

University of Arkansas, Fayetteville

ScholarWorks@UARK

Marketing Undergraduate Honors Theses

Marketing

5-2023

Creative Brief for Bliss Cupcake Cafe

Maggie Moore

Follow this and additional works at: <https://scholarworks.uark.edu/mktguht>



Part of the [Advertising and Promotion Management Commons](#), [Entrepreneurial and Small Business Operations Commons](#), and the [Marketing Commons](#)

Citation

Moore, M. (2023). Creative Brief for Bliss Cupcake Cafe. *Marketing Undergraduate Honors Theses*
Retrieved from <https://scholarworks.uark.edu/mktguht/67>

This Thesis is brought to you for free and open access by the Marketing at ScholarWorks@UARK. It has been accepted for inclusion in Marketing Undergraduate Honors Theses by an authorized administrator of ScholarWorks@UARK. For more information, please contact scholar@uark.edu.

**Creative Brief for
Bliss Cupcake Cafe**

by

Maggie E. Moore

Advisor: Dr. Flint Harris

**An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of
Science in Business Administration in Marketing**

**Sam M. Walton College of Business
University of Arkansas
Fayetteville, Arkansas**

May 13, 2023

Background

The baking and culinary industry is growing. In fact, in 2020, the market size of the global baking industry was \$331.37 billion and is projected to reach \$436.91 billion by 2026. Although the recent pandemic made those in the hospitality field struggle due to the canceling of special events such as birthday party gatherings, weddings, and holiday events, the industry is coming back stronger than pre-pandemic times through implementing new practices such as online ordering and delivery practices. With this, in the recent years, supply chain disruptors and inflation have caused materials and labor costs to increase and can be difficult on profit margins, especially for small businesses such as Bliss Cupcake Cafe (Boyarsky). However, Bliss has been able to continually grow and change with the times for the better, which has helped them stay successful throughout their 14 year run in Northwest Arkansas (NWA).

Bliss Cupcake Cafe opened their doors to the public in Fayetteville, AR in 2009. They also have franchise stores in Rogers, Fort Smith, and Jonesboro, AR. They bake cupcakes every morning from scratch and have at least three gluten free options daily. They also have over 50 cupcake flavors available, as well as custom cakes, for special order purchase. Recently Bliss has been struggling with gaining interaction from customers on all social media accounts, but especially on Instagram and Twitter. They would also like to prioritize the importance of gaining top-of-mind awareness for bakeries/desserts in NWA. As a front counter employee at Bliss, I have observed the business' operations first-hand and conducted secondary research to develop solutions that will help Bliss Cupcake Cafe improve its marketing efforts and overall awareness. I propose my ideas in the form of a creative brief and strategic pitch.

Target Audience

Information on Millennials

- Age range: 27-42, born between 1981-1996
- Gender: Women
- Ethnicity/race: Any
- Mean disposable household income in the United States (2021): \$84,563 (“Mean Disposable Household”)
- Millennials are typically classified within one of the four life stages:
 - Struggling Aspirational: largest group; green, fit, and healthy; most open to digital marketing
 - Comfortable TV Watchers: opposite of struggling aspirational, prefer TV ads, small percentage of millennial population
 - The Active Affluent: most accomplished group/disposable income; oldest millennials; enjoys traveling, buying assets, and starting families
 - Successful Homeowners: most affluent and successful of the millennials whether by inheritance or income, experimental advertising can be effective (“The Four Types of Millennials”)
- Geographics: Northwest Arkansas

- Top three spending categories: housing, healthcare, and personal insurance (Lodha)

Information on Generation X

- Age range: 43-58, born between 1965-1980
- Gender: Women
- Ethnicity/race: Any
- Mean disposable household income in the United States (2021): \$102,512 (“Mean Disposable Household”)
- Geographics: Northwest Arkansas
- Top spending categories: their children’s college, home ownership, starting a business, vacation, and retirement (Lister)

Millennials and generation X are the highest spending generations. (Lodha)

