**Le Chocolat:**

Promoting taste through packaging

Ashley Hunt Design Brief

Table of Contents

Title Page……………………………………………………………………………............…….1

Table of Contents……………………………………………………………………............…….2

History………………………………………………………………………………............……..3

Company Profile………………………………………………………………………..................4

Problem Statement……………………………………………………………………............…...5

Goals....………………………………………………………………………………............……6

Solution Analysis……………………………………………………………………............…….7

Synopsis…………………………………………………………………………............………...8

History

Consumed for over 4,000 years, chocolate has been a bitter beverage before it became a sweet treat. Cacao was first discovered by ancient Mesoamericans in a tropical rainforest of Central America. The Mesoamericans ground the cacao beans into a paste then mixed it together with water, honey, vanilla, and other spices to create a bubbly chocolate drink.

For nearly a century, Spain managed to keep chocolate a secret. The daughter of the Spanish King married a French king, she brought her secret and love of chocolate to France. Popularity of chocolate boomed, it was an “aristocratic nectar”. In 1828, a Dutch chemist, Coenraad Johannes, Invented the cocoa press. This revolutionized the process of making chocolate.

In 1847, a British chocolate company developed the first solid piece of edible chocolate into a bar from cocoa butter, cocoa powder and sugar. In 1879, Rodolphe Lindt invented a conching machine that produced chocolate at a velvety texture that had superior taste. This allowed advances for mass production of chocolate. [[1]](#footnote-1)

Company Profile

Yum Yum Chocolate began in 2013 as a newer chocolate company brand in New Orleans, Louisiana and in 2014, our expansion grew throughout parts of Western America. In 2015, we reached areas north and even into Canada.

For the past three years, Yum Yum Chocolate has been producing milk chocolate, dark chocolate, mint chocolate, goat milk chocolate, salted caramel chocolate and caramel filled chocolate bars. Our website, www.yumyumchocolateboxes.com, provides information on chocolate flavors, events, available products, and limited edition products.

Problem Statement

Yum Yum Chocolate is pushing to tread over waters to reach European countries. We will be targeting Francophone countries. Our first areas to advertise to is France. The new product will be available in the Summer of 2017. Expanding to Francophone countries demands a new product to catch the attention of new customers. We will be doing language and historical architecture research.

We expect marketing our new product to cost around $100,000 to $500,000, through the course of one to three years. Market research is expected to spend $5,000 to $50,000. Branding is expected to spend $2,000 to $10,000. Product Branding and Packaging Design are expecting to spend $1,000 to $5,000 for product branding and $2,500 to $25,000 for packaging design. Web Design, Content Marketing, and Social Media are expecting to spend $500 to $5000 for a website, and between $1,000 to $25,000 per month for content and social. Ongoing Sales & Marketing Support is expecting to spend $1,000 to $15,000 per month depending on activities and deliverables.[[2]](#footnote-2)

Our designers are to present the brand name on October 27th. After evaluation, three finalized ideas will be presented to team supervisors and the board by November 8th. The designer will begin boxing and containing the product in the limited edition box by November 17th. The finalized product will be constructed and presented to the board and CEO by November 29th.

Goals

Yum Yum Chocolate is launching a new limited edition boxed chocolates. Yum Yum Chocolate’s designers will be creating a mockup of packaging efficiently assembled to mimic our limited edition product showing three wrappers and a box to contain the limited set of three.

We love cheese, we love bread, and we love chocolate! Yum Yum Chocolate has made flavors of delicious chocolate in embossed in the shapes of cheeses, bread and even fish! Our chocolate is designed as an after dinner sweet or an after lunch snack for children. Even adults can also enjoy our fun shaped chocolate! The limited edition box will portray three different embossed and flavored chocolates in un petit magasin (a little shop). Three shops will be featured: une boulangerie (bread) flavored dark chocolate, une fromagerie (cheese) flavored salted caramel chocolate, and une poissonnerie (fish) featured as mint chocolate.

Solution Analysis

Our first step is to increase sales and products in existing markets by promoting this new limited edition boxed set. This is noticeably the easiest and most risk-free way to inflate for our company. This approach may require a bigger location such as New York and California, different pricing strategies, new marketing techniques but it will start in New Orleans where we already have a strong relationship with customers.

Second step, introducing the new product, Les Petits Magasins. We have successful products that have been offered for a few years and we have been collecting data, customer feedback and toying on the newest product.

Third step, developing in a new market with our limited edition product in a new demographic requires market research, beta testing and new marketing strategies. While the risks are greater, the payments expected are large.[[3]](#footnote-3)

Fourth step, advertising and selling to the new market. Production will be in effect of early spring of the next year, 2017. First advertisements will be extended to western countries at the end of spring, transitioning into summer. Exporting will begin three weeks after advertisement to Paris, France.

Synopsis

Yum Yum Chocolate has made original and favorite flavors of delicious chocolate into the shape of cheese, bread and even fish! Our chocolate is designed as an after dinner sweet or an after lunch snack for children. The limited edition box will be a little shop consisting of three yummy flavors and fun shapes. After product production in the spring our product will be advertised to Francophone countries, starting with Paris, France, for the end of spring into the beginning of summer season. The product will then be exported three weeks after the advertisement date of May 11, 2017.

1. Klein, Christopher. "The Sweet History of Chocolate." *History.com*. A&E Television Networks, 13 Feb. 2014. Web. [↑](#footnote-ref-1)
2. "How Much Will It Cost to Launch / Market My New Product?" Marketing, Advertising, Graphic Design, Web Development: New Jersey, South Carolina. [↑](#footnote-ref-2)
3. "Business Expansion: Risks of Expansion." Business Expansion: Expansion Risks. [↑](#footnote-ref-3)