

GHOST PEPPER GLASS

HOT GLASS STUDIO



Executive Summary

Through extensive primary and secondary research, we have compiled a comprehensive creative and media strategy to ensure Ghost Pepper Glass can meet your goal of increasing retail sales.

One of the largest roadblocks we have discovered for Ghost Pepper Glass is that consumers are hesitant to pay a premium for handmade glass products that they perceive are just expensive versions of low-quality, plastic items. What we found is that consumers are willing to make the investment into purchasing higher-priced, art-focused items if they can find a purpose for them and will last longer. By combining these two ideas, we know that by highlighting how GPG's products are made to be used and admired, consumers will see the crystal-clear reasons to buy.

We have separated out target audience to two different segments that we found would be most likely to purchase - young apartment renters and established homeowners. By first increasing brand awareness that Ghost Pepper Glass' products are a combination of quality, everyday items as well as handcrafted pieces of art, we will ensure our target audiences have a solid understanding of why they should purchase GPG products. After they know the why, we will move to more action-based focus to move the target audiences to actually purchase the items in-store and online.

To maximize the given budget of \$15,000, we have structured the campaign into 2 flights over 6 weeks to ensure GPG's messaging comes across as present and powerful instead of a whisper.

STRENGTHS

- Only glass blowing studio in Austin
- Dedicated to being green, inclusive and giving back to the community
- Durable, high quality products
- Caters to experts and novices

WEAKNESSES

- Irregular foot traffic and sales
- Customer's distorted perception of the durability of glass products
- Studio is closed during the summertime due to the lack of AC so no classes are held

SITUATIONAL ANALYSIS

OPPORTUNITIES

- Educate community about glassware / glassblowing
- Differentiate product types
- Tap into greater Austin community
- Expand retail space
- Austin is full of creatives and the art scene is continuing to expand

THREATS

- Art galleries in East Austin.
- Online retailers selling similar products for lower prices.
- Changes in consumers taste.
- Lack of glass blowing knowledge/demand in the Austin area

The Challenge



The campaign goal is to increase brand awareness and drive conversions in order to generate increased revenue in lower priced functional art products.



Our campaign will develop a consumer mentality that Ghost Pepper Glass is a long term investment. Consumers become aware that these handmade art pieces transition from their first apartment to their first home. In any stage of life, art can be incorporated seamlessly into their lives in a functional and beautiful way.



Measures: Impressions, Engagements, Conversion Rates, & Clicks.

Comms Platform

Our homes are reflections of ourselves. Whether someone has a studio apartment or three story mansion, each living space can be specifically tailored to our styles. Art is the essential vessel for self-expression, but great art has an accessibility roadblock - either people cannot afford it, or they don't see a use for it. This is where Ghost Pepper Glass fits into the equation. Every piece of art Ghost Pepper Glass creates is handcrafted and designed with function in mind. Ghost Pepper Glass can incorporate masterpieces into consumers daily routines, with function in mind. With Ghost Pepper Glass' products, consumers will find everyday use combined with everyday art.

Everyday Use. Everyday Art.





"There's an added appreciation level for items that are handmade and in my experience they have been more durable or lasted longer"

Primary Research

"I like handmade [items] because of the story it has to tell and it's typically supporting a small or local business"



"Consumers who are purchasing items for their own homes may also be more willing to invest in higher-ticket, quality items as they are likely looking to make longer-term purchases"¹

"Adults may evolve through various types of residences in a few years, transitioning from living with a roommate to independently or with a partner, from renting to owning a home, or from urban to suburban dwelling."¹

Three quarters of consumers shopped for décor items online. (at any retailer)¹

More adults are delaying milestones, such as children and marriage, or bypassing these events altogether different stages in their lives, such as décor for a rental apartment versus décor for furnishing a new home.¹

Single women were more likely to purchase décor to treat themselves and they likely take pride in the appearance of their home and are willing to prioritize such purchases.¹

90% of men aged 18-44 shop for décor online.¹

Secondary Research





RESTLESS RENTERS

Aged 22 to 34, our youngest target segment is very digital savvy, spending their online time on social media sites such as Instagram and Facebook as well as browsing their favorite publications (news, fashion, sports), and of course online shopping on Amazon and Ebay. They average an income of about \$63,000 and are comprised of mostly single-person households, so they have the freedom to express their own personal style preferences. As they are still establishing themselves in their careers, one in five of these young and restless adults move at least once a year, and they index in the top five demographics for renters. Those from this segment who move from out of state recognize Austin as the third-highest metro city for job growth and an ideal place to live. The advantages of moving to Austin means affordability, job opportunities, and filled social events. When it comes to shopping characteristics, they are cautious with their purchasing decisions. Restless Renters buy quality products for the right price and they demonstrate little brand loyalty.