Insights

Competitive Analysis

After analyzing Bliss Cupcake Cafe’s competitors, I have come to the conclusion that they are a top competitor in the NWA area for desserts. Many of Bliss’ competitors are national brands, however their main competitor is Rick's Bakery. Rick’s is very well-known in the NWA area because it opened in 1980 and has a very extensive menu. They also have a wider target market including college students, generation Z, in addition to Millennials and generation X. I believe they are Bliss' main competition because they serve similar menu items, have similar target markets, and have store locations both in Fayetteville and Rogers, AR. Overall, Bliss has first-mover advantage when it comes to their gluten-free, keto, and vegan options, which also happens to be a recent trend in the industry (Boyarsky).

SWOT Analysis

Strengths	Opportunities
<ul style="list-style-type: none"> ● Dietary needs and cake flavor diversity ● Easy-to-navigate website ● Long hours of operation compared to competition 	<ul style="list-style-type: none"> ● Unique promotions ● Collaborations with other small businesses in NWA
Weaknesses	Threats
<ul style="list-style-type: none"> ● Smaller menu ● Currently no specialized cake decorator ● Little interaction on socials 	<ul style="list-style-type: none"> ● Competitors ● Operates on smaller margins as a small business

Objectives and Outcomes

The objectives of my deliverables will be to:

1. Increase engagement

- a. Increased engagement will increase lead generation and customer reach in the Northwest Arkansas community.
- 2. Increase traffic
 - a. Increased in-store traffic during slower times of the year will lead to overall better financials.
- 3. Increase awareness
 - a. Partnerships within the community will help all businesses involved increase awareness.

The outcomes of my deliverables are to help Bliss:

- 1. Increase year-round profitability.
- 2. Become Northwest Arkansas' go-to dessert on a regular day or for any special event.

Positioning and Personality

My official positioning statement Bliss:

For anyone with a sweet tooth, Bliss Cupcake Cafe has an extensive dessert menu with gluten free, keto, and vegan flavors rotated daily, made by a talented baking staff and always served with a smile.

From my research and analysis, I believe that Bliss has certain characteristics that sets them apart from their competitors in terms of the brand's values and personality. Their Christian values that are portrayed through being closed on Sundays and playing Christian music in stores are important to their customers, because 79% of adults in Arkansas are Christian, according to Pew Research Center. In addition, cupcakes and desserts are associated with happiness, which also aligns with Bliss' employee training of kindness and compassion as well as their slogan "a mouthful of happy". Through the language used on social media, Bliss appears as friendly, playful, and warm to its followers. Because Bliss is a small business, unlike much of its competition, they can more easily connect with its followers, however there is room for improvement in terms of follower engagement on all social media platforms. I have made recommendations in the form of three deliverables to help Bliss better connect to its' online audience and target market within the community.

Message, Medium, and Media Vehicles

Bliss should continue to utilize its website, Facebook, and Instagram as media vehicles but should stop using their Twitter to focus more on content for the other social media platforms listed. From my research, their competition's use of Twitter is not earning as much engagement as other platforms either. In addition, I recommend that Bliss update its landing page by removing the "cupcakes shipped to your home" section in order to focus more on their local target market. In addition, since the pandemic is not as prominent in affecting consumer behavior as it once was, many consumers are not purchasing shipped cupcakes anymore. Finally, I believe that Bliss should continue

sending marketing emails around once per month as well as host in-person events as mediums, because they have proven to be successful in the past.

Deliverables

1. Employee of the month on Facebook and Instagram
 - a. Baker or Front Counter worker
 - b. Rewards-gift cards



2. Celebrate National Cupcake Day annually with a promotion on December 15th (Taylor)
 - a. Free Cupcake when you spend \$15 or more
 - b. \$12.15 per 4 pack
 - c. \$3 Cupcake. Limit one per person
 - d. Giveaways on social media
 - e. Buy six, get a coupon for a free cupcake on a future day
 - i. This will increase increase return rate
 - f. Or free birthday cupcake



