

NY CAKE

Brand Management, Brand Guidelines,
Fundamentals of Pastry & Baking Launch,
and Website Redesign Proposal

2020-2021



ABOUT US

Kristen Lau

With the spirit of aloha at her core, Kristen embraces the hospitality of marketing to build global partnerships and business strategies that connect brands with their core customers. Hailing from a background as a professional dancer, Kristen's passion for storytelling harnesses the art of communication to create effective content marketing strategies, delivering consistent omni-channel brand voice and messaging.

Beginning her early career in Arts Management, Kristen operated the Clive Barnes Foundation alongside Founder/President Valerie Taylor-Barnes as Sr. Executive Assistant, managing fundraising, grant writing, communications, marketing & social media, budgeting, event planning and archiving for the 501c3 Nonprofit. Over the years, her success securing grant funding paved the way for consulting work with several individual artists and nonprofit organizations including the Nai-Ni Chen Dance Company, Loni Landon Dance Projects, The Playground NYC, and Spenser Theberge + Jermaine Spivey. Expanding on her experience in the arts sector, Kristen joined the Marketing Department at the award-winning International Culinary Center (formerly The French Culinary Institute) in 2015, returning to her love of food & beverage. For the past five years, she led the marketing team at ICC's New York and California campuses—most recently in her role as Director of Marketing—instituting strategic and creative initiatives that captured the unique culture of the school and its impact on the culinary industry.

Today, she brings her experience spearheading creative rebrands, implementing omni-channel storytelling + content marketing, optimizing lead generation, managing media relations and executing brand partnerships + integrations to her clients as a freelance consultant.

KLAUGROVER@GMAIL.COM | 808-721-1849



ABOUT US

Bill Grover

Drawing from over 10 years of professional marketing and design experience, Bill leverages fundamental design sensibilities toward marketing strategy, branding, website design, and content marketing.

Beginning his early career as a graphic designer, Bill has held design roles at New York Live Arts—through their historic rebrand from the iconic Dance Theater Workshop—as well as *Library Journal*, *School Library Journal*, and *The Horn Book* magazines, where he would later lead technical and creative projects and teams, and manage integrated marketing and sales enablement accross each of the brands. Expanding this technical and creative marketing leadership, Bill would go on to become the North America marketing lead for award-winning programmatic advertising specialists The Exchange Lab before the startup and its proprietary technology were fully absorbed into GroupM in 2018.

Tapping his experience in AdTech, Bill continues to serve the industry as Director of Data & Analytics at the Association of National Advertisers, most notably by helping to launch and execute the annual ANA Masters of Data and Technology Conference and 2021 International ECHO Awards. As a freelance designer and marketing consultant passionate about driving growth for purpose-driven brands, Bill has worked with organizations in the performing arts, interior design, real-estate, bars and restaurants, and publishing industries.

BGROVERDESIGNS.COM | BGROVERDESIGNS@GMAIL.COM | 781-424-8624





OBJECTIVES

Build actionable brand, editorial, and style guides to reestablish clear tone of voice and brand consistency across all channels.

Merge Cafe and Academy social media properties and content into a flagship NY Cake identity; migrate followers from those auxiliary accounts—eventually phasing them out; and guide the adoption of additional tools and resources to manage and schedule social content.

Clearly communicate and differentiate the Fundamentals of Pastry & Baking certificate and individual classes within the curriculum.

Establish clear customer journeys designed to optimize conversions and lead customers through a defined sales funnel.

Phase out Jumbula to establish a more visually refined, functional, and self-managed Content Management System (CMS).

Design a new website to reflect a refined visual aesthetic and modern elegance that unifies each of NY Cake's individual properties (Cafe, Academy, Store, Wholesale) that can be self-managed by the NY Cake team. The site must be able to facilitate frequent transactions and utilize discounts and gift cards.

Equip the NY Cake team with the ability and access to add/remove classes and products on the website, as well as edit pages freely.



