

Honey & Dough

COMMUNICATIONS STRATEGY



Scope

What will we do?

While the idea is to have Honey & Dough sell their delicacies like *Hot Cakes*' - Quite literally, this presentation covers all the perfect ingredients that include:

The right visual and written communication to make it big.





Who are we talking to?

Our audience is:

Young, tech-savvy, likes to explore new places.

Aware of the competition and the plethora of choices available.

Not risk averse and loves experimenting with different cuisines.

Not very price conscious but brand conscious.

Likely to pay a higher price for a memorable experience.

Understands smart communication.

Knowing influential audiences

Defining consumer archetypes to chart communication patterns for influencers.



Meet Sonam, she lives in South Delhi, goes out shopping a lot with her gang and is well aware of all the fancy and new things available at cakeries. Received her education from a good college and understands the nuances of a good brand.



Here's Lilette, a middle-aged influential Delhi house-wife who socialises a lot and likes to order in eatables for the family and her friends. She has kitty parties often and likes to show off her vast knowledge about various brands.



Vicky and Ashima - coming from two different parts of Delhi - they're currently dating and like to roam around Delhi, try a new place for every date. They're both have different educational qualifications from each other but aspire for good things in life.

Why are they influential?



Sonam is always the trendsetter in a group - People look up to her and want to do what she does, want to go where she goes, they follow her on Instagram, Snapchat. She's the one who always takes a picture of her food and tag the place when she goes out.



Vicky and Ashima hang out together or with their friends - they try new places.

Very often, it's the couples recommending places to other couples. When they post photos on social media, people want to know where's it from?

The idea is to talk to them and influence them to further influence within their circle of influence.



Lillete organises as well as frequents a lot of dinners and kitty parties.

She wants people to praise everything she makes or orders in.

What do we propose?

Changing the communication - both visual and written to make the **product the hero (Batman)** and the **content it's sidekick (Robin)**.

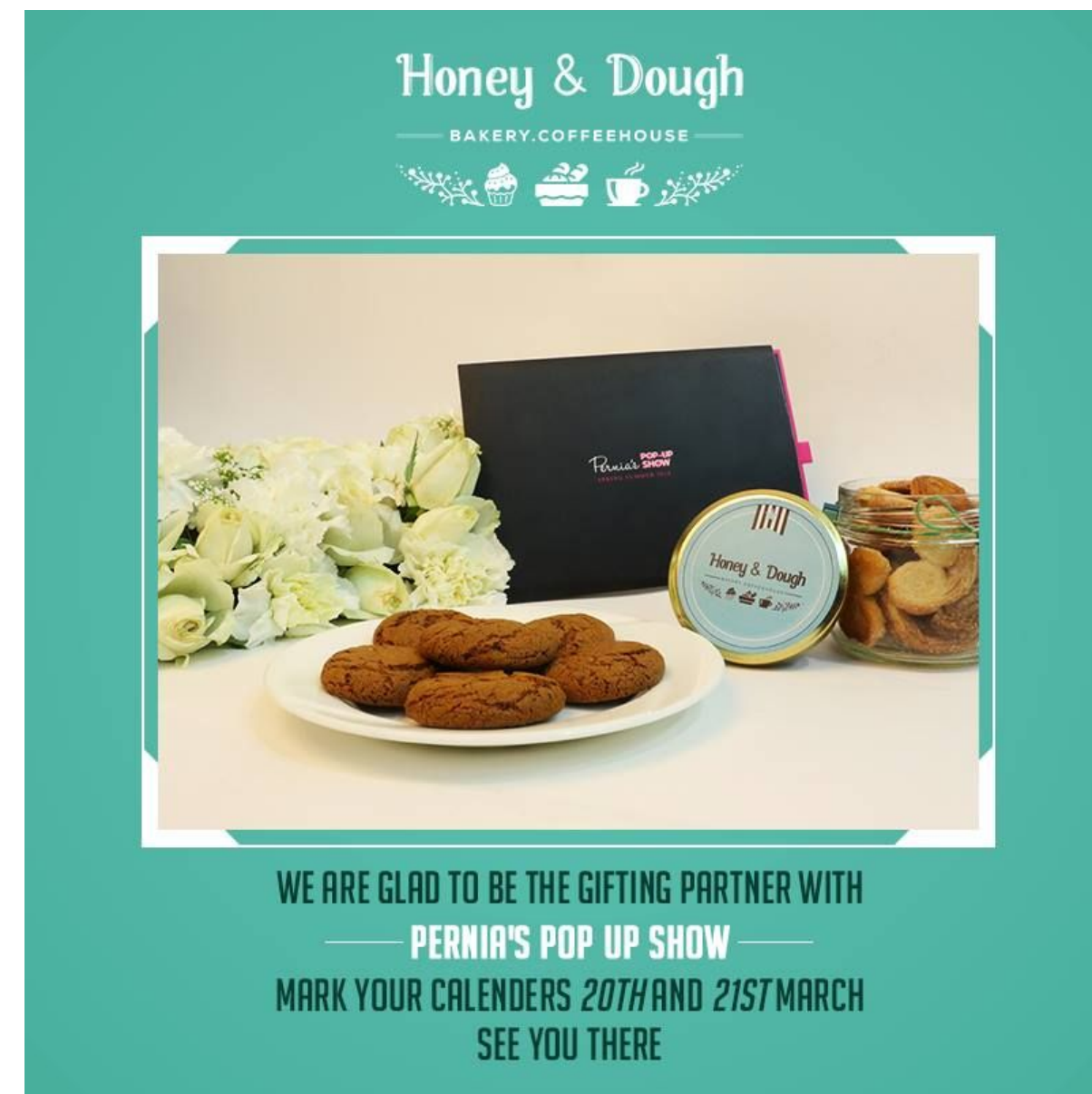


intelligent classy witty

The **communication tone**
that will appeal to **millenials**.

Present Content Audit

The graphics being currently used on the platforms are good but amateurish. They may not appeal to the audiences we aim to appeal to.



Why do we need a change?

Because we're talking to evolved audiences who are engaging with brands like **Bombaykery**.

We need to up the class-quotient of our visuals that makes our content as appealing as the visuals.



Great Food Photos

Make a great
difference

The catch is to showcase your product and get people to order them - The visual communication has to make the product the hero - not the bells and whistles of Graphic Design.





