

FRESH SENDS

CREATED BY MACI ROSENE





INTRODUCTION

I've crafted this client strategy book for Denver-based floral and gifting company, Fresh Sends. Established in 2019, Fresh Sends has revolutionized the art of gifting, making it modern and effortless. Whether for birthdays, anniversaries, or any other occasion, Fresh Sends stands as a premier destination, offering a diverse array of fresh flowers and non-perishable gifts, guaranteed to impress.



Within this Client Book, I will present a range of creative ideas and the strategic thinking behind them. Drawing from insights gained from my creative strategy course, I've come to appreciate the significance of deliberate branding and messaging through storytelling. My goal is to introduce an innovative, sustainable approach to the floral industry, positioning Fresh Sends at the forefront of this transformative journey.



CLIENT RESEARCH



Fresh Sends, a Denver-based online direct-to-consumer (DTC) floral and gifting company founded in 2019 by husband and wife Jesse and Ty Hiss, has undergone remarkable growth since it started. Achieving half a million dollars in sales during its inaugural year and doubling to two million dollars in its second year, with a remarkable 300% growth rate, emphasizes its rapid growth. Specializing in fresh-cut floral arrangements, the company prides itself on facilitating modern, easy gifting.

With a national reach, Fresh Sends ensures a seamless experience for customers through its mobile website, enabling them to effortlessly order personalized arrangements complete with hand-written messages for delivery nationwide, positioning themselves as “your go-to gifting brand.”

CURRENT AD ANALYSIS

Fresh Sends currently allocates 50% of its advertising budget to Instagram, 15% to TikTok, and distributes the remaining portion across Pinterest, Facebook, and influencer marketing. Social media platforms serve as pivotal channels for driving engagement and sales, with particular emphasis placed on Instagram and TikTok. Leveraging user-generated content (UGC) and influencer collaborations, especially through unboxing videos on TikTok and Instagram, significantly contributes to the brand's success. Fresh Sends prioritizes in-house social media marketing and content creation, maintaining an active presence across multiple platforms.

The brand's current strategy emphasizes the importance of cultivating an organic social media presence, acknowledging the limitations of traditional return on investment (ROI) from ad spending, positioning themselves as "the easiest way to send flowers." From offering just one fresh floral arrangement in 2022, Fresh Sends has expanded its inventory to encompass five distinct arrangements along with a selection of nonperishable gift items. In 2024, the company started the year with the launch of special edition Valentine's Day gift sets, put together through strategic collaborations with popular brands like Benefit and Tony's Chocolate. This initiative highlights Fresh Sends' dedication to fostering strategic partnerships and staying on top of market trends.



SWOT ANALYSIS

Strengths

- Customers can conveniently order flowers online and have them delivered anywhere in the U.S.
- Fresh Sends utilizes Social Media Marketing to expand its reach and establish an online presence through in-house content creation and user-generated content.
- With flowers being common for a variety of events, they can create a loyal customer base.
- With gift bundles, customers can send flowers and non-perishable gifts for any occasion.
- With unique and personalized arrangements, Fresh Sends can create a loyal, trusted, yet trendy brand.

Weaknesses

- Due to the competitive market, it can be difficult to stand out against competitors who offer similar products.
- Some flowers are only available during certain seasons which can lead to inconsistency in products.
- Flowers require care to maintain quality, leading to loss in revenue if flowers perish.
- Due to flowers being perishable and prone to damage, it can lead to negative reviews and complaints.

Opportunities

- The floral industry commonly uses pesticides and other hormone disrupting chemicals. There is a gap in the industry for organically grown flowers directed towards consumers who value sustainable practices.
- Valentine's and Mother's Day are some of the few special times of the year when revenue is at its highest. Others include weddings, funerals, date nights, and sympathies, etc.
- With a subscription option, customers can have repeat orders delivered weekly, monthly and year-round.
- With the ever-evolving landscape of the floral industry, Fresh Sends has the opportunity to meet the needs of customers before they recognize those needs through trends on social media.

Threats

- The cost of flowers fluctuates based on supply and demand.
- Weather conditions can greatly impact quality of blooms due to temperature, delay shipping, and make it more costly.
- Delivering fresh flowers has challenges including time specific arrangements for special occasions. Customers will be disappointed if deliveries aren't made on time.
- There are already many well-known brands in the floral industry offering cheaper prices due to bigger purchase volumes.

