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Cupcake Royale Communication Plan



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COM 470

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Executive Summary

Cupcake Royale was founded in 2003. It is the premier cupcake bakery in Seattle. Cupcake Royale has stores located in the greater Seattle, Washington area.

Business/Product or Service

Cupcake Royale bakes fresh, made from scratch cupcakes. Along with their cupcakes they offer coffee that is paired with each cupcake. A range of services is offered including catering and delivery. Presently, the cupcakes are in the growth stage. It competes with other bakeries in a nostalgia sense. It was the first bakery dedicated to just cupcakes in the Seattle area. Our future plans include increasing awareness of Cupcake Royale and its products and services by the end of this year.

The Market

We define the market as a niche bakery service. Catering to people with a liking for sweets and coffee.

Competition

We compete directly with other cupcake shops in the Seattle area. These include Trophy Cupcake, The Yellow Leaf Cupcake Company, New York Cupcakes, Hello Cupcake and PinkaBella Cupcakes. We have an advantage over these other companies because of our established name in the cupcake industry.

Risk/Opportunity

The greatest risks associated with Cupcake Royale are competing cupcake stores that may take some business away. The biggest opportunities we have are staying up to date on social media and engaging our customers through these media and developing relationships.

Operations

Cupcake Royale has stores in Capitol Hill, Madrona, West Seattle, Bellevue and 108 Pine. All of their baked products are baked in house and made from scratch every morning with locally grown ingredients. They are sold only from the store. They deliver and cater.



Case Description

Type of Organization:

Cupcake Royale (CR) is a company that strives to be involved with its customers and the community. It is a cupcake and coffee retailer. Cupcake Royale prides itself on being involved with other organizations, fundraisers and promoting awareness in art, music and politics.

CR was founded in 2003 and now has five locations: Capitol Hill, Ballard, Bellevue, Madrona and West Seattle.

The baking market has steadily become a trend within niche market on cupcake co-insurers. Long-term success has been a struggle because of multiple small and medium sized baking companies. The baking industry also needs to consider the flux in people's dietary habits. While there is a niche market that cupcake shops adhere to, there be also a trend of healthy lifestyles.

External technology advances are contributing to the baking industry, such as energy saving ovens. In addition, there is an outward trend to support local businesses causing easy access to ingredients.

Past Communication Efforts

Cupcake Royale hasn't done much in terms of effort for the promotion of their delightful treats in the form of contacting the media through press releases. In addition no pressroom can be found. The media, however, eats this sweet shop up.

Popular blogs such as cakespy.com, itsyowyow.com, su-spector.com and Cupcake's Royale's own blog: [Legalize Prostitution \(2952 views\)](#), creates a buzz by talking about everything from the cupcake of the month to Jody Hall's (founder/owner of Cupcake Royale) committed activism for the health care reform, increasing taxes and the legalization of gay marriage.

Cupcake Royale faces a few issues: one, its social media sites, such as its blog, need to be updated more frequently. The latest blog post is from November 2012. This needs to change. If the blog was updated on a regular basis, fans of the stores and cupcake and baking enthusiasts could be in tune with the

happenings of Cupcake Royale regularly. The ease of being able to obtain information via the Internet and have an easy social interaction with the store might help with customer relations.

Cupcake Royale has been featured on online news sites like KOMO, The Seattle Times, Seattle Weekly, Ballard News Tribune, King 5 and The Stranger to name a few. There is a conclusive feel to all articles. The people of Seattle love Cupcake Royale. Cupcake has a voice in each neighborhood location that influences opinions on art, music, political views and the best cupcake.

“These slick shops make cupcakes with buttercream frosting that rivals homemade, in an astonishing range of flavors.”

—The Stranger

Events that have been held at each or different locations have been free shows from Brandie Carlile, DIY Cupcake events and free cupcake giveaways at new locations or when purchasing an espresso drink.

Along with their own blog, Cupcake Royale uses social media sites Twitter, (@cupcakeroyale) which currently has 9,321 followers, and Facebook, (facebook.com/cupcakeroyale), which has 25,694 “likes.” Cupcake Royale uses social media to host online discussions of community happenings ask questions and update statuses with promotions and reminders of daily deals.

Competitors

The competitors of Cupcake Royale include Trophy Cupcakes, The Yellow Leaf Cupcake Company, New York Cupcakes, Hello! Cupcake and PinkaBella Cupcakes.

Trophy Cupcake (TC) is Cupcake Royale’s top competitor. With 10,159 Twitter followers, 50,061 Facebook “likes,” Pinterest, Google +, YouTube videos, Instagram and online newsletters, TC is dominating the social media battle. The only thing they don’t have is a blog. TC uses their Twitter and Facebook to post events, polls and promotions like cupcake happy hour. In addition, TC has partnered with Molly Moons ice cream shop—a popular sweet boutique in Seattle—where they sell cupcakes at all Moon locations. Local media that talks about TC is Seattle magazine, Seattle Post-Intelligencer (who talked about both

competitors in the article “Let Them Eat Cupcakes”), Seattle Metropolitan and Daily Candy – Seattle (blog).

“Two slices of delectable news on the cupcake front: *Trophy Cupcakes* will open its second branch in late spring in University Village, and *Cupcake Royale* will open a new branch and bakery in June on Capitol Hill.”

—Seattle Post-Intelligencer

TC has four locations: University Village, Pacific Place, Bravenn, and Wallingford Center.

Cupcake Royale’s closest competitor after TC is Pinkabella Cupcakes (PC). With less Facebook “likes” (5,324) than other competitors, PC has 190 Twitter followers and lots of local press coverage. PC uses only these social media tactics to post about new flavors, pictures, Facebook notes and promotional deals. Press that covers PC includes Evening Magazine, Red Tricycle, Queen Anne View, King5.com, Seattle Times, Bellevue Reporter, Redmond Reporter, Daily Herald and 425 Magazine. They also do not contribute to a blog.

“The vanilla, chocolate and strawberry color scheme complements rows of pastel cupcakes.”

—Seattle Times

PC has five locations: Alderwood Mall, Bellevue Square mall, Queen Anne, South Center and Redmond Town Center.

Yellow Leaf Cupcakes (YLC) may have 8,354 Facebook “likes” but they do not use Twitter or blogging to communicate. They use social media as their main source of connecting with customers by Facebook notes, posting promotional deals like cupcake happy hour. With only one location on Fourth Avenue in Seattle, YLF does not generate a lot of press coverage.

