

Baking up a Promotional Plan: Tiny Cakes and Truffles Bakery

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Corporate Communication Senior Capstone
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This is the capstone project of Lindsay Bolt. The purpose of this capstone project is to provide public relations strategies for Tiny Cakes and Truffles bakery in Claremore and Owasso, Oklahoma. Furthermore, the strategies were put into use in March 2013.

Preface

This written capstone is the written documentation of the projects created during the capstone. They emphasize the academic and work experience gained. It is not without the support and great academic teachings that this would be possible. A debt of gratitude is owed to the following.

- Dr. Jeff Gentry
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- Mr. Lee Williams
- Dr. Dana Gray
- Mr. Denny Schmickle
- Mr. David Hamby
- Mr. Jimmy Hart

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Introduction

Client Analysis

Tiny Cakes and Truffles is a local family owned bakery and sweet shop. In addition to the sweet side of Tiny Cakes and Truffles, they also offer a breakfast and lunch menu, which is comprised of sandwiches, wraps, soups, salads and varying new items. Tiny Cakes and Truffles have two small locations, the original business located Claremore, a mile downhill from Rogers State University, and a newer location in Owasso at 9100 N. Garnett.

Tiny Cakes and Truffles established their Claremore location in 2011. The owner, Sherri Mullen, worked with Jeri Koehler at the Rogers State University Innovation Center for guidance in starting a business in Claremore. Tiny Cakes and Truffles currently keep connections with Anthony Tucker, new media specialist, at the Rogers State University Innovation Center for assistance with her Google presence online as well as other online business services.

The continuous goal of Tiny Cakes and Truffles is to have “a small family environment where people could come in a have a nice lunch or a cupcake, cookie or a piece of pie with coffee.” With this goal in mind, owner and creative decorator, Sherri Mullen opened up a location in Claremore which offers free Wi-Fi for easy internet access and tables for students or members of the community to come and work on homework, read, or even just have cup of coffee and enjoy a cupcake with friends.

Tiny Cakes and Truffles is run and maintained with the help of Mrs. Mullen’s husband and daughter and a small staff, which they refer to as their “Team Cupcake family.”

Tiny Cakes and Truffles big hit sellers are their sweet treats. They offer a large variety in attempt to meet everyone’s needs. These choices include; specialty cupcakes, specialty cakes, cookies, truffles, cake pops, brownies, cheesecake bites, muffins and specialty items for holidays, such as chocolate covered strawberries.

Tiny Cakes and Truffles has also gained business in the larger Tulsa area. Tiny Cakes and Truffles has been in a number of community events to promote this fast growing business, such as the Claremore Wedding Show as well as the Tulsa Wedding Show. She has participated in Big Tent day on RSU’s campus as well as other community events.

Marketing Analysis

Although the growth of the business has led to another location, there was still one target audience that had not been fully reached, Rogers State University students. Owner, Sherri Mullen, has voiced that the strongest need they have is to reach RSU students. One of the client’s central aspirations for opening in the old location of Java Dave’s was to revamp the location and have a student friendly environment. The Claremore location of Tiny Cakes and Truffles had an ideal location, only a mile away from Rogers State University, but had no current tactics to reach the students. Mullen’s primary desire was to adopt tactics to bring in college students. Being an Innovation Center inspired business, Mullen hoped to bring in more Rogers State University students and asked for assistance in doing so.

Tiny Cakes and Truffles current competition included grocery store bakeries such as Wal-Mart, Reasor's and Warehouse Market, and other small-owned businesses such as Merrit's Bakery and Kupcakz, both located in Tulsa. Since being opened, Tiny Cakes and Truffles had eliminated two similar cupcake businesses in Owasso and Claremore and has become the sole business of its type in both towns.

Tiny Cakes and Truffles had a general logo and identity with specific colors of pink and green to represent their business, yet not all aspects of the identity are consistent. Tiny Cakes and Truffles needed help in creating a more consistent identity. This included producing marketing and promotional strategies to accomplish their new goal of reaching their new target audience, Rogers State University students.

Project Rationale

Tiny Cakes and Truffles grew to a second location in Owasso. This growth in business created a new need for brand identification as well as brand consistency. The promotional tools were inconsistent with one another as well as with both locations causing confusion among customers.

Although there was a growth in business, there was still a target audience that the Claremore location had fought to attract, college students. Tiny Cakes and Truffles Claremore location was in need of a public relations and marketing strategy for reaching college students as well as brand consistency.

Objectives

My objectives in choosing Tiny Cakes and Truffles as my client was to design, produce, and promote the Tiny Cakes and Truffles brand to college students as well as create consistency among the brand. I provided Tiny Cakes and Truffles with the following categories of work.

- Brand Identification/Brand Consistency
- Promotion Aimed at Students

Providing Tiny Cakes and Truffles with a more consistent identity helped build brand identification. Expectations were to bring in more Rogers State University students by the end of this project. Tactics were introduced to Mullen for continuous use in the future to maintain the new and growing customer base of students. The expected outcome was to learn more about the public relations and marketing process through work with a physical business. This project provided growth and a gained skill set that can be used towards future career projects.

Academic and Professional Background

The academic career of a Corporate Communication major at Rogers State University has given the project consultant the academic experience as well as work-related experience in order to excel in her capstone project. With over 100 credit hours completed, a public relations internship, running her own personal health care business, as well as holding an additional part time job, the project consultant has gained the skills needed to create promotional and public relations strategies and an implementation plan to attract students to the local business Tiny Cakes and Truffles Bakery in Claremore, Oklahoma.

The consultant's academic career began at The University of Oklahoma in August of 2009. For the year and a half she attended the university she took general education courses and decided on a major of Public Relations and wanted to minor in Graphic Design. Later she transferred to Rogers State University for a more personal feel on education as well as gaining a degree plan with more of what she wanted to accomplish. The consultant has been at Rogers State University since January of 2011. Classes began being taken in the Corporate Communication degree program with a minor in Graphic Design.

Attention was focused on the public relations aspect of the degree. The project coordinator is currently an intern at the RSU Public Relations department. As an intern valuable skills were gained such as writing news releases, managing social media websites, conducting interviews, proof reading, and writing for the website. The internship has been the most rewarding experience during college so far because it will translate well into the business world and having to work with deadlines.

Throughout college a 3.2 cumulative average was maintained and a 3.5 within major courses. This is a great achievement as it displays commitment to school as well as the ability to manage time effectively. While taking 15 hours a semester, a job was held at least 35 hours each week each academic semester to pay for college education.

Although the internship has been a very valuable experience, courses such as Public Relation Strategies, Video Production, Writing for the Media, Communication Research Strategies, and Corporate Media Production were taken which aided in the skills to better produce public relations materials. Courses were taken in my minor including Graphic Design 1-3 and typography which aided in actual production of corporate identity systems, book covers, posters, and logo creation. Many skills were gained in graphic design courses including the Adobe Suite platforms, which include, Photoshop, Illustrator, InDesign and Final Cut Pro. Since completing these courses, the opportunity arose to volunteer with Sequoyah Elementary School creating graphic art for the new school theme of 2011-2012, "Fairytale and Fantasy's." By having experience outside of the classroom, the qualifications for this project are adequate.

Methodology/Plan of Action

The project was a series of many smaller projects.

