



# The Cocoa Bean

Kimberly Anderson, BreAnn Christiansen, Scott Haycock, Danielle Mills, Shannon Shields, Austin Thompson

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# The Cocoa Bean



## Executive Summary

This public relations campaign is on behalf of The Cocoa Bean Cupcake Café. It is a relatively new business to the Rexburg community, owned by Gloria Mugleston and Gary Rasmussen. The objectives of this campaign are to increase awareness, popularity and sales. We will accomplish this through various promotions, merchandise and traditional advertising. We will work with the management to develop a six-month budget while following a strict timeline. We will run numerous ads through magazines, billboards, radio spots, local TV and newspapers to promote The Cocoa Bean Cupcake Café. To measure our success we will distribute three surveys during the campaign: one in June, August and December. At the end of the campaign we will re-evaluate objectives to see if they have been met.

## Background

The Cocoa Bean Cupcake Café opened during the winter of 2008 on College Avenue in Rexburg, Idaho, by brother and sister, Gary Rasmussen and Gloria Mugleston. The Cocoa Bean specializes in gourmet cupcakes and drinks of all flavors. It gets its name "The Cocoa Bean Cupcake Café" because it purchases cocoa beans from all over the world. The owners have created all 40 different cupcakes flavors, ranging from "Raspberry Chocolate Cheesecake" to "Better-than-Whatever" cupcakes.

The Cocoa Bean offers catering for weddings and birthdays, along with delivery services to the LDS Church Missionary Training Center in Provo. It is open from 8 a.m. - 10 p.m. Monday through Thursday and 8 a.m. to 11 p.m. on Friday and Saturday. Prices range from two dollars to six dollars for its food and drink items. The Cocoa Bean does not sell coffee beverages. On Jan. 9, 2010, Mugleston and Rasmussen opened a second café with the same name in Provo, Utah, making this chain company.



## Situation Analysis

The Cocoa Bean Cupcake Café has a great opportunity to expand the unique niche that it has created. The gourmet cupcakes and beverages it serves fits in with the popular coffee shop feel, yet it is distinctly original. The Cocoa Bean's most significant disadvantage is its location; the small shop is on a quiet side road where very few people see it. Because of its unique products the Cocoa Bean has the opportunity to become one of the most popular refreshment shops in Rexburg and has the potential to expand to a larger location. Unfortunately hot cocoa and cupcakes are not as popular in the summer as they are in the winter. Summer time is a major obstacle that the Cocoa Bean faces when other local refreshment shops offer more appealing summer foods. Finally, while tasty, cupcakes and chocolate beverages are high in calories and fat. Because of fad diets and increased focus on health awareness, this also poses a threat to the Cocoa Bean's popularity.

### Strengths

- Gourmet cupcakes and beverages are unique and high quality.
- Fits with current popular coffee shop feel while being unique.
- Appeals to local demographic of LDS Church members (does not serve coffee.)
- Overall look is modern, classy and consistent.
- Logo and colors are well designed.

### Weaknesses

- Location not exposed as it could be.
- No outside seating.
- Limited advertising.
- Limited, unhealthy menu choices.

### Opportunities

- Create a niche for the Cocoa Bean that no one else has
- Develop the Cocoa Bean into the place to hang out and get together
- Expand awareness of the business and its catering abilities for events like bridal, baby showers, and receptions.

### Threats

- Summer is not the time for hot chocolate and cupcakes; the Cocoa Bean will have to compete with frozen treat shops, like snow cones and ice cream.
- Other treat shops that are in direct competition for customers. For example Twizlberry, Coldstone and Snow Shack.
- Increased focus on health awareness. Eating healthy is in, and there is little nutrition in cupcakes and chocolate.

## Objectives

The Cocoa Bean Cupcake Café is a small shop located on College Avenue, North of the Brigham Young University-Idaho campus. This location is easily overlooked, therefore we are striving to increase awareness of the Cocoa Bean in the city of Rexburg 15 percent. Increase popularity of the Cocoa Bean by five percent. Popularity will be defined by counting regular, once a month customers. After increasing sales, 10 percent will be set aside to allow the Cocoa Bean to move to a larger, more visible location. This will encourage more frequent visits from our target audiences, which include college students, middle aged women and high school students.

- Increase Cocoa Bean awareness by 15%
- Increase Cocoa Bean Popularity by 5% (popularity being defined by counting customers who go to the Cocoa Bean at least once a month)
- 10% sales to allow Cocoa Bean to move to a larger location.



