



LARA SPURGEON

CAMPAIGN BOOK



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EXECUTIVE SUMMARY

This campaign is designed to position Woolly Tail Ranch as the go-to farm in Banks, OR, for the freshest eggs around. It will prioritize quality and customer service. The campaign will help the farm rebrand itself as modern yet still with an old-fashioned feel.

Woolly Tail Ranch already has the best tasting animals products in town and this campaign will let local residents know that on a larger scale.

CREATIVE BRIEF



BRIEF

Reposition Woolly Tail Ranch as the local farm produce wholesaler in Banks, OR. Appealing to not only community WeChat groups but also local families looking for the freshest eggs and lamb meat in town. The new brand will prioritize fresh produce, low prices, and friendly customer service.

TARGET CONSUMER

Woolly Tail Ranch's current primary audience centers around Asian-American parents who are all connected on the popular Chinese social media app, WeChat. Woolly Tail Ranch is looking to grow its audience and tap into the local market in and around the farm's home city, Banks, OR.

BRAND HISTORY

Established in March 2016, Woolly Tail Ranch is a small family-owned and operated establishment located near the town of Banks, OR. Nestled on a small 2-acre farm atop Green Mountain Ranch, the property has been inhabited by John Spurgeon and his wife, Julia Sun, and their 3 kids since its founding. What started off as a tiny chicken coop soon grew into a full-fledged farm with over a dozen Jacob sheep, 100+ chickens, ducks, geese, goats, cats, and the sheepdog named Jack. Woolly Tail Ranch is truly a family brand.

What started out as a few eggs a week to feed the family, soon turned into a full egg-selling business in order to accommodate the increased volume of poultry the Ranch decided to take on. They have experienced bumps in the road including the loss of animals, slow business in the winters, and difficulty finding buyers. Woolly Tail Ranch currently provides a year-long supply of fresh free-range chicken and duck eggs to their customers. They also seasonally sell lamb meat and sheepskin when harvesting season comes along in the winter.

CURRENT BRAND STATUS

The current feel of Woolly Tail Ranch's brand is not consistent with the high-quality goods they provide. With an outdated website and next to no promotional assets, Woolly Tail does not have a strong brand presence. They rely mostly on WeChat groups to get their message out and their audience is mostly made up of loyal customers as opposed to new buyers. Woolly Tail Ranch is in need of a rebrand, including a logo, and a strong visual identity so that people can easily recognize them from anywhere.

CREATIVE BRIEF CONT.

MEDIA ASSIGNMENTS

Advertising

Traditional - Design print ads that can be adapted for both paper and digital placements.

Non-Traditional - Design portable and inexpensive ad placements that can be put on promotional items like egg cartons, meat packaging, car wraps, and more.

Social - Create an interactive campaign that incentivizes customers to continue buying from WTR and that offers consumer feedback.

Interactive

Social Media - Create a strong social media presence that capitalizes on WTR's already large WeChat audience but includes more platforms too.

Website - Update the website so it reflects the most current services WTR offers and allows for online buying there too.

Design

Logo - Create a logo that is modern yet traditional and memorable.

Package Design - Make sustainable packaging that is easily identifiable and interactive.

WORDS TO DESCRIBE THE NEW WTR

Fresh

All the animal products Woolly Tail Ranch sells comes straight from the chickens and sheep to your home. The brand presence will also be new and inviting unlike any other local farm in town.

Free Range

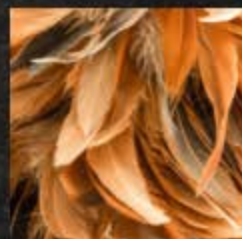
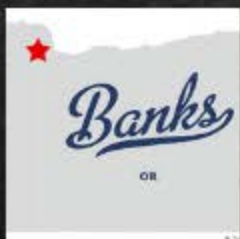
Animals at Woolly Tail Ranch are all loved and cared for every day of their lives. They eat top-quality food and have several acres of land to graze and live in. Animals are never caged.

Local

The farm is located in Banks, OR, and provides services to the greater Portland Metro area in addition to its small towns. They love their community and are dedicated to serving them first.

Family-owned

The owners of the farm are an interracial couple who built the company by themselves from the ground up. They value inclusivity and family and are redefining what it means to be farmers in an industry that is dominated by white men.



MANIFESTO

Woolly Tail Ranch is in the business of selling eggs to support local families feel a heart-warming relationship by delivering friendly messaging they are inspired to make the best meals for the whole family. The solution is to key in on the brand's commitment to quality over anything.



BRAND STATEMENT

ALWAYS
FARM FRESH.

Woolly Tail Ranch is committed to providing your town with the highest quality eggs your whole family is sure to love. We are your local farmers.

AUDIENCE PERSONA

MARK

About

Age	62
Work	Construction
Status	Married
Location	Banks, OR
Income	\$45,000



Brand Statement

Always Farm Fresh.

Bio

Mark is a small-town man. Born and raised in Banks, OR, he has always loved his community. He loves his meat and beer as well as his wife and pets. But he also enjoys the slower approach to life and prefers growing his own produce. He wants to get into farming but doesn't have the resources yet.

