



**The best treats
come in a yellow box.**

**Integrated marketing communications plan
Prepared by Kimball Gardner**



The sweetest tradition in Utah.

*The opportunity is massive,
because the industry is booming.*

Revenue

Establishments

Wages



What people are saying.

"I like traditional flavors that seem to always be available."

National chains averaged a 4.96 score for value and quality, while local brands averaged 6.35.

"I think the rocking horse is fun. It's a positive sentiment."

"They don't have anything inside that is great for pictures. . . . If they had a good wall that was cool, it would be fun."

61% said a weekly flavor lineup would not change buying habits, but 56% said a seasonal lineup would.

The people we want to reach.



***Working Gen Xers who
want achievement***

**Share shop talk.
Share a donut.**

Be the office hero with donuts
that never disappoint.



***Familial millennials who
love experiences***

**Share a road trip.
Share a donut.**

Treats the whole family will
enjoy. Here, there, anywhere.



***Friend-focused zoomers
who strive for more***

**Share a hike.
Share a donut.**

Timeless treats for you and all
your friends.

How to reach them.



People eat donuts to make memories.

Utah's sugar vice is a unique cultural quality.

Donuts are a social treat. You rarely buy them just for yourself.

What we're going to achieve.



Goal

Make Banbury Cross Donuts the leading donut shop in the Utah dessert market.



Objectives

Increase web traffic to the online menu by 10%.

Reach an average of 2,500 daily donut sales at the Centerville and Layton locations.

Sign up at least 3,000 new customers to the loyalty program.

Let's talk strategy.

The *Share happiness. Share a donut.* campaign



Increase awareness.



Boost engagement.



Continue expansion.

Show them who we are.

Phase 1



Website



Identity



Instagram



Email



Search and display

Be a kid again.

Go back to simpler times with flavors that never go out of style.

Take 10% off >



Focus on timelessness

Sample creative: Display ads

**Fresh, familiar,
fantastic, favorite.**

The donuts you know at
the prices you love.

Take 10% off >



Focus on authenticity

**Bringing Utahns together
since 1986.**

The taste of tradition in every bite. For every occasion.

Take 10% off >



Focus on tradition

Get them more involved.

Phase 2

Sample creative:

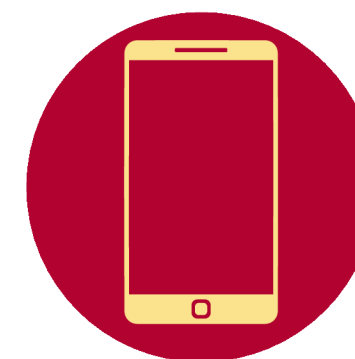
Transit ad



Transit



Social media



UGC



Content



Radio

Prove that we're a Utah staple.