## Target Audience

### Primary: BYU-Idaho Students (Ages 18-27)

- Location is close and convenient to college campus
- “Cool” place to go
- Appeals to female students

The Cocoa Bean commonly attracts Brigham Young University-Idaho students between the ages of 18 and 27. Because of its close proximity to campus, its relaxing and welcoming environment, it has become the “cool” place to go.

### Secondary: Middle-aged Women (Ages 27-55)

- Mothers, single women are common customers during the day
- Convenient break place from work
- Lunch out with “the girls”
- Good prices

The Cocoa Bean is the “coffee shop” of Rexburg, Idaho. It is a great break place during the day from work and to catch up with friends. According to Cocoa Bean employees, mothers and single women are the most common customers during daytime hours. The food items are moderately priced and the sweet cupcakes appeal to women.

### Tertiary: High School Students (Ages 14-17)

- Weekend “hang out”
- Affordable
- Easy and safe location to get to (walking or by car)

Far less attendance by this group will be expected during the week but on weekends can be the high school hang out, meeting location or late night snack that is fast and affordable.

## Research

### Pre-campaign Research

In June, 500 surveys will be distributed at Brigham Young University-Idaho and local shopping centers (Broulims and Walmart) and Madison High School to focus and obtaining information from our target audiences. We will meet with management to evaluate precampaign sales. This information will be the starting point of the campaign.

### Secondary Research

As part of our pre-campaign research we will use secondary research. This research will include:

- Data collected from Cocoa Bean management on sales and customer demographics.
- Data collected from similar small businesses in Rexburg.
- Data collected from the Census Bureau on Rexburg population and demographics.
- Data collected from BYU-Idaho student populations and demographics.
- Data showing text-message usage to use for promotions.

### Mid-campaign Research

In August, 500 surveys will be distributed to the local schools (BYU-Idaho and Madison High School) and shopping centers (Broulims and Walmart). We will be in contact with management to measure improvements. At this point, we will be able to measure the progress we have made and what we need to improve in order to achieve our objectives to increase awareness, popularity and sales.

### Post-campaign Research

In December, the final 500 surveys will be distributed to the same local areas (BYU-Idaho, Madison High School, Broulims and Walmart) where we will reach our target audiences. Survey results will show if awareness and popularity have increased. A final meeting with management will be arranged to evaluate sales.



# The Cocoa Bean



## Surveys

[SURVEY PREVIEW MODE] Cocoa Bean Survey  
file:///C:/Documents

Cocoa Bean  
1. Default Section

1. You are:

- Male
- Female

2. What is your age?

- Age 14-17
- Age 18-27
- Age 28-55
- 55+ years

3. Have you heard of The Cocoa Bean?

- Yes
- No

4. Have you ever been to The Cocoa Bean?

- Yes
- No

5. If answered yes to the previous question, how often do you go to The Cocoa Bean?

- Once a week

[SURVEY PREVIEW MODE] Cocoa Bean Survey  
file:///C:/Documents

7. What draws you away from The Cocoa Bean?

- Prices
- Location
- Nutrition
- Too small
- Other

8. What attracts you to The Cocoa Bean?

- Cupcakes
- Frappe
- Hot Chocolate
- Other

9. Would a low fat ice cream appeal to you from The Cocoa Bean?

- Yes
- No

Done

2 of 2  
3/30/2010 2:36 PM

[SURVEY PREVIEW MODE] Cocoa Bean Survey  
file:///C:/Documents/Administrator/My%20Docu...  
Exit this survey

Cocoa Bean  
1. Default Section

1. You are:

- Male
- Female

2. What is your age?

- Age 14-17
- Age 18-27
- Age 28-55
- 55+ years

3. Have you heard of The Cocoa Bean?

- Yes
- No

4. Have you ever been to The Cocoa Bean?

- Yes
- No

5. If answered yes to the previous question, how often do you go to The Cocoa Bean?

- Once a week
- Twice a month
- Once a month
- Twice a year
- Almost never

6. Would you be more inclined to buy something from The Cocoa Bean if it were healthier?

- Yes
- No

7. What draws you away from The Cocoa Bean?

- Prices
- Location
- Nutrition
- Too small
- Other

[SURVEY PREVIEW MODE] Cocoa Bean Survey  
file:///C:/Documents/Administrator/My%20Docu...  
Done

