

SOCIAL MEDIA & DIGITAL MARKETING CAMPAIGN PROPOSAL



CAMPAIGN
PERIOD

FEB
2026

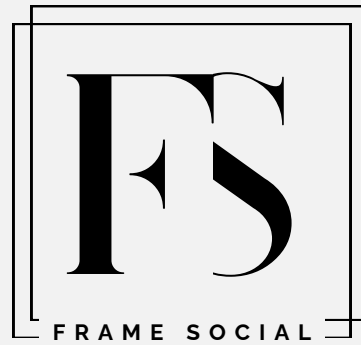


BURNT
CONES

TEAM MEMBERS: JAVIER, ZENON,
RUI MIN, BAI HUI

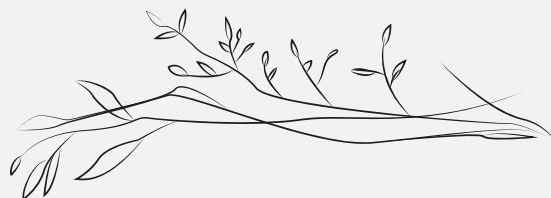


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CAMPAIGN OVERVIEW

Burnt Cones is an artisanal gelato café renowned for its handcrafted gelato, specialty coffee, and signature charred waffle cones. To enhance their digital presence, this 30-day social media campaign presents a structured, aesthetic-driven approach focused on product visibility and community engagement. The strategy is aligned with two primary performance goals: a successful digital launch and sustained audience interaction. Content will be distributed across Instagram, Facebook, and TikTok, supported by paid digital advertising and email outreach. Seasonal events such as Chinese New Year will be subtly incorporated through limited, well-timed content, allowing the core brand identity to remain visually consistent and experience-centric.





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VALUE PROPOSITION

At the heart of Burnt Cones' appeal is its commitment to delivering premium gelato and beverages in a setting that balances creativity, comfort, and craftsmanship. The brand's distinctive "burnt" waffle cones, bold flavor profiles, and inviting café ambiance collectively create a memorable dessert experience—especially appealing for evening and late-night indulgences. This campaign emphasizes the brand's core values: quality, uniqueness, and aesthetic enjoyment. Through compelling visuals and storytelling, Burnt Cones is positioned as more than just a dessert stop—it is a lifestyle destination that caters to a wide demographic of dessert enthusiasts, families, and experience seekers.





OBJECTIVES & KPIS

Key Performance Indicators (KPIs):

Our success will be measured by

- (1) Launching Burnt Cones' product digitally through social media, online ads, and a newsletter.
 - (2) Achieving active community engagement.
-

To meet these KPIs, we set the following **S.M.A.R.T** objectives for the **30-day (pt 1)**

- **Reach & Awareness:** Achieve a reach of at least **10,000 unique users** across social platforms in **30 days**, generating buzz around Burnt Cones' gelato launch (measured by social media impressions and post reach analytics).
- **Community Growth:** Increase the **Instagram follower count by 10%** and gain at least **500 new TikTok followers** by campaign end, reflecting growth in our online community.
- **Engagement:** Attain an average engagement rate of **>5%** on Instagram (likes, comments, shares) and **>8%** on TikTok for campaign posts, and accumulate at least **1,000 total post engagements** (sum of reactions, comments, shares) over 30 days. This will indicate vibrant community interaction, not just passive views.





OBJECTIVES & KPIS

To meet these KPIs, we set the following **S.M.A.R.T** objectives for the **30-day (pt 2)**

- **Conversion & Advocacy:** Drive concrete action – e.g. **200 sign-ups for the Burnt Cones email newsletter (for launch announcements and future marketing)**. These figures reflect successful conversion of online interest into real visits or orders, aligning with the digital launch KPI.
- **Customer Feedback/Reviews:** Obtain a **10% increase** in positive online reviews or ratings on platforms like Facebook or Google by the end of the campaign, as engaged customers share their positive experiences. This will demonstrate enhanced brand advocacy resulting from the community engagement efforts.

OVERARCHING S.M.A.R.T GOAL

To successfully promote Burnt Cones gelato and drink offerings through a 30-day social media campaign across **Instagram, TikTok, and Facebook**, achieving a minimum reach of **10,000 users**, a **10% increase** in Instagram followers, over **1,000 total post engagements**, and at least **200 customer conversions** (online orders or in-store visits via promo code), while strengthening community engagement.



SWOT ANALYSIS

We conducted a brief **SWOT** analysis to understand Burnt Cones' situation and inform the campaign strategy:



Strengths (Pt 1):

- **Unique Product & Branding:** Burnt Cones has a distinctive niche in its charred “burnt” waffle cones and a wide variety of artisanal gelato flavors. This uniqueness is a strong marketing hook that sets the brand apart visually and taste-wise.
- **Quality and Experience:** The gelato is handcrafted, high-quality (as noted by positive reviews of flavors like Pistachio) and the café offers a memorable late-night dessert experience (the flagship outlet is open till midnight, attracting night owls). These aspects give us rich content (flavor spotlights, behind-the-scenes, late-night atmosphere) to highlight.



SWOT ANALYSIS

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Strengths (Pt 2):

- **Multiple Locations:** With several outlets across **Singapore (Clementi, Thomson, NUS areas, West Coast)**, Burnt Cones can reach diverse communities. This enables geo-targeted marketing and convenience messaging (customers likely have an outlet nearby).
- **Existing Social Media Presence:** The brand already has Instagram/Facebook followings and professional photos. We can build on this foundation, amplifying what works (**beautiful imagery, dessert humor**) to grow engagement quickly. The community of dessert lovers is primed for activation.



SWOT ANALYSIS

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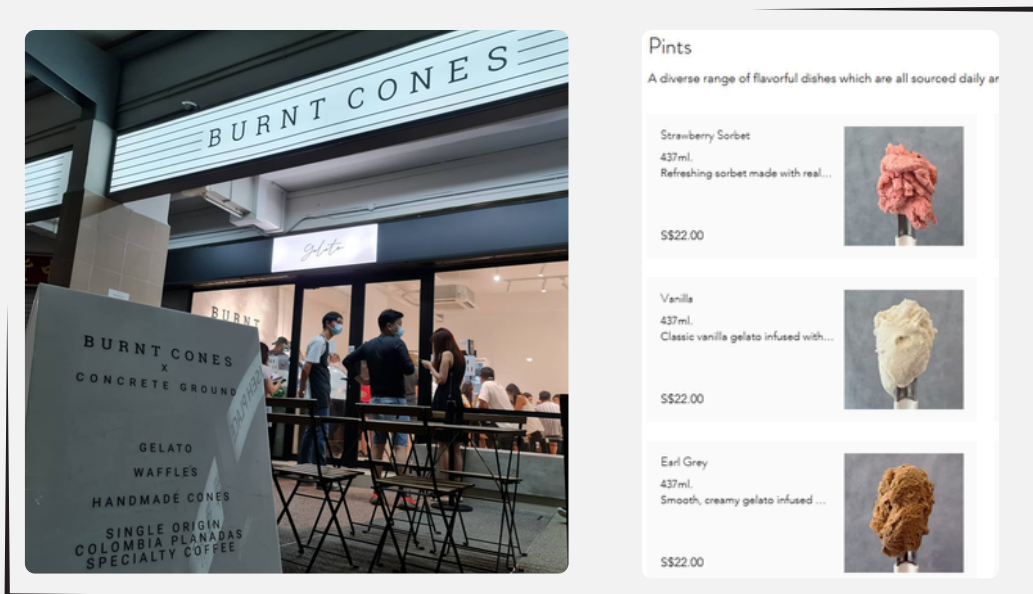
Weaknesses (Pt 1):

- **Limited Awareness Beyond West:** Being relatively new and concentrated in certain areas, Burnt Cones may have low brand awareness outside its outlet neighborhoods. Many potential customers haven't heard of the "burnt cone" concept yet. We need to invest in awareness ads and education in our content.
- **Small Marketing Team/Budget:** As a bootstrapped business, resources for marketing content and advertising are limited. We must be strategic and efficient – repurposing content across channels and relying on organic engagement to complement paid ads.



