



**Warfels Chocolates Print/OOH Ads Final Proposal**

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# CREATIVE BRIEF

## 1 / CLIENT

The client is Warfels Chocolates. Warfels Chocolates is homemade in Elaine Stauffer's home by herself and her employees. She has been making chocolates since she was a child and is a second-generation candy maker. Now, she sells her products in a brick and mortar in the Dayton market in the Shenandoah Valley (Warfels chocolates. Dayton Market, n.d.)

## 2 / OBJECTIVES

To achieve the goal of advertising to Millennials within the Shenandoah Valley and beyond, we are advertising homemade quality chocolates and emphasizing how family-orientated the brand is as well as how there is a dessert for everyone in the family. The ad will be published during the month of November and the ad will emphasize spending time with your family while connecting over something everyone loves.

## 3 / TARGET AUDIENCE

The target audience of this campaign is younger millennials, born between 1989 and 1996 (Mintel, 2021). Due to work experience, millennials do not make as much money as preceding generations. Therefore, they would much rather spend money on food or practical things than frivolous items (Food Network, 2015). Millennials like brands that are transparent about the ingredients they use. They tend to gravitate towards brands that prioritize sustainability and ethically made products (Global Foods & Drink Trends, 2022).

## 4 / CURRENT MINDSET

The audience currently loves the products of Warfels Chocolates and how it is a quality local shop that produces handcrafted products but the problem is that it is not widely known. Many reviews spoke about how delicious the chocolates were along with how the products were some of the best homemade chocolates they had ever tasted (Restaurantji).

## 5 / DESIRED MINDSET

We want the millennials to believe that they are purchasing a product that is more than just something to eat, that they are buying an experience for themselves and their families. They are buying the experience of homemade, delicious, handcrafted chocolates that everyone in their family can enjoy.

## 6 / BIG IDEA/CONCEPT

We want to convey to the audience that they are purchasing quality, natural and homemade products that provide a timeless experience for themselves and their family. (Edit) For our concept, we decided to focus on gift giving during the Christmas season. We know that millennials love local businesses and gifts so we wanted to focus on giving gifts to others that they will enjoy.

## 7 / SUPPORTING EVIDENCE

Millennials will want this product because it has been handcrafted over decades to make the perfect chocolates for customers to enjoy. The products are natural and homemade from old family recipes. They have a variety of chocolates from dark to white with a variety of combinations like cherry, candied ginger, and caramel. It is sweet, fresh and hand-made.

## 8 / KEY EMOTION OR TONE

Warm, genial, charming and family-friendly

## 9 / COMPETITION

### Gearharts Fine Chocolates

Gearharts Fine Chocolates is a chocolate shop based in Charlottesville, VA. Like Warfels, they also have specialties and seasonal items. Gearharts also has the ability to shop online, which is a big selling point for a consumer who doesn't want to go out of their way to receive high-quality chocolate. (Gearharts Fine Chocolates, n.d.)

### Kilwins

Similar to Warfels, Kilwins is a chocolaterie that makes their sweets in-house. They have their own Charlottesville location, putting them just about an hour away from Warfels. Kilwins is a very well-known chocolate shop, with many beach-front and city locations. Because they are so well-known, they have an edge over Warfels. They have loyal customers who would rather buy fudge or chocolates from a recipe they know than try something new. (Kilwins, n.d.)

### Simply Chocolate

Simply Chocolate, a sub-company of 1-800-Flowers, ships chocolates directly to the customer or their friend as a gift. They offer an array of options, including holiday, seasonal, get well, and even sympathy gifts. The chocolates come in boxes, baskets, and even bouquets. The convenience of ordering chocolate online is a selling point for many millennials. (Simply Chocolate, n.d.)

## 10 / CREATIVE GUIDELINES

The only mandatory guidelines that were given include using the brand's logo in the ad.

# ANNOTATED RESEARCH

## 1 / RESEARCH ABOUT BRAND / PRODUCT

*History of Chocolate.* (2017, December 14). History.com. Retrieved from <https://www.history.com/topics/ancient-americas/history-of-chocolate>

- This article dives into the history of chocolate, tracking its history from invention to commercialization. Instead of selling their products to major corporations, Warfel's keeps the small-town feel. This is their advantage. Like many sweet shops that have come before them, Warfel's chocolaterie uses better quality chocolate for a more authentic customer experience.

