

Octava Maravilla Company — Integrated Marketing Campaign

The following is a comprehensive integrated marketing campaign developed for Octava Maravilla Company, an artisan chocolate brand based in Costa Rica.

Creative Brief

Prepared By: Dana Hartnett

Company Description:

Maria Garcia, of Octava Maravilla Company, grew up on her family's sustainable cacao farm in Guanacaste, Costa Rica. After studying business in the U.S. and training as a chocolatier in France, Maria returned home to create artisan chocolate that reflects the beauty of the natural world. OMC's signature bars are ChocoLuxe Dark and ChocoLuxe Milk, crafted with sustainable packaging made from cacao products. Going into its seventh year, OMC is going strong, selling its chocolate online, in flagship stores in Miami and Escazu, and in select artisan shops across Costa Rica and the United States. The company is committed to bringing people joy in little, unexpected ways through its high-quality, nature-inspired chocolate.

Project Background/Description:

Objectives that OMC needs to address are:

1. Develop an optimal package design that aligns with the overarching marketing communication strategy and reinforces brand positioning.
2. Re-evaluate their marketing strategies to boost awareness through storytelling and customer engagement, including assessing the marketing campaign budget and allocation.

Target Audience

Demographics	Psychographics	Geographics	Behavioristics
--------------	----------------	-------------	----------------

<ul style="list-style-type: none"> • Millennials • Above average income 	<ul style="list-style-type: none"> • Supports ethically responsible businesses • Enjoys a variety of chocolates (milk, dark, white). • Enjoys cacao sourced from Central and South America • Values honesty and authenticity 	<p>Urban</p>	<ul style="list-style-type: none"> • Will spend more/Prefer to buy from environmentally friendly companies • Shops at small businesses • Buys high-quality chocolate over super-market brands • Attend farmer's markets, festivals, and artisan shops to shop for high-quality chocolates.
---	--	--------------	--

SMART Objective:

Increase social media engagement by 20% in one year.

Success Metrics:

- 20% increase in social media interaction across Facebook, Instagram, LinkedIn, YouTube, and Pinterest, including likes, follows, comments, saved posts, shares, and clicks to OMC’s website in one year.
- 20% increase in website traffic in one year
- 25% increase in overall brand awareness in one year.

Tone of Voice:

Three key elements define the OMC brand’s tone of voice:

1. **Positive and Persuasive:** OMC uses direct, honest, and authentic language to convey messages that are uplifting and approachable, ensuring communication feels genuine and relatable.

2. **Casual and Informative:** The tone balances being down-to-earth and engaging, incorporating interesting facts that capture attention while maintaining clarity and simplicity.
3. **Customer-Centric Dialogue:** OMC prioritizes open, truthful conversations with customers, fostering connections based on shared values and mutual respect to create a sense of community and trust.

Budget

Recommended Marketing Channels and Activities	Budget Allocation
Facebook Advertising	\$3000
Instagram Advertising	\$3000
Pinterest Advertising	\$3000
LinkedIn Advertising	\$1000
YouTube Advertising	\$2000
Email Marketing	\$2000
Website	\$2,000
Farmer Markets/ Artisan shops	\$4000
In-store Merchandise	\$1,000
Packaging Re-design	\$4000
	Total: \$25,000

Justification of Channels and Activities:

The channels for the new budget allocation were chosen after careful analysis of research regarding social media use based on age (ranges 18-29 and 30-49), income (ranges \$50K-\$74,999 and \$75k+), and location. Social media is a relatively new but highly essential channel of the marketing mix. Still, many tools and software are available to simplify social media advertising data collection, which is critical since consumer participation on social media platforms can change rapidly.

YouTube is the highest preferred channel across all age groups, with more than a 90% participation rate amongst all ages. Facebook users indicate more than 70% participation for all ages. Instagram has a highly prominent participation rate of 71% amongst the ages 18-29, which is the younger end of OMC's target market, with the older end of OMC's target market (ages 30-49) showing a less, but still impressive, participation rate of 48%. YouTube, Facebook, and Instagram have the highest

participation rates across all income levels. These statistics suggest that YouTube, Facebook, and Instagram are the top 3 social media platforms that can reach OMC's target market; therefore, a more significant budget should be allocated to these channels.

LinkedIn and Pinterest are relatively popular with both age groups, with LinkedIn showing an impressive 50% participation from ages 30-49. Both platforms have substantial participation from the highest income bracket, with LinkedIn at 50% and Pinterest at 40%. LinkedIn and Pinterest are both used for slightly different purposes than other social media outlets, which provides an opportunity to reach people who may not be available on the other platforms.

OMC's target market includes millennials who use both online and in-store purchasing outlets, have above-average income and are urban-based. They are socially engaged and prioritize supporting companies that align with their values, including sustainability, eco-friendliness, and high-quality products. They prefer to buy from companies whose stories they connect with. The most effective channels to promote brand awareness, increase education, share their story, and promote customer loyalty include email marketing, farmer's markets and artisan shops, the OMC website, in-store merchandising, and product packaging. These channels enable OMC to interact with prospects and customers in a way that provides an excellent opportunity to connect with OMC's story, which is what their target market values.

