

Final Proposal

Warfels
CHOCOLATES

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Elements of Creative Advertising
Section 342.1

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Sept 26 22

CREATIVE BRIEF

1 / CLIENT

Warfels Sweet Shoppe is owned and operated by Elaine Warfel Stauffer. After developing the brand, her chocolates started to get carried by Bloomingdale's - giving her amazing exposure. She then came to the Shenandoah Valley where she now bakes fresh, quality chocolates and other sweets. They are best known for their chocolate pecan toffee! (*Warfel's Chocolates*).

2 / OBJECTIVE

To inform customers of the Shenandoah Valley of the company and their products throughout the Christmas/Holiday season ranging from October to the end of December.

3 / TARGET AUDIENCE

The target audience are Millennial to Gen X women who appreciate the finer things, love to give gifts to family and friends, enjoy baking and cooking, and like spending time doing activities outside of the house. They live in higher income households with income coming from themselves and their spouse. They live in the Shenandoah Valley and surrounding areas. They spend their time going on Facebook, being with family and friends, shopping at new places (specifically supporting small businesses), and traveling. They are new moms and new grandmother's who like to buy treats for their children/grandchildren for special occasions, especially Christmas.

4 / CURRENT MINDSET

Warfels is a reliable, but more expensive chocolate shoppe, with a traditional and homemade feel. It's a great treat for a special occasion, but maybe not a day to day indulgent.

5 / DESIRED MINDSET

We would like the consumer to think that Warfel's is the best chocolate in the Shenandoah Valley, it provides a sense of tradition, and it is an easy and delicious gift for the Holidays. We would also like the audience to think of buying Warfels chocolates as worth the price because they are homemade, a small business, and local: making them more memorable and thoughtful as gifts.

6 / BIG IDEA/CONCEPT

The big idea is that people should purchase Warfel's chocolates as gifts for kids, friends, and parents by providing a sense of homemade tradition. These people love surprising their families with homemade/sentimental gifts for the Holiday season.

7 / SUPPORTING EVIDENCE

They should believe Warfel's has the best chocolate in the Shenandoah Valley because Warfel's has high quality chocolates and different products for different seasons. The benefits are that it is heartfelt and delicious. The evidence behind it is that giving chocolate as a gift has been a tradition for years. This can become a tradition for our customers within their friendships and/or families because of the fact that it's a local family business.

8 / KEY EMOTION OR TONE

Gourmet, Elegant, Inviting

9 / COMPETITION

Luray Fudge Company

Luray Fudge Company is another homemade chocolate company in the Shenandoah area. They offer products including handcrafted fudge, cookies, lemonade, soft pretzels, and more. Their product line is a little different from Warfels (*Luray Fudge Company*).

Shenandoah Fine Chocolates

Shenandoah Fine Chocolates specializes in baked goods and fine chocolates. Their product lines includes coffee, tea, cream sodas, truffles, caramels, buttercreams, and toffee (*Chocolate Menu*).

Russell Stover

There are tons of well known chocolate companies. We chose Russell Stover as a leading competitor due to their gourmet chocolate selection. Their products are endless and vary in type, flavors and occasion. Russell Stover prioritizes using chocolate as the perfect gift. (RSC).

10 / CREATIVE GUIDELINES

Magazine/newspaper - ad format and publication
OOH - headline, image, logo, brief contact info. Explain which medium you choose, geographic areas, and rationale.

ANNOTATED RESEARCH

1 / RESEARCH ABOUT BRAND / PRODUCT

1. *Warfels Chocolates*. warfels. (n.d.). Retrieved September 13, 2022, from <https://www.warfels.biz/>

This source was utilized to get a general understanding of what the brand's goods are, what benefits they provide, how they are currently marketing, etc. From this research, we were able to learn about how they capitalize on their quality small-batch chocolates. Something interesting to note is that they do not currently have anything for sale, and this is because the chocolates will melt during the summer seasons if they shipped them.

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

Chocolate pecan toffee is this brand's specialty. The owner spent her life learning the craft in Lancaster, PA which is known for their handmade foods, furniture, and more. She also bakes out of her home. They also create different desserts based on the season. Some examples include peanut butter eggs at Easter and peppermint bark on Christmas. They have something for every chocolate lover.

