



The Objective

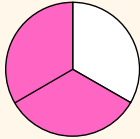
The aim of this campaign is to organize the brand style of Chapel Chill and increase awareness of the dietary options available.

Target Audience

People in the local Chapel Hill area who deal with dietary restrictions and needs.

The Facts

66% of respondents were inclined to visit an ice cream shop that caters to food allergies over a shop that doesn't.



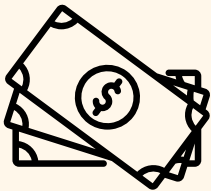
Tone

WELCOMING | ENGAGING
COMMUNITY | BELONGING



Budget

\$50



Timeline

The campaign will end in December with longevity elements for the client to keep with the plan.

Perception

Chapel Chill is very similar to other local ice cream shops. According to our research, people are familiar with Chapel Chill, but don't disassociate it from other local stores, even with an array of dietary options, unique flavors, etc.

The Big Idea

Those with dietary restrictions yearn for a truly shared, ice cream experience. Chapel Chill has a unique opportunity to market its dietary options as its core driver of inclusion, rather than just add-ons.

Creative Considerations

Style Guide

Single Message

Everyone deserves to be part of the Chapel Chill community, regardless of age, occupation, or dietary restrictions.