1. The first project was market research for the business, which included an online survey and a focus group. The results of the survey aided in creating the promotion for Rogers State University students. Based on feedback, the promotion became a student discount day.
 - a. The online survey asked students general questions about what attracts college students to particular restaurants or venues. The survey was made in the online database Survey Monkey (see appendix 1) and was sent out over the social networking sites of Twitter and Facebook, as well as being included in an online

- blog on the Rogers State University website. There were 21 responses.
- b. The focus group consisted of 7 participants, 3 females and 4 males. The questions (see appendix 2) were the same or similar to the survey questions but added photos and discussion about the current state of the business.
2. The second project was gaining information about the business' current sales and traffic, before the project is fully implemented. This aided in calculating outcomes after the project is complete. Information was requested from the current owners and staff. Employees were also interviewed to gain their observance.
 3. The third project was creating a public relations plan geared towards bringing in RSU students. With the information gathered above, a plan was devised for Mullen to follow after the presence of the project coordinator has ceased.
 - a. Included in the plan is the organizing of a student night event.
 - i. A Power point slide advertisement was created for advertising at RSU's Cupid Couple game show event (see appendix 8).
 - ii. A flyer was created for the event (see appendix 9).
 - iii. A plan and itinerary were created for the event (see appendix 7).
 - iv. A video highlighting the event was created for those who could not attend (see appendix 10).
 4. The fourth project was organizing and creating an additional online presence.
 - a. Two new Facebook Pages (<https://www.facebook.com/TinyCakesAndTrufflesClaremore> <https://www.facebook.com/TinyCakesAndTrufflesOwasso>) were created with locations to increase brand consistency and decrease confusion.
 - b. A personal online blog (<http://tinycakesandtruffles.wordpress.com>) was created for the business.
 - c. A revamped webpage (<http://lindsaycapstone13.wix.com/tinycakesandtruffles>) design was created.
 5. The fifth project was the design of a more user-friendly business card (see appendix 16).
 6. The sixth project was writing a news release highlighting the success of the business with the help of RSU's Innovation Center (see appendix 17).
 7. The last few projects were confirming that the client approved all the finished products. The changes that needed to be made were made; this was done prior to presenting the final project. The evaluation and dissemination were the final steps in this project.
 8. Misc.
 - a. Photos were taken of the store and products for the website and Facebook pages.

Strategies

The project created the marketing and public relations strategies for the business as requested by Mullen. The following changes were created:

Print: Created a public relations plan for reaching RSU Students, which included a student incentive program, created a flyer with information of the student night event (see appendix...), and re-created their current business card (see appendix...) with a more user-friendly layout. In addition to the above tactics, news release (see appendix...) was written highlighting the business's success through the help of the Rogers State University Innovation Center.

Online: An alternative design to their current webpage was created, the Facebook page was revamped and an additional Facebook page was created for the second location, a new Pinterest was created, and online blog was created.

Misc: A video was created highlighting the Student Night for those who were unable to attend.

Additional skills were learned in Wix, the online website creator, in order to give the client an easy user friendly website, which presented a new challenge. Current meetings with the staff at the RSU Innovation Center were made in order to keep this project consistent with original goals. The client was interviewed along with the RSU Innovation Center staff in order to create a new release highlighting Sherri Mullen's recent win of Rogers County Entrepreneur of the Year, for 2012. This added value to the business and created good publicity for the business. In order to reach these goals, projects were started immediately.

Timeline

Below is a tentative timeline for the project.

January 15th- First day of Capstone, decide on client
January 16th- Made contact with Tiny Cakes and Truffles owner, Sherri Mullen, scheduled first meeting for January 22nd
January 22nd-Met with Sherri Mullen to discuss needs for capstone project, found out she had a need to reach Rogers State University students. Found out she had done work with RSU Innovation Center. Still working with Anthony Tucker.
January 24th- Emailed Anthony Tucker at RSU Innovation Center and set up meeting for Friday 25th
January 25th- Met with Anthony Tucker and discussed recent developments with Tiny Cakes and Truffles. Also contacted Sherri Mullen to set up next meeting.
January 25th- Contacted Sharlene Kenyon to request as mentor
January 28th- Met with Kenyon for first prospectus draft
January 30th- Meeting with Kenyon for signature of prospectus 1
January 31st-Sent email to client with plans and schedule a meeting
February 1st- Collect Survey/Plan Incentive Program
February 6th- Meeting with client and Anthony of the Innovation Center- plans approved
February 8th- Separate Facebook Pages Created/Blog presence created
February 12th- Identity continuity revealed to client/PR Plan 1st Draft
February 13th- Focus group at 4-5pm at Baird Performance Studio
February 14th-Met with Jeri Koehler of Innovation Center for info.
February 16th- Identity continuity first draft done
February 18th-Meeting with client, approve flyer for event.
February 19th- Send flyers to print
February 20th-(second signature) Identity continuity finished/Incentive program finished
February 21st- Handout flyers for event
February 25th- Send out collateral and make everything "Live"
February 26th- Student Night event
March 1st-15th- Collect Data on Success/Evaluation/Dissemination
March 12th-Meeting with client to show finalized products/Photos and Videos taken at Owasso Store for "about us" video.

March 13th-Final Prospectus Due
 March 25th-Written Capstone Due
 April 1st- Marketing Research for the month of March
 April 2nd-Mock Presentation

Budget

The budget for the project was not pre-determined. Costs were calculated as the project progressed. This was done on a volunteer basis and digital copies were provided for the projects to the client at no cost. If the client wishes to carry out any advertising, printing, or other promotional strategies that cost will be calculated at a later time and the decision would be solely up to them. The prices for any printed material wanted have been included below.

Copies of Flyer for Student Night	\$6.25
Copies of Business Cards-at later time	\$29.99/250
Cost of Facebook Page	No Cost-Free Service
Cost of Changing Domain Name-at later time	\$10.17/Year-Go Daddy
Cost of Website Hosting-at later time	\$4.49/Month-Go Daddy
Cost of Student Event	~\$150-Free Food/Free Cookies-Ad

Estimated costs if it weren't a volunteer job and were working as a PR professional or graphic designer.

Website Design	~\$300
Gas	~\$10
Talent for Event	~20/Hr.
Event Planning	~25-30% of the cost of the event
Business Card Design	~\$50+
Public Relations Plan	~\$30/Hr.
News Release Writing	~\$30/Hr.
Facebook Management/Creation	~\$30/Hr.

Key Personnel, Equipment and Facilities Needed

The main participants used were for researching purposes and the “about us” video. Participants were recruited for the survey and focus group on a volunteer basis via Internet, and word of mouth. Participants were recruited for the “about us” video in order to stage the restaurant. Close contact was kept with the client in order to make sure the client’s needs were met throughout the project. The client was also in the “about us” video. The project coordinator was the main person involved other than help from employees within the business for ideas. Fellow peers volunteered to help with any issues that arose. Media releases and informed consent were distributed to all involved in the focus group, student night, and video.

A peer’s Canon DSLR camera was used to take photographs of the location as well as the products offered. The same camera was used to shoot the “about us” video. The project coordinator’s personal MacBook Pro 13in laptop with the Adobe Suite programs was used for the brand identity consistency which includes the business card, website, and flyer.

The facility of Baird Performance Hall was used for the focus group. The “about us” video was shot at the Tiny Cakes and Truffles Claremore and Owasso locations.

Help from many mentors on Rogers State University’s campus was used, which include, Sharlene Kenyon, Denny Schmickle, Jimmy Hart, and Juliet Evusa. Anthony Tucker and Jeri Koehler at the RSU Innovation Center aided in gathering information about how they helped the business become established.

Results and Evaluation

Results were primarily calculated by the owner’s satisfaction of the new promotional items created. The client was highly satisfied by the products created and have decided to keep all the new promotional products and will be using them once the current promotional items have expired.

Evaluation of the project was also measured by the percentage of student followers on Facebook as well as the number of students that visited Tiny Cakes and Truffles compared to the number before the event took place.

