

Central Coast Creamery Marketing Pamphlet

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Introduction/Need for Innovation Idea

Central Coast Creamery lacks modern marketing materials and presence. For this senior project, the author is creating marketing collateral Central Coast Creamery can use to attract new customers and promote their services. The author will be creating a pamphlet to promote Central Coast Creamery's new catering services offered through their Santa Cruz storefront. To create this project, the author has been researching how to create a functional pamphlet for food products and services. In order to create this project, the author will use software including Adobe InDesign to apply ideas and create an attractive pamphlet for the company.

Research/Background

Having printed tools like brochures and pamphlets are important for any company and brand. Hyde explains that having printed sales literature is more beneficial for the company because it shows credibility. By having company products and what is being sold on paper the company looks more professional as a business. Having brochures and other means of marketing on paper also encourages consumers to check out the company's other platforms, for example a website or social media page (Hyde, 2019). This would be beneficial for Central Coast Creamery's customers because they would be made aware of the different cheeses the creamery has to offer. This could also help promote seasonal products like holiday cheese baskets or charcuterie plates.

The Adobe Creative Cloud Team explains brochures are important because they have lasting power. By having a colorful and informational tool, brochures are representing what the company has to offer. In order to make an effective brochure it is essential to know who the target audience is, what is being marketed, and the company branding needed to be successfully communicated (Adobe Creative Cloud, 2017).

The first step when creating a successful brochure or pamphlet is to know who will be viewing it. When creating a functional marketing piece for a company it is critical to know who the audience is in order to effectively market the product. Attard explains how to effectively create a brochure. It is important to show the customer how the product can benefit them or their business rather than just trying to sell the product (Attard, 2019).

Landis explains the important steps to successfully marketing a small business. By keeping the content on target, companies can gain trust from consumers and make a lasting business-consumer relationship. This starts with knowing the audience and what they want from the company. When knowing what the audience wants it is easy to target a marketing piece to fit the audience's needs (Landis, n.d.).

After knowing who the audience is, create the brochure so that it is pleasing to look at and does the job. Ovsyannykov explains how to effectively design a brochure. When looking at the brochure, it should be creative and stand out from its competitors. While being creative he encourages to restrain from using too many fonts. Fonts can be useful in the right situation to catch a consumer's eye, but too many different fonts can discourage customers (Ovsyannykov, 2019). Brochures should provide correct information while not being too overwhelming for the reader.

When marketing cheese specifically it is important to emphasize why the cheese is special compared to competitors. When deciding how to market cheese, include some benefits that come from the company. Backhaus and Pereira explain different ways to successfully market cheese. There are many things to drive when selling cheese including personal or health benefits and its ability to be snacked on. In order to market this specific product, it is encouraged to start from the beginning explaining the freshness of ingredients the type of milk used. (Backhaus, A., Pereira, K. 2018).

Methodology

In order to create a pamphlet to advertise Central Coast Creamery's services, the author had to meet with the team and develop a basis of branding and products they wanted to promote. To establish this, the author came up with a list of products, prices, and design colors. Because the team made it aware that the target audience would be higher-end clientele from the Bay Area and Santa Cruz area, the team decided to go with a classy, yet inviting look.

For the branding, the author and the Central Coast Creamery team chose to stick with a color scheme that complimented the company logo. The logo includes colors of blues, greens, and whites. Because the photos that the author was provided with were warm-toned photos, the author was able to combine the two styles to create a theme. The author chose to use maroon, blue, ivory, orange, and yellow to coincide with the provided photos.

When establishing which font of type to use, the author focused on trying to use similar font styles that Central Coast Creamery uses on their website. Along with these, the author worked with the Central Coast Creamery Santa Cruz store manager to establish a portfolio of fonts to use within the project. The author and team decided on three different fonts to use throughout the piece to keep it consistent while bringing detail to the eye. The fonts used in the pamphlet were sans serifs fonts to make the type easier to read and to bring a lighter look as well as a script font to give an elegant touch.

After having all of the design elements and photos ready the author put the elements in Adobe InDesign to determine a layout. The author and team went back and forth on which layout was preferred between a brochure and a pamphlet. When breaking it down to content, the pamphlet layout seemed more suitable compared to the trifold brochure, so the author created an open book pamphlet layout.

When designing the pamphlet in InDesign, the author had to arrange everything from the text describing Central Coast Creamery's brand to what services they offer. The particular services that were included in the pamphlet were cheese and charcuterie board catering services in the Santa Cruz area.

Along with text explaining the company and services, the author added photos of the different products that are offered. These products included a cheese plate, a charcuterie plate, a combination of thereof, and the many sizes of each. The author provided descriptions and prices of the products in the pamphlet.

Once the design was complete, the author passed around the finalized pamphlet design to the Central Coast Creamery owners, facility manager, as well as the cheese making team to get opinions and approval on the design. Once the final design was set, the author waited for Central Coast Creamery to take the product to the printing press to begin printing the pamphlets. When the printing press received it, the author kept in contact with the team and printing press to make sure the bleed and crop marks on the document were correct. Once all details were approved, the pamphlets were printed and distributed back to Central Coast Creamery to then be distributed to their communities and consumers.

Results

The results of this project are a completed 8.5 x 5.5” pamphlet to be mass printed to promote the new catering services Central Coast Creamery offers through its Santa Cruz location. The pamphlet displays different cheese and charcuterie plates available to be ordered and catered to any event. It also includes ordering details and a website link for potential customers to learn more about Central Coast Creamery and its products. This pamphlet was planned to be distributed to Central Coast Creamery customers as well as neighboring shops that will display them. As of the current state of the COVID-19 pandemic, the pamphlets may or may not have been distributed with the closure of so many businesses.

If the author was able to construct things differently, they might have created an online version of the pamphlet through MailChimp or another platform to distribute the pamphlets electronically. The pieces of the brochure also could have been used for different social media posts for a campaign.

Conclusion

Creating a marketing piece like a pamphlet can help a company get their brand and message out to the public. With these newly designed and printed pamphlets, Central Coast Creamery can promote their new services to their own customers as well as customers from neighboring stores. The author plans to utilize her work as portfolio examples and successful agricultural marketing techniques from thoughtful ideas to eye-catching materials to showcase agricultural products, services and company values.

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