.
- Simple:** From their branding and storefronts to their baking process and philosophy, kāk is all about simplicity. kāk only uses locally sourced ingredients, and only works with suppliers who are authentic and passionate about food. kāk lives by the tenant that “less is more.”
- Community Focused:** kāk is not only a café and cakery, but also a community empowerer, social responsibility driver, and partner to all things good. As kāk’s tagline states: kāk is community. From the ingredients that go into each of kāk’s coffees and cakes, to the charities and nonprofits that they engage with, kāk is devoted to supporting and improving Georgetown, D.C., and the world.
- Quality-Driven:** In an already heavily saturated bakery and coffeeshop market, kāk’s commitment and embodiment of quality ups the ante. kāk’s custom cakes are crafted to exacting client specifications, and their pastries and coffees are baked and brewed with a keen attention to detail and locality. kāk knows that the only way to get good out is to put great in.
- Current:** kāk keeps up with the times, while staying rooted in tried and tested techniques. With an ever-evolving menu based on seasonality and ingredient availability, kāk’s patrons will never taste too much of the same thing. kāk’s currentness further extends into their overall branding and physical presence - kāk keeps things modern, clean, and bright.

Tone of Voice

- Casual:** kāk's tone of voice is casual and accessible. As a community-oriented café and cakery, building an environment (in person, on screen, and in print) that is warm and inviting is key. kāk's tone will mimic casual coffeeshop banter with simple and straightforward verbiage.
- Witty:** kāk's tone of voice is witty and smart. Particularly amongst Millennials, subtle tongue-in-cheek touches can go a long way to make a big impression. kāk does not shy away from opportunities to imbibe the brand with a bit of wit - particularly within more "malleable" assets like menu items and social media posts.
- Honest:** kāk's tone of voice is honest and authentic. kāk is committed to nourishing and supporting the community through sourcing and giving back locally, fostering a space that invites people to connect with each other, and focusing on bringing joy and fullness to the lives of their patrons through quality cakes and coffees. kāk is forthright and honest in both their tone and content throughout all communications.



Messaging

Taglines

georgetown café + cakery

kāk is community



kāk is community



georgetown café + cakery

Key Messages

- 🕒 kāk is more than another typical Georgetown café and cakery - it is community.
- 🕒 kāk was founded on the tenants of locality, quality, and simplicity - and a fierce commitment to honesty and authenticity.
- 🕒 kāk seeks to foster a sense of place and community by artfully and deliciously bringing together handmade and locally sourced ingredients to feed the innate human pull towards home.
- 🕒 kāk helps to create memories that matter.

The kāk Manifesto

kāk is a café and cakery serving the Georgetown neighborhood in Washington, D.C. kāk was built and contrived on the ideals of locality, quality, and simplicity; and we live these values everyday.

We provide our patrons with more than just a good cup of coffee or an amazing cake - we curate a sense of place by bringing together locally sourced, seasonal ingredients to feed the innate human pull towards home.

kāk is more than just a café and cakery.

kāk is community.



Marketing Campaign + Touchpoints

Marketing Campaigns + Advertisements

PRIMARY: 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.

SECONDARY: What’s your kāk made of?

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 - imbuing 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.

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**.

