

The image features a central brown rectangular panel with a pattern of small, light-brown circles. This panel is flanked on both sides by a close-up photograph of several golden-brown chocolate chip cookies. The cookies are round and have a slightly irregular, baked texture with visible dark chocolate chips. The overall composition is symmetrical and visually appealing, combining a classic treat with a modern design element.

JD's Chippery

Team 1 Agency



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WHO WE ARE



Caylee Props



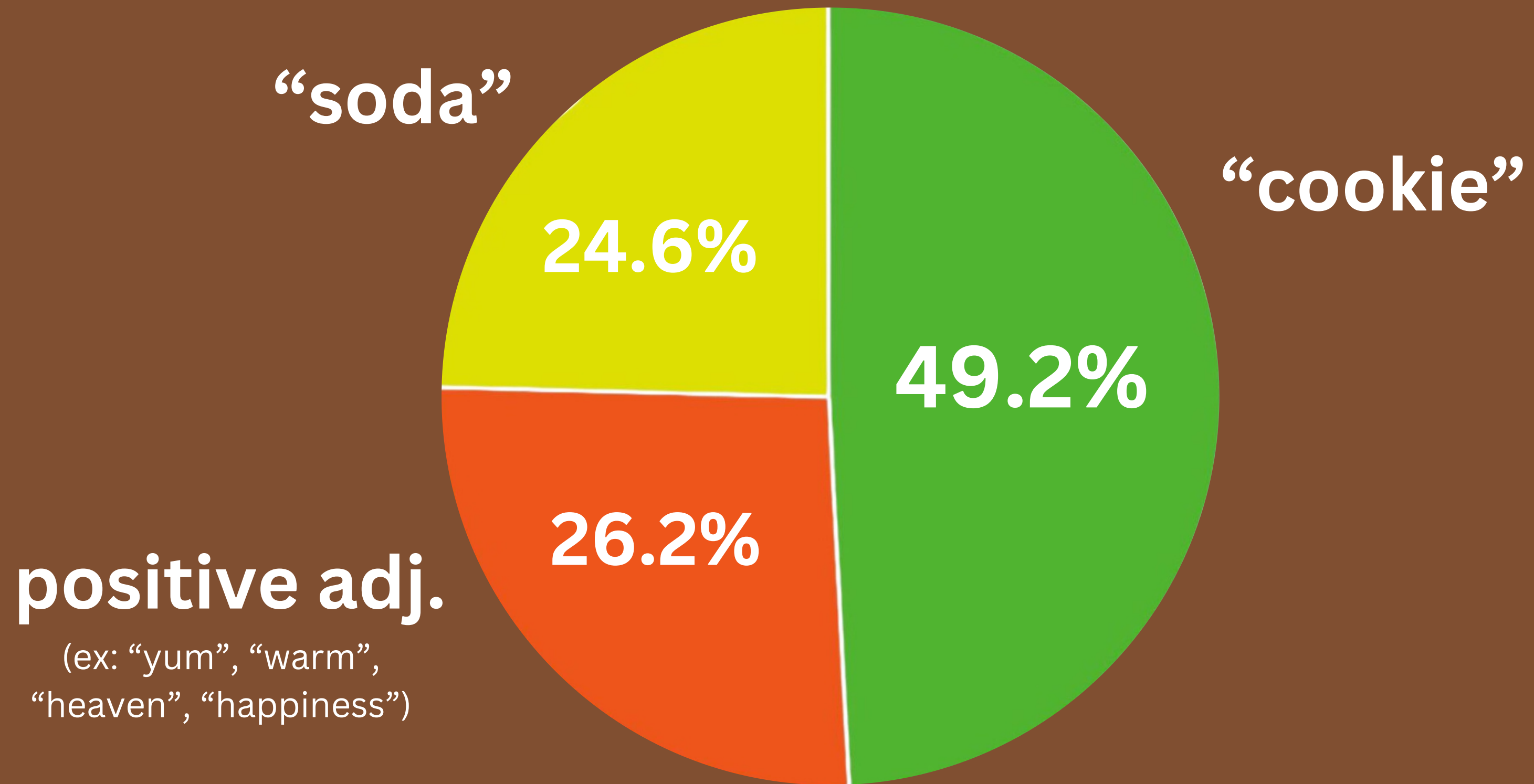
Elise Waterston



Annabelle Lawton

Question:

In one word/phrase what's the first thing that comes to your mind when you hear JD's



n: 61

Cookie/Soda Market Analysis

US Consumer Cookie Attitudes:

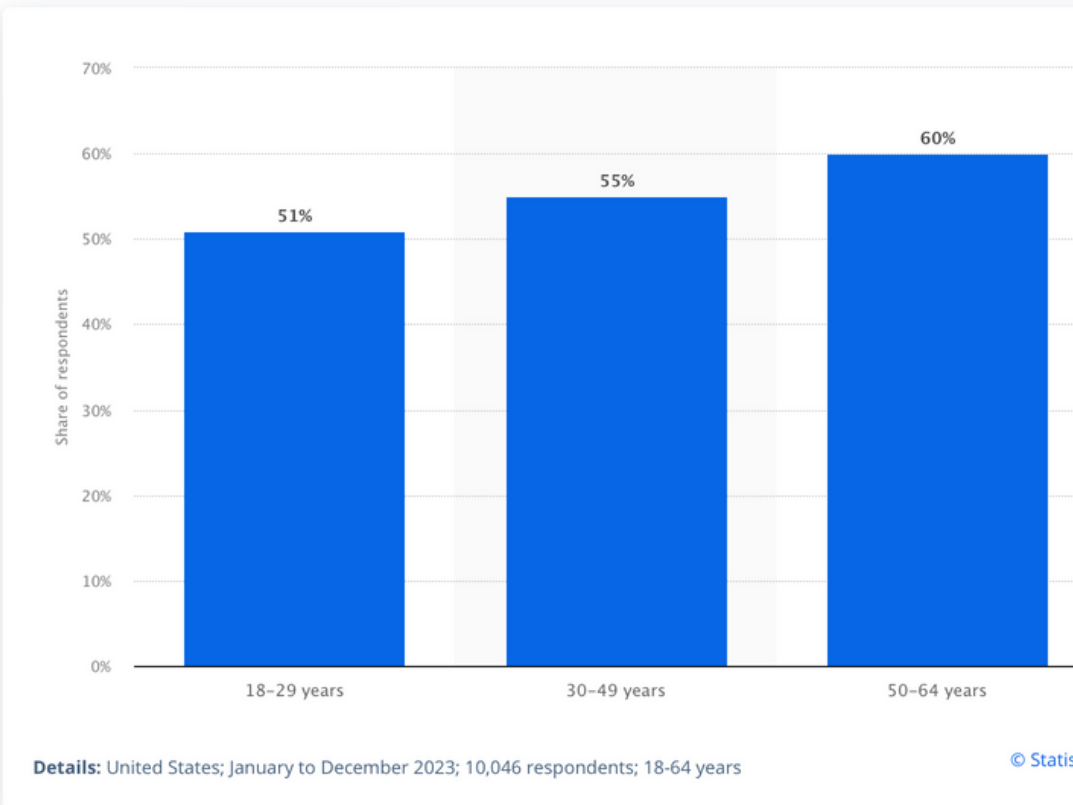
Support reactionary purchases with cravings-based positioning

Mintel



Soda Consumption in US:

