

RICK'S BAKERY

**CREATED BY:
MACKENZIE WATERS**



INTRODUCTION

i have created this client strategy book for a local Fayetteville business, Rick's Bakery. This beloved bakery was established in 1980 and stands as a testament to the enduring charm of community-focused business. Rick's is a Fayetteville staple and consistently creates an experience that transcends the ordinary. From the handcrafted pastries to the divine secret cookie recipe, this local business warms the hearts within the community.

Throughout this Client Book I will share a variety of my creative ideas and my intentions behind every thought. I have applied concepts learned in and throughout my creative strategy course, and truly have been able to understand the importance of intentional detail. I wish to create an elevation and elegance to this wonderful Bakery that means so much to its community.



CLIENT RESEARCH

The client I have chosen is Rick's Bakery, a local bakery here in Northwest Arkansas. Rick's opened in 1980 and has become very well known amongst people in the NWA area. This bakery started out as just a part-time hobby of the owners, Rick and his wife Sharon. Rick attended the University of Arkansas and while he was finishing up his electrical engineering degree he decided to start the bakery and then sell the business within six months. However, his intention to sell the business didn't last and he bought out his business partner and became the owner and operator of this business. This business started as a donut shop which I feel is a key factor that should be advertised more. When Rick bought the bakery from his business partner, he was the only employee. His wife Sharon stepped in when it became too much for just Rick to handle. Sharon ended up quitting her job to step in and help and after two years of barely getting by, they decided to expand the donut shop into a cake bakery as well.

I believe the current advertising of Rick's Bakery is not effective. I remember when I first got to the University the only way I knew about the bakery was by word of mouth. The history of Rick's is so special, and in my opinion, should be shared with this community more. As popular as the bakery is to Fayetteville natives I think they would receive a lot more business if they stepped up their socials as well as elevated the look of their brand. I admire the uniqueness and history behind Rick's and there are so many directions you could go with elevating the look of the logo and the bakery itself. Since this brand is not a chain and only has two locations, both here in NWA, I think they could spend some time and money on the look of the brand and receive an even larger audience. The logo seems a bit dated and could potentially be more eye-catching especially for the large amount of college students here in Fayetteville. I love this business because it really is for everyone. They offer something that everyone needs or wants and should use it to their benefit.



SWOT ANALYSIS

STRENGTHS

- Strong local brand recognition.
- Educated and consistent employees that ensure a quality product.
- High-value equipment to meet the demand.
- Consistency of product - always tastes the same.

WEAKNESSES

- Size of the store in Fayetteville - Intimate/Medium Size
- Accessibility of Fayetteville store - Located on a very busy road so it is hard to get in and out.
- Lack of advertising locally.
- Hours are a bit staggered and not always consistent.

OPPORTUNITIES

- Growing concern for health - health-conscious generations
- High-quality products for reasonable prices
- Degree-holding bakers - could build on this so much!!
- The potential rebranding gives this business is huge.

THREATS

- Competing brands have more advertising that allows for their brand to stick out more.
- Rising prices because of the economy.
- Expansion - The Streetside Studio is now closer to the street and is what people see first, However, people might not know what it is.

CLIENT VECTOR LOGO



This is the current logo for Rick's Bakery. This logo is dated, pixilated and overall needs to be elevated and updated.



This is the new logo I created for Rick's Bakery in Adobe Illustrator. With the rebranding direction I have decided to go, I feel this embodies and elevates the overall feel.

NEEDS & SELLING STATEMENTS

CONSISTENCY

“Mastering the Art of Baked Goods Since 1980”

Since their doors opened in 1980, Rick’s Bakery knows how to satisfy your sweet tooth. The longevity of their company has allowed them to master the art of sweet treats.

DIVERSION

“Make Your Cake and Eat It Too”

Rick’s Bakery knows how to fulfill dreams by offering their customers with an immersive yet relaxing experience. The “Streetside Studio” allows Rick’s Bakery enthusiasts to achieve their cake-making dreams by learning how to perfect a Rick’s-style cake.

STIMULATION

“Do Yourself a Favor, Satisfy Your Sweet Tooth”

There is nothing quite like satisfying a sweet tooth. Rick’s Bakery will eliminate your craving like no other. So, do yourself a favor and go get that sweet treat you know you need.