SCOPE OF WORK

Brand Management, Guidelines, and Training

Brand, Design, and Editorial Guidelines

Audit Existing Branded Materials + Communication Channels: This exercise provides a framework for the brand's current look, feel, and voice as it is represented among the various properties and across the respective channels that they communicate through. Following the audit, we will provide strategic recommendations to improve the overall aesthetic, tone, and brand placements for omni-channel communication.

Creation of NY Cake Style Guide: Deliver a document containing specifications, rules, and applications of NY Cake's brand—such as logo and icon usage, typographic styles, fonts, and colors—to design materials and create content. The document will define how to capture images and video under the style guide, and provide guidance for how these assets are implemented across various channels (including social media posts). The style guide will unify the brand's look and feel across all properties and the respective channels that it is communicated through.

Creation of NY Cake Brand Voice Guide: Deliver a document identifying key differentiators between NY Cake and its competitors to achieve a specific tone of voice and use of verbiage around the brand, and related industry, implemented across all communication and customer touch points. The document will define NY Cake, the products and services it offers, and determine how it communicates with customers on all platforms. The brand voice guide will create a consistent tonality across all properties and respective channels.



SCOPE OF WORK

Creation of NY Cake Editorial Guide: Deliver a document that establishes a standardized set of rules around key terms and phrases, as it relates to the brand and its products, to provide consistent structure for content on all branded channels. This will include the treatment of headlines, quotes, and testimonials, the use of capitalization and punctuation for brand and related products, and normalize common industry terms in communication.

Contracted Brand & Marketing Management

Through the duration of this agreement, we will oversee the creation of future branded materials and communications to deliver consistency in tonality, look, and feel as defined in the new Style, Brand, and Editorial Guides. We will deliver curated weekly content calendars for social media, email promotions, and website articles to regulate and optimize frequency, messaging, and timing surrounding product launches, industry trends, holidays, and more. In addition, we will train in-house teams to write, publish, and post in adherence to the guides, as well as establish weekly meetings with key stakeholders to review content, schedules, and promotion. We will recommend the implementation of a social media management platform that NY Cake Staff can utilize on an ongoing basis to schedule posts. Through this platform, we will track and deliver key metrics in a weekly performance report of all posts and promotions to provide strategic recommendations to grow audience reach and engagement. For an additional fee, we can manage the creation and scheduling of social media posts. Please see the “retainer services” section of the proposal for more details.



SCOPE OF WORK

NY Cake Academy Program Launch: Fundamentals of Pastry & Baking

Develop Launch Strategy

The focus for the launch of NY Cake Academy's Fundamentals of Pastry & Baking (FPB) courses will be three-fold. The first will define and describe FPB and the 10 individual courses, establishing a framework for the development of "schools" within the academy and the related courses that exist within each school of study. This will also establish class requirements, expectations, and other related policies/procedures for purchasing and attending classes in-person and online at NY Cake Academy. The second will build awareness about the new FPB offerings within new and existing audiences. We will identify existing audiences within the NY Cake properties for targeting, enable lead capture opportunities for new prospects, establish discoverability of the FPB courses across various NY Cake properties + channels, and organize media opportunities to expand reach and awareness. Finally, our third focus will be to enable sales and registrations. We will provide strategic recommendations for bundled pricing, holiday offers, tiered certifications to encourage repeat business, and key integrations with NY Cake products to convert Academy registrants into store customers, and vice versa.

Develop and Execute Marketing Plan + Timeline

Working backwards from the scheduled dates of the FPB offerings in Q1 2021, we will establish a marketing plan to execute the determined promotions accompanied by a timeline for deliverables. This plan will guide the development and deployment of various promotional efforts with an omnichannel approach across email, organic and paid social, media, and collateral.