TARGET AUDIENCES



SOCIAL SUBURBANITES

Gen Xers, ages 35 to 47, are our second target market. Although these Social Suburbanites are less digitally savvy than the Restless Renters, they are still digitally curious and about 80% of them are social media users.¹ The Social Suburbanites spend most of their online time on Instagram and Facebook to connect with friends and family and stay tapped into the digital world. Women often browse these social sites - Pinterest included - in search of home improvement inspiration.² Most Social Suburbanites are married with one or more children and in the market for home appliances that express their personalities but are also child friendly. They earn an average income of \$70,000 a year and spend above-average amounts in numerous consumer categories.¹ This target is heavily influenced by peer recommendations, experiential events and multimedia.

Message

- The strategy is based on reaching our audience when they are looking for sustainable, high quality products to treat themselves with functional art. This will make sure they are in the right frame of mind to consider a handcrafted piece from Ghost Pepper Glass.

Channels

- Social media platforms are a great way to engage and share news about innovative products and emerging category trends. Social media will be used to reach our target audience
- Instagram, Pinterest, Facebook, Google Search + Display
- Campaign duration: month of mid-May through end of June
 - Studio space is closed, so increasing sales in summer is crucial
 - A summer start date is ideal due to irregular sales, this will stabilize income during a time when classes aren't offered.



Strategy

(\$9000)

Flight 1 AWARENESS

- GAINING BRAND AWARENESS FOR GHOST PEPPER GLASS AND DEVELOPING INTEREST IN THE BRAND.
- TOP OF FUNNEL ACTION. DRIVING PEOPLE INTO THE STORE.
- MEASURES INCLUDE IMPRESSIONS AND ENGAGEMENTS



Instagram - 35%



Facebook - 50%



Google Display - 15%

Flight 2

Driving Sales

(\$6,000)

- MIDDLE & BOTTOM OF THE FUNNEL MEASURES: CLICKS, AND CONVERSIONS.
- DRIVING CUSTOMERS TO THE GHOST PEPPER WEBSITE AND FOCUSING ON CONVERSIONS TO REVENUE \$.
- RETARGETING INDIVIDUALS WHO'VE BEEN TO THE GHOST PEPPER WEBSITE TO ENCOURAGE THEM TO PURCHASE



