

Simply Cakes PR Campaign



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Clients Goals:

Simply cakes:

Simply Cakes is a relatively new and small business that would like to increase their brand awareness, enhance community engagement and put themselves in a position for growth leading to more sales. This PR Campaign aims to provide strategies that will build this brand and lead it to success.

Social Media posts:

Instagram:



post 1:

To gain customers trust, it is important to show them the work you have created. In this post we have used an image of a custom ordered cake to showcase what Simply cakes can do. We have also added a fun background with the Simply Cakes colours to maintain a theme and brand identity and stand out in a way that customers can easily identify the brands posts.



Simplycakes133



@Simplycakes new post

Caption: Sweeten up your birthday with simply cakes. Looking for a bite of happiness? Simply cakes is here for you ORDER YOURS NOW (click link in bio)

#simplycakes#sweettreats#cakeoftheday#cakesinstagram#cakelovers#foodieskamloops#customcakeskamloops

post 2:

In this post we want to highlight the versatility of Simply cakes showing that the bakery has fun and different types of cupcakes that customers can choose from. Also, the goal of this post is to show that customers do not have to strictly order one flavour at a time. One tray can have different types of cupcakes. This is a way to show the uniqueness of Simply cakes as most businesses usually offer one flavour in a tray.

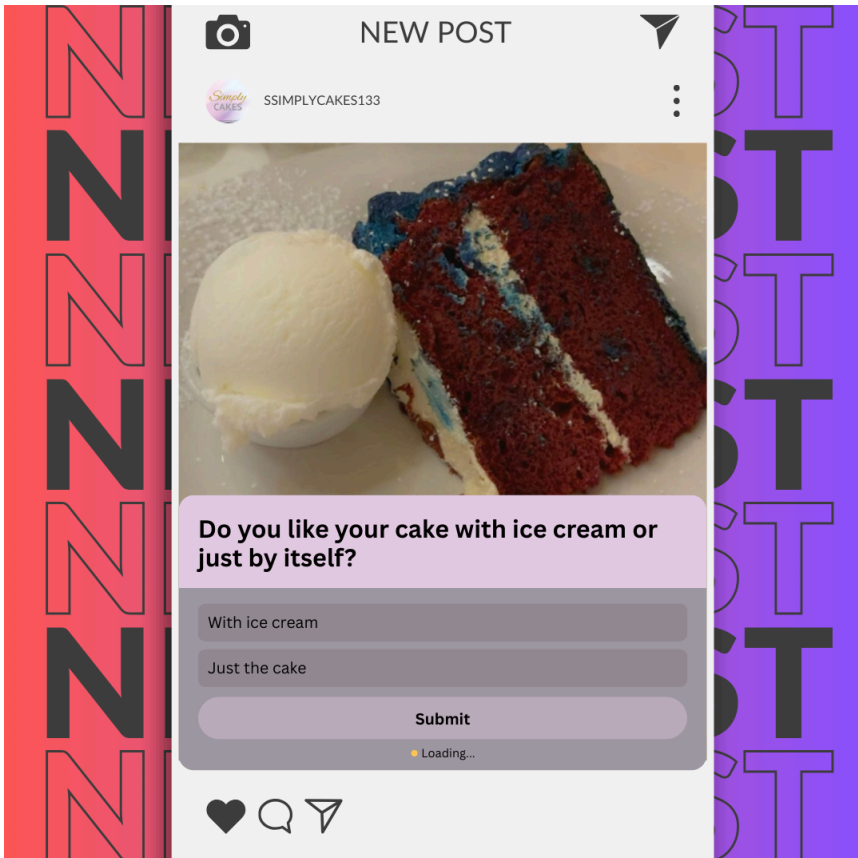


Our assorted delicious cupcakes! From classic vanilla to decadent chocolate and even fun cookies 'n' cream. Simply cakes has your back with our assorted cupcake tray each made freshly with the finest ingredients. (click link in bio to order)

#kamloopscupcakes#simplycakes#freshlybaked#treatyourself#localbakery#desserts4u#freshbites

Post 3:

Interactive posts are the best way engage with customer leading to brand loyalty. In this post, we have added a poll that encourages audiences to interact with Simply Cakes and posts this builds stronger relationships with audiences as it evokes a feeling of belonging for the audiences. Consistently posting this type of content will eventually create a strong Simply Cakes community.



How do you like your decadent slice of cake from simply cakes? How do you feel about cake and ice cream and which flavours work best together? and what other fun foods do you like to combine with your cakes lets talk in the comments!