Another top competitor of Cupcake Royale is Hello! Cupcake (HC). Also without a Twitter, HC generates a lot of Twitter talk—#HelloCupcake. HC has 5,590 Facebook “likes” and only uses social media for posting deals. HC is located on Pacific Avenue in Tacoma.

The last analyzed competitor is New York Cupcakes (NYC). With 3,316 Facebook “likes” and 199 Twitter followers, NYC uses social media for status

updates, deals and Facebook notes of press clippings. NYC has a blog called Cupcake Love that currently has 30 subscribers and was last updated January 20, 2012. NYC has generated buzz through Seattle Metropolitan, King5.com, Cakespy.com, 425 Magazine and Red Tricycle.

“Silky, not-too-sweet frosting and moist cake with few crumbles put Cheatin’ with Chocolate in the lead.”

—Seattle Metropolitan

NYC has two locations: Bellevue and Seattle.

No competitor uses traditional press releases or media alerts for any of their events or promotions, nor do they have designated PR practitioners.

Product/Services

Cupcake Royale offers fresh, made from scratch cupcakes. Their frosted treats come in a large variety of flavors that include blue berry, carrot walnut, toasted coconut lime. Vegan and gluten free cupcakes are also options. A unique accompaniment to each cupcake is that they are all paired with an espresso that best compliments that specific flavor. What keeps Royale’s cupcakes so fresh is that all of their ingredients are purchased from local producers and growers. This not only ensures they have the best tasting cupcakes but also supports the local economy.

Cupcake Royale offers a diverse range of services. Delivery is an option for customers who do not want to come to a location themselves. This is a great way for businesses in the Seattle area hosting office parties and functions to get their hands on cupcakes hassle free. Cupcake Royale can also be found on Amazon Fresh.

Another unique service is the rental of Cupcake Royale’s party cart. The cart can be brought anywhere you want in the Seattle area. It comes pre-loaded with fifty cupcakes, an employee to serve them and delivery and pickup of the cart. Pricing starts at \$275 for one hour and additional cupcakes can be purchased at market price.

Each store location has varying rooms that can fit eight to twenty people available for sprinkle parties. A sprinkle party is a fun way to frost and decorate

cupcakes with your friends. For up to 90 minutes, the rented room provides you with all the necessary accessories like a frosting bar with three types of frosting, large amounts of sprinkles, cupcake toppers and best of all: Cupcake Royale will do the cleanup. The cost is \$20 per person. For parties with attendees 21+ there is an option to bring your own bubbles or wine. Cupcake Royale provides the stemware and banquet permit.

Cupcake Royale is also available for catering to weddings.

Issues

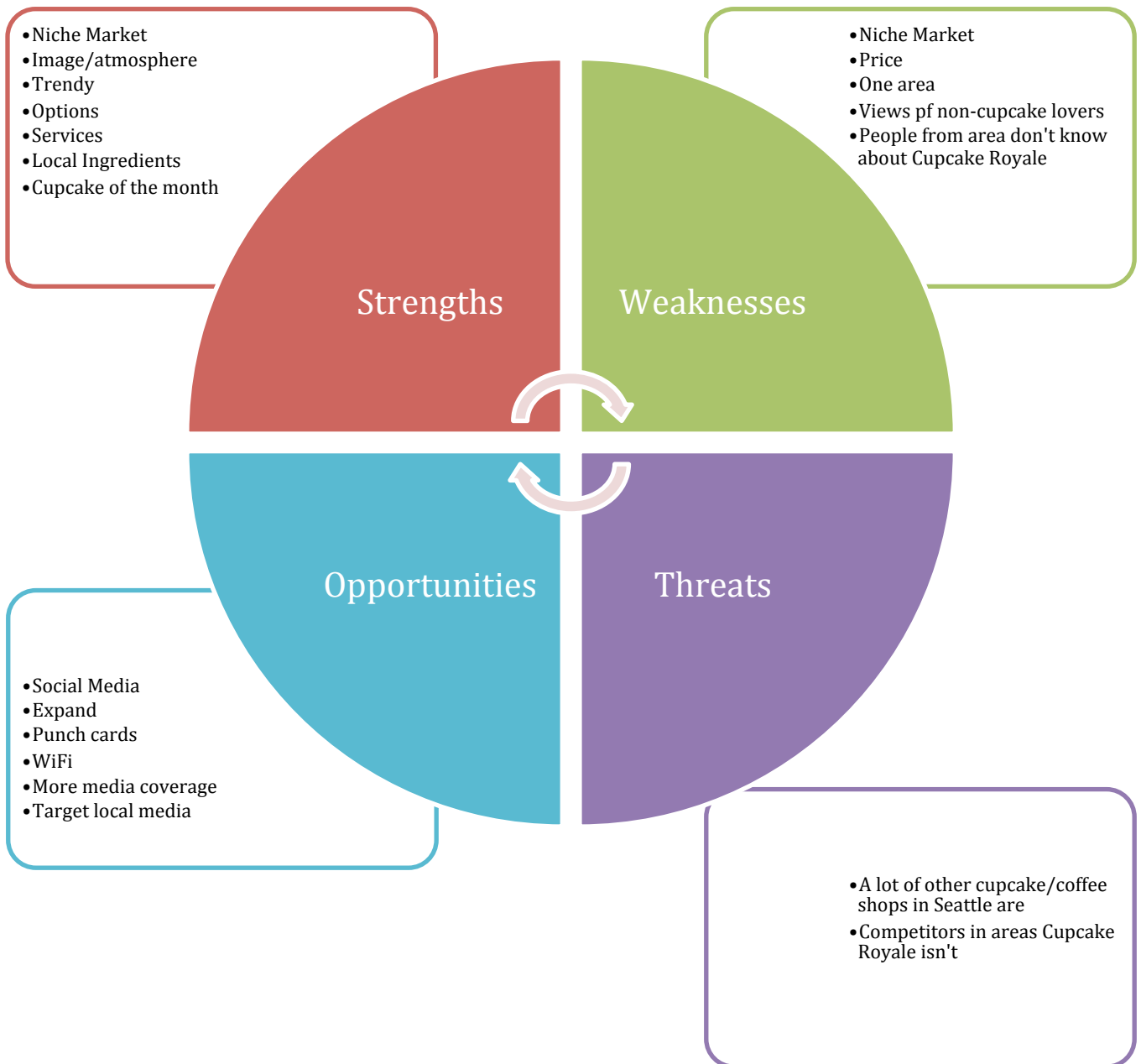
According to Yelp.com, Cupcake Royale faces a problem its delivery service. Although delivery is a convenient form of getting cupcakes, orders have to be placed at least a day ahead of time for this to happen. It would be more convenient for customers if same day ordering and delivery were available. However there are some risks associated with this. If same day ordering and delivery were to happen, new employees would need to be trained and hired.



