DOUGHP

Party for One Campaign

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AD BÅKERY



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



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

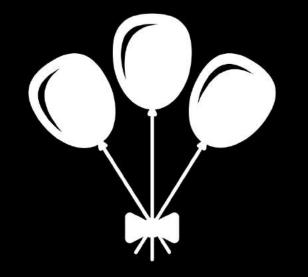
Who needs a group to throw a party? Embrace your inner awesomeness and throw a party for yourself! Our party for one campaign embraces the the ones who would rather stay at home, and talk to no one but their dog. These activities bring the party, and the cookie dough, to you. No small talk required.

Party for One

Some Things are too Good to be Shared

No Small Talk Required

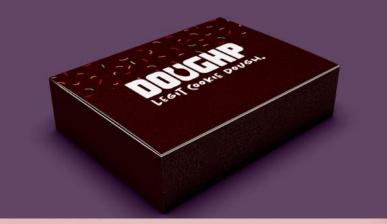
Welcome to the Party



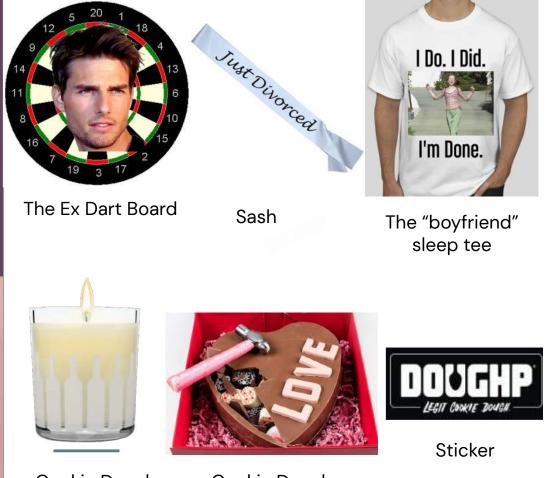
PARTY FOR ONE BOX











Cookie Dough Scented Candle Cookie Dough Smashing Heart

DOUGHP PAJAMAS



ELEVATOR PARTY

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

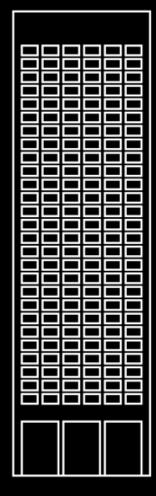
5. The elevator is slowed down so that each ride takes 5 minutes no matter which floor is selected.

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.

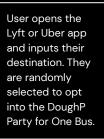
3. Before entering the elevator they choose a single serve portion of any cookie dough flavor.

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



When they enter the bus, they see a screen to pick the music, lights, and general vibe.. There are many options to choose from. The bus is divided so that they do not see the driver.

They can now start eating cookie dough. The cookie dough is in buffet style set up with excessive amounts of each flavor available. There are also platters of baked cookies. There is a milk bar with a large variety of milk and plant-based milk options.

They opt into the bus. They are picked up. Once the ride starts, the screen in the front displays the map and estimated time to arrival as a countdown. They fill bowls with cookie dough and sit down on a comfy couch.

The countdown

them when there

clock notifies

is 5 minutes, 2

ride.

minutes, and 30

seconds left in the

When the ride is over they stop eating cookie dough and exit to their destination.

The bus is reset

cookie dough the

and how much

person ate is

calculated.

If they ate the most amount of cookie dough for their city. They win credit on Lyft or Uber.

The bus moves through mid and large-sized cities across the US.

The event is

social media

channels and

DoughP's.

posted on their

RECAP



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