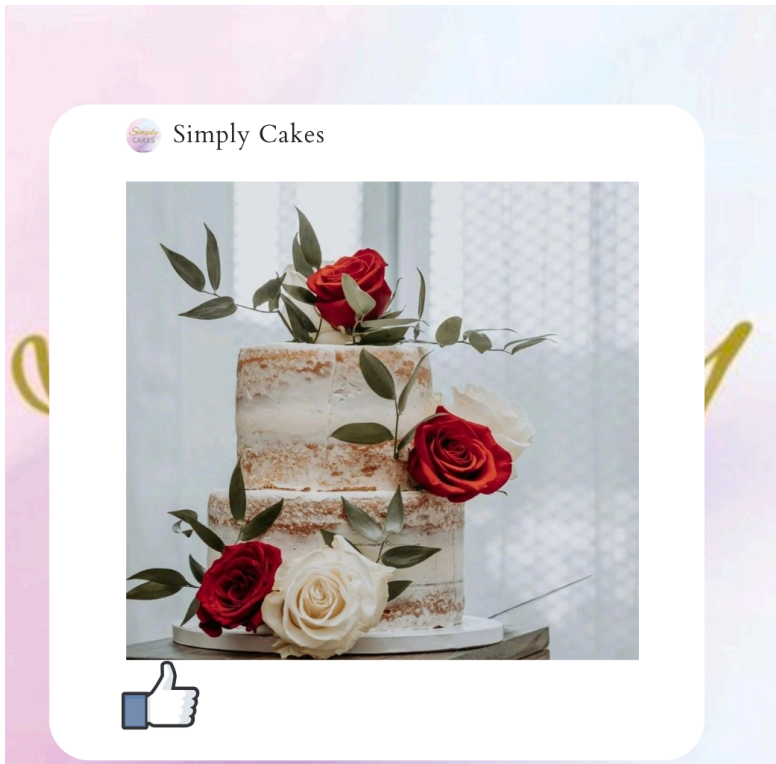
#simplycakes#kamloopscakes#cakeandicecream#cakevombos#Decadentcakes#localcakes#desserts

Facebook:



Post 1:

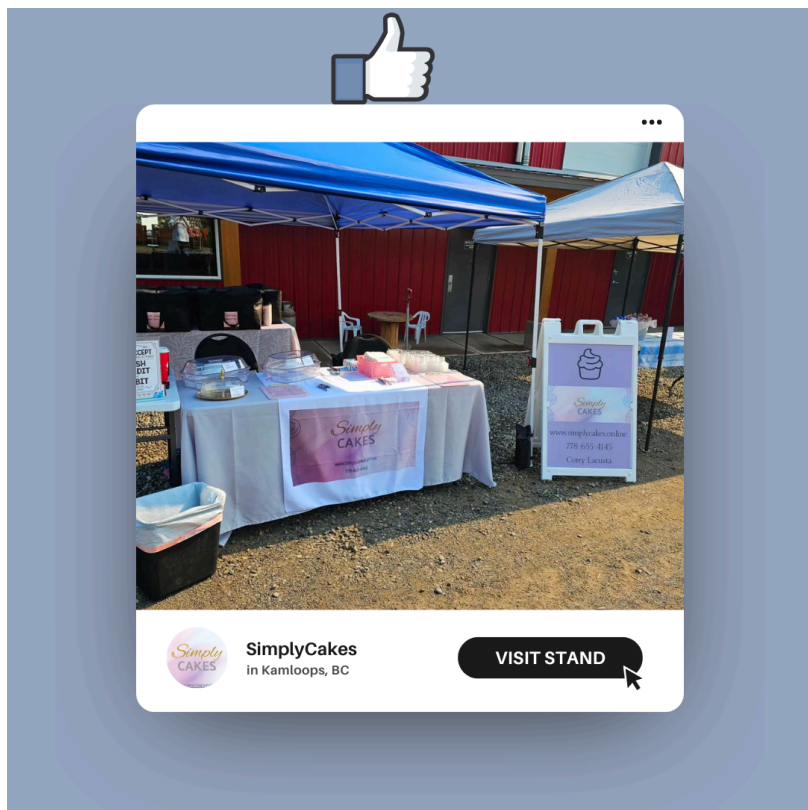
When a brand posts images of actual functions that they participates in, it not only impresses general customers but also attracts event organizers. This post will do exactly that for Simply cakes. Event organizers do not always have the time to contact a business to ask if they have made a wedding cake before, therefore, posts like this will help showcase Simply Cakes work and build trust.