*Fine & Commercial Chocolate: Do You Know The Difference?* (2018, December 12) Perfect Daily Grind. Retrieved from <https://perfectdailygrind.com/2018/12/fine-commercial-chocolate-do-you-know-the-difference/>

- This article points out the differences in commercial chocolate vs. fine chocolate. Warfel's isn't as widely distributed as Hershey's or Nestle, but there's a reason for that. The article compares the ingredients, production aims, and cacao processing. Fine chocolate sold at shop like Kilwins and Warfel's occupies a different space in the consumer's mind than commercial brands found at grocery stores, gas stations, and giants like Target and Walmart.

Gearharts Fine Chocolates. (n.d.). Retrieved September 14, 2022, from <https://www.gearhartschocolates.com>

- This is the website for Gearharts Fine Chocolates, a chocolate shop based in Charlottesville, VA. The close proximity makes Gearharts a competitor for Warfel's. Like Warfel's, they also have specialties and seasonal items. Gearharts also has the ability to shop online, which is a big selling point for a consumer who doesn't want to go out of their way to receive high quality chocolate.

Kilwins. (n.d.). Retrieved September 14, 2022, from <https://www.kilwins.com>.

- Kilwins is an example of chocolatiers making their sweets in-house. They have their own Charlottesville location, putting them just about an hour away from Warfel's. Kilwins is a very well-known chocolate shop, with many beach-front and city locations. Because they are well-known this gives them an edge over Warfel's because they have loyal customers who would rather buy fudge from a recipe they're comfortable with than try something new.

*Warfels chocolates.* Dayton Market. (n.d.). Retrieved September 13, 2022, from <https://www.thedaytonmarket.com/shops/warfels-chocolates>

- The owner, Elaine Warfel Stauffer, grew up making fudge in her hometown of Lancaster, Pennsylvania. The tradition lives on at the Dayton Market where she sells chocolates which she makes in her own home. They offer a variety of treats including seasonal treats.

*Warfels chocolates (@warfelschocolates) instagram photos and videos.* Instagram. (n.d.). Retrieved September 13, 2022, from <https://www.instagram.com/warfelschocolates/?hl=en>

- Warfels' Instagram is not very up-to-date. The last post was about two and a half years ago. It features photos of the chocolates along with the employees working to make them. The captions include information about the ingredients, when you can get certain products, information on the location and hours, recommendations on what to drink with the products. Various hashtags which may be relevant to people in the area such as #shoplocal #emu #jmu #thedaytonmarket are included on their posts. Based on their Instagram, their goal seems to be to make people aware of their variety of chocolates and their location and seasonal items.

*Warfel's Sweet Shoppe.* Facebook. (n.d.). Retrieved September 13, 2022, from <https://www.facebook.com/WarfelsSweetShoppe>

- Warfels' Facebook has all of the mandatories along with many pictures of their candies. It is more updated than Instagram, with its last post being about three weeks ago. It also has Facebook videos which show them preparing the candies. They like to include the hours and locations a lot in their posts along with candies which are specific to certain holidays. Based on their Facebook their main goal seems for them to show their variety of products and make people aware of seasonal items as well.

*Warfel's Sweet Shoppe.* Virginia Tourism Corporation. (n.d.). Retrieved September 13, 2022, from <https://www.virginia.org/listing/warfels-sweet-shoppe/12213/>

- This is an about page for the Virginia tourism department. It says that Warfel's has an assortment of candies and assorted gifts. It also provides the location and a map of where it is with Google maps embedded in.

*Simply Chocolate.* (n.d.). Retrieved September 15, 2022, from <https://www.simplychocolate.com/>

- Simply Chocolate, a sub-company of 1-800-Flowers, ships chocolates directly to the customer or their friend as a gift. They offer an array of options, including holiday, seasonal, get well, and even sympathy gifts. The chocolates come in boxes, baskets, and even bouquets. The convenience of ordering chocolate online is a selling point for many millennials.

## 2 / RESEARCH ABOUT TARGET AUDIENCE

*Marketing to Millennials.* Mintel Group Ltd, 2021. Retrieved September 14, 2022

- We are targeting younger Millennials who were born between 1989 and 1996. According to the Mintel Group, they make up about 23.2% percent of the population. This demographic makes far less money than previous generations due to work experience. Brands notice that millennials have a large influence on consumer trends and campaigns. Therefore, they value brands that prioritizes sustainability and ethically made products.