3. Partner with a local brewery for an event/charge \$25 per person
 - a. “Flight” of mini cupcakes paired with a flight of beer (congruent flavor profiles) hosted at Fossil Cove
 - b. Fossil Cove gets \$15, Bliss gets \$10
 - c. Bliss target market is 21+
 - d. Example: Fossil Cove
 - i. IPA #3: Notes of grapefruit, citrus, toast, toffee, caramel and orange bitters. Paired with Butter Toffee
 - ii. Blackberry Cream: Rich, fruity blackberry notes, deep fuschia hues, and an irresistible creaminess. Paired with Blackberry Vanilla Bean
 - iii. T-Rex Tripel: Sweet notes of banana, marshmallow, fruit and subtle pepper. Paired with The Elvis
 - iv. La Brea Brown: Rich chocolate toastiness, citrus, spice and dried fruit. Paired with Red Velvet (“Our Beers”)



Sources

Boyarsky, Katherine. "Bakery Industry Trends and Statistics in 2023." *On the Line*, Toast Inc., <https://pos.toasttab.com/blog/on-the-line/bakery-industry-trends-and-statistics>.

"The Four Types of Millennials - Experiential Marketing." *Tradeway*, 28 July 2022, <https://www.tradeway.co.za/the-four-kinds-of-millennials/>.

Lister, Mary. "Generational Marketing: How to Target Millennials, Gen X, & Boomers." *WordStream*, 9 Aug. 2022, <https://www.wordstream.com/blog/ws/generational-marketing-tactics>.

Lodha, Preethi. "Here's How Different Generations in the US Spend Their Income." *World Economic Forum*, 5 Oct. 2022, <https://www.weforum.org/agenda/2022/10/americans-spend-their-money-by-generation/>.

"Our Beers." *Fossil Cove Brewing Company*, <https://www.fossilcovebrewing.com/beers>.

"Religious Composition of Adults in Arkansas." *Pew Research Center's Religion & Public Life Project*, Pew Research Center, 13 June 2022, <https://www.pewresearch.org/religion/religious-landscape-study/state/arkansas/>.

Taylor, Heather. "Where to Get the Best Cupcake Deals on National Cupcake Day." *Yahoo! Finance*, Yahoo!, 15 Dec. 2022, <https://finance.yahoo.com/news/where-best-cupcake-deals-national-120352432.html>.

"U.S. Mean Disposable Household Income, by Generation 2021." *Statista*, Statista Research Department, 30 Sept. 2022, <https://www.statista.com/statistics/825883/us-mean-disposable-household-income-by-generation/>.

Creative Brief

Bliss Cupcake Cafe

MAGGIE MOORE
ADVISOR: DR. FLINT HARRIS
WALTON HONORS THESIS



Agenda

- Target Market
- Insights
- SWOT Analysis
- Objectives & Outcomes
- Positioning Statement
- Deliverables



Target Market

Millennials

- Age range: 27-42, born between 1981-1996
- Gender: Women
- Mean disposable household income in the United States (2021): \$84,563
- Top three spending categories: housing, healthcare, and personal insurance

Generation X

- Age range: 43-58, born between 1965-1980
- Gender: Women
- Mean disposable household income in the United States (2021): \$102,512
- Top spending categories: their children's college, home ownership, starting a business, vacation, and retirement



Insights

- Bliss is a top competitor in NWA for desserts
- Many of Bliss' competitors are nationally-known brands
- Rick's Bakery is Bliss' largest competitor
- Bliss has first mover advantage
 - gluten free, vegan, and keto are trending
- Twitter is not a successful social media platform



SWOT Analysis

Strengths	Opportunities
<ul style="list-style-type: none"> • Dietary needs and cake flavor diversity • Easy-to-navigate website • Long hours of operation compared to competition 	<ul style="list-style-type: none"> • Unique promotions • Collaborations with other small businesses in NWA
Weaknesses	Threats
<ul style="list-style-type: none"> • Smaller menu • Currently no specialized cake decorator • Little interaction on socials 	<ul style="list-style-type: none"> • Competitors • Operates on smaller margins as a small business



Objectives & Outcomes

Increase Engagement

Increased engagement will increase lead generation and customer reach within the community.

