

Staycation Coffee House
Cambelle Harding

2023 Client Book

Creative Strategy



Introduction

The purpose of this client strategy book is to expand staycations advertisement strategy beyond their Instagram dominant advertisement.

Staycation has a more unique and relaxed outlook on the way we as a society should live and how we should continue to build-up our community and the people in it.

The goal with my strategy for Staycation is to maintain the cozy and relaxing aspect of the business but translate it onto other modes of advertisements.

Client Research



Staycation is a coffee house that was established in November of 2021 in Downtown Richardson, Texas by owner, Nicole (Pictured on the right).

The shop came to be after Nicole went on a two month trip to Costa Rica and came back with a new viewpoint on life. Costa Ricans have a quite positive and relaxing life philosophy. Rather than living for the weekend or waiting for vacation, Costa Ricans live everyday with some aspect of relaxation, rejuvenation, and daily perspective. Nicole decided to bring some of Costa Rican life philosophy and bring it to Downtown Richardson.

Staycation is not just about the coffee and the pastries, but it's about bring tiny moments of happiness and peace to our everyday lives. It's about making "our daily lives beautiful" through coffee, pastries, good conversation and community.

Strengths

- Good at building and maintaining homey atmosphere
- employees skilled at creating community and togetherness
- Utilizes local bakeries and supports other small, local businesses

Weaknesses

- It's not very convenient to get their products
- Staycation is a small location with minimal seating inside.
- Hours of operation is limited.

SWOT

- People want a space that'll make them feel at home and included.
- Having pastries/food items that are always available.
- Having more family-oriented community events.

Opportunities

- There are other coffee shops in the area that offer a more convenient way of obtaining similar products.
- Other coffee shops have a bigger name and rewards based customer retention
- Society is fast-paced and Staycations operates at a relaxed pace.

Threats

Current Client Analysis

Their current advertising is mostly word-of-mouth and Instagram. Their advertisement seems to work well for them right now, but I think they can do so much more. They don't do any big advertising, but they have loyal customers and people who support them and advertise for them through whatever medium they can. Staycation has also been featured on local newspapers, blogs, and Facebook/Instagram posts.



Customer Persona



TASHA REMY

Tasha Remy is a creative designer from Tulsa, Oklahoma. Tasha is a creative who loves to have fun, and try new trends and learn new skills. Tasha is married and plans on having children soon and plans on adopting too.

PSYCHOGRAPHICS

- Gets all recommendations from influencers
- Loves to connect with people and make new friends.
- Likes trying different trends

INTERESTS

Music

Art

Travel

Design

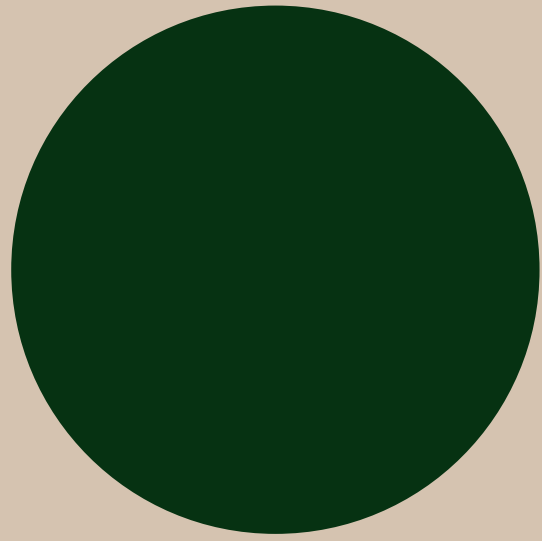
Dancing

Reading

DEMOGRAPHICS

- 29 years old
- Newlywed
- Attended graduate school at the University of Texas
- \$90,000 salary