*These are statements I have created for my client on what needs they could fulfill with these new ideas.



STRATEGIC AD. IDEA

Generic Claim

Need Addressed: Consistency

Ad Copy: "Mastering the Art of Baked Goods Since 1980"

In this advertisement, I will display a timeline of Rick's Bakery history. I will keep one person in the timeline the same throughout, to play on the fact that she has never given up on Rick's and is continually satisfied each time she returns to Rick's. I will begin by capturing a clip set in 1980, the year the bakery opened. This clip will introduce a young girl and her love for the bakery and will end with the same girl when she is older, still enjoying her favorite bakery. This will showcase and capture her consistency with Rick's and how she continues to return to the bakery she has always loved.

This advertisement will show off the value in the consistency that Rick's has to offer its customers. I find that the longevity of businesses can prove so much to its audience especially when you know a personal story behind it all.



CLIENT SHORT STORY

My client short story, placed in the twitter caption, showcases the consistency and community aspect that Rick's Bakery offers. Through this mock Twitter post, we are able to see how this ad would create a visual and verbal connection to the target audience of Ricks.



TYPEFACES & HEADLINES

Warm Hugs Wrapped in Dough: Visit our Bakery this cozy season

Kingred Modern

Do Yourself a Favor and indulge in Our Wonderful Flavor

Loubag

AHH, THE TASTE OF TRADITION: DISCOVER TIMELESS FLAVOR AT RICK'S BAKERY

Inlander Rough

EVERY SLICE TELLS A STORY: CREATE SWEET MEMORIES WITH OUR HEAVENLY GOODS

Metanoia

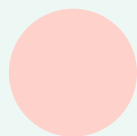
A Symphony of Flavors: Let Our Cake Be the Music of Your Occasions

Safira March



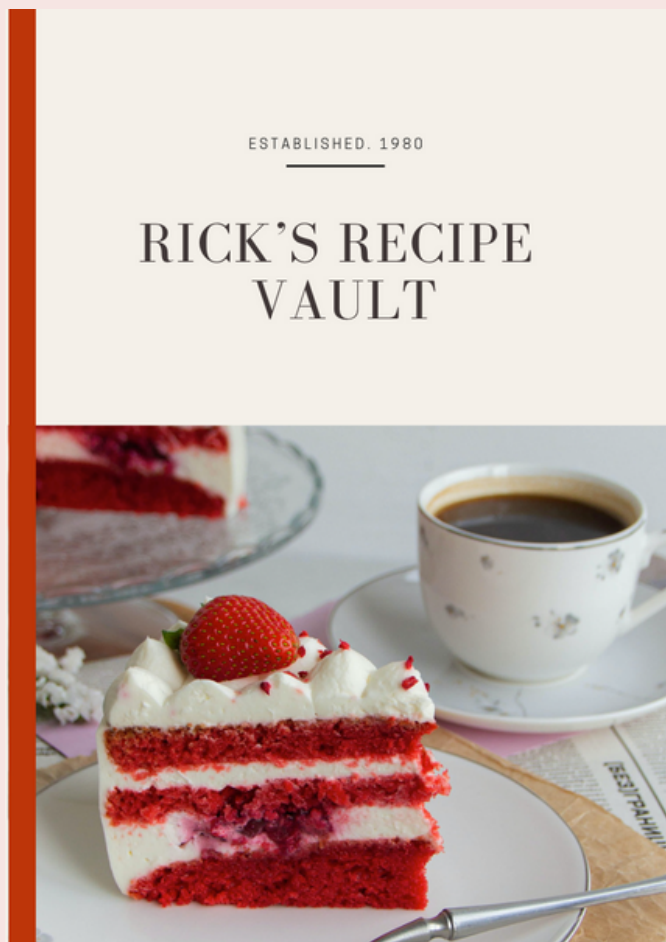


RICKS BAKERY



CREATIVE STRATEGY STATEMENT

Introducing **“Rick’s Recipe Vault”** - a journey through time and taste. Step into the heart of a charming old bakery, where time-honored recipes have been passed down through generations. “Rick’s Recipe Vault” is an exclusive magical cookbook that preserves the legacy of an age-old bakery and invites you to bring warm, comforting flavors to your kitchen. Embark on a culinary journey as each recipe is a part of the story of cherished family gatherings and sweet memories. Our cookbook intertwines the nostalgia of yesterday with the ease of modern cooking, allowing you to recreate those beloved flavors and bring the joy of a vintage bakery into your home. Let’s bake, share, and savor the warmth of tradition together.



