



Summer
Moon
COFFEE

Ava Gatewood

INTRODUCTION



Over the course of an academic semester in my Creative Strategy class at the University of Arkansas, I developed this client strategy book. I chose a popular cafe among the local college students, Summer Moon. This project required researching my client, analyzing their current advertising strategy, and generating innovative ways to achieve the strategic objective that I would create for Summer Moon, which will be stated later in the book.

Throughout the book, you will view my compiled research and how it was implemented into designs, advertisements, and tactics in order to obtain my strategic objective. This book and its content were designed and created with software such as Adobe Photoshop, Adobe Illustrator, and Canva.



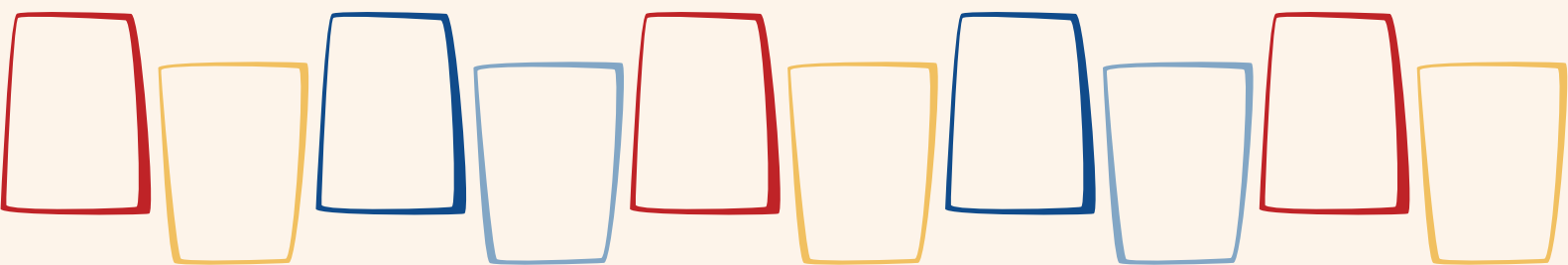
CLIENT RESEARCH



Summer Moon is a franchise with numerous locations, 25 cafes are in its founding state. Summer Moon originates in the Texas Hill Country and is founded by a family and close friends. They believe that coffee can be the start of communication and forming community.

Summer Moon provides their customers with coffee made from wood-fired beans, breakfast treats, and their secret recipe sweet cream “Moon Milk.” Summer Moon also offers merchandise like mugs, candles, and hats. They are sold in-store and through their website, similar to the variety of coffee blends.

Summer Moon separates itself from the competition by offering southern hospitality, coffee roasted in their handmade brick roasters over seasoned Texas oak, and their signature sweet cream, Moon Milk, a family recipe made of 7 top-secret ingredients to complement their coffee flavors. They also offer Moon Juice as a sweetener that is dairy-free. These unique aspects make them stand out to consumers.



SWOT ANALYSIS



Strengths

- Smaller franchise
- Unique Coffee Roasting
- Productive atmosphere for young adults
- Unique invention, Moon Milk

Weaknesses

- Limited resources in comparison to their competition
- Non-engaging Social Media Presence
- No clear target audience

Opportunity

- Target local young adult college students and workers
- Emphasize the cafe as a working environment

Threats

- Big coffee corporations
- Product is often made at home
- Young adult's budget





EMILY HOLLOW

Emily is an optimistic and driven individual. She is very independent but values the close relationships she has. She enjoys exploring businesses that are local to her and becomes loyal to her favorite companies. She is an avid coffee drinker and likes to try new drinks.

Demographics

Emily is a single **26-year-old female and earns \$60k a year** working as a website developer for a local company, both on-site and remote. She **lives in Fayetteville with a roommate** after graduating with a bachelor's degree from the University of Arkansas.