Caption: Simply cakes in Kamloops BC caters to all your functions, here is one of our beautiful creations at made with love in the name of love. This beautiful custom elegant tiered wedding cake was made for a beautiful wedding celebration. Let us create a wonderful cade for your prenuptials as well. Contact us to schedule schedule a cake tasting session with us.

Post 2:

One of Simply Cakes main goals is to enhance community engagement and in this post, Simply Cakes will show how involved they are within the community by posting their stand at a local Kamloops event. This will motivate locals to be loyal to the business. Moreover, posting such images while at the event will attract customers to attend and make purchases.



Press release 1:

Simply Cakes to donate part of their all their Christmas collection sales to Kamloops Food Bank Society

Simply Cakes has taken the initiative to donate 50% of all their up coming Christmas Collection orders to local Kamloops food bank contributing to a hunger-free Christmas for all those in need.

Kamloops, BC - December 1, 2024

As the festive season approaches, it is important for everyone to come together to serve the community and make everyone's Christmas special. This is why Simply Cakes Kamloops has decide to play their part in ensuring that no one goes hungry at this time by donating 50% of all their Christmas collection sales to Kamloops Food Bank Society. It is unfortunate that not everyone will have access to special meals during the festive season therefore, Simply Cakes found that it is very important to land a hand and play their part in providing nourishment to those who may not be able to secure a meal. This initiative aims to lessen the stress for families and individuals in need as much as they can. Food Banks do a great service for our communities so it is important to support the organization that works tirelessly to provide food for those who are going through financial restraints. Simply Cakes Kamloops hopes that this initiative would create a ripple effect and inspire other businesses in Kamloops to make charitable efforts as well.

The initiative was created by the Founder and creative director of Simply Cakes Cory Lacusta who not only has a passion for baking but also has a passion for the community of Kamloops. "We know how

tough it can get for families facing financial hardships so we would like to land a had and ensure that we assist anyway we can”.

A blog post by Food Banks Canada indicated that more than 2 million visits were made to food banks in Canada in the month of March 2024, marking the highest monthly visits in history. These statistics emphasize just how essential it is for everyone to do the best they can to contribute as much as they can to making a difference for all those in need. Simply Cakes desires to make a meaningful difference this festive season by making this 50% of all Christmas collection sales commitment.

Simply Cakes is a small online bakery business in Kamloops, British Columbia, Canada. It was founded by Cory Lacusta in October 2022. Simply Cakes was created after Cory Lacusta was signed off by ITA so she understands how sudden financial restraints may come about. The business is still small, and has gained 76 returning customers since the beginning of the year. Through small, Simply Cakes is determined to make a great footprint in the Kamloops community and has taken part in multiple local initiatives to make as much of a difference as they can. Simply Cakes offers an array of cakes and cupcakes that are freshly baked.

For more information, contact Cory Lacusta, Founder and creative director for Simply Cakes, (simplycakes133@gmail.com)

Press Release 2

Simply Cakes celebrates their grand opening, local bakery to open their first storefront in Downtown Kamloops.

After operating online for two years, Simply Cakes Kamloops is finally opening their first physical bakery in Downtown Kamloops on the 6th of January 2025.

Kamloops, BC - 30 November 2024

Simply Cakes is excited to announce the grand opening in Downtown Kamloops. After operating online for two years Simply Cakes is finally opening their first physical bakery to share their specially baked goods that include cakes, mini cakes, an assorted range of cupcakes and custom baked goods. The bakery will open their bakery's doors on January 6th 2025. A wonderful way to start the new year with the beginning of a new era for Simply Cakes. To celebrate the grand opening, Simply Cakes is inviting all Kamloops locals to the grand opening ceremony where their doors will be opened for the first time. As a way to enjoy the grand opening with their customers, Simply Cakes will be offering exclusive discounts for all attendees, a raffle for attendees to enter and get the chance to win a \$100 voucher to be used at Simply Cakes in the future, there will also be many treats and the launch of three new signature flavours to their menu.

Speaking to one of the owner of Simply Cake Cory Lacusta who single handedly started the business she made the following remarks, “We are beyond grateful to all our customers for all their support and

the trust they have put in Simply Cake. Without them we would not be able to reach this level of immaculate success in only two years. This is truly surreal!”

For a small business to garner this much success but with the support of the Kamloops community they have been able to grow and now they will be opening their first storefront in the heart of Kamloops. It would only be right to celebrate this millstone with the people that made it happen and that is the members of the city of Kamloops.