Share of consumers of soft drinks in the United States



Demonstrates percent of US age groups that consume soft drinks

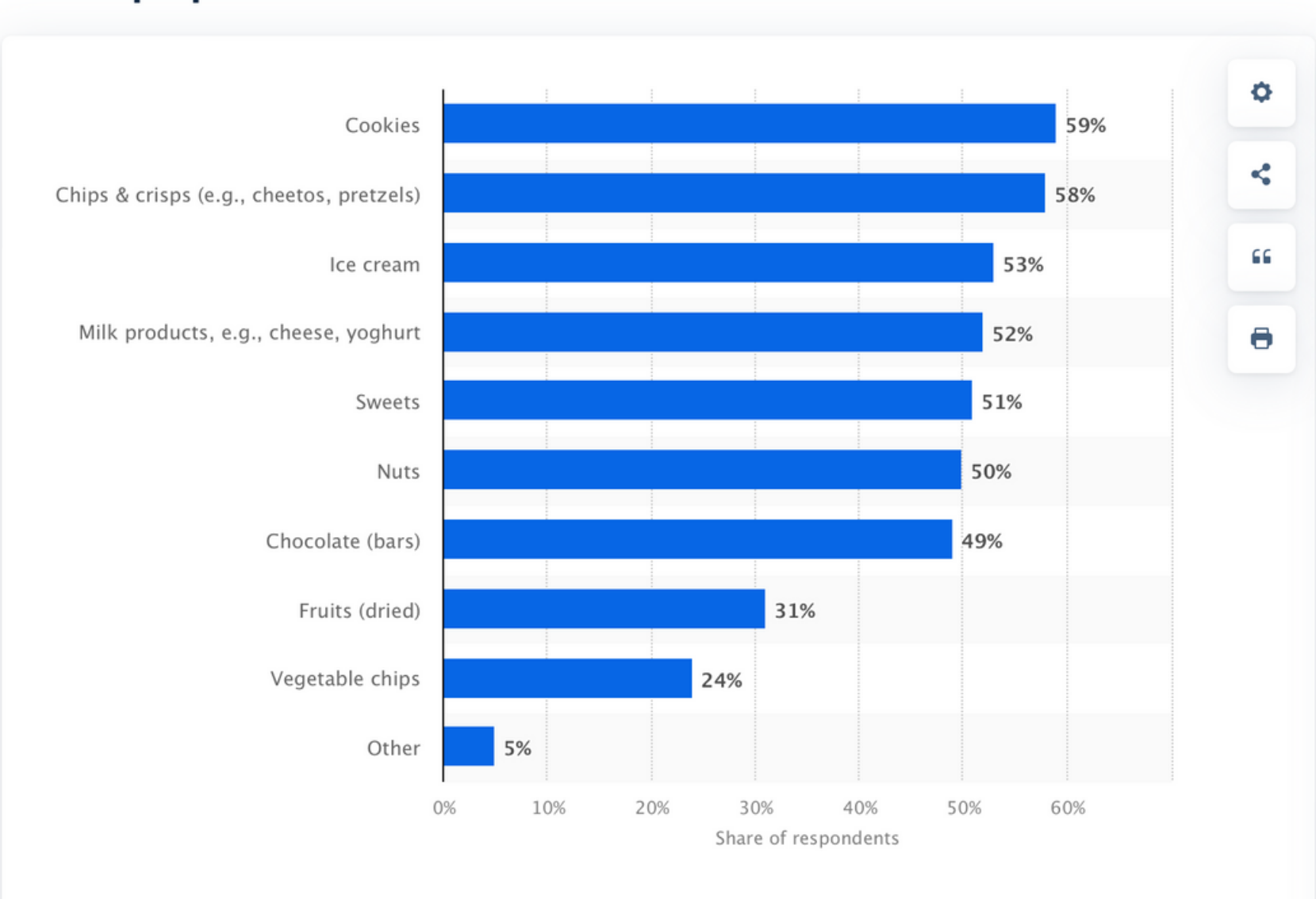


From Statista

US Snack Market Analysis

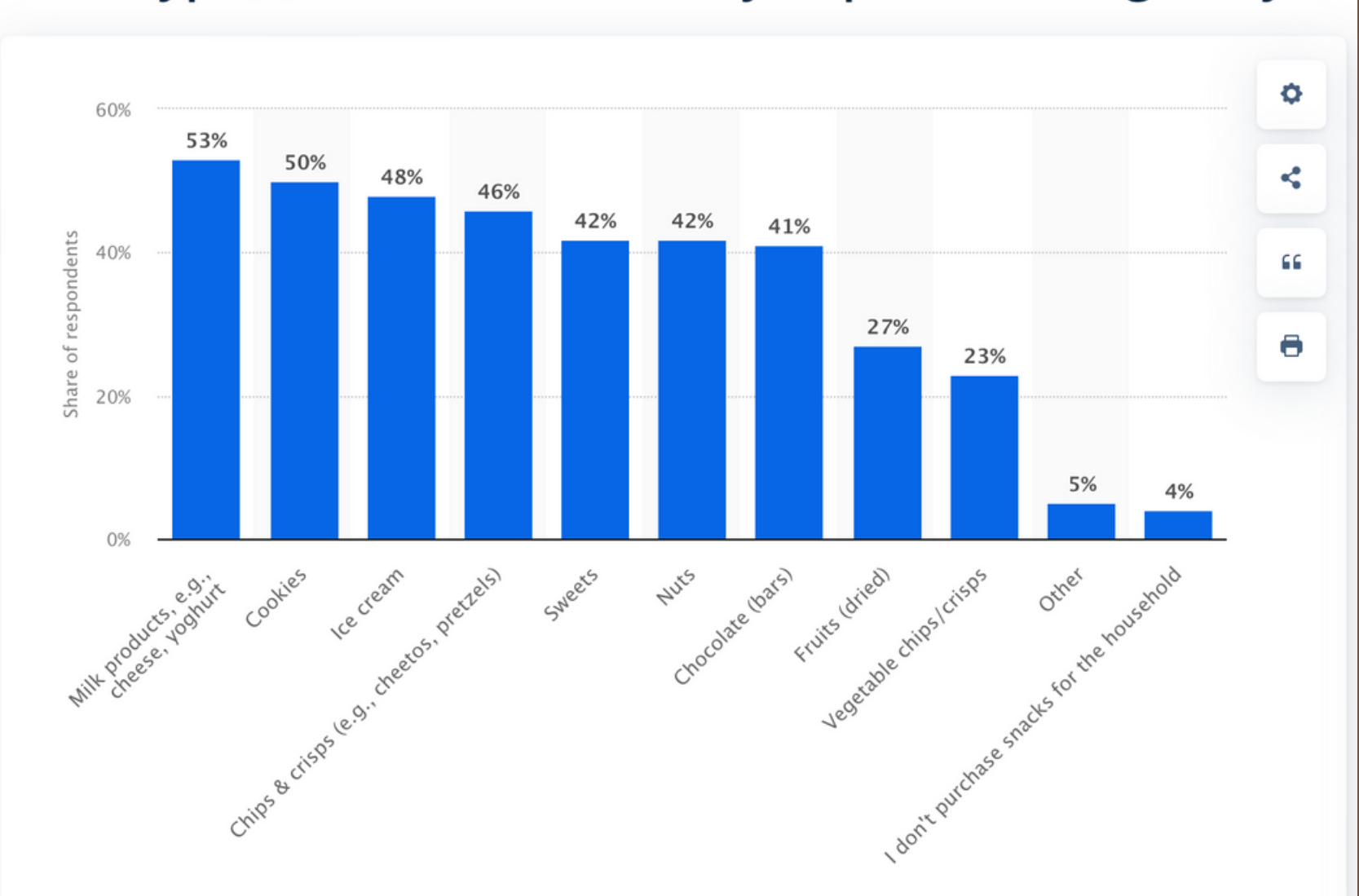
Cookies are leaders in the US snack industry

Most popular kind of snacks in the United States in 2021



From Statista

What type(s) of snack foods do you purchase regularly?