Justification of Budget Allocation:

YouTube has been newly identified as a key channel with high participation rates within OMC's target market based on income, age, and location. This should be a priority of the new campaign and be allocated a substantial portion of the budget, considering its high participation percentage within the target market. Facebook and Instagram are consistent tools in the marketing mix with high participation rates and should be given the same \$3000 budget previously allocated to them. Pinterest also shows consistent participation across age groups and high involvement of the higher income brackets, aligning with the company's target market. LinkedIn was not previously in the mix but should be considered for inclusion based on its participation

percentage with millennials and people with above-average incomes. Professionals mainly use LinkedIn, which could be a gateway to get a wholesale collaboration with other companies that may want to keep OMC's chocolate stocked in their lobby or be the go-to gift a salesperson sends to new clients.

Participation in farmer's markets and artisan shops is an effective way to reach their target market. These are also great opportunities to get the product in front of people who have never heard of the company.

Email marketing, website, and in-store merchandise are channels that mainly interact with customers or people who have previously interacted with the company. While they are still essential marketing channels, funding the channels that are more likely to reach new prospects better aligns with the company's SMART goal.

The packaging redesign investment should receive substantial financial support of \$4000. There are opportunities for the packaging to improve, better communicate the brand's values and education, and tell the OMC story directly to the customer.

Three main aspects of OMC's present packaging that align with the brand style guidelines are its logo design, the color palette used, and the inclusion of company information.

Logo Design

The high-quality logo is centered and sized to stand out on the front of the packaging. The packaging emphasizes their most valued ingredient, the cacao bean, further developing the company and product identification.

Color Palette

The packaging's color scheme of gold and brown gives off a high-class, sophisticated aesthetic, symbolizes the brand's refined elegance, and adheres to the brand's style. The consistent use of the colors from the chosen color palette helps make it easily identifiable to customers and fans of the brand while reinforcing its overall visual uniformity. Having packaging that makes the product easily recognizable enhances the opportunity to create customer loyalty.

Company Information

The back of the packaging contains all the details about the company, which is deemed both a legal and corporate responsibility. This aspect aligns with OMC's key brand positioning values, such as clarity, transparency, and truthfulness for brand positioning.

OMC's packaging redesign should tell a compelling story that connects with customers and reflects the brand's values. Key elements to highlight include the company name's origin, Octava Maravilla, inspired by the cacao bean's recognition as the "8th Wonder," which can be showcased through a tagline or visual icon. The packaging should note its use of recycled materials and its efforts to protect local wildlife, like howler monkeys and sloths, with a sustainability seal or infographic to emphasize OMC's commitment to sustainability. Maria Garcia's personal story—growing up on the farm in Guanacaste, Costa Rica, and pursuing her passion for ethical and sustainable cacao production—can be featured in a "Meet Maria" section to build an emotional connection. Incorporating these elements, especially Maria's story, will enhance brand recognition, justify their premium pricing, and further ensure that the packaging will resonate with the target market's values of honesty, sustainability, and community engagement.

Brand Positioning Statement

Octava Maravilla Company (OMC) introduces ChocoLuxe, a collection of artisan chocolates crafted with care from the finest cacao beans grown on the Garcia Cacao Farm in Costa Rica. These chocolates embody the spirit of OMC's mission: to bring joy in unexpected ways while honoring the environment and the people who make it possible. From tree to bar, OMC combines sustainability, artistry, and authenticity.

Our packaging, made from cacao bean husks and fallen leaves, reflects our dedication to reducing waste and connecting each product to its origins. As you explore our online shop or stop by one of our flagship stores in Miami and Escazú, you'll discover the vibrant flavors and luxurious textures that define the ChocoLuxe experience.

Join us in celebrating the Eighth Wonder—a harmony of taste, craft, and care—while engaging with us through our social channels and immersive experiences. Each ChocoLuxe bar is a testament to our commitment to quality, sustainability, and the delight of true chocolate connoisseurs.

Brand Story

Central Theme

"From Farm to Wonder: The Journey of ChocoLuxe"

This theme highlights the transformation of cacao from its nurturing roots at the Garcia Cacao Farm in Costa Rica into OMC's artisan chocolate bars. It emphasizes sustainability, craftsmanship, and the joy of unexpected indulgence, creating a

compelling narrative that ties OMC's values to the unique story of its products.

Brand Story Idea

The marketing campaign centers on a multimedia storytelling initiative called "**The Eighth Wonder Chronicles**". This campaign unfolds through videos, social media posts, blogs, and in-store displays that bring consumers behind the scenes of the chocolate-making process. Each chapter explores:

- **Maria Garcia's story:** Her upbringing on the Garcia Cacao Farm, her journey to becoming a chocolatier, and her dedication to sustainability and artistry.
- **The farm's ecosystem:** The vibrant life supported by the cacao trees, including howler monkeys, sloths, and other wildlife, emphasizes OMC's respect for nature.
- **The craft:** Showcasing the artistry and precision that go into creating ChocoLuxe bars, from bean to bar.
- **Community and joy:** Featuring consumers experiencing the chocolate at OMC's flagship stores, festivals, and farmer's markets, reinforcing the connection between the brand and its audience.