Psychographics

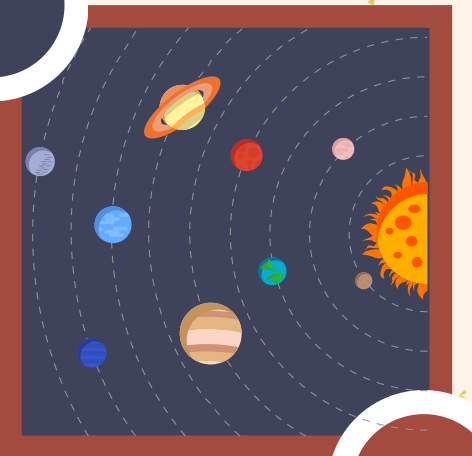
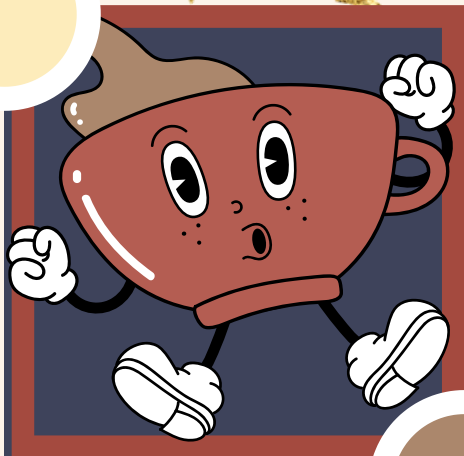
Emily is **positive and loves to socialize**, but she also values alone time and **works best independently**. She is very productive and **hard-working** during her work week and enjoys being with friends on the weekends.

Consumer Traits

Emily uses social media daily, mainly **Instagram**. She values the quality of her products and **trusts the recommendations of her friends and family**. She ponders purchases for a while and is not easily persuaded, but also loves to treat herself. **She expresses loyalty to businesses and spreads the word about her favorite brands.**



MOOD BOARD



LOGO INFORMATION



This previously raster image of the Summer Moon logo has been converted into a vector logo to improve and preserve its quality. Now, it can be used for designs of any kind and appears high quality. The logo is now made up of curves, lines, and fills rather than pixels which can diminish the quality of an image when the size is changed.

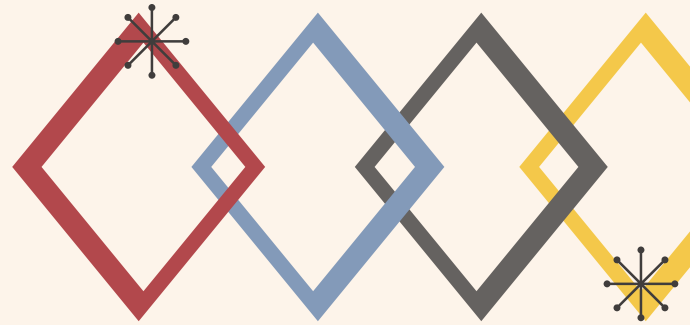




“Leave feeling accomplished.”

Need addressed: Achievement

This selling statement conveys that being productive at Summer Moon can preserve the freedom of the day ahead. It illustrates that consumers can leave Summer Moon feeling relieved and unrestrained by the work they were stressing.



“Finish your to-do list by the time you finish your coffee.”

Need addressed: Achievement

This selling statement combines Summer Moon's strengths, a great work setting that serves great coffee. Daunting tasks sound more bearable when incorporating a tasty drink to keep motivated.





Lifestyle

Ad copy: "You Deserve A Summer Moon Summer"

Need Addressed: **Diversion**

This print ad will strengthen Summer Moon's loyalty from students all year round and it will run from May through September. It will display friends enjoying Summer Moon coffee wearing Summer Moon merchandise sitting by a fireplace. They are in southern nature and the scenery is simple.