ESTABLISHED. 1980

RICK'S RECIPE VAULT



CREATIVE DESIGN BRIEF

CREATIVE STRATEGY STATEMENT

Introducing “Rick’s Recipe Vault” - a journey through time and taste. Step into the heart of a charming old bakery, where time-honored recipes have been passed down through generations.* (Consistency) “Rick’s Recipe Vault” is an exclusive magical cookbook that preserves the legacy of an age-old bakery and invites you to bring warm, comforting flavors to your kitchen. Embark on a culinary journey as each recipe is a part of the story of cherished family gatherings and sweet memories.* (Exhibition) Our cookbook intertwines the nostalgia of yesterday with the ease of modern cooking, allowing you to recreate those beloved flavors and bring the joy of a vintage bakery into your home.*(Dominance) Let’s bake, share, and savor the warmth of tradition together.

PROBLEM

Rick’s Bakery is a local bakery here in NWA. They have been open since 1980 and their advertising is falling behind. Advertising for Rick’s isn’t something they spend their time or money on, however, their business would be so much more successful if they chose to elevate their look overall. Their logo is fairly dated, along with the curb appeal of the bakery and their social media marketing. With elevating the overall look, this business would bring in tons more customers and would see a large increase in their sales.

CUSTOMER INFO

The beauty in customers at Rick’s Bakery is that they are of all ages and come from all different backgrounds. I feel the largest demographic of customers going to Rick’s is middle-aged women/moms who are very social and/or really involved in their kids' lives. There are tons of college students I know that love Rick’s as well but 30-45-year-old women I feel, are the largest audience. The needs I will be targeting in my design executions will be to assert the dominance of Rick’s Bakery. I will make Rick’s look uniquely trendy and appeal to these select customers as well as others who favor this bakery.

CREATIVE DESIGN BRIEF

SOLUTION / OBJECTIVE

I will actively execute my strategy statement above by first proposing all the benefits that will come from putting money into A) renovating the store/renovating all types of advertisements and B) I will help design and publish a cookbook written by the owner's wife which will help support the cost of the renovations.

WHAT ARE THE GOALS OF THIS JOB?

To increase sales overall and bring in a larger demographic.

WHAT CUSTOMER NEED WILL YOU APPEAL TO?

I will appeal to consistency, exhibition, and dominance. I feel like dominance is the main appeal because with the elevations I am proposing they will have a leg up on all bakeries in Fayetteville.

STONE STATEMENT

I want the new elevations of Rick's to give off a family-friendly French bakery vibe. I feel this would improve the sales of this bakery because of its uniqueness to the community. This would give Rick's a sort of sophisticated feeling and I believe it would bring in a whole new demographic on top of those who already visit.

MANDATORIES AND LIMITATIONS

Design considerations I have are to follow the mood board designs and go off of that theme. The visuals and color scheme I have created on the mood board are things I would really prefer to implement into the new designs. Think French Bakery for all design aspects and how we can incorporate that into anything and everything, including the cookbook.



Robin Lee

Mom + Human Resources Director

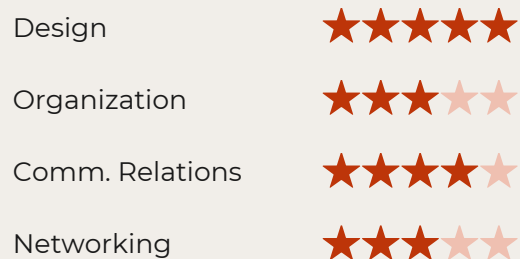
35 years	Fayetteville, AR
Female	Graduated from UARK
Married with 3 Kids	Works in HR: Part-Time