Goal and Objective

Goal: To expand brand awareness within the Seattle Area

Objective: Position Cupcake Royale as the elite cupcake shop in Seattle





Publics

A. Publics

a. Parents

- i. Parents that like to take their children out for a day and stop and get a cupcake. Disposable income. Also, birthday parties for parents because they will host birthday parties for their children at the Cupcake Royale stores. There is also the option of custom cupcake frosting gatherings for parents to do with their children as a fun "out of the house" activity.

b. Businesses

- i. Businesses are a great way for Cupcake Royale to hit an older demographic with their catering business. Business meetings are a staple and Cupcake Royale would a great delicious treat to have. The cupcake cart would be perfect for business meetings/gatherings.

c. Health Conscious Women

- i. Women are a main public for Cupcake Royale because women think that cupcakes are cute, sweet, and delicious and from our survey results we found that women love specialty cupcake shops.
- ii. Gluten free and Vegan cupcake options are available for the health conscious public.

d. Middle class

- i. The middle class is a public because they have a higher income than most with more money to spend on treats. Also, the middle class lives in trendier neighborhoods such as West Seattle, Ballard and Bellevue, which are all locations of Cupcake Royale. The middle class also prefers quality to quantity when it comes to spending their money on luxurious items.

e. Baking enthusiasts

- i. People who share the love for unique baked goods are a public for Cupcake Royale because Cupcake Royale is a very unique shop and those who are unique really enjoy it. This includes food bloggers.

f. Artists

- i. Shops have an 'artsy' feel to them with lots of art, painting and opportunities for local artists to play in the shops.

B. Current relationship with organization

- a. Parents bond with their children over cupcakes
- b. Businesses buy cupcakes in large quantities
- c. Women think cupcakes are cute and fun

- d. Middle Class society has money to spend on cupcakes
 - e. Baking enthusiasts are searching for new baked goods
 - f. Artists are able to express themselves, have a place to gather and socialize
 - g. People who are health conscious want to support businesses with the same values
 - h. All publics use word of mouth to promote
 - i. Influential/Opinion Leaders
 - j. Baking enthusiasts are influential through reviews, blogs, word of mouth and are searching for new innovations in the baking industry
 - k. Artists are influential by particularly placing their art in certain places that represent themselves and what they support
- C. Goal of campaign: To expand brand awareness
- a. Objectives on the path to accomplishing goal:
 - b. Expand brand awareness through
 - c. Update social media



Strategies and Tactics

Cupcake Royale was founded in 2003, as Seattle's first cupcake bakery and café. As well as Seattle's first bakery, it is also the nation's first cupcake bakery to open outside of New York City. The cupcakes are made fresh daily, and can be paired with a delicious artisan espresso under the house brand of Verite Coffee.

Publics:

Upper Middle Class Parents

Primary message: Cupcake Royale is a great place for an anytime snack

Secondary message: Cupcake Royale is a family friendly environment that is a great place to bond with your children over cupcakes.

Strategies and Tactics:

- Punch cards- customers will be able to obtain a punch card, which when after it has ten punches on it a free cupcake is available.
- Re-usable mug- a mug will be available for sale that can be brought in each time a beverage is purchased. The customer will receive a small discount when using this mug, as opposed to having to use a disposable one each time.
- Color contest- stores will have available blank cutouts of cupcakes on paper. Children can color the cupcake and after it gets placed on a wall in the store dedicated to these colorings. At the end of every other month a drawing is chosen at random and that child can come in and receive a free cupcake.
- Frosting contest- similar to the color contest, children will be able to decorate a real cupcake from a few select frostings. A picture will be taken of each cupcake and at the end of every other month employees will decide on the winner of a free cupcake.
- Seattle events- annual food related events offer opportunity to reach publics. We will have a presence in Bite of Seattle and Taste of Tacoma. Having a booth with cupcakes and merchandise at popular Seattle food events will help increase our awareness and make our stamp as Seattle's premier cupcake shop.

Kids (Ages 10-17)

Primary message: Cupcake Royale is a fun place to come and hang out before, during or after school.

Secondary message: Cupcake Royale offers a relaxing, friendly environment that is welcoming to groups of kids to come in and enjoy a snack or coffee.

Strategies and Tactics:

- Sponsor- local sports teams like softball and baseball are always looking for sponsors. We would have a hand in helping the community and kids by

purchasing uniforms and funding a team while generating awareness for Cupcake Royale.

- Baking competition- some high schools feature culinary programs. By sponsoring cupcake-baking competitions we can get into some of these schools and spread our company. Our competition will be for students in baking or culinary programs and who can create the best tasting cupcake. The winner will be awarded with a certificate to purchase baking utensils from a store such as Sur La Table.
- Viral video- since social media is so important to this age demographic, making a viral video would be ideal. The video will feature an employee wearing a cupcake costume, visiting famous Seattle landmarks and interacting with people in these places. Basic camera and editing software is easy to come by these days, making this happen will be no problem.
- QR code- posters will be placed around Seattle, relatively closely to Cupcake Royale stores. If the QR code is scanned and brought in, a discount can be received.

Health Conscious Women

Primary message: Cupcake Royale is a great place to catch up with the girls and cater to health conscious women.

Secondary message: Cupcake Royale offers a relaxing environment for women to socialize. They can come in, purchase coffee or snacks and sit around together at our stores and converse with one another. Also, displaying nutritional information to educate health conscious women about what they are eating at our stores.

Strategies and Tactics:

- Nutritional information- a chart will be created to show the nutritional information for all cupcakes and products. Our survey showed that women are more health conscious to men and this will cater to their needs so they can be better informed. The nutritional chart will be available at the front counter.
- Sugar free- offering cupcakes with alternative baking methods, such as sugar free, will grab the attention of women and those who are trying to watch calories.