Mood Board

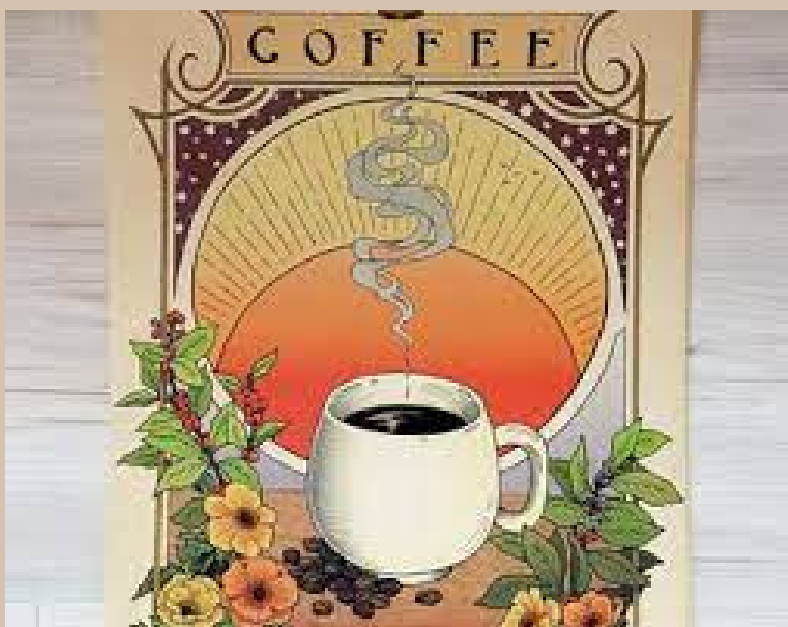


Lora

Amsterdam One



Staycation



Home Coffee
Community



Relax



Vector Logo

I created a vector logo from a PNG photo, so that I was able to convert and mold the logo how I needed to. I was able to convert the PNG logo into a vector logo using Adobe Photoshop and now I am able to use the logo how I need to for the advertisements. As you will see in the advertisements, using a vector logo allows for me to change the colors, size, and orientation and still be a clear image.

Staycation

Needs + Selling Statements

**“The best drinks, the best food,
the best community”**

The employees build relationships and foster a community to those who come in to enjoy beverages and pastries.

Need Addressed: **Affiliation**

**“Take a load off and we’ll
make the coffee.”**

Staycation offers the ability to relax and “stay awhile” to have good conversation and make you feel welcomed.

Need Addressed: **Diversion**

Strategic ad ideas

Unique Selling Proposition

“Where the Baristas will know your name.”

Need Addressed: Affiliation

In this ad, a barista is interacting with 2 customers at a table and setting down a pastry. The barista's hand is on the back of one of the customers. Both of the customers and the barista are smiling and friendly with each other. In the background there is another barista behind the counter taking someone's order. You see the second barista smiling, the customer at the counter's back is turned.

Positioning

“Make yourself at home.”

Need Addressed: Nurturance

There are 2 customers sitting on a couch, one drinking a coffee and the other eating a pastry, they are laughing. Then on the other couch there is a girl sitting on an armchair, reading a book with a mug in hand.

Brand Image

“Come for the coffee. Stay for the company.”

Need Addressed: Diversion

This ad would have 2 women with mugs in their hands smiling. They are both sitting at a table across from each other and they are clinking their mugs together. Everything else in the background is slightly blurred, but there are obviously some other people in the background. There are two people hugging and also a family sitting.

Client's Short Story

This is a short client story that I created to really highlight Staycation's values. This social media ad is to really show that Staycation has curated a place that can act as a diversion to a busy life. I paired this image with the short story to visually communicate the serendipitous feeling of coffee and slowing down to take a break, like the words say.



Headlines & Typography

Fantasy Magist

It's love at first sip.

Coolvetica

Sip on this.

Tarbardo

**Life's better with
a muffin.**

Enjoy and relax

There's always time
to slow down.

Time goes by so slowly

Come on in.
The coffees hot.



Creative Strategy Statement

Our main objective is to highlight the uniqueness of Staycation Coffee House and connect to those that we have yet to reach. We want staycation Coffee House to become a known place for all ages 20-60, who long for a place to be a “regular” and have accessible place to find community. A place where the baristas want to know your name and who you are, while also allowing you to indulge in the products that are offered, The goal is to harbor a space that can allow you to relax and enjoy yourself or have a cozy area to work, either way, everyone is supported. The point of Staycation is to be the go-to coffee and pastries spot through community building initiatives and good products.

Design brief

Problem

Staycations advertising problem is that they stick to their Instagram posts and that is about it. I am undertaking this project because I think with the brand Staycation is they could have some intriguing advertisements and target their consumers a little more effectively. With being a small local coffee shop, there is a limited amount of advertising they can really do, but if they slightly upgrade, then they could catch the eye of more people.

Customer information

The customer is a person, any gender, from the age of 20-60. They have a full-time job, whether that is school/being a student or having an actual job. They want to feel a sense of community and have a place where they feel like a regular. The person that frequents is someone that is nearing 30, they have a small family or is thinking of beginning one and they would identify themselves as a creative and someone who enjoys to be spontaneous, have fun, and participate in society.