SWOT ANALYSIS

We conducted a brief **SWOT** analysis to understand Burnt Cones' situation and inform the campaign strategy:



Weaknesses (Pt 2):

- **Capacity & Scalability:** A surge in interest (queues were noted at the café) could strain operations. If our campaign is successful in driving traffic, the outlets must be ready with staffing and stock; otherwise negative feedback (long waits, sold-out flavors) could hurt the brand's online sentiment. In our planning, we should coordinate with the Burnt Cones team on managing promotions and expectations.
- **Limited Online Ordering Presence:** If Burnt Cones primarily drives in-store visits, the campaign's digital calls-to-action need to be clear. The website exists (and an online order system), but it is simple



SWOT ANALYSIS

We conducted a brief **SWOT** analysis to understand Burnt Cones' situation and inform the campaign strategy:



Opportunities (Pt 1):

- **Rising Dessert Culture & Social Media Trends:** There is a strong trend in Singapore of cafe-hopping and sharing food experiences online. People, especially youth, love discovering "Instagrammable" dessert spots. Burnt Cones can ride this wave by showcasing its photogenic gelato and cafe ambiance to attract trend-seekers. Seasonal moments (e.g. Chinese New Year, Valentine's Day) are additional opportunities to create limited-time flavors or promotions that garner attention.



SWOT ANALYSIS

We conducted a brief **SWOT** analysis to understand Burnt Cones' situation and inform the campaign strategy:



Opportunities (Pt 2):

- **Content Virality:** Visual dessert content has high potential for virality – satisfying scooping videos, or creative flavor combinations. Short-form video (Reels/TikTok) is an opportunity to exponentially increase reach if we create engaging clips. With the right hashtags (#SingaporeEats, #DessertSG, #BurntConesExperience) and a bit of ad boost, we could reach far beyond existing followers.





SWOT ANALYSIS

We conducted a brief **SWOT** analysis to understand Burnt Cones' situation and inform the campaign strategy:

Opportunities (Pt 3):

- **Community Building:** We can tap into local food influencer networks and existing customers to build a loyal community. Inviting micro-influencers or food bloggers for a tasting can create word-of-mouth buzz. Encouraging user-generated content (via contests or reposting customer photos) can turn satisfied customers into brand advocates. Burnt Cones can position itself as not just a cafe but a community hub for dessert enthusiasts – e.g., by featuring fan-favorite flavor polls or having a “flavor of the month” chosen by customers. This campaign can lay the groundwork for such ongoing community initiatives.
- **Digital Advertising Precision:** With social media advertising, we have the opportunity to precisely target local audiences (e.g., people within 5km of each outlet, university students at NUS, families in certain neighborhoods). This means our S\$10k ad budget, if well-targeted, can yield high ROI in terms of actual foot traffic from nearby potential customers who see our ads at the right time (like just before dessert hours).



SWOT ANALYSIS

We conducted a brief **SWOT** analysis to understand Burnt Cones' situation and inform the campaign strategy:



Threats (Pt 1):

- **High Competition:** Singapore's artisanal ice cream and café market is crowded. Competitors like Birds of Paradise (known for botanical gelato with a strong Instagram aesthetic) and Kind Kones (a vegan ice cream brand) have cultivated loyal followings and distinctive brands. For example, Birds of Paradise has over 27k Instagram followers and capitalizes on a Michelin-commended, nature-themed gelato concept. Such competitors invest in beautiful content and might outshine Burnt Cones on social media if we don't differentiate our story.





SWOT ANALYSIS

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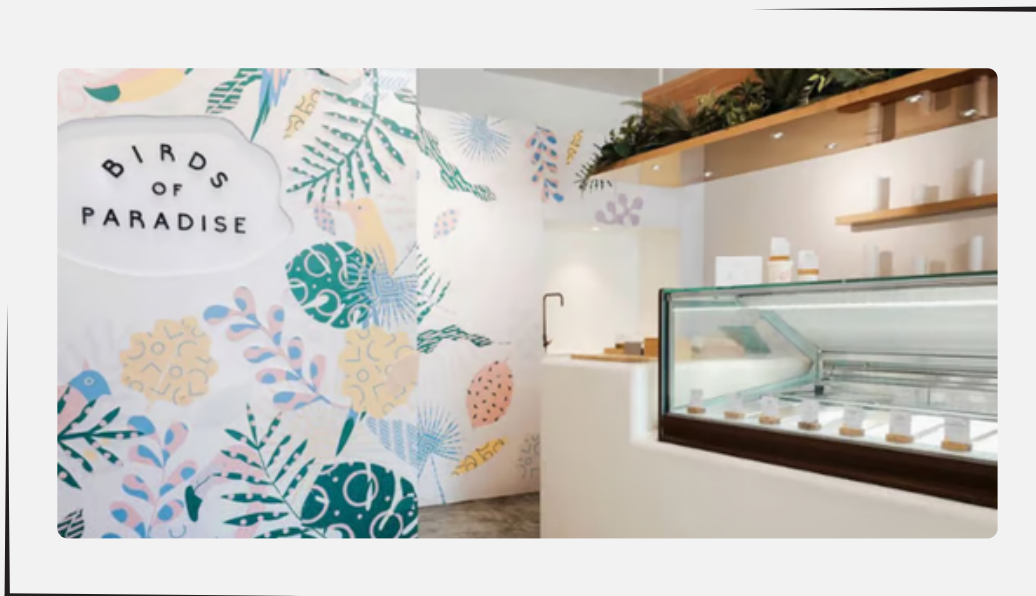
Threats (Pt 2):

- **Social Media Algorithm & Saturation:** Gaining organic visibility is increasingly challenging due to platform algorithms favoring paid content or already popular posts. There's a risk that our organic posts won't reach enough people without boosting. Additionally, consumers are bombarded with marketing content daily – breaking through the noise requires creativity and consistency. We mitigate this by combining organic and paid strategies and focusing on high-quality, shareable content.
- **Changing Consumer Preferences:** Dessert fads come and go. Today's hype (e.g. salted egg yolk flavor or charcoal cones) might be tomorrow's old news. If Burnt Cones' offerings don't keep up with what consumers want to try, interest can wane. Our campaign includes listening to audience feedback (through comments, polls) and highlighting both classic favorites and new experimental flavors to cover all bases.