Baking Enthusiasts

Primary message: Cupcake Royale has a creative and artsy atmosphere.

Secondary message: The paintings on the walls, music and colors that are at Cupcake Royale locations give it an artsy vibe. This is great for people in need of inspiration and invites them to be creative.

Strategies and Tactics:

- Baking competitions- baking enthusiasts will be able to participate in a baking competition. Participants can sign up at Cupcake Royale locations and bring their creations in to be tasted and judged. The winner will get a photo of themselves and their cupcake framed on the wall for a month.
- Cupcake eating challenge- people that make food quite often enjoy eating as well. Hosting a cupcake eating challenge in our store would be a fun competition. Whoever can eat the most cupcakes would get a custom made shirt from Cupcake Royale not available to the general public. This contest will not only attract this public, but also draw in crowds of people passing by the store as well while it is going on.
- QR code- flyers posted around the Seattle area with information about challenges and contests for baking enthusiasts featuring a QR code. The QR code would link to our blog, legalize prostitution and would keep this demographic up to date on what Cupcake Royale is doing.

Artists

Primary message: Cupcake Royale is a place to show off your art.

Secondary message: Cupcake Royale offers a place for artists to network with one another. This is because artists will be coming in to show off their art or music at our locations. They will build relationships with one another at our stores and Cupcake Royale will be at the base of that relationship.

Strategies and Tactics:

- Art walk- creating an art walk for local artists to participate in. The walk would begin and end at Cupcake Royale. The event will be local artists meeting together to walk Seattle, discuss the local art and network with each other. All the while, Cupcake Royale will be the reason for these connections being made and will be associated with them in their minds.
- Seattle events- Seattle is known for its music. Having a presence in music festivals like Bumbershoot at Seattle Center would connect us with artists in the area. Coupons for discounts will be made available in our stores and local papers like the Seattle times. If you bring one to the stand at bumbershoot, the discount is yours.
- Readings- hosting a poetry reading night in some of our locations. Every other month. This not only brings in artists to socialize, but poetry fans that might be unfamiliar with Cupcake Royale.
- Download cards- small cards can be made to feature an artist of Cupcake Royales choosing every month. Working with a willing artist, a link will be placed on the card to give customers a free download of a local Seattle musician or bands song with the purchase of a cupcake.



Survey and Focus Group

Survey

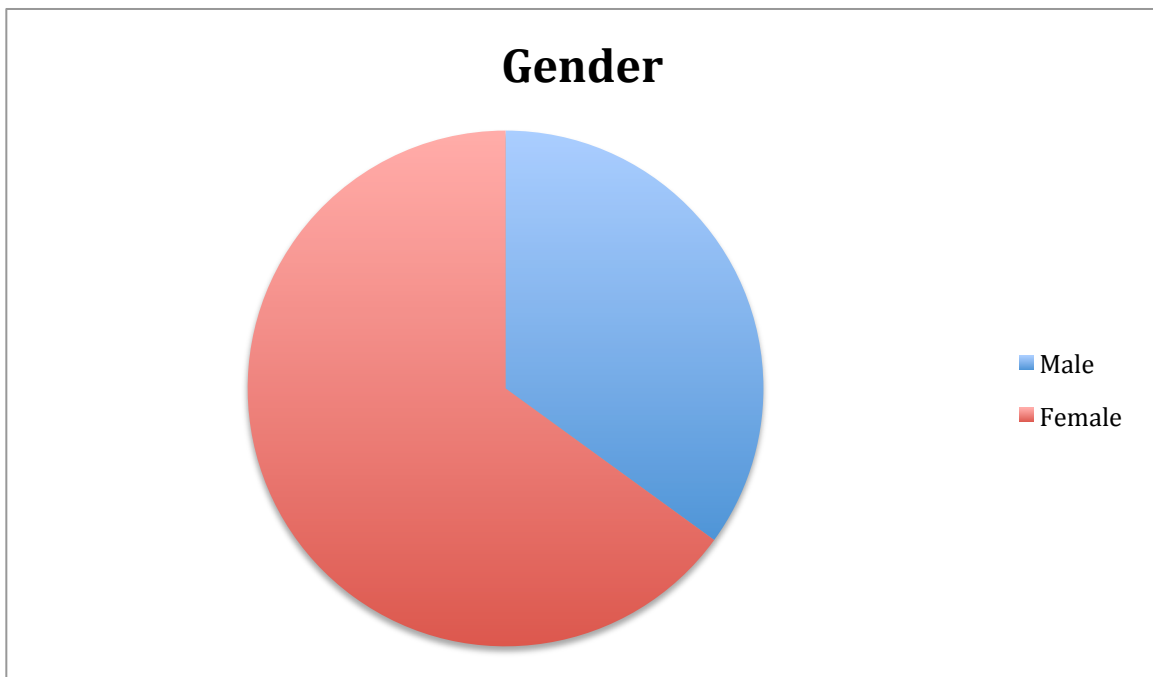
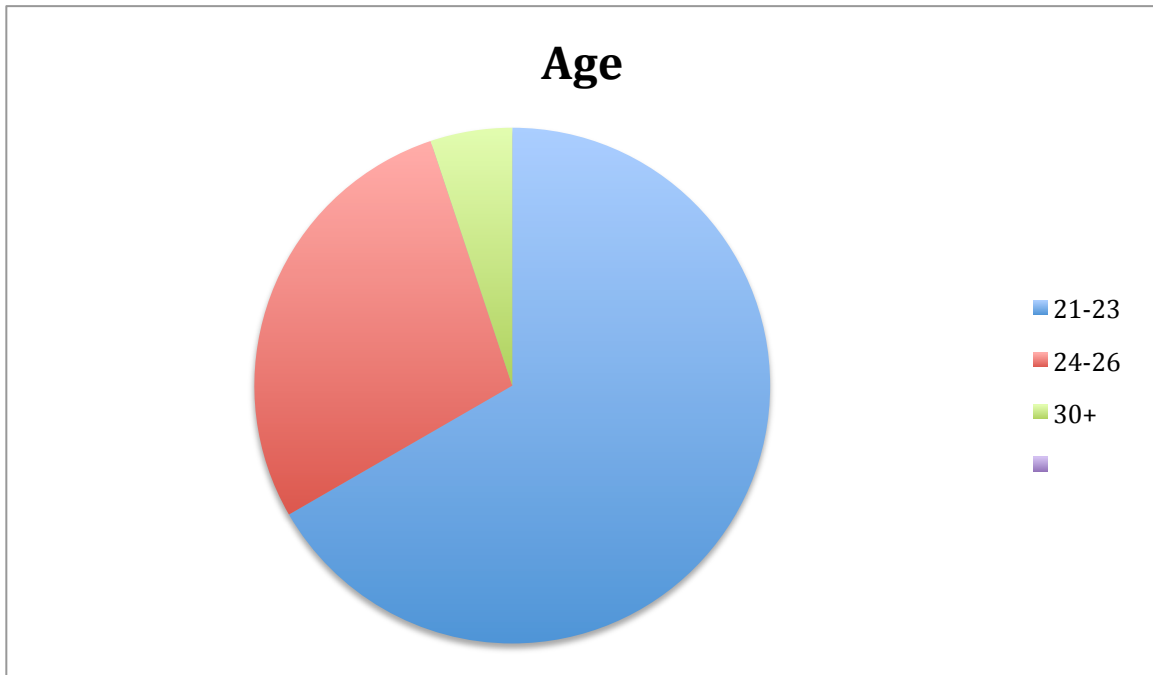
Methodology: For our survey research we surveyed 40 Central Washington University students that were inside of the student union building (SURC) around 2:00pm on Thursday, April 12th, 2012. Our delivery method was just randomly asking people to take our survey on Cupcake Royale.