WHY?

According to **HubSpot**, **46% of marketers** say photography is critical to their current marketing and storytelling strategies.

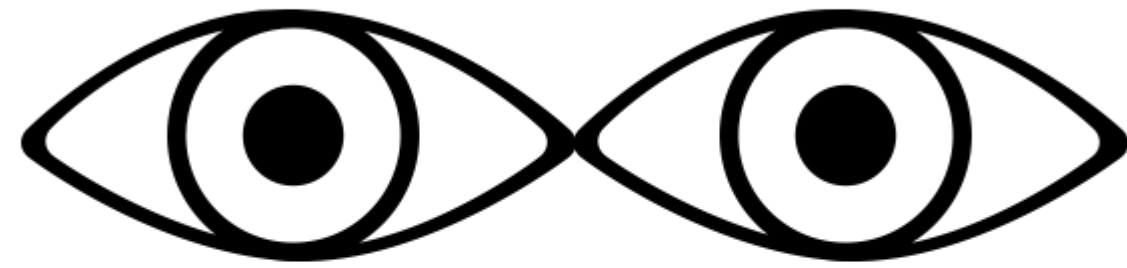
HubSpot

Visual marketing is on the rise, and its importance is growing with each passing year. As per **Inc.com**, an estimated **84%** of communications will be visual by 2018.

Inc.

The following slides will have a lot of graphics with read-worthy content

Please do read these carefully.



We propose
*Food Puns + great
Photos*

“That’s the recipe for selling food on visual media.

**Just sharing some posters that have the quintessential yet fun -
food puns.**

**As an audience, consumers most enjoy being entertained
instead of pitched, and so appealing to them emotionally can
lead to further engagement with your product in the future.”**

Inc.