COMPETITOR ANALYSIS

We looked at a few notable competitors in the local ice cream/café scene and their digital strategies:



- **Birds of Paradise Gelato Boutique:** A high-end local gelato brand known for its botanical, nature-inspired flavors and minimalist aesthetics. They have a strong Instagram presence (over 27k followers) and a premium brand image (even mentioned by Michelin Guide). Their content often features delicate visuals of their gelato infused with herbs, flowers, and exotic ingredients, appealing to a health-conscious and foodie audience.
- **Takeaway:** While Birds of Paradise emphasizes a serene, refined image, Burnt Cones can differentiate by showcasing a more playful, bold vibe.



COMPETITOR ANALYSIS

We looked at a few notable competitors in the local ice cream/café scene and their digital strategies:



- **Kind Kones:** A regional brand offering plant-based, all-natural ice cream, with multiple outlets in SG malls. Their messaging focuses on health, sustainability, and inclusivity (dairy-free treats), and they use social media to share educational posts about their ingredients and upbeat lifestyle content.
- **Takeaway:** Kind Kones occupies the vegan/health niche. For Burnt Cones, the lesson is to highlight quality ingredients and unique flavors as well (since we're not health-focused, instead we emphasize richness and indulgence).



COMPETITOR ANALYSIS

We looked at a few notable competitors in the local ice cream/café scene and their digital strategies:



- **Udders Ice Cream:** A popular local ice cream chain known for its innovative, often boozy flavors and cheeky branding. Udders has built a community by using humor and relatable content (e.g., punny posts, campaigns like #theUddersStory) and engaging fans through flavor contests.
- **Takeaway:** Udders shows the power of a fun brand voice and engagement. Burnt Cones can similarly infuse humor or playful tones to build a friendly persona. However, we will maintain a slightly more premium tone than Udders, balancing fun with a polished aesthetic (since Burnt Cones positions itself as a quality gelato café experience).



COMPETITOR ANALYSIS

We looked at a few notable competitors in the local ice cream/café scene and their digital strategies:



- **Creamier / Apiary / Other Artisanal Cafés:** These are smaller boutique ice cream shops known among local dessert enthusiasts. They often rely on word-of-mouth and Instagram for marketing, posting drool-worthy shots of their ice cream and announcing new flavors. Their followings might be modest, but they have dedicated fans.
- **Takeaway:** The artisanal ice cream market thrives on constant innovation and visual appeal. Burnt Cones should stay on the radar by frequently showcasing new or seasonal flavors (e.g., yam gelato or unique combinations, and by encouraging satisfied customers to post about their experience.



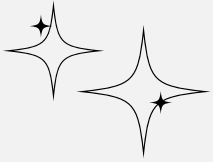
COMPETITOR ANALYSIS

We looked at a few notable competitors in the local ice cream/café scene and their digital strategies:



In summary, Burnt Cones is positioned in a sweet spot with its distinctive offering and late-hour appeal. The social media campaign will capitalize on what competitors are doing well (great visuals, clear brand story, community engagement) while highlighting Burnt Cones' unique selling points (waffle cones, wide flavor range, and a fun-yet-quality brand ethos) to carve out its own space in the digital landscape.



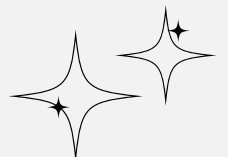


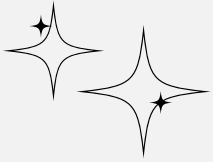
CLIENT RESEARCH



Location Visit Summary:

A site visit was conducted at Burnt Cones' physical outlet to better understand the in-store customer experience, brand ambience, and customer demographics. Observational notes, staff conversations, and photographic documentation were collected to as part of the campaign strategy.





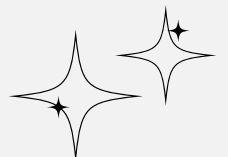
CLIENT RESEARCH

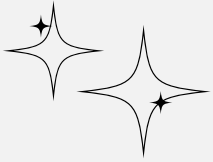


Top Flavours (As Shared by Staff):

The three most popular gelato flavours identified during the visit were:

1. **Pistachio** – rich, nutty, and a consistent customer favourite.
2. **Dark Chocolate** – intensely flavourful, ideal for those who enjoy bold profiles.
3. **Twiggies** – Limited-time flavour that has captured the hearts of many with its unique taste.





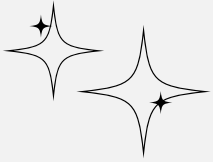
CLIENT RESEARCH



Customer Demographics & Behaviour (Observed):

- **Teenagers & Students:** Often visit in groups after school for a sweet treat and social time. Many take photos of their orders, especially when the ice cream is visually appealing.
- **Young Adults:** Casual visits, often as part of café-hopping or dates. They tend to order both gelato and drinks, and value the aesthetics and vibe of the café.
- **Families:** Parents bring young children especially on weekends, highlighting Burnt Cones as a family-friendly location. Children are excited by fun flavours and colourful cones.
- **Elderly Visitors:** Sometimes accompany their family, showing appreciation for familiar or lighter flavours like vanilla or milk-based options.





CLIENT RESEARCH

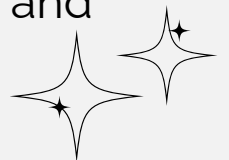


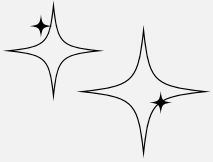
Environment & Visuals:

- The café has a minimal yet cozy aesthetic, allowing the products (especially the ice cream presentation) to stand out visually.
- Visual merchandising was clean and modern, with appealing product display and branding consistent across cups, cones, and napkins.
- Customers frequently snapped photos, reinforcing the visual nature of the Burnt Cones experience.

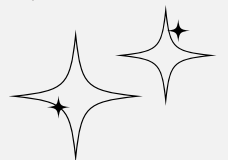
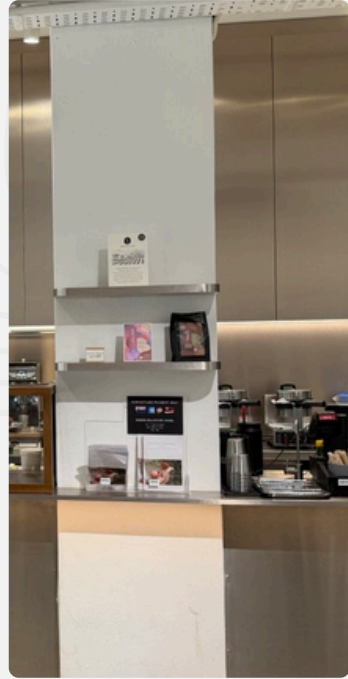
Staff Engagement:

- Staff were friendly and attentive. Their recommendations guided customer decisions, especially for first-time visitors.
- They confirmed the popularity of certain flavours and explained seasonal additions and promotions.