From Statista

Company Analysis

Number of stores: 1 in person
store front

Targeting: Woman (25–50)
SMU Students & HP students

JDs is a small family owned
business that has been opened
since 1983

JDs current marketing: Word of
Mouth owned media on instagram
email & SMS marketing



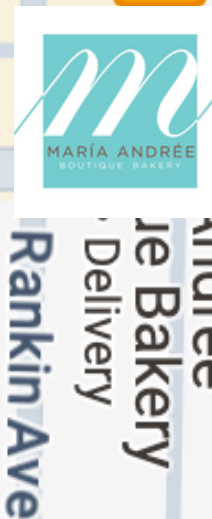
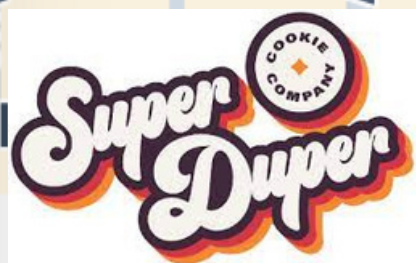
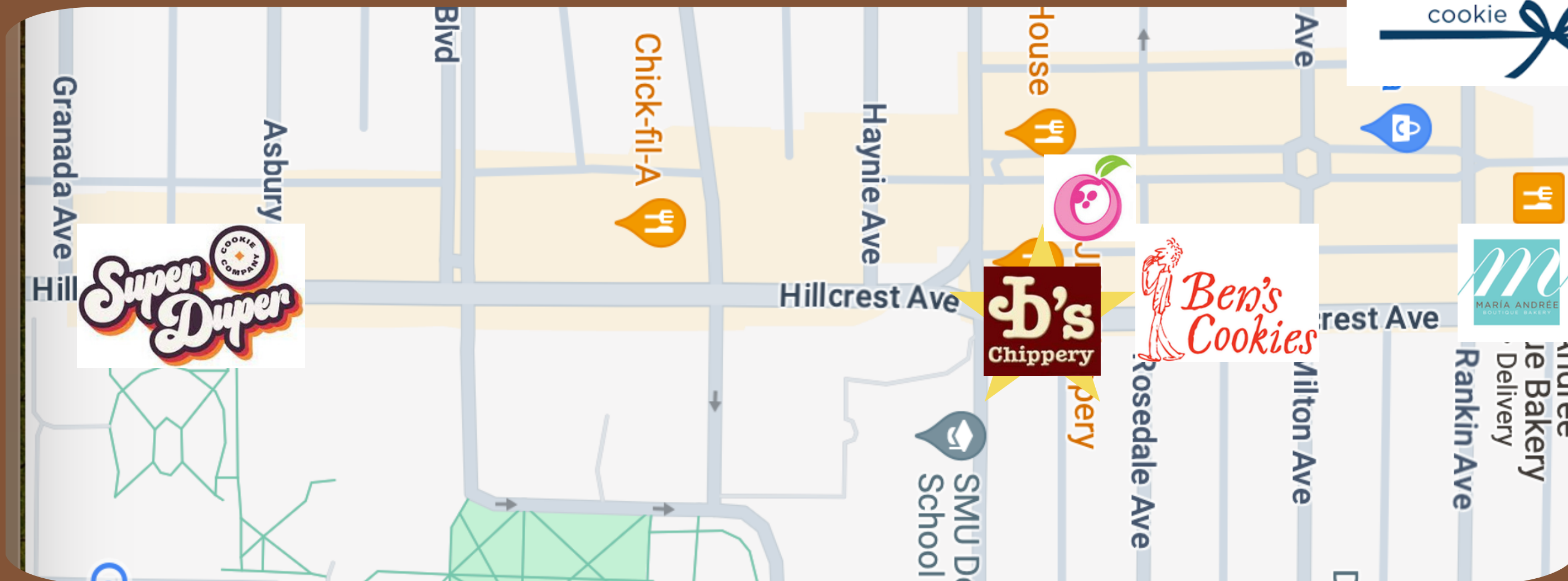
Park Cities Market Analysis

South

West

East

North



SWOT

Strengths:

great brand
reputation
loyal
customer
base
strong
brand
image

Weaknesses:

only have one
location
they dont have
a huge budget
known for their
cookies not for
their other
products and
services

Opportunities:

sell more while
leveraging the
cookie
expand and
reach more
customers
past just
highland park

Threats:

corporate and
small business
cookie shops
popping up in
Dallas

Our Family Baking For Yours Since 1983

Marketing Problem



There isn't an established relationship, yet.

Consumer Personas



Sally
18, SMU student



Mary
38, HP Mom

Aware

getting current customers aware of JDs wide drink menu as opposed to just their cookie options

Appeal

You cant just have a cookie you have to have the complementary beverage to go along with it!

