

strategic
SPRINKLES

– PRESENTS –



What We'll Cover

Here's the recipe to the perfect campaign.



01

Needs and
Goals



02

Research and
Implications



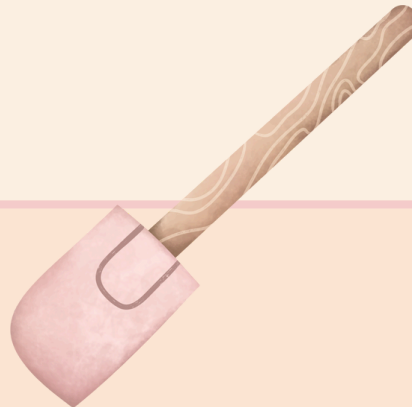
03

Campaign Strategy



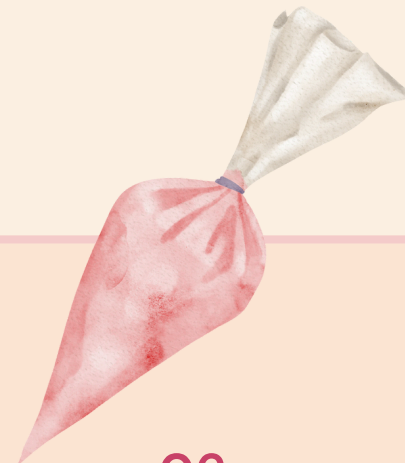
04

Creative
Concept
#1



05

Creative
Concept
#2



06

Logistics



07

Why it Works

Meet The **strategic** SPRINKLES Team



Chloe Prince

Creative Director



Dani Giraldo

Research Director



Bella Rizzo

Strategic Planning Manager

You Asked Us To...



Increase bakery awareness amongst Elon students.



Re-imagine brand image.



Attract and retain new customers.





So We Will...



Make Elon students regular visitors of the bakery.



Boost post frequency and interaction amongst social media platforms.



Create an emotional connection with the Elon community.

What We Researched

What key factors influence college students' choices when selecting a bakery?

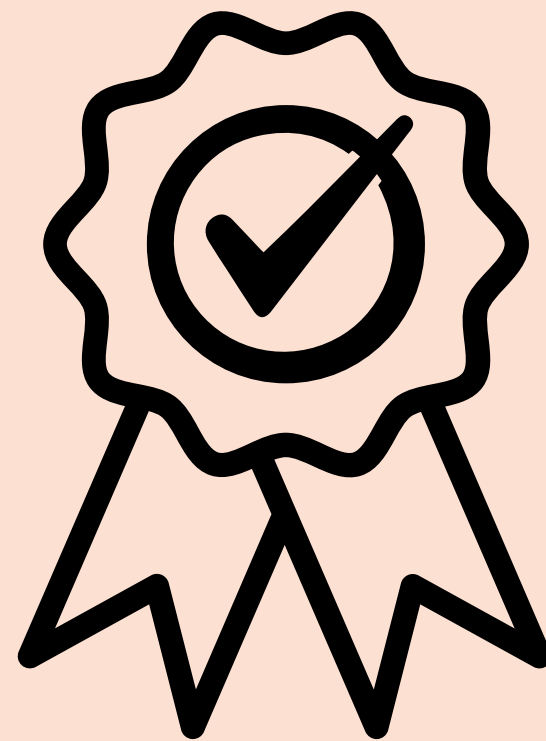
What are the main ways that college students hear about local businesses?