SCOPE OF WORK

Develop Assets for Promotion

Guided by the marketing plan, promotional assets will include:

- Write & publish FPB school description and 10 individual class descriptions.
- Create marketing script for FPB and new classes to communicate consistent messaging.
- Build web pages on NY Cake Academy site for FPB school and individual courses, optimized for search.
- Create, write and deploy promotional emails for January registration targeting available NY Cake mailing lists.
- Develop a template for monthly newsletter of upcoming courses and deploy through the duration of the agreement.
- Create an email nurturing campaign to drive registration, increase retention and convert Academy registrants into retail customers.
- Develop a calendar of organic posts promoting the FPB courses across all NY Cake branded social media channels. Write and schedule the accompanying posts with photo and video content provided by NY Cake.
- Ad budget permitting, develop paid social ads to run on Facebook and Instagram to generate leads for the Academy and boosted posts promoting registration for the FPB January courses.
- Implement banners, sliders and messaging on confirmation pages for better discoverability of FPB program from other NY Cake website properties
- Write and target pitch media alert about the new FPB offerings to key influencers and journalists, aligning with possible online influencer class for media coverage.
- Write and design printed collateral for FPB courses to be used in-store (retail locations, cafe and academy) and accompany both in-person and online purchases.

Graphic design services will be included for the FPB launch as they pertain to the marketing plan.



SCOPE OF WORK

NY Cake Website Redesign

PHASE I: NY Cake UX Audit and Site Navigation

User Experience (UX) Audit & Map: A comprehensive audit of the existing sites will reveal any redundancies or bottlenecks in the website user's experience. This audit should include the existing navigation through the various sections of the websites and how the various website domains interact with one another.

Website Analytics Report: We will initiate a deep dive into the NY Cake website domains' analytics to deliver a report on existing audience engagement, sessions, and page performance. We will do this with the intention of revealing the most highly trafficked areas of the websites and provide recommendations in the revised UX map to address under utilized pages or resources that users can't find on the site, or that experience high bounce rates (customers arriving on a page and immediately leaving).

Technology Audit: We will identify key business and marketing technologies that currently integrate with the website. In close collaboration with the NY Cake leadership team, we will work to ensure that any new or under-utilized tech is properly integrated into the business and website as the site design, build, and launch commence.

Revised UX Map: Leveraging all of the key insights gathered in the audit and analytics report, we will provide strategic recommendations to re-map the site's pages, navigation, and integration of technology to best align with business objectives and optimize customer experiences. The result will be a new, clearly defined page map that will be the core structure heading into the website design itself.



SCOPE OF WORK

Archive Existing Site: In short, we will ensure there is a version of the existing site content that is archived and available for you before we touch anything!

PHASE II: Design and Layout

Curate the Desired Aesthetic: Kicking off the design process, we'll gather as much direction from NY Cake leadership as possible to inform the desired "look" we want to reflect in redesigning the website, leaning heavily on the established brand guidelines for direction. We will lead the team through the curation of design inspiration by collecting examples from other companies, across any industry, that align with the desired visual aesthetic we are after—essentially creating a "look book" to inform design drafts.

Select the CMS & Template: Here, we will determine preferred content management system (CMS) (Wordpress, Squarespace, etc.). The CMS must accommodate the clients desire to be able to add and edit pages on the site themselves. After we have chosen the CMS, we'll work together to pinpoint the template most worthy of NY Cake and its domain. Using our revised user-experience map, we will present options for a new, modern, mobile-first website layout.

Template Design Drafts: Utilizing the chosen template, we will present the NY Cake leadership team with design drafts of website pages, incorporating the brand and it's updated look and feel, providing versions to review showcasing both desktop and mobile. Once approved, we will move forward executing the design across the site in the "build" phase.



SCOPE OF WORK

PHASE III: Website Build

Working our way through the revised site map on an “undiscoverable” test site, we will fill new and existing content into the various sections of the website leading up to the redesign launch.

Setup Staging Site: To avoid disturbing current operation, we will establish a behind-the-scenes test site, to begin building the redesigned site away from action.