Analysis: When going through the results we found that there were fourteen males and twenty-six females surveyed. This document will break up in male and female results and then results as a whole.

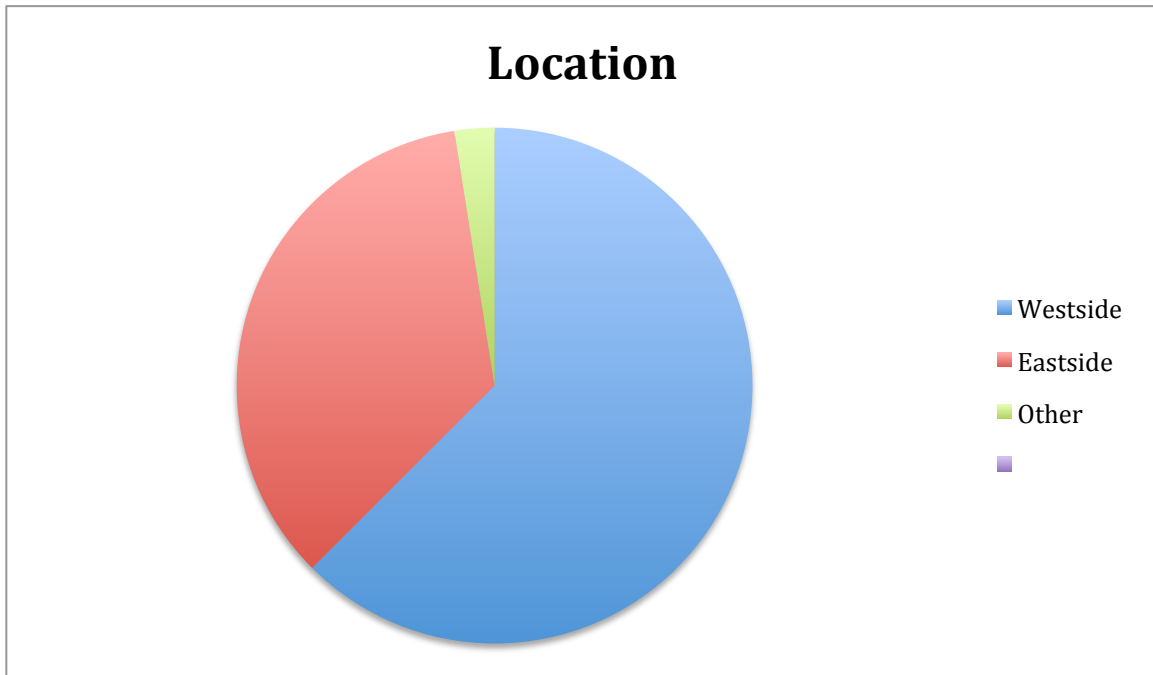
1. Male participant results:
 - a. Ages/Location:
 - i. Our male results showed that there were four males between the ages of 18-20, eight ages 21-23, one ages 24-26, and one age 30+. For primary residence, nine were from the west side of Washington State and five were from the east side of Washington State.
 - b. Common Words
 - i. The most common words that were written by males when the word 'cupcake' is heard was 'yummy' with three times said, and then followed by delicious, sweet, frosting, and birthday all with two times said. Some other words that were used were fattening, tasty, love, celebration, and desert, girly, moist. From this, we concluded that girls view cupcakes with both positive and negative ways.
 - c. Popularity
 - i. Our most important question from the survey was whether or not people had heard of Cupcake Royale before. Out of the 14 male survey participants, 12 have never head of Cupcake Royale, and two have. For the two that have visited Cupcake Royale, both have been to the Bellevue location.
 - d. Media Consumption
 - i. When asked about media consumption, and what times of media participants use most often social media was top with ten followed by online newspaper, movies, newspaper, television, and magazines with five. Then blogs, radio, and movies followed all with four times circled.
 - e. Social Media

- i. For words associated, there was multiple that were common within female participants. Yummy, frosting, sweet, and delicious were most commonly used with over eleven times written down each. Followed by cute, baking, tasty, fluffy, unhealthy, cake, birthday, creative, passion, fattening and off limits.
- d. Media Consumption
 - i. When asked about media consumption, and what types of media participants use most often social media was used with over 22, followed by web entertainment, movies, and magazines all with over 16.
- e. Social Media
 - i. As for the names of social media that female survey participants use, Facebook was the most used with 20 times written down out of the 26 followed by Twitter with 16 and then Pinterest with twelve. Others that were mentioned were Tumblr, Foursquare, MSN, Yahoo, Netflix and YouTube.
- f. Eating Out
 - i. When it comes to eating out, nineteen females eat out less than once a week, 4 eat out 1-3 times a week and two eat out 4-6 times a week and 1 eats out 7+. As for how often dessert is eaten by female participants, twenty eat dessert less than once week, three eat dessert 1-3 times a week and then three eat dessert 4-6 times a week.
- g. Favorite Dessert
 - i. As for favorite desserts, female participants said they liked carrot cake, anything chocolate, cookies, ice cream, brownies, peanut butter cupcakes and gummy worms. Others wrote down cupcakes, frozen yogurt, fruit, and pudding.