Phase 3

Sample creative: Billboards



Billboards



Direct mail



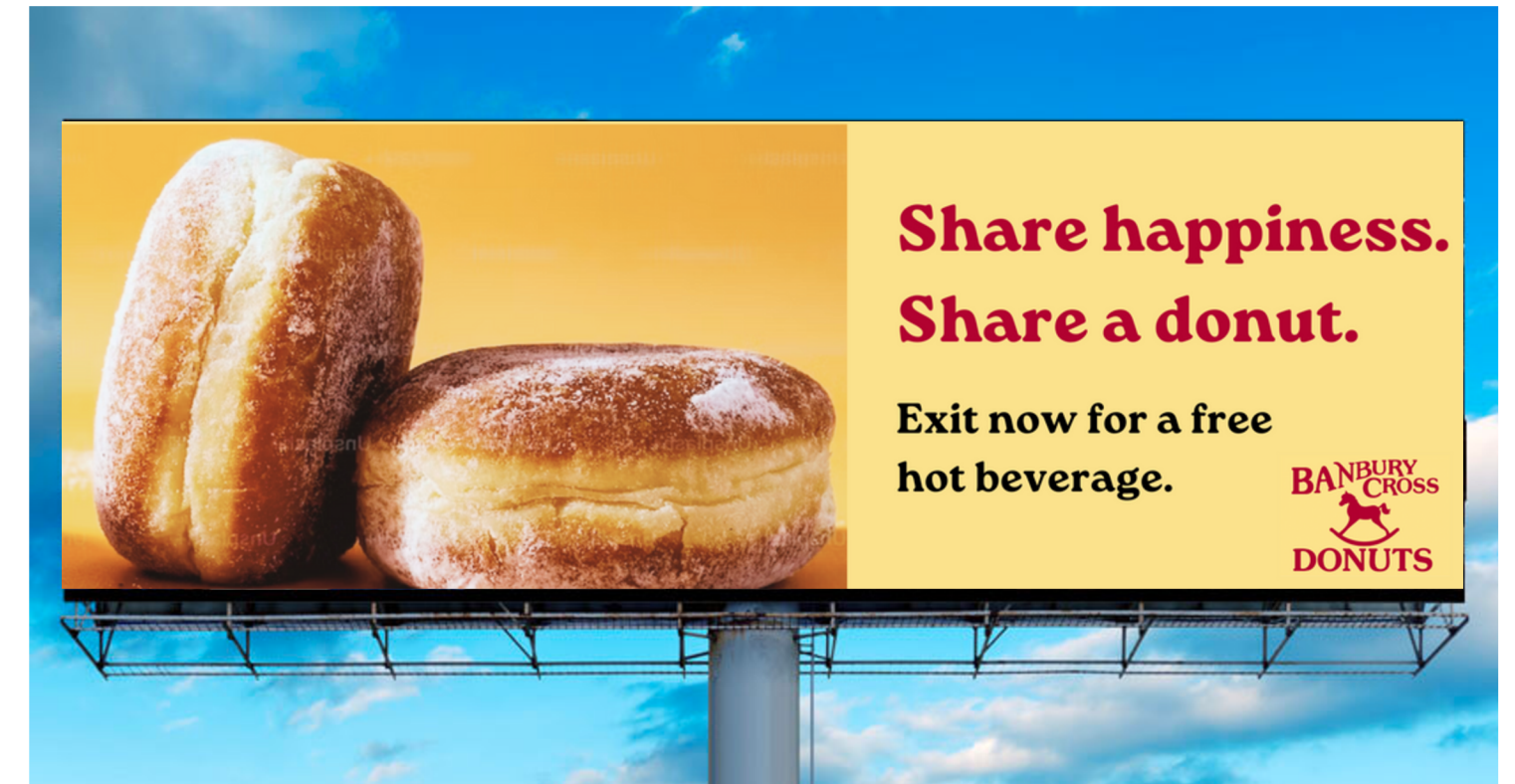
Experimental



Expanded loyalty