Solution /Objective

I will execute the strategy by highlighting Staycation in a way they don't currently highlight themselves. I want to add a little bit of creativity to their advertisements and expand their marketing beyond their Instagram. The goal is to further showcase their brand personality and feature the diversion aspects of the business

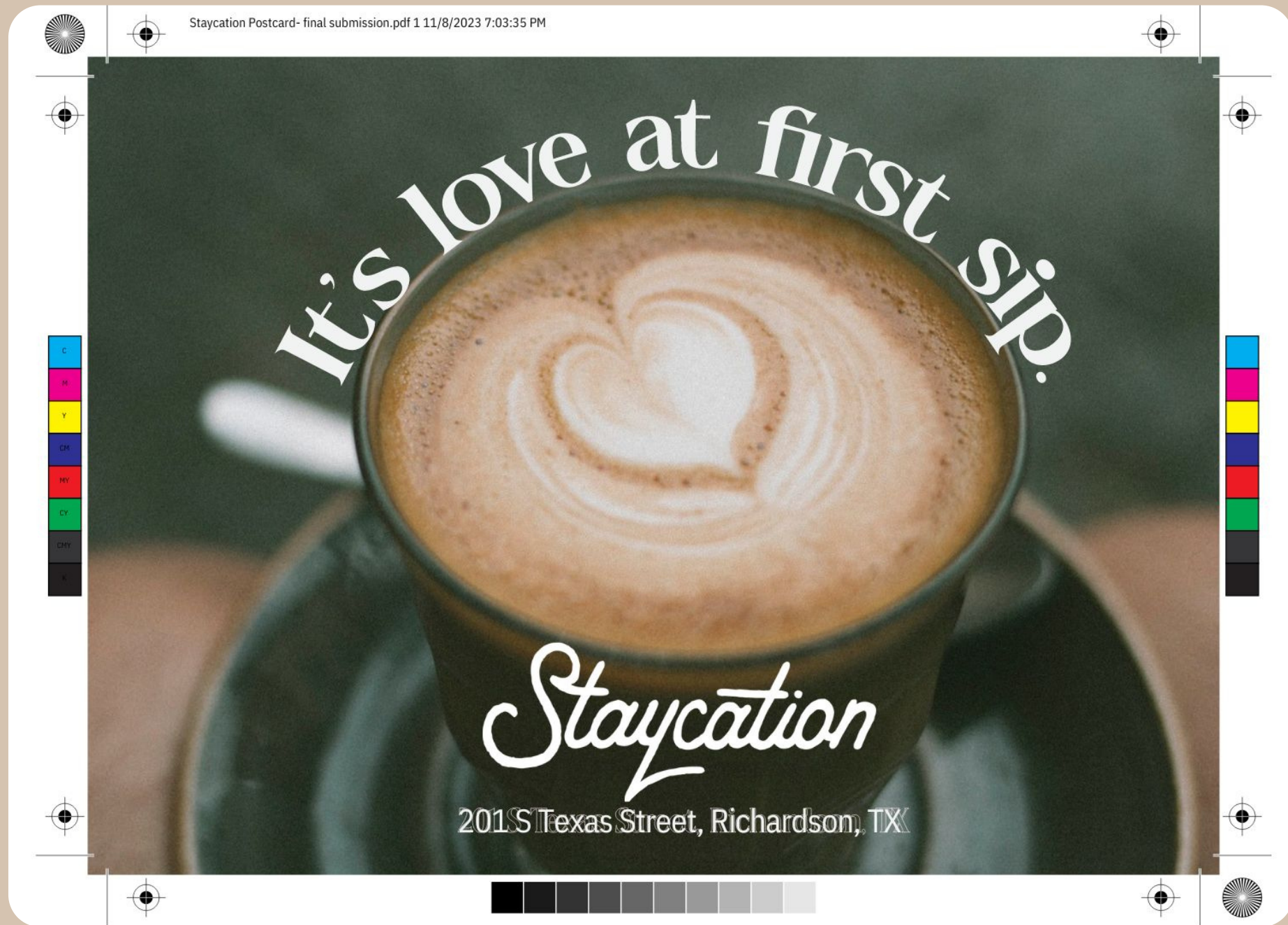
Tone Statement

Staycation is a business that focuses on the serene and relaxing aspects of life. So, the execution is going to be just that. I want the customer to feel like this is just what they need when they want to relax and enjoy life a little bit. The goal is to pull design elements from the art nouveau design era. People will hopefully see the visuals and feel like their life needs a little Staycation.

Mandatories and Limitations

The logo and slogan should be included in every ad execution. The whole vibe of the ad execution must give off a relaxing tone and visuals, nothing too busy or overcrowded. The colors should be mostly neutral and serene. Perhaps a pop of a color, but it has to be tasteful (refer to the mood board). The typography used should also not be too busy and give some class.

