

Creative Brief: Individual Choice Campaign

Project

Contact(s): Julia Lewandowski

Date: 12-13-18

Project Name/Product Description: Cinnabon Original Cinnamon Roll

High quality bakery for about \$3.50 (depending on taxes), key feature: made with Makara cinnamon.

Background

Please summarize the client and product/service.

Company founded in 1985, Seattle, Washington. Headquarters in Sandy Springs, Georgia. Parent company: Focus Brands. Chain of stores placed in high traffic areas (malls, airports, rest stops). Also serve Churro Frosting Sandwiches, BonBites, CinnaPacks, Caramel PecanBons, MiniBon Rolls, "Center of the Rolls", CinnaSweeties, and Cinnabon Stix. Beverages served include: coffee/hot chocolate, cold brew/iced coffee, blended "Chillattas", lemonades.

Primary Target Audience

Demographic: Middle class, women, aged 18-30, paid at an hourly rate, \$30-\$50K income, high school diploma/some college, in a relationship/engaged.

Psychographic: Has a 'sweet tooth,' likes baking, likes to listen to music while baking/doing other activities, enjoys drinking coffee, uses social media every day, cares about how they look on social media (aesthetic), watches reality TV, craves comfort food, willingly to splurge on delicious treats on occasion.

Campaign Objectives

1. Promoting sustainability of Makara cinnamon. Creating a sense of consuming a product that is sustainably produced will make the customer feel better about consuming it.
2. Use social media to engage customers with the brand "personality." Engaging the target audience with a personality behind the logo will create a stronger connection between business and customer, resulting in more positive contact points.

The Key Message/Differentiating Position / USP

"The world's most famous cinnamon roll."

Tone

Casual/colloquial, friendly, trustworthy.

Action and Understanding

After seeing your campaign, what will the target audience understand about your product / client?

After seeing your campaign, what do you want your audience to do?

After seeing my campaign, I want the target audience to understand the brand identity/personality, so they'll create a positive producer/consumer relationship. After seeing my campaign, I want to retain the customers by continuing to engage customers online (positive customer service experiences.)



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**Cinnabon teams with Rainforest Alliance to promote sustainable food business practices.
Makara® cinnamon from Rainforest Alliance Certified farms to be ingredient in Cinnabon.**

Jan. 1, 2019 – (ATLANTA) Cinnabon, a leader in baked cinnamon rolls and pastries, announced its decision to work with the Rainforest Alliance to buy cinnamon for Cinnabon products from Rainforest Alliance certified farms in Indonesia. The partnership will start in January 2019 in order to reduce Cinnabon’s carbon foot print and work toward resource sustainability.

With global warming on the rise and reaching an all-time high, Cinnabon’s number one goal is to start obtaining their cinnamon in a more ethical way. With 20 percent of the world’s oxygen produced by the rain forest, cultivating cinnamon was the first step in creating a more environmentally friendly business model.

“Our goal is to keep the familiar, recognizable Cinnabon taste, but to also show the world that sustainable ways of doing business is not a far-fetched, futuristic idea. It is happening *now*. We want Cinnabon to pave the way towards a more practical and safe way of obtaining products,” said Cinnabon CEO, Kat Cole.

The Rainforest Alliance is concerned for biodiversity conservation and sustainable livelihoods for all. Forests are a crucial part in maintaining balance in our environment. 50 percent of Earth’s species living in rain forests, Cinnabon agreed that 7 percent of the profits made will go towards their wildlife conservation program. With 200 species going extinct every day, preserving the natural rain forest environment by obtaining cinnamon with a co-op farming technique will create a friendlier relationship between human and wildlife.

In 2019, the Rainforest Alliance Makara cinnamon will be available in east and west coast Cinnabon stores. With 7 percent of the profit going towards their wildlife conservation, prices are expected to slightly rise. If successful, Cinnabon plans to start shipping Rainforest Alliance Certified cinnamon to stores in the southern United States.

- More -

About Cinnabon ®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon® currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon® is also a multi-channel licensor, partnering with other companies to provide over 80 brand licensed products at foodservice and retail venues. Visit www.Cinnabon.com for more information, follow on Twitter @Cinnabon or become a Facebook fan at www.facebook.com/Cinnabon.

About Rainforest Alliance

Founded in 1987, The Rainforest Alliance is a growing network of farmers, foresters, communities, scientists, governments, environmentalists, and businesses dedicated to conserving biodiversity and ensuring sustainable livelihoods. The Rainforest Alliance are an international non-profit organization working to build strong forests, healthy agricultural landscapes, and thriving communities through creative, pragmatic collaboration. Tackling issues pertaining to forests, food and farming, wildlife, climate, and people, The Rainforest Alliance envisions a world where people and nature can thrive in harmony. For more information, visit <https://www.rainforest-alliance.org>.