Increase Traffic

Increased in-store traffic during slower times of the year will lead to overall better financials.

Increase Awareness

Partnerships within the community will help all businesses involved increase awareness.

The outcomes of my deliverables are to help Bliss:

1. Increase year-round profitability.
2. Become Northwest Arkansas' go-to dessert on a regular day or for any special event.



Positioning Statement

For anyone with a sweet tooth, Bliss Cupcake Cafe has an extensive dessert menu with gluten free, keto, and vegan options available in-store daily made by a talented baking staff and always served with a smile.



Deliverables

Employee of the Month

National Cupcake Day

Fossil Cove Event





Employee of the Month on Facebook and Instagram

- Baker or Front Counter worker
- Rewards-gift cards
- Why?
 - Behind the scenes, engagement, awareness, employee appreciation, visibility, talent recognition



Celebrate National Cupcake Day Annually with a Promotion

- Annually on December 15th
- Free Cupcake when you spend \$15+
- \$12.15 per 4 pack
- \$3 Cupcakes. Limit one per person
- Giveaways on social media
- Buy six, get a coupon for a free cupcake (increase return rate)
- Or free birthday cupcake





Bliss  **Fossil Cove**
CUPCAKES BREWING CO.
FOSSIL COVE BREWING CO.

**CUPCAKE & BEER
TASTING**
4 CUPCAKES PAIRED WITH A
FLIGHT OF BEERS

Saturday, April 1st at 6pm
\$25/person
Buy tickets on
fossilcovebrewing.com

Partnership with a Local Brewery

Example: Fossil Cove

- IPA #3: Notes of grapefruit, citrus, toast, toffee, caramel and orange bitters. Paired with Butter Toffee
- Blackberry Cream: Rich, fruity blackberry notes, deep fuschia hues, and an irresistible creaminess. Paired with Blackberry Vanilla Bean
- T-Rex Tripel: Sweet notes of banana, marshmallow, fruit and subtle pepper. Paired with The Elvis
- La Brea Brown: Rich chocolate toastiness, citrus, spice and dried fruit. Paired with Red Velvet



Thank you!



Appendix

Prior to writing my creative brief, I completed six preliminary assignments. These assignments provided the opportunity to research the client, understand the bakery/dessert industry in Northwest Arkansas, and prepare me to compose a creative brief.

Assignment 1 - Competitive Analysis

Bliss Cupcake Cafe: <https://blisscupcakecafe.com/>

- Easy-to-navigate website
- Visual slideshow on homepage (6)
- 50 time-tested recipes
- Make 10-12 different flavors daily “long before the rooster crows”
- 4 locations in Fayetteville, Rogers, Jonesboro, and Fort Smith, AR
- Open Monday through Saturday 10am-9pm
- Happy hour (50% off everything edible) 8-9pm every day
- Menu: Cupcakes (regular, gluten-free, vegan, and keto), Macarons, Cookie Sandwiches, Cookies, Pupcakes, Cake balls, Candied pretzels, Cupcakes in a jar, Edible cookie dough, Frosting shots, and custom cakes and cookie cakes
- Pricing: \$1.25-\$7.99; cakes starting at \$25
- 24 hour notice for special orders
- Shop tab
 - Bliss menu/Calendar, Order for pickup, Local delivery, Ship our cupcakes, Cake order form
- About tab
 - Our locations, Decoration party, Request donation, Fundraising, Employment application
- Weddings tab
- Franchise tab
- Contact tab
- My Account tab
- Active Instagram, Facebook, and Twitter hyperlinks to NWA locations
- Navigation
 - Checkout, Request donation, My account, Private policy, Our locations, Wedding catering
- Instagram
 - 7,702 Posts
 - 12k followers / 485 following
 - Link to cake order form in bio
 - Posts relate to the season and mostly consist of product and store closure updates
 - Not consistent with old and new images
 - Good variety of product
 - Reels get much more interaction than posts
 - Story highlights: Sports, Tailgate treats, Weddings, Cakes, Graduation, Cookie cakes, Easter, Bliss for pups, St. Patrick's Day, Mardi Gras, Valentine's Day, Halloween, Fall, Christmas, Macarons, Vegan treats

