CREATIVE BRIEF (draft)

MOON DANCE BAKING, INC.

BRAND LOGO DEVELOPMENT PROJECT

September 25, 2013

The Assignment.

Create a memorable, timeless and engaging identity for Moon Dance Baking, an award-winning Sonoma County-based cookie company that makes a premium line of Biscotti, Cookies and Candy, sold in high-end specialty grocery stores nationwide.

Why are we doing it? (the objective).

To continue to achieve double-digit growth in the $86 billion specialty foods market. Upon launching in 2004, the company’s line of cookies was sold under the “Holly Baking” name. Beginning in January 2014, the cookie line will be marketed and sold under the corporate brand name, Moon Dance Baking, in order to focus resources on one core “master brand.”

**See www.moondancebaking.com for an overview of the company’s products and packaging, as this should drive design thinking and development.**

Who are we talking to? (the target)

Women who are the primary shoppers for their families (25-49 years old);

Behaviorally, they:

•Are busy, active, working at home and outside the home

• Would love to have time to bake, but really don’t

* Entertain often and enjoy gourmet foods
* Spend more money to get higher-quality foods (shop at high-end retailers)
* Are viewed as “experts” among their friends, when it comes to products and services, and encourage them to try things they have discovered

Attitudinally, they:

• Appreciate the craft of baking and the “home-made” quality of fresh baked goods

* Are willing to forgo “home made” out of convenience, though want the highest quality, “closest to home made” foods as possible

What do we want to tell them? (the positioning/message)

Moon Dance Baking makes the most extensive line of delicious, traditional gourmet cookies by using the highest quality, all- natural ingredients and baking them in the most authentic way--as close to homemade as possible.

Why should they believe this? (the rationale)

• Cookies are only as good as their recipes; Moon Dance Baking’s original recipes were developed by Debbie Dyar, a mother and baking enthusiast who has perfected these traditional recipes over time

• Moon Dance Baking uses the highest quality, all-natural ingredients including Blommers chocolate, (FILL IN) etc.

How shall we say it? (the strategy)

In an intelligent, friendly manner, with a bit of a whimsical personality that befits a delicious baked good.

Look and Feel

We don’t take ourselves too seriously… our identity should be fun, yet with a classic look & feel. Given the high-end, specialty orientation of the product line, our identity should reflect this as well

How will we know we have succeeded? (the measurement)

• Customers take notice and perceive MDB as a leader in this segment of the cookie industry

* New customers want to bring the product into their stores
* The business continues to grow at a double-digit rate

Timing

* Concepts due by October 7, 2013

Executional Mandatories

* New logo/mark must be directionally in line with the current look & feel of packaging (which will be re-designed to incorporate new name)