*What are Millennial Foodies Eating?.* Food Network. Retrieved September 14, 2022 from <https://www.foodnetwork.com/fn-dish/news/2016/07/what-are-millennial-foodies-eating>

- Instead of investing in expensive cars and houses, millennials prioritize high quality food.

*Global Food & Drink Trends.* Mintel Group Ltd, 2022. Retrieved September 14, 2022

- Consumers seek foodservice brands that make them feel confident in their decisions. Not only do they want to protect themselves, they also want to protect the environment and others. In addition, shoppers like food brands that are transparent about their ingredients. These days, the more natural the food is, the more appealing it is to the consumer.

*Gen Z, Millennials Seek Comfort With a Side of Function.* Food Business News. Retrieved September 14, 2022, from <https://www.foodbusinessnews.net/articles/20715-gen-z-millennials-seek-comfort-with-a-side-of-function>

- The Food Group marketing agency surveyed 200 adults across the U.S. and found that almost half hope to buy more plant-based products.

## 3 / RESEARCH ABOUT MEDIUM

Dhandyal, H. K., Singh, P. P., Lakhnarpal, S., & Thind, N. S. (2020). To study the perception of youth on OOH advertising as support medium. *European Journal of Molecular and Clinical Medicine*, 2232-2238.

- This article explains how OOH advertising is used to help support and drive the brand's message. OOH advertising works hand and hand with other mediums of advertising to convey the brand messages and concepts. The article says that using OOH ads and mobile ads is the best way to drive your message especially with the youth.

Droulers, O., & Adil, S. (2015). Could Face Presence In Print Ads Influence Memorization?. *Journal of Applied Business Research (JABR)*, 31(4), 1403–1408. <https://doi.org/10.19030/jabr.v31i4.9326>

- This article discusses the use of people's faces on print ads and whether or not having a face on the ad helps the audience retain the information on the ad. The research found that print ads that include faces helped people memorize the content of the advertisement. The article also discusses ad campaigns and other advertising concepts.

Fennis, B. M., Das, E., & Fransen, M. L. (2012). Print advertising: Vivid content. *Journal of Business Research*, 65(6), 861–864. <https://doi.org/10.1016/j.jbusres.2011.01.008>

- This article discusses the vivid language in print ads and how it impacts what people thought of the ad. The research found that using visual imagery helped the reader connect with the ad and picture what the advertiser was trying to convey in their minds.

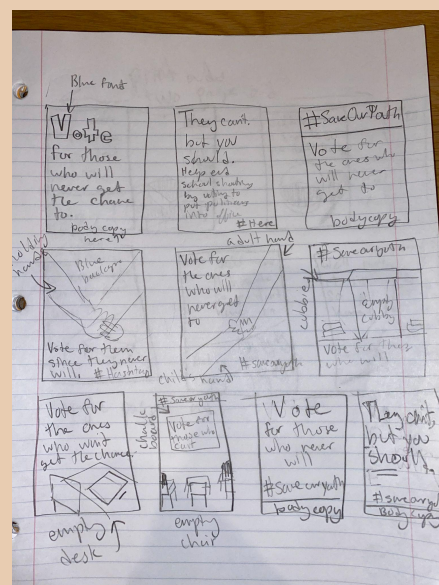
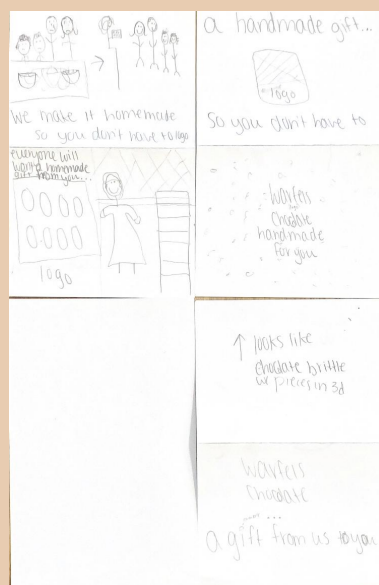
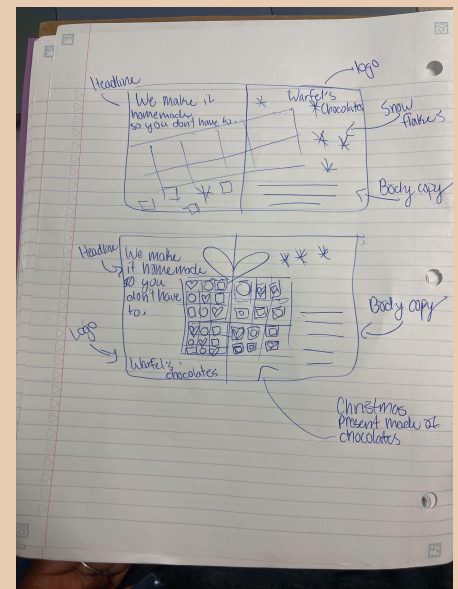
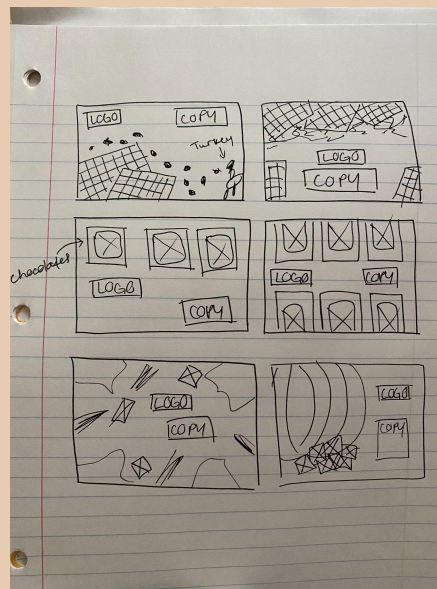
Roux, A. T., & Van der Waltd, D. L. R. (2014). Out-of-home advertising media: theoretical and industry perspectives. *Communitas*, 19, 95-115.