8. What attracts you to The Cocoa Bean?

- Cupcakes
- Frappe
- Hot Chocolate
- Other

9. Would a low fat ice cream appeal to you from The Cocoa Bean?

- Yes
- No

Done

2 of 2  
3/30/2010 5:49 PM



## Strategies & Tactics

### Web Site

The Cocoa Bean currently only has blog: [thecocoabeancupcakecafe.blogspot.com](http://thecocoabeancupcakecafe.blogspot.com). We plan on purchasing the domain name [cocoabean.com](http://cocoabean.com) to establish a Web site in addition to the blog. Through the Web site we will inform the public about promotions, sales and upcoming events. Some of these events include designated date nights, new flavor competitions, cupcake bakeoffs, and small booths at local fairs and carnivals. The Web site will change seasonal to promote fall, Christmas, winter, and wedding specials.

### Merchandise

In addition to the t-shirts already available we will sell mugs. These will be available for purchase within the store. This will offer more publicity when customers use these mugs at home and work. Generic and personalized mugs will be offered.

### Traditional Advertising

Utilize media to grow community awareness of the Cocoa Bean. Use radio time, and place advertisements in print publications such as The Scroll and bridal magazines. In June a billboard ad will run throughout the month. Because of the size of Rexburg most residents will see one billboard.

### Email Promotions

We can use email promotions to increase popularity by offering customers a chance to sign up at the register for monthly emails. These emails will include coupons and upcoming events. Email promotions are a great asset because it is low cost and has reaches interested customers.

### Text Message Promotions

Text-message marketing will be an effective way to increase awareness and profits for the Cocoa Bean. According to CTIA, 97% of text messages are opened and read. People rely on their phones to receive information and many small businesses are starting to incorporate text-message marketing in their advertising to attract their target audiences.

According to [emarketer.com](http://emarketer.com), text-message marketing is most effective with those who text more. In Promo Magazine, marketers found that in 2007, 13.3 percent of mobile phone users were investing in text-message promotions and coupons. In 2009, 26 percent of mobile phone users were investing.

In this table, 47 percent of people between the ages of 18-24 and 50 percent of people between the ages of 25-34 have viewed mobile advertising. Text-message marketing can give small businesses another effective way to reach young adults.

Since Cocoa Bean's main target audience is comprised of these young adults, this is a good way to advertise to fulfill our objectives.

With these promotional text messages, we will send out one to two text messages a month with discounts on food or drink items, catering and merchandise. With the help of other forms of advertising, such as posters, we will put directions on how to sign up for these promotional text messages.

**Demographic Profile of US Mobile Phone Users Who Recall Viewing Mobile Advertising, Q4 2008 (% of respondents in each group)**

Gender	
Male	33%
Female	34%
Race/ethnicity	
White	32%
African-American	37%
Hispanic	52%
Age	
18-24	47%
25-34	50%
35-49	35%
50-64	21%
65+	9%
<b>Total</b>	<b>34%</b>

Note: in the past three months; includes location-based service, MMS, SMS, mobile audio/radio ads, mobile game, mobile TV/video and mobile Web  
Source: Limbo, Inc. and GfK NOP Research, "Mobile Advertising Report: 4th Quarter 2008," provided to eMarketer, February 5, 2009



# The Cocoa Bean



## Advertisements



Billboard advertisement, starts with the campaign and runs for one month. This ad will also be used in small ads in magazines and *The Scroll*.



Advertisement that will run in the bridal magazines promoting catering services. It will run in the popular wedding months, June through August, and then once more in December.

New promotional mugs. Available in store.



Coupon ad that will run in *The Scroll* once a month from June through December.





The Cocoa Bean



*Come in for  
a Cup...*



*...or a Cone!*



*Starting This Summer at The Cocoa Bean*

These ads will run in *The Scroll* during the summer months to promote the Cocoa Bean's new Dole soft-serve ice cream.



*Come See Our  
Softer Side  
This Summer*

*-The Cocoa Bean*

# *This Year Leave Cupcakes for Santa!*



*Come to The Cocoa Bean this season  
to sit on Santa's Lap!*

The Cocoa Bean  
20 College Avenue, Rexburg



3:00 p.m. - 6:00 p.m.  
December 1<sup>st</sup> - 8<sup>th</sup>

Please feel free to bring your cameras!

This ad will run during the Christmas season promoting Santa coming to the Cocoa Bean. This will run in the local newspapers and local TV stations.