- Facebook
 - 32k likes
 - 31k followers
 - Grammatical error in bio
 - More about ordering for pickup and giveaways
 - Mostly product, but more consistently new photos
 - Most interaction on this platform
 - Last video was from a year ago and they get less interaction
- Twitter
 - 10.7k tweets
 - 2,984 followers /104 following
 - Website in bio
 - Posts are a mix of up-to-date photos of product, the menu board, and store closure updates
 - Little to no interaction

Rick's Bakery: <https://fayetteville.ricksbakery.com/>

- Locations in Fayetteville and Rogers, AR
- Opened in 1980
- Open Monday-Saturday 7am-6pm
- Visual slideshow on homepage with seasonal updates (26 images)
- About us tab
 - Check us out, Join our team, Meet the owners, Gallery, Bakery and Catering menu
- Departments
 - Custom cakes, Coffee and Juice, Custom creations, Deli and Catering, Desserts, Donuts and pastries, Seasonal and holiday, Streetside studio, Wedding cakes
- Razorbacks tab
- Order Online tab
 - Get it delivered
- Contact tab
- Prices not online
- Facebook, Pinterest, Twitter, Instagram, and Flickr Hyperlinked
- Not active on Pinterest and Twitter
- Facebook and Instagram pictures are the same, more interaction on Instagram
- Continually changes profile and cover photo on Facebook based on the season

Shake's Frozen Custard: <https://shakesholdingcompany.com/>

- Headquartered in Fayetteville, AR
- Operates in nine states

- Claims to have the “world’s best frozen dessert”
- Made on-site with the highest quality ingredients
- Old fashion processes
- Menu: Classic sundaes, Classic splits, Sundaes, Concretes, Shakes and Malts, Floats and Cows, Cones and Cups, Splash, Frozen floats, Fountain drinks, Cherry limeade, and Shake’s at home
- No pricing on website
- Haven’t posted on Instagram or Facebook since February and April 2022

Maggie Moo’s/Great American Cookie:

<https://www.facebook.com/people/MaggieMoos-Great-American-Cookie-Co/100063914356950/>

- Located in Fayetteville, AR
- Independently owned and operated franchised store
- Menu: Ice cream cakes, Smoothies, Shakes, Ice cream, Yogurt, Cookie cakes, Cookies, Double doozies, Brownies, Big bite cookies, Colossal cookies, Cookie cake by the slice, Create your own cookie kit, and Create your own cookie cake kit
- Not active on Facebook, last post was February 2022
- No webpage

Cold Stone Creamery: <https://www.coldstonecreamery.com/index.php>

- Locations in Fayetteville and Rogers, AR
- Create-your-own ice cream with toppings and hand-mixed on a granite slab
- Menu: Ice cream, Shakes, Cakes, Smoothies, Ice cream sandwiches
- Ice cream is hand crafted and made in store
- Online pick-up and delivery
- Facebook, Instagram, Twitter, and Online order are all active and hyperlinked on the webpage

Insomnia Cookies: <https://insomniacookies.com/>

- Located in Fayetteville, AR
- Bakery chain known for late-night deliveries until 3 AM
- Menu: Cookies (regular, vegan, and gluten free), Deluxe cookies, Brownies, Ice cream, Cookie sandwiches, Cookie cake, Buttercream, Cream cheese icing, and Chocolate cookie butter sides
- Catering and shipping offered
- CookieMagic subscription service that provides exclusive deals, free cookies, and free delivery
- Tiktok, Instagram, and Facebook are active and hyperlinked on the webpage
- Sell merchandise on their Facebook