- This article is about out-of-home advertising and has only recently become popular. Advertisers' budgets are not always big enough to accommodate this. When OOH advertising transformed itself to digital formats, it took off. The article gives direction for research in the mood and environment of OOH advertising and says that OOH advertising is very fast growing.

# CONCEPT DESCRIPTION

For our concept, we decided to focus on gifting handcrafted chocolates during the Christmas season. We know that millennials love local businesses and gifts so we wanted to focus on giving gifts to others that they will enjoy.

## SKETCHES





# FINAL CREATIVE

## Print Ad



## Out-of-Home Ad



# MEDIA RATIONALE

During the research stage, it was important for us to find photos that support our big idea. For example, both ads have design styles and cohesive color schemes that emphasize the holiday season. For the print ad, we chose to design an ad that is simple but clearly stated the overall goal- to purchase handcrafted chocolates during the holidays. We had a similar approach for our OOH concept, however, we took into account that the consumer had only seconds to digest the information. Hence, we removed the body copy and increased the size of our slogan. Considering many people travel by highway to get to Harrisonburg, a billboard ad was the most realistic option. In terms of print media, our target audience is more likely to read a magazine than a newspaper.

# CREATIVE RATIONALE

For our concept, we decided to sell to the audience the idea of purchasing quality, natural and handmade gifts that provide a timeless experience for themselves and their family. This is reflected in our ads by showing the chocolate in its various forms. We emphasized the handmade aspect of the chocolate by showing pieces that are not perfectly square like many mainstream chocolates, highlighting the imperfect qualities of unprocessed chocolate. Our objective for both the print and OOH ads is to increase holiday sales by promoting the product as a handcrafted holiday gift during the month of December. To convey this to the viewer, we used holiday reds, whites, and greens, along with the beige and browns of the Warfels logo. To emphasize the holiday season, we utilized pine branches, ornaments, ribbons, and presents, which are all staples during the winter months. We used ribbon in both images to tie them together and create continuity and drive home the idea of chocolate being the gift. The headline, "Gift Giving Made Sweet," ties both the objective and the concept together --handmade gifts for the holidays-- emphasis on the *made*.

# MEDIA CITATIONS



Koo, Y. (Photographer). (2015). DIY Christmas Chocolates [JPEG]. Unsplash.  
<https://unsplash.com/photos/FmGpqW7e-O4>



Poole, M. (Photographer). (2018). Gift Boxes with Red Baubles on Top [JPEG]. Unsplash.  
<https://unsplash.com/photos/LUPXhXj2ip0>



Dsilva, P. (Photographer). (2020). Chocolate Pile [JPEG]. Unsplash.  
[https://unsplash.com/photos/r-hQw\\_obFd0](https://unsplash.com/photos/r-hQw_obFd0)