CLIENT RESEARCH

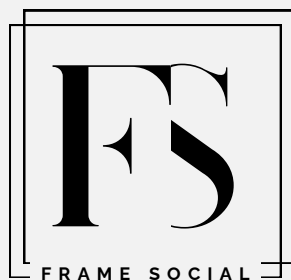




TARGET AUDIENCE ANALYSIS

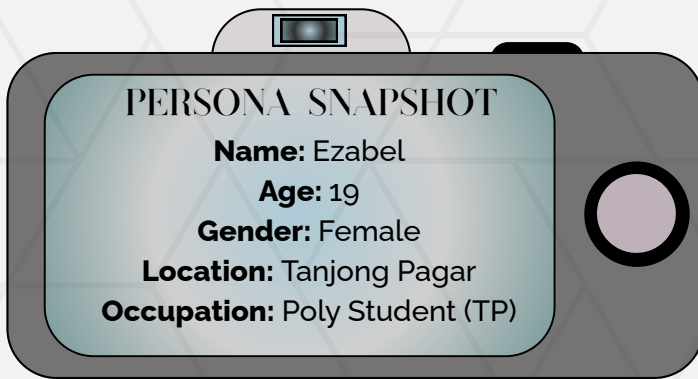


To maximize impact, our campaign is grounded in research on Burnt Cones' target audiences, spanning different age groups and social media behaviors. We identified five persona groups (based on provided research) representing key segments of Burnt Cones' customer base, each with distinct motivations and platform usage. By tailoring content to these personas, we ensure the campaign resonates across demographics.



USER PERSONA

A QUICK PROFILE OF THE TARGET AUDIENCE



BACKGROUND

Ezabel is a full-time student who enjoys café-hopping and trying new dessert spots with friends. Cafés are a key part of her social life, often serving as places to celebrate small milestones, de-stress after classes, or catch up with friends. She regularly discovers dessert spots through social media and enjoys places that feel trendy, aesthetic, and “Instagram-worthy.”

CHARACTERISTICS

- Social and expressive
- Visual and trend-driven
- Brand-aware but value-conscious

BEHAVIOURS

- Exploring different cafés in the city
- Browsing Instagram and TikTok for inspiration
- Capturing mouthwatering food photos
- Studying or having engaging conversations in cozy café settings

GOALS

PRIMARY GOALS:

- Enjoy quality desserts while spending time with friends
- Visit places that feel trendy and memorable

MOTIVATIONS:

- Wants experiences worth sharing on social media
- Sees food as part of her lifestyle identity

CHALLENGES

- Balancing her student budget while still wanting to enjoy café-hopping and desserts regularly
- Choosing between many similar dessert cafés, which makes it harder to decide where is “worth it”
- Wanting desserts that look good on social media but also taste good and feel satisfying



**EZABEL -
TEEN/YOUTH**

SOCIAL MEDIA INSIGHTS

Social Media Behaviour

PRIMARY PLATFORMS:

SOCIAL MEDIA USAGE WEEKLY



Instagram (Stories, Posts, Reels)

20 hrs



TikTok (short-form Content)

TikTok

14 hrs



YouTube (food-related content)

10 hrs

CONTENT CONSUMPTION



Short-form videos (Reels / TikToks)



Aesthetic food photography

SOCIAL MEDIA ACTIONS

BY RANKING

Watching Stories

Liking / commenting

Saving posts

Sharing in group chats

INFLUENCE & DECISION TRIGGERS

FUNNEL GRAPH

Awareness: Aesthetic visuals

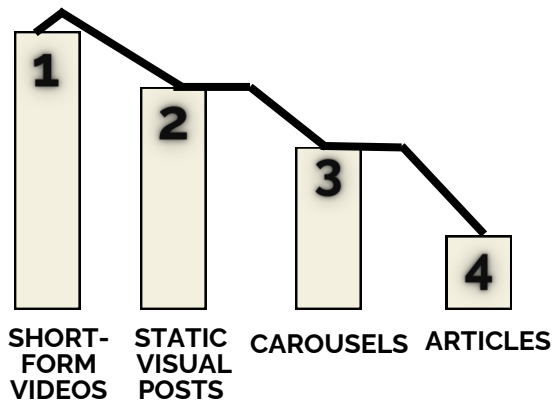


Consideration: Friends' recommendations



Decision: Promotions + Convenience

CONTENT FORMAT EFFECTIVENESS





TARGET AUDIENCE ANALYSIS

Primary Audience: Teens & College Youth (Ages 13–22)

Profile Type: “The Trend-Seeker”

Example Persona: Ezabel, 19 years old

- **Discovery Behavior:**

- Constantly explore new cafés through Instagram and TikTok.
- Follow trending content: photogenic desserts, aesthetic settings, and viral food experiences.

- **Motivations:**

- Seek “Instagram-worthy” visuals to share.
- Value cafés that align with their lifestyle and online identity.

- **Platform Preferences:**

- Heavy usage of Instagram Reels, Stories, and TikTok.
- Drawn to short-form videos, popular hashtags, and peer/influencer content.

- **Content Implication:**

- Focus campaign visuals on aesthetic storytelling (e.g. gelato drips, mood lighting, café interior).
- Highlight new flavor drops, behind-the-scenes of gelato-making, and interactive content.
- This group is key for viral amplification via likes, comments, and shares.



USER PERSONA

A QUICK PROFILE OF THE TARGET AUDIENCE



PERSONA SNAPSHOT

Name: Serene Gan
Age: 45
Gender: Female
Location: Tiong Bahru
Occupation: Salesperson


BACKGROUND 

Serene often brings her family out for weekend treats and celebrations, cherishing the time spent together with her loved ones. Her family enjoys exploring various dessert cafés, which are perfect family-friendly stops after meals or activities. Spending time with her family in such delightful settings brings them closer and creates cherished memories.

- CHARACTERISTICS** 
- Family-oriented
 - Practical and value-conscious
 - Safety and comfort-focused

- BEHAVIOURS** 
- Frequently plans family outings around meals or dessert stops
 - Researches cafés online or relies on recommendations before visiting
 - Chooses familiar, trusted places for family gatherings

- GOALS** 
- PRIMARY GOALS:**
- Treat her family to enjoyable experiences
 - Find places that are family-friendly
- MOTIVATIONS:**
- Values quality time with family
 - Looks for clean, welcoming environments
 - Use cafés to bond with family during weekends or celebrations

- CHALLENGES** 
- Finding places that satisfy all age groups
 - Balancing convenience, comfort, and quality when choosing where to go
 - Ensuring everyone enjoys the experience, not just the dessert itself

