

Poppin's Pies Creative Brief

Client/Brand

Poppin's Pies

Project name

New Start for Poppin's Pies

Project Owner

Shanise Hunter

Creative Lead

Shanise Hunter

Due Date

September 15, 2017

Milestones

September 15 – Creative Brief Submit

September 30 – Symbol / Logo Design Submit

October 10 – Design Review

October 15 – Presentation

Team:

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Background

The company's name is Poppin's Pies and its tagline is "Pie on the fly". They are known for their baked goods, especially pies. The company has a treat that is portable, can be served as is, and is suitable for all ages. These types of treats are common with other companies, so we strive to be different.

Overview

A label is being designed for the company so that they can gain recognition and appeal to beat out the competition. The key business challenge is to come up with an effective design and tagline that will be kid-friendly and appealing to parents on a nutritional level. This project will try and create a line of pastries that comes in a wide variety of flavors while finding a way to stand out from the competitors.

Drivers

The company would like to achieve in becoming a household name and bring smiles to children. The top 3 goals will be maintaining the products at a high-quality level, stocking to meet appropriate supply and demand, and to sell roughly 5,000 products within the first month.

Audience

The main audiences will be children through the ages of K-12 and young adults. When customers think of Poppin's Pies, they know it's a company that caters to children without spoiling them. Customers will indeed care about the products and services provided to them. The fact that the company will do whatever it can to keep their products wholesome and will listen to feedback, whether it be positive or negative.

Competitors



Company taglines that people know include: America Runs on Dunkin (Dunkin' Donuts), Make Today Special (Krispy Kreme), and Where's The Crème Filling? (Hostess). These competitors are different from our client because they have been around longer. They are able to engage the target audience with colorful, classic, cute, clever, and simple designs.

Tone

The best way to describe the company is that it's cheerful, upbeat, colorful, aimed towards children, positive, clever, and breath-taking.

Message

The company's primary message is that kids can enjoy a convenient way for them to bring this tasty treat with them wherever they go, whether it's to lunch, after-school, class trip, or a friend's house. The single most important thing about the company is that the products are made with only natural ingredients, meaning no high fructose corn

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syrup, preservatives, artificial dyes, or GMOs. Poppin's Pies is offering to the audience a large variety of flavors including Apple Crisp, Custard Tart, Lemon Meringue, Cherry, Blueberry, and many others. Each package comes with 5 bite sized pies small enough to pop right into your mouth when you're on the go.

Visuals

To reach our audience, the company will advertise commercials during peak hours, have bright and colorful illustrations on the packaging, and provide small prizes with the treats.

Details

HQ - Periwinkle Way, Richmond, Virginia, 23227.

CEO Douglass Poppin

Founded August 2017.

Contact: Mail - Puff Pie Consumer Services, P.O Box 850, Richmond, Virginia, 23227.

Phone: 1-(800) 683-9941

Consumer comments and questions. Labels in appropriated spots.

Official Facebook and Twitter pages, Poppin's Pie Co.

People

This information will be reported to Douglass Poppin. We will need the approval from Alan Andrews. The people who will be informed of our progress are Roger Richardson - Marketing Research Analyst, Lauren Williams - Product Manager, and Tracy Felmer - Marketing Consultant. Each person needs to be contacted every two to three business days to make sure the ideas and plans are agreed upon.