Connection with the Target Audience

Relevance and Resonance:

- **Environmentally and socially conscious consumers:** Highlighting sustainable practices, fair labor, and eco-friendly packaging appeals directly to the values of OMC's target audience.

- **Affluent millennials:** The story's authenticity, elegance, and transparency align with their desire for honest brands and high-quality, meaningful products.
- **Chocolate connoisseurs:** Insights into the craft and origin of ChocoLuxe bars provide the depth of information they value, such as cacao percentages and sourcing regions.

Emotional Response

The brand story evokes a mix of:

- **Wonder:** Awe at the journey from nature's bounty to a luxurious indulgence.
- **Joy:** The delight of discovering the complexity and richness of OMC's chocolate.
- **Pride:** A sense of shared responsibility in supporting a brand committed to environmental care and social equity.
- **Connection:** Feeling part of a global community that values authenticity, sustainability, and artistry.

Main Story Persona (Hero)

Maria Garcia is the campaign's hero, embodying the journey, passion, and mission of OMC. Her transformation from a young cacao farmer in Costa Rica to a visionary chocolatier reflects the values OMC stands for. Her dedication to sustainability, craft, and joy makes her relatable and aspirational to the target audience.

As the main persona, Maria successfully drives the brand story mission by:

- **Humanizing the brand:** Providing a personal and authentic face to the company.
- **Inspiring trust:** Her genuine dedication to ethical practices resonates with the audience's values.

- **Creating connection:** Her story links the product's origins to the audience's desire for meaningful indulgence.

D375 Video Script

Broadcast or Digital Media Channel: YouTube

Scene #	Time Stamp	Setting	Action	Music and Emotions Evoked	Dialogue	Text on Screen
1	0:00-0:03	A lush cacao farm in Costa Rica	Camera pans across cacao trees, vibrant greenery, and wildlife like monkeys and sloths.	Gentle, serene melody evokes wonder.	"At Octava Maravilla, it all begins here."	"From Farm to Wonder"
2	0:03-0:06	Maria working on the farm	Close-up of Maria hand-harvesting cacao pods, smiling warmly.	Heartwarming tones; evokes connection.	"Our story is rooted in nature, nurtured by care."	"Crafted with Care in Costa Rica"
3	0:06-0:09	Artisan chocolate kitchen	Maria expertly tempering chocolate, pouring it into molds.	Uplifting rhythm; evokes craftsmanship.	"From bean to bar, every step is an art form."	"Artisan Chocolate, Perfected"
4	0:09-0:12	Storefront in Miami	Customers browsing ChocoLuxe bars, engaging with staff.	Bright and inviting; evokes joy.	"Every ChocoLuxe bar is a taste of joy."	"Experience the Eighth Wonder"
5	0:12-0:15	Online shopping page	Close-up of someone adding ChocoLuxe to their cart.	Modern, sleek melody; evokes ease.	"Order online and discover indulgence wherever you are."	"Shop Now at OMCCChocolate.com"
6	0:15-0:18	Family sharing chocolate	A family laughing and enjoying ChocoLuxe together at home.	Warm, cheerful tune; evokes connection.	"A treat to share, a joy to savor."	"Taste the Joy of ChocoLuxe"

7	0:18-0:21	Maria speaking directly to camera	Maria shares her passion for sustainable chocolate making.	Inspiring notes; evokes authenticity.	"This is more than chocolate—it's a commitment to the planet and to you."	"Sustainability in Every Bite"
8	0:21-0:25	Close-up of packaging	Focus on eco-friendly packaging made from cacao husks and leaves.	Subtle, earthy music; evokes respect.	"Packaging that honors its origins."	"Eco-Friendly from Start to Finish"
9	0:25-0:28	Social media interactions	Scrolling through OMC's Instagram feed featuring happy customers and behind-the-scenes clips.	Energetic and fun; evokes engagement.	"Join the journey. Share your story with #EighthWonder."	"Follow Us @OMCChocolate"
10	0:28-0:30	ChocoLuxe bar unwrapped	Close-up of a ChocoLuxe bar breaking to reveal rich, velvety chocolate.	Climactic, indulgent tone; evokes luxury.	"ChocoLuxe. A journey of taste, a wonder to behold."	"ChocoLuxe: The Eighth Wonder"

Repurposing for Other Channels:

This video can be broken into short-form clips (5-8 seconds each) for Facebook, Instagram, and Pinterest stories. Each clip can focus on a specific scene or message, such as:

- **Scene 1 & 2:** Focus on sustainability and nature for Pinterest.
- **Scene 4 & 6:** Showcase joy and sharing moments for Facebook and Instagram.
- **Scene 9:** Highlight customer engagement and hashtags for Instagram and Twitter.