Migrate and Add Content: This is the biggest time commitment of the build. We will work tirelessly to migrate new and existing content into the redesigned site. Along the way, we will be able to fine-tune design changes throughout the site and establish website best practices such as resizing images, inserting image alt text, and improving copy for search optimization.

Testing: Here is where you come in! This test phase will overlap with the website build. As new pages of the website become available to review, we will establish dedicated NY Cake staff to test those sections of the staging site for accuracy of information and functionality.

The Launch: When testing concludes, the staging site will be published. Additional testing may be needed at this time.

Back It Up: No good deed goes unpunished, especially as we begin training. It is critical to ensure that if anything gets broken or manipulated on the site, we are covered. We will be exploring services and plugins that will provide automated backups.

Training: Post-launch we will set up a meeting to review the new site, its features, and how to update and edit it.



RETAINER SERVICES

We understand there may be the need for additional tasks to be performed throughout the duration of the proposed timeline or after its completion. Below is a list of services we are able to provide as needed outside of the proposed scope of work in any capacity based on an hourly rate of \$100 per hour, with a 1 hour minimum for services rendered.

The retainer services are entirely optional, may be utilized inside or outside the proposed project, and will be invoiced at the end of that month. A cost estimate will be provided for each request.

- Copywriting: Landing Pages, Blog Articles, Emails, Collateral, etc.
- Front-End Web Design
- Print & Digital Design
- Social Media Management
- Press Relations
- Paid Social Advertising
- Marketing Strategy & Audience Development
- Sales Enablement
- Grant Writing

TIMELINE



	October					November					December				January				February				March					April				May					June			
	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28	1/4	1/11	1/18	1/25	2/1	2/8	2/15	2/22	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	6/28	
Brand Management, Guidelines, & Training	Active																																							
Oversee future branded materials and communications	Active																																							
Weekly meeting with key stakeholders	Active																																							
Curate weekly content calendar	Active																																							
Brand, Design, and Editorial Guidelines	Active										Active																													
NY Cake Academy Program Launch	Active																																							
Develop & Execute Strategy for Launch	Active																		Active																					
Develop & Execute Marketing Plan for Promotions	Active																		Active																					
Write & publish class descriptions	Active				Active																																			
Write and build web pages for individual courses & FPB	Active					Active																																		
Marketing script for new classes	Active										Active																													
Monthly Newsletter for Classes (Duration of Agreement)	Active																																							



COST

Services

The project timeline for Brand Management, Guidelines, and Training; Fundamentals of Pastry & Baking Launch; and Website Redesign works through a wide-range of services to be executed tactically throughout a 9 month period. Rather than adopt, track, and bill hourly fees, we find the most efficient cost breakdown is to provide a flat monthly invoice leading up to project completion, encompassing the entire scope of services rendered:

Minimum Duration: 9 months (October 2020 - June 2021)

Monthly Service Cost: \$10,550

Initial deposit to begin service: \$10,550 (Applied to final monthly invoice)

Technology and Material Goods

As strategic recommendations for renewed or additional tech platforms are made, paid media is deployed, or collateral and print production is required, it should be understood by all parties that NY Cake will be responsible for the cost and ownership of those goods. This includes any advertising spending, events, subscriptions, software, website plugins, social media management tools, etc. As these are owned properties of NY Cake, client approvals will be incorporated into every purchasing decision and we will work hand-in-hand to ensure the successful adoption and deployment of these tools.

NEXT STEPS



Let's do this.

Anticipating an October start, we are eager to reconnect with the NY Cake team at your earliest convenience to review this proposed scope of work, timeline, and cost. Upon receipt and review, please email either of us your availability for a followup meeting where we can review these materials in greater detail, answer any questions you may have, or address any further services that should be included.

We appreciate your time and consideration and look forward to working with with you.

Mahalo!

KRISTEN LAU KLAUGROVER@GMAIL.COM

BILL GROVER BGROVERDESIGNS@GMAIL.COM