###

Know Your Cinnamon

CINNABON®

What is Makara Cinnamon?

Makara is Cinnabon's brand name cinnamon powder. Makara is a variety of cassia cinnamon called korintje. This means it is stronger and more aromatic than any other type of cinnamon. With 2.5% oil content, Makara is favored for baking because it is more flavorful and robust.

Cinnabon gets its korintje from a partnership with Rainforest Alliance. Reducing their carbon footprint on the world is their number one goal, while still producing the best tasting cinnamon rolls.

Pure cinnamon should be consumed in moderation

There's more than one type of cinnamon.

Cinnamon is rich in antioxidants

The ground spice we know as cinnamon comes from the bark of the cinnamon tree. There are two kinds of cinnamon in the world: cassia and ceylon. Cassia can be classified into two more subgroups: korintje and saigon. There are distinct differences between cassia and ceylon cinnamons. Each cinnamon has its own distinct flavor and unique health benefits.

Ceylon	Cassia	Korintje	Saigon
Found in Sri Lanka, where 90% of the world's cinnamon is produced.	Found in Southern China	Found in Indonesia	Found in Vietnam
Most delicate in flavor	Strong, spicy flavor Dark brown color	Slightly sweet flavor	Sweetest and strongest in flavor
Reduces blood sugar levels	Can help manage muscle and stomach spasms, prevent nausea and vomiting, infections, the common cold, and loss of appetite.	May be used to treat gastrointestinal ailments	Insulin-enhancing properties with benefits for blood glucose levels

Cinnabon Social Media Strategy

1. Why does social media make sense for your client?
 - a. The main target audience is most likely on Instagram and Pinterest. Showing the sustainability of Makara cinnamon on Instagram will increase brand awareness. Using social media effectively an important step for any up-and-coming company to understand because it allows producers to interact directly with consumers.
2. What is the main thing you want to achieve with your SM campaign?
 - a. The main goal of this social media campaign is to make the target audience feel better about buying from a company that uses an ethical way of obtaining its cinnamon.
3. Where will you recommend your client have a social media presence?
 - a. Instagram
 - i. Many women in our target audience (aged 18-30) are engaging on Instagram. Using images of cinnamon rolls and more natural/environmental subjects will help them understand that the partnership between Cinnabon and the Rainforest Alliance is positive and will make them feel better about consuming Cinnabon products.
 - b. Pinterest
 - i. Uses recipes promoting Makara/korintje cinnamon in order to create a sense of association with the Cinnabon brand.
4. How often will you recommend your client update their posts?
 - a. 2-4 times a week
 - i. Monday/Thursday
 1. Monday morning – target audience gets up, checks social media. Cinnabon will be one of the first posts they see.
 2. Thursday midday – close enough to the weekend for the target audience to think about their weekend plans
5. Tell your client about the timing. When would it begin and when would it end?
 - a. Instagram posts would start January and end in May
 - b. Days special posts can be made?
 - i. January 20: National Coffee Break Day
 - ii. February 21: National Sticky Bun Day
 - iii. March 3: World Wildlife Day
 - iv. March 21: World Forestry Day
 - v. March 22: World Water Day
 - vi. April 10: National Cinnamon Crescent Day
 - vii. April 22: Earth Day
6. Will your social media plan convert followers into customers?
 - a. By encouraging the target audience to follow and engage on other social media platforms. More interaction with customers will influence them to go buy.
7. Tell me how your client will see results and name a couple of ways results could be measured.
 - a. Quantitative: the number of likes, comments, the percent of followers gained each month (then overall at the end of May), how many people tag other potential customers in posts, how many people tag Cinnabon in their own posts
 - b. Qualitative: positive/negative feedback from customers, what people are saying about Cinnabon in their own posts



Photo



cinnabon



6,457 likes

cinnabon It's [#NationalCoffeeBreakDay!](#) Don't forget to treat yo' self to a cup of coffee... and a cinnamon roll.



← Photo



cinnabon



5,745 likes

cinnabon Some people argue that there's a HUGE difference between sticky buns and cinnamon buns.... there really is no difference except the sweet, makara cinnamon in our tasty treats. [#CinnamonBun](#) [#RainforestAlliance](#)



← Photo



cinnabon



5,623 likes

cinnabon Help us celebrate [#WorldWildLifeDay](#) with our cinnamon from [@RainforestAlliance](#). Did you know a portion of each Cinnabon bought goes to wildlife conservation?