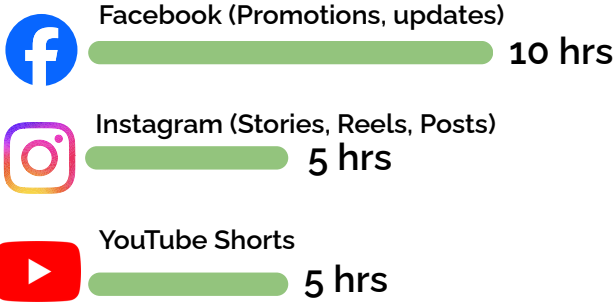


SERENE GAN - MIDDLE AGED PERSONA

SOCIAL MEDIA INSIGHTS

Social Media Behaviour

PRIMARY PLATFORMS: SOCIAL MEDIA USAGE WEEKLY



CONTENT CONSUMPTION

- Short-form videos (Reels, Facebook clips)
- Post new flavors, weekend promos

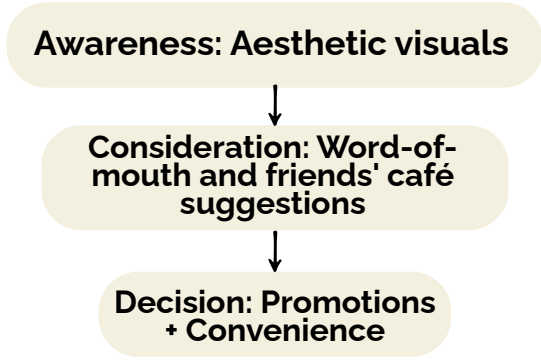
SOCIAL MEDIA ACTIONS

BY RANKING

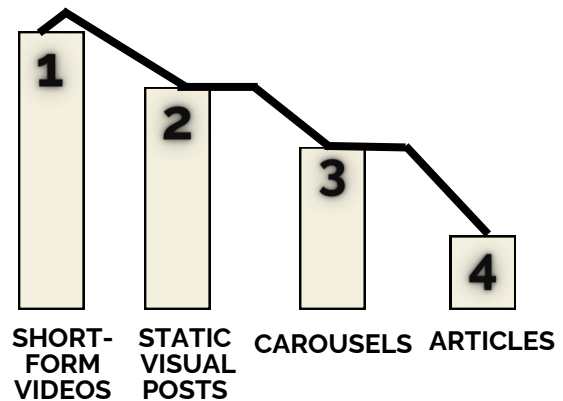
- Liking / Commenting
- Watching Stories
- Saving posts
- Sharing posts privately

INFLUENCE & DECISION TRIGGERS

FUNNEL GRAPH



CONTENT FORMAT EFFECTIVENESS





TARGET AUDIENCE ANALYSIS

Primary Audience: Parents & Middle-Aged Adults (Ages 35–54)

Profile Type: “The Family Bonding Seeker”

Example Persona: Serene, 45 years old

- **Lifestyle & Motivation:**

- Enjoy bringing the family out for desserts
- Prioritize family-friendly and comfortable environments.

- **Platform Preferences:**

- Active on Facebook (for family content and community updates).
- May subscribe to email newsletters for exclusive offers or announcements.

- **Content Preferences:**

- Respond to content that emphasizes:
 - Warm family moments and multi-generational enjoyment.
 - Cleanliness, value deals, and accessibility.

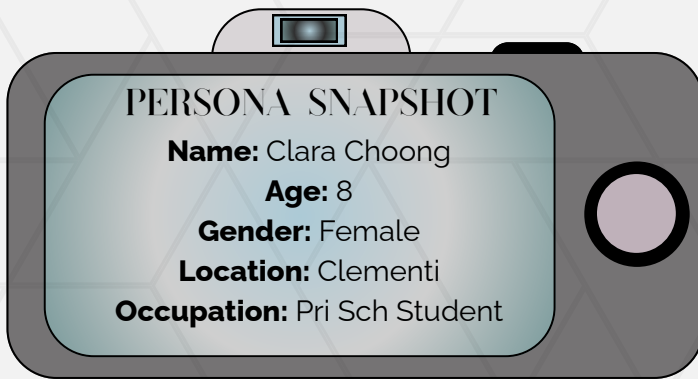
- **Content Implication:**


- Focus Facebook content on family photos, promotion highlights, and holiday greetings.
- Incorporate light seasonal content (e.g. festive Chinese New Year wishes) without over-saturating the campaign.



USER PERSONA

A QUICK PROFILE OF THE TARGET AUDIENCE



BACKGROUND 

Clara is a primary school student who usually visits dessert cafés with her parents during weekends, school holidays, or family outings. While she is not the final decision-maker, she often influences where her family goes by browsing interesting places on her mother's phone. She enjoys looking at photos and videos of desserts on YouTube or Instagram desert-related posts that her mother comes across.

CHARACTERISTICS 

- Curious and playful
- Highly visual and easily influenced by images
- Expressive about likes and dislikes

BEHAVIOURS 

- Browses dessert cafés and food content on her mother's phone
- Points out or suggests places she finds interesting to her parents
- Reacts positively to colourful visuals and simple descriptions

GOALS 

PRIMARY GOALS:

- Enjoy sweet and fun desserts as a special treat
- Visit places that look exciting and visually appealing
- Spend enjoyable time with her family

MOTIVATIONS:

- Attracted to colourful and fun-looking desserts
- Enjoys discovering new places through photos and videos

CHALLENGES 

- Cannot make purchasing or location decisions independently
- May focus more on visual appeal than practicality
- Can feel overwhelmed by too many flavour choices
- Depends on parents to filter and select suitable options



CLARA - YOUNG CHILDREN

SOCIAL MEDIA INSIGHTS

Social Media Behaviour

PRIMARY PLATFORMS:

SOCIAL MEDIA USAGE WEEKLY



Instagram (via parent's Stories, Reels)
1 hr



TikTok

TikTok (parent-supervised scrolling)
8 hrs



YouTube Kids
4 hrs

CONTENT CONSUMPTION



Bright, Short-form Reels (Instagram)



Static Visual Posts

SOCIAL MEDIA ACTIONS

BY RANKING

Viewing Reels with parents

Verbally expressing interest

Pointing out saved images

Tapping/scrolling content

INFLUENCE & DECISION TRIGGERS

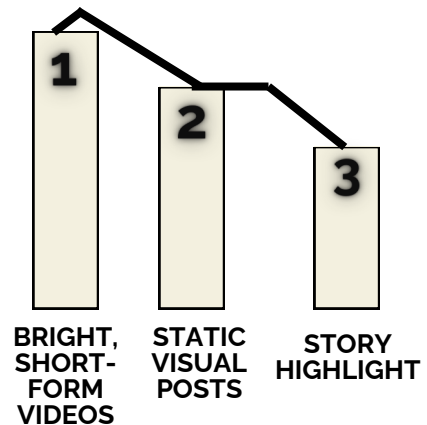
FUNNEL GRAPH

Awareness: Eye-catching visuals

↓
Consideration: Child's enthusiasm or request

↓
Decision: Parental judgment on family-friendliness and location

CONTENT FORMAT EFFECTIVENESS





TARGET AUDIENCE ANALYSIS

Secondary Audience: Young Children (Under 12)

Profile Type: "The Little Influencer"

Persona: Clara, 8 years old

- **Influence Power:** While not buyers, children strongly influence family outing decisions (e.g. café or dessert stops).
- **Behavior:**
 - Browse dessert content via parents' phones.
 - Attracted to bright, playful visuals like colorful gelato, toppings, and animated elements.
- **Platform Touchpoints:**
 - Indirect consumption via parents' Facebook/Instagram.
 - Occasional exposure through YouTube content (e.g. food vlogs).
- **Content Implication:**
 - Use vivid colors, dripping scoops, and cheerful family imagery in Reels and visuals.
 - Design Instagram Reels and posts that can trigger a "Can we go there?" reaction from children to parents.
 - Family-friendly positioning supports parent-child engagement during leisure planning.



USER PERSONA

A QUICK PROFILE OF THE TARGET AUDIENCE




PERSONA SNAPSHOT

Name: Ben Gnoh
Age: 25
Gender: Male
Location: Jurong
Occupation: Musician


BACKGROUND 

Ben works full-time as a musician and sees dessert cafés as places to unwind after a long workday or enjoy casual date nights. He values quality and consistency and prefers brands that feel reliable and comfortable rather than overly trendy.