Simply Cakes is a bakery in Kamloops that creates cakes and cupcakes with the freshest and finest ingredients. The bakery was founded by Cory Lacusta who has a passion for baking and believes that premium ingredients are the bases of any create baked good. Established in 2022, Simply Cakes has grown from only 350 orders in their first year to thousands of orders individual orders and custom event orders today. The business strives to grow even bigger and make a great impact on their community. Simply Cakes is a licensed business registered in the city of Kamloops and is determine to create satisfactory goods with every order.

For more information, contact Cory Lacusta, Founder and creative director for Simply Cakes, (simplycakes133@gmail.com)

Event:

Simply Cakes Grand opening

Date:02 January 2025

Starting time: 1200 pm

Ending time: 1700 pm

Location: 102 Victoria Street Kamloops BC V2C 2A5

Events decor will be handle by Elite Projects & Events BC. this is an event planning company, event decor and bartending company in Kamloops. They are the top rated event planning company in Kamloops and neighbouring areas.

Below is a few images that depict the kind of setup Simply Cakes would like to have.

(All images are extracted from  Pinterest)









Food & Beverages:

There will be no table settings where guests would sit for a meal due to high traffic going in and out of the store, therefore, there will only be finger foods which include mini sausage rolls, samosas, mini quiches, skewers, pigs in blankets, soft pretzel bites, mini sandwiches and of course simply cakes, cupcakes and mini cakes. Besides the cupcakes and mini cakes, the finger foods will be provided by Milo's Adventure Catering which is a local catering business.

When it comes to drinks, the decor company, Elite Projects & Events BC, offers bartending as well, therefore we will be using them. All beverages will be non-alcoholic as Simply Cakes is a family-oriented business and there will be children present. The mocktails available will be Rose Lemonade mocktails, Pink Lady mocktails, butterfly pea flower tea mocktail, Lavender mocktail.

All mocktails strategically have the core colours of Simply Cakes to maintain brand identity.

Rose Lemonade mocktail:

<https://mindfulmocktail.com/rose-lemonade-mocktail-recipe/>



Pink Lady Mocktail

<https://thecollegehousewife.com/pink-lady-mocktail>



Butterfly pea flower mocktail

<https://kitchenontheavenue.com/butterfly-pea-flower-mocktail/>



Lavender lemonade mocktail

<https://www.thecookierookie.com/lavender-lemonade/>



Activities:

- Photo booth
- Ticket Raffles
- Live music (Provided by TRU students)

Offers:

- Free Cake and Cupcake samples
- Exclusive Discounts
- Free food

Due to the capacity of the store there is only room for 50 guests at a given time, therefore we will be having 50 guests at once. There will also be no dress code.

Staff:

the event will be run by Cory Lacusta and her team and would also sort at least 5 volunteers for crowd control, decor company will come with their staff members as well as catering company.

The aim for this event is not only to open the bakery, but to also boost brand awareness and a buzz around Simply Cakes. Moreover, the event gives an opportunity to engage with customers and build positive rapport with existing and potential customers. Having an event that enriches the community also helps generate growth.

Video:



Implementation:

- Simply Cakes is encouraged to make social media posts 3 times a day to constantly remind customers about the brand and increase an audience on social media platforms. The social media platforms available are Facebook and Instagram and posting frequently promotes engagement and generates leads.
- First press release will be release on the 30th of November 2024 and second will be released on the 1st of December. The press releases will be posted on Simply Cakes website, it will be in Kamloops Chronicles (both on newspaper and digitally) and Castanet Kamloops
- Grand opening event will take place on the 6th of January 2025. This date would be appropriate because audiences are usually back from festive holidays and it also falls on a Friday which is

usually an exciting day. Budget for event may vary however it may cost about CAD\$5000-CAD\$7000

Reporting and evaluation:

To measure social media metrics, Simply Cakes can use social media metrics analytic tools such as Hootsuite that will show them their all their social media analytics and stay ahead of their competitors. Hootsuite is a social media management platform that helps users with content creation, scheduling posts, publishing posts and it generates real time insight and social media reports to maximize audience management. Moreover, to measure success of their event, they can measure their sales made at the event by keeping record of their sales. Moreover keeping count of how many people attend the event is also very important. To add on, they can also have a survey that customers can take at the event to help them understand what customers are looking for and how they can improve. Furthermore, monitoring website traffic once press releases have been published is crucial and there are website analytic tools such as Heap.io. This is a website that gives insight to how many visitors the website has, how long they were there for and all their clicks.

Reference:

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Milo's adventure catering. <http://www.milosadventurecatering.com>