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

Warfels makes all kinds of homemade goodies and products based off consumer demands. Along with specialized chocolates for holidays or special events, Warfels main products consist of "peanut brittle, assorted chocolates, caramel pecan turtles, chocolate pecan toffee, old fashioned crème fudge, chocolate crème truffles, "sugar free" chocolates as well as assorted gifts." Warfels offers endless choices of premium candies.

4. *Warfels chocolates - Dayton, VA*. Yelp. (n.d.). Retrieved September 13, 2022, from <https://www.yelp.com/biz/warfels-chocolates-dayton>

Elaine, the owner of Warfels is very dedicated to her business. At age seven she began working alongside her mother making these savory treats. A very important aspect of this business is that it is family oriented and has been passed down to the next generation. Throughout her life, she has moved from PA, to Kansas, to Virginia. She has been making chocolate her whole life and is very dedicated to her profession. During her time in Kansas, her chocolate pecan truffle was featured at Bloomingdale's stores nationwide, doubling her sales at her shop in Alma. This enabled her to have a mail-ordered business. Elaine values the "old-fashioned" chocolate making process, which is what makes her company one of a kind.

2 / RESEARCH ABOUT MEDIUM

1. *What's working in print media* | WARC. (n.d.). Origin.warc.com.

<https://www.warc.com/content/article/warc-wwi/whats-working-in-print-media/129890>

Magazines in particular have highly engaged consumers and professionally edited content, with a specific focus in mind. Being published in a highly relevant magazine or editorial can significantly increase audience reach. A combination of print ads and digital OOH allows companies to publicise the message at mass whilst also simultaneously driving conversation. Print media usually has a return on investment profit of \$2.42, with Television being the only media with a higher return on investment rate.

2. *What we know about out-of-home effectiveness*. (2019). Warc.com.

<https://www.warc.com/content/article/bestprac/what-we-know-about-out-of-home-effectiveness/108513>

Touches on four specific ways to boost effectiveness post COVID. Things relevant to the person at the moment resonated more with them. Things like weather, location, or live updates had a much greater recall. The effects of OOH tend to be more long term than short term. Surprisingly, OOH is growing as a medium for activation and brand building

3. Heitman, Stephanie, and Stephanie is the Senior Managing Editor for LOCALiQ. "5 Stats That Show the Effectiveness of Print Advertising." LocaliQ, 6 Oct. 2020,

<https://localiq.com/blog/marketing/print-ads-stats/>.

Print ads are said by consumers to be the most trustworthy because of its consistency in people's lives. Print ads work hand in hand with other mediums. Print ads are effective to use in a advertising campaign along with other mediums. Print ads hold the reader's focus. Millennials are the target for print advertising

4. "Why Ooh Works." Outsmart, <https://www.outsmart.org.uk/why-oooh-works>.

- OOH drives action- more inclined to absorb info when they are out and about
- Has relevance in media and message- flexibility and immediacy
- The ultimate creative medium- impact and memorability

ANNOTATED RESEARCH CONT.

3 / RESEARCH ABOUT TARGET AUDIENCE

1. **Warfels Sweet Shoppe. (n.d.). Retrieved September 13, 2022, from <https://www.facebook.com/WarfelsSweetShoppe>**

We decided to check what type of people were following / engaging with the Facebook. You can learn a lot about a brand through who follows them. So, after doing a minor social media audit, we found that it is primarily women, Gen X / Millennials, local buyers in Dayton/Harrisonburg area, middle-higher class due to the prices of the product, and all appear to be loyal returners of the brand.

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

We also decided to look at Warfels Instagram followers to get an idea of what their target market might consist of. They have a much larger Instagram following compared to their other platforms. We found that their following mostly contains other small businesses in the Shenandoah Valley area. We love to see small businesses supporting other small businesses. Warfels Instagram following also is made up of primarily millennials and older adult women. Based on their profiles at a glance these individuals are comfortable financially.

3. **"The Dayton Market - a Shenandoah Valley Shopping Destination." *The Dayton Market - A Shenandoah Valley Shopping Destination*, <https://www.thedaytonmarket.com/>.**

We also decided to look at the Dayton Market, where Warfel's chocolates is primarily sold. By looking at the Dayton Market's website, we found that it is a top tourist destination for people visiting the Shenandoah Valley or Massanutten Resort. On their website, they have a review wall where customers can leave reviews on their experience at the market. By taking a glance at these, the majority of reviews were left by Millennials and women. By looking at the Dayton Market Instagram page, there are many other small businesses that follow them as well as younger Millennial women.