*you bake me
crazy*

Honey & Dough
BAKERY.COFFEEHOUSE



*you bake me
crazy*

Honey & Dough
BAKERY.COFFEEHOUSE



*i feel like a
hole lot*

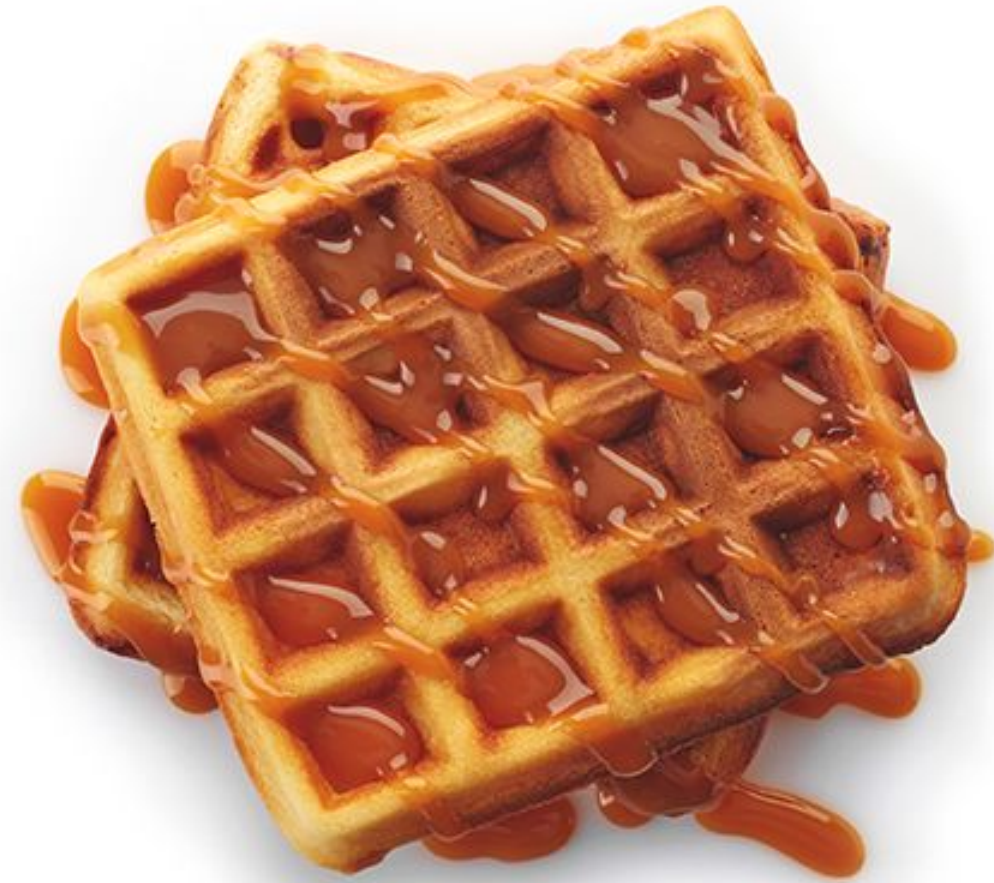
Honey & Dough
BAKERY.COFFEEHOUSE



*i feel like a
hole lot*

Honey & Dough
BAKERY.COFFEEHOUSE

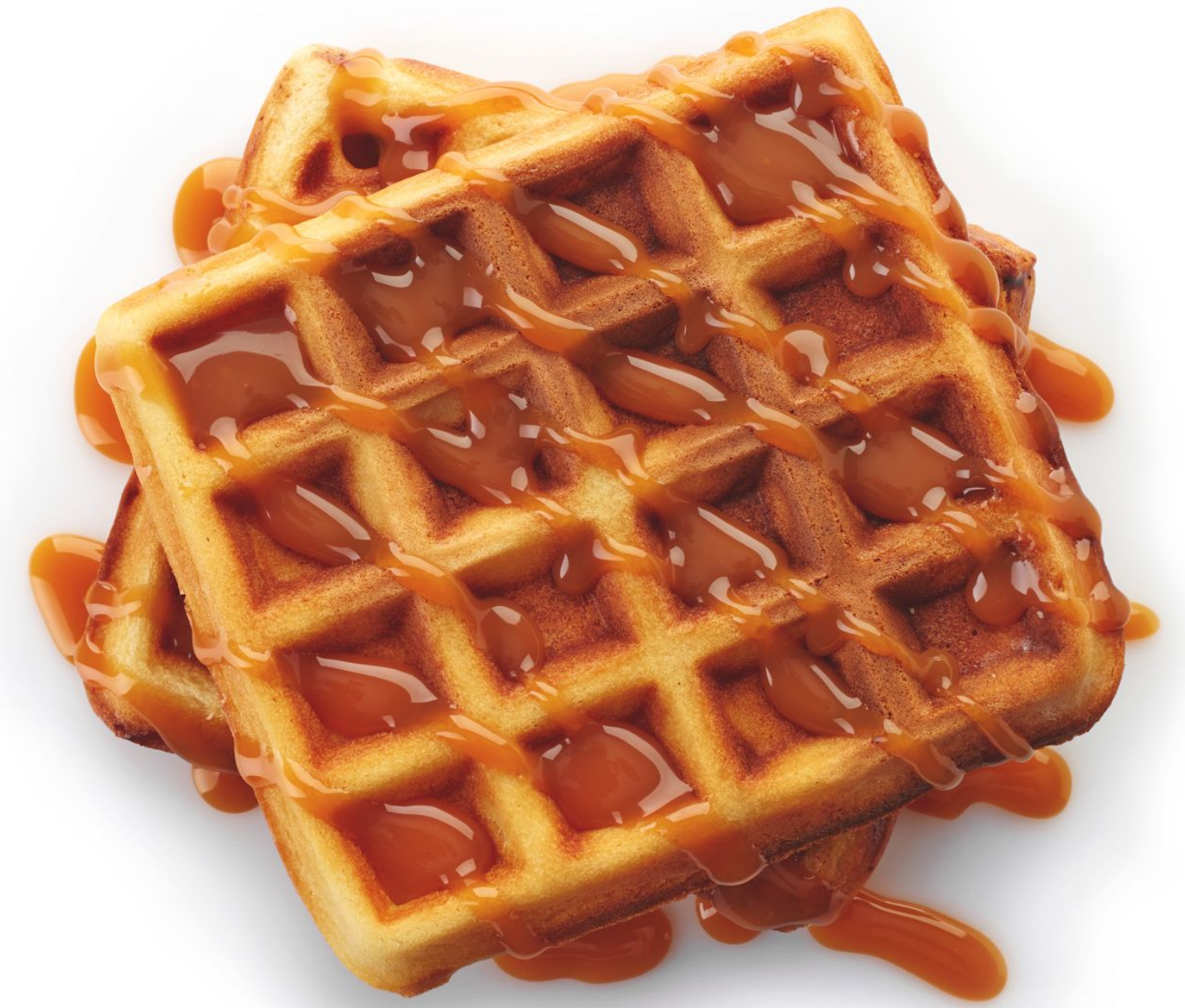




*i love you a
waffle lot*

Honey & Dough

BAKERY.COFFEEHOUSE



*i love you a
waffle lot*

Honey & Dough

BAKERY.COFFEEHOUSE





*its a
brewtiful day*

Honey & Dough
— BAKERY.COFFEEHOUSE —




*its a
brewtiful day*

Honey & Dough
— BAKERY.COFFEEHOUSE —



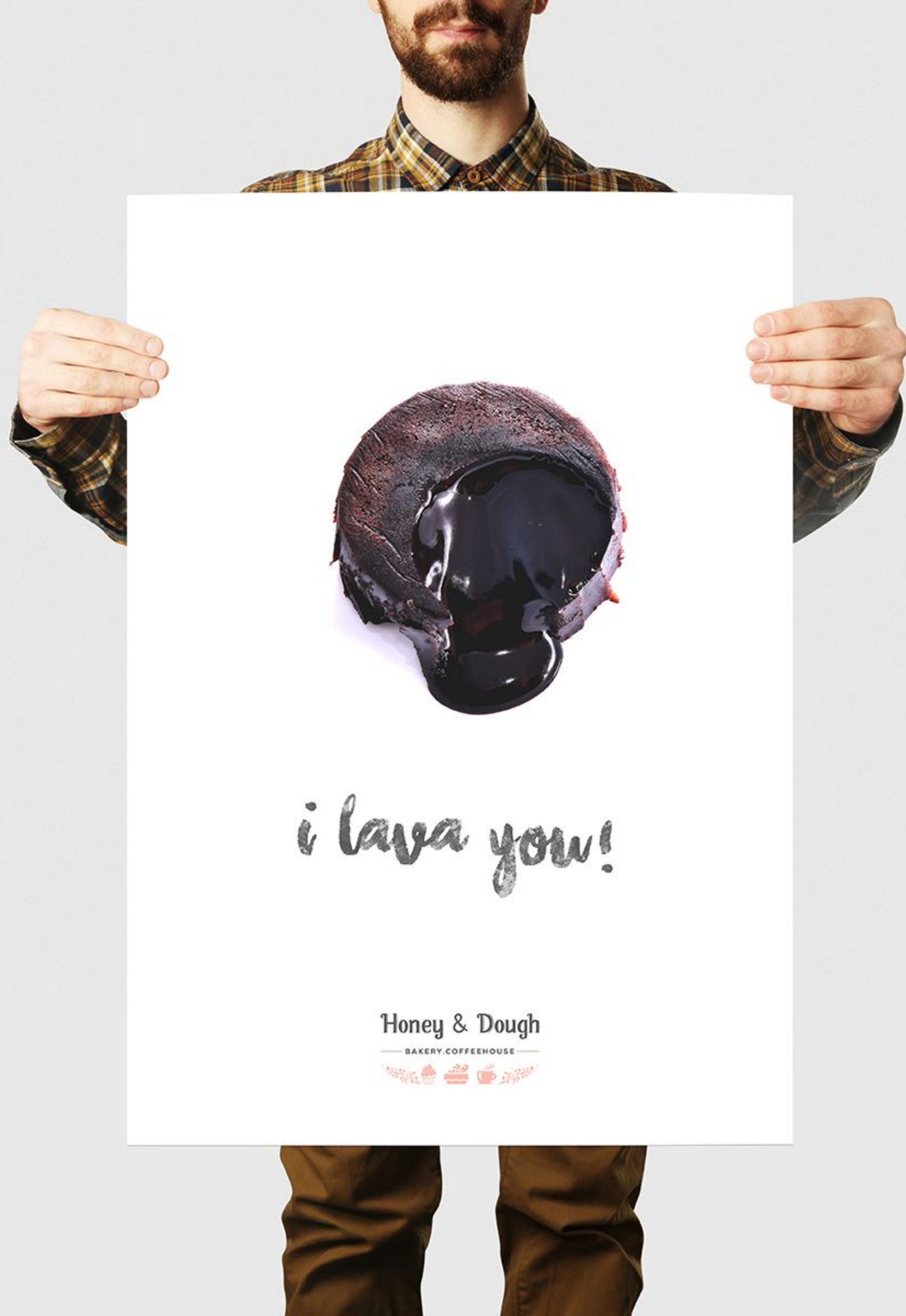

*The Game of
Macaroonz*

Honey & Dough
— BAKERY.COFFEEHOUSE —




*The Game of
Macaroonz*

Honey & Dough
— BAKERY.COFFEEHOUSE —

i lava you!

