

# CREATIVE BRIEF

## 1 / CLIENT *Warfels Chocolate*

*Warfel's Chocolates falls under Elaine Warfel Stauffer's brand, the Warfels Sweet Shoppe. The brand prides on its history, as Elaine is a second-generation candy maker. The heart of Warfel's Chocolates stems from a mother-daughter bond leading to the company's birth in 1994. You can find the shop located at the Dayton Market in the Shenandoah Valley, a local treasure (N.A., 2022). The candies are quality homemade treats ranging from chocolate, fudge, truffles, and more (N.A., 2022).*

## 2 / OBJECTIVES

*To promote Warfels Chocolates to build brand awareness and increase sales.*

## 3 / TARGET AUDIENCE

*We are focusing on marketing to millennials, the largest American generation born between the 1970's-2000's. They are family oriented and enjoy a structured lifestyle whilst creating adventurous memories in their free time. Millennials have the highest rates of smartphone ownership among generations with 80% of them spending the majority of the day plugged into their phones. This results in them valuing personalized and authentic content and brands with reliable media presence. They are loyal consumers and value companies as a whole over the product. Millennials believe in having a work life-home life balance and again, they cherish family time (Mintel, 2021).*

## 4 / CURRENT MINDSET

*The current mindset is that Warfel's Chocolates is a local treasure to the Shenandoah Valley. The historical shop specializes in homemade treats ranging from chocolates, to truffles, fudge and more (N.D., 2022). Current buyers describe Warfel's Chocolates as delicious, wholesome, and as one of a kind (Marvin, 2018). It is a place to visit often with family and friends (N.A., 2019).*

## 5 / DESIRED MINDSET

*We want our target audience to think that Warfel's Chocolates is more unique than larger chocolate brands. It is special because it is homemade, local, and made with quality ingredients. We want consumers to embrace Warfel's Chocolates as an local delicacy rather than just a big brand chocolate brand. We hope customers become loyal and satisfied, and appreciate the history of Warfels Choclates.*

## 6 / BIG IDEA/CONCEPT

*Millennials value quality time with family and friends. They work hard to provide for their families, but nothing matters more to them than quality time spent with their loved ones. Warfels Chocolates embraces its mother-daughter origin and its history of generations of family candy makers. Warfels Chocolates is the sweetest way to say I love you.*

## 7 / SUPPORTING EVIDENCE

*Warfel's Chocolates specializes in making high quality, tasteful chocolate products. The company's history reveals that its' products have always been intentionally crafted and made in fresh batches, even to this day. Customers remain loyal and spread the word on the local wonder of a chocolate shop (N.A., 2020). Warfel's Chocolates is more than its delicious products, it's an experience for friends and family to share (Clark, 2020).*

## 8 / KEY EMOTION OR TONE

*Wholesome, lighthearted and family friendly.*

## 9 / COMPETITION

**Sugar and Bean Baking Company:** Similar to Warfels Chocolate. Sugar and Bean Baking Company is also a small business that serves sweet treats. They differ in the sense that they serve pastries, cake and coffee.

**Heritage Bakery and Cafe:** Heritage Bakery Cafe is another small shop located in Harrisonburg. Their sweet treats and eclectic shop makes it a must see place.

**Luray Fudge Company:** Although Luray Fudge Company is located 30 miles outside of Harrisonburg, they also serve fudge and other chocolate products, making it a competitor of Warfels Chocolate.

## 10 / CREATIVE GUIDELINES

*Warfels Chocolates logo*

THIS IS THE MOST IMPORTANT PART

# ANNOTATED RESEARCH

## 1 / RESEARCH ABOUT BRAND / PRODUCT

*Warfel's Chocolates falls under Elaine Warfel Stauffer's brand, the Warfels Sweet Shoppe. The brand prides on its history, as Elaine is a second-generation candy maker. The heart of Warfel's Chocolates stems from a mother-daughter bond leading to the company's birth in 1994. You can find the shop located at the Dayton Market in the Shenandoah Valley, a local treasure (N.A., 2022). The candies are quality homemade treats ranging from chocolate, fudge, truffles, and more (N.A., 2022).*