Robin Lee is a 35-year-old mom from Fayetteville Arkansas who graduated with a bachelor's degree in Marketing and now works in Human Resources. Following graduating, Robin got married at the age of 23 and now has 3 children. Since being a mom to her three kids, Robin has been able to work part-time, and maintains a good work-life balance. Because Robin only works part-time she makes about \$30,000 annually. Robin and her husbands three kids are growing, young kids who are involved in a lot of activities. Robin makes a weekly Sam Club run on Saturday to stock up on groceries for her family. Robin's buying habits consist of making smart/affordable choices for her and her family. Her buyer persona type is humanistic because she is a mom and has to be a nurturer and accommodate the needs of her family.

PERSONALITY



SKILLS



SPENDING HABITS

- Loves to try trending items
- Uses social media to purchase items.
- Set sales goals with her family.
- Stays up on trends/popular items

HOBBIES



ART



PHOTOGRAPHY



TRAVEL



BAKING

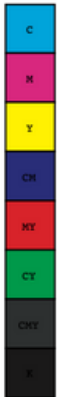
CUSTOMER PERSONA.

PRINT POSTCARD

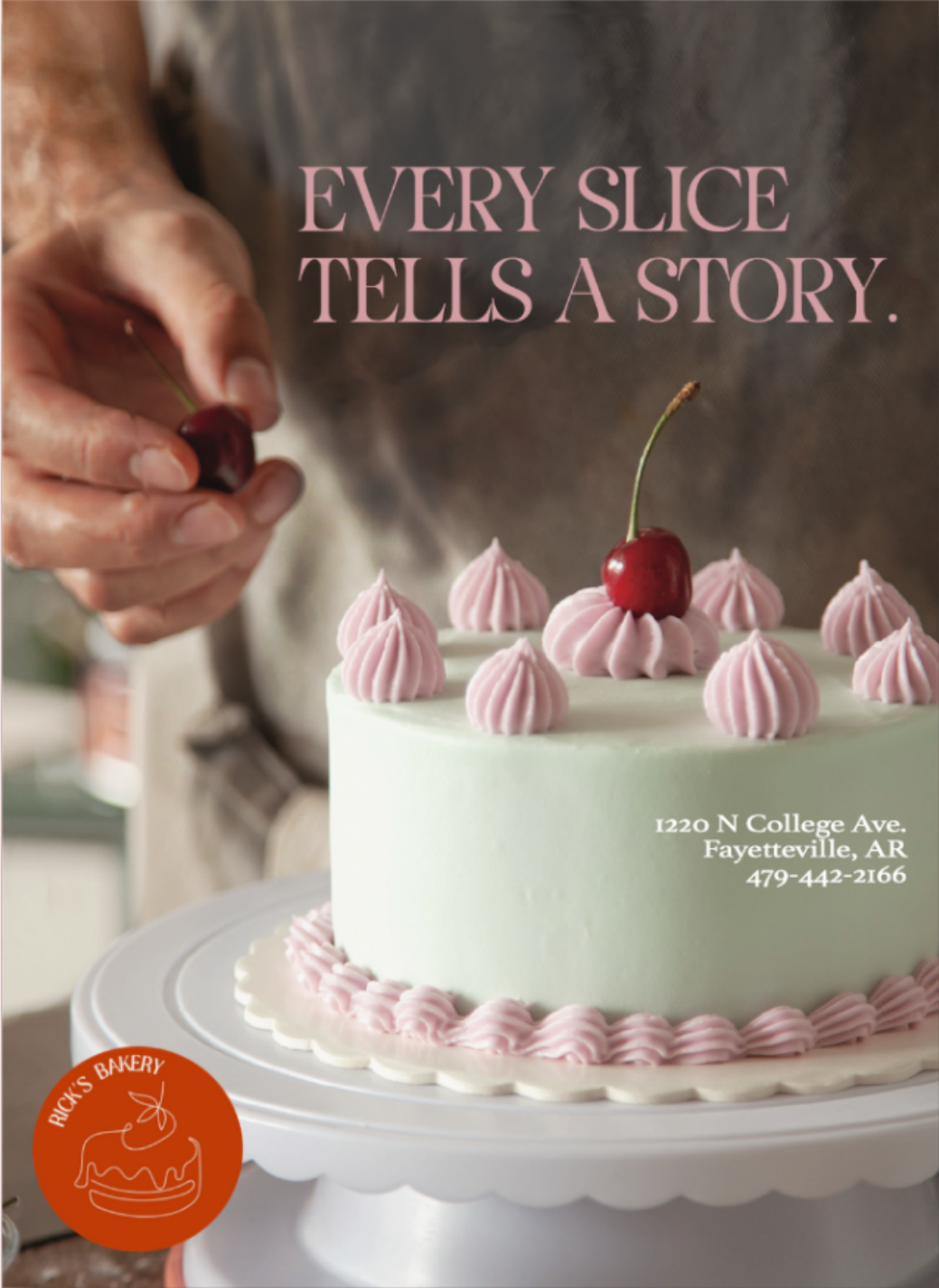
Print Postcard Final MW copy.pdf 1 11/9/23 11:25 AM