Key Influences



Price

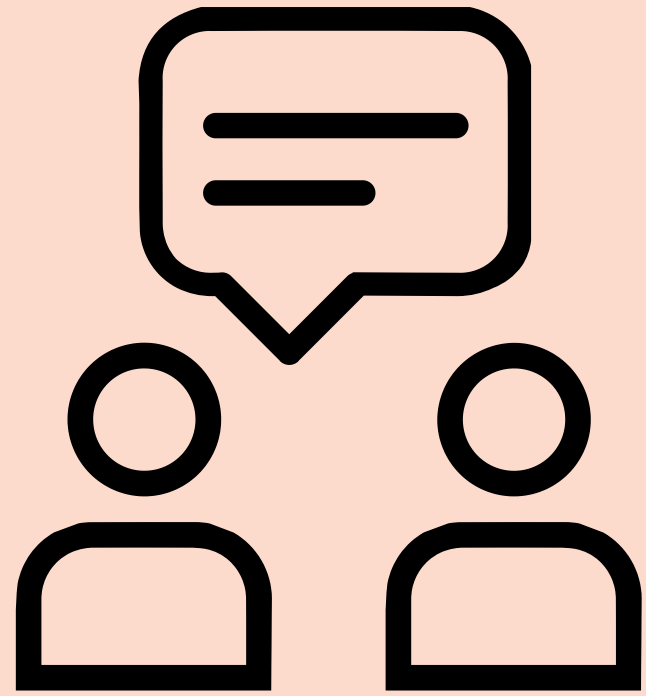


Quality



Location

How They Become Aware



Word Of
Mouth



Social
Media

TARGET AUDIENCE

PRIMARY TARGET AUDIENCE

- Elon Students (18–22)
- Varying Income Levels
- Values Sustainability, Authenticity, Convenience, Quality, and a Social Media Presence.

SECONDARY TARGET AUDIENCE

- Elon Parents (35–65)
- Mid–High Income
- Values Honesty, Authenticity, Convenience, and Quality



Buyer Persona #1

Demographics:

- 18 years old
- Elon University student
- Freshman
- From New York

Likes:

- Trying new things
- Getting involved in the community
- Home-cooked meals
- Convenience



Delia Smith

Dislikes:

- High prices
- Locations that she cannot walk to

Media Habits:

- Instagram
- Snapchat
- TikTok
- Spotify
- YouTube

Values: authenticity, creativity, and connection

Buyer Persona #2

Demographics:

- 55 years old
- Elon University parent
- Health Care Professional
- From New Jersey

Likes:

- Spending time with her family
- Cooking/baking
- Making her kids happy
- Practicality



Martha Turner

Dislikes:

- Bad customer service
- Navigating challenging websites

Media Habits:

- Facebook
- Nextdoor
- Radio/Sirius XM
- Email newsletters
- Blogs

Values: quality time, celebrating milestones, and trust

SWOT Analysis

- Black, Woman, and Locally Owned
- Custom Cakes
- Variety of Products
- Affordable Pricing
- Convenient Location

- Low Visibility Online
- Low-Quality Posts and Website Design
- Minimal Brand Awareness

- Boost Social Media Presence
- Revamp Website
- Partner with Elon Orgs

- Competition From Chains and Grocery Stores
- Rising Costs of Ingredients
- Heavy Reliance on Word-of-Mouth

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Strategy



CONNECTION

Build a connection between Cakes, Etc. by Cindy and the local Community.



SOCIAL MEDIA

Strengthen Cakes, etc. by Cindy's social media presence.



AWARENESS

Increase Cakes, etc. by Cindy's awareness in the local community



Color Palette

Classic Navy Blues

Hints of Pink

Concept #1



Lemon Pound

Homesickness is to be expected when you leave for college. Cakes, Etc. is here to make that transition a little sweeter.

Making the change from home to college can be stressful, which is why Cakes, etc bakes comfort into every bite.



Find comfort, connection, and a little taste of home through the “Just Like Home” at Cakes, etc. by Cindy.



Cindy makes every treat personal so you feel that they were made just for you.

Every visit is a step into Cindy’s story, and you become part of it.

“Just Like Home” Mini Series



We open on Cindy with the finished baked good, introducing the sweet and who submitted it



While Cindy bakes, a voiceover telling the submitted story plays in the background.



Cindy cuts into and tries the finished product and reviews it, letting customers know they can try it in the shop that week.



Cindy speaks to the camera, letting customers know how to submit their own stories for a free treat.

Each video recreates customers' favorite sweet treats and showcases the stories behind them. The customer behind each story gets a free treat that week.

“Homesick” Pop-Up Events

Monthly themed events
designed to comfort
students feeling far from
home.