Importance

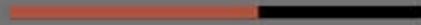
Woolly Tail Ranch can help Mark achieve his dream of becoming a grill master and local farm owner himself. He can stay local by buying local and gain personal connections along the way.

Media Habits

Phone



Newspaper



PC



A day in the life

Mark wakes up every morning with a hot cup of black coffee. He works a nine to five and takes his truck on his 10-minute commute work. He likes to come home to a beer and his dog as well as his wife. He enjoys dinner with his family and catching up on the evening news. On the weekends Mark gardens and likes to grill with his work buddies in his backyard.

Aspirations

Mark loves to grill and would someday love to have the perfect backyard barbeque spot the whole town would enjoy. He also wants to start his own farm but doesn't have the space for it yet.

Challenges

Mark has a hard time finding fresh and local food in his small town. He also doesn't use the company's main social media platform, WeChat, so reaching him with ads is more difficult. Mark also is loyal to old brands and doesn't like trying new products very often. He prefers sticking to what he knows and only tries new things if he sees other people using and liking it a lot.

Interests



Reading



Gardening



Grilling

Values



Family



Pets



Town

Most used social media



Favorite Brands



ROUGH DRAFT

THE LOCAL | TRADITIONAL



PRINT AD FOR BANKS NEWSPAPER

The print ad would direct consumers to a local pop-up at the local grocery store in Banks, Thriftway. Woolly Tail Ranch's social media handles would also be present for further contact, mostly WeChat, Facebook, and Instagram.

The ad would appear in both print and digital format to accommodate the different versions of The Banks Post.

It would attract local Banks residents to the local farm and inform readers of the services the farm is currently offering (Services change from season to season). Another version could have chicken meat, or sheep skin, or whatever else product the farm is selling at that time.

SAME PRINT AD ALTERED FOR DIGITAL NEWSPAPER FORMAT

Our audience regularly reads the Banks post for their local news. They also read the digital archives when they don't have access to the print version. Making the traditional print ad experience adaptable for both print and digital is vital to reaching our Banks residents.



Farmer's Market Deals

THE STORY

This is just placeholder text. This would be a real news article. I am only putting this here so you know that this ad goes in a newspaper. This is just placeholder text. This would be a real news article. I am only putting this here so you know that this ad goes in a newspaper. This is just placeholder text. This would be a real news article. I am only putting this here so you know that this ad goes in a newspaper. This is just placeholder text. I am only putting this here so you know that this ad goes in a newspaper.



The above photo is used for example purposes. A real news article would go here but that is not the focus of this page.

Photograph by Random Person



ROUGH DRAFT

THE LOCAL | NON-TRADITIONAL



CUSTOM PACKAGING WITH INCENTIVE TO REUSE

Egg cartons get thrown away a lot, but to encourage people to reuse and to continue coming back to buy more eggs, we will give a discount to customers to bring back their old cartons. Sizes include holders for one egg to trays holding 30.



Side says: "Return this carton during your next egg purchase and receive 10% of your next order!"

CUSTOM STICKERS

When selling packages of meat or smaller quantities of eggs even, having a signature sticker that you can slap on the product so the buyer knows who it's from creates an easily identifiable brand.



Example lamb meat sticker



Example eggs sticker

ROUGH DRAFT

THE LOCAL | SOCIAL



EGG STAND POP-UP AT THE BANKS THRIFTWAY

There's only one main grocery store that local Banks residents shop at, and that's Thriftway. With a pop-up self-serve egg stand, customers can feel good about buying local and choosing their own eggs, and Woolly Tail Ranch owners don't have to worry about delivering or taking orders for every purchase.

Customers can pick their own eggs, be incentivized to reuse the egg cartons to reduce waste, and get discounts.

Local Banks residents will become familiar with the brand and hopefully will continue to buy from them after the pop-up is over.



LOYALTY PUNCH CARD

In addition to the custom packaging and stickers available for customers to use at the pop-up, loyalty cards will also be available for taking. To encourage customers to come back and continue buying with Woolly Tail Ranch, loyalty cards will give the 10th purchase of one dozen eggs half off.

The card will work for in-store purchases and delivery purchases when the in-store option is no longer available.

Customers will be directed to check out Woolly Tail Ranch's social media including WeChat, Facebook, and Instagram for future purchases after the in-person event is over.

THIS CAMPAIGN SOLVES THE PROBLEM FOR BANKS RESIDENTS OF NOT HAVING ACCESSIBLE FARM-FRESH PRODUCTS AT THEIR DISPOSAL. IT BRINGS A FARM-LIKE FEEL TO THE MODERN GROCERY EXPERIENCE.

MEDIA SCHEDULE

FEBRUARY

MARCH

APRIL

MAY

TRADITIONAL

NEWSPAPER

DIGITAL PAPER

NON-TRADITIONAL

EGG CARTON

PUNCH CARD

SOCIAL

EGG POP-UP

TRADITIONAL

The traditional ads appeal to Banks residents. It would appear in color for digital placements and black and white for print so save on costs. Sizing would be half page and would run every week for a month leading up to and during the entire time the pop-up is in effect.