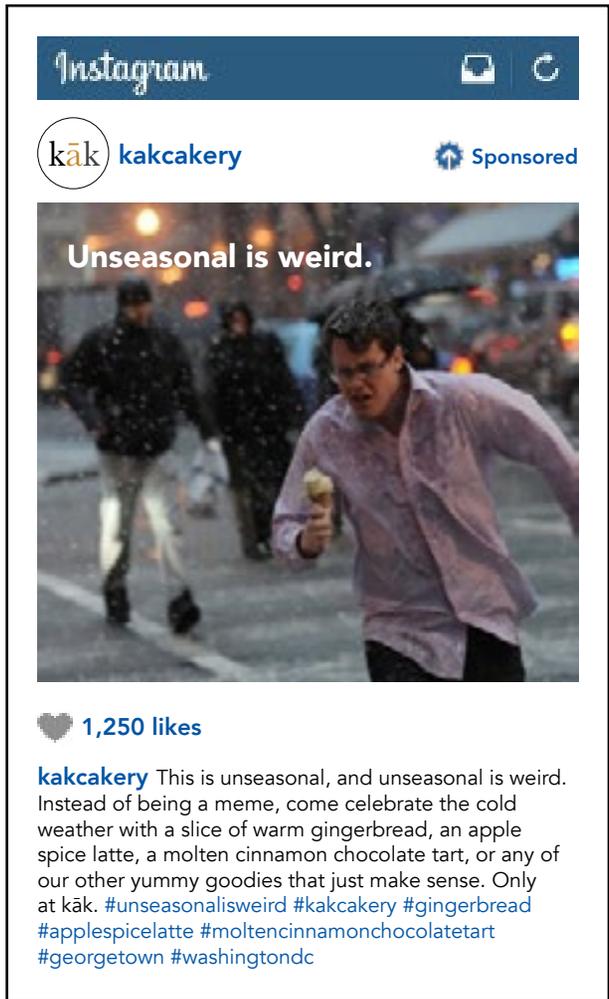


That's why we take the seasonality of our ingredients and the suitability of our decorations into consideration with each custom cake we bake.

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



georgetown café + cakery



In addition to **traditional print ads** (in local magazines, newspapers, and other publications) and marketing collateral (like stickers and postcards), kāk should maintain an active **digital** presence on **social media** platforms like Instagram, Facebook, Twitter, and Pinterest.

As a highly visual brand (we eat with our eyes before our stomachs, after all), **Instagram** will likely be kāk's best social media promotion friend.

In addition to the organic growth that kāk will experience through regular, compelling posts about their seasonal offerings, daily café treats, and social initiatives on their owned Instagram page, kāk should also consider purchasing and creating **sponsored ads** on Instagram, like the one seen here. Further, kāk should also entertain the thought of engaging with **influencers** in the Georgetown community who are heavily involved in the food and restaurant scene in Washington, D.C. - like food bloggers, critics, and other known community figureheads.

Social media is a particularly effective medium because the majority of kāk's target audience members are very active on social media themselves. Further, the visual appeal and viral growth of food-focused accounts on Instagram is undeniable. A regularly updated, witty, and visually enticing Instagram account will perfectly suit kāk's advertising and promotion needs, and will keep followers hungry for more.





kāk

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?

