



*Taffy's PR  
Guide*



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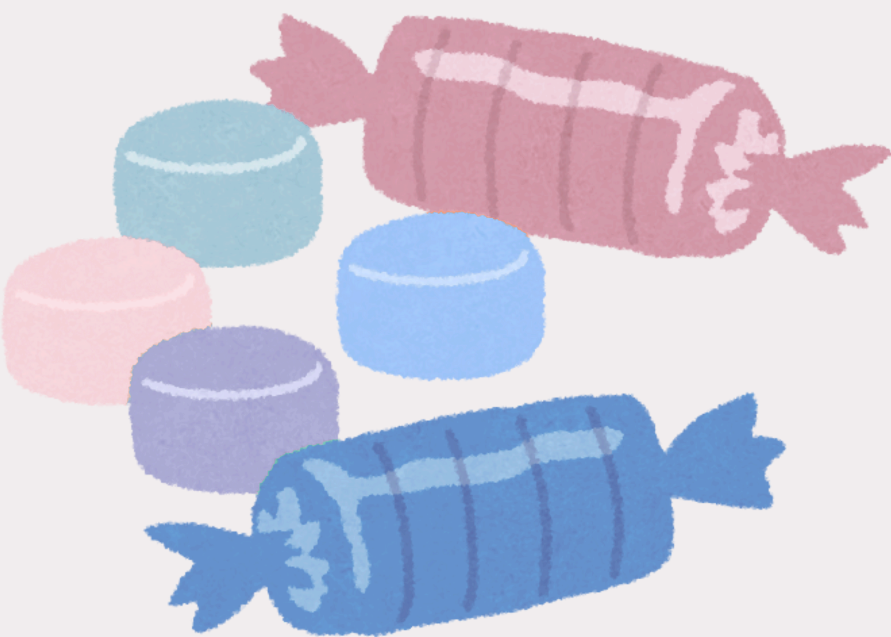
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# *Background*

**Taffy's has been a staple in Pueblo, Colorado since June 1, 1981. They are known for their fun atmosphere with a nostalgic touch. They pride themselves on the quality and diversity of their candy. Taffy's is located in a high foot traffic area being right next to Pueblo's well know River Walk.**

# *Brand Values*

- **Nostalgic**
- **Community Focused**
- **Friendly Environment**
- **Good Service**
- **Fun and trendy**



# *Project Goals*

**Incorporate Instagram into their social media use by creating mock posts and a content calendar.**

**Use fun, trendy yet nostalgic colors to add younger people into the target audience.**

**Keep some nostalgic elements to keep the already established audience.**

**Gain attraction and awareness**



# Public Perception

## Positive

Majority of the comments of google reviews are positive. People talk about the cute and nostalgic atmosphere.




**Kel Coupons**  
Local Guide · 118 reviews · 230 photos

★★★★☆ a year ago

Take out | Other | \$1–10

Really cute little vintage candy shop in Pueblo. Candy counter with all kinds of sweet treats. Something can be found for everyone behind this counter. They have fresh popcorn and soft serve icecream. Popcorn balls available for great stocking stuffers. Service was fast and friendly. The smells of all the sweets made you feel like you were in the kitchen after a day of baking treats. The cost is reflective of a specialty shop so don't come in here expecting to pay dollar store prices, but the selection is fantastic and the atmosphere will melt any kids heart.

Food: 5/5 | Service: 5/5 | Atmosphere: 5/5



**Kaitlyn Pullara**  
Local Guide · 32 reviews

★★★★★ 10 months ago

Take out | Other | \$1–10

Taffy's is a must try for anyone new to Pueblo. It's a classic for a reason and brings major nostalgia and good vibes! Very small inside but don't let that stop you from checking it out. Tasty treats from homemade fudge and caramel corn to ice cream, chocolates, suckers and gummies. Something for everyone!

Food: 5/5 | Service: 5/5 | Atmosphere: 5/5

Recommended dishes  
Cheese Corn and Cinnamon Corn, Caramel Apples

Kid-friendliness  
Kids love all the candy and sweet options and can see right inside the cases.

**Mike Tatreau**  
Local Guide · 182 reviews · 30 photos

★★★★★ 9 months ago

Dine in | Lunch | \$10–20

Loves the place. The staff today was on point very polite and patient with our large group. We brought about 20 cars there after a car show. Was busy when we got there and the staff was smiling, laughing with us, joking with us. Made us feel extremely welcomed. Can't wait to come back. Have to try the orange aid. It was extremely refreshing

Food: 5/5 | Service: 5/5 | Atmosphere: 5/5

Kid-friendliness  
It's a candy shop that is extremely nice, patient and polite.