EVERY SLICE
TELLS A STORY.

1220 N College Ave.
Fayetteville, AR
479-442-2166



PRINT POSTCARD MOCK UP



MAGAZINE AD.

ricks final magazine ad.pdf 1 11/15/23 9:04 AM

RICK'S BAKERY

est. 1980



Are you a fan of Rick's Bakery?
Since 1980, Rick's has mastered the art
of baking. This family owned business
is here to satisfy your sweet tooth, always!



MAGAZINE MOCK UP



INSTAGRAM POSTS



@ricksbakery



@ricksbakery

The need I am addressing in this Instagram ad is nurturance. Rick's is a family-oriented business and it's important for the target audience to understand the foundation in which this business was built upon.



1





@ricksbakery



@ricksbakery

Elevate your occasions with the irresistible sweetness of Rick's Bakery. From Birthdays to milestones, we turn moments into memories, one cake at a time.

#RicksBakeryMagic #CelebrationSweets



2





@ricksbakery



@ricksbakery

Savor the magic of the Holidays with Ricks Bakery. From festive cookies to yuletide cakes, we're your one-stop shop for joyous indulgence.
#HolidayTreats




3



CURRENT INSTAGRAM

The screenshot shows the Instagram profile for 'ricksbakery'. At the top, there is a back arrow, the username 'ricksbakery', a notification bell, and a three-dot menu. The profile picture is a circular logo with 'Rick's BAKERY' and 'SINCE 1988' text. Below the profile picture, the statistics are: 3,470 Posts, 22.8K Followers, and 638 Following. The bio includes 'Rick's Bakery', 'Bakery', 'Fayetteville & Rogers, Arkansas', 'Order Online', and the website 'ricksbakery.bakesmart.com'. There are three buttons: 'Following', 'Message', and 'Email', along with a '+ person' icon. Below these are three icons for gallery, video, and profile. The main content area is a 3x3 grid of images: a red sprinkled surface, a tray of colorful Christmas cookies, a blue mug-shaped cake with 'LET'S GET COZY' written on the base, a tray of decorated cookies, a tray of croissants, a stack of cakes, two women holding a cookie, a tray of white cookies with colorful sprinkles, and a pink cake decorated with a Christmas tree.

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3,470 Posts **22.8K** Followers **638** Following




Rick's Bakery
Bakery
Fayetteville & Rogers, Arkansas
🍪🍰
Order Online
ricksbakery.bakesmart.com