kāk
kāk is community

Website Architecture Chart

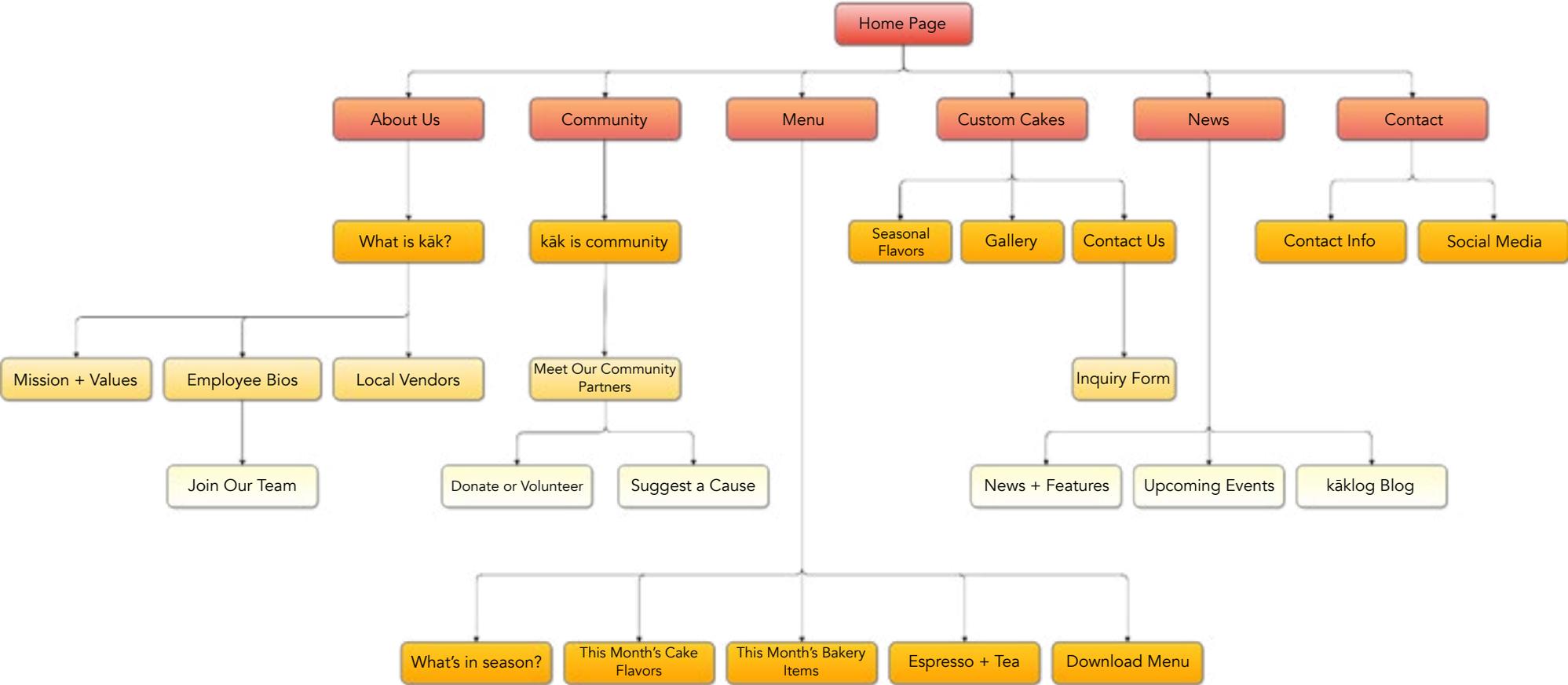




Image carousel

We bake, brew, and create in Georgetown, D.C. We curate a sense of place by bringing together locally sourced, seasonal ingredients to feed the innate human pull towards home.

kāk more than just a café and cakery.

kāk is community.



Our Story



This Month's Menu



Our Community Partners



Contact Us

Always know what's in season - Sign up for our mailing list.

Email Address

SIGN ME UP!



Engagement Strategy

Channels

To most effectively reach and engage with their key target audiences, kāk will market themselves via both print and online platforms. Further, kāk will develop both earned and paid media programs to ensure that all channels are being leveraged organically, and to firmly (but unobtrusively) establish themselves as an important presence in the lives of their customers.

PRINT

- Magazine / local publication features and write-ups
- Magazine and newspaper advertisements
- Billboard advertisements
- Bus stop advertisements
- Bus banner advertisements
- “Guerilla marketing”: stickers and postcards

ONLINE + DIGITAL

- Instagram (owned, earned, and paid)
- Twitter
- Facebook
- Pinterest (owned, earned, and paid)
- Social media promotions and competitions
- Email marketing campaigns

Online Engagement: Sample Tweets

kāk @kakcakery

You know how you just shouldn't eat some foods all year round? You'll never have that problem here. #unseasonalisweird #kakcakery

kāk @kakcakery

Just received a giant batch of fresh strawberries - you know what that means! #berrycaketime Come get it while it lasts! #unseasonalisweird

kāk @kakcakery

When your friend tries to order a PSL in July 🍷🍷 Don't worry, we won't let your friend be *that* person. #unseasonalisweird #kakcakery

kāk @kakcakery

#kakiscommunity, so we're giving back to our friends at @dcck. 10% of every purchase from #kakcakery grows so much goodness! Learn more: <http://goo.gl/f1y7C6>

kāk @kakcakery

So humbled by this community! Check out the beautiful new veggie patch at #commongoodcityfarm, made possible because of you. #kakiscommunity

Online Engagement: Instagram Hashtags + Promos

Since food is arguably as much of a visual experience as it is one of flavor and taste, kāk will leverage Instagram’s highly visual platform to engage with, and reward, their followers.

Taking inspiration from brands big and small that have experienced immense success by engaging with fans on Instagram, kāk will create visually beautiful content to drive tags, likes, and comments - all with the end-goal of increasing traffic to kāk’s social channels and driving café visits and sales.

Example #1:

“Post a photo or video of your best seasonal creations, follow and tag @kākcakery, and use the hashtags #unseasonalisweird and #kākcakery for a chance to be featured on our feed, and to win a kāk goodie basket filled with awesomely seasonal stuff (including a t-shirt, \$25 gift card, and a dozen fresh-baked summer-inspired cookies)!”

Example #2:

“The next kāk fanatic to come into the shop and yell ‘strawberry fields forever!’ gets a coffee and strawberry shortcake square on the house (1960’s bowl cut and melodic talent optional).”



In-Person Engagement + Community Outreach

“kāk is community” is more than just a tagline - it’s a promise and an integral part of kāk’s operations, outreach, and engagement efforts. Beyond print and online / digital channels, kāk will also converse with their followers, fans, and customers via in-person initiatives, including community service days, trade shows, “open kitchen” evenings, and farmers market appearances.



EVERYTHING NICE
We love giving back to our communities - ask us how!

kāk

What’s your kāk made of?





georgetown café + cakery