Wheelchair accessibility  
No stairs, easy to get into

# Public Perception Negative

Even when getting negative comments Taffy's does a great job of reaching out and seeing how they can help the problem.



**D E**  
Local Guide · 17 reviews · 1 photo

★ ★ ★ ★ ★ 2 months ago

Take out | Other | \$10–20

I wanted to walk out as soon as I got there because I immediately felt unwelcome by the employee working in the front. The white popcorn was almost empty but was given that anyway. I let her know that there was enough butter on the popcorn after she added 4 ladles of butter at the half way point of the giant popcorn. She rudely responded with do you want the top of your popcorn dry? I told her to do what she wanted, so she added 3 more ladles of butter. In the meantime, the cherry limeade she made was leaking on the counter and I told her I could not take it that way. She took it off the counter, wiped off the counter and then washed her hands before ringing up my order and did not offer to remedy the problem. The popcorn was so saturated with butter it was not edible. Her tone with the customer after me as I was walking out the door was notably nicer. So disappointed. This has been our go to for decades.

Food: 1/5 | Service: 1/5

👍 1

**Taffy's (Owner)**  
4 months ago

Hello Diana, can you please reach out to us via email? I found your transaction and I have addressed it with our employee. We would like to make it right for you. Im sorry for your experience. taffys114@gmail.com

**Joseph Rasmussen**  
Local Guide · 83 reviews · 45 photos

★ ★ ★ ★ ★ 11 months ago

Not a fan. It seemed like everything we asked for they were out of. Three ice creams, an avalanche flavor, and jelly bellies we wanted, they were out of when we tried to order. The ice cream we did get was just ok. I think what really drove my rating down in the end was the unicorn popcorn. I didn't try it until I left, and it was stale and chewy. Not at all like any other candied popcorn I've had before. It was our first and last time to visit.

Food: 2/5 | Service: 2/5 | Atmosphere: 3/5

👍 1

**Customer Review**  
Local Guide · 70 reviews · 55 photos

★ ★ ★ ★ ★ a year ago

Take out | Other | \$10–20

This is just a little hole in the wall ice cream parlor that also serves different types of candy and flavored popcorn. We tried the cinnamon popcorn and it was spicy and sticky but tasty. We had the cotton candy milkshake which was also delicious but gone in a second because it was so light and airy. Everything was expensive. I try to support local mom and pop restaurants and eateries but at those prices I won't be frequenting often. It could also be a lot cleaner inside and there could be more space for customers. It wasn't a magical shopping experience. Looking at all the different types of candy. It was more like a pick, what you want and then wait around forever crammed into a tiny waiting area with everybody else because it took forever for them to scoop the ice cream and then mix it into a milkshake.

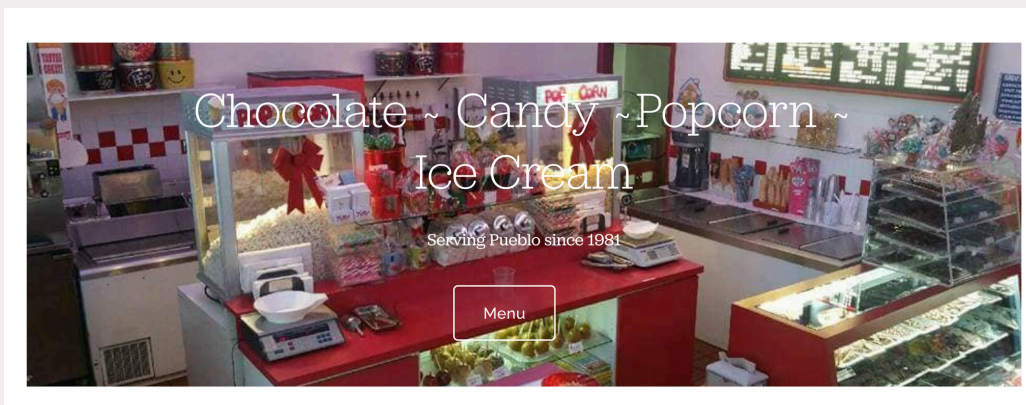
Food: 3/5 | Service: 4/5 | Atmosphere: 2/5

Recommended dishes  
Cheese Corn and Cinnamon Corn

**5**

# Problems

**Their website is organized but has outdated pictures and is missing the marks on some design elements within those pictures.**



**No Instagram which takes out a percentage of potential customers. The are also inconstant with the social media that they do use.**