4. **U.S. Census Bureau QuickFacts: Shenandoah County, Virginia. (n.d.). www.census.gov. <https://www.census.gov/quickfacts/shenandoahcountyvirginia>**

Over half of the population in the Shenandoah Valley is between the ages of 18-65 (did not state generations, only ages), 50.5% are female, 56.9% of the population is female, in the civilian labor force, and 16+ years old, As of 2020, there were 872 total employer establishments, From 2016-2020, there were 17,541 total households

4 / Competition

Luray Fudge Company: Luray-Page Chamber of Commerce. Visit Us. (n.d.). Retrieved September 14, 2022, from <https://www.visitluraypage.com/directory/detail/luray-fudge-company>

"Delicious handcrafted fudge, cookies, lemonade, soft pretzels, and more!"

Chocolate menu: The chocolate cafe: Delicious chocolate. The Chocolate Cafe. (2021, November 8). Retrieved September 14, 2022, from <https://shenandoahfinechocolates.com/chocolate-menu/>

RSC. Russell Stover Chocolates. (n.d.). Retrieved September 14, 2022, from <https://www.russellstover.com/>

Concept Description

Our final concept is to target to Millennial / Gen X women who love gift giving, family, and the holidays. We are targeting the gift of tradition in our ads, and we do so through vintage advertising. We hope the advertisements we put out can reach a broader target audience in the Shenandoah Valley so Warfels can receive some more recognition. The Christmas theme is to represent the fact that homemade gifts make great traditional and meaningful gifts. In addition, these buyers will be supporting a local business!

<https://app.mural.co/invitation/mural/jmusmad0236/1662726405703?sender=u3bf082669a296bdf781f8471&key=23f974fe-f304-41d3-9706-90c850afcbf9>