Honey & Dough
— BAKERY.COFFEEHOUSE —




i lava you!

Honey & Dough
— BAKERY.COFFEEHOUSE —


We propose

*Bollywood
Bollywood + Food*

“It is often said that Bollywood films reflect Indian society because the masses can identify with them.

The Indian film industry is the largest in the world in terms of number of films produced with between 1500-2000 films produced every year, in more than 20 languages. In terms of revenue, the industry has gross box office realizations of 2.1 billion.”

Deloitte.



Bake up sid!

Honey & Dough
BAKERY.COFFEEHOUSE



Bake up sid!

Honey & Dough
BAKERY.COFFEEHOUSE





*Sona ke Tita
ki sweetdish*

DEVIL'S DELIGHT

Honey & Dough
BAKERY.COFFEEHOUSE



*Sona ke Tita
ki sweetdish*

DEVIL'S DELIGHT

Honey & Dough
BAKERY.COFFEEHOUSE





Zindagi na milegi
*dough*bara

Honey & Dough

BAKERY.COFFEEHOUSE



Zindagi na milegi
*dough*bara

Honey & Dough

BAKERY.COFFEEHOUSE





*Kabhi Khuzhi
Kabhi Rum(cake)*

Honey & Dough

BAKERY.COFFEEHOUSE



*Kabhi Khuzhi
Kabhi Rum(cake)*

Honey & Dough

BAKERY.COFFEEHOUSE





Chapkh Le! India

Honey & Dough
— BAKERY.COFFEEHOUSE —




Chapkh Le! India

Honey & Dough
— BAKERY.COFFEEHOUSE —




We propose *Topical Content*

Because we need to do the ‘In-things’.

“Topical content can potentially deliver a big payoff upfront in terms of traffic. Especially if you're quick to write, post, and syndicate via social media, and you have a unique angle on a particular current story.”

SaltedStone



*Still gobbing over
Virushka?*

Our Tiramisu Jar will make it easier!

Honey & Dough

BAKERY.COFFEEHOUSE



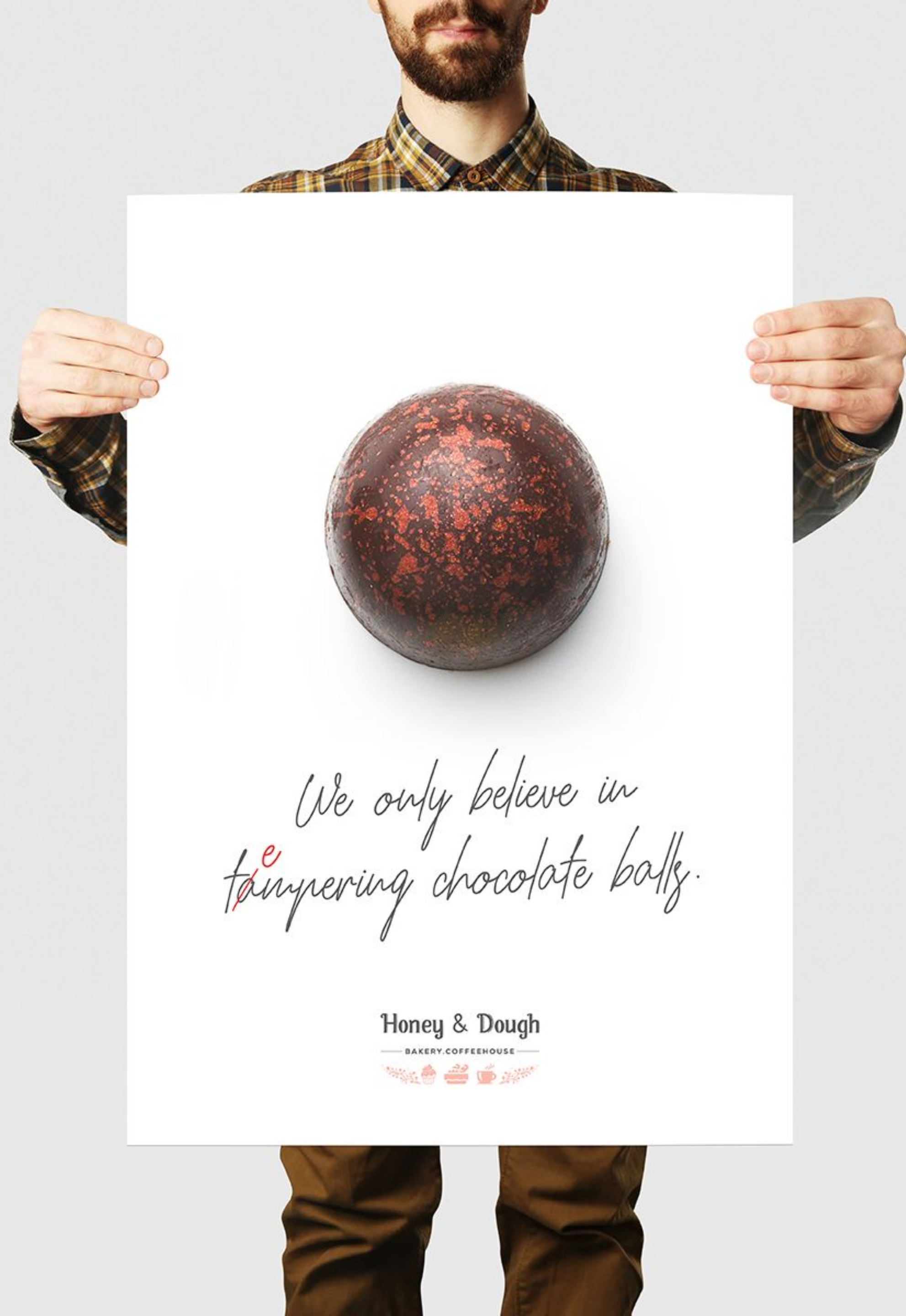
*Still gobbing over
Virushka?*

Our Tiramisu Jar will make it easier!