- CHARACTERISTICS** 
- Practical and time-conscious
 - Quality-focused
 - Less trend-driven, more experience-driven

- BEHAVIOURS** 
- Enjoying deserts at neighbourhoods, exploring different cafés
 - Embarking on adventurous weekend trips, discovering new places
 - Moderating social media use to maintain balance and positive interactions

- GOALS** 
- PRIMARY GOALS:**
- Relax and reward himself after work
 - Use dessert cafés as casual social spaces for date nights or small gatherings
 - Visit places that feel reliable and consistent, where he knows what to expect
- MOTIVATIONS:**
- Uses food as stress relief
 - Values convenience and quality

- CHALLENGES** 
- Limited free time due to irregular work schedules, making spontaneous café visits difficult
 - Finding dessert cafés that balance quality and comfort without feeling overly crowded or trend-driven
 - Navigating too many similar café options, which creates decision fatigue



BEN GNOH - YOUNG ADULT

SOCIAL MEDIA INSIGHTS

Social Media Behaviour

PRIMARY PLATFORMS:

SOCIAL MEDIA USAGE WEEKLY



Instagram (Stories, Posts, Reels)



TikTok (short-form Content)



TikTok



YouTube (food-related content)



CONTENT CONSUMPTION



Short-form videos (Reels / TikToks)



Aesthetic food photography

SOCIAL MEDIA ACTIONS

BY RANKING

Watching Stories

Liking / commenting

Saving posts

Sharing in group chats

INFLUENCE & DECISION TRIGGERS

FUNNEL GRAPH

Awareness: Aesthetic visuals

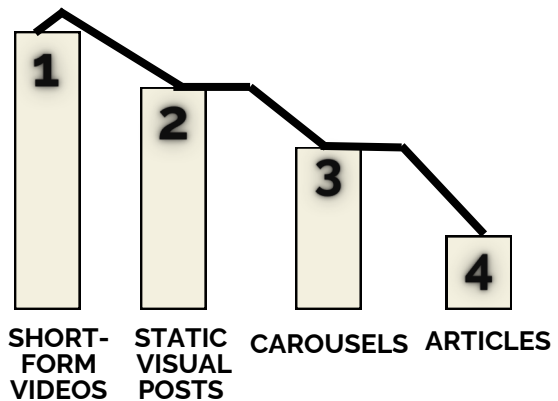


Consideration: Friends' recommendations



Decision: Promotions + Convenience

CONTENT FORMAT EFFECTIVENESS





TARGET AUDIENCE ANALYSIS

Secondary Audience: Young Working Adults (Ages 23–35)

Profile Type: “The Experience Enthusiast”

Example Persona: Ben, 25 years old

- **Lifestyle & Motivation:**

- Enjoy café-hopping as a way to unwind after work or on weekends.
- Prefer quality, consistency, and comfort over just trendy hype.

- **Platform Preferences:**

- Active on Instagram and Facebook.
- Discover cafés through Google reviews, food blogs, or recommendations.

- **Content Preferences:**

- Respond to content that emphasizes:
 - Product quality (e.g. creamy gelato texture, specialty coffee close-ups).
 - Artisanal appeal (e.g. handcrafted process, premium ingredients).

- **Content Implication:**

- Schedule posts during after-work hours (6–9 PM).
- Adopt a modern, authentic tone that resonates with career-driven young adults.



USER PERSONA

A QUICK PROFILE OF THE TARGET AUDIENCE



PERSONA SNAPSHOT

Name: Richard Goh
Age: 65
Gender: Male
Location: Serangoon
Occupation: Retiree

BACKGROUND

Richard, 65, occasionally visits dessert cafés like Burnt Cones while spending time with family or grandchildren. Though he doesn't actively seek out trendy dessert spots, he enjoys cafés that feel peaceful, familiar, and comfortable. He values simple pleasures like a classic scoop of ice cream and warm conversation.

- CHARACTERISTICS**
- Comfort-seeking
 - Less brand-driven
 - Routine-oriented

- BEHAVIOURS**
- Joins family during café outings
 - Prefers relaxed, indoor environments with good seating
 - Rarely uses social media, but relies on word-of-mouth or family suggestions

- GOALS**
- PRIMARY GOALS:**
- Spend quality time with loved ones (especially grandchildren)
 - Enjoy classic, non-overwhelming dessert options
- MOTIVATIONS:**
- Seeks comfort and calm settings
 - Drawn to familiar, easy-to-enjoy flavors

- CHALLENGES**
- Needs accessible seating and clear signage/menu
 - May find overly trendy or crowded spots off-putting
 - Needs content or invitations that come through family-focused posts



RICHARD GOH – SENIOR PERSONA

SOCIAL MEDIA INSIGHTS

Social Media Behaviour

PRIMARY PLATFORMS:

SOCIAL MEDIA USAGE WEEKLY



Facebook (Promotions, updates)

4 hrs



Whatsapp

2 hrs



YouTube

1 hrs

CONTENT CONSUMPTION



Articles



Posts of food content

SOCIAL MEDIA ACTIONS

BY RANKING

Liking / Commenting

Reading Articles

watching short videos

Sharing posts privately

INFLUENCE & DECISION TRIGGERS

FUNNEL GRAPH

Awareness: Aesthetic visuals

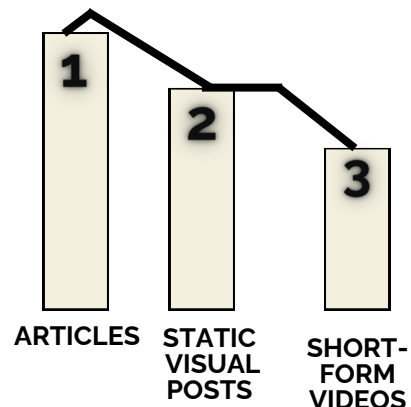


Consideration: Word-of-mouth and friends' café suggestions



Decision: Promotions + Convenience

CONTENT FORMAT EFFECTIVENESS





TARGET AUDIENCE ANALYSIS

Tertiary Audience: Seniors & Grandparents (Ages 55+)

Profile Type: "The Comfort Seeker"

Example Persona: Richard, 65 years old

- **Behavior & Motivation:**

- Visit dessert cafés mainly during family outings (not solo).
- Appreciate calm, clean, and accessible environments.
- Prefer familiar, simple flavors (e.g. vanilla, chocolate).

- **Platform Usage:**

- Light use of Facebook
- Traditional word-of-mouth still relevant for this group.

- **Content Implication:**

- Facebook posts should indirectly engage seniors by promoting:
 - Comfortable seating, quiet atmosphere, and friendly service.
 - Classic flavor options and peaceful times to visit (e.g. mornings).
- Focus on family-oriented content that also reassures older visitors they'll feel at ease.



SOCIAL MEDIA CHANNELS & ROLES

PRIMARY PLATFORM



SECONDARY PLATFORMS



We have chosen **Instagram, Facebook, and TikTok** as the primary social media channels for this campaign, each serving a distinct role in our marketing mix. Below we outline how each platform will be used, including the target demographic focus, content strategy, and the proposed social media bio that encapsulates Burnt Cones' value on that platform.