Outcomes

The Student Night event brought out 31 students, which was higher than the prospect of 20. A survey was given after the event, which resulted in 10 responses rating the night from an 8-10, 10 being very satisfied.

The client was more than happy with the changes made to the promotional items and plans to use them as soon as the current promotional items have expired.

Evaluation of Project’s Effectiveness

The goal of this project was to make changes to the current promotional items and create consistency. There are now two Facebook pages for the two separate locations which are consistent with the website, location signs, business card, blog, and Pinterest. This goal was achieved with outstanding ratings from the client.

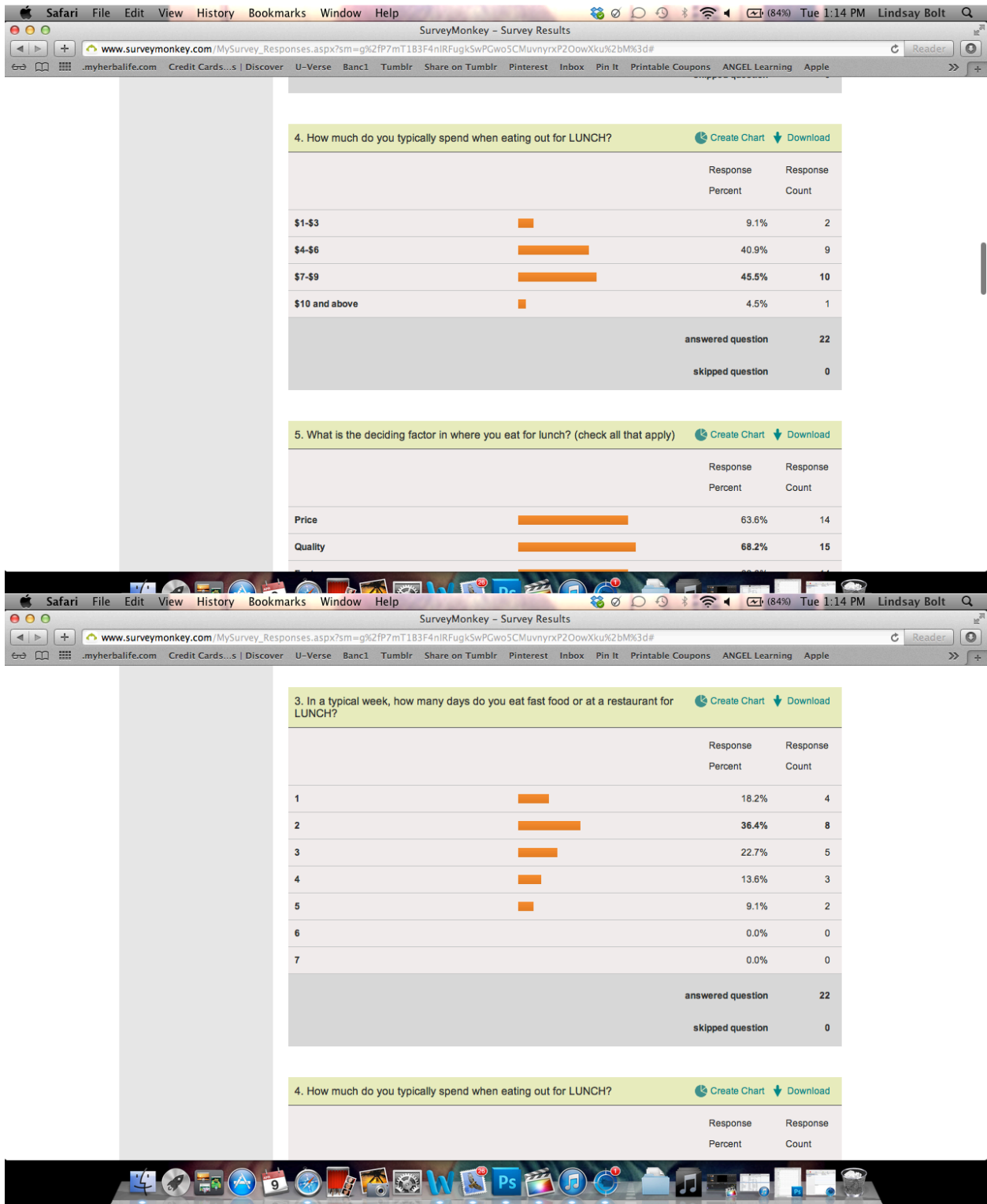
Another goal was to attract RSU students to Tiny Cakes and Truffles. This goal was measured not only in the number of students attending the store, but also through the Facebook Page. The store saw an increase of 10 more student customers per week, which was measured by the Claremore Tiny Cakes and Truffles manager, Cheryl Besser. The Facebook page saw an increase of users from the 18-24 age group. The previous Facebook page, as of January 2013, had 18% of this age group, whereas the new Claremore Facebook page has 30.3% and the Owasso Facebook page has 18%, a little over 10% increase in the Claremore page alone. Sales at the Claremore store increased \$1,600 since the launch of the Student Night event as well as the new promotional materials.