Crumbl Cookies: <https://crumblcookies.com/>

- Located in Rogers, AR
- National brand known for their large, gourmet cookies and new flavors weekly
- Catering, Delivery, and In-store pickup offered
- Closed Sunday-Tuesday, Open Wednesday 2pm-10pm, Thursday 8am-10pm, Friday and Saturday 8am-Midnight
- Facebook, Twitter, Instagram, Tiktok, and Youtube are active and hyperlinked on the webpage
- Merchandise available for purchase on the webpage

Nothing Bundt Cakes: <https://www.nothingbundtcakes.com/homepage/>

- Located in Rogers, AR
- Cakes handcrafted in each bakery in a variety of flavors and sizes
- More than 430 locations in 40+ states and Canada
- Menu: Bundt Cakes, Bundtlets, Buntinis
 - 11 flavors of cake (10 regular, 1 gluten free)
 - Also sells candles, balloons, and “serving packs” with paper plates, napkins, and silverware in their “bundt’ique”
- Local delivery, Pick-up in bakery, and curbside pickup offered
- Cake toppers for birthdays, holidays, sports, and just because
- Facebook and Instagram are active and hyperlinked on the webpage

Shelby Lynn’s Cake Shoppe: <http://shelbylynnscaleshoppe.com/>

- Located in Springdale, AR
- Local custom cakes, typically for weddings
- Menu: Cakes, Petit Fours, Cookies, Macarons, Chocolate covered strawberries
 - 12 Cake flavors (all regular), 18 fillings, 3 icings
 - Also sells cake sampler box with 10 flavors for wedding consults biannually in January and August
- Facebook and Instagram are active and hyperlinked on the webpage

Conclusion

- Many competitors for Bliss in the NWA area
- Bliss has a competitive advantage when it comes to their gluten-free, vegan, and keto options
- Many competitors are nationwide brands, not small businesses like Bliss
- Bliss’ main competitor is Rick’s Bakery
- Twitter does not bring in much business for Bliss or any of their competitors (little to no engagement on the platform)

Assignment 2 - SWOT Analysis

Strengths

1. Dietary restriction and cake flavor diversity
 - a. Bliss has many different cake flavors that are regular, gluten free, vegan, and keto and change daily.
2. Website
 - a. The website is easy to navigate and allows customers to order for pickup and delivery. There is also a “request donation” tab that proves Bliss gives back to their community.
3. Hours of operation
 - a. With two locations in NWA, Bliss has an advantage over some of its competitors. In addition, for a bakery, they are open for long hours of operation along with happy hour every day from 8-9pm.

Weaknesses

1. Relatively small menu compared to some competitors
 - a. Many competitors have ice cream on their menu. In addition, some competitors have a catering menu with price breaks for bulk orders.
2. No cake decorator
 - a. Bliss does not currently have an employee who specializes in decorating cakes, which is especially a disadvantage when competing with local bakeries, like Rick’s and Shelby Lynn’s, who have award-winning cake decorators.
3. Little interaction on socials
 - a. Bliss has the most interaction on Facebook, but it is still variable depending on Facebook’s algorithm.

Opportunities

1. Promotions
 - a. By developing unique promotions, Bliss has the opportunity to earn the attention and business of their competition’s consumers.
2. Collaborations
 - a. Through participating and collaborating with other entities, with a similar target market in Fayetteville and Rogers, there is an opportunity to earn awareness from more customers in the NWA area.

Threats

1. Competitors
 - a. Competition is always a threat to any business. Many of the competitors of Bliss are well-established, nation-wide businesses who have more consumer awareness.
2. Small business
 - a. Many small businesses, especially restaurants, operate on small margins. There are several variables that can be detrimental to the success of a small business.

Assignment 3 - Segmentation, Targeting, and Positioning

Market Segmentation:

Target Market:

- Millennials and generation X
- Women
- Residents of Northwest Arkansas

Demographics of Millennials and Generation X:

- Mean disposable household income in the United States (2021)
 - Millennials: \$84,563
 - Generation X: \$102,512
- Average Annual Expenditure (2021)
 - Millennials: \$69,061
 - Generation X: \$83,357
 - Millennials and gen X are the highest spending generations
 - Top three spending categories are housing, healthcare, and personal insurance
- Life-stage
 - Millennials
 - Struggling Aspirationals: largest group; green, fit, and healthy; most open to digital marketing
 - Comfortable TV Watchers: opposite of struggling aspirational, prefer TV ads, small percentage of millennial population
 - The Active Affluent: most accomplished group/disposable income; oldest millennials; enjoys traveling, buying assets, and starting families
 - Successful Homeowners: most affluent and successful of the millennials whether by inheritance or income, experimental advertising can be effective
 - Generation X
 - Saving up for their children's college, home ownership, starting a business, vacation, and retirement
 - Email marketing is the best way to communicate with generation X
 - More than 80% are on social media
 - Push branding through Facebook and Pinterest
 - 68% use coupons they have received in the mail
- Cohort
 - Generation X born between 1965-1980; Millennials born between 1981-1996

Brand Positioning:

- Tone/Voice-One voice across all mediums
 - Enthusiastic (cheerful and spunky)
 - “Gluten Free...No Problem!”
 - Casual (friendly and conversational)
 - “How does that sound?”
- Images
 - Mostly product
 - Colorful and diverse
 - Some appear to be taken more recently and some appear to be taken a few years ago
 - Pets and customers
 - Eating or holding product
 - Store updates
 - Inclement weather, happy hour reminders, etc
- Attributes/Benefits
 - A great gift
 - Menu variety
 - In addition to custom cupcakes, cakes, and cookie cakes
 - For every occasion
 - increased menu options and themed merchandise during holidays such as new years, valentines day, mardi gras, st patrick's day, easter, graduation, mothers and fathers day, fourth of july, game day/football, halloween, thanksgiving, and christmas
- Competition
 - At least 3 gluten free, vegan, and keto options every day
 - Available for shipping
 - Great customer service from employees and talented baking staff
 - Christian values

Assignment 4 - Message & Media

Current Message Appeals and Mediums:

- Website <https://blisscupcakecafe.com/>
 - Easy to navigate
 - Lots of imagery
 - Web orders for in-store pickup
 - Homepage has 4 and 8 pack jars available for shipment
- Facebook <https://www.facebook.com/BlissFayetteville/>
 - Active

- Main media account because it is what the target market is using the most
- Ability to order through comments and messenger
- Posts/clusters of photos have a specific theme
- Many call to actions to order
- Instagram <https://www.instagram.com/blisscupcakenwa/>
 - Active
 - Relatively large following, low interaction on posts
 - Not able to order on the page, but can through the hyperlink to the webpage in the bio
 - Some imagery appears to be taken a few years ago or on an Android
 - Focuses both on cakes for order and seasonal menu items in-store
 - Some call to action to go into the store
- Twitter <https://twitter.com/blisscupcakenwa?lang=en>
 - Not as active
 - Not much interaction
 - About one like per post, no retweets
 - All content that could be on Instagram
 - Focuses on daily menu/in-store content
- Email
 - Email list through Square POS
 - Emails sent about once or twice per month with call to action to order special/themed items in store
 - Imagery is included
- In-person events
 - JB Hunt Headquarters pop-up once per month
 - NWA Boutique show annually in November
 - Collab with Urban Cellar Winery Saturday, June 16th 2022

Message Styles Utilized:

- Pathos: email/Facebook
 - “Losing a couple of days to winter weather is tough on a small business”
- Unique Selling Proposition
 - 3-4 gluten free flavors sold daily
- Offers
 - Free cookie with purchase on email sent 10/13/2022
- Price
 - Happy hour (everything edible is half off) from 8-9pm daily
- Call to Action: email/Facebook
 - “To order, leave a message below or email us webcontact@blisscupcakecafe.com”

- Humor
 - “but don’t sleep on the Oatmeal Raisin”
- Fear of Missing Out
 - “Walk-ins are always available on a first come first save basis”
 - “We will have extras for walk-ins on Tuesday, but do not know how long they will last”

Message Appeal Recommendations and Ideas:

- Condense Instagram story highlight reels
 - Some stories are repeated
- Focus on one theme/holiday at a time, so the page looks organized
 - Invest in a preset to create an aesthetic for the brand
- Post more engaging content on Instagram and Facebook reels and stories
 - Polls, open-response, multiple choice, and giveaways
- Delete Twitter to focus on content for other socials
- Use more hashtags on Facebook to increase traffic
- Increase SEO so customers in the area will find the store’s socials when they type in “Bliss”
- Collab with local businesses to do giveaways and events (like the Urban Cellar Winery event) to increase followership on socials
- Allow customers to order off of the Instagram as well, since that is what most college students and millennials use
- Invest in a quality camera/lighting sources for imagery of product
- Email out more offers to earn more returning customers
- Coupons in citiscapes magazine

Assignment 5 - Social Media Voice and Persona

Social Media Brand Voice:

- Character/persona: friendly, playful, warm
- Language: simple, fun, light-hearted
- Tone: personal, straight-forward
- Purpose: engage, enable, sell

5 Q’s:

- If Bliss was a person...they would be the inclusive friend who never knew a stranger. They always cheer up your day with their presence.
- Bliss’ relationship to its customers...is mutually beneficial. When customers make a purchase at Bliss they are getting a “mouthful of happy”.
- Bliss is for every day no matter the occasion.

- Similar companies...boutique cupcakes such as Sprinkles and Baked by Melissa and Christian values such as Chick-Fil-A and Hobby Lobby.
- Want all customers to think of Bliss as...top-of-mind awareness for dessert in northwest Arkansas. Not just for special occasions, but any time the customer is craving a sweet treat.

Positioning Statement:

- For anyone with a sweet tooth, Bliss Cupcake Cafe has an extensive dessert menu with gluten free, keto, and vegan options available in-store daily made by a talented baking staff and always served with a smile.

Assignment 6 - Preparing for the Strategic Pitch

Deliverable #1:

- Topic (objective you are trying to help Bliss achieve)
 - More engagement on social media through showcasing people/faces
- Your idea (deliverable)
 - Employee of the month on Facebook and Instagram
 - Baker or Front Counter worker
 - Rewards-gift cards
- Whys or proof points (try to come up with as many as possible)
 - Behind the scenes, engagement, awareness, employee appreciation, visibility, talent recognition

Deliverable #2:

- Topic (objective you are trying to help Bliss achieve)
 - Increase traffic during slower times of the year
- Your idea (deliverable)
 - Celebrate National Cupcake Day annually with a promotion
 - December 15th
 - Free Cupcake when you spend \$15 or more
 - \$12.15 per 4 pack
 - \$3 Cupcakes. Limit one per person
 - Giveaways on social media
 - Buy three, get one free
 - Buy six, get a coupon for a free cupcake (increase return rate)
- Whys or proof points (try to come up with as many as possible)
 - Increase traffic, increase return rate (depending on promotion chosen), boost sales, engagement on socials (depending on promotion chosen)

Deliverable #3:

- Topic (objective you are trying to help Bliss achieve)
 - Increase awareness in NWA within the target market
- Your idea (deliverable)
 - Partner with a local brewery for an event/charge \$25ish per person
 - “Flight” of mini or regular cupcakes paired with a flight of beer (congruent flavor profiles)
 - Bliss target market is 21+
 - Ex: Fossil Cove
 - IPA #3: Notes of grapefruit, citrus, toast, toffee, caramel and orange bitters. Paired with Butter Toffee
 - Blackberry Cream: Rich, fruity blackberry notes, deep fuschia hues, and an irresistible creaminess. Paired with Blackberry Vanilla Bean
 - T-Rex Tripel: Sweet notes of banana, marshmallow, fruit and subtle pepper. Paired with The Elvis
 - La Brea Brown: Rich chocolate toastiness, citrus, spice and dried fruit. Paired with Red Velvet
- Whys or proof points (try to come up with as many as possible)
 - Awareness, engagement within the community, small business partnerships, fun