

Media Press Kit
for
Crumbl Cookies
540 South Main Street
Logan, Utah 84321

for
Professor Kellie Hanford
Introduction to Advertising Instructor
Lansing Community College
Lansing, Michigan

by
Olivia Rocha
Introduction to Advertising Student
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Table of Contents/Letter

1. Table of Contents/Letter
2. Backgrounder/Fact Sheet
3. Product and Service Information
4. SWOT Analysis
5. Effective Questionnaire
6. Elevator Pitch
7. Marketing Calendar
8. Advertise Budget
9. Press Release
10. Radio Script
11. The value I derived from this assignment was...?

Dear Media,

Thank you for taking the time and effort to be interested in our company, Crumbl Cookie's. It has been a very up and down journey for this brand, but we are so grateful for where we have ended up and even more excited to see where we continue to grow. In this Media Press Kit, we have included an array of helpful components that allow a better understanding on what Crumbl Cookie's mission is, where we started, what our goals are, and how we hope to continue to give every single person the most delicious cookies. We hope this kit is informative as well as fun and remember, every person should have fun while eating the world's most delicious cookies.

Sincerely,

Olivia Rocha

BACKGROUNDER

Olivia Rocha

Social Media Consultant

olivia.rocha321@gmail.com

517-599-2678

Crumbl Cookie

540 South Main Street

Logan, Utah 84321

<https://crumblcookies.com/history>

Crumbl Cookie

Crumbl Cookie is a quick – service dessert shop franchise that produces top quality baking and delivery for our customers in many different cities around the nation and including 2 new stores in Canada.

Crumbl Cookie success has stemmed from staying connected to its large loyal customer base, ensuring they are always placed first in its decision – making process and development strategy. With a variety of cookie options available, customers have benefited from delicious cookie quality, excellent customer experience, and cleanliness, a common trend found in all stores.

Over the years, Crumbl Cookie’s popular milk chocolate chip cookie has grown in popularity, earning Best of State in Utah for Best Cookie in 2019 and Crumbl bakery won Best Bakery of State in Utah in 2020. Most customers have stated that the product greatly improved their lives thank to its delicious taste in cookies. Crumbl Cookie was initially developed as a standalone product but has since expanded into a nation-wide success with stores in 49 states and a menu that offers rotating flavors of different cookies every week.

History of Crumbl Cookie

Crumbl Cookie was created by Jason McGowan and Sawyer Hemsley in Logan, Utah in 2017 when the budding entrepreneur’s saw a need for more gourmet cookies in their hometown. Looking for an opportunity to capitalize on Logan growing more in baked goods options, Jason McGowan and Sawyer Hemsley came up with the idea to produce chocolate chip cookies with the help of a small team.

After nearly 6 years in the business, the business has grown exponentially, with 800+ stores currently open in 49 states. Despite its great success, the company has remained loyal to its initial vision to provide bringing friend and family together over a box of the best cookies in the world.

Awards & Milestones

In 2019 Crumbl's Milk Chocolate Chip Cookie was awarded Best of State in Utah for Best Cookie, in 2020 Crumbl was awarded Best of State in Utah for Best Gourmet Cookies and Best Bakery. In addition to, Crumbl has won hundreds of official and nonofficial awards and taste – offs throughout the country since being open.

Company Vision and Mission Statement

‘No matter how big the brand becomes, Crumbl is a family – owned business and is proud to contribute to the livelihoods of its thousands of local franchise partners, managers, and baker. With each new bakery, Crumbl will strive harder than ever to fulfill its mission of bringing friends and family together over a box of the best cookies in the world.’

Conclusion

Crumbl Cookie is a successful quick – service dessert shop business that credits its success to hard work and a loyal customer base who has supported the business since its inception in 2017. With over countless awards, including Best Gourmet Bakery in the state of Utah, the business has solidified itself as a top contender in the quick – service dessert shop industry.

Product and Service Information

Crumbl is the world's best quick service dessert shop. Crumbl's award-winning milk chocolate chip cookie has always been on the menu with their chilled pink sugar cookie becoming a semi-permanent menu item soon after. Crumbl then introduced its concept of a rotating menu. The frequency and timing of Crumbl's rotating menu evolved over the course of a year until its iconic four flavor weekly rotation was officially established in December 2018. Since then, new flavors are added frequently, often weekly, in addition to current recipes being updated and improved. The brand now focuses on developing unique and delicious cookies inspired by popular flavors, foods, desserts of all kinds - from pies to cakes to candies and more. Everyone is invited to Taste Weekly at Crumbl!

