



CREATIVE BRIEF

LORENA, TX

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OVERVIEW

Who is the client?

The clients for the line of businesses (The Village Lamp Lighter and the Boujee Bean) in Lorena we are creating an integrated marketing campaign for are not only residents in Lorena, but also potential clients in surrounding towns, such as Waco. There is no desired age of the target audience because we hope to target everyone.

What is the business and industry?

- The Village Lamp lighter is in the Residential Electrical Lighting Industry and was founded in the 1960's. They offer lampshades, table lamps, chandeliers, ceiling fans, wall lamps and outdoor lamps. They offer these products ready-made or custom-made.
 - The brand personality can be described as cozy and comforting.
- Boujee Bean is a coffee shop in the Miscellaneous Food Stores Industry and was founded in the Fall of 2022. They offer a wide selection of coffee drinks such as lattes, macchiatos, cappuccino, espresso and many more. They also offer tea and baked goods.
 - The brand personality can be described as inviting and kindhearted.

OBJECTIVES

Goals of the project:

Our goal is to provide the local businesses the opportunity for growth by creating an integrated marketing campaign to aid in their advertising process. We want to increase traffic to the town of Lorena and spread awareness of the businesses' unique offerings.

Specific objectives:

For the Boujee Bean and the Village Lamp Lighter, the team hopes to increase their social media presence on Instagram. The tone of the Instagram posts and stories should be consistent with their brand image.

The Boujee Bean has the opportunity to attract students who like to study in coffee shops and try new coffee flavors, so these elements should be focused on in advertisements.

The Village Lamp lighter should aim to attract those who appreciate history and handmade items in their advertisements. Both businesses should start an email list to spark attention to their business promotions through emails.

PROBLEM AND PROSPECT NEED

What is the scope of the project?

The scope of our project is to draw more people into Lorena, including Baylor students.

Therefore, we need to curate advertisements and gather research that appeals to a large demographic of people, along with cooperating alongside our clients to effectively execute their ideas into our work as well.

What are the timelines and deadlines?

Our timelines and deadlines are contingent on how quickly our clients communicate with us and what Professor Burleson's expectations are each week. Our current deadlines include visiting Lorena by the end of this week and submitting our revised Branding Analysis and Creative Brief by the end of the week as well.

What is the budget?

We don't have a specific budget currently, but we will do what we can to meet all of our clients needs, whatever they know they exist or not. We will make it affordable and convenient for our clients.

CREATIVE GUIDELINES

Brand tone:

- Lorena: Intimate, cozy, historical
- The Boujee Bean: Inviting and compassionate
- The Village Lamp Lighter: Traditional and thoughtful

Design elements:

- The Boujee Bean: After conducting primary research, we learned the new color scheme contains rust, gold, brow and black. The shop is developing a new logo, font, and picture wall to encourage social media posts.
- The Village Lamplighter: After conducting primary research, we learned that this company doesn't advertise much anymore, but is open to doing so while maintaining their eclectic, historic feel. They are open to branching out on media platforms such as Facebook to gain consumer awareness for their company.

ADVERTISING PROPOSAL

While analyzing research conducted for rural development, specifically Lorena, it was clear that our target audience is 42-46 year olds. However, if we are aiming to draw more Baylor students/young adults in Waco to Lorena, we need to conduct advertisements that are modern and appealing to them as well. Thus, our advertisements (i.e. graphics, proposals, copywriting, etc.) must incorporate an old-style feel with a modern twist.

For a general beginning, our group plans to tentatively create a graphic appealing to various ages. We can do so through minimalistic, innovative design that incorporates colorful aesthetics visually appealing to the eye.

In order to appeal to such a broad range of ages, advertisements have to be curated with caution. Therefore, we plan to be minimal, yet captivating with our designs, incorporating color yet being intentional with implementing modernism into the advertisements as well.