# The Cocoa Bean



## Web Site

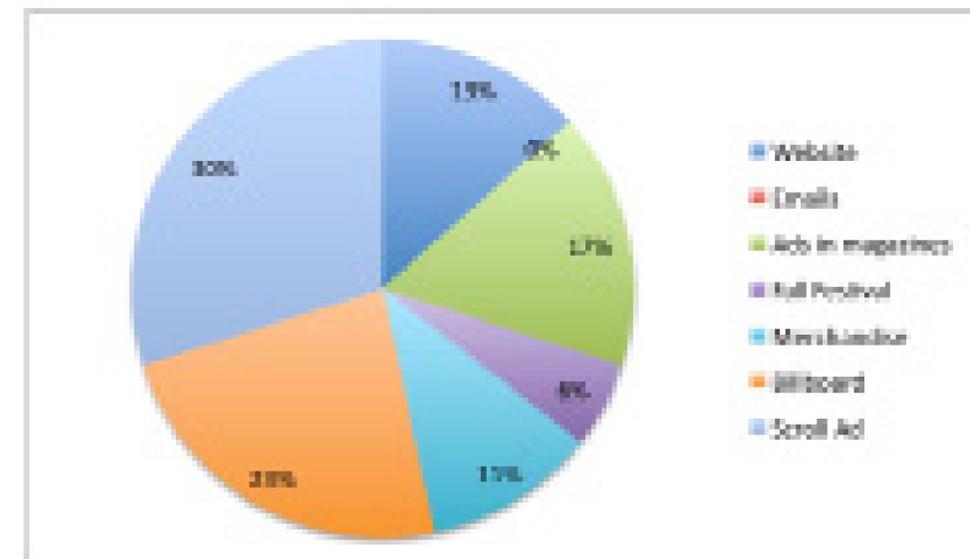


Cocoa Bean will launch a new Web site to go with their blog, at the beginning of the campaign in June. The Web site will have the menu and prices posted with catering details, locations and coupons.

## Budget

Budget for 6 months worth of advertising

Website	\$240
Emails	\$0
Ads in magazine	\$300
Fall Festival	\$100
Merchandise	\$200
Billboard	\$400
Scroll Ad	\$540
<b>Total</b>	<b>\$1,800</b>



Budget for 6 months worth of advertising

Website-\$40/ 6 Months = \$240

Emails- Free

Ads in magazine-\$20 for a 3x 2-spot/6 months = 300

Fall festival Take-off- \$50 in gift certificates another \$50 for free cupcakes =100

Merchandise- 100 mugs/ \$2 each = \$200

Billboard 4 week period- Total = \$800 for 6 months

Scroll ad \$90 per spot/6 months = 540



## Calendar

### JUNE 2010

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			<b>1</b> First Inland Pa Cupcake Bake-Off Publicity-Coverage	<b>2</b> Christmas Cupcake Bake-Off National Br-Cupcake Party	<b>3</b> Cupcake Bake-Off Publicity-Coverage	<b>4</b> Christmas pictures with Series of The Cocoa Bean																																																																																																																												
<b>5</b>	<b>6</b> Staff Photo Shoot Out Cupcake Bake-Off Series of The Cocoa Bean	<b>7</b> Christmas pictures with Series of Br-Cupcake Party	<b>8</b> Cupcake Bake-Off Publicity-Coverage	<b>9</b>	<b>10</b>	<b>11</b>																																																																																																																												
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b> Fraser Hill	<b>16</b>	<b>17</b>	<b>18</b>																																																																																																																												
<b>19</b>	<b>20</b>	<b>21</b> Christmas Eve	<b>22</b>	<b>23</b>	<b>24</b> Christmas Eve	<b>25</b> Christmas Day																																																																																																																												
<b>26</b> Kinnocks begin	<b>27</b> Snowy	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> New Year's Eve																																																																																																																													
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## Conclusion

After extensive planning, our campaign will increase awareness, popularity and sales of The Cocoa Bean Cupcake Café. Through billboards, advertisements and community events including the cupcake bake-off, target audiences including Brigham Young University-Idaho students, middle-aged women and high school students will be more informed about the Cocoa Bean. The survey distributed before, during, and after the campaign will produce results that allow the Cocoa Bean to understand the public view of the company and ensure that effective public relations continue. Increase in sales will create opportunity for the Cocoa Bean to expand its merchandise and product as well as allow it to relocate to a more popular location. This campaign will bring increased awareness that will lead to increased popularity, which in turn will lead to increased sales.