CUSTOMER REVIEWS

"I love this place. Cookies are just from another world. Highly recommended. Great for gatherings but also great for self - guilty pleasure."

-Saidi Cordon

Google Review

"Obviously the biggest and the best cookies around! They even deliver and will add milk! My favorite are the sugar cookies, and also the chocolate chip cookies. Definitely a great gift to bring to the office if you want to suck up to your coworkers, or to send to someone as a thank you! The pink box packaging is so cute too!"

-April C.

Yelp Review

"Soo good. I love the variety of flavors every week. Crumbl really has something for everyone!"

-Cameryn Rupa

Google Review

SWOT Analysis

Regarding Crumbl cookie, I would say that some of Crumbl's **weaknesses** are definitely the cookies sugar content which can be a health factor for customers. Being health conscious is very trendy in society right now and not many cookie options are "light" or simple ingredients like many consumers like to eat now a days. Another weakness is that their cookies are costly for some consumer groups. Crumbl has big, delicious almost luxurious type of cookies and they are not as cost friendly to all groups of consumers. Especially because Crumbl tends to be more of a want than a need type of good. A final weakness is that the company is still fairly new so there's not a ton of reputation behind the company just yet.

Crumbl cookie is still wildly popular but they are still considered a very new business. Some **strengths** that Crumbl cookie faces is how trendy it is to market for them. So many consumers on social media do advertising for them for free, with no partnership deal or anything and that gets so much traction for the company. Another strength for Crumbl is how popular they have become in just the last 7 years. That means the company is nothing short of successful. The last strength for Crumbl is how consistent they are with advertising. I know it's been mentioned before, but Crumbl is very consistent with how they post updates, like their weekly menu drop every Sunday. That is something customers wait for every weekend.

Some **threats** Crumbl cookie may face is other entrepreneurs mirroring their business, causing competition in a dessert world that they heavily dominant right now. Another threat Crumbl may face is a reputational one. If Crumbl begins to steer in a direction that is not suitable or loved by customers, their reputation could completely change and cause a shift in their business. A final threat I could see for Crumbl cookie is one that is major to any type of business in the last few

years and that's a supply chain issue. With any business, if you cannot get proper goods, services, or anything that helps make a business run, the company will struggle.

Effective Questionnaire

The purpose behind the questionnaire is to inform the public on social medias latest craze, Crumbl Cookie. The questionnaire also helps the business behind Crumbl because it allows the people at Crumbl to dive deeper into what knowledge they may have or not have with Crumbl Cookie. This questionnaire will better inform the business on what the public knows about Crumbl and hope give the public a better understanding of this business if they do not already know about it.

1. How often do you shop at bakeries? Circle one.

Always Sometimes Never

2. Have you heard of Crumbl Cookie Bakery? Circle one.

Yes No

3. If yes, where have you seen Crumbl Cookie advertised? Was it a store front?
(Name store location including city, state, and zip code)

Circle all possible other answers.

· Online website Instagram Facebook TikTok Twitter Google
Ads YouTube
· Television Another form of social media Haven't heard

4. Would you consider buying at Crumbl Cookie? Circle one.

Yes No

Have you or anyone you know bought through Crumbl? Explain the experience.

5. Please rate from 1-5 (1 being the lowest and 5 being the highest) which cookies sound the best.

Classic Chocolate chip _____

Frosted Pink Sugar Cookie _____

Brownie Batter _____

Nilla Bean Cookie _____

Raspberry Cheesecake _____

6. If you were to shop at Crumbl Cookie, please indicate your reason for doing so.

Circle all answers that apply.

- Birthday Party
- Graduation Party
- Wedding
- Family Reunion
- Holiday Celebration
- Work Party
- Family Dinner
- Casual Buy
- Other

Elevator Pitch

“Crumbl Cookie is a quick service dessert shop offering the world’s best cookies. Each cookie is baked, sprinkled and frosted to tasty perfection.

Our mission is to keep creating new and unique cookie flavors each week and share them with our loyal and loved customers.

Our hope is that every cookie is shared with loved ones in any setting, any time, and any place in the world.

Everyone should be sharing cookies, especially when they are the world’s best cookies.”

PRESS RELEASE

Lansing, MI – Crumbl Cookie's, the nation's fastest growing quick service delivery and takeout company is adding another storefront but this time in downtown Lansing. With the summer season coming to an end, Crumbl Cookie plans to open in mid – September, tackling the beginning of the school year season.

Crumbl is unique in the way they offer a dessert experience for everyone who steps into the iconic store. Whether your box of cookies is for a birthday or office party, Crumbl has got you covered.

Owner and operator of the downtown Lansing store, Alyssa Ariana said, "I know this is a big deal for the Lansing area. Crumbl Cookie's is wildly popular and there are people in the capitol city who have been waiting for this store front for a while now." Ariana continued with, "We are hoping Crumbl Cookie is one more positive and prosperous business for downtown.

Businesses have been hit hard by the pandemic in downtown Lansing. "The people and places that makeup downtown Lansing are vital to the community," said Cathleen Edgerly, Executive

Director of Downtown Lansing Inc. “We welcome all businesses that will bring traction to the downtown city.”

Crumbl Cookie first opened in Logan, Utah in October 2017. The owner Jason McGowan and co-owner, Sawyer Hemsley thought it was going to be nothing more than a small family owned, side hustle but they were in for a big surprise of sweet success. Since teaming up, the cousins have opened over 800+ bakeries in 49 states. That makes it the fastest growing cookie company in the United States. Internationally, Crumbl has expanded twice, with two stores in Canada.

Crumbl offers a weekly rotating menu of cookies made from hundreds of flavors. These cookies can be purchased in store, locally delivered, or shipped nationwide. Crumbl features four specialty cookie flavors each week along with their award-winning Milk Chocolate Chip and Classic Pink Sugar cookies.

Some of Crumbl’s specialty cookies that the downtown Lansing location may feature are Chocolate Crumb featuring OREO, Muddy Buddy, Galaxy Brownie, S’Mores, Pumpkin Pie, Coconut Lime, Wedding Cake, and many more.

Title: Crumbl Cookie Commercial

Product: Crumbl Cookie’s

Length: 60 seconds

Medium:

Writer: Olivia Rocha

Production Note: the actors are to use their normal everyday voice and engage in a simple conversation about Crumbl cookie being delicious in their office at work

MUSIC: THERE WILL BE MUSIC ONLY AT THE END OF THE COMMERCIAL. IT WILL BE HIGH ENERGY MUSIC SUCH AS UPBEAT DANCE/CLUB MUSIC

SFX: Office setting noises – phones ringing, muttering, printer machines

SFX: David and Laurie chewing

David: Mm. This is a pretty good chocolate chip cookie

Laurie: (*sarcastically*) Well yeah, David, it’s a chocolate chip cookie

David: But not all cookies are this good.

Laurie: All cookies are good cookies, David

David: (*passionately*) Not as good as this. Thick, chewy, doughy texture. Sweet, delicious chocolate chips, and crumbly bits of goodness in every bite.

Laurie: Geez David, you sound like you just described the world's best cookie

David: (*excitedly*) That's because I did!

Laurie: (*hopefully*) Maybe boss will decide to buy the office the world's best cookies again next week

Boss: (*shouting*) Your turn to buy next week, Laurie, and it BETTER be Crumbl Cookies!

Laurie: (*annoyed*) Dang it – it is my turn to buy. Thought boss would forget.

David: (*excited*) At least it will be Crumbl Cookies again!

Boss and David turn around and high – five one another

MUSIC: Upbeat dance music begins to play

Announcer: Crumbl Cookies is the first bakery to introduce the world's best chocolate chip cookies. Get an assortment of our featured flavors of the week or a box of classic chocolate chip for your next office party or get together!

SFX: Licking noise with an “Mmm” is heard at the very end of the commercial

The value I derived from this assignment was...?

Value I derived from this assignment is that media kits are actually pretty cool! I had never heard of one before this class and before this assignment. I have a clear understanding on why media kits are useful in the advertising world. It was really satisfying to see all the advertising

assignments from this semester create a well thought out media kit. There is so much information that can be jam packed into them and it's really neat to see how company's or students like me, get creative and what all they include in theirs. As I was doing my media kit for Crumbl Cookie, I wondered if anyone at the company Crumbl had ever put a media kit together. I went on Crumbl's website to add and find information for my own. It dawned on me that a media kits are very similar to how businesses and companies have their websites set up. There is a little piece of information regarding whatever someone is looking for both online and in a media kit. Crumbls website online reminded me of browsing a media kit. It's very interesting how the components are similar. All in all, I see a lot of value in media kits. They are useful, resourceful, and fun. I was surprised at how much I enjoyed putting my media kit together for a company I've been studying all semester long.