KEY BENEFITS

- The Village Lamp Lighter's key benefits include custom-made lamps made to match clients' needs, lamp repair and restoration and a wide selection of pre-made lamps. What also sets them apart is their brand reputation and history. For instance, they have made customer lamps for Baylor University, The University of Houston and former President Bush.
- The Boujee Bean's key benefits include being the only specialty coffee shop in Lorena. They also provide seasonal drink options and plenty of room to socialize and study, which sets them apart from their competition. The owners are very inviting and social which draws in customers looking for a comfortable, inviting space.

CALL TO ACTION

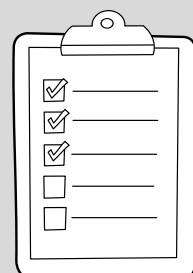
The action that the target audience should take:

The target audience should want to visit Downtown Lorena and want it to grow and flourish. They should be inclined to visit the town and learn more about its rich history.

Next steps:

After the target audience receives the message to visit Lorena, they should be intrigued to:

- Go to the Boujee Bean to try new seasonal drink flavors, study in their large study space and feel comfortable in the inviting atmosphere.
- Go to the Village Lamp Lighter to browse all the products, purchase a custom-made lamp and enjoy the historic atmosphere.
- Walk around downtown and appreciate the history and the small town feel.



PROMISE/ TAKEAWAY

While working with our clients, we hope that they gain a bigger customer audience and draw not only to their companies, but to downtown Lorena altogether. Both companies have explained how the downtown Lorena area could use more customers, and after scoping it out, we agree as well. Therefore, in order to appeal to all ages, we aim for our advertisements to be classy, yet unique and eye-catching so that they appeal to broad ranges of demographics, thus drawing in a variety of people.

SUPPORT FOR CLAIMS

Regarding support for claims, we have done a good amount of primary and secondary research to gather information about our broad target audience. We have come to find that people are curious about Lorena and would potentially be willing to check it out. Thus, it is in the hands of our group to make it look like an appealing place to visit.

CONSUMER INSIGHTS

From our research it has been determined that 62.27% of potential consumers would be willing to travel to Lorena to shop if they knew more about the businesses. Because the target market is a wide range of ages, our goal is to influence those who do not already live in Lorena to visit and shop locally. We would also like to encourage those who already live in Lorena to support the businesses in their downtown more often.

It can also be inferred from our research that having coffee shops with study space and reasonable prices are more attractive to consumers. We can approach this by including an influx of social media posts that exhibit the space and prices at the Boujee Bean.

Word of mouth and social media are the primary ways the Boujee Bean and the Village Lamplighter advertise. Both the younger end of the target market as well as the older end use social media to learn more about new stores and experiences. Increasing a social media presence for both companies has the opportunity to increase the reach to the consumer.



TARGET MARKET

*The primary target market for the Boujee Bean:
Lorena Residents. People with families.*

- *Everyone*
- People looking to build community in Lorena
- An openness to try new things
- Appreciation for customization and choice
- Desire to support local businesses
- Appreciation for quality products



Judy and Cindy love to meet at the Boujee Bean for coffee on Friday afternoons. They love to try new drinks and chat while they do crafts.

TARGET MARKET

Secondary Market: Baylor students

- ages 18-25
- students during exam week looking for somewhere to study
- "coffee snobs" looking for a new place to try coffee
- adventurous students who enjoy finding new places



Linsey and Megan, Baylor students, forced to look outside their regular coffee shops for a place to study for exams due to limited study space.

TARGET MARKET

Primary for the Lamp Lighter: Lorena Residents.

People who own homes

- People within the greater Waco area
- People looking for unique statement pieces
- People who own sentimental lamps looking to get them repaired
- People who appreciate customization and choice
- Deep appreciation for creative elements
- People looking for quality items
- People who are typically in their forties and new home owners.

Ryan and Kelsey are new homeowners in Waco. Kelsey is very particular about the interior design of their house. She wanted unique light fixtures throughout their new home.



ADVERTISING SLOGAN IDEAS

*Examples of slogans are listed below in
order of preference:*

1. Lorena, Love and Lattes
2. Lattes and Love from
Lorena
3. You'll Love it in Lorena
4. Lattes made with Love
from Lorena