← Photo



cinnabon



5,623 likes

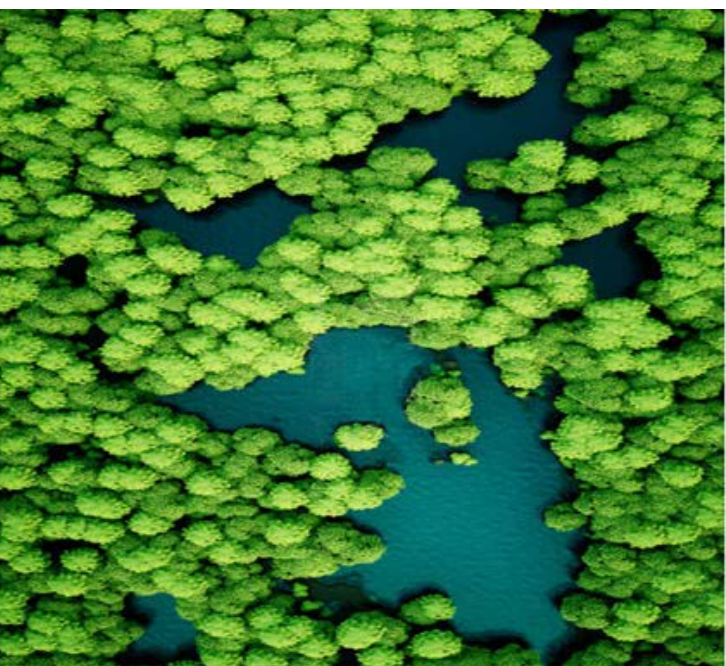
cinnabon We're proud our cinnamon comes from [@RainforestAlliance](#). By using cultivating cinnamon in a sustainable way, we'll be able to explore our natural forests for a longer time. [#WorldForestryDay](#)



← Photo



cinnabon



5,154 likes

cinnabon We're celebrating [#WorldWaterDay](#) with our friends [@RainforestAlliance](#). Haven't heard of them? Click the link in their bio to see how you can help make a difference. [#Sustainability](#)



← Photo



cinnabon



5,788 likes

cinnabon Would you rather eat a makara cinnamon crescent or a makara cinnamon roll? Let us know your thoughts below!
[#CinnamonCrescentDay](#) [#Makara](#) [#RainforestAlliance](#)



← Photo



cinnabon



5,956 likes

cinnabon Our cinnamon is sustainably grown and cultivated by our friends [@RainforestAlliance](#). Every step towards a healthy Earth counts. Click the link in their bio to support their mission and our Earth! [#HappyEarthDay](#) [#Sustainability](#)



How to make Cinnabon® Cinnamon Rolls at Home



Everyone who loves cinnamon, loves cinnamon rolls! They're sweet, they're warm, and they're a delicious treat to have at any time of the day. Nothing can beat homemade cinnamon rolls, and this Seriously Cinnamon Cinnabon recipe is sure to make your house smell great! They might be a little time consuming, but they're worth every second. From start to finish, you'll have as much fun making them as you will eating them.

These Cinnabon cinnamon rolls taste **exactly** like the cinnamon rolls at the mall and will melt in your mouth!

With this step-by-step recipe, you will bake the *seriously* best cinnamon rolls you've ever tasted.

Makara Cinnamon Cinnabon® Rolls

Prep time: 1 hour 20 minutes

Cook time: 15 minutes

Total time: 1 hour 35 minutes

Serving: 12 rolls

Dough

- 1 cup milk (*lukewarm*)
- 2 eggs (*room temp.*)
- 1/3 cup butter (*room temp.*)
- 4 cups flour
- 1/3 teaspoon salt
- ¼ cup white sugar
- ¼ cup brown sugar
- 1 package active dry yeast

It's important to let the eggs and butter sit out until they're room temperature so the ingredients blend well together, and the dough can bake properly!

Filling

- 1 cup brown sugar (*packed*)
- 4 tablespoons Makara cinnamon
- 1/3 cup butter (*softened*)

Frosting

- 4 oz. Cream cheese (*softened*)
- 1/4 cup butter (*softened*)
- 1 1/2 cups confectioners' sugar
- 1/2 teaspoon vanilla extract
- 1/8 teaspoon salt

Mix the butter, cream cheese, and vanilla extract in a larger bowl, separately from the confectioners' sugar and salt. Pour in the confectioners' sugar and salt while mixing on a medium speed to prevent clumping.