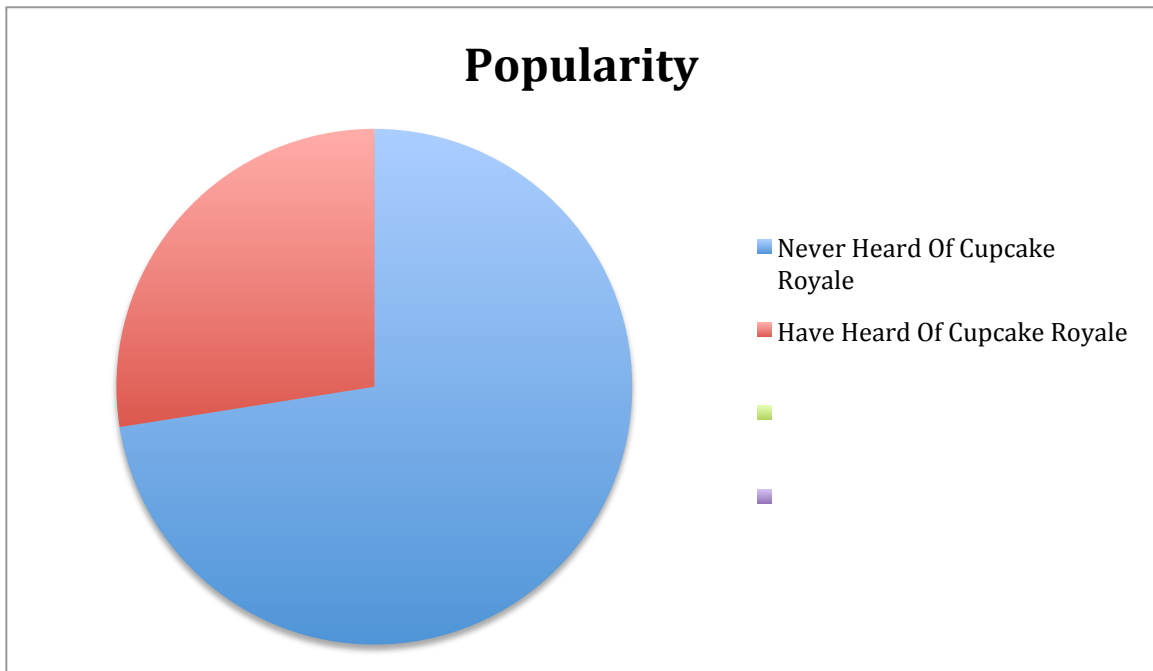
All participant results: When putting the results all together there were forty males and females surveyed all together. Twenty-six female, fourteen male. Twenty-six of them being ages 18-20, eleven ages 21-23, 1 ages 24-26 and 2 ages 30+.



For location, 25 were from the west side of Washington State; 14 are from the east side and one from California.



As for purposes of knowing what Cupcake Royale is, 29 have never heard of Cupcake Royale before, eleven have.



Final Conclusions

Results weren't varied well, meaning that that people that were surveyed were around the same age and majority of the results were women. We should have gone to a different location as opposed to a college campus.

Objective needs to be changed from wanting to put Cupcake Royale on a cruise line; we need to aim to get the company better known within the city of Seattle and surrounding areas.

More females than male have heard of/been to Cupcake Royal

Objective needs to be expanding market outside of people who already go to specialty cupcake shops

More advertising for college students between ages 18-23.

Focus Group

Our focus group was held in the Black Hall computer lab on Tuesday April 12th. There was 1 male and 5 female participants varying in ages 20 to 23. Ben McBride and Devin Larson asked various questions about cupcakes, Cupcake Royale, and promotion within Cupcake Royale.

About Cupcakes

What is your general impression on cupcakes?

Everyone had a split impression of cupcakes. Some impressions were very positive, but others were more negative. People described them as “yum, sweet, too much sugar, don’t like them, and not a huge fan.” Some other participants associated them mostly with birthdays rather than a daytime snack.

What types of media do you use?

Most of the participants answered by explaining that they use many different forms of social media, online news sites, radio, and magazines. They use Twitter for news and Facebook for social media. For online news participants read the Seattle Times online, CNN online, and AOL. Other forms of media used were Women’s Health, Vogue, Today Show, and NPR.

Do you follow baking or food blog/magazines?

There was a very large range of answers for this question. Two of the participants said that they do not like subscribing to magazines or blogs since they do not like getting all the mail and spam. The other participant did not like the emails either and said they ignored about half of them even when they subscribed. The other participants liked getting trends and stories from LinkedIn, Quarterly News, Seize the Deal. But they came to the general consensus that “the product had to be very interesting to get the magazines and be a part of the blog.”

What is so special about purchasing a cupcake outside of your home?

Some of the participants really enjoyed getting cupcakes outside of the home because they said that they “taste better” and they “really enjoyed going somewhere to customize their own cupcake.” Some other participants said that they would only buy a cupcake outside of their home for a friend’s birthday, but not for themselves. Also one participant said “I am just going to eat it, so I’m not going to pay a lot of money.”

What are some places you buy cupcakes?

The participants all had similar responses saying Albertsons and Safeway for grocery stores while 2 participants said they have gotten cupcakes from Cupcake Royale.

What type of sweets do you enjoy?

All of the participants had different preferences for sweets. They answered with Skittles and other forms of bagged candy, cookies, ice cream, and frozen yogurt. None of them said cupcakes specifically.

About Cupcake Royale

Have you ever heard of Cupcake Royale?

Out our participants, 5 were from the west side and only one from Yakima. But out of those 5 participants from the west side only 2 of them have heard of Cupcake Royale.

How did you hear about cupcake Royale?

One of the participants who heard of it lived in the west side of Seattle, so they have been to the West Seattle (junction) location since it is near her house. The other participant heard about a different Cupcake Royale location from a friend in the area.