Attitude

Ad Copy: "Taste Like Motivation"

Need Addressed: **Achievement**

This print ad will an image of a Summer Moon coffee in front of a laptop and surrounded by paperwork. This will capture a relatable scenario for the target audience and pose Summer Moon's coffee as their missing motivation/



CLIENTSTORY



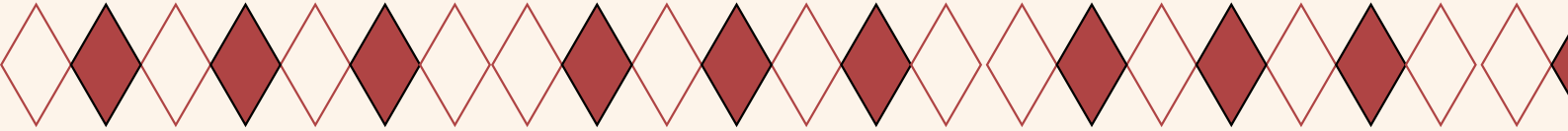
The caption of the photoshopped Twitter post above is a short story I wrote for Summer Moon to paint an experience at the cafe for consumers. Our class was challenged to keep our client stories under 30 words. I needed to create a short and readable story that conveyed the most important characteristics of Summer Moon.



HEADLINES



I wrote the following potential headlines in effort express Summer Moon's selling statement in innovative and engaging styles and I chose fonts that would pair well with advertisement's message.



Mokoto

FUEL YOUR BEST WORK YET

HK Modular

LIVE TO MEET DEADLINES

Gliker

Great Work, You Deserve a Coffee

Track

BRING YOUR TO DO LIST



CREATIVE STRATEGY STATEMENT



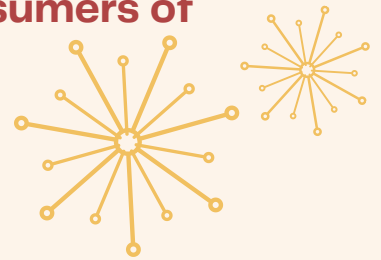
Summer Moon will become the ideal study and work spot for young adults ages 18–30. Adults within this age range are entering very demanding stages of life. Summer Moon will be an oasis for those looking to achieve, whether that be as a student or employee. Customers will have all the resources needed to be productive while being diverted from the stress that often accompanies productivity. Advertisements will portray a quirky, welcoming, and collaborative space where you can get things done while enjoying the process. With the reinvention of advertisements, Summer Moon Coffee aims to position itself as the favored place to accomplish by young adult consumers of Fayetteville.





Creative Strategy Statement

Summer Moon will become the ideal study and work spot for young adults ages 18–30. Adults within this age range are entering very demanding stages of life. Summer Moon will be an oasis for those looking to achieve, whether that be as a student or employee. Customers will have all the resources needed to be productive while being diverted from the stress that often accompanies productivity. **Advertisements will portray a quirky, welcoming, and collaborative space where you can get things done while enjoying the process.** With the reinvention of advertisements, **Summer Moon Coffee aims to position itself as the favorited place to accomplish by young adult consumers of Fayetteville.**



Areas of Improvement

Summer Moon's current advertising strategy consists of **posting pictures of products and cafes** and letting the images speak for themselves without detailing the benefits for consumers. **Instagram is the primary channel used for advertising.** There are benefits to advertisements that showcase the benefits of the product and the environment it is served in.

Target Audience Profile

Summer Moon's customers are **students or workers aged 18–30**. They are young, enjoy exploring local businesses, and have hard work ethics. They are **busy** people with a lot on their plate and **crave an environment to be productive without sacrificing comfort and amenities.**





Solution / Objective

The goals of this strategy are to **engage the target consumer, foster brand loyalty, and position Summer Moon as a coffee shop with a motivating and refreshing environment.** Advertisements will appeal to those looking for a space to make being productive more exciting. **Social media** will be utilized and **print ads** will be displayed on local college campuses. By **combining and meeting the needs of achievement and diversion,** consumers will associate Summer Moon with feelings of accomplishment and satisfaction.