Instructions

1. In a large mixing bowl, combine 2 cups of flour and 1 package of yeast.
2. In a saucepan, combine milk, butter, sugar and salt over medium heat until temperature reaches 120 to 130 degrees.
3. While still hot, add milk mixture to flour mixture along with eggs and mix with an electric hand mixer on low for 30 seconds. Stir in as much of the flour as you can.
4. Place dough on a floured surface and knead for 5-10 minutes until it is smooth and elastic.
5. When the dough is smooth and elastic, place it in a bowl with oil or cooking spray and plastic wrap. Let rest covered for about 15 minutes.
6. As the dough is resting, in a small bowl, combine brown sugar and cinnamon and set aside.
7. Roll the dough into a 18x21 inch rectangle and spread 1/3 cup butter on the dough and top with the brown sugar and cinnamon mixture.
8. Carefully roll up the dough so you have an 18" log. Cut them into 12 even rolls.
9. Grease a 9x13 inch pan and place rolls in the pan, cover with plastic wrap and a kitchen towel and let rise for 45 minutes. While they're rising, preheat the oven to 400 degrees F.
10. Bake rolls for about 15 minutes or until lightly browned.
11. While the rolls are baking, make the icing. (see above for instructions).
12. Let rolls cool for about 10-15 minutes and spread frosting on warm rolls.

And voila! These Cinnabon® cinnamon rolls are sure to be a hit in your household. Make sure to let them rest and cool off before diving in. They'll smell and look great, but they're best enjoyed warm rather than pipin' hot!

<https://www.spendwithpennies.com/copy-cat-cinnabon-recipe-delicious-cinnamon-rolls-at-home/>

The Rainforest Alliance Sustainable Cinnamon



For the first time ever, Cinnabon is using Rainforest Alliance certified Makara cinnamon in their recipe for original Cinnabons. This partnership has sprung an array of questions and support of an eco-friendlier way of life. People are curious – what is the Rainforest Alliance? How do they cultivate their cinnamon? What makes Rainforest Alliance cinnamon more sustainable than other cinnamons? Read more to learn about the Rainforest Alliance and their certified cinnamon farms.

Located on the island of Sumatra, the Rainforest Alliance is partnered with a Cassia Co-op, an Indonesian cinnamon exporter whose European branch distributes Rainforest Alliance Certified cinnamon to an international base of customers. Cinnabon is one of their biggest consumers of their certified cinnamon.

Cinnamon is a crop that requires patience and is harvested once every 10 to 15 years per plant. The first harvest can take place eight years after planting and yields about 11 lbs. Of dry cinnamon. This harvest is young, and the bark naturally curls into the tight rolls we know as “cinnamon sticks.” The bark thickens over time, and with each harvest the concentration of volatile oils increases, giving cinnamon a richer flavor.

Cinnamon is a sustainable crop and grows back immediately after it is cut. Most of the farmers in Indonesia grow their cinnamon trees among other plants they harvest. However, on the co-op, a typical harvest yields about 1,000 lbs.

While cinnamon is a sustainable crop that helps wildlife and the environment flourish, farms lack organization and efficiency. In order to meet the requirements of Rainforest Alliance certifications, the Cassia Co-op has become one of the most organized and profitable farms in the Indonesian area. To gain this certification, the people put a management system into action that benefits the farms and the local environment. Since wildlife conservation is part of the Rainforest Alliance’s mission, plots of land had been divided into clusters that allow for the Sumatran tiger habitat to remain unharmed.

The people who chose to take part in this co-op all believe in the same philosophy: “sustainability starts with a fair and efficient supply chain,” says Patrick Barthelemy, one of the cooperatives founding members. “Rainforest Alliance certification focuses on benefitting the growers while emphasizing the protection of the local environment.”

<https://www.rainforest-alliance.org/press-releases/introducing-certified-cinnamon-indonesia>

Makara Cinnamon Cinnabon® Roll in a Mug



Don't have time to make the full [Makara Cinnamon Cinnabon](#) recipe? Here's a simple take on a tasty treat you'll be able to make when you need. Sugar. Now!! This recipe doesn't make a traditional cinnamon roll, but it *does* have the same flavor. The consistency of this cinnamon roll in a mug is more like a cake with cinnamon swirls in the middle. Regardless of the texture, it will taste great and satisfy your cinnamon sweet tooth.

