Objective-

We want to market you and your franchise, “Finding Fun in the Kitchen” by providing ideas for deliverables and ways of further promoting that cooking doesn’t have to be as complicated, time-consuming, unhealthy, and boring as it sometimes believed. As the marketing team, we want to show the targeted audience how it can be just the opposite; simple, nutritious, and fun! We hope to interest you in our plans and ideas to help your company grow. Our goal is to help you succeed.

- We want the audience to understand that cooking is fun and easy to do.
- We want them to think it’s easy and healthy to do.
- We want them to get in the kitchen and start cooking.
- We want them to have fun and feel good about cooking and know that cleaning up can be a breeze.

The Audience-

“Finding Fun in the Kitchen” is targeted towards women between the ages of 20 -65. The demographics of women would also be of a middle class income and the primary cooks in their residence. This group of females is interested in cooking or learning how to cook and has a genuine interest in the healthy eating of her family members. She subscribes to cooking magazines, exercises regularly, and shops for the groceries in the home. She watches the cooking channel at least 2 times per week, and strives to try new recipe for a meal at least once per week. She volunteers in her community and wants to make a difference. Her level of education is high school or higher. She wants to keep her mind active so she reads and learns new skills on a somewhat regular basis.

Male audiences that consider themselves “health nuts” between the ages of 20-40. They are single men who workout 3 to 4 times in a week and are metrosexual. They are concerned with their health and physical looks and love to have dinner parties. Having friends for dinner appeals to them more so than going to a happy hour with friends. They shop at health food stores and purchase organic foods. They will tend to spend more money on organic food and bypass eating at fast food restaurants. They want easy recipes and easy clean up, but are not willing to sacrifice the ingredients. They are educated with a college degree and higher and earn $40,000 and higher per year. They are white collared employees who dress for success.

Core Messaging-

People can have fun in the kitchen cooking with easy and healthy recipes and by using Demarle cookware.

Slogans-

Good Cooking, Good Eating, Good Times!
Who says cooking isn’t fun?
Positioning-

One of the unique selling points of “Finding Fun in the Kitchen” is you. Your inspiration and personality when cooking is the main selling point to your business.
Another unique selling point is The flexipans by Demarle. We want to heighten the awareness of the uniqueness of the flexipans by emphasizing the following points. Demarle pans are:

- Space saving
- Easy to clean
- Designed with the perfect combination of woven glass and food grade silicone
- Non-stick (needs no oil, no grease and no sprays)
- Heat resistant up to 480°

Corporate Identity & Branding-

The purpose of the Corporate Identity project is to establish an organized look for “Finding Fun in the Kitchen” and for you. The Corporate Identity Package is going to present:
- Letterhead
- Business Card
- Envelope

All of which will give the company a more refined, organized and professional look without sacrificing any of the FUN!

Colors - Fonts - Sizes-

These items need to be uniform in order to have then tie in with each other and present the desired structure at hand. The colors for the material will become part of your trademark. These colors should remain uniform at all times as to maintain the structure of your collateral.

![Teal](image)
![Avocado Green](image)
![Gold](image)

Fonts-

*Font Diner Sparkly*—to be used in the logo (subject to commercial licensing fees)

We are aiming for a retro feel by using retro diner fonts and colors.

Other suggestions-

![Kiddie Cocktails](image)
![Jack Bisio](image)

These fonts are available for purchase and commercial licensing at [www.fontdiner.com](http://www.fontdiner.com)
Many professionals use differently sized cards, envelopes and paper, however, we will be looking to stick to tradition and keep them at the standard sizes so that no person is intimidated or off put by funky or awkward sizes.

As mentioned before, we want to keep these materials fun and not make it all seem too professional. To do that, we will need to present the personality of you! To do that, we will use…

The Logo-
Collateral Materials- (printed pieces)

The types of proposed communications & design pieces necessary to get the message to the audience are listed:

Business Cards: Necessary to hand out to anyone, anywhere to get you and “Finding Fun in the Kitchen” out to the public.

Letterhead and Envelopes: Your business letterhead and matching envelopes.

Invitations to at-home cooking parties: These are necessary so that prospective clients can experience first-hand the idea of “Good cooking, Good eating, Good times” and to see how great cooking is easy while experiencing the Demarle flexipans.

Flyers: These flyers can be handed out or hung in markets such as a Whole Foods or Trader Joes; places where your audience shops for healthier alternatives and cooking ingredients.

Brochure: A tri-fold brochure including photos of the flexipans and you cooking and having fun. Possible sample recipes and contact information included in the brochure.

Cookbook: The cookbook would further help people follow the idea of “Finding Fun in the Kitchen” by having all of your recipes readily available. These are the recipes that are fun to prepare along with being easy, healthy, and delicious. This would be available so that they can easily access the recipes and have in-hand while working in the kitchen.

Contact Cards & Wish lists: A 4 X 6 inch matte postcard to hand out to clients at cooking parties to collect information about clients and those products they are interested in purchasing in the future.

Online Materials-

Website: “Finding Fun in the Kitchen” web site containing information about you, the Demarle flexipans, and healthy, great-tasting, fun recipes. We recommend eventually adding webisodes of you in the kitchen cooking and demonstrating what a “fun” time the audience member will have while cooking their recipes along with you.

Social Networking: web sites such as Facebook & Twitter, can be used to get the franchise’s name out to the public and keep you in constant contact with your audience.

Food Blog: A weekly food blog. You could keep customers informed of sales and promotional products, as well additional recipes they can add to their cookbook. The recipe cards would be printable PDF’s. They would also include cooking tips and tricks to help convey the message of simple and delicious cooking. The blog would also point the way to the online recipe database that would feature videos of you cooking and having fun. There could be a recipe of the week featured. Customers would be invited to join (become a member) and you would have up to date information for them and great recipes and they could rate and discuss their own personal recipes and offer suggestions to other members.
The Budget-

We gathered a pricing plan for the suggested printed collaterals and the identity package. These prices may vary from printer to printer. The prices quoted here are from the online printer www.gotprint.net

Starter package

| 4 color process | Business cards 14 pt gloss cover #10 business envelope Letterhead stationary 1000 pieces per item, total cost $223.00 plus shipping |
| Flyers 100lb gloss- Aqueous coating 1000 pieces- cost $85.09 |
| Tent Card Invitations 5 X 7 inch Uncoated Cover 1000 pieces - cost $137.00 |
| Invitation Envelopes- Color Logo Printed on front 1000 Pieces $158.59 |
| Brochures - Tri-fold-Gloss Book 1000 pieces - cost $105.74 |
| Contact/Wish List-flat panel 4 X 6 14pt matte color on front BW on back 1000 pieces $38.30 |

The Timeline-

We recommend the first budget consideration be given to the corporate identity package after you have approved designs. Another immediate consideration are the invitations. With those 4 collaterals, the business will be able to progress forward. The contact/wish list would be the 5th element that would be essential for the immediate progress of the business. The brochures and flyers would be a latter printing expense that we feel will eventually be needed by your business to further promote and market to a larger audience.

Your web site is presently being built. Financial considerations will be needed to help maintain the web site. Monthly maintenance fees will be discussed with the site’s designer and yourself.

The food blog, Facebook, and Twitter accounts are all free for you. We highly recommend “Finding Fun in the Kitchen”, take advantage of these “free of charge” medias to help and grow your business.

Legal and Ethical Issues-

- Photo and model release forms
- Licensing fees for the fonts
- Work for hire- photographer/videographer-release forms
- Licensing fees for photos from the internet
- Permission from Demarle cookware to use company photos and copy