Tone Statement

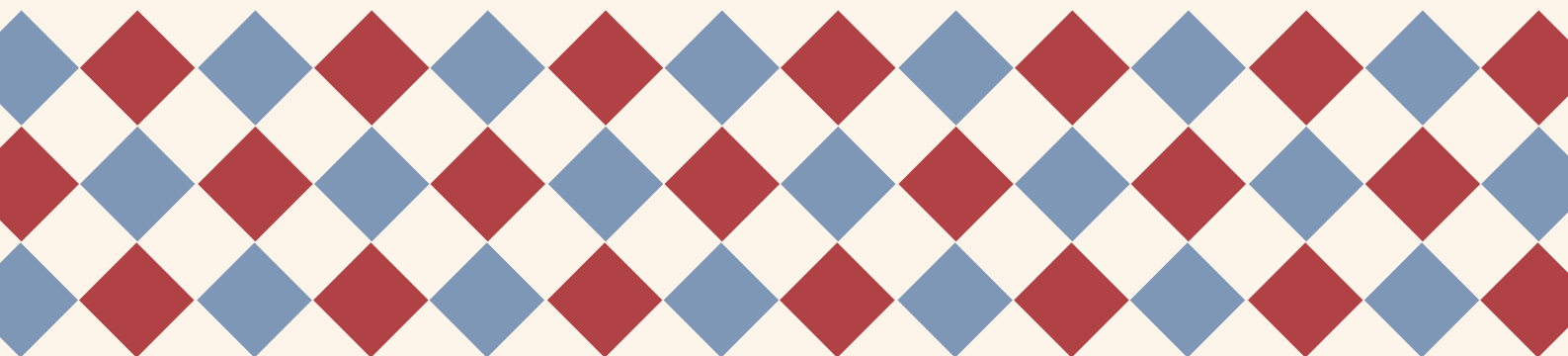
Adjectives that describe the intended feeling include motivated, eager, accomplished, and prepared. These types of feelings are often chased by the target consumer demographic because they will feel inspired to be more productive and successful in their academics or careers. The visuals will convey these feelings by including images of people working comfortably and images will be made more welcoming with **kitschy designs** that express the fun that can come with being productive. Space and astronomic designs will be used to portray Summer Moon as a getaway.





Mandatories and Limitations

The recommended logo is the **classic Summer Moon vector logo**, the color can be changed. **The color scheme is shades of red, yellow, blue, and white.** It is flexible but the main contents of advertisements should reflect the color scheme. **Advertisements can include website links to <https://summermooncoffee.com/> and all social media [@summermooncoffee](#).**





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STUDENTS!

BOGO

*Bring Your Homework
We'll Have the Coffee*

*Summer
Moon*
COFFEE



POST CARD MOCK UP



To create this post card, I removed the background of the image of the two coffees using photoshop and added the rest of the elements using adobe illustrator.





**FIND INSPIRATION IN A
GREAT CUP OF COFFEE**



SUMMER MOON



MAGAZINE ADVERTISEMENT MOCK UP

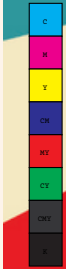


To create this magazine advertisement, I removed the background of the coffee cup using photoshop and added the rest of the elements using adobe illustrator.