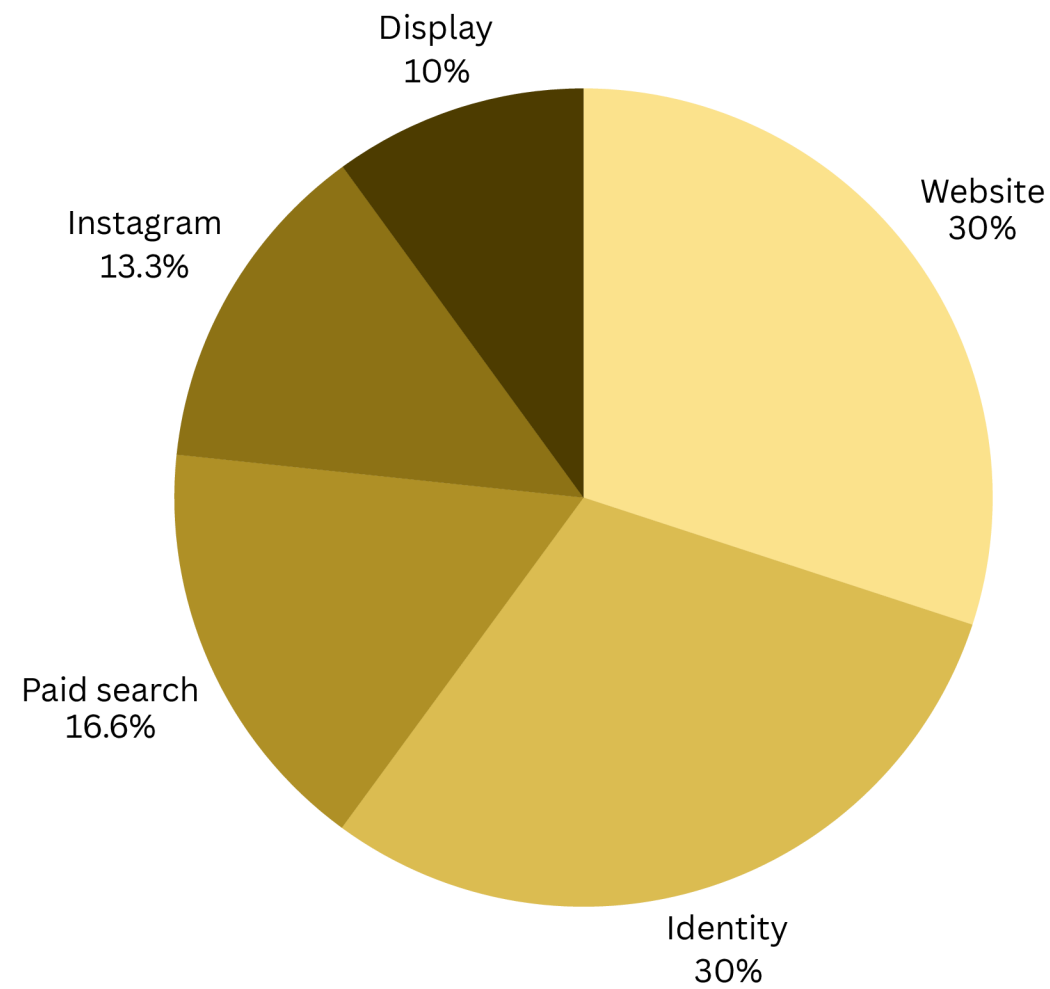


Influencer

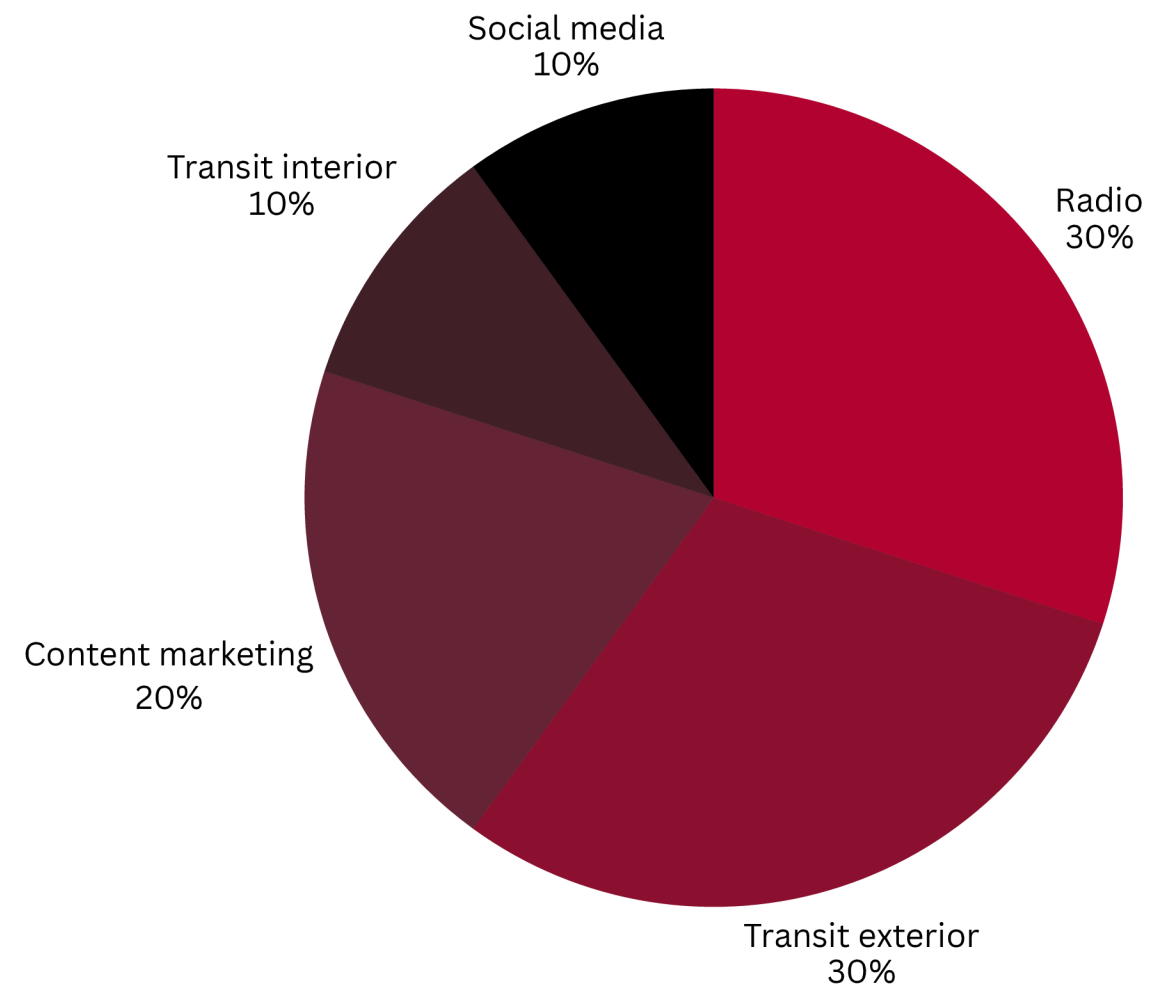


Gotta spend money to make money.