ROSIE GREEN



"THERE MUST BE A **BETTER WAY** TO MAKE THE THINGS WE WANT, A WAY THAT DOESN'T SPOIL THE SKY, OR THE RAIN OR THE LAND."

– PAUL MCCARTNEY

Demographics

- 26 years old
- Bentonville, AR
- Single

Rosie Green is an environmental enthusiast. She does her research on ethical and sustainable business practices for brands she purchases. She's single and motivated to build her career, but prioritizes hangout and connect with her friends. She spends her time hiking and hanging out at local coffee shops. She stays up too late watching "biohacking" TikToks and holistic influencers. She dreams of living a carbon neutral life.

Education

- Masters in Sustainability
- University of Arkansas

Psychographics

- Creative and intuitive
- Values sustainability & ethical practices
- Extensive Research

Career

- Executive Assistant- ESG & Sustainability

Characteristics

- Intelligent
- Thoughtful
- Caring
- Intuitive

Interests

- Holistic health
- Sustainability
- Eco- friendly
- Animal welfare

Brands she enjoys



patagonia®

elix

TUNE IN • HARMONIZE • HEAL

THRIVE
- MARKET -

Kin credo
EUPHORICS™

ANTHROPOLOGIE

COLLAGE



Including a physical moodboard crafted from magazine clippings adds a tangible dimension to the rebranding process, emphasizing the earthy essence at its core. The collage incorporates royal motifs, such as images of Princess Diana, to evoke themes of elegance and authenticity, inspired by her iconic status as "the queen of our hearts." Princess Diana symbolizes love, which aligns seamlessly with the brand's ethos as a purveyor of heartfelt gifts.

CLIENT LOGOS

BEFORE



AFTER



For the new client logo, I've chosen to incorporate Victorian design elements to evoke a sense of timeless elegance. After careful consideration, I've selected the Rafaella font, which exudes a modern yet sophisticated script style reminiscent of traditional ink writing. This font captures the graceful intricacy of flowers while also conveying a playful charm similar to that of our previous logo.

BRANDING

EARTHY, NATURAL, ORGANIC, ELEGANT, AUTHENTIC, BOTANICAL,
SUSTAINABLE, FRESH, WILD, LUSH, HANDCRAFTED, ECO-FRIENDLY,
TRANQUIL, ETHEREAL, GARDEN-INSPIRED, TIMELESS.

Logo Variations



Primary Logo

Secondary Logo

Submark Logo

Fonts & Typography

RAFAELLA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890&*



Color Palette



#174B4B

#007069

#C7CCFF

#F4ADBB

#E44650

STRATEGIC AD IDEA

Filthy Florals Campaign

Needs addressed: Nurturance & Novelty

Strategic Approach: Positioning

Ad Copy:

*"Flaunting the Filth: Where dirt means purity,
not pesticides."*

The advertisement opens with a tranquil scene of a flowing river, its waters shimmering in the sunlight. As the camera zooms in, it reveals the idyllic facade of a flower farm, where workers diligently spray pesticides on rows of delicate blooms. Yet, beneath this surface beauty lies a darker reality. The pesticides cascade off the flowers, mingling with the water and poisoning the environment. A jarring statistic appears on the screen: "385 million non-fatal, unintentional pesticide poisonings occur every year, with 11,000 deaths." I

But then, the narrative takes a hopeful turn. The video begins to rewind, undoing the damage and revealing a vision of change. Sustainable farming practices replace the harmful ones, showcasing a harmonious relationship between humans and nature. Amidst this transformation, the viewer is introduced to Fresh Sends, a beacon of sustainable flower cultivation. The scene shifts to a lush, vibrant flower farm, where butterflies flutter among the blooms and birds. It's a stark contrast to the previous scenes of environmental degradation.

As the camera zooms out, the words "Join the slow flower movement today" emerge on the screen, beckoning viewers to embrace a more sustainable future. The ad concludes with a powerful message: "Because beauty should never come at the cost of our planet." With the Fresh Sends logo and website displayed prominently, viewers are invited to be part of a movement towards greener, healthier practices in the flower industry.

