

# DOUGH

Party for One Campaign

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AD BAKERY



# Brand

- Edible cookie dough with egg substitute that makes it safe to eat and have a 2 week shelf life
- Company mission to reduce stigma around mental health and addiction recovery
- Featured on Shark Tank
- Donates a portion of every sale to SHE RECOVERS Foundation



# Target Audience

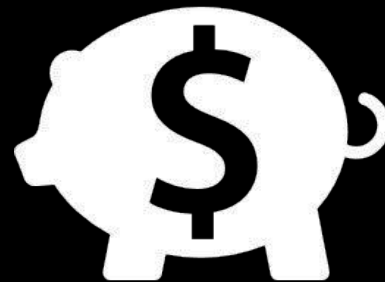
Younger Millennial  
Women



Single & No Children



Financially Independent



# Creative Brief

## Objective

To make Doughp the ideal dessert to be enjoyed at home.

## Situation

We have long been told not to eat the cookie dough, but Doughp wants to challenge that notion. Doughp wants to take the guilt out of guilty pleasure and create an attitude shift of empowerment around their product. When you eat the cookie dough you live unapologetically and enjoy pleasures in any form.

## Insight

Women who choose to live single and child-free are carving their own traditions, including saying yes to the cookie dough however and whenever they please.

## SMIT

Single by choice. Bold by nature.

## Tone

Unapologetic, satisfying, empowered, doing things your way, alone but not lonely.



# PARTY FOR ONE WRITE UP

**Who needs a group to throw a party? Embrace your inner awesomeness and throw a party for yourself! Our party for one campaign embraces the the ones who would rather stay at home, and talk to no one but their dog. These activities bring the party, and the cookie dough, to you. No small talk required.**

# Party for **One**

Some Things are too Good to be Shared

No Small Talk Required

Welcome to the Party



# PARTY FOR ONE BOX



Single Serve Cookie Dough



Confetti



Cookie Dough Soap



Cookie Dough Scented Candle



Party Hat and Banner



Sticker



# BREAKUP BOX



The Ex Dart Board



Sash



The "boyfriend" sleep tee



Cookie Dough Scented Candle



Cookie Dough Smashing Heart



Sticker



# DOUGHP PAJAMAS



# ELEVATOR PARTY

6. After exiting the elevator, people are encouraged to take pictures in a photobooth that can be shared online

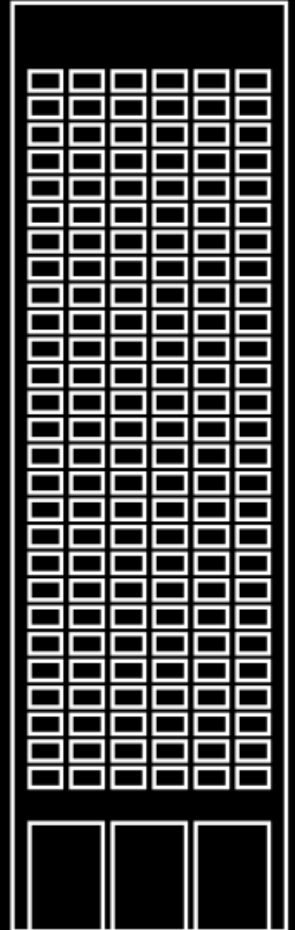
5. The elevator is slowed down so that each ride takes 5 minutes no matter which floor is selected.

4. When in the elevator, there is a comfy place to sit and taste the cookie dough, in a private setting similar to their home.

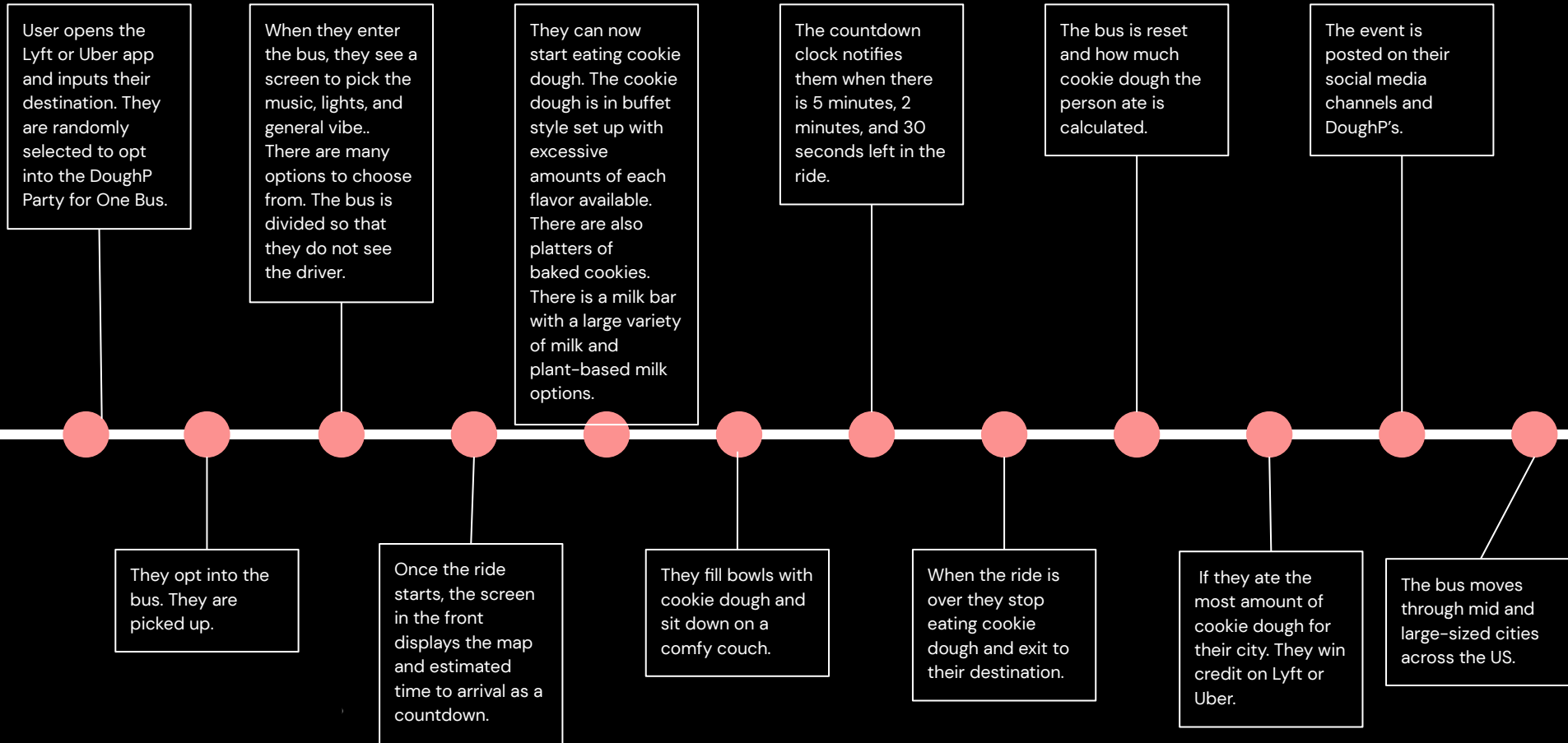
3. Before entering the elevator they choose a single serve portion of any cookie dough flavor.

2. People begin in the lobby. While in line, there will be DoughP themed games available.

Start: 1. One elevator in tall office buildings are converted to a living room with only room for one. These events happen primarily at lunchtime.



# PARTY FOR ONE BUS



# RECAP



1. Party for One Box
2. Breakup Box
3. Doughp Pajamas
4. Elevator Party
5. Party for One Bus