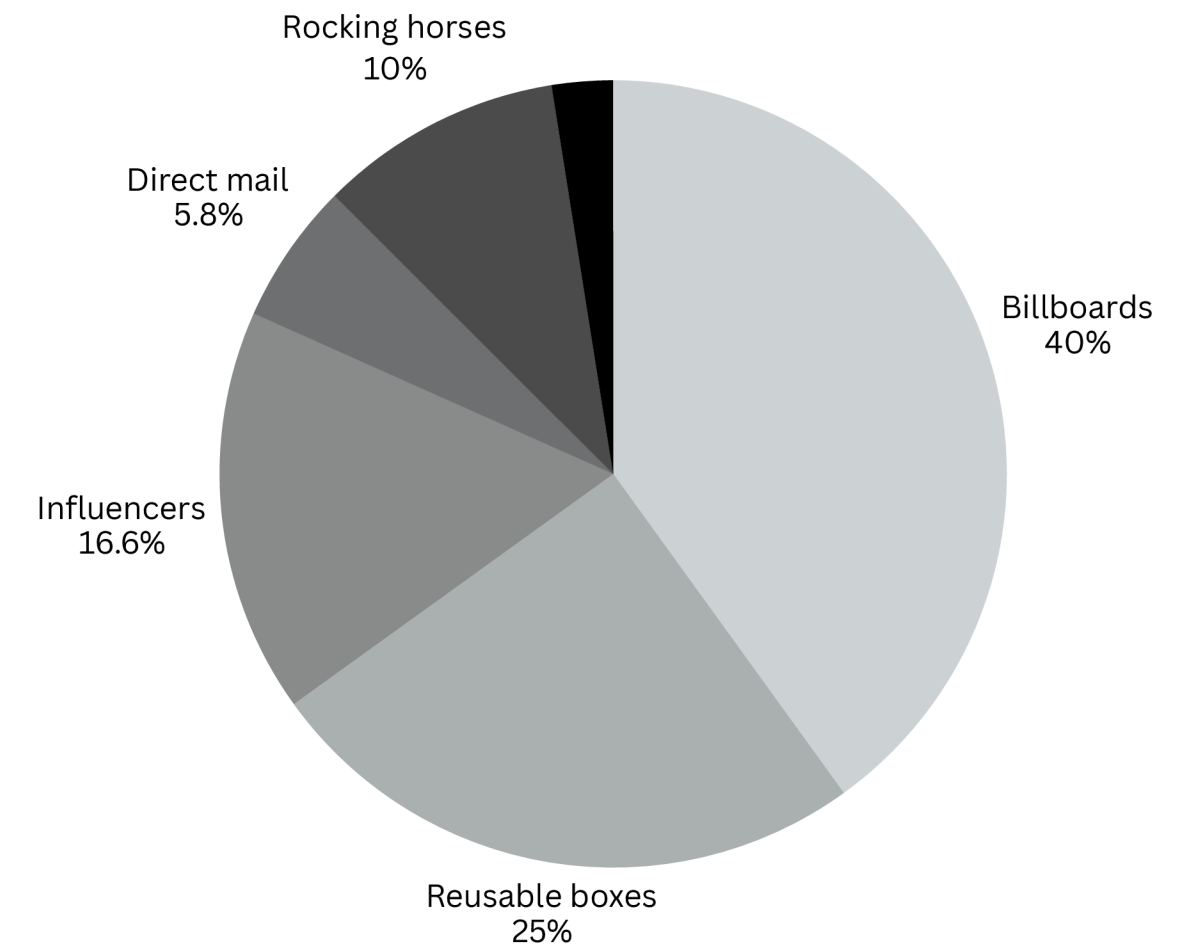
Phase 1



Phase 2



Phase 3





Let's get to work.

**BANBURY
CROSS**



DONUTS