Ask

the smallest stage for this campaign because it is a low cost low decision purchase

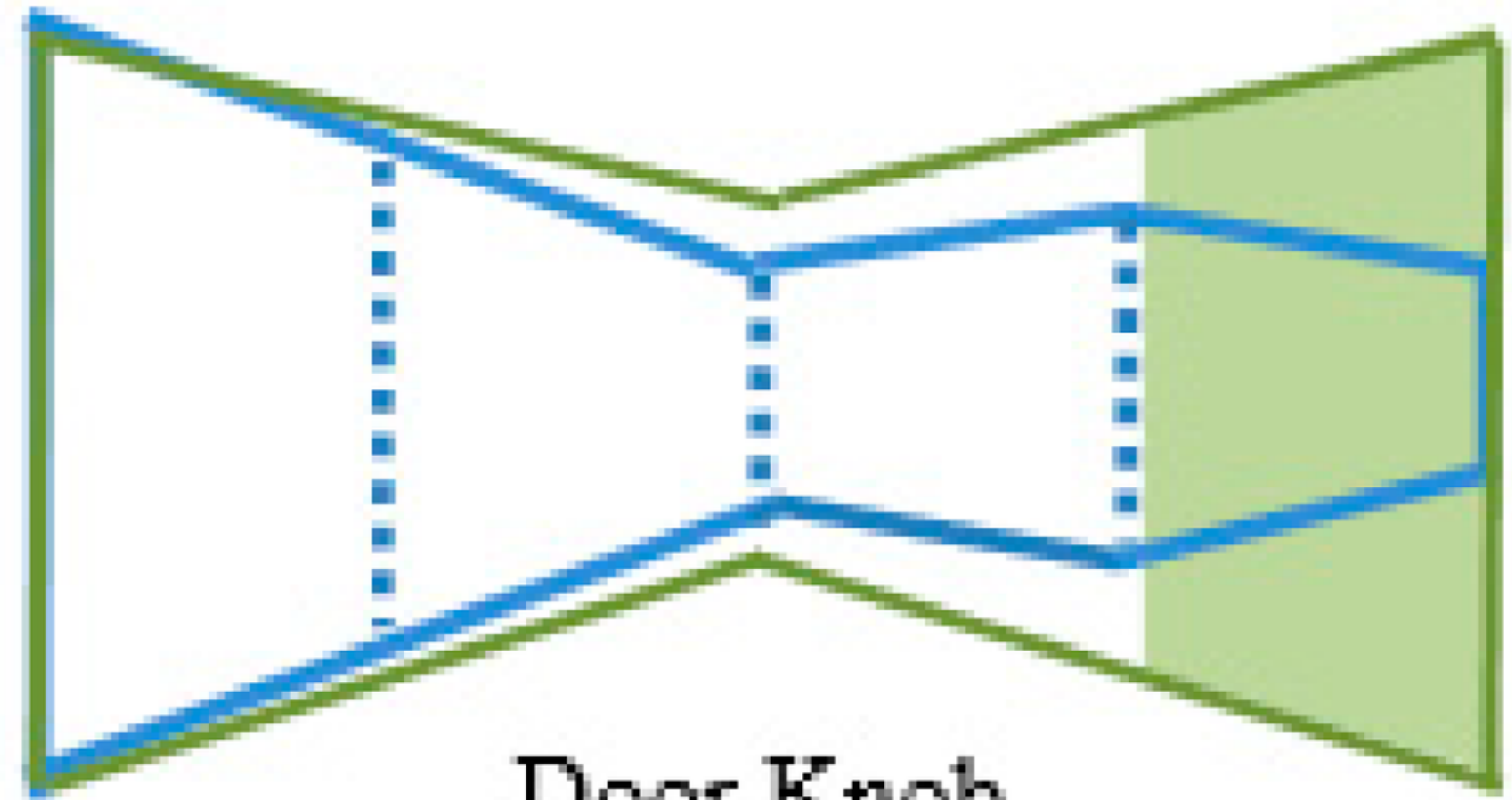
Act

The customer is actually purchasing both the cookie and the coke in the store

Advocate

The loyal cookie customers become loyal cookie AND coke customers continuing to spread the word on JDs

Consumer Analysis



Door Knob

Campaign Objective

**Increase individual
invoices by an
average of \$2.44 in the
next 3 months.**

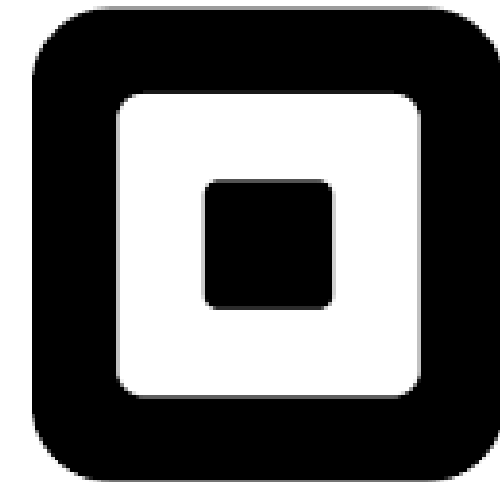
Media Strategy

Targeting & Timing

Targeting

2 groups of existing customers:

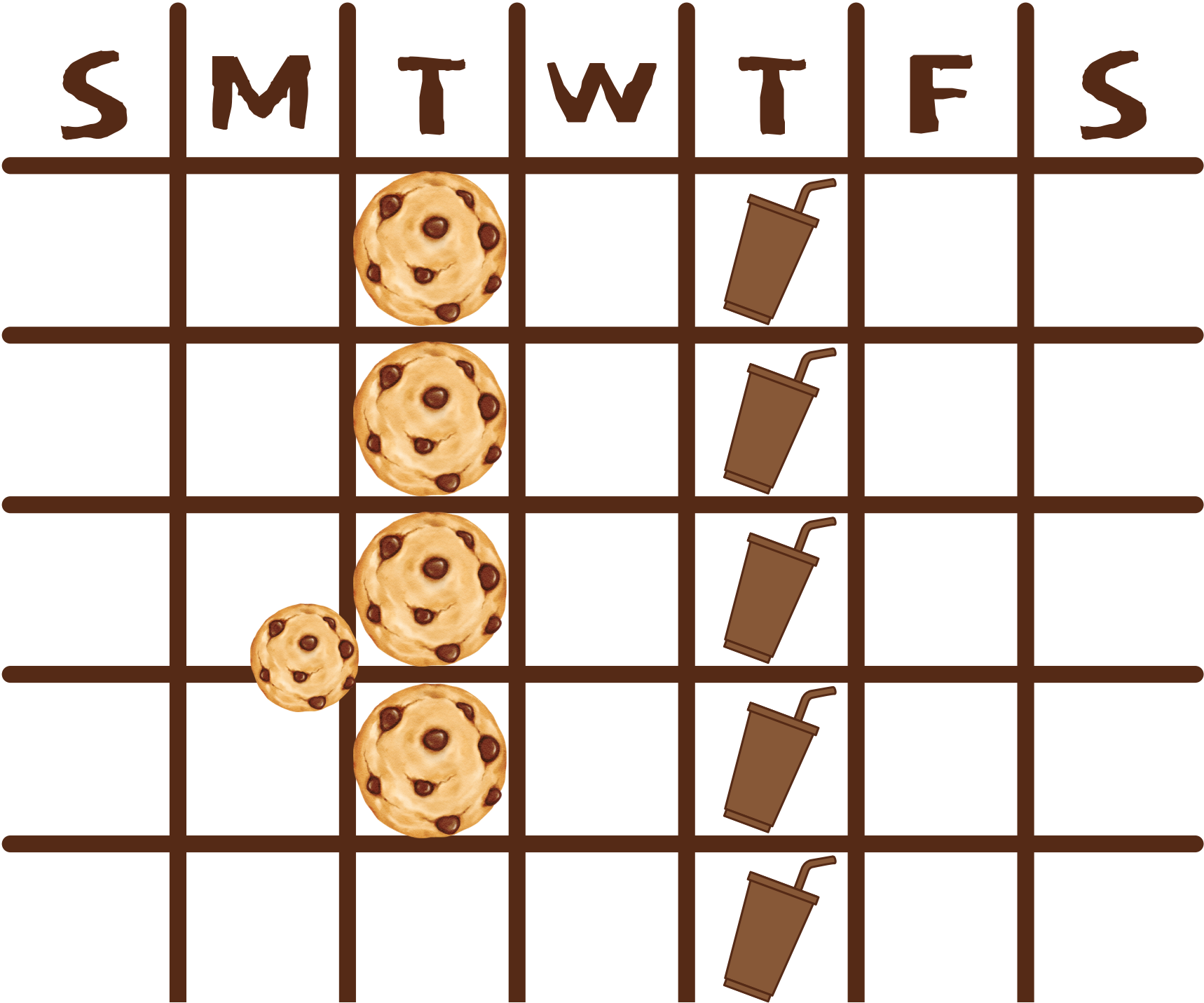
1. Women (25-50)
2. HP/SMU students (15-22)