Ingredients for the cake include:

- 4 tbsp all-purpose flour
- 3 tsp granulated white sugar
- 1/4 tsp baking powder
- 1/8 tsp cinnamon
- 1/16 tsp nutmeg
- 3 tbsp milk
- 1/2 tbsp vegetable oil

Ingredients for the cinnamon swirl include:

- 1 1/2 tbsp brown sugar
- 1/8 tsp Makara cinnamon

- 1/2 tbsp unsalted butter

If you want the classic Cinnabon® flavor, it's best to use Makara cinnamon. This can be bought in any Target or Pick n' Save, but it will be called **korintje cinnamon**. Makara is the Cinnabon® brand name for korintje. Bottom line: **korintje = makara** and tastes the same.

Ingredients for the icing include:

(this makes enough icing for two servings)

- 1/2 tbsp unsalted butter
- 1 tbsp cream cheese
- 2 tbsp powdered sugar

Directions:

1. Mix flour, white sugar, baking powder, cinnamon, and nutmeg in a 12 oz. mug before adding in the milk and vegetable oil. After dry ingredients are mixed, stir in wet ingredients until the batter is smooth.
2. In a separate bowl, mix together the brown sugar, korintje cinnamon, and unsalted butter. Microwave until butter melts (about 20-30 seconds) and is a liquid consistency.
3. Scoop half of the cake batter out of the 12 oz mug and into a bowl and set aside. Pour half of the cinnamon mixture into the bottom half of the batter. Pour the remaining batter back into the 12 oz mug and pour the rest of the cinnamon mixture on top in a swirl.
4. Microwave the cake for 60 seconds, or until completely cooked. The cinnamon swirl should melt into the cake and have a gooey consistency!
5. For the icing, combine ingredients in a medium sized bowl, cover with a paper towel, and microwave it for 10 seconds. Whisk until frosting thickens.
6. Pour icing on top of the cake in the mug.

And there you have it! A delicious Cinnabon® cinnamon roll in a mug. This Cinnabon in a mug recipe is great if you need a quick fix. For the entire recipe, check out [How to make Cinnabon® Cinnamon Rolls at Home.](#)

<https://kirbiecravings.com/cinnamon-roll-mug-cake/>

Makara Cinnamon Cinnabon® Roll Pancakes



These Cinnabon® pancakes are GREAT for feedings lots of people in a pinch. If you don't have time to make the entire Makara Cinnamon Cinnabon recipe but still need to feed your family, pancakes are the way to go. They're fluffy, buttery, and most importantly, cinnamon-y. It's a fun twist on a traditional breakfast that kids will love.

Pancake Ingredients

- 3/4 cup milk
- 2 tablespoons white distilled vinegar
- 1 cup all-purpose flour
- 2 tablespoons white sugar
- 1 teaspoon baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 1 egg
- 2 tablespoons butter, melted
- 1 1/2 teaspoons vanilla extract

If you want to reinforce the cinnamon flavor, add some korintje cinnamon to the batter to taste. Korintje cinnamon will give this recipe the decadent Cinnabon® flavor. Makara is Cinnabon's brand name for korintje cinnamon, so when buying at your local grocery store, if the package says "korintje" on it, your recipes with cinnamon will have a richer flavor.

Cinnamon Swirl Ingredients

- 10 1/2 tablespoons packed brown sugar
- 1/2 cup butter, melted
- 5 teaspoons ground korintje cinnamon

The gooey cinnamon syrup should be swirled into the pancake batter while the cakes are cooking but is also tasty on top with the cream cheese icing!

Cream Cheese Icing Ingredients

- 1/4 cup butter, softened
- 2 ounces' cream cheese, at room temperature
- 3/4 cup confectioners' sugar
- 1/2 teaspoon vanilla extract

Directions

1. Mix milk and vinegar together in a bowl and let rest for 5 minutes.
2. Combine flour, white sugar, baking powder, baking soda, and salt together in a separate bowl.
3. Whisk egg, melted butter, and vanilla. Pour in milk and vinegar while whisking the rest of the wet ingredients. The batter should be even and smooth.
4. For the cinnamon swirl, combine brown sugar, melted butter, and cinnamon in a bowl. When mixed evenly, put mixture in a 1 – quart resealable plastic bag and refrigerate until firm, about 10 minutes.
5. For the cream cheese icing, mix softened butter and cream cheese together in a glass bowl, heat in microwave for 40 seconds. Whisk together and stir confectioners' sugar and vanilla extract in until smooth.
6. Heat a griddle or skillet over medium heat. Oil the griddle with Crisco or cooking oil. Pour about ¼ cup batter into the center of the griddle and cook pancake until bubbles start to appear. Cut a corner off the center of the bag with filling and swirl filling over pancake, leaving enough space around edges.
7. Flip pancake and cook until other side is slightly brown. Repeat with the rest of the batter, oiling the griddle as you go.

<https://therecipecritic.com/cinnamon-roll-pancakes/>