What services are offered at Cupcake Royale?

All of the participants answered with “no idea”

What words do you associate with Cupcake Royale?

This question received both negative and positive feedback. Many participants said that Cupcake Royale made them think of the words expensive, high end, overpriced, and that people spend too much money on expensive cupcakes. Other people said that they think of the logo, location and think of it as trendy, as well as thinking about the cupcake television shows that make cupcakes today trendy.

If you've been, what did you like about the atmosphere there?

There was mostly positive feedback with this question. They said that the atmosphere was really artsy. Also that it was family and kid friendly, "It was West Seattle in a nutshell." One bad response was that nothing stood out, "it was just a cupcake shop."

Do you think Cupcake Royale is different from any other cupcake shop?

The participants said they have money to make them different from other cupcake shops and to stand out more. They also think that they are a step above everyone else, because of expansion and money.

What do you like or dislike about Cupcake Royale?

One participant said they were not exactly impressed about it, but they said they did not give it a fair chance since they only went one time. The other participant who went said it caught their eye when they were in the neighborhood so they liked that about it. They also said they liked the cupcakes more than regular store bought cupcakes since they were "fresh and moist."

About the promos/events

What do you like about the community events held at Cupcake Royale?

All of the participants said they "never heard of anything to do with Cupcake Royale."

Do you think cupcake Royale meets the demands of this niche market?

This question got a lot of positive responses from the participants. They all agreed that Cupcake Royale did a good job of hitting the niche market. They said they cater to neighborhoods, they have health conscious cupcakes, they are not worried about spending money to make their customers happy, and they are not costing you more because of the ingredients, they just spend more on better ingredients.

If so, how do you interact with other companies?

All of the participants had their own favorite ways to interact with different companies. Locally, they liked to interact with Utopia Frozen Yogurt with their Easter egg hunt they recently held. Another restaurant called Trapper Sushi has a special deal called word of the day, in which customers look on their Facebook page and see the word of the day that Trapper Sushi posts, and when they come in with that word, they get a special discount. Also, people who read the West Seattle blog get deals around the city for reading the blog. Many restaurants and businesses have deals with the social media sight called Four Square, in which you check in a certain amount of times to one of the business's locations and can get a special deal on products and services.

Why is interacting with companies on FB important?

Everyone agreed that it was a very good way to keep up with their favorite companies to see what they are doing on a day-to-day basis. Also it is a good way to see what special deals are going on and to be the first to know.

Are you members or friends with Cupcake Royale or other competitors?

All of the participants said no.

Do you catch onto trends from following Cupcake Royale?

They all said no as well.

Final conclusions

- The majority of the interviewees do not know of Cupcake Royale
- Our objectives need to be changed based on the information we gathered.

- Cupcake Royale needs to work on getting their word out to people not living in the Seattle area, participants outside of Seattle area did not know what Cupcake Royale was.
- They appeal to a market that only goes to specialty cupcake shops.
- Have expensive cupcakes, therefore not sufficient for those who are money conscious and have unhealthy cupcakes for those who are health conscious.

Focus Group Questions:

About Cupcakes

1. What is your general impression on cupcakes?
2. When do you seek cupcakes? (Ex: weddings, birthdays, for fun)
3. Do you prefer to bake or purchase cupcakes?
4. What type of sweets do you enjoy?

About Cupcake Royale

1. Have you ever heard of Cupcake Royale?
2. Do you know what services are offered?
3. What words do you associate with Cupcake Royale?
4. If you've been, what locations have you been to?
5. If you've been, what did you like about the atmosphere?
6. Do you think Cupcake Royale is different from other cupcake shops?
7. If so, why? Why not?

About the promos/events

1. What do you like about the community events held at Cupcake Royale?
2. What do you find attractive about the events/promos?
3. What do you dislike about the promotions?
4. Do you think Cupcake Royale meets the demands of this niche market?
5. Is there anything else you would like to add?



Sample Documents

Brochure

Key public: Women, health conscious people, upper middle class

Secondary publics: Businesses

How that action ties to the key public's self interest: Educates woman and health conscious people with the nutrition chart. It has the different varieties of cupcakes that will appeal to the upper middle class as well. For businesses there is contact info for catering.

1. *Primary message:* Cupcake Royale has a wide variety of products
 - a. *Secondary:* There are different options than individual cupcakes
2. *Primary message:* People can watch their calorie intake by reading the nutrition chart.
 - a. *Secondary:* Cupcake Royale cares about everyone's needs.
3. *Primary message:* Cupcake Royale has multiple locations for everyone in the Seattle area.
 - a. *Secondary:* Every location is unique.

Third-party influential and how they will be used: Baking enthusiasts will keep copies of the brochures especially if they have specialties in desserts. Health conscious companies and enthusiasts will have copies to show how people can enjoy sweets with lower calories.

Proposed cover title and cover copy: "The first cupcake shop outside of New York City"

Proposed cover photos/art: Cupcake Royale logo with a quote.

Method and timing of distribution: Start distributing on customer appreciation day within the next couple of months.

Brochure size and paper: 8" x 11" on a one ounce vinyl finish paper.

Print quantity and number of colors: 1000 copies of the entire same brochure.

Other art to be used: Pictures of owner, cupcakes, and assorted varieties

Timeline/deadline: Distribute in June for customer appreciation day.

YouTube Video

Name: Cupcake Man Does Seattle

Length: Two minutes

Song: Van Halen 'Jump'

Materials: Basic camera, tripod, iMovie and a large cupcake costume.

Concept

To create a viral video that can be placed on YouTube, Facebook, Twitter and our blog 'legalize prostitution' that will generate awareness for Cupcake Royale. The video will also help show the stores hip, funny and quirky vibe and atmosphere. What this video will ultimately convey is that Cupcake Royale is a fun place to be and Seattle's place to go for cupcakes. While generating awareness in a funny way, Cupcake Royale will also be associated with famous Seattle landmarks. When people think Seattle we want them to think of Cupcake Royale.

Style: The style for the viral video will be very raw and real. There will be no over use of production and editing, just basic and simple. This approach will make the video seem as if it was filmed and made by everyday people walking around Seattle and not by Cupcake Royale. The popularity of videos in this style to our publics, such as teens, will attract their attention and encourage them to watch the viral video in full.