*Warfel's Chocolates can be segmented into the Chocolate Market. In summary, the Chocolate Market is organized by type, distribution, and geography (N.A., 2021). Warfel's Chocolates is a local business in the Shenandoah Valley with the distribution of its products in its store and online.*

*Currently, the Chocolate Market has a growing demand for organic, sugar-free, and healthier options of chocolate (N.A., 2021). Market research shows that some brands are capitalizing on the demand for more health-conscious products by offering smaller portions of chocolate and promoting their healthier options more. (Luther, J., 2019) Because of the growing health and environmental concerns in the target audience of candies and chocolates, this is great news for Warfel's because of the sugar-free options the brand has available to promote (N.A., 2021).*

*In order for a chocolate company to stand out, there must be a wide assortment of chocolate and a variety of unique and unusual flavors. (Langemaat, 2021) The research also suggests that attractive and enticing packaging is also important. Another common but effective way to market chocolate is to feature it as a reward, or to focus in on its taste. (Luther, J., 2019) In terms of an online chocolate business, customers look for an easy and safe check out process, user friendly website, and privacy protection in place. (Langemaat, 2021)*

## 2 / RESEARCH ABOUT TARGET AUDIENCE

*Millennials are currently making up 25% of the American population, being born between the 1970s-2000s. (N.A., 2022) They enjoy adventure, traveling and are big smartphone users. American millennials are a key consumer of online marketing, whilst having the highest rates of smartphone ownership among generations (N.A., 2020) Creating a multi-platform media strategy is one of the best ways to reach the younger generation. Personalized, authentic content and maintaining an engaged social media presence is important when targeting the smartphone generation. (N.A., 2020) They are leaders in purchasing online and often prefer it rather than go in-store, and they like when a brand's social media have creative messaging and responsive, active accounts. (Grozdanov, A., 2022)*

*Millennials tend to stay dedicated to the brands that they repurchase from, and they favor brands that offer a unique experience and good customer service. (Grozdanov, A., 2022) They tend to feel loyal to brands rather than the product itself; however, they sometimes favor generic store brands over name brands if it means they will save money. (Grozdanov, A., 2022) Millennials associate money with power and tend to work very hard for financial comfortability. (N.A., 2021) Millennials like to be an advocate for their community, which is why they enjoy supporting small businesses. (Sendinblue, 2021) In terms of advertising, they prefer ads that are relevant and humorous, but many are starting to install ad blockers; so, the most effective ways to market to them are through trusted individuals and by having creative campaigns. (Grozdanov, A., 2022)*

## 3 / RESEARCH ABOUT MEDIUM

*80% of millennials spend the majority of their time plugged into their phones each day (Admin, 2016). Millennials are constantly "plugged in" and are constantly engaging with something online. However, magazines are one of the main sources millennials turn to when they have time to relax. Readers will find inspiration and look with awe towards magazines (Admin, 2016). A local magazine gives advertisers the opportunity to use different forms of print to catch the user's eye and attention while being focused (Admin, 2016).*

*A magazine as a medium delivers ads that are easier to understand, more memorable, and leave a deep emotional impact on the brain (Admin, 2016). Magazines are a great way for a business to target a precise local and niche market (Admin, 2016). Readers love magazines and millennials are prime consumers of this medium.*

*Billboards are large scale print advertisements usually placed in high traffic areas such as highways and in cities. They are beneficial when promoting brand awareness and broadcasting a product or campaign as they will have a large audience of viewers. (Decker, 2019) Billboards are usually viewed at a fast glance which means the design is crucial to catch your audience's attention. Making your billboard memorable, telling a short story and making it interactive are some different ways to keep a billboard creative. (Decker, 2019) It is also important to reduce the amount of "clutter" on this OOH medium; keeping design elements to a minimum, yet still having an effective message, is the key to a good billboard ad. (N.A., 2019) Having a clear call to action in the headline and a company name/logo are the most important, as well as maintaining a consistent design theme across multiple billboards and good location placement where the ad will not blend in with the background. (N.A., 2019)*

# INSPIRATION, SKETCHES, ROUGHS

<https://app.mural.co/invitation/mural/jmusmad0236/1662945966819?sender=udc86ef2bf14f18932d7c2767&k ey=2a830a1c-d065-409f-895c-8631707be5e7>

## FINAL CREATIVE



## OOH AD

48 in x 14 in



**“Thanks, mom.”  
The best way to say I love you.**

**Warfels**  
CHOCOLATES

## MAGAZINE AD

8.375 in x 10.875 in



**Warfels**  
CHOCOLATES

The sweetest love. The sweetest taste. A perfect match.

