

Social Media Marketing

MRKT 180

Assignment 2: Building a Brand

Maria Alejandra Quintero

CARAMELO BAKERY

a. BRANDING:

1. Brand Clarity: We make the most unique cakes for special occasions for your friends, family and you, using fresh and organic ingredients from farmers market. We offer a variety of products gluten free, dairy free and specific diet restrictions with unique, fun designs and decorations according to the occasion
2. Brand Purpose: We all need a sweet moment in life but sometimes it is difficult when we or our loved ones has any restrictions. We created this business in order to give you that sweet option for any type of person with the best designs and decoration.
3. Brand Vision: To create a bakery which makes the best quality baked good on site from scratch, fresh daily to everyone around you bringing a special joy to life.
4. Brand Master plan:
 - Creativity: Our brand will always be innovating in our cake designs to make them unique and special. Placing all our creativity for all special occasions.
 - Happiness: our goal with all the orders is to bring happiness to our consumers by bringing to them a sweet taste through the palate and surprising them with our designs.
 - Service: One of our highlight values is the service. Caramelo bakery wants to provide the best service to all our customers by giving them the best of us everyday with a high degree of responsibility and honesty.
5. Brand creative Brief:

Caramelo bakery is committed to create unique cakes for any occasions for any diet or health restrictions. We offer a variety of products gluten free, dairy free and specific diet restrictions such as Paleo, Ketogenic and others. All our ingredients are organic and freshly from Farmers Market around the Bay area. Caramelo bakery design and decorate the cakes that you wish.

6. BRAND STORY

1. Now days there are a lot of food allergens and diet restrictions for people around the world. Sometimes is very complicated to find a special sweet dessert or cake for birthdays for those people. Caramelo bakery has many options for everyone, our customers do not have to go around the city trying to find a cake or dessert for everyone around the city. You can find the cakes or de dessert in our bakery for anyone.

2. The thing that our customers must get past is wasting time trying to find recipes for cakes to surprise a person or running around the city trying to find that unique cake or sweet in bakeries for people with restrictions. We offer you a variety of products for everyone in your party or meeting with a great taste and unique designs
3. What Caramelo bakery does that our competition doesn't is very simple, all our customers can find for everyone in the same bakery without wasting time to go other places and buy each dessert or cake for each person. We can make the same cake with the same design for people with gluten free restrictions and people in a specific diet or just a regular cake for other people, we warranty that our cakes has the unique flavors with delicious organic ingredients.

B. Customer personas for your brand

	Andrea	Victor	Diana
Lifestyle	<ul style="list-style-type: none"> • 30-60 years • Lives in the suburbs • Works full time • 2 to 3 kids • married/divorce • Income \$75k 	<ul style="list-style-type: none"> • 25 to 25 year • Lives by himself • Works in tech companies • Income \$70k • Single or in a relationship. 	<ul style="list-style-type: none"> • 18-26 years • College or university • Fitness • Focus on studies • Lives with roommates • Likes to go out with friends every weekend.
Habits and hobbies	<ul style="list-style-type: none"> • Busy life • Cell phone and social media • Yoga, gym and kids sports • Does not have time to cook. 	<ul style="list-style-type: none"> • Cooks for himself because has a diet restriction. • Likes dessert and bakery stuff. • exercise 3 to 5 times a week • Play video games • Go out with friends 	<ul style="list-style-type: none"> • Exercise • Make up • Diets • Fitness • Post everything in social media shopping
Digital life	<ul style="list-style-type: none"> • Uses facebook, instagram, pinterest. • Watch tv free time • Likes to read • Sends cards for special occasions 	<ul style="list-style-type: none"> • Active user of facebook, instagram, snapchat. • Watch tv • Play video game 	<ul style="list-style-type: none"> • Spend most of the time on social media • Facebook, instagram, snapchat, pinterest • Share everything on social media
Priorities	<ul style="list-style-type: none"> • Works 5 days • Education • People are more important than things 	<ul style="list-style-type: none"> • Eat healthy because of his restriction • Healthy lifestyle • Success in his 	<ul style="list-style-type: none"> • Look great in daly bases • Active fitness, likes zumba, workouts, run.

	<ul style="list-style-type: none"> Stability for everyone around her. 	<ul style="list-style-type: none"> work Likes challenges and have goals for the future. 	<ul style="list-style-type: none"> Friends are all in her life. Great score in school.
Frustrations	<ul style="list-style-type: none"> One of her kids is gluten free. Her husband is dairy free. 	<ul style="list-style-type: none"> Follow keto diet to be in shape. 	<ul style="list-style-type: none"> Gain weight Loves sweet stuff and dessert.