Following Message Email + person

📁 🎬 👤

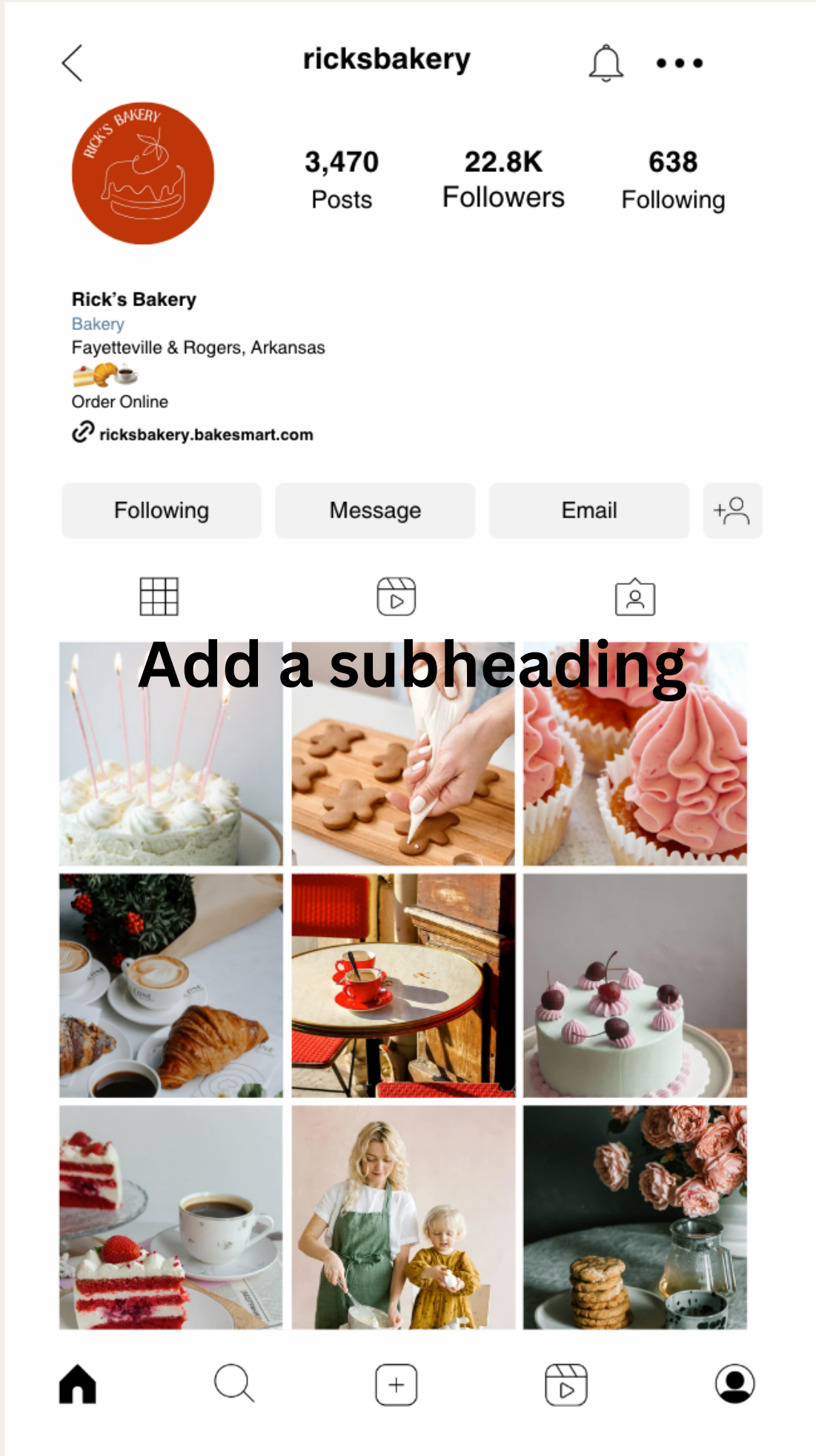
  

🏠 🔍 + 🎬 👤

REBRANDED INSTAGRAM



PROJECT SUMMARY

Throughout the semester-long journey of rebranding this company, I have gained invaluable insights and skills that I will forever carry with me. This client-book project has allowed me to hone in on my creativity and has also deepened my understanding of brand identity and market dynamics. While this was a solo effort, learning to think through every piece of this has been such a wonderful journey.

From the initial research and ideation phases to the final execution, I learned the importance of strategic thinking and attention to detail in every aspect of the rebranding process. Adaptability and attention to detail became my allies in crafting a compelling story that resonates with the bakery's essence and appeals to their target audience.

This comprehensive experience has not only enhanced my design capabilities but it has also equipped me with the holistic understanding of the intricate interplay between creativity and business objectives. This has been a profound lesson in the fusion of creativity and strategic thinking and I am thankful for all this has shown and taught me.



THANK
YOU

By: MacKenzie Waters