Inspiration

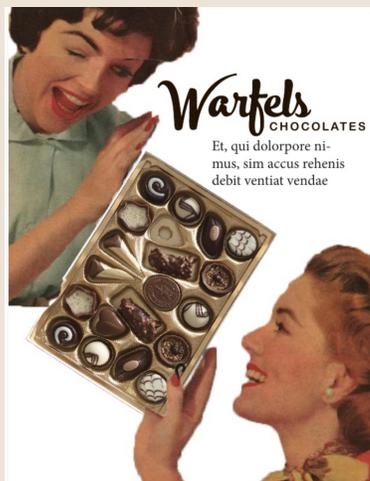


Roughs

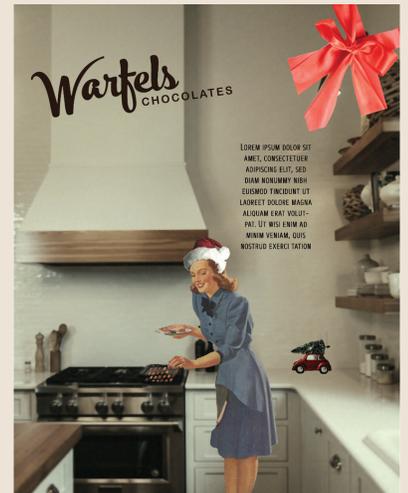
PRINT

Warfels CHOCOLATES

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OOH



FINAL CREATIVE

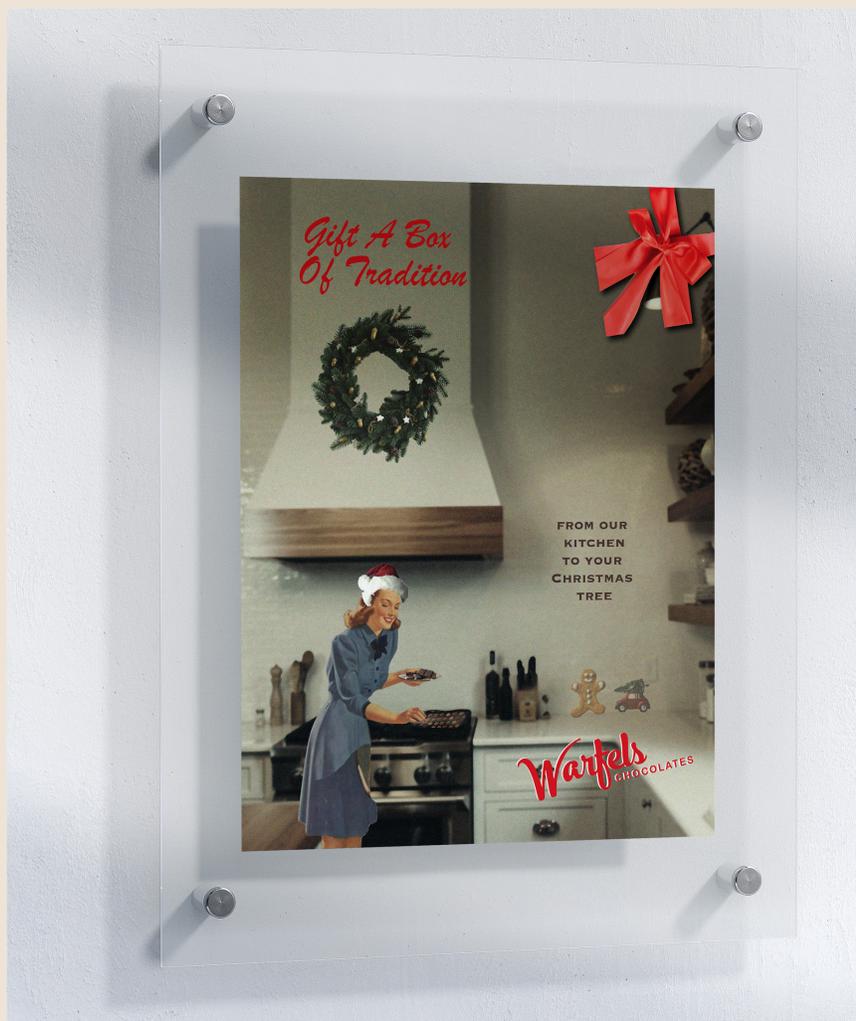


Print Ad

(In Magazine)

Out of Home Ad

(Poster Downtown)



Media Rationale

We decided that a standard size, full page magazine ad would help us reach our target audience the best. Although print magazines are becoming harder to find, they have a more specific audience which we think would be beneficial for reaching our target market. The magazine that we wanted to publish in would be Shenandoah Valley Monthly, which is a longer publication about events partaking in the Shenandoah Valley. They have multiple subsets of different kinds of activities that change every month and helps promote small businesses in the Shenandoah community. This would be helpful to reach people in Shenandoah that are looking for something new to do in their own town and that enjoy supporting local businesses. If Shenandoah Valley Monthly were to also advertise or mention the Dayton Market in one of their issues, the Warfels ad would become increasingly helpful to the business. For our out of home advertisement, we created a poster that would be up in downtown Harrisonburg. We figured that this would help us reach our target audience because it might help expose Warfels to those who are interested in similar things. People who are downtown might be taking a stroll after the farmers market, having an in-person shopping spree, or just be out on the town. People like this would presumably want to go on a short trip to the Dayton Market. If they enjoy downtown Harrisonburg, they also might be very interested in a more traditional and cozy feel that Warfels chocolate exudes. The ad also stands out against other posters displayed in downtown Harrisonburg which could help with the exposure of the brands' products.

Creative Rationale

We ultimately used the concepting approach of showing the product to establish a theme of Warfels being homemade and traditional, making it the perfect holiday gift for loved ones. The print ad shows a box of chocolates front and center, along with the Warfels logo being big and bolded on the bottom left side. Our print ad uses the design principles alignment and contrast. Each element on our print ad has a visual connection to the other elements, making it flow naturally. The use of white space in our magazine ad allows the elements to work really well together. In our Out Of Home advertisement, we wanted to really emphasize the fact that Warfels chocolate is homemade. That is why we put a lady in the kitchen, making chocolate. We wanted to use very similar design elements such as contrast and negative space. The shadows in the kitchen make all the elements in the design pop. By using a neutral color scheme with pops of red, we created campaign continuity. For both ads, we implemented both serif and sans serif in order to match the font in the logo. We used the same headline for both advertisements to create continuity and to highlight our main selling point, that Warfels chocolate is the perfect gift. The copy in our print ad is straightforward and to the point, and circles back to our concept description of gifting tradition. Our copy in the out of home ad perfectly matches the design because of the emphasis on Christmas and the major selling point of all Warfels chocolate being homemade.

Media Citations



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