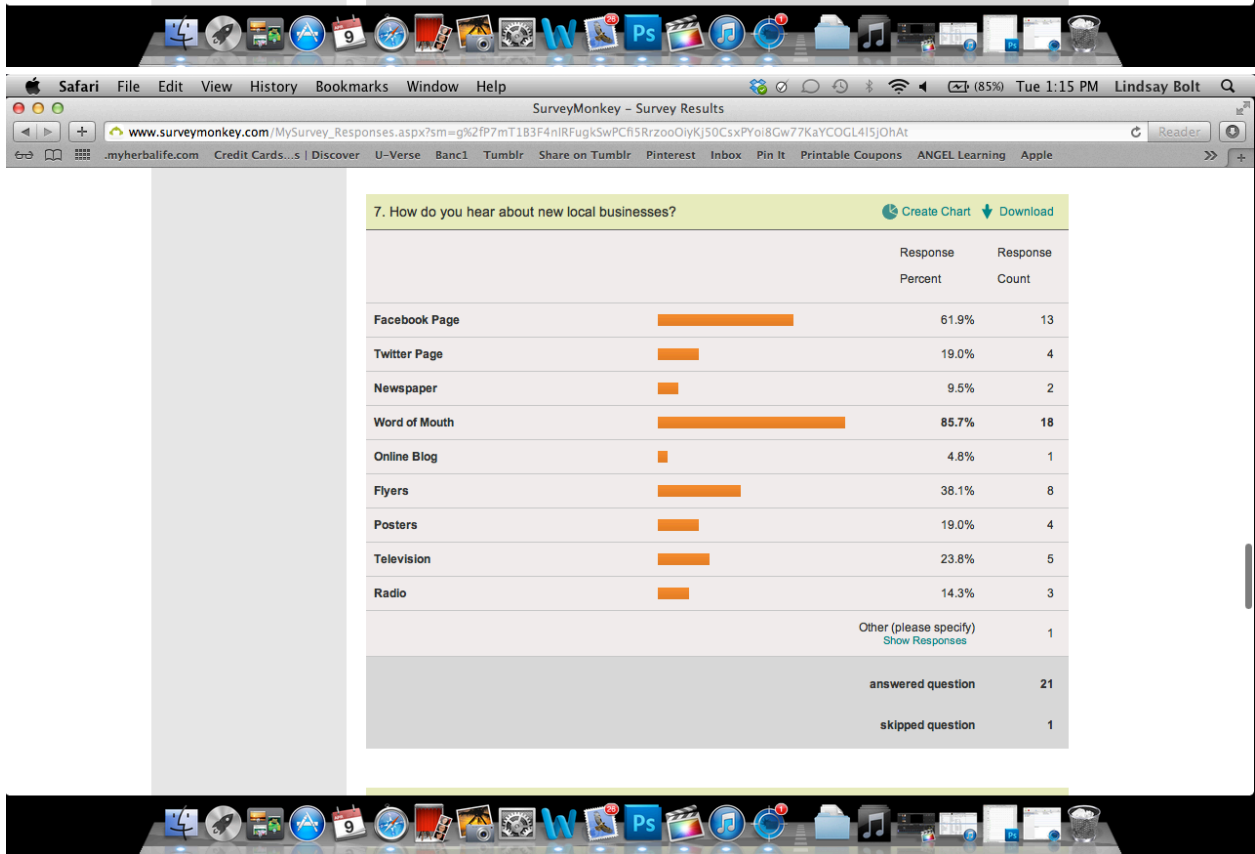
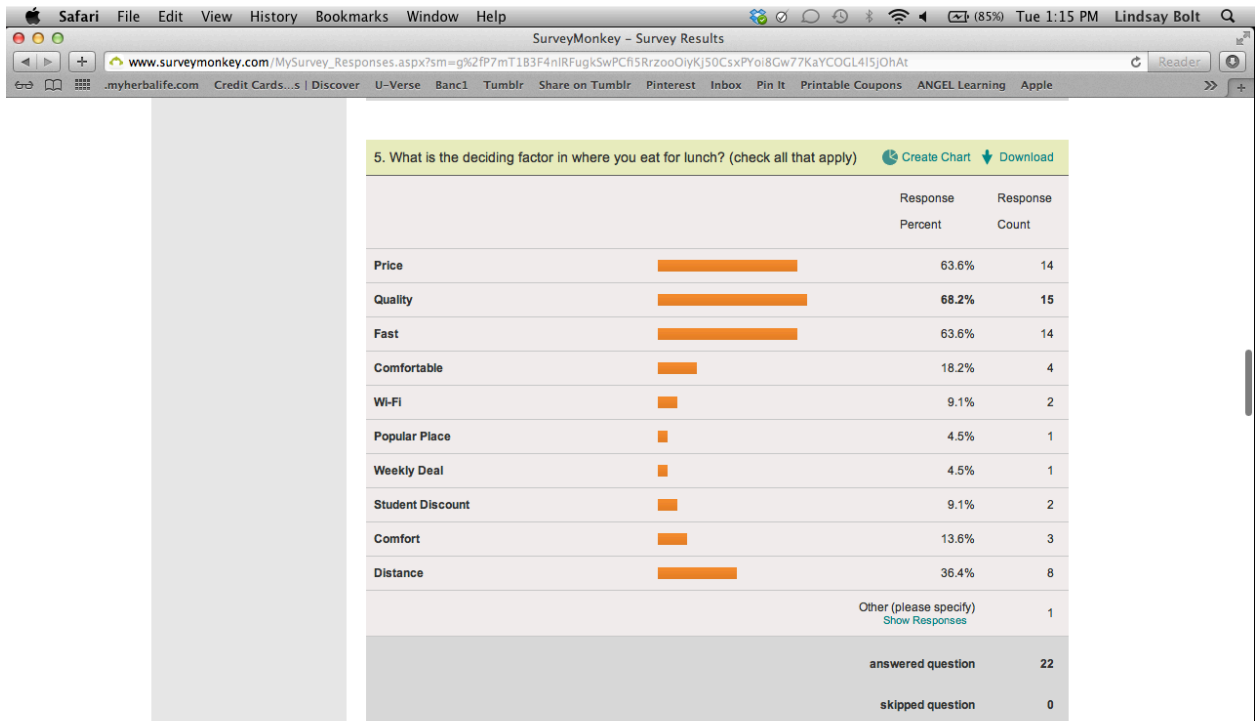
Conclusion

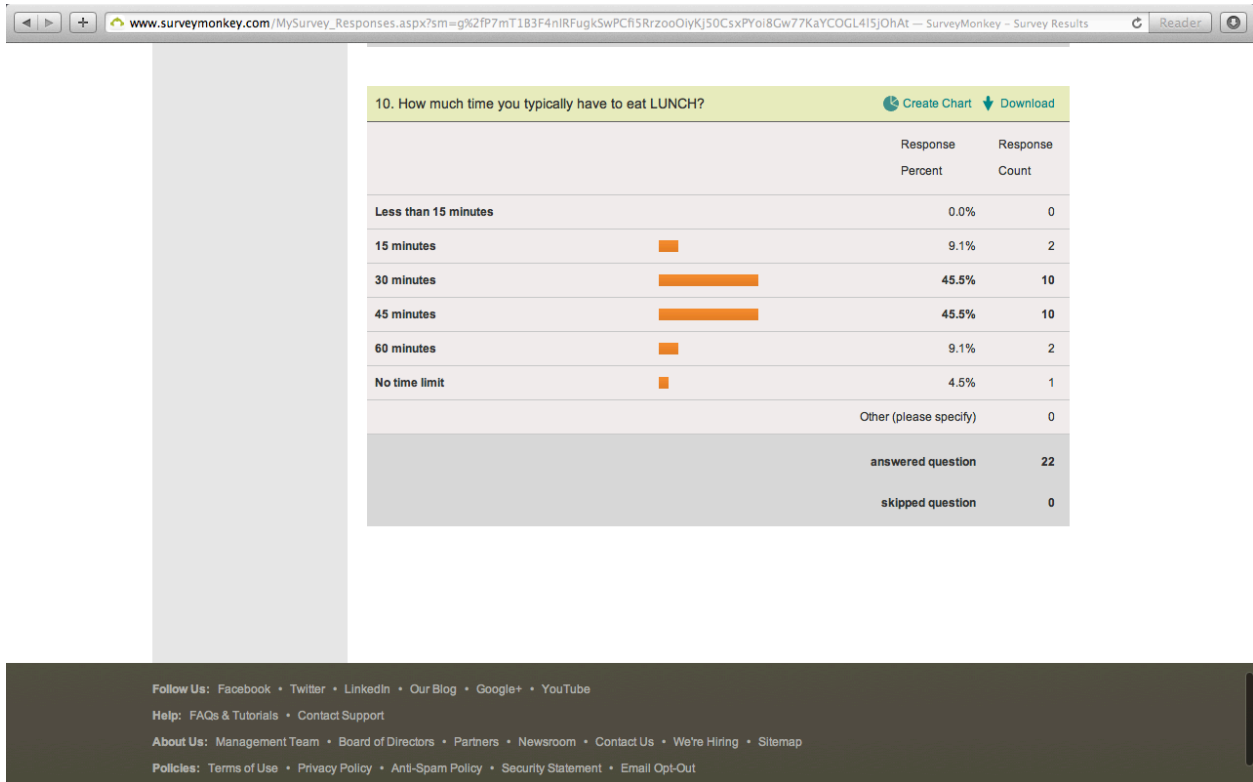
In conclusion, the projects overall effectiveness was high. The client was satisfied and plans to carryout the changes made far into the future. This project has no shelf life and the client has all of the tools and training to carry out this plan into the future. The project coordinator learned many new skills and was able to improve upon many skills during this time. All goals were met for this project and the client was happy with the results.

Appendix:

Artifact 1-Survey Results:







Artifact 2-Focus Group Pre-Test Results:

Results for Survey

This focus group is for market research for the current local business of Tiny Cakes and Truffles. If at any time you do not understand a question or would like more information before responding, please feel free to ask. Do not hesitate to state your opinion, your opinions will be put into careful consideration for the future of Tiny Cakes and Truffles. Please feel free to elaborate and ask questions during the discussion, this is a casual discussion. You are not required to answer every question, but participation is encouraged. If you have taken the survey version of this, some questions will sound familiar; this will give you the chance to elaborate more. If there are no further questions, we will begin.

