



Creative Brief

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Company Description:

ABC Choco Company (ABCC) is a Costa Rica and United States-based company. Their milk and dark chocolate bars have helped them grow as a company, and they are environmentally conscious by making their packaging out of inedible cacao products. Their vision is to help people find joy in unexpected ways.

Project Background/Description:

As technology advances, more consumers use social media platforms to connect with others and brands they enjoy. ABC Choco Company (ABCC) has benefited from social media to attract consumers to its website to purchase chocolate bars. As their company grows and technology advances, ABCC should connect with their customers on social media platforms to stay competitive and increase their brand awareness through social media engagement.

Target Audience

Demographics	Psychographics	Geographics	Behavioristics
<ul style="list-style-type: none">• Ages: Millennials (20-39yrs)• Income: \$30k-\$50k	<ul style="list-style-type: none">• Like mix of dark, milk & white chocolate• Cacao percentage is important; lean towards higher percentage	<ul style="list-style-type: none">• Urban Residents• Near grocery stores, artisan shops, farmer's markets, and festivals	<ul style="list-style-type: none">• Shop online at specialty candy stores• Buy chocolate at festivals and farmers markets

SMART Objective:

The objective of this campaign is to create high-quality ABCC related content and run targeted ad campaigns to increase social media engagement by a 20% increase in likes, shares, and comments within the next six months.

Success Metrics:

- Calculate overall engagement rate on social media platforms (likes, shares, comments)
- Measure the reach of ABCC related content by tracking impressions and views
- Tracking conversion rate of the "call to action" social media posts (visiting the website)



Tone of Voice:

The tone of voice within the campaign is friendly, positive, with a focus on providing honest and interesting information with how they environmentally source their chocolate.

Budget:

Recommended Marketing Channels and Activities	Budget Allocation
Website	\$2,000
YouTube	\$3,000
Facebook	\$2,100
Instagram	\$2,100
Snapchat	\$900
In-Store Merchandising	\$1,000
Farmers' Markets/Festivals	\$4,000
Email Marketing	\$2,000
Paid TikTok Advertising	\$2,100
Package Redesign	\$5,000
Total	\$24,200.00

Justification of Channels and Activities:

- Website: ABCC should constantly update their website and make sure there are no issues with it and/or add features, change the design, etc. to make sure their audience is able to navigate the website easily. I left it from their original budget allocation.
- YouTube: As shown from market research, YouTube has a high social use, so this would benefit ABCC to create campaigns to reach their target audience on this platform.
- Facebook: While ABCC has allocated budget for Facebook, I increased the budget for the platform as the market research detailed that Facebook has a high social use and ABCC could benefit from creating more posts to reach their audience on this platform.
- Instagram: While ABCC has allocated budget for Instagram, I increased the budget for the platform as the market research detailed that Instagram has a high social use and ABCC could benefit from posting more on this platform to reach their audience.
- Snapchat: I added Snapchat as another social media platform that ABCC could benefit from utilizing target ads to reach their target audience. However, I did add a lower budget as a test to see the conversion rate that they receive from this channel.
- In-store Merchandising: I kept this channel as they still receive customers from their shops in Costa Rica and the United States and they will still benefit from selling their products in stores.
- Farmers' Markets/Festivals: I kept this activity as ABCC will benefit since their target audience are people who buy chocolates at festivals and farmers markets.
- Email Marketing: I kept this channel as they still receive customers online, and they can increase their brand loyalty by sending emails to their current customers about events, promotions, etc.



- Paid TikTok Advertising: I kept this channel, but I did lower the budget allocation since according to market research this platform is not as socially used as other platforms, so they might not receive as many impressions or views from their target audience.
- Package Redesign: ABCC stated as an objective that they want to redesign their packaging of their products, so I included it in the budget allocation.

Justification of Budget Allocation:

- Website: \$300 per month to maintain website; \$200 for any extra features/ issues that occur.
- YouTube: \$1,200 for four videos; \$300 per month to promote videos.
- Facebook: \$350 per month to create social media posts and promote on platform.
- Instagram: \$350 per month to create social media posts and promote on platform.
- Snapchat: \$200 per month to create social media posts and promote on platform.
- In-store Merchandising: \$600 to create display fixtures; \$400 per month to promote in store.
- Farmers' Markets/Festivals: \$2,200 for necessary materials needed (tables, signs, tent, vendor cost); \$1,800 to promote at farmers' markets/festivals (brochures, testing trays, napkins)
- Email Marketing: initial setup: \$500; \$250 per month to create and send two emails.
- Paid TikTok Advertising: \$350 per month to create social media posts and promote on platform.
- Package Redesign: \$2,500 per product to change design (packaging color, typography, design, etc.)