

Bonnie Brager  
Advertising Copywriting  
December 8, 2021

Bonnie's Bakery Final Portfolio

Creative Brief:

1. Bonnie's Bakery wants to advertise to potential customers aware of their bakery. It is still a fairly new shop and still needs to create more close relationships with their customers. The goal of these advertisements are to make people in town and passing through stop in to buy baked goods especially if they have food allergies or intolerances. To convince parents that Bonnie's Bakery will provide them with the best baked goods because the items are baked fresh daily with love and care and be safe for customers with food allergies.
2. The audience is parents and families in Mount Laurel, NJ where the bakery is located and families from neighboring towns, too.
  - a. Demographics - Bonnie's Bakery's customer age demographic is very large because it targets all family members. The most popular customer is likely to be parents or grandparents with toddlers to 10 years old who often ask for treats. The audience also may have food allergies which Bonnie's Bakery makes sure to be aware of and keep items safe from popular allergens. The audience is most likely middle class families. The parents are employed and have money to spend on treats for their family for holidays or special occasions. There is no specific education level targeted.
  - b. Psychographics - The target audience most likely has a busy lifestyle because they are always going places with their family. Parents want to make their children happy and going to Bonnie's Bakery can be a happy outing for the family. Customers who have allergies will value how their baked goods are made and the ingredients that go into them as well as what the machines come into contact with. The families value quality products and knowing that Bonnie's Bakery uses fresh ingredients is important to the customers.
  - c. Geographics - The audience lives in Mount Laurel or in the surrounding areas. It could also target visitors in Mount Laurel who are looking for baked goods.
3. The brand's competitors are other local bakeries as well as major coffee chains that sell baked goods in their store like Starbucks.
4. The audience does not know much about the brand yet because it is a new business but they will think that it is a great new bakery to try out and it will be safe for those with allergies or intolerances.
5. Bonnie's Bakery wants consumers to trust the bakery to not only have good bakery items but also have a wide variety of safely made allergen free baked goods that still taste delicious.

6. The audience should buy from Bonnie's Bakery because the products are freshly made and are made with care. The products are of the best quality that baked goods can be.
7. The big message Bonnie's Bakery wants their audience to know is that they care about their customers and want to give them the best homemade baked goods they can while providing allergen safe products as well.
8. Bonnie's Bakery's positioning is that it provides fresh and safe products. The brand is reliable and can be trusted by parents. It is also known for being exciting and fun for children.
9. Bonnie's Bakery's unique selling proposition is that they offer a wide variety of baked goods that are free from allergens. There are gluten free products, nut free products, cinnamon free products, and more available upon request. The items are also baked separately to avoid any cross contamination.
10. The brand's personality is fun and caring. Bonnie's Bakery feels like getting baked goods from their grandma.
  - a. The brand's personality is warm and thoughtful caring about how their food is made and who can consume their product.
  - b. If the brand was a famous person it would be Meryl Streep because she is trusted by her audience and anyone who watches her feels close and warmed by her presence.
  - c. Bonnie's Bakery would feel like a well-known neighbor who is like a parent or grandmother to the consumers. Like Meryl Streep, Bonnie's Bakery is always there for the consumers and gives them good advice and helps them feel safe.
  - d. Meryl Streep would speak kindly and listen intently just like Bonnie's Bakery truly cares about their customers' needs. Meryl Streep as this brand would understand that everyone is different and must be cared for in their own special way.
11. Bonnie's Bakery has a warm and kind tone of voice that feels comfortable and is a safe space for the consumer. The tone of voice is familiar to the consumer like they have known the bakery all their life.
12. Bonnie's Bakery would best benefit from print ads that could be placed around town, a blog post for a South Jersey blog, and direct mail/ email for subscribers.
13. Bonnie's Bakery could generate excitement and popularity by offering coupons and other in-store deals as well as family events where the consumers can come in and spend time with each other at the bakery.

**Headline:** Head to Bonnie's Bakery for the best baked goods!

**Subhead:** Treats like you would get at Grandma's!

**Body Copy:**

Bonnie's Bakery offers a wide selection of treats that are made fresh daily. Bonnie's Bakery cares deeply about the safety and satisfaction of their customers. The baked goods are all made separately to keep the products safe from contamination for customers with allergies. Bonnie's Bakery has different options that are tailored to being allergen safe. Come in and try Bonnie's speciality gluten free cakes and cupcakes, dairy free pies served with non dairy ice cream, and more!

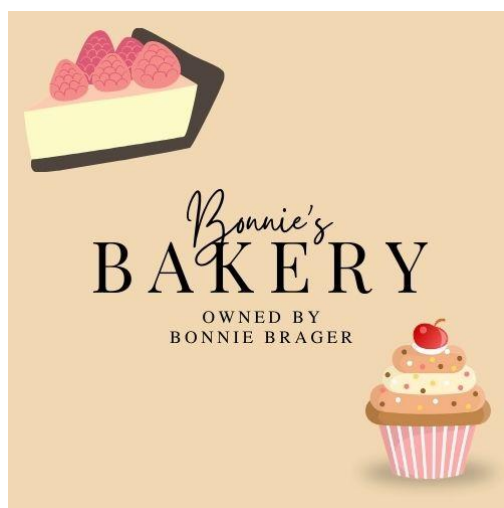
Almost all baked goods can be made free of nuts, gluten, cinnamon, fruit, and dairy. Special requests and accommodations can also be made for any customer dietary restriction due to allergy or intolerance.

