

# Central Coast Creamery Marketing Pamphlet

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## INTRODUCTION

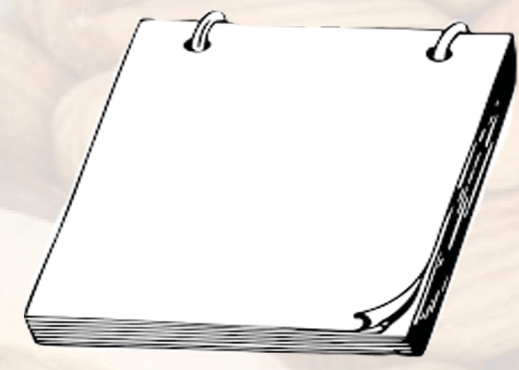
Central Coast Creamery lacks modern marketing materials and presence. For this senior project, the author is creating marketing collateral Central Coast Creamery can use to attract new customers and promote their services. The author will be creating a pamphlet to promote Central Coast Creamery's new 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 their ideas and create an attractive pamphlet for the company.

## 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.

## METHODOLOGY

### Establish Products



Established a list of products to be offered through catering services

### Gather Photos



Gathered photos from photographer and established which photos worked best with offered products

### Establish Layout



Decided whether to use trifold brochure layout or pamphlet layout based on particular content

### Establish Color Scheme



Chose a color scheme that coordinates with both the company logo and photos provided by the photographer

### Select Type

Catering Services

Catering Services

Catering Services

Chose fonts that coordinated with each other while providing movement and interest throughout the piece.

### Take to Printer



Took final design to the printing press to be printed out and distributed back to the creamery

## RESULTS

Back Cover

Front Cover



## 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.

## REFERENCES

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Inside (Left)

Inside (Right)