STRATEGIC AD IDEA

This strategic ad idea positions Fresh Sends as the leading modern gifting destination for environmentally conscious Millennials and Generation Z flower enthusiasts nationwide. Offering fresh-cut flowers free from pesticides and safe-to-sniff, Fresh Sends distinguishes itself in a market saturated with generic, potentially harmful options. By providing meticulously sourced blooms, Fresh Sends not only enhances spaces but also promotes nurturance of the environment and personal health. Recognizing the value these younger demographics place on sustainability, the ad campaign empowers them to make environmentally and health-conscious choices. Through digital platforms, the advertising showcases a sustainable environment and educates consumers about the flower industry. Fresh Sends seeks to reignite the "slow flower" movement by supplying pesticide-free, locally grown, seasonal bouquets. This innovative approach positions Fresh Sends as a preferred gifting destination for environmentally conscious consumers, establishing itself as a leader in sustainability and non-toxic products. By addressing the consumer needs for both novelty and nurturance, the ad effectively appeals to those seeking sustainable alternatives in the flower industry, aligning with their values of environmental stewardship and conscious consumption.





NEEDS & SELLING STATEMENTS

Novelty

"Flaunting the Filth:
Where Dirt Means Purity,
Not Pesticides."

Fresh Sends holds a unique position in leading the floral industry towards more sustainable practices. By positioning their company as clean, they can gain a new target audience.

Nurturance

"When Words Fall Short,
Send Flowers."

Fresh Sends offers unique sympathy arrangements paired with heartfelt hand written cards, allowing customers to express support and provide comfort friends and family during challenging times.

Exhibition

"Blooms That Speak
For Themselves."

Fresh Sends' stunning and unique blooms are destined to be showcased on social media and proudly displayed in customers' homes.

These are statements I have created for my client on what needs could be met with these new ad ideas.

CLIENT STORY



In the "X" (Twitter) caption, my client's short story highlights Fresh Sends' commitment to nurturing and novelty by offering arrangements grown without pesticides. This mock post communicates how the ad establishes a visual and verbal connection with Fresh Sends' target audience, particularly those who prioritize health-conscious choices.

HEADLINES & TYPEFACES

Blooming responsibly, since 2019

TAN Nimbus

In Dirt We Trust: Filthy flowers, Pesticide-Free

Beth Ellen

Flaunt the filth: Where dirt means purity, not pesticides.

TAN Meringue

Planting Seeds of Sustainability, Fresh Sends

TAN New York

Grow local, Nurture global!

TAN Songbird



CREATIVE STRATEGY STATEMENT

- ✿ We seek to position Fresh Sends as the premier modern gifting destination for Millennial and Generation Z flower lovers across America, delivering an unparalleled experience of fresh-cut lowers, free from pesticides and “safe-to-sniff.”
- ✿ In a market saturated with generic options, coated in carcinogens, Fresh Sends will stand out in the industry, providing meticulously sourced blooms that not only brighten spaces but also establish a sense of nurturance of the environment and our health.
- ✿ Gen Z and Millennials alike have proved to value environmental initiatives and seek to engage with and support sustainable brands.
- ✿ By empowering them to be environmentally and health conscious, advertising will showcase an environment that fosters sustainable practices and include information to educate consumers about the flower industry on digital platforms.





CREATIVE DESIGN BRIEF

Creative Strategy Statement

We seek to position Fresh Sends as the premier sustainable, clean, modern gifting destination for flower lovers across America, by targeting environmental and health conscious Millennial's and Generation Z. Addressing the gap of sustainable practices in the floral industry will help meet the need of nurturance for the environment and health of customers, as well as novelty, as sustainable florists are a niche category.

Problem

The client's current advertising focuses on in-house marketing and user generated content, rather than story-based advertising that evokes emotion. By positioning Fresh Sends as a sustainable leader in the industry, they can utilize create storytelling to get the message across to target audiences.

Customer Info

Fresh Sends caters to a broad demographic, including individuals looking for thoughtful gifts for birthdays, anniversaries, celebrations, or simply to express gratitude. The target audience spans across various age groups and lifestyles, with an emphasis on individuals who appreciate quality, convenience, and aesthetic appeal. However, the main demographic for this campaign would be Millennial's and Gen Z, who value sustainability, holistic health, and relationships.