Instagram - 30%



Google Search - 40%

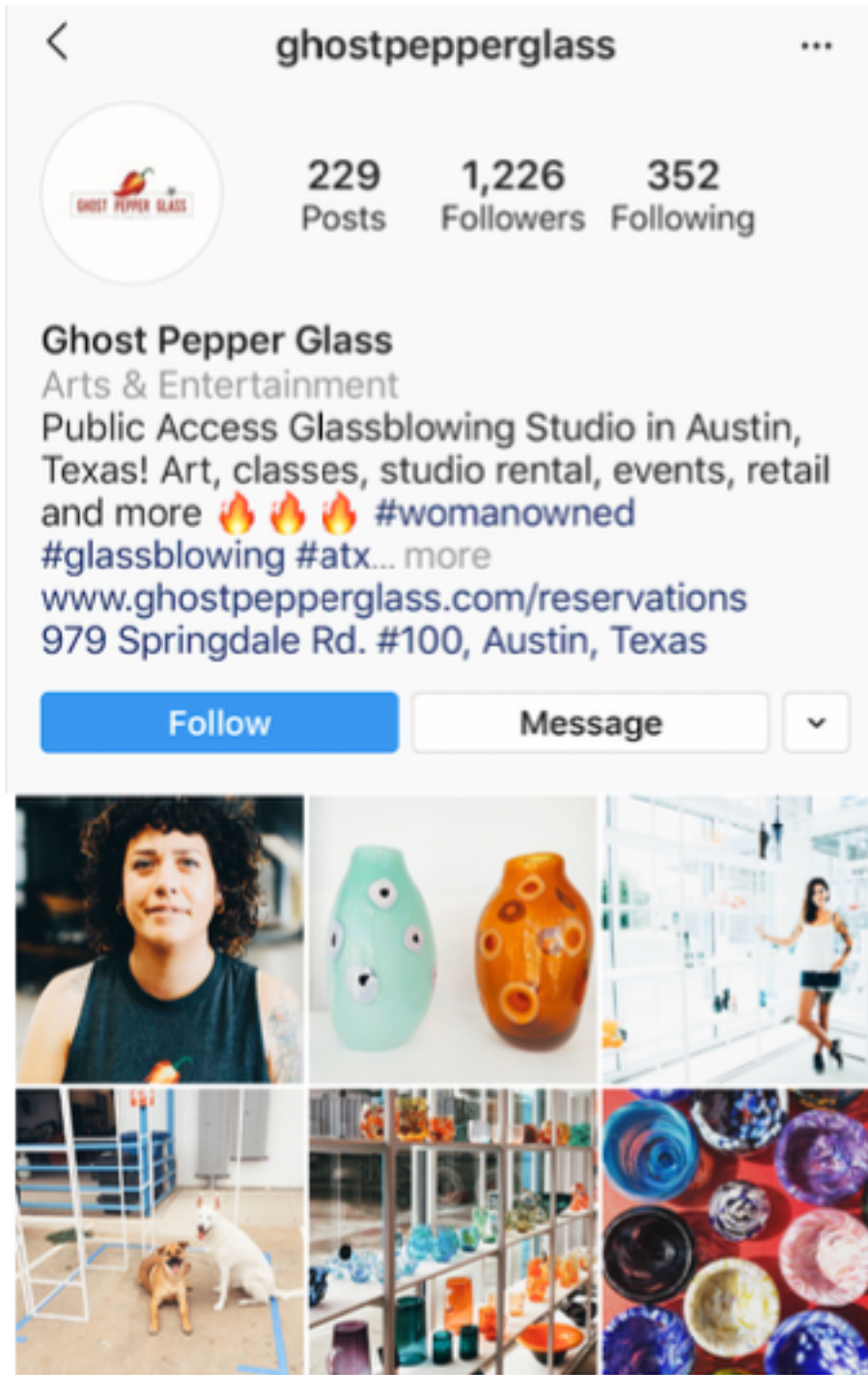


Pinterest - 30%



Social Media

It is critical to optimize Ghost Pepper Glass' social media pages, especially with the rise of new media. We have curated content for GPG's Instagram page which we believe is an accurate depiction of the brands personality - a welcoming studio with beautiful, functional artwork. We have created a content calendar for the upcoming months that consists of three to four posts a week with creative captions and trending hashtags. Relevant hashtags will enable new users to discover Ghost Pepper Glass' profile and increase brand awareness. The captions will include a call to action and direct consumers to the Ghost Pepper website. In addition to GPG's Instagram page, highlight reels can be implemented in order to incorporate their values onto their page in order to maintain a cohesive platform. For example, highlights will include studio dogs, time lapses, and other endeavors.



MOTHER'S DAY

with

GHOST PEPPER GLASS



Sunday, May 10

SUMMER KICK-OFF HAPPY HOUR

Join us and Ranch Rider Spirits as we kick-off the summer with a happy hour event at the studio. See y'all there!



GREAT DRINKS, GREAT ART, AND EVEN BETTER COMPANY.

Saturday, May 2 2020, 3pm - 6pm
Ghost Pepper Glass Studio



Timeline

Media Timeline						
	Flight 1				Flight 2	
	5/3	5/10	5/17	5/24	5/31	6/7
Facebook						
Instagram						
Pinterest						
Display						
Search						

Since summer is the peak moving season, we will focus our efforts in the first six weeks to capture the attention of those who are actively looking for new furnishings for their new spaces. The very first part of the summer moving season is key in Austin because it hits recent grads and those moving when the heat is only sweltering and not unbearable yet. This is a great time of year for Ghost Pepper Glass to increase their retail sales due to the shop's class closure.

MEDIA PLAN BUDGET

Social					
Vehicle	Length	Unit Cost	Spend	Impressions	% of Budget
Facebook	4 weeks	\$3 CPM	\$4,500.00	13,500,000	30%
Instagram	6 weeks	\$5 CPM	\$4,950.00	24,750,000	33%
Pinterest	2 weeks	\$5 CPM	\$1,800.00	9,000,000	12%
			\$11,250.00	47,250,000	75%
Search + Display					
Vehicle	Length	Unit Cost	Spend	Clicks	% of Budget
Google Search	2 weeks	\$2 CPC	\$2,400.00	4,800	16%
Display	2 weeks	\$3 CPC	\$1,350.00	4,050	9%
			\$3,750.00	8,850	25%
Total Budget					\$15,000
Total Engagements					47,258,850



EVALUATION

Brand Awareness

- 45+ Million impressions
- 20% increase in brand recall
- 20% increase in website traffic

Driving Sales

30% increase in in-store sales

50% increase in online sales



Citations

- 1 SHOPPING FOR HOME DÉCOR US, JULY 2018



Appendix

URBANE DESIGN

GPG will partner up with Urbane Design, an interior design firm based in Austin. Urbane Design and GPG both value being as sustainable as possible. As professionals in home construction, remodel, and furniture as well as being artists themselves, Urbane Design will be more than qualified to incorporate GPG's unique pieces into the homes of their clients.

EVENTS

A study from EventTrack states that 91% of consumers have a more positive feeling about brands after events or experiences so we have decided to incorporate events into the campaign. To reach new consumers in the greater Austin area GPG will host events such as happy hours and brand collaborations. We believe local Austin brands such as Ranch Rider Spirits, YAYAYA American Youpon, and Dosed Tea will align with GPG and make good fits as potential event partners. The events will be open to the public and posted to free calendar listings in the Austin area, such as Austin365, Thrillist Austin, Austin Monthly, When Where What Austin, etc. Our hope is that Austinites and local artists will attend these events and will generate buzz about Ghost Pepper Glass, resulting in more foot traffic to the brick and mortar and an increase in sales.