Come in and ask the employees behind the counter for more information or call the store 1 (800) 799-6161.

**Slogan:** Yummy and safe for all!

**Sig & Logo:**

[www.bonniesbakery.com](http://www.bonniesbakery.com)



**Email Subject Line:** Delicious Holiday Treats Inside!



**Headline:** New Winter Treats Have Arrived!

**Body copy:** The holidays are here and that means seeing family and friends. Don't go to your holiday party empty handed, bring these holiday themed treats with you. Special instructions for allergies can be made over the phone or in person.

**Call to Action:** Come in for a special holiday treat now!

**Alt Tags:** Plated holiday baked goods



**Headline:** Get 25% Off Your Baked Goods Today!

**Body copy:** Bonnie's Bakery knows that the holidays mean lots of treats and spending for families. We are offering this coupon to the customers on our mailing list to say thank you for shopping with us. Coupon applies for all baked goods. Can only be used once and expires on 12/31

**Call to Action:** Use this offer in store today!

**Alt Tags:** 25% off red coupon



**Headline:** Gingerbread Contest Happening 12/18!

**Body copy:** In order to celebrate the holiday season, Bonnie's Bakery is holding a Gingerbread Housemaking Contest on 12/18 in store at 12:00 p.m. Any age can enter and all supplies will be provided. Join us for holiday music, fun decorating, and delicious treats.

**Call to Action:** Register on our website now  
[www.bonniesbakery.com/contests!](http://www.bonniesbakery.com/contests!)

**Alt Tags:** Decorated gingerbread house

**Signature Line:** Please go to our website [www.bonniesbakery.com](http://www.bonniesbakery.com) for more information regarding offers and events!

Bonnie's Bakery  
501 Hartford Road  
Mount Laurel, NJ 08054  
1 (800) 799-6161

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### **Bonnie's Bakery and Their 5 Allergen Free Holiday Treats**

[Bonnie's Bakery](#) is located in [Mount Laurel](#), New Jersey and is the perfect place to get all your baked goods. I am Bonnie Brager, the owner of Bonnie's Bakery, and [Blogroll](#) asked me to guest blog all about my bakery and the treats we are offering this holiday season! My bakery is two years old and we have created a wonderful atmosphere and reputation within South Jersey. It is a great place to stop in and eat or order treats for any special event. We offer allergen free items that are made in a separate kitchen area to avoid cross contamination.

Here are five treats that are both delicious and free of allergens:

#### **[Allergen Safe Holiday Treats at Bonnie's Bakery](#)**

##### **1. Gluten Free Gingerbread Cookies ([add link to ingredients](#))**



These delicious cookies are made completely gluten free. Do not fear as they still have the great taste of gingerbread! The cookies come in a wide variety of shapes and sizes. You can order plated cookies or buy one for yourself as your treat of the day. You can order traditional gingerbread shaped cookies, gingerbread house cookies, snowflakes, and Christmas trees.

**Alt Tags:** Decorated gingerbread cookies

##### **2. Dairy Free Peppermint Chocolate Brownie ([click link for ingredients](#))**



The perfect holiday brownie made with non dairy ingredients so they are safe for anyone with dairy allergies or intolerances. There is a peppermint filling and is topped with crushed candy canes. It is like Christmas inside a brownie. The brownie is still as gooey and chocolatey as ever even without dairy!

**Alt Tags:** Plate of stacked peppermint chocolate brownies with crushed candy canes.

##### **3. Nut Free Limoncello Cake ([click link for ingredients](#))**



Limoncello Cake is one of Bonnie's Bakery's most popular items during the holiday season. It is made completely nut free in separate equipment to be as safe as possible for our customers. The cake is just right for any holiday event. Customers can purchase the full cake or order slices in the bakery!

**Alt Tags:** A slice of limoncello cake garnished with a lemon on top



#### 4. Dairy Free Handspun Ice Cream ([click link for ingredients](#))

Bonnie's Bakery offers dairy free ice cream all year long but during the holidays the bakery offers other select flavors. The flavors include peppermint, sugar cookie, and gingerbread. Each ice cream flavor is handspun to create a dairy-like consistency without any actual dairy! Pints of ice cream can be ordered with 24 hours advance notice.

**Alt Tags:** Two ice cream cones with different kinds of ice cream



#### 5. Apple Pie with Gluten Free Crust ([click link for ingredients](#))

This apple pie is just like what mama makes. The crust is gluten free and the pie filling is made in separate equipment as well to avoid cross contamination. The crust is baked just right for the perfect texture. Full size pies and personal size pies are both available in store.

**Alt Tags:** Apple pie with slice removed on a glass plate

These treats are only available for the month of December so hurry in and get yours today. We also have non holiday themed baked goods available all year long. Come in and try all our different treats or order a plate for your next party or event.

Have you been to Bonnie's Bakery? What baked goods are your favorite? Leave your reviews in the comments below!