**The best  
way to say  
I love you.**

## 1 / CONTENT DESCRIPTION

*The concept for our advertisements for Warfels Chocolates plays on the idea that Warfels Chocolates is a family run business and specifically mother and daughter run business.*

*We chose a seasonal color palette that represents the warm and welcoming atmosphere of the holiday season. For both the print and OOH ads, we chose to do an orangey red background with a touch of gradient to add depth. In regard to type, we chose "Mr Eaves XL" font. This sans serif font is a perfect match for our tone of "Wholesome, lighthearted and family friendly." It has a clean look with repetitive tones. It is also very easy to read, which is especially useful for our OOH ad.*

*Our print ad includes a photo of a mother and daughter holding a spoon full of chocolate. The copy of the ad includes a headline and body copy. The headline reads "The best way to say I love you," and the body copy reads "The sweetest love. The sweetest taste. A perfect match." The print advertisement also includes the Warfels Chocolates logo.*

*Our OOH ad is a billboard. The design of this billboard includes a photo of a young child holding a heart shaped chocolate. The copy includes a headline and short body copy. In order to form a connection between the print and OOH ads, the headline for the OOH ad also reads, "The best way to say I love you." On the other hand our body copy reads a simple, "Thanks, Mom". Lastly, the OOH ad also includes the Warfels Chocolates logo.*

## 2 / MEDIA RATIONALE

*An advertisement in a Shen Valley local magazine was fitting for Warfels Chocolate because they are a local business with the majority of their customers living locally. Although Warfels Chocolates does ship their goods nationally, we saw it to be most important to market to millennials locally. People trust magazines because of their long history and value to local communities. The target audience is likely proud of their community and will be happy to support a local business. An advertisement in a local magazine is the perfect way to communicate with the target audience, and it allows for increased creative freedom with its high quality design.*

*A billboard is the perfect way to increase brand awareness. Warfels Chocolates is looking to expand their audience to millennials, so a billboard on I-81 will be able to capture the attention of millennials. Millennials live a very busy lifestyle and may not be consuming media on a daily basis. In this case, a billboard is perfect since they people do not have to go out of their way to see the advertisement. The simplicity of a billboard alone is enough to grab an audience's attention and increase brand awareness with the large logo and hands holding chocolate.*

## 3 / CREATIVE RATIONALE

*We wanted our advertisements to reflect Warfels Chocolates family-centric history. The heart of Warfel's Chocolates stems from a mother-daughter bond leading to the company's birth in 1994. Our ads reflect a mother and daughters connection and our copy drives that idea home. Warfels Chocolates prioritizes its values and history over delivering the 'new and best thing.' This is the reason that we centered on family as well as added a slight grain to our images to add a level of depth and indicate the history of Warfels Chocolates.*

*With millennials being our target audience, we aimed for a design that would be suitable to their relationship driven lifestyle and touch points of family. Our overall campaigns design is simple and to the point to which allows busy millennials to understand our ad without interpreting hidden messages.*

*We chose a gradient orange/red background to reflect the fall and winter seasons, as well as represent the holiday spirit present during those seasons. Moreover, orange exudes warmth and joy and is considered a fun color that provides emotional strength; the colors chosen are representing the overall concept of our ad revolving around family. In addition, we put a textured image over both compositions to tie in the nostalgic and history oriented feel from our inspiration.*

*The typefaces we chose are a simple sans serif font, which makes the type easy to read and partners well with the typographic logo. This is especially useful on our OOH ads because cars will be quickly passing by, so it is important that the message stands out. We picture family's traveling around Harrisonburg and catching sight of the billboard on their way around the city. Our photographic elements are present in both ads, with the print ad being a mother daughter sharing chocolate and the billboard being a zoomed in version of that moment.*

# MEDIA CITATIONS



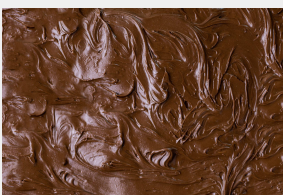
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