Print-Ready Postcard

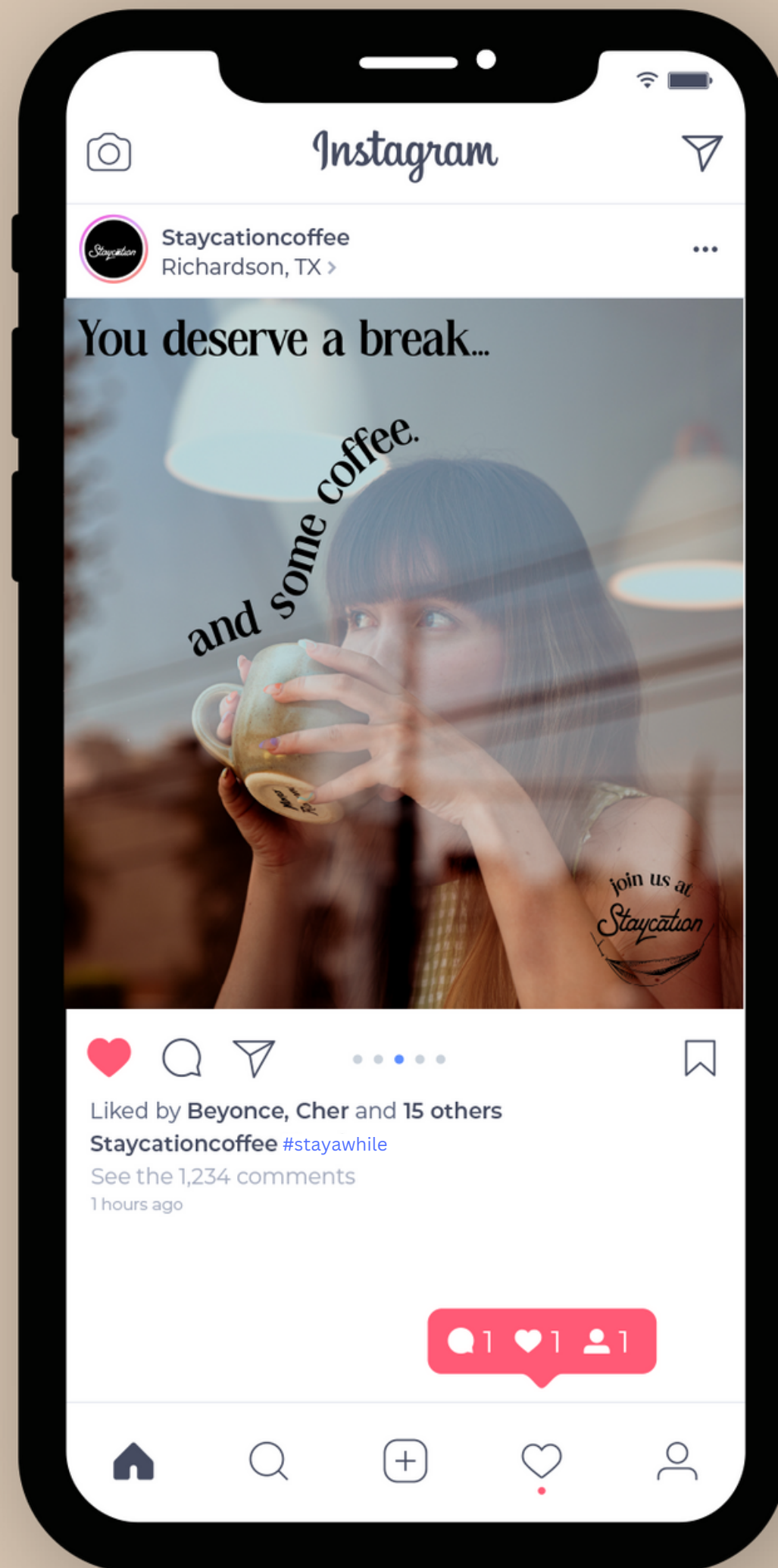


*Made using Photoshop and Illustrator

Magazine Ad



Social Media



Ad Series





Thank you!

Thank you for viewing the client book I created for Staycation Coffee House. I truly love Staycation and visiting whenever I go back to my home town. Within this creative strategy book I have included a variety of strategies and content to be able to expand Staycation's clientele and drive business a little further. The content includes a mood board, SWOT analysis, need and selling statements, and various other resources. Staycation has a very unique atmosphere and fosters community like I've never seen before, and throughout this book, I wanted to really communicate that.