NON-TRADITIONAL

The egg cartons and punch cards are designed to last far beyond the pop-up event. They will be valid for a long time since we want customers to keep buying from Woolly Tail Ranch after the in-person event is over. Plus, sustainable packaging should last a long time.

SOCIAL

The pop-up event will only run during March when chickens lay the most eggs. That way the stand will always be stocked. But it will only run for a month since WTR wants to rely on direct customer purchases to avoid middle-man fees to Thriftway.

PRINT AD

PRINT AD FOR BANKS NEWSPAPER, THE BANKS POST



ORGANIC EGG LOCAL
SINCE 2015
ALWAYS FARM FRESH

WOOLLY TAIL RANCH

THIFTWAY EGG POP-UP

SATURDAY, MARCH 1-31, 2022
AT THE THRIFTWAY IN BANKS

Instagram Facebook Twitter @WOOLLYTAILRANCH

PRINT AD ALTERED FOR DIGITAL NEWSPAPER FORMAT

Digital ads will accompany print newspaper and make it easier for customers to learn about the farm. Digital means being able to click on an ad and get sent straight to the farm's website where they can learn more and buy products.

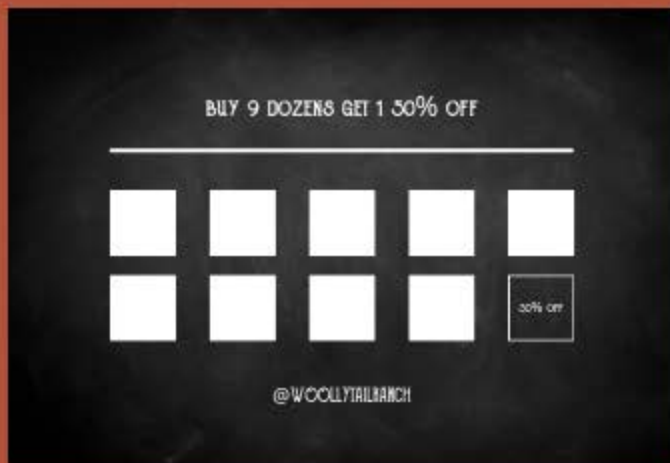


DIGITAL AD



NON-TRADITIONAL

LOYALTY PUNCH CARD



CUSTOM EGG CARTON PACKAGING WITH INCENTIVE TO REUSE

Reusable egg cartons promote sustainability and customer loyalty since people will have to keep buying eggs to get the discount. WTR also wants to position itself as a sustainable brand that cares not only about the wellbeing of their animals but the environment too. Shopping locally supports local businesses and in turn the environment.



SOCIAL



EGG STAND POP-UP AT THE BANKS THRIFTWAY

An egg pop-up will give the small business the much-needed exposure to reach new audiences. It's attractive to residents who want to shop local but don't know where to start. It is convenient and easy since people can pick up their eggs while they grocery shop instead of making a separate trip just for eggs.

THIS CAMPAIGN PROVIDES BANKS RESIDENTS FARM-FRESH PRODUCTS AT AFFORDABLE PRICES. IT BRINGS A FARM-LIKE FEEL TO THE MODERN GROCERY EXPERIENCE.

A large, dark, textured letter 'S' with a slightly irregular, hand-drawn appearance, set against a solid orange background.

STRENGTHS

Has the best tasting animals products including eggs which allows for authentic and honest marketing. Also is able to rebrand itself to reach new consumers that crave local produce instead of mass-produces animal products.

A large, dark, textured letter 'W' with a slightly irregular, hand-drawn appearance, set against a solid green background.

WEAKNESSES

The campaign is expensive and requires the farm to pull energy and time away from farming and towards advertising. A small business with few employees can't sacrifice too much to stay operating.

A large, dark, textured letter 'O' with a slightly irregular, hand-drawn appearance, set against a solid blue background.

OPPERTUNITIES

There a is chance to reach new local residents that are looking for exactly what WTR is offering. They are able to make a name for themselves in a competitive farming market that is growing in popularity every year.

A large, dark, textured letter 'T' with a slightly irregular, hand-drawn appearance, set against a solid grey background.

THREATS

Competing with large grocery stores and big farming is tough especially when money is tight. WTR will have to watch out for permit police and take all the necessary precautions to do all business right and cost effectively.

MINDMAP





CONCLUSION

RETURN ON INVESTMENT

Woolly Tail Ranch has never had any real brand presence since its starting in 2015. With this campaign it will start its journey of creating an easily identifiable company look and feel while still providing top quality eggs.

CONCLUSION

We were asked to pick an Oregon brand that needed some attention and help breaking into the market. This campaign will do just that and more. With a balance of digital, traditional, and experiential to send the same message all throughout, Woolly Tail Ranch will only see positive outcomes.

CREATOR'S NOTE

As the daughter of the owners of Woolly Tail Ranch, and the sole creator of this campaign, I am excited to help my parents boost their business and take their brand to the next level.