

Eastside Blends Campaign

Product Campaign

Bullitt East High School
Marisa Daniel, Charged Media Staff

Overview and Executive Summary

Our client for the product campaign is Eastside Blends in Mt. Washington, KY. Their main problem was they were having trouble designing their social media posts and in-store advertising. Our theme we were going for was bubbly and bright, but very accessible and reader-friendly. We liked the style they were originally going for but we wanted to take a more youthful approach.

Objectives and Metrics

Some specific objectives we sought to accomplish was to bridge the gap in customers. We wanted to target more high school age-students and expand their brand to more than their middle-aged target audience. Their store gets a decent amount of service but we felt there was a large portion of opportunity left untouched. We were able to determine our success via word-of-mouth. The owners of the store were able to report a new wave of younger customers visiting after school hours which was a massive change from before.

Target Audience

This campaign is mainly targeted towards those 16-25. We wanted some fresh graphics, simple but playful designs and overall, things that make it easier for the customer to come in and try what Eastside Blends has to offer. The current designs that the business was using were effective, but only to older consumers and we needed to change that.

Timeline

The timeline for this campaign was just a weeks time. We were able to set up a partnership deal, create advertising and post in the store in a matter of days. Currently, we are setting up photoshoots, promotional deals and events to mutually improve our businesses. This campaign is continually a work in progress and will only grow over time.

Budget

The budget for this project is currently at \$0. We have all of our video, camera and graphic design equipment provided and with the mutual deal with Eastside Blends, this campaign is cost free. We look to maintain this budget for as long as we can but if the situation provides itself, we are open to using funding to market better for this business.

Creative Media

This is the first piece of promo art we created. With the new launch of the Valentine's flavors, we felt that a menu redesign was needed. We needed to provide a fresh outlook on the menu and we felt that this was more all-encompassing than the previous idea. The simple, bubbly look to it drew the eye of consumers and brought in an increase of business.

EASTSIDE BLENDS PRESENTS

valentine's menu

SMOOTHIES

chocolate covered strawberry

CHOCOLATE, CHOCOLATE,
STRAWBERRY

♥ *pom pom*

VANILLA,
POMEGRANATE B12

chubby hubby

BANANA, CHOCOLATE, PEANUT
BUTTER, PRETZELS

chocolate cherry chip

VANILLA, WHITE CHOCOLATE,
CHERRY, WHITE CHOCO CHIPS

BOOSTED TEAS

cinnaberry

CINNAMON TEA, POM B12,
CRANBERRY ALOE

love potion

RASP TEA, POM B12, CRAN ALOE
STRAWBERRY, WATERMELON

♥ *lovers lemonade*

LEMON TEA, POM B12, CRAN
ALOE, PINK LEMONADE, CHERRY,
COLLAGEN

pucker up

RASP TEA, LEMON B12,
CRAN ALOE, STRAWBERRY KIWI

♥ Includes extra enhancer for extra \$

Creative Media

Following the Valentine's menu, we created a seasonal flavors template to advertise new menu launches. To avoid wasted time on new, rushed designs, we felt that this template was simple but complex enough to draw the consumer in. It is very accessible for our staffers to edit and can be changed within minutes for Eastside Blends.



eastside
BLENDS

PROTEIN COFFEE,
PROTEIN DONUTS,
BOOSTED ENERGY TEAS
HEALTHY PROTEIN SMOOTHIES,



NEW SEASONAL FLAVORS



Insert Flavor
STRAWBERRY, APPLE,
PINEAPPLE, RASPBERRY



Insert Flavor
STRAWBERRY, LIME,
BANANA, RASPBERRY

MT WASHINGTON, KY

Creative Media

A major issue we saw when first visiting the store was that basic information was often overloaded with extra wording. We felt that with the odd hours that Eastside Blends offers, we needed to make a clear sign notifying consumers on the hours. We stayed true to business colors while adding a tertiary pink color for contrast. It is a sleek design that gets the point straight across.



Creative Media

This was our initial social media post announcing the marketing deal between our two companies. We wanted to raise awareness for what was to come and let our social media following know about each other's businesses.