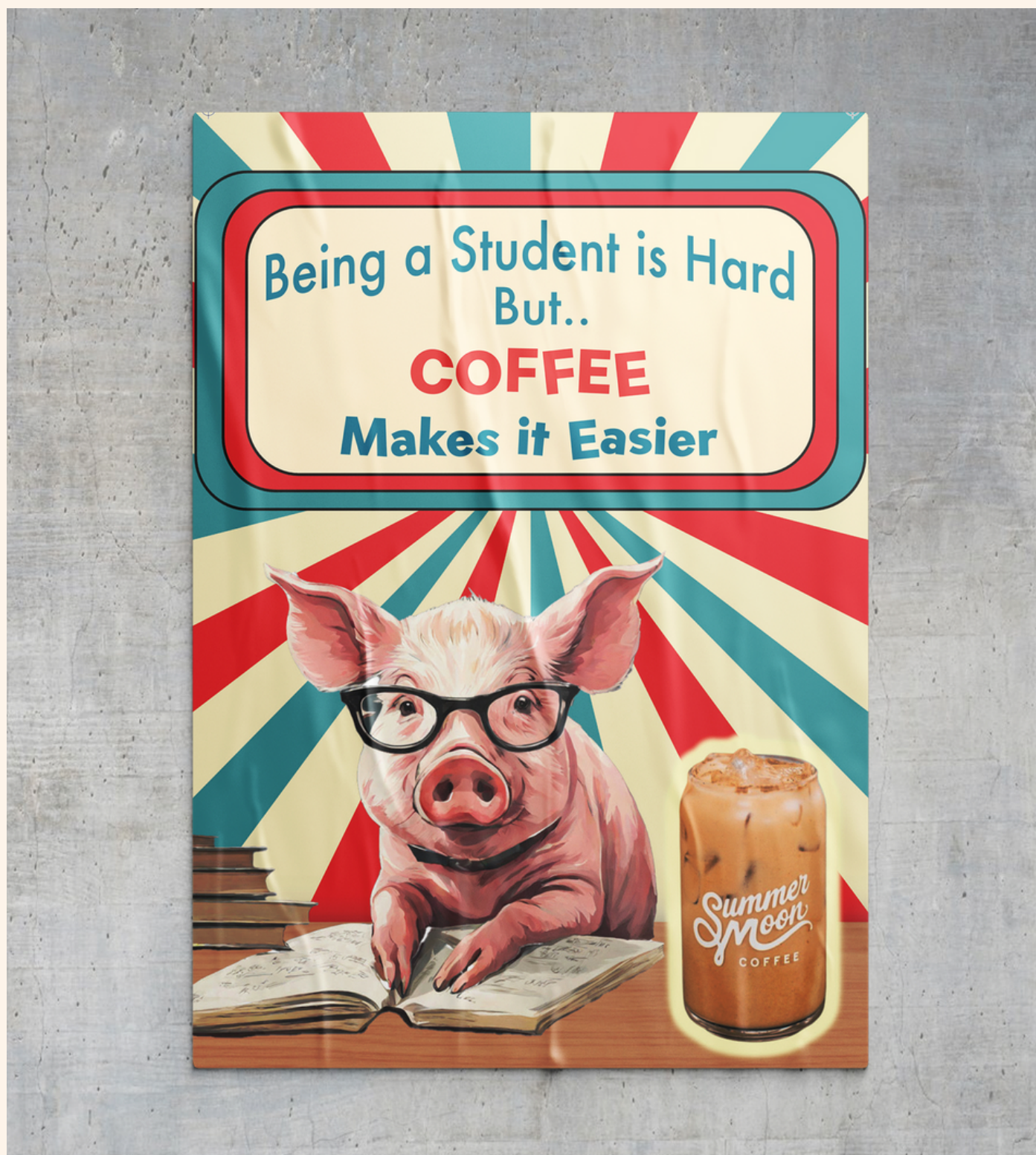


PROMOTIONAL POSTER

Being a Student is Hard
But..
COFFEE
Makes it Easier



PROMOTIONAL POSTER MOCK UP



To create this poster, I removed the background from the original photo of the pig and replaced it with the colorful one. I removed the background of the coffee cup and added a glow around it. I added the rest of the elements using adobe illustrator.



SUMMARY



My client strategy book was created using Canva and entails motifs from the American Kitsch era to complement my chosen design style for Summer Moon's advertisements.

This project compiles research findings and its practical applications in designs, advertisements, and a strategic approach. With the use of industry-standard programs like Adobe Photoshop, Adobe Illustrator, and Canva, the documentation's content demonstrates a well-balanced combination of creativity and strategic thinking.

This book provides an overview of the research process, illustrating how it informed and influenced the decision-making behind design choices, advertising materials, and tactical maneuvers implemented to achieve the strategic objectives set for Summer Moon.

This project was an opportunity to apply academic knowledge to real-life scenarios, offering insight into developing and executing creative strategies within a practical business context.