This pre-test is for basic information and will not be directly linked back to you personally.

1. Which category below includes your age?

17 or younger-

18-20-II

21-29-III

30-39-

40-49-I

50-59-

60 or older-

Male-III

Female-III

2. What is your approximate average household income?

\$0-\$24,999-II

\$25,000-\$49,999-III

\$50,000-\$74,999-I

\$75,000-\$99,999

\$100,000-\$124,999

\$125,000-\$149,999

\$150,000-\$174,999

\$175,000-\$199,999

\$200,000 and up-I

3. Where do you live?

Own apartment/house-I

Rent apartment/house-II

Live with parents-III

Dorms-I

Other (Specify)

4. List anything memorable about Tiny Cakes and Truffles.

Strange flavors of cupcakes,

Always liked their logo

The inside is adorable, prices a little high

I have not been there before

None

That time I didn't go

5. List your favorite student hangouts. (On or off campus)

Cappuccino Corner

Dorms, that's it really

Centennial Center at RSU

The Phoenix, Centennial Center

Cappuccino Corner

Concerts/Movies

Artifact 3-Focus Group Participants Photo:



Artifact 4-Focus Group Results:

1. In a typical week, how many days do you eat fast food or at a restaurant for LUNCH?
 - M- four
 - F- Three to four
 - Male in between classes
 - Female only when I have class
2. How much do you typically spend when eating out for LUNCH?
3. Both male and female 5-7 \$
4. What is the deciding factor in where you eat for lunch?
 - F- Friends- Vicinity- Price
 - Male –Weather
5. As a student what would you like to see from local businesses?
 - F- student discount
 - Male- Reward cards Student ID discount
6. How do you hear about new local businesses?
 - Male and Female- Word of Mouth
7. Did you ever go to Java Dave's? How would you compare that to Tiny Cakes?
 - F- Liked the Wi-Fi and the coffee went there all the time
8. Do you know what Tiny Cakes and Truffles offer?
 - F- the name made me think that it didn't appeal to me and it was just a bakery
 - Male- Just knew they had cupcakes, have a menu no idea what's on it
9. How did you hear about Tiny Cakes?
 - F/M- seeing the sign, it was interesting
10. By looking at the photos, what do you like or dislike about the setting?
 - With Wi-Fi they need to extend till 9 to attract college student especially with Wi-Fi both female and male.
 - Sunday noon to four would be nice
 - Outside sitting is not appealing for the space provided female
 - Male the seating looks like a family thing and not a college thing.
 - Female, looks really girly like a tea room
 - Male students love couches and coffee table/ More two seating
 - Female no TV is necessary with the way the seating/ would like to hear some music
 - Male- too girly for décor
 - Girls think deco is very sweet but won't attract guys
 - Female says the shelf with the things for sell would not buy out of it
 - Males we don't care about the "shelf" it does nothing for us but maybe for an older crowd.
 - Lighting male and female both think is fine

- Coffee more than 2 bucks is too much/ 1-1.50 both female and male
 - M/F they need signs that say what the cupcakes are
 - Male and female think that the salads and sandwiches are way too expensive. Sandwiches they would rather go to subway and get a foot long.
 - Male and female baked goods seem too expensive besides muffin
 - Ali and Zach think the prices are standard.
 - Everyone agree that after finding out that they are huge then the price is better
 - Everyone thinks they should have a variety of sizes.
 - Updates on FB – Works pretty good
 - They like the big windows and lighting
 - Male need a friendly vibe over the restaurant
 - F- Choice items that are cheap
11. Did you know that they have free Wi-Fi?
- NO one knew. But it's a good idea
12. What would make you come to TC & T?
- Heard the sandwiches are good. M
 - Haven't gone because the proximity between them and the fast food. Male
 - Female the hours aren't really ones that give them free time to hang out there, specially with their prices they would want to stay there like an hour
 - Really don't like the TV on the wall that isn't being used. Makes it not inviting to be alone with the silence
13. What do you think would bring in students?
- Discounts on coffee and cupcakes
 - Extra things on finals week
 - Open mic night specially so close to school
 - Want a place to get away from things
14. Would you suggest to people to go to TC & T, as it currently is?
- Might tell them about it, but would be enthusiastic about it- Male
 - What would change your mind?
 - Hours
 - All honestly the name doesn't help it sounds like a bakery
15. Do you live close or out of town?
- Out of towners if it were more like things like downtown and people would want to hang out they would go there hang out.
 - F- Cushions on the chairs
16. Do the hours have any effect on coming?
- Yes! Longer hours
17. What would you like to see change?
- Attract the college student may push away they older people. Same dilemma with all places in Claremore

Artifact 5-Focus Group Release Form:



Department of Communication

Audio/Visual Image & Talent Release Form:

Print Name: Sidney Brasfield
 Address: 1600 Stimmerhill Ln
 City: Claremore State: OK Zip Code: 74017

This production and/or any materials including your image, voice, or likeness may be used by Rogers State University and/or any affiliated faculty or student group for an indefinite period of time.

By signing below, I affirm that I am participating on my own volition and expressly release those persons involved in producing this project Lindsay Bolt (Name of person producing project), Rogers State University, its agents, employees, licensees and assigns from any and all claims which I may have for invasion of privacy, right of publicity, defamation, copyright infringement, any form of remuneration, or any other causes of action arising out of the use, adaptation, editing, reproduction, distribution, broadcast, posting on the world wide web, or exhibition of such recordings of my image, voice or likeness. I will receive no monetary or any other type of consideration for use of my image.

Project Producer: Lindsay Bolt (Print Name)

Project Title: Capstone Focus Group - Tiny cakes

Participant's Name (Printed): Sidney Brasfield
 Participant's Signature: [Signature] Date: 2-13-13

IF THE PERSON BEING USED IN THE MATERIAL IS UNDER 18 YEARS OF AGE, A PARENT OR LEGAL GUARDIAN MUST SIGN THE FORM BELOW.

Parent/Guardian Signature: _____
 Parent/Guardian Name (Printed): _____ Date: _____

(Use this section only if many participants are involved)

Participant's Name (Printed)	Participant's Signature
<u>Sidney Brasfield</u>	<u>[Signature]</u>
<u>Zach Coker</u>	<u>[Signature]</u>
<u>Garrett Penders</u>	<u>[Signature]</u>
<u>Jessica Ammons</u>	<u>[Signature]</u>
<u>John Paul White</u>	<u>[Signature]</u>
<u>Andrew Nichols</u>	<u>[Signature]</u>
<u>Allison Warren</u>	<u>[Signature]</u>

Artifact 6-Public Relations Plan:

Public Relations Plan for

Tiny Cakes and Truffles

By: Lindsay Bolt

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Public Relations Plan

Background and Research

About Tiny Cakes and Truffles in Claremore, Oklahoma

Tiny Cakes and Truffles is a local family owned bakery and sweet shop. In addition to the sweet side of Tiny Cakes and Truffles, they also offer a breakfast and lunch menu at the Claremore location, which is comprised of sandwiches, wraps, soups, salads and varying new items. Tiny Cakes and Truffles has two small locations, the original business located Claremore, a mile downhill from Rogers State University, and a newer location in Owasso at 9100 N. Garnett.