SOCIAL MEDIA CHANNELS & ROLES



Instagram Strategy Summary

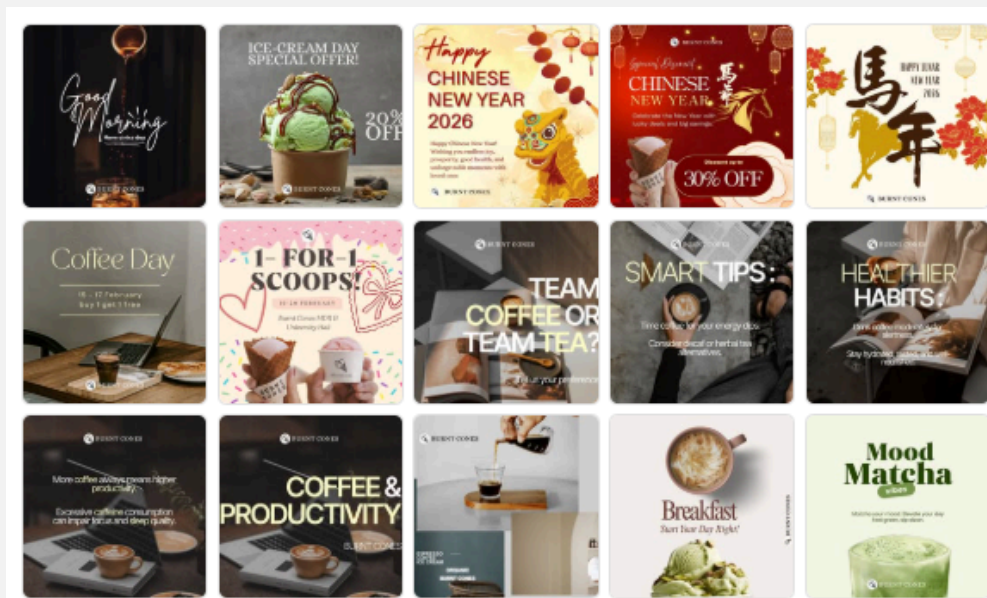
Instagram is our flagship platform for visual storytelling, targeting young adults aged 18–35. We'll leverage its features—Feed, Stories, and Reels—to showcase Burnt Cones' aesthetic gelato, café ambience, and promotions. The Feed presents cohesive, curated posts, while Stories offer daily engagement and Reels drive discoverability. Instagram functions as our digital “lookbook” and core community space.

Proposed Bio:

Burnt Cones Gelato | Handcrafted gelato & coffee in SG. Home of the burnt cone. Open till midnight!
#BurntConesExperience



SOCIAL MEDIA CHANNELS & ROLES



Facebook Strategy Summary

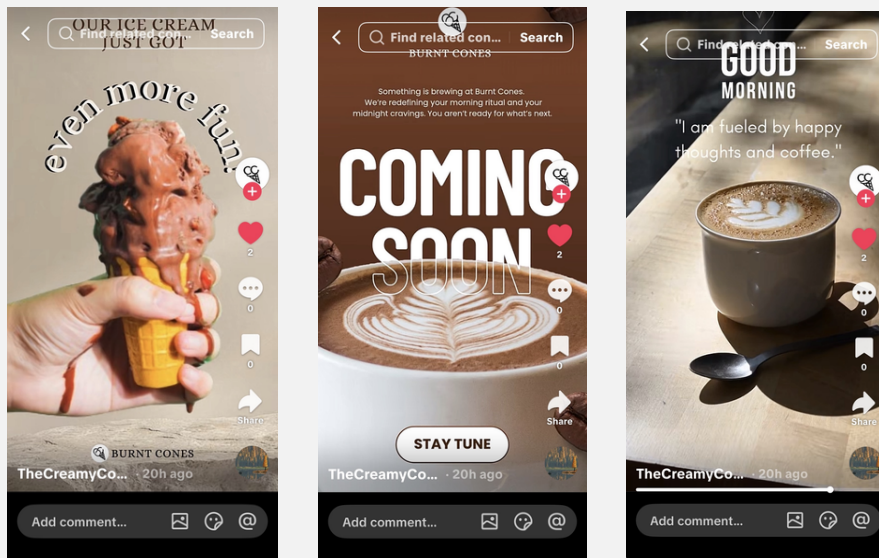
Facebook will act as Burnt Cones' digital community board, targeting audiences aged 30 and up (including parents and families). Content will mirror Instagram's visuals and captions with a community-driven tone. We'll post event invites, family-oriented promotions, reviews, and stories to build loyalty. Facebook also supports customer service—prompt replies to comments and messages will enhance trust and engagement.

Proposed Bio:

Burnt Cones Gelato – Handcrafted gelato, coffee & charred waffle cones. Family-friendly café with outlets across SG.



SOCIAL MEDIA CHANNELS & ROLES



TikTok Strategy Summary

TikTok will act as Burnt Cones' platform for visually striking, high-reach content—targeting Gen Z and younger millennials (15–30). Our approach will center on short, high-impact content formats such as:

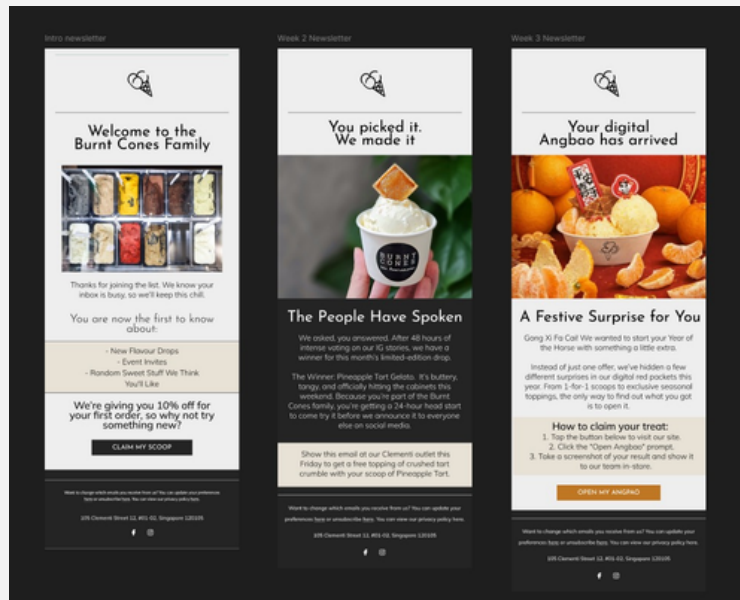
- Reels-style videos highlighting the brand's story, aesthetic café ambiance, and product visuals
- Short animated videos to introduce new flavors, announce events or promotions, and reinforce the brand voice

Proposed Bio:

Burnt Cones Gelato SG – Artisanal gelato & charred cones **Open till 12am. Sweet vibes, always**



SOCIAL MEDIA CHANNELS & ROLES



Newsletter Strategy Summary

Role & Focus:

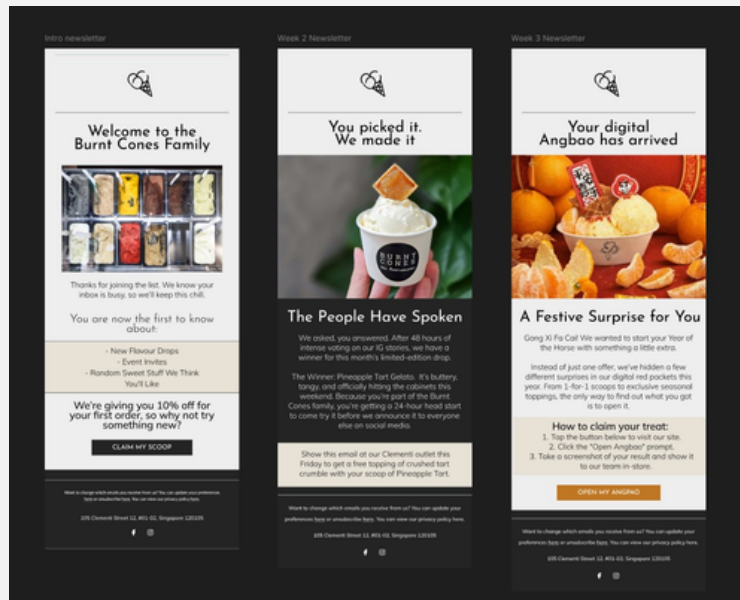
Email newsletters serve as Burnt Cones' direct communication channel to build loyalty, spark repeat visits, and create a sense of insider access. Targeting subscribers who've signed up in-store or via social platforms, newsletters are designed to feel personal, rewarding, and community-driven.

Frequency:

- Weekly releases throughout the 30-day campaign
- 3-part welcome/onboarding sequence for new subscribers
- Optional bonus editions tied to promos or pop-up events



SOCIAL MEDIA CHANNELS & ROLES



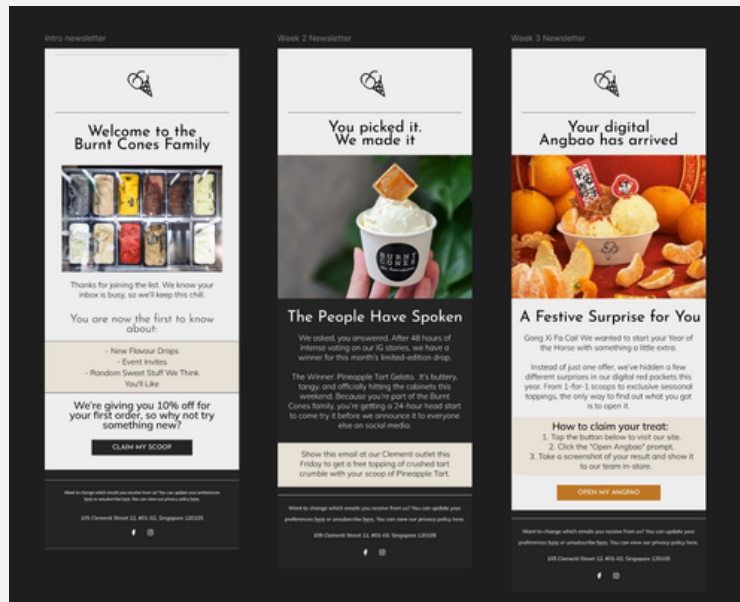
Newsletter Strategy Summary (part 2)

Content Types:

- **Week 1 – Welcome/Onboarding:** Introduces new subscribers to the Burnt Cones brand and perks (e.g. early access to new flavors, event invites). Includes a strong call-to-action with a first-order discount (10% off).
- **Week 2 – Community Flavor Drop:** Taps into audience participation. Shares results from social media polls and rewards subscribers with early access and exclusive toppings.
- **Week 3 – Festive Promotion:** Seasonal tie-in (e.g., Chinese New Year). Offers a surprise digital Angbao with mystery treats—gamifying the experience while promoting limited-time offers.



SOCIAL MEDIA CHANNELS & ROLES



Newsletter Strategy Summary (part 3)

Tone & Visual Identity:

- Friendly, chill, and slightly cheeky—aligned with the café's lifestyle appeal
- Clear hierarchy with bold headers, punchy subtext, and strong visuals
- Consistent CTA buttons that drive in-store actions (e.g., "Claim My Scoop" or "Open My Angpao")
- Goals:
 - Deepen brand connection with subscribers
 - Drive footfall through exclusive time-bound offers
 - Reinforce brand identity (quality, community, fun) in a more intimate channel



SOCIAL MEDIA 30 DAY CALENDER

Ad Strategy Summary by Week



Week 1: February 1-7

- **Objective:** Drive launch awareness and flavor/product discovery
- **Ads to Run:**
 - **Product Highlight Ad (Vanilla Cone)**
 - Static ad promoting hero flavor with price clearly displayed.
 - **Goal:** Introduce core menu visually and highlight pricing



SOCIAL MEDIA 30 DAY CALENDER

Ad Strategy Summary by Week



- **Week 1: February 1-7**
- **Objective:** Drive launch awareness and flavor/product discovery
- **Ads to Run:**
 - **Campaign Launch Ad (Coming Soon coffee post)**
 - Animated-style teaser with "COMING SOON" message
 - **Goal:** Build hype and curiosity at start of campaign





SOCIAL MEDIA 30 DAY CALENDER

Ad Strategy Summary by Week

Week 1: February 1–7

Objective: Drive launch awareness and flavor/product discovery

Ad Placements:

Instagram Feed (Static Image Boost):

- Boost the Vanilla cone with bold pricing to reach foodie audiences.
- Target interests like “gelato,” “dessert cafés,” “late-night eats,” and relevant hashtags (#sgcafehopping, #icecreamlover).

Instagram Reels Ad:

- Adapt “Coming Soon” as a 5–7 sec animated Reel teaser (loop-friendly, minimal text).
- Use trending sounds or cafe ambiance audio to increase visibility in the Explore feed.

Facebook Feed & Page Post Boost:

- Promote “Coming Soon” and menu highlights with a CTA like “Follow us to discover our flavors.”
- Target users aged 25–45 within a radius of outlet locations (Clementi, Thomson, NUS).

Facebook Story Ad:

- Use the “Coming Soon” coffee teaser as a vertical story format with tap-to-follow CTA.



SOCIAL MEDIA 30 DAY CALENDER

Ad Strategy Summary by Week



Week 2: February 8–14

Goal: Boost engagement through themed posts (Valentine's) + tease new launches.

Ads to Run:

- “Dessert is Better Shared” (**Valentine's visual**)
- “Guess What's Coming” Coffee Creation Teaser





SOCIAL MEDIA 30 DAY CALENDAR

Ad Strategy Summary by Week

Week 2: February 8–14

Objective: Boost engagement through themed posts (Valentine's) + tease new launches.

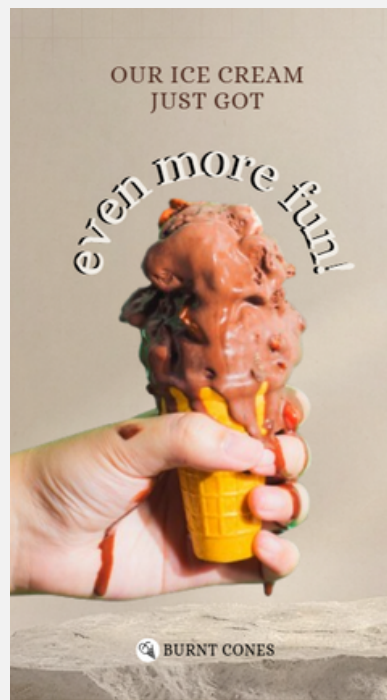