Honey & Dough

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We only believe in
tampering chocolate balls.

Honey & Dough
BAKERY.COFFEEHOUSE



We only believe in
tampering chocolate balls.

Honey & Dough
BAKERY.COFFEEHOUSE





Re-tests ~~X~~
Re-taste (Yay)

1 + 1 on everything
if you're writing your board exams this year!

*Show your admit card at our outlet to avail the offer.

Honey & Dough

BAKERY.COFFEEHOUSE



Re-tests ~~X~~
Re-taste (Yay)

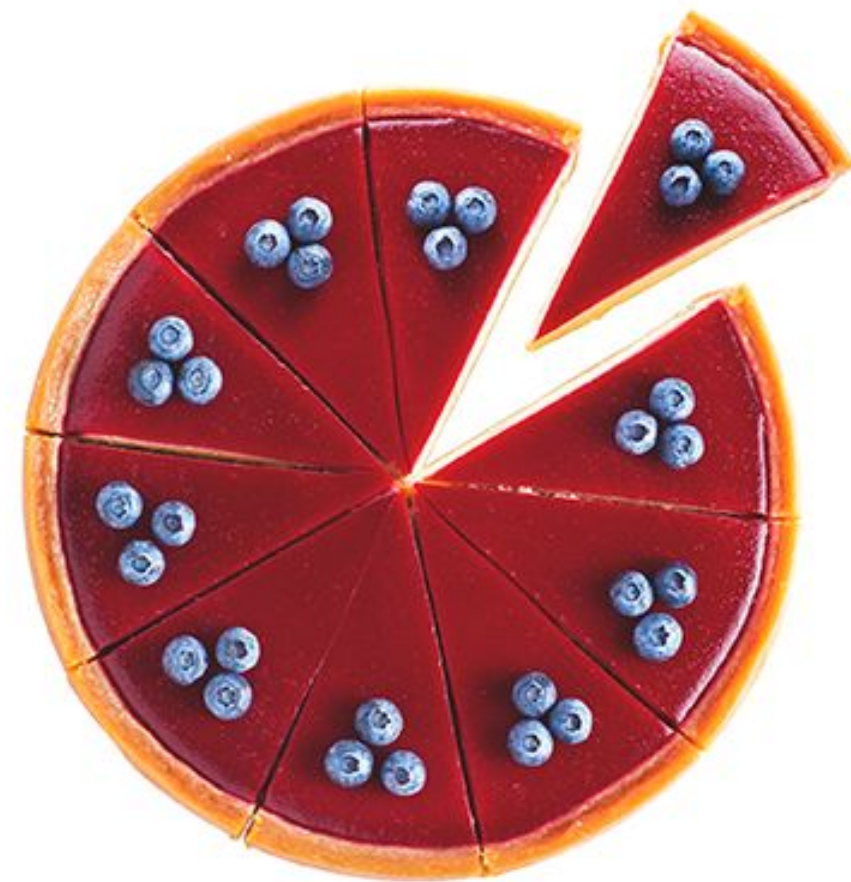
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Honey & Dough