# SWOT

## Strengths

- Nostalgic
- High foot traffic area
- Established
- Good reviews

## Weaknesses

- No Instagram
- Needs updated pictures on website

## Opportunities

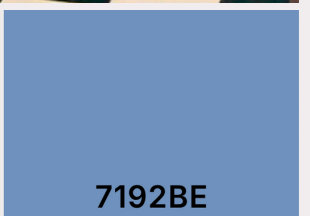
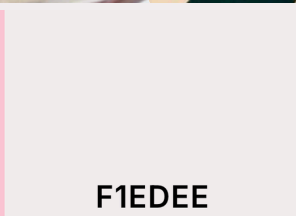
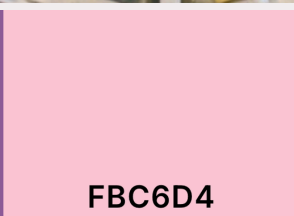
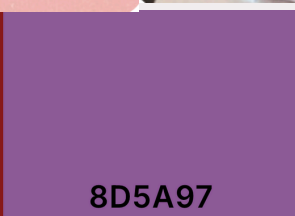
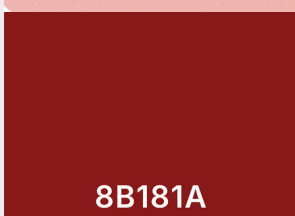
- Instagram
- Improved awareness on social media

## Threats

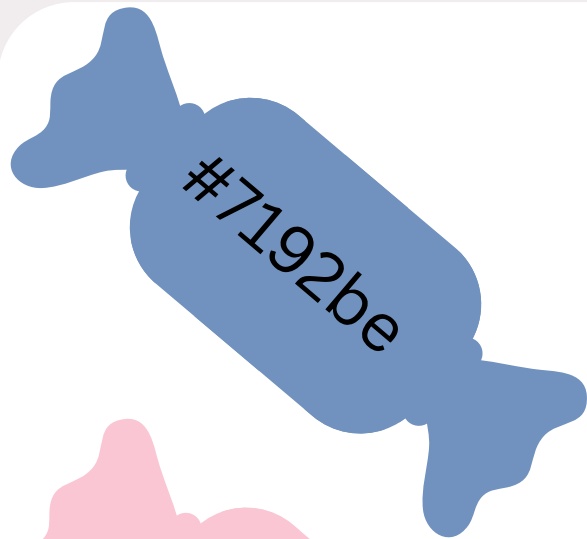
- Maggie's candy kitchen
- Sugar Puff
- Mauro Farms and Bakery



# Mood Board



# Color Scheme



# *Target Audience*

Taffy's has a very broad target audience. Candy is something that appeals to everyone. This shop attracts the older generation because it has been around a long time and feels nostalgic to them. It attracts the young adults because it is a fun date spot in Pueblo. And it attracts kids simply because it is candy.



# Brand Persona

**Emily Sugar**  
**18-25 years old**  
**College Student at**  
**Pueblo Community**  
**College. Has a big**  
**sweet tooth and is**  
**looking for some new**  
**fun date spots.**



# Brand Persona

**Nanna Sweets**

**55-75 years old**

**Long time resident of Pueblo. She has many grandchildren she loves to spoil. Finds Taffy's nostalgic and wants to share those memories with her children and grandchildren.**

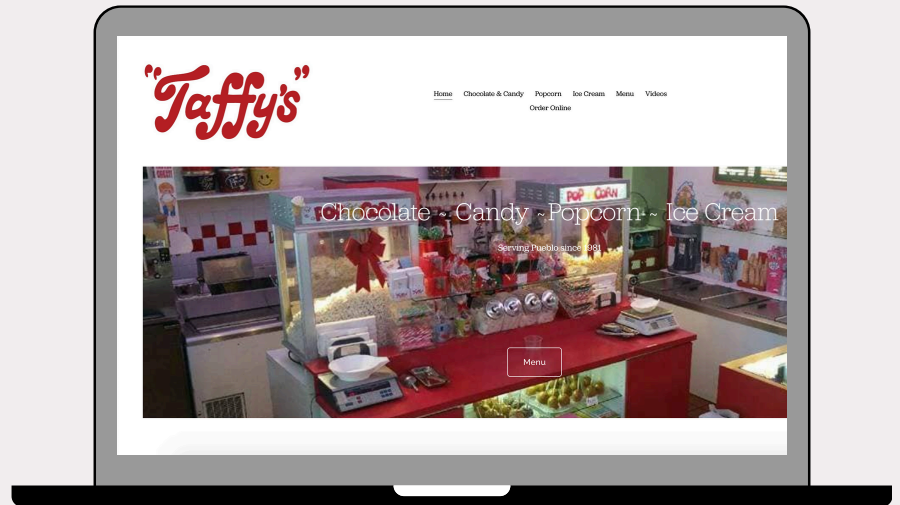


# Updated Website picture

Original

Problems:

White text over picture made it hard to read.

