



# Health Awareness Campaign



Peanutbutter



Sugar



Ginger Snap



Oatmeal Raisin Protein



Chocolate Chip Protein



# Objectives

## **Raise Awareness of New Product Launch**

- Increase awareness of the new, health-focused cookie flavors by reaching 200 students through social media posts and a sampling in-store event.

## **Educate Students on Healthy Cookies**

- Help students see that healthy snacks can be simple and satisfying by using clear, honest, and social media posts that highlight goodness in every cookie.


## **Encourage First-Time Trials and In-Store Visits**

- Increase foot traffic to our store and encourage 200 students and locals to try the redesigned cookie flavor, a limited-time event, and a student-focused event.

## **Build Brand Recognition Through Packaging**

- Increase student recognition of The Cookie Place's brand and its health mission, including a new packaging design.

## **Engagement with Health Focused Community**

- Increasing online engagement and creating a healthy snacking conversation for students, aiming for about 100 interactions (likes, shares, comments, story responses) over 4 weeks.
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## **Bite Into Balance: A Four-Week Wellness Reset**

Rexburg, ID- May 24th, 2025—The Cookie Place has officially launched a health awareness campaign on July 14<sup>th</sup> at its Rexburg location, running through July 20<sup>th</sup>, to promote balanced snacking habits among college students. The campaign will feature free in-store samples of five new cookie flavors made with all-natural ingredients and protein options designed to support a healthier lifestyle.

This campaign was created in response to growing demand for enjoyable and nourishing snacks. Packaging has been designed explicitly for this lunch, including uplifting notes to support a positive relationship with food. Alongside the in-store experience, a social media series will offer realistic messages about balanced eating, aiming to be the unpredictable in the fast-paced lives of students.

“This campaign is about redefining how we think about snacking,” said the CEO of The Cookie Place.

“A sweet treat doesn’t mean guilt. It can be intentional, balanced, and even encouraging,” said the Rexburg manager of The Cookie Place.

The Cookie Place is committed to participating in the conversation about wellness and offering customers not just something sweet but also something meaningful. From indulgent favorites to health-conscious twists, The Cookie Place is here to prove that cookies can be part of a balanced life.









Learn more at [www.thecookieplace.com](http://www.thecookieplace.com) or follow us on Instagram @ TheCookiePlace.

# Target Audience

Audience	Who They Are	Needs & Wants	How We Reach Them
Primary: College Students	Age: 18-25 University/Local Budget	Affordable, fun, feel-good	In-store sampling event, Social media
Secondary: Young Adult Snackers	Age: 25-35 Professionals/ Parents	Clean ingredients, satisfying snacks	Packaged with health highlights, Wellness Influencer

# Content Calendar

## JULY 2025

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8 	9	10 	11	12
13	14	15 	16	17 	18	19
20	21	22 	23	24 	25	26
27	28	29 	30	31 	1	2



A cookie icon is used to show when posting on social media for the campaign timeline.

# COOKIES THAT FUEL YOU



Peanutbutter



Sugar



Ginger Snap



Oatmeal Raisin Protein



Chocolate Chip Protein



# CHOCOLATE CHIP PROTEIN



**All the nostalgia of a chocolate chip cookie. There is a perfect balance of comfort and fuel.**

the  
cookie  
place®

# PEANUT BUTTER



**Rich in flavor and packed with natural ingredients. It is great for a study break or post-gym snack.**



# SUGAR



**Our new Sugar Cookie is made with real ingredients and a touch of sweetness that fits a balanced lifestyle.**



# OATMEAL RAISIN PROTEIN



**Our new Oatmeal Raisin Protein Cookie blends hearty oats with naturally sweet raisins. It's perfect for powering through an afternoon slump.**

the  
cookie  
place®

# GINGER SNAP



**Our Ginger Snap Cookie brings warm, zesty flavor you love with a wholesome twist. Made with real ginger and all-natural ingredients.**



# BIG THINGS ARE BAKING AT THE COOKIE PLACE

We have launched a fresh look and feel  
to help snack smarter with not losing  
sweetness.



# **SWEET REMINDER:**

**The Cookie Place, snacks should be  
nourishing and delightful. Every cookie  
supports any lifestyle.**



the  
**cookie**  
place®

# Packaging Label





# Success Tracking

## Key Metrics

- Number of Cookies samples or redeemed
- Social media engagement
- Store traffic increase during the campaign

Tracking this campaign to know what works and what can be improved. For this specific awareness campaign, I would need to measure engagement on social media and track the number of people visiting the store. Also, including more students or locals who have tried the new cookies. Tracking growth over the 4 weeks, followers, and visits to the store during the promotion. Seeing the response with the brand and connecting the message that cookies are part of a healthier lifestyle.