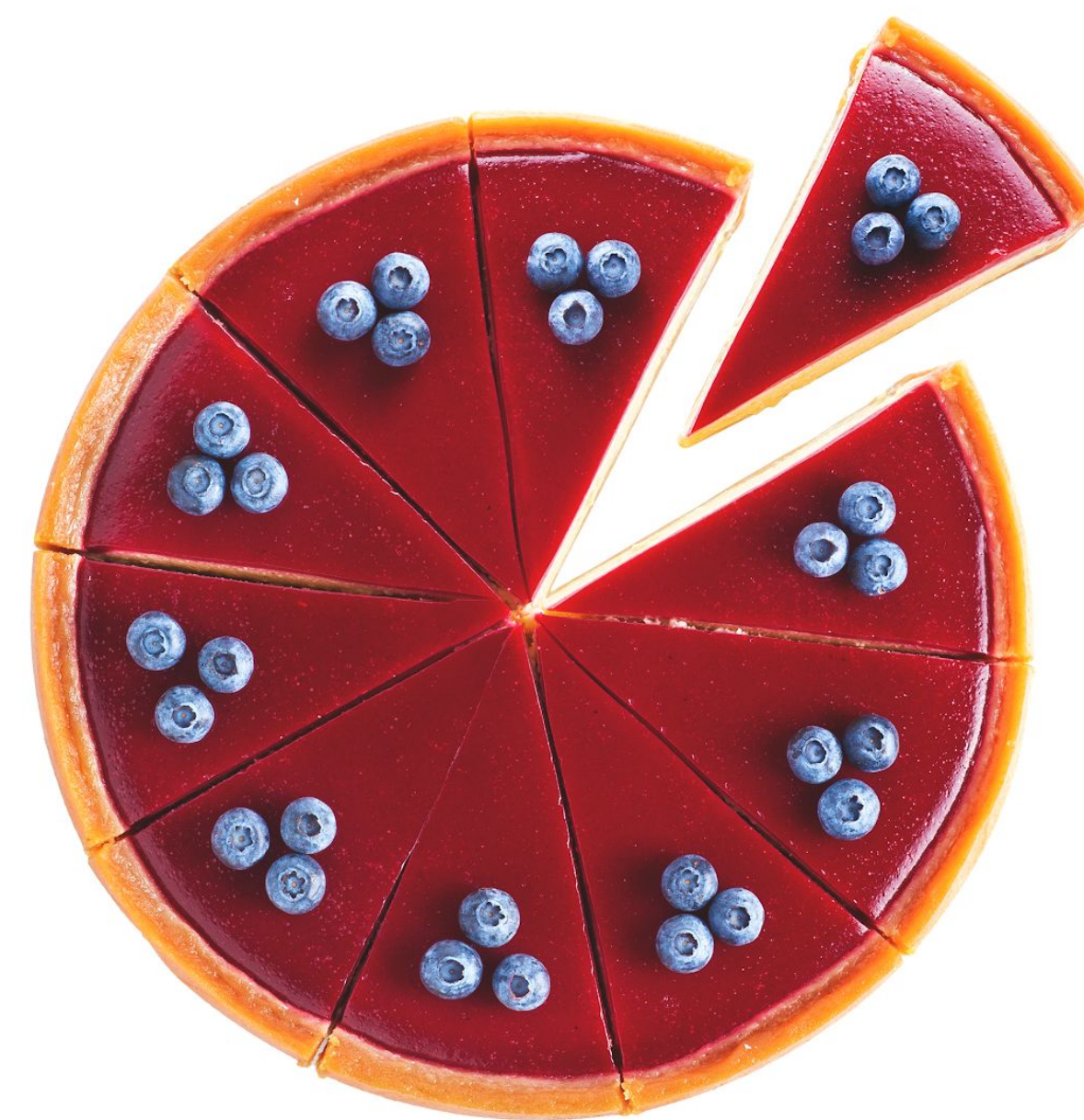
BAKERY.COFFEEHOUSE





*Experiencing the Royal
Wedding is a dream*

Our Queen's favorite cake is not!



*Experiencing the Royal
Wedding is a dream*

Our Queen's favorite cake is not!





~~iPhone X for Rs 79999~~
A cupcake everyday for
800 straight days!

Honey & Dough
BAKERY.COFFEEHOUSE



~~iPhone X for Rs 79999~~
A cupcake everyday for
800 straight days!

Honey & Dough
BAKERY.COFFEEHOUSE





When things go beyond 'sorry'

A 6 make- up pack is what you need to carry!

Honey & Dough
BAKERY.COFFEEHOUSE



When things go beyond 'sorry'

A 6 make- up pack is what you need to carry!

Honey & Dough
BAKERY.COFFEEHOUSE



Break Up?

Con : No shoulder to cry on
Pro : Our chocolate truffle all to yourself

Honey & Dough
BAKERY.COFFEEHOUSE



Break Up?

Con : No shoulder to cry on
Pro : Our chocolate truffle all to yourself

Honey & Dough
BAKERY.COFFEEHOUSE





*The Right Kind of
Monday Blues*

BLUEBERRY MUFFIN



*The Right Kind of
Monday Blues*

BLUEBERRY MUFFIN





We propose

Classy graphic styles

The geographical locations of our outlets demands a more sophisticated outlook.



choc'o'clock!

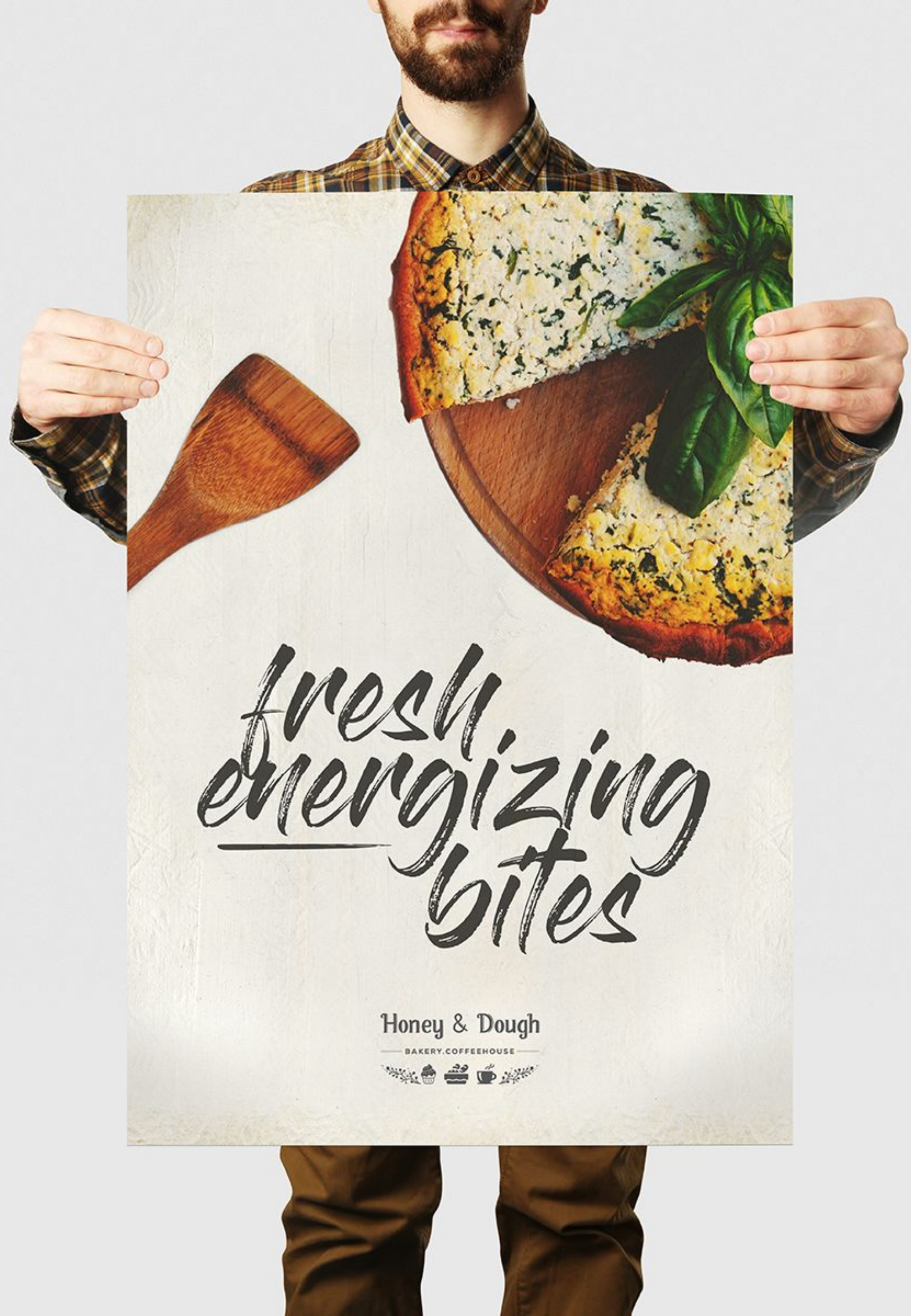
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choc'o'clock!