Square

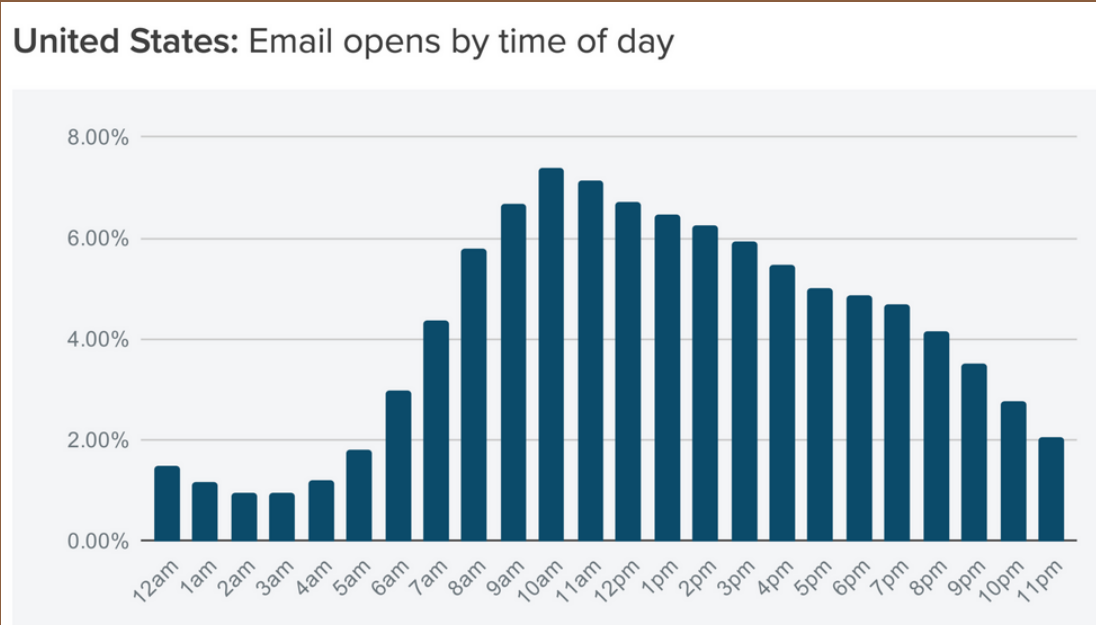


Timing

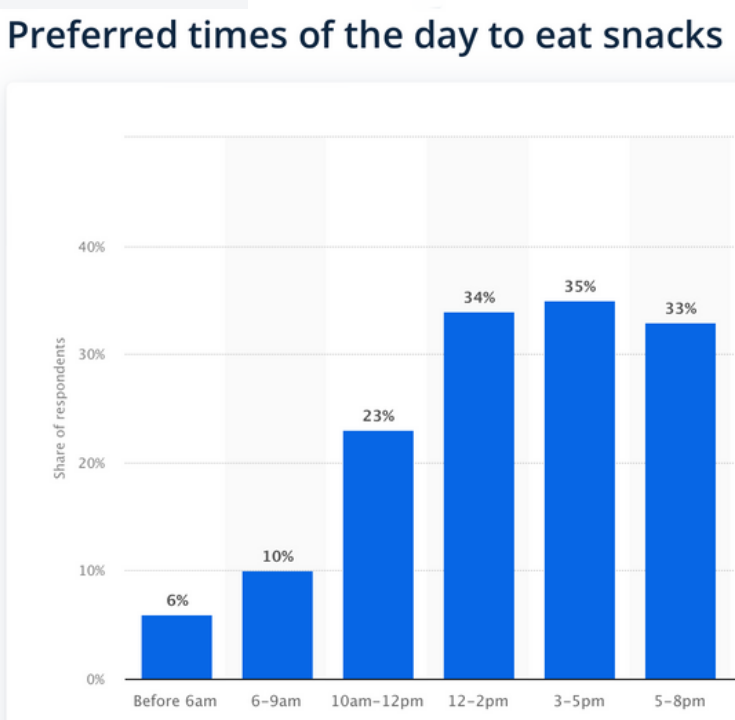


March 1st - May 31st
Tuesdays/Thursdays

12:00 PM



From Statista
US individuals 12+



Creative Strategy

Template & Tone

JD'S CHIPPERY



THE PERFECT PAIR



MMM... SOMETHING'S MISSING



COOKIE & COKE

(OR ANY OF OUR
WIDE VARIETY OF
BEVERAGES, THAT IS)



6601 Hillcrest Ave,
Dallas, TX 75205



TREAT YOURSELF TO TWO

Get a punch when you
purchase the pair



Treat Yourself To Two



Eats

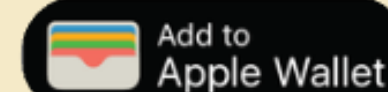


Free
Cookie

Drinks



Free
Drink



@jdschipperry | info@jdschipperry.com

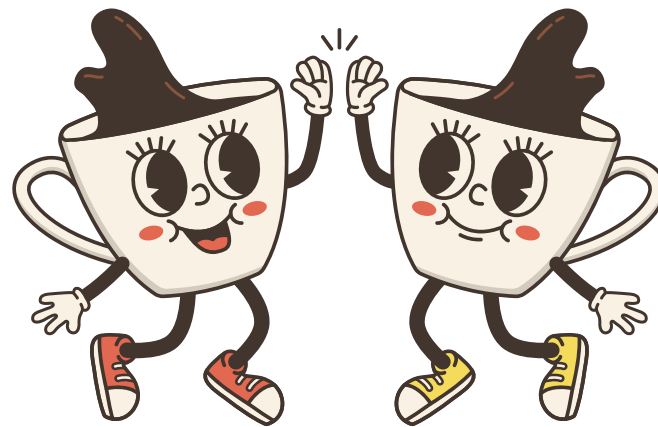
WWW.JDSCHIPPERY.COM

*only valid if both items purchased in the same transaction

Tone- Subject Line

Target A:

“Time To Treat!”