1. Create a new Facebook page for the Claremore location
2. Create an incentive plan for RSU students
3. Promote the incentive plan for RSU students

The main focus of this plan will be on the Claremore location. Tiny Cakes and Truffles aspires to be a place that RSU students can come and enjoy a cupcake, lunch, or a cup of coffee and hang out with friends or work on homework. Tiny Cakes and Truffles offer a large variety of lunch and dessert items as well as specialty coffee. The Claremore location also offers Wi-Fi, which is student friendly. The location is only a mile down the road from RSU. As a growing business, Tiny Cakes and Truffles aspire to reach all demographics, but most specifically RSU students. Tiny Cakes and Truffles have a few goals that they wish to accomplish for their business to expand and make it more successful.

Major Issues

Although the growth of the business has led to another location, there was still one target audience that had not been fully reached, Rogers State University students. The strongest need they have is to reach RSU students. One central aspiration for opening in the old location of Java Dave's was to revamp the location and have a student friendly environment. The Claremore location of Tiny Cakes and Truffles had an ideal location, only a mile away from Rogers State University, but had no current tactics to reach the students.

Objectives

Focus of this plan

Consistent with Tiny Cakes and Truffles goals, we will focus this plan on achieving the strategies and tactics with the resources available.

We will focus this plan on the following:

- Create a new Facebook page for the Claremore location
- Create an incentive plan for RSU students
- Promote the incentive plan for RSU students

The Main Strategies

The goal of this plan is to create an incentive plan to attract RSU students into the store.

The Publics

Tiny Cakes and Truffles current publics are contacted through their social media Facebook page. Promotions of “Flavors of the Day” cupcakes are posted, as well as pictures, and questions and comments to and from the customers.

The Publics that we wish to target with this plan are as follows:

- Rogers State University
 - Rogers State University Students

Tactical Strategies

- Create an incentive plan for RSU students
- Promote the incentive plan

SWOT Analysis

- **Strengths:**
 - Only business of the like
 - Ideal location
 - Ideal products
 - Wi-Fi
- **Weaknesses:**
 - Pricing
 - Hours
 - Promotion to students
- **Opportunities:**
 - Rogers State University
- **Threats:**
 - Cappuccino Corner

Plan

Goal 1: Create a new Facebook page for the Claremore location

- Strategy: To create a page to differentiate locations to help students connect with the Claremore location specifically.
 - Tactics: Create Facebook page. Invite RSU students to like and encourage to “share” the page.

Goal 2: Create an incentive plan for RSU students

- Strategy: To bring in RSU students consistently by giving students an incentive to visit the store
 - Tactics: Send out survey to understand target audiences needs and wants. Conduct focus group to poll target audience of existing notions of Tiny Cakes and Truffles. Create incentive of 15% off lunch for RSU students.

Goal 3: Promote incentive plan

- Strategy: To make the college students aware of the business and the new discount, this will help bring in more college students.
 - Tactics: Creating a “student night” to kick off the student promotion of 15% off. Hand out flyers at student organization meetings. Advertise event in the Centennial Center on projection screen.

Timeframe and budget

There will be a month for all the tactics to take place.

The budget for this event is \$200.

Evaluation

Did we accomplish these?

- Create a new Facebook page for the Claremore location-Yes
- Create an incentive plan for RSU students-Yes
- Promote the incentive plan for RSU students-Yes

Artifact 7-Student Night Plan and Itinerary:

Student Night-Promotion Kick-Off! Plan

Promotion

Power point slide announcing event date at the RSU's Cupid's Couple game show in Centennial Center February 12th at 7pm.-Cost-Donation made to event.

Create Facebook event on Tiny Cakes and Truffles Claremore page, invite friends and post to Tiny Cakes and Truffles Claremore wall. -Feb. 20th-No cost.

Print Flyers Wednesday February 20th-Cost \$6.25

Hand out complementary cookies (3 trays of 25) with flyers for event to student organizations (ASA, AST, Student Theatre Organization, College Republicans and College Democrats) on Thursday February 21st.-Cost \$93.75 for cookies.

Write event on white board in Baird Hall Room 133 with event flyers Tuesday February 26th at 11am. -Cost-Free

Event Plans

Talent-Michael James and Cassidy Mandel (Live music and guitar) –Cost-Free + complementary cupcake (\$2.35 retail).

Food-Apples, Oranges, Grapes, Cheese, Crackers, Cracker Dip, Tiny Cupcakes, Cookies, Veggie Tray-Cost \$54

Gift card Giveaway-Cost \$15

Survey Handouts- 25 -Cost-Free to print at RSU. (Print at a shop, \$)

Decorations-Table cupcakes with flyers-Cost-Free, existing items.

Tip jar for Michael and bin for gift card entries-Cost-Free, existing items.

Photography and Video-Derek Maloy-Cost -Free

Itinerary

6:00-Set up food and restaurant tables for event.

6:30-Michael James set up

7:00-Doors open

7:30-Announce event and introduce Michael and Cassidy

8:15-Stop playing music, mingle, and eat.

8:30-Gift card drawing.

9:00-Close doors

9-9:30-Clean up

Artifact 8-Student Night Power point Advertisement:

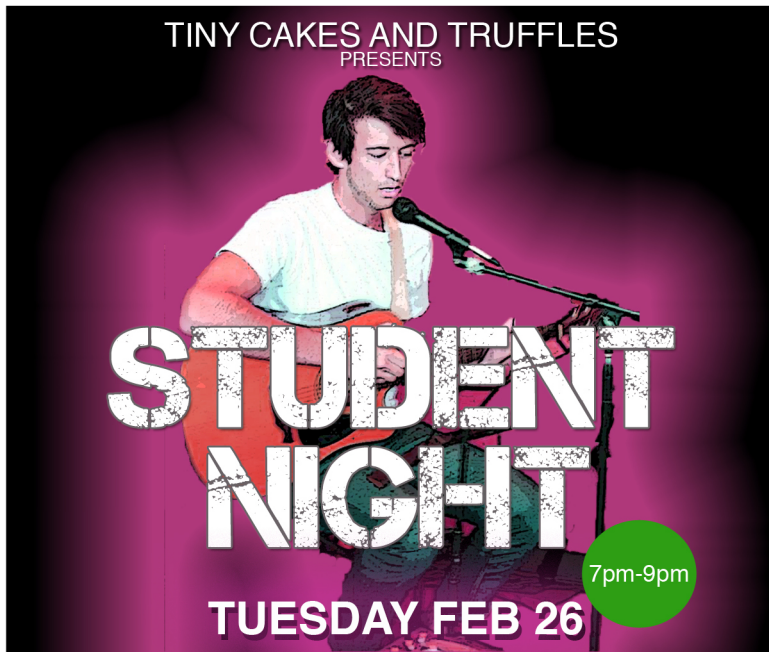
Presents...

Student Night

Tuesday February 26th!
7pm-9pm

Come enjoy coffee, snacks, and Wi-Fi with friends. Featuring the live musical talents of RSU Student Michael James! Come find out what Tiny Cakes and Truffles offers RSU Students! **Enter to win a \$15 gift card!** We will see you there!

Artifact 9-Student Night Event Flyer:



1229 WILL ROGERS BLVD | CLAREMORE OK
LIVE MUSICAL TALENTS OF RSU STUDENT MICHAEL JAMES
COFFEE SNACKS WI-FI | ENTER TO WIN A \$15 GIFTCARD!!



Facebook

Tiny Cakes and Truffles Claremore



RSVP NOW!

STUDENT DAY EVERY TUESDAY • (15% OFF LUNCH WITH VALID RSU ID)

Artifact 10-Student Night Video:

<http://www.youtube.com/watch?v=KmMzImLXxIM>

Artifact 11-Student Night Release Form:



Department of Communication

Audio/Visual Image & Talent Release Form:

Print Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

This production and/or any materials including your image, voice, or likeness may be used by Rogers State University and/or any affiliated faculty or student group for an indefinite period of time.

