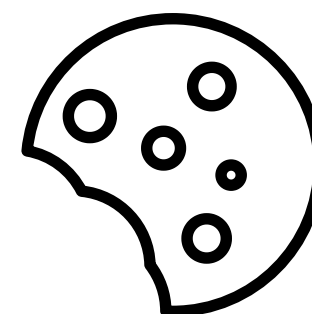
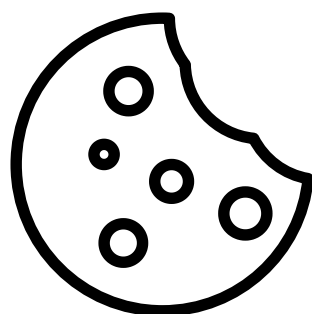
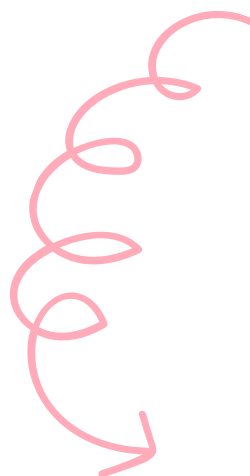




CRUMBL COOKIE

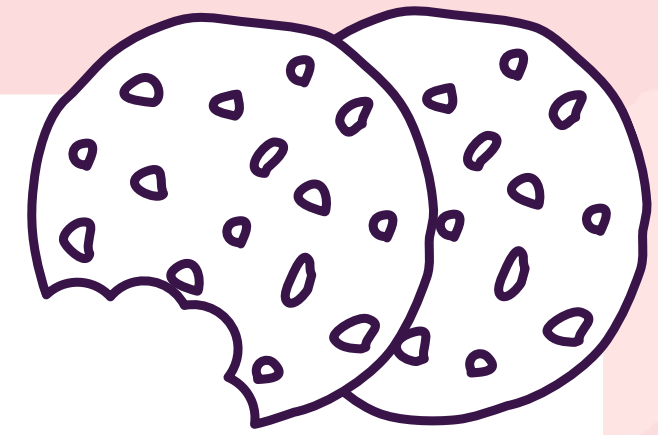


SITUATION ANALYSIS

When approaching Crumbl's upcoming expansion of their baked goods, our goal is to communicate, not only to Crumbl's loyal followers but also to the general public so as to get everyone excited for the event. In our communication strategies, we aim to maintain our companies core values (see next slide), and continue to spread the word so that Crumbl can maintain and build upon their consumer following.



KEY THEMES



Brand Positivity - sharing positivity through the aesthetic of colors with the cookies themselves and the brand in general

Desire to customers wants - staying relevant by having weekly flavors, shows the brand engagement with their customers

Staying Active - posting every day on their Instagram page shows customers that they care about them



OBJECTIVES AND TACTICS

Objectives

- Communicating the expansion of Crumbl's product line across the country
- Getting audiences excited through positive marketing
- Maintaining or increasing popularity/relevance
- Maintaining company values

Tactics

- Using relevant social media platforms to advertise the upcoming expansion
- Advertising select products while keeping others under wraps to keep audiences on the hook and foster anticipation
- Continually referring to and building off of key themes



KEY AUDIENCES

Greater Boston Community

- College students
- Families
- Influencers
- Cookies Lovers
- New Consumers

Audience Demographics

- Female 61.09%
- Male 38.91%
- The largest age group of visitors are 25 - 34 year olds

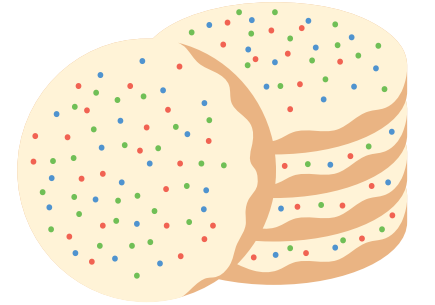


PR GOALS AND STRATEGY



Goals

- Develop a stronger relationship with the audience
- Strengthen the brand by expanding product options
- Attract new media attention and new age groups and diversity



Strategy

- Suggestion box for customers to review the cookies of the week
- Integrate new products such as ice cream, mini cookies, or party cakes/desserts
- Remain active on all social medias



DIGITAL MEDIA TARGET



Goals

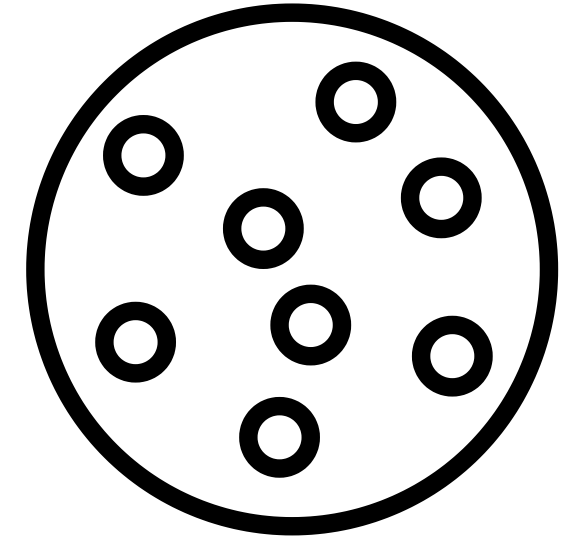
- Increasingly being seen on other media outlets
- Influencer promoting
- Behind the scenes videos

Strategy

- Being on podcasts, blogs, cooking shows
- Having influencers promote our brand and idea on their social media
- Show how these cookies are made so the customers know they are fresh



MEDIA OBJECTIVES

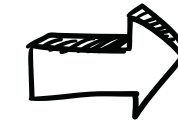


- Reaching new audiences outside of the US/their typical target audience
- Marketing to new cultures who may not be familiar with cookies or Crumbl's objectives, international children and families may find this appealing
- Encouraging influencers to try and share Crumbl Cookies



POSSIBLE BARRIERS

With Crumbl expanding in different regions, and counties there are existing competitors in towns that the public may prefer over Crumbl.



Continued advertisement with positivity and ensure that their name is getting out there (building off of key themes)

With expanding their menu with more than just cookies people may be confused and wonder why they are going against their own marketing



Ensure that each new product will relate back to their original branding

Audiences are not responding to marketing and advertising as anticipated



Trying a different approach with marketing and using social media to get attention from social media users



NEXT STEPS



- Notify the media about the new release
- Continue to promote new products and flavors that customers will like
- Brainstorm the marketing tactics and processes



"ALWAYS FRESH AND DELICIOUS"