Pop-Up Themes

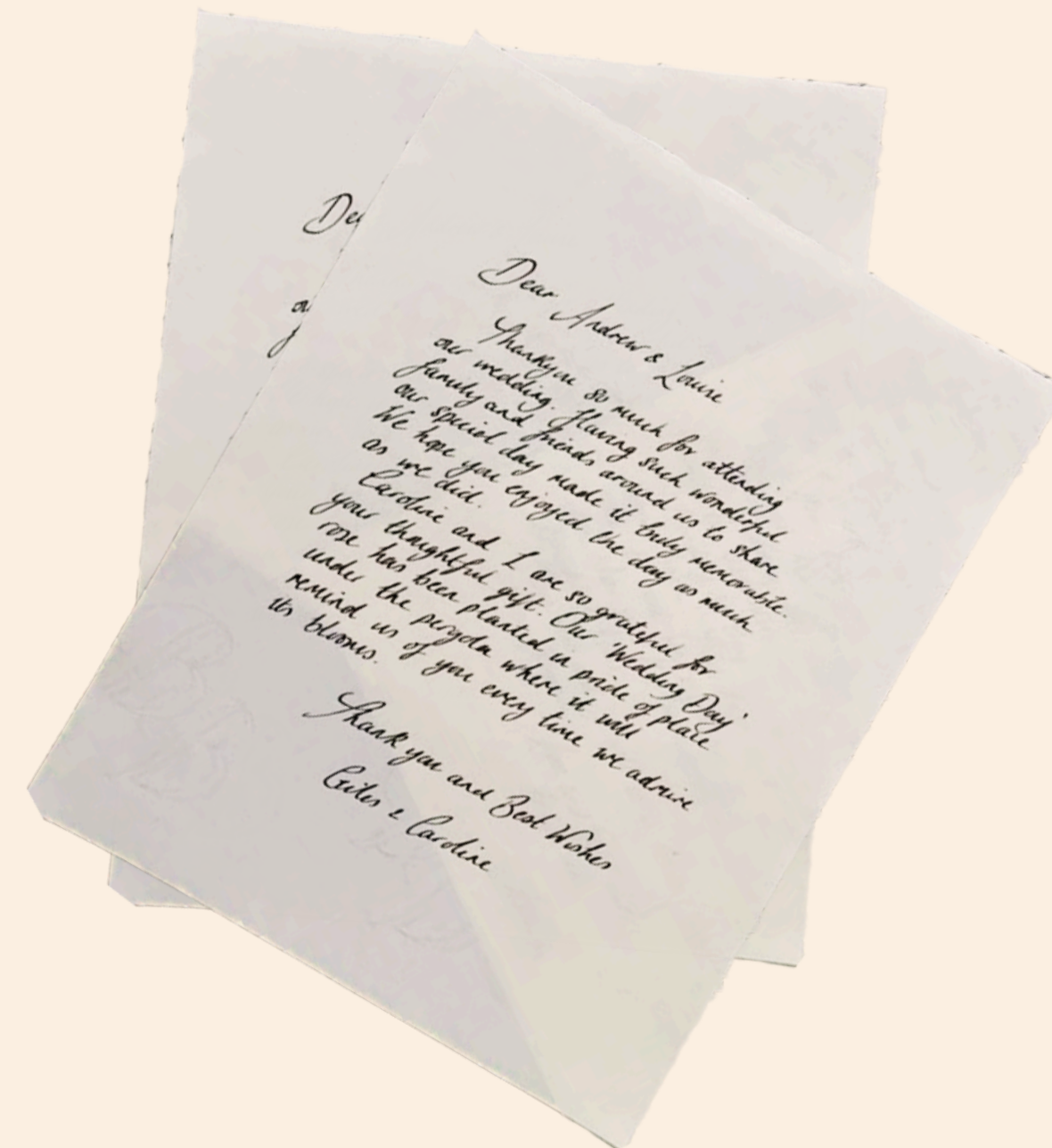
Calls to Home



Cookie Decorating



Letters to Home



Comfort Kits

Curated care boxes for
when you're feeling down.



Ingredients For Comfort

Tea Bag



Sweet Treat



Punch Card



Note From Cindy

Happy People
Eat Cake



Stickers

They're "Just Like Home"



Media Timeline

“Just Like Home”

	August 2025	September 2025	October 2025	November 2025	December 2025	January 2025
Campaign Introduction						
Mini Series						
Homesick Pop-Ups						
Comfort Kits						
Social Media Engagement & Event Promoting						

Concept #2



Heart & Home



Through monthly “A Note from Cindy” blog posts, she shares lessons on gratitude, resilience, and growth, making you feel like they’re reading a letter from an old friend.

Share your sweet memories on social media, adding your stories to Cindy’s growing community of love and connection



The “Heart & Home” campaign shares the story of love, resilience, and home baked into every sweet.



Share your favorite moments with Cindy along with a sweet recipe that reminds you of it.

Through the “From Cindy’s Kitchen” video series, Cindy narrates the heartfelt memories behind her recipes

“From Cindy’s Kitchen” Video Series



We open on Cindy with the finished baked good, introducing the sweet.



While Cindy bakes, a voiceover tells Cindy’s history with the sweet.



Photos and videos from Cindy’s past pop up on screen in time with the voiceover.



Cindy ends the video with an uplifting message and encourages audience to try the sweet in shop.