By signing below, I affirm that I am participating on my own volition and expressly release those persons involved in producing this project Lindsay Bolt (Name of person producing project), Rogers State University, its agents, employees, licensees and assigns from any and all claims which I may have for invasion of privacy, right of publicity, defamation, copyright infringement, any form of remuneration, or any other causes of action arising out of the use, adaptation, editing, reproduction, distribution, broadcast, posting on the world wide web, or exhibition of such recordings of my image, voice or likeness. I will receive no monetary or any other type of consideration for use of my image.

Project Producer: Lindsay Bolt (Print Name)

Project Title: Capstone 2013 / Student Night Feb 20th 2013

Participant's Name (Printed): _____

Participant's Signature: _____ Date: _____

IF THE PERSON BEING USED IN THE MATERIAL IS UNDER 18 YEARS OF AGE, A PARENT OR LEGAL GUARDIAN MUST SIGN THE FORM BELOW.

Parent/Guardian Signature: _____

Parent/Guardian Name (Printed): _____ Date: _____

Sign if okay to use your pictures on Facebook / Capstone

(Use this section only if many participants are involved)

Participant's Name (Printed)	Participant's Signature
Emily Mahan	<i>EM</i>
Chris Tbill	<i>Chris Tbill</i>
Kirsten Ashely Manuel	<i>Kirsten M</i>
Brandi Moore	<i>Brandi Moore</i>
Mark Cunningham	<i>Mark Cunningham</i>
Brandon Bell	<i>Brandon Bell</i>
Michael Broster	<i>Michael Broster</i>
David Cunningham	<i>David Cunningham</i>
Alyssa Sunday	<i>Alyssa Sunday</i>
Sarah Veroxte	<i>Sarah Veroxte</i>
Holly Reed	<i>Holly Reed</i>
Jessie Casper	<i>Jessie Casper</i>
Jarrod O Basler	<i>Jarrod Basler</i>
Mark Mitchell	<i>Mark Mitchell</i>
Dustin Mandel	<i>Dustin Mandel</i>
Angie Mandel	<i>Angie Mandel</i>
Jenna Mandel	<i>Jenna Mandel</i>
Hunter Dodson	<i>Hunter Dodson</i>
Chase Hampton	<i>Chase Hampton</i>
Jackie Boudant	<i>Jackie Boudant</i>
Carylon Isaacs	<i>Carylon Isaacs</i>
Jeanina James	<i>Jeanina James</i>
Elizabeth Black	<i>Elizabeth Black</i>
Taylor B Cunningham	<i>T.B.C.</i>
Stephane & Drew Spauld	<i>Stephane Spauld</i>
Renee Reed	<i>Renee Reed</i>
Lucy Mullen	<i>Lucy Mullen</i>
Cristina Mandel	<i>Cristina Mandel</i>
Michael James	<i>Michael James</i>
Deek Maly	<i>Deek Maly</i>

Artifact 12-Facebook Pages

Tiny Cakes and Truffles Claremore
214 likes · 15 talking about this

Hours:
Monday-Friday 8am-6pm
Saturday 10am-3pm
Lunch Served 11am-2pm

1229 W. Will Rogers Blvd., Claremore, Oklahoma...
(918) 923-6295

Photos Events Likes Order Today!

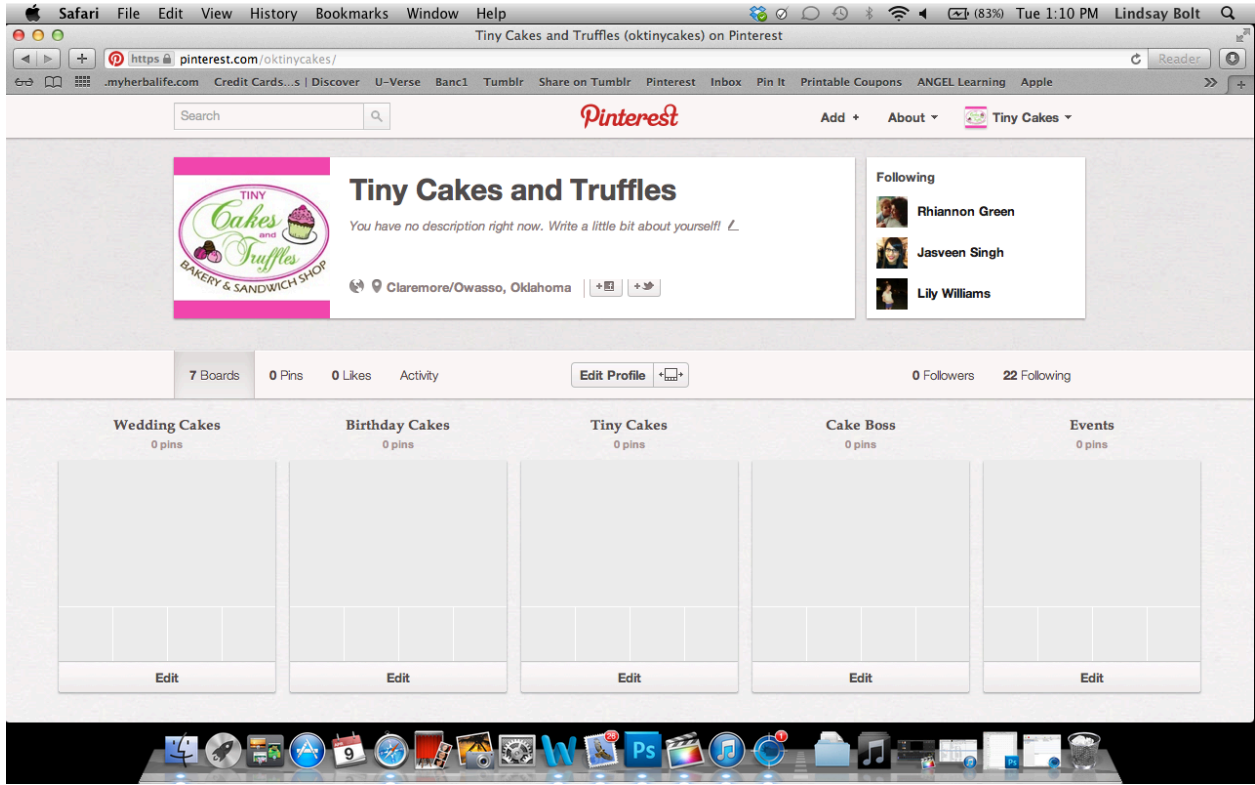
Tiny Cakes & Truffles
Bakery & Sweet Shop