CREATIVE DESIGN BRIEF

Objective

The objective of this campaign is to elevate the brand identity of Fresh Sends by creating a visually compelling and cohesive design strategy, emphasizing nurturance for the environment. The design elements of advertisements should reflect the company's core values of innovation, modernity, and ease of gifting, while also capturing the importance of sustainability in the floral industry.

Tone Statement

The target audience will probably not be familiar with the negative effects of the current practices of the floral industry, so they will need to implement educational content in ads strategically. However, fear mongering should be avoided, and there should be an emphasis on the positives of sustainable practices, and what our world could look like if we all held each other accountable. Focus on garden-inspired themes relating to earth, nature, elegance, authenticity, sustainability, tranquility, and timelessness.

Mandatories & Limitations

The brand name and instagram handle must be included in the ad executions. Ads may vary visually but adhere loosely to the color palette from the mood board.

PRINT POST CARD



postcard.pdf 1 5/14/24 3:07 PM



*DON'T BUY
FLOWERS FULL OF
PESTICIDES*

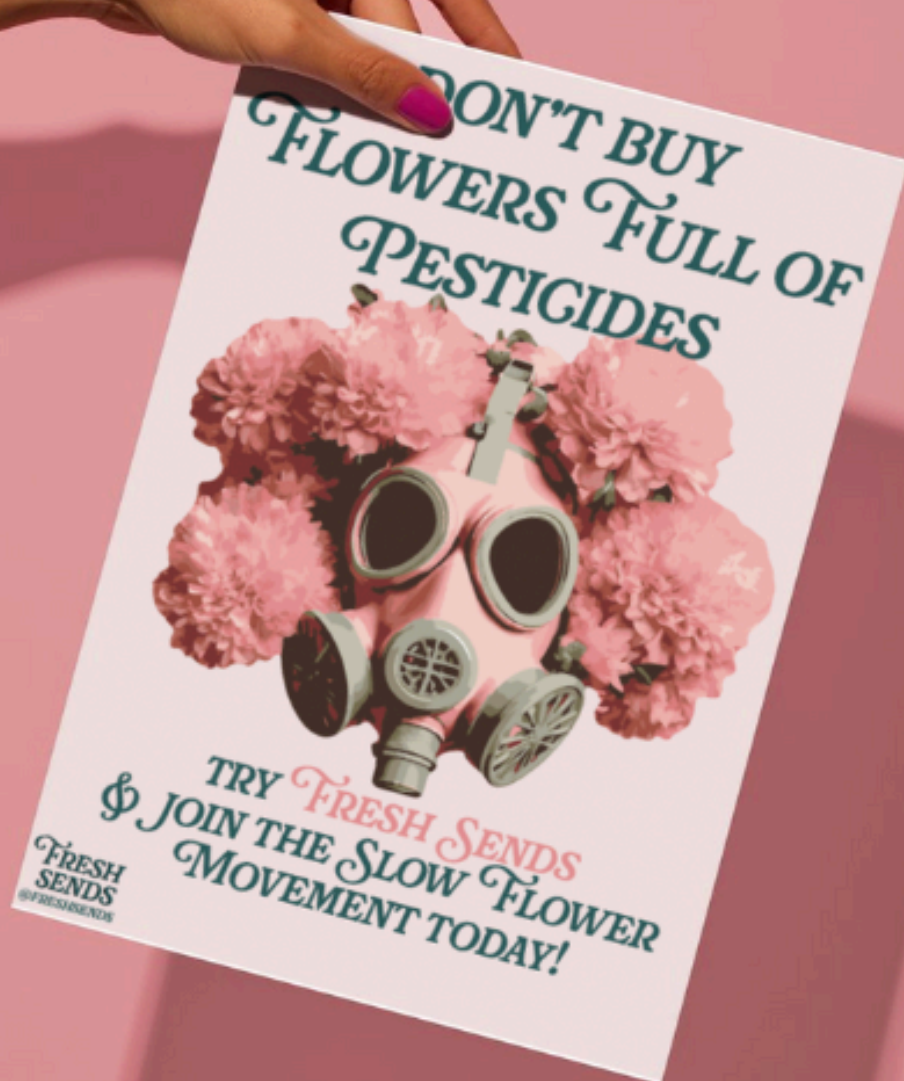


*TRY FRESH SENDS
& JOIN THE SLOW FLOWER
MOVEMENT TODAY!*

*FRESH
SENDS
@FRESHSENDS*



MOCK UP



MAGAZINE AD



postcard.pdf 1 5/15/24 2:08 PM



MOCK UP



INSTAGRAM ADS



million non-fatal, unintentional pesticide poisonings occur every year, with 11,000 deaths.