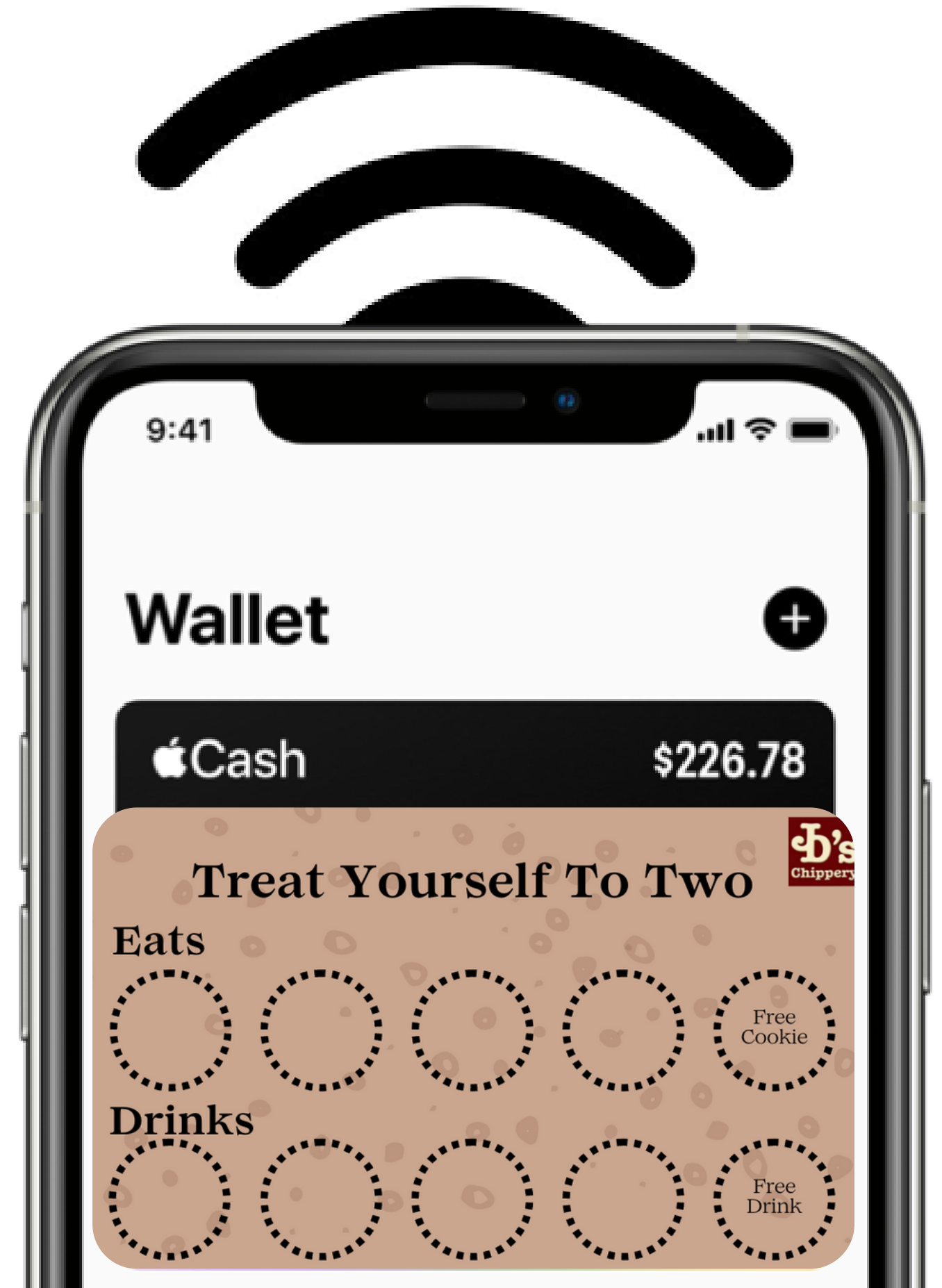
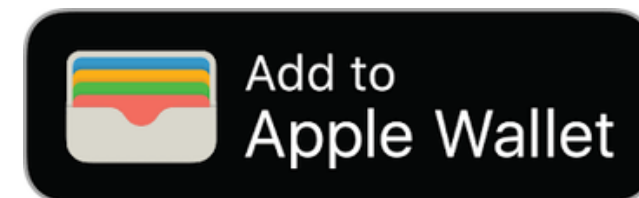


Target B:

“Treat Yourself to Two”



Call
To
Action



Measuring Campaign Success

1

Emails Opened

2

Punch Cards Downloaded

3

\$2.44 Average Invoice Increase



Sources

**Mintel. (2023, October 20). US Cookies Market Report 2023 | Mintel. Mintel Store.
<https://store.mintel.com/report/us-cookies-market-report>**

**Mintel. (2023, September 27). US Shopping Small Businesses Market Report 2021.
Mintel Store. <https://store.mintel.com/report/us-shopping-small-businesses-market-report>**

**Statista. (n.d.). Carbonated Soft Drinks - US | Statista market forecast.
<https://www.statista.com/outlook/emo/beverages/non-alcoholic-drinks/soft-drinks/carbonated-soft-drinks/united-states>**

**Statista. (n.d.). Emails Opened - US | Statista market forecast.
<https://www.statista.com/outlook/emo/emails/opened>**

**Statista. (n.d.). Preferred snacks - US | Statista market forecast.
<https://www.statista.com/outlook/emo/snack/preffered/time/>**

The background of the slide features a close-up of dark brown coffee beans on a dark, textured surface. A brown paper bag is partially visible in the upper right corner, spilling some beans. A semi-transparent brown rectangle is overlaid on the right side of the image, containing contact information and a large heading.

Website

www.jdschipperry.com

Phone Number

(214) 363-2038

Location

*6601 Hillcrest Ave. Dallas, TX
75205*

Questions