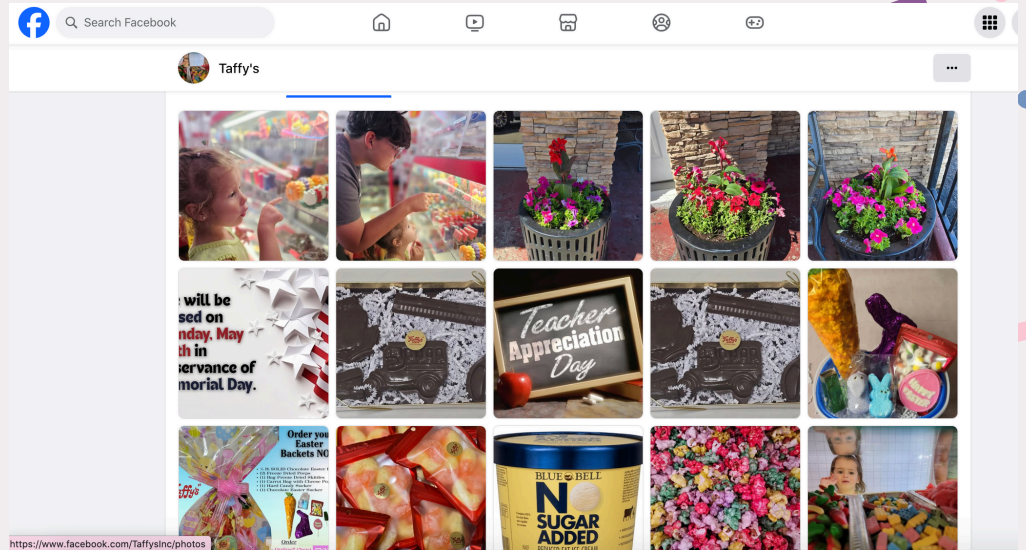


New

Made the text and picture separate to be able to read better. Added in some of the new colors and elements of the candy icons.



# Current social media



Taffy's Facebook isn't terrible but it isn't great either. They sometimes post holiday deals or just pictures showcasing an item but a lot of their posts don't hit the mark on certain social media elements. They hardly do captions on the posts and when they do, they are simple and don't include hashtags which could help them reach more people!

# *Current social media*

Taffy's has a link to their TikTok account on their website but that account is not used often. They have one post from April but before that it had been a year since they posted. They used to make videos about them making certain items and bringing that back has the potential to give them more attraction.



# *Improvement Ideas*

**Reels: Incorporate fun trendy reels to appeal to the younger audience.**

**Hashtags: #candy #pueblo  
#sweets #treats  
#puebloriverwalk**

**Collabs: Pueblo River Walk,  
J'Loren & Co. Events(any  
party planners), Planet Ice  
Cream**

# Social Media Grid

## Summer Kickoff

Buy one get one  
50% off Ice  
Cream to  
celebrate the first  
day of summer.  
Friday June 20th



114 W Abriendo Ave, Pueblo, CO 81004

Come to Taffy's for a  
firework burst of flavor



Fourth of July themed  
baskets are the perfect  
treat for any party

Jump into in  
summer by  
feeding your  
sweet tooth with  
some delectable  
candy at Taffy's



114 W Abriendo Ave, Pueblo, CO 81004  
(719) 545-0282

Taffy's

## Taffy's

A Pueblo Tradition  
Feed your Sweet Tooth  
114 W Abriendo Ave, Pueblo, CO 81004



## Chocoholics Frenzy

20% off chocolate  
clusters on Fridays



Date Night  
BOGO Deal  
at Taffy's

Friday Nights  
are buy one get  
one free on  
select candy

114 W Abriendo Ave  
(719) 545-0282

# Content Calander

SUN	MON	TUE	WED	THUR	FRI	SAT
	Type: Post Fun graphic featuring a deal of the week		Type: Reel Trending, attention grabbing reel		Type: Post Highlight of a type of candy	
	Type: Reel Video of How some of the candy is made			Type: Post Ad for a special BOGO deal		Type: Reel Trending, attention grabbing reel
	Type: Post Fun graphic featuring a deal of the week		Type: Reel ASMR of candy making		Type: Post Ad for Taffy's	
	Type: Reel Showing off ice cream flavors			Type: Post Ad for a special holiday themed deal		Type: Reel Trending, attention grabbing reel

# *Desired Outcomes*

**A way to measure if incorporating these changes is affective is to see if there is an increase in foot traffic, and social media interactions, and then the overall revenue.**