FRESH SENDS



percent of pesticides run off plants & into the surrounding environment.

FRESH SENDS



residues were detected in florists, showing exposure to pesticides that negatively affect their health.

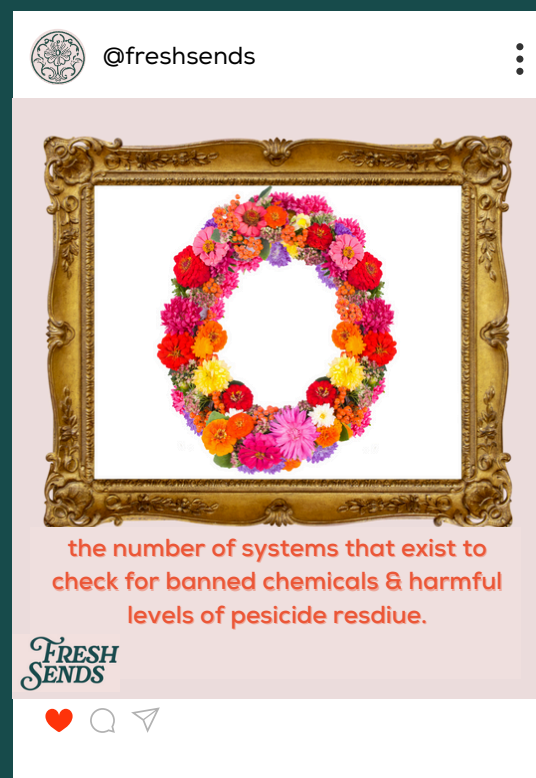
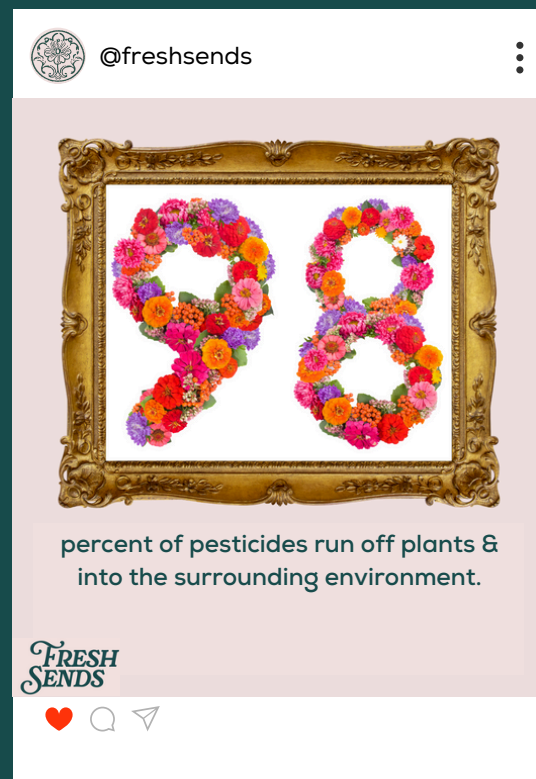
FRESH SENDS



the number of systems that exist to check for banned chemicals & harmful levels of pesticide residue.

FRESH SENDS

MOCK UPS





SUMMARY

Overall, the strategic initiatives outlined in this client strategy book for Fresh Sends represent a culmination of innovative thinking, informed by a deep understanding of the brand's identity and market dynamics. By leveraging creative concepts and strategic frameworks drawn from extensive research and my creative strategy course, we aim to propel Fresh Sends to new heights of success in the floral and gifting industry.

With a commitment to intentional branding, messaging, and sustainability, Fresh Sends is poised to captivate Millennial and Generation Z flower enthusiasts across America, establishing itself as the premier destination for modern, eco-conscious gifting experiences. Together, we embark on a journey to redefine the floral industry landscape, with Fresh Sends leading the change.

Through the insights gained from my creative strategy course, I have become a more innovative thinker, equipped with the tools and perspectives necessary to craft compelling strategies and solutions for Fresh Sends and beyond.

*THANK
YOU!*