Structure

Beginning

The video will begin with compiled shots of famous Seattle landmarks such as the Space Needle, Seattle Center, Pike Place Market, South downtown district, the Experience Music Project and the waterfront. These landmarks will all be shown on their own without the cupcake man, for about thirty seconds.

Middle

After the landmarks appear on his own in the video we will then incorporate the cupcake man in the large cupcake costume. What the cupcake man will do is visit each of the legendary Seattle locations mentioned. While there, he will

interact with people on the street or around the location. Cupcake man will be giving high fives, handshakes, hugs and taking pictures with anyone willing. As the short film is played Van Halens 'Jump' will be playing in the background. It is an upbeat, well-known song that will help add to the fun vibe we are going for in this video.

Conclusion

After our cupcake man has visited all the major locations and interacted with the public he will end up back at the Capitol Hill location for the final scene. The cupcake man will be seated at a table surrounded by customers all enjoying their cupcakes as the video fades out at around the two-minute mark.

Media Alert

For Immediate Release

Media Contact:

5/22/12

Devin Larson

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253.548.4020

Let Them Eat Cupcakes

WHAT: Cupcake eating competition.

WHEN: Cupcake Royale's anniversary June 21, 2012

WHO: Cupcake Royale

WHERE: Madrona Shop
1101 34th Avenue
Seattle, WA 98122

WHY: To celebrate Cupcake Royale's anniversary. The cupcake eating winner gets a custom screen-printed T-Shirt not available to the public.

INTERVIEW/PHOTO OPPORTUNITIES:

There will be interview and photo opportunities at Jody Hall (owner) and employee discretion.

For more information please contact Devin Larson.



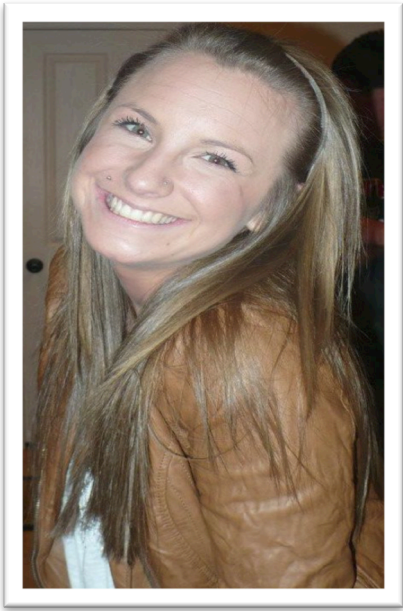
Budget



Calendar



Biographies



Devin Larson, a senior at Central Washington University, is double majoring in Public Relations and Fashion Merchandising. She is currently Editor-in-Chief of the college's student run Pulse Magazine. Summer 2011 Devin worked on Nantucket, MA in a high-end specialty boutique, GYPSY, learning customer service, styling techniques and visual merchandising. That same summer she went on a faculty lead study abroad trip to Spain where she learned about public

relations and journalism on a global scale as well as the differences between international media and media relations compared to the United States. Prior to summer 2011, Devin worked for PuyalluPAK—a retailer that sells backpacks filled with promotional merchandise for radio stations at the Puyallup Fair. Her future goals include working as a PR Practitioner in the fashion industry working with socially responsible and eco-friendly companies.

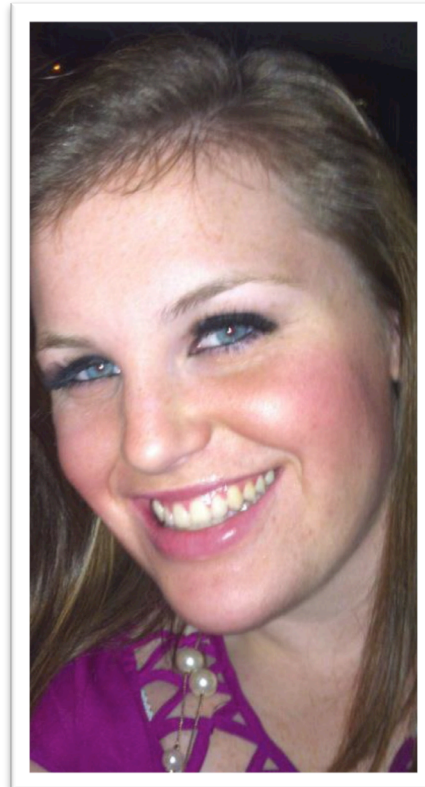
Ben McBride is a junior public relations major while pursuing an advertising minor. He is from Steilacoom Washington where he worked in sales at Ted Brown Music co. and Sunglass Hut. At Central Ben plays the drums in a band called Blackburn. He has made deans list multiple times for academic excellence and plans on making the list many more times before he graduates. On his off time he enjoys playing and writing music with his friends, being active with his friends and browsing the Internet





Ben Newby, 23, is a senior in the public relations major at Central Washington University. He is from Maple Valley, WA. Past experience in public relations includes a summer trip to Spain, where he studied public relations, journalism and how they operate outside the United States. When he graduates, Ben hopes to work in the music industry at a record label. In his free time he enjoys playing music with his friends and barbequing.

Lindsey Dick is a senior at Central Washington University majoring in Public Relations and minoring in both Advertising and Retail Management Technology. She was born and raised in Seattle, Washington but currently lives in Ellensburg, Washington. Public Relations and Advertising are fields that Lindsey always knew that she wanted to get into when she was older. For two past summers she interned at a marketing company working with PR professionals in Seattle confirming that this was the industry that she loves. Currently, she works full time at Utopia Frozen Yogurt, a local dessert shop in Ellensburg. In her free time, Lindsey loves to spend time with her friends, travel, and bake.





Evaluation

- Number of visits to our blog “Legalize Prostitution” get to 500 in three months
- Number of Facebook “Likes” have increased from 25,697 to 30,000 in three months
- Number of Twitter followers has increased to 1,000 in three months
- Views on viral YouTube video generates more than 1,000 views in one month
- Count number of punch cards are given out, punched and then returned for free cupcake
- Count number of coupons we receive back from our booths at events like Bumbershoot, Taste Of Tacoma and Bite of Seattle.
- Customer survey offered online, coupon given to customers if taken, see how many are taken into the store
- How many participants sign up for our eating contests and baking challenges.
- Review sales at the end of every month to compare to sales before campaign began.