C. CREATE A MOOD BOARD



D. COMPLETE BELOW ABOUT YOUR BRAND

1. LOVED
2. UNIQUE
3. ELEGANT
4. SHARE
5. SINCERE AND CHEERFUL
6. EXCITING, PROFESSIONAL
7. POWERFUL, EMOTIONAL, FUN
8. TRUSTWORTHY, INTERESTING, HELPFUL
9. STRICT

GROUP 1	GROUP 2	GROUP 3
<ul style="list-style-type: none"> ● Loved ● Share ● Fun ● Exciting 	<ul style="list-style-type: none"> ● Unique ● Elegant ● Professional ● interesting 	<ul style="list-style-type: none"> ● Helpful ● Sincere ● Trustworthy ● Cheerfully
Loved	Unique	Sincere

TONE OF VOICE DIMENSION

Funny (1)	<u>5</u>	Serious (10)
Enthusiastic (1)	<u>4</u>	Matter of fact (10)
Respectful (1)	<u>3</u>	Irreverent (10)
Formal (1)	<u>5</u>	Casual (10)

E. Social media audit

1. Gluten free birthday cake, gluten free cakes, keto cakes, low sugar birthday cakes, low sugar desserts, dairy free cakes, dairy free birthday cake, dairy free dessert, Cake decorations, Cake ideas, birthday parties.
 2. Wholesome bakery:
 - Disappointing. None of the desserts had strong flavors or even strong sweetness to them. The expectation being the coffee cake, which was basically amaretto cake it tasted so strong of almond. We didn't enjoy the pistachio cupcake
 - I can't speak to the quality of the cupcakes since mine never arrived but I can speak to the professionalism of the organization based on my experience. I ordered two dozen cupcakes for delivery for a friend's birthday. The order was confirmed for delivery and my credit card was charged. On the day of delivery the cupcakes never arrived.
 - Thank you guys for making these great options! Organic vegan and gluten free !! I hope the entire world follow your ethos!
- Mariposa Baking company:
- This is a MUST VISIT if you are gluten free! It had been so long since I've had a cinnamon roll...like years.
 - This is the best 100% gluten free bakery that I have ever been to. They have almost everything: cinnamon rolls, muffins, turnovers, cupcakes, cheese cakes
 - Excellent gluten-free food but the service is painfully slow because of inefficient use of time by some staff... standing around waiting for a toaster to do it's thing is a profit killer.

Cup and Cakes Bakery

- Ordered a cake for a company event a week in advance, confirmed size and date for delivery via email.
 - This Hidden Gem is worth EVERY penny! OMG. I have been searching all of SF for the best Cupcakes in town and by golly I've found them!
 - Had our reception cake done by them! It was so delicious. Cream cheese frosting was on point, and the chocolate drip had a nice shine. Easy communication, no hassle delivery. Very happy with our choice!! Thanks for helping make our day amazing
3. Most of the pain point that people are talking about is about customer services, they mention that there are not enough places where they can find their goodies, dessert, cakes for special locations. Some of them were saying that the dessert that have in some gluten free places are not very strong, so Caramelo has to work very hard to give the best experience to the palate of our customers. Caramelo bakery will focus also in the customer service, given the best experience in all the senses to our clients, since they open the doors of our bakery until they finish eating our goodies.

4.



B.

google.com/search?q=google.com%2Bglutenfreebakery&sxsrf=ACYBGNTXKGMl0xtw6vOYfNHKjwbnNh8Xg:1570549172472&source=inms&tbn=nws&sa=X...

google.com+glutenfreebakery

All Videos Maps News Images More Settings Tools

About 254 results (0.18 seconds)

- Tucson Foodie**
26 Scrumptious House-Made Cookies in Tucson to Pick and ...
Nothing beats the smell of freshly baked cookies wafting from a store entrance. A fresh house-made cookie is an inviting experience — the ...
Mar 18, 2019
- Tucson Foodie**
12 Local Bakeries to Slice into Fresh Bread
This northwest gluten-free bakery also offers breads and a wide variety of pastries. The weekly selection varies, but some of the standards are ...
Mar 4, 2019
- Tucson Foodie**
Local First Arizona Roadshow & Dedicated Bakery's ...
In addition, the event is celebrating gluten free bakery and coffee shop. Dedicated, as they prepare for their fifth anniversary. You can expect to ...
Apr 27, 2019

GlobeNewswire (press release)

Type here to search

google.com/search?biw=1500&bih=720&tbn=nws&sxsrf=ACYBGNTpUvH85ntHj7dg9M8uH77XnX2oqW%3A1570549294832&ei=Lq6cXeG7MqOv0PEPv4CU...

google.com+veganbakery

All Videos Maps News Images More Settings Tools

10 results (0.19 seconds)

- AdAge.com**
Google flips the switch on its next big money maker: Maps
Tap on the "For you" tab on the bottom of the Map app's launch page and it might suggest a vegan bakery, while saying "you seem interested in ..."
Apr 10, 2019
- Entrepreneur**
Examples of Vegan Business Ideas
A Kind Mama Vegan Bakery offers their customers a vegan-friendly, sugar fix to satisfy all their cravings. The monthly subscription box is filled ...
Jul 24, 2019
- Westword**
Best Denver Vegan Ice Cream
Make, Believe Bakery is a completely vegan bakery next door to vegetarian favorite City, O' City. The chocolate and vanilla soft serve ice ...
Jul 23, 2019
- Foster's Daily Democrat**
Orheim brings higher-priced luxury apartments to Denver