Hours:
Monday-Friday 10am-6pm
Saturday 10am-3pm

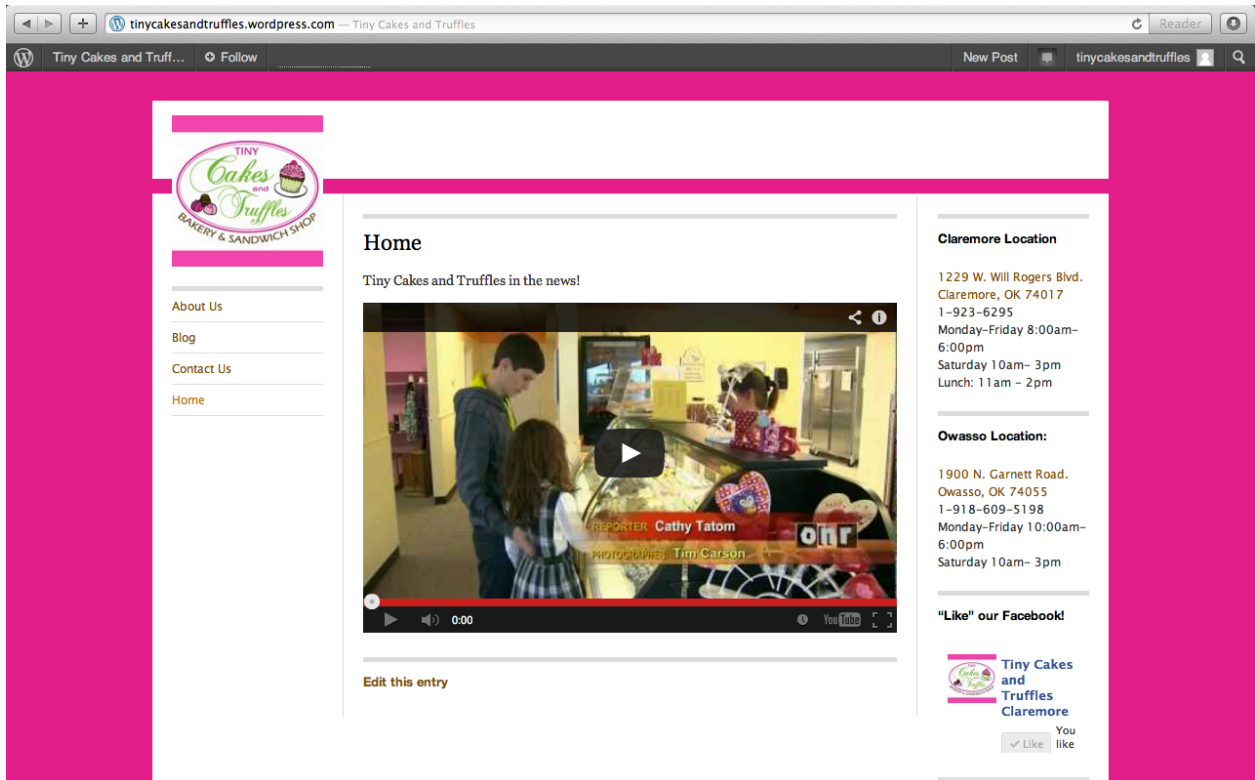
9100 N. Garnett Rd., Owasso, Oklahoma 74055
(918) 609-5198

Photos Likes Order Today! Twitter

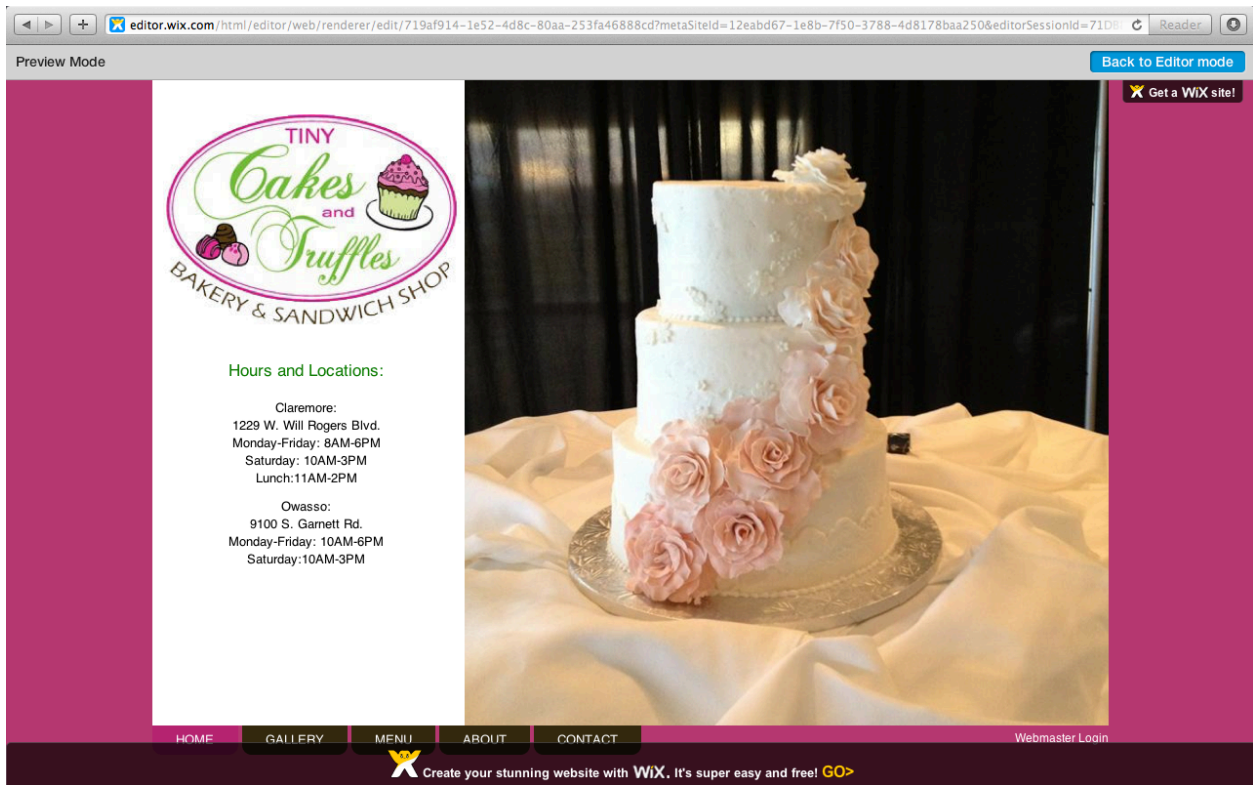
Artifact 13-Pinterest:



Artifact 14-Blog:



Artifact 15-Webpage Home Screen:



Artifact 16-Business Card:



Artifact17-News Release:

[Link](#)

RSU Innovation Center Benefits Local Entrepreneurs | Rogers State University

www.rsu.edu/news/2013/040313_InnovationCenterBenefitsLocalEntrepreneurs.asp

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2013
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NEWS

April 3, 2013

RSU Innovation Center Benefits Local Entrepreneurs

The Innovation Center at Rogers State University has been encouraging regional entrepreneurship for more than a decade, which has resulted in direct benefits for local businesses.

The Innovation Center is charged with fostering economic development and addressing the educational needs of area business and industry. It provides business counseling services and training for area entrepreneurs and expanding businesses in northeastern Oklahoma. As an example of their services, one local business, Tiny Cakes and Truffles, has greatly benefitted from the services the Innovation Center provides.

In January, Tiny Cakes and Truffles owner Sherri Mullen was recognized by the Claremore Chamber of Commerce as its Entrepreneur of the Year for 2012. Mullen had attended one of the Innovation Center's ongoing business workshops in 2011 to get an idea of how to start her business. There she met with Jeri Koehler, Director of the Innovation Center.

"I learned about the Innovation Center from my credit union, Tulsa Teachers Credit Union," said Mullen. "I had an idea for a business but I needed someone to guide me through taking that idea and turning it into reality.

Koehler says she still remembers when she met Mullen.

"I knew it was something that Claremore needed when she pitched me the idea," said Koehler. "I knew that her positive energy and the passion she had for her business would make her successful."

Tiny Cakes and Truffles opened in Claremore in 2011 at 1229 west Will Rogers Boulevard. It now has added a second location in Owasso at 9100 south Garnett Road. Mullen says the help from the Innovation Center is a huge part of her growing success and being able to expand.

"They helped me put together a business plan and develop spread sheets to track finances within the business," said Mullen. "They also provided market studies of the area for me."

Artifact 18-Evaluation-Facebook Analytics:

