

## Creative Strategy Brief with Media Plan

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<b>Section 1: IBP Campaign Overview</b>	
<b>Communication Objective</b> (e.g., build brand awareness)	Help raleigh locals discover East Bower Cider and understand type of ciders they offer and their atmosphere
<b>Project scope in your words</b> (i.e., what will this brand campaign market for East Bower Cider Co.)	Instagram brand campaign for East Bower Cider to help raleigh locals understand the what cider EBC offers, how its made, and the unique atmosphere EBC offers
<b>Section 2: Value Proposition (see Topic 3)</b>	
<b>Step 1: Consumer INSIGHT</b> that serves as the cornerstone of your integrated brand promotion campaign (frames need of target audience)	The primary target audience we seek for is someone 21-40 years old with a mix of urban professionals and Raleigh local residents new to cider. They appreciate fresh and locally-sourced ingredients, authenticity, community, and unique spaces they can invite their family, friends, and dog friends to. They are somewhat health-conscious and can be gluten-free. They primarily use Instagram and like to be an insider with behind the scene knowledge to share with friends and families through social media or word of mouth.
<b>Step 2: Top product features</b>	<ul style="list-style-type: none"> <li>-Cider that is <b>dry</b>, locally-sourced, always on different rotation, and caters to different taste palettes.</li> <li>-Large outdoor patio with firepits, coverage, dog and kid-friendly</li> <li>-Space to host medium-sized event outside</li> <li>-Live music and food trucks that pair well with their cider</li> </ul>
<b>Step 3: rational benefit</b> (match the features to the need state, in the consumer's voice answering "so what do I get")	The customer gets a selection of unique alcoholic beverages, mostly cider, that give them new taste palettes paired with a unique atmosphere. They have the opportunity to experience community and bring their friends into the fold. They aren't wasting the free time they have fighting for space at a bar, instead they get to enjoy the easy going, friendly, environment offered by EBC.

<p><b>Step 4: emotional</b> (dial up the rational benefit by tapping into “so how that makes me feel”)</p>	<p>This community brings a sense of belonging with weekly unique events, dog-friendliness, gluten-free friendliness, and kid-friendliness. This creates a desire to return and make EBC a part of their weekend routine. This is the place where life and its struggles are not relevant and people get to relax, enjoy fresh air, and socialize with their peers with an engaging atmosphere.</p>	
<p><b>Brand promise to feature in creative</b> (see Dos Equis example from Topic 3 study slides)</p>	<p>Community through Cider</p>	
<p><b>Section 3: Media Plan</b></p>		
<p>Note: present at least two vehicles and include any that could feature in your integrated brand promotion campaign. One must be Instagram.</p>	<p><b>Vehicle 1:</b> IG reels showcasing atmosphere</p>	<p><b>Vehicle 2:</b> IG static posts showcasing cider-making process, farm to cider &amp; special/seasonal ciders with limited time availability</p>
<p>Justification for vehicle selection for your target audience (from your data and research)</p>	<p>41% of respondents agree that EBC's feed makes them want to go for the atmosphere</p> <p>MoreVideo (1=want to see more videos, 0=don't care to see videos) 13/88=14.8% of respondents want to see more videos/reels on EBC's feed</p> <p>MoreAtmos (1=want to see more atmosphere/events, 0=don't care to see atmosphere) 21/88= 23.9% of respondents want to see more content about the atmosphere and events that go on at EBC</p>	<p>MoreBTS (1=want to see more behind the scenes/process making, 0=don't care to see BTS) 14/88=15.9% of respondents want to see more content about the process of making the cider</p> <p>45% of respondents have noted that the behind the scene experience has made them feel more like an insider with special knowledge</p> <p>39.09% of respondents spend 31-60 minutes per day on Instagram</p> <p>NoFB (1=don't use/have facebook, 0=use or have facebook) 20/88= 22.7% of respondents don't have or</p>

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#### Section 4: Creative strategy

Potential creative ideas for campaign  Note: you are not expected to have all ideas generated or flushed out, but present at least two potential creative ideas here in draft form  For each, state what creativity element each might bring to life (see Topic 5)	<ul style="list-style-type: none"> <li>-Mock up a recap reel of an event EBC hosts</li> <li>-Mock up a simple atmosphere reel</li> <li>-Showcase ugc reel examples EBC can keep an eye out for from their ugc creators to repost</li> </ul>	<ul style="list-style-type: none"> <li>-Mock up a carousel post of cider-making process with 43descriptive engaging caption including emphasis on gluten free friendly</li> <li>-Mock up lifestyle/food &amp; beverage mood board for photography inspo showcasing special/seasonal ciders</li> </ul>
Copywriting ideas  Note: these could be Ogilvy principles or ideas using voice of brand from Co-founders (see topic 7A)	<ul style="list-style-type: none"> <li>-"how our (EBC event) went down"</li> <li>-"come with us to a (EBC event)"</li> <li>-"(EBC event) happening in raleigh this week"</li> </ul>	<ul style="list-style-type: none"> <li>-"cider isn't what you think it is"</li> <li>-come up with an EBC slogan</li> <li>-"did you know...?"</li> </ul>
Art & Design ideas  Note: these could be colors, aesthetics, imagery, design principles, etc. you might consider applying (see Topic 7B)	<ul style="list-style-type: none"> <li>-showcase the greenery EBC has</li> <li>-real-time live events and social gatherings</li> <li>-product in use</li> <li>-clean bright aesthetic</li> </ul>	<ul style="list-style-type: none"> <li>- incorporate the city of oaks aesthetic, home-town vibes</li> <li>-lifestyle pics of people drinking cider, pouring cider, cider stand alones and flights</li> <li>-details of product</li> <li>-greenery in background</li> </ul>

## Section 5: Powerful and Effective Creativity for East Bower Cider Co.

<p>Explain what about your ideas above will resonate with psychographics of the target audience</p>	<p>showcasing EBC atmosphere will resonate with our target audience because as a Raleigh local, you are always searching for new small businesses, a community, and a place to socialize with friends and family. EBC has a great space for socializing and unwinding for all ages and even hosting events that our target audience can appreciate and feel inclusive to participating in a unique atmosphere with unique drinks.</p>	<p>showcasing the cider-making process and special ciders will resonate with our target audience because raleigh locals will appreciate locally-sourced products and a product that is prominent west of NC, coming down to the heart of raleigh. As whole society in 2023, we are more health conscious and showcasing the process will create trust and help break that stigma of “artificially sweet, girly” cider, that including Raleigh locals who don’t visit the mountains a lot, probably have as well.</p>
<p>Explain how any of your ideas have potential for the “fame effect” with the target audience</p>	<p>our reels can have the fame effect because of the unique events that foster the raleigh community will have the potential of constantly being shared amongst friends and family who are in raleigh, new to raleigh, or visiting raleigh as raleigh continues to grow. sharing one of the first cideries to open with fun engaging events for everyone will intrigue new people and spread through word of mouth.</p>	<p>our authentic, quality static posts can have the fame effect because of the stories behind the process and the creation of special ciders. people love uniqueness and useful information, so showcasing the process will interest and entice people to get a taste for themselves and promote a brand they feel they can trust and appreciate for breaking the stigma.</p>