

AGENCY BRIEF**CLIENT:** CURDS & CO.**PRODUCT:** CURDBOX**DATE:** 2/1/22**WRITER:** REBECCA SCHMAELING**BACKGROUND**

FIRST: Curds & Co. is a cheese monger based in Brookline, MA. They sell a large variety of cheeses and accompaniments, including cheese boards, jams, meats, alcohol, etc. Their business consists of three main entities: their shops (Brookline and BPM) where they sell their goods and offer in person events; Boards & Co., an ecommerce site that sells ready-made cheeseboards and everything you need to know to build your own; and Curdbox, a monthly cheese board subscription box. Curds & Co. also offers catering and private event support. The mission of Curds & Co. is “bringing great cheese & happiness to the people.” They aim to create a space where people can learn about different types of cheeses without feeling overwhelmed. This campaign will focus on raising awareness of the Curdbox product. A unique offering in a fairly crowded cheese market, the Curdbox ships to all 48 contingent states and comes with 3 cheeses from around the world, 3 food items to pair with the cheeses, a Spotify playlist, a “Curdcast” podcast, and an in-depth blog post to explain the items.

OBJECTIVE

Awareness

TARGET

All genders, ages 25-40 with a moderate amount of disposable income, New England-based, self-proclaimed “foodies,” who tend to spend most of their disposable income on eating/drinking out.

Harper’s favorite thing to bring to a party is a cheese board. She loves trying new cheeses, meats, and jams and considers arranging the items on the board to be a work of art.

“I love trying new cheeses, but tend to stick to a few types of cheeses that I know, and feel overwhelmed when I go to a specialty cheese shop offering what seems like 100s of cheeses and no descriptions! I’d love a way to expand my palette so I can show off to my other foodie friends.”

STRATEGY

“For millennial ‘foodies’ who want to try new cheeses each month, Curdbox promises to ship a curated box of exciting new cheeses with approachable descriptions straight to their door, unlike going to a fancy cheese store that will make them feel overwhelmed without providing any knowledge.