Honey & Dough
BAKERY.COFFEEHOUSE





fresh energizing bites

Honey & Dough

BAKERY.COFFEEHOUSE



fresh energizing bites

Honey & Dough

BAKERY.COFFEEHOUSE





what a pao!

DELHI PAV SANDWICH



Honey & Dough

BAKERY.COFFEEHOUSE



what a pao!

DELHI PAV SANDWICH



Honey & Dough

BAKERY.COFFEEHOUSE





The Chickenator

PERI PERI CHICKEN SANDWICH



Honey & Dough

BAKERY.COFFEEHOUSE



The Chickenator

PERI PERI CHICKEN SANDWICH



Honey & Dough

BAKERY.COFFEEHOUSE





We propose

*simple and cohesive social
media content*



MONDAY - FRIDAY
11 AM - 5 PM

*Grab it while
it lasts!*

Honey & Dough

BAKERY.COFFEEHOUSE



MONDAY - FRIDAY
11 AM - 5 PM

*I'm in love with
the shape of you!*

BUY 1 GET 1 FREE
HAPPY HOURS



Honey & Dough

BAKERY.COFFEEHOUSE



MONDAY - FRIDAY
11 AM - 5 PM

Grab it while
it's cold!

Honey & Dough

BAKERY.COFFEEHOUSE



BUY 1 GET 1 FREE
HAPPY HOURS



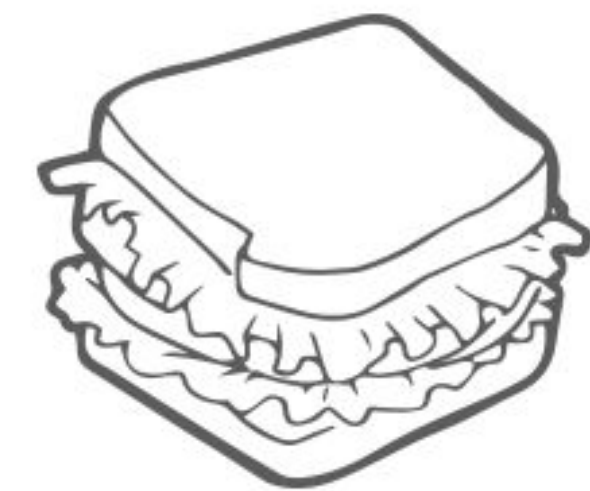


Honey & Dough

— BAKERY.COFFEEHOUSE —



Chicken Sandwich



“I believe that all anyone really wants in this life is to sit in peace and eat a sandwich.”

Defence Colony | SDA | Dwarka



Honey & Dough

— BAKERY.COFFEEHOUSE —



Cappuccino



“The smell of fresh-made coffee is one of the world's greatest inventions.”

Defence Colony | SDA | Dwarka



Honey & Dough

— BAKERY.COFFEEHOUSE —



El Classico



“A waffle is like a pancake with a syrup trap.”

Defence Colony | SDA | Dwarka



Honey & Dough

— BAKERY.COFFEEHOUSE —



Potato & Chicken Pie



“I have made a lot of mistakes falling in love, and regretted most of them, but never the potatoes that went with them.”

Defence Colony | SDA | Dwarka



Honey & Dough

— BAKERY.COFFEEHOUSE —



Chocolate Cake



“Life is uncertain.
Eat dessert first.”

Defence Colony | SDA | Dwarka

Why do our
*creatives look
alike?*

Because, we want to build a brand first and then brand recall.



INVEST IN GREAT BREAKFAST.

Get delicious returns.

order online on
zomato

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going for a movie tonight?

find nearby restaurants on

zomato

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for successful launches: ISRO

for successful lunches:

zomato

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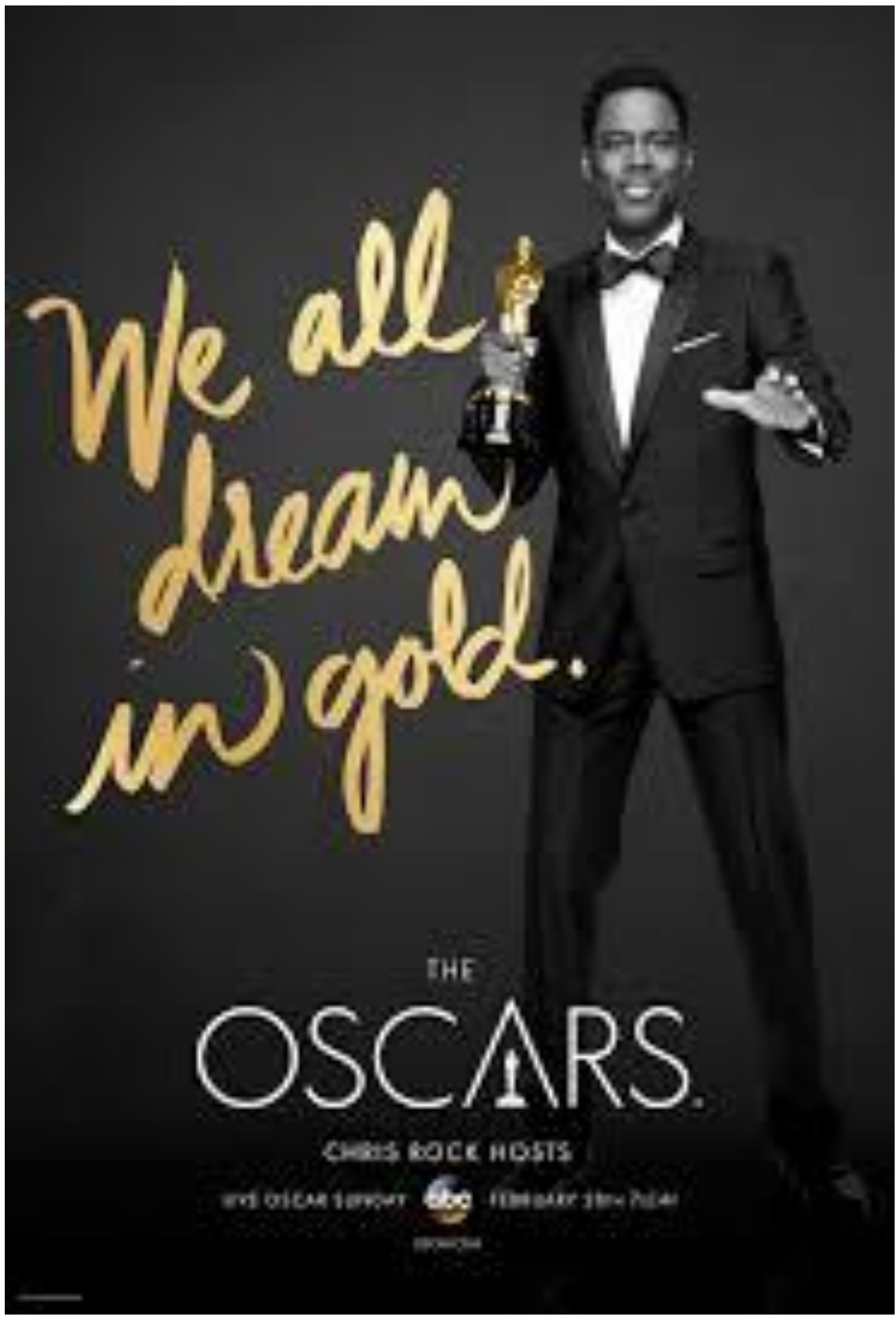
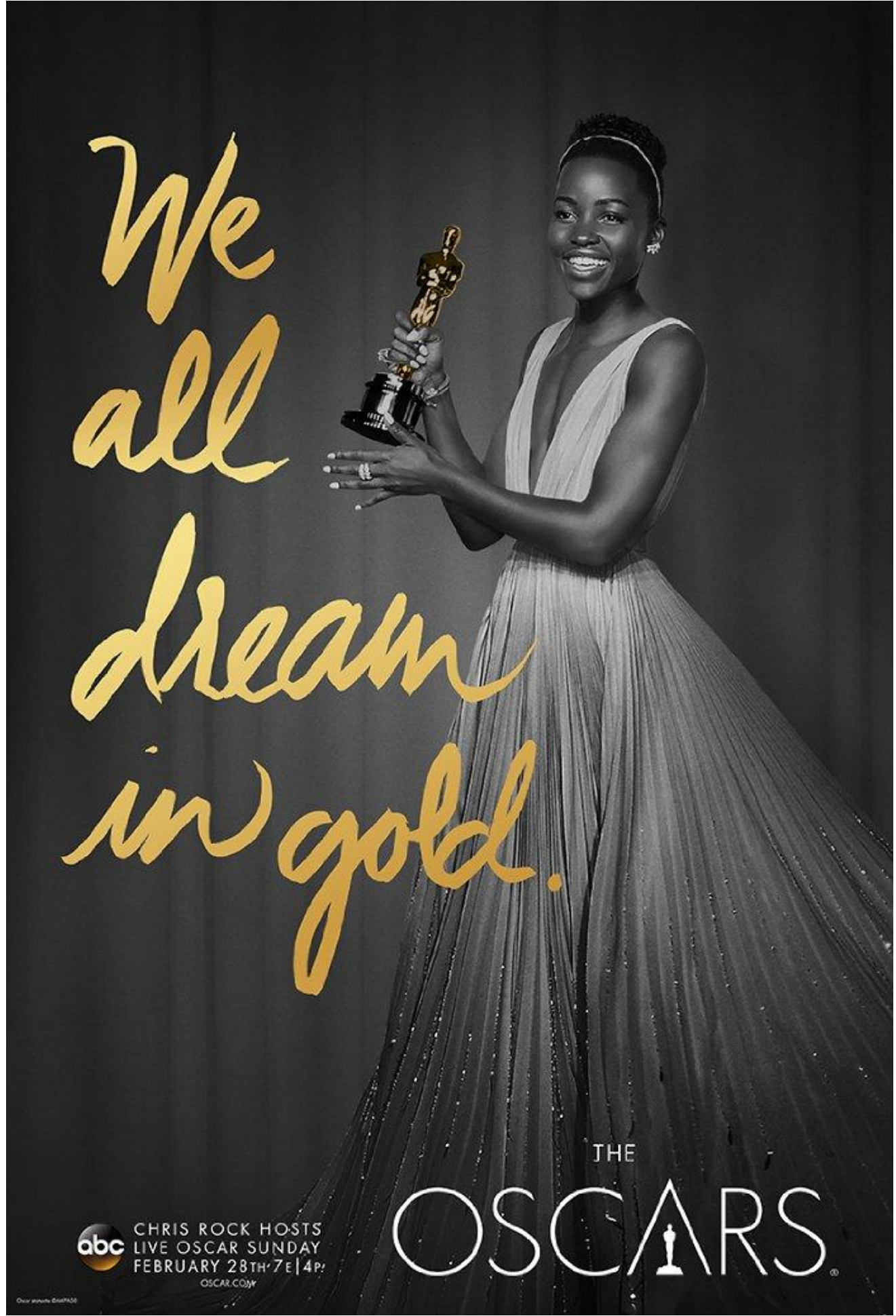
fear dal on valentine's day?

order whatever you choose to ^{eat} love today.

use code **GET200** for **30% OFF** your first order.

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Mercedes-Benz
Mobil 1
BOSS
HUGO BOSS
vodafone

150 HISTORY BEGINS EVERY MORNING

Some people make history happen. Aged 9, Lewis Hamilton dreamed of being a top racing car driver. He made his dream reality. He is Formula 1's youngest ever World Champion. For Lewis, every day is the date to write history, and history is written by winners.

TAG Heuer
SWISS AVANT-GARDE SINCE 1860

Carrera Series

150 HISTORY BEGINS EVERY MORNING

Driven by a great passion for the game since her debut at 6 years old, Suzann Pettersen never gave up and is today the No. 3 women's golf player in the world. Her instinct of the game and her thrill of winning majors push her to always improve her game and get better and better each day.

TAG Heuer
SWISS AVANT-GARDE SINCE 1860

Link Diamonds

GREEN CROSS

A PARTNERSHIP TO BENEFIT ENVIRONMENTAL CHARITIES

Leonardo DiCaprio and TAG Heuer have joined forces to contribute to Green Cross International initiatives. To learn more please visit www.tagheuer.com

150 HISTORY BEGINS EVERY MORNING

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Link Series



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Greater Kailash 2
Delhi 110048

Let's get together
and get our hands dirty!