Each documentary-style video showcases Cindy’s history with a particular sweet. Full videos posted on YouTube and Facebook, and promoted on other social medias.

In-Store Story Cards

There's a story
behind every sweet.



*with love,
Cindy*



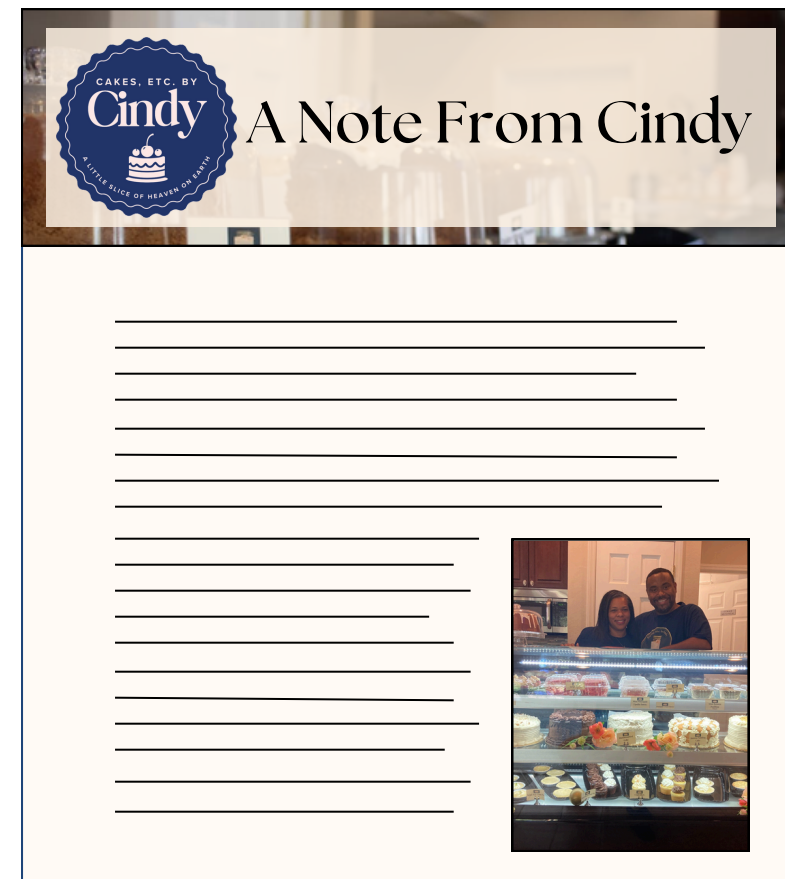
Listen to the full
story here!

Each card has a
short anecdote
or memory about
the sweet it's
displayed next to.

"A Note From Cindy" Newsletter

Sent weekly
through email

Posted on
website and
social media



Newsletters
sharing a reflection
from Cindy, a
baking hack, and
updates!

What is Our “Heart & Home”

“FROM CINDY’S
KITCHEN”

Video
Series

IN STORE

Story
Cards

“A NOTE FROM CINDY”

Newsletter

Media Timeline

“Heart & Home”

	August 2025	September 2025	October 2025	November 2025	December 2025	January 2025
Launch campaign, set up story cards, prep first video and newsletter						
Drop first blog, video, and newsletter; post across socials						
Run memory campaign, release second blog and video						
Host live event, share customer story, send newsletter						
Rotate content, update stories, track performance						

BUDGET				
Monthly		One-Time		Labor
Concept #1		Optional		
Pop-Up Supplies.....\$150		Professional Camera.....\$500		
Comfort Kit Supplies.....\$200		Professional Editor (hourly).....\$45		
Podcast: N/A (student editor).....\$0		Necessary		
Concept #2				Approximately 4 additional work hours per week.
Video series: N/A (student editor).....\$0		Pop-Up Decor.....\$100		
Story Cards: N/A.....\$0		Laminated QR code.....\$10		
Newsletter N/A.....\$0				
TOTAL.....\$350		TOTAL.....\$655		

Why It Works

Builds community through powerful emotional connections.

Builds trust and loyalty among customers.

Makes students feel seen and heard.

We'll Know We're Successful When...



Have 100+ attendees at each pop-up and event.

See 200+ customers in-store per week.

We reach at least 5,000 impressions per awareness post.



Student purchases increase by 25% compared to Fall 2024.

We gain 500 new Instagram followers and 250 TikTok followers.

We maintain a 10%+ engagement rate on campaign posts.

We have at least 10 student-tagged UGC posts within campaign period.



Thank You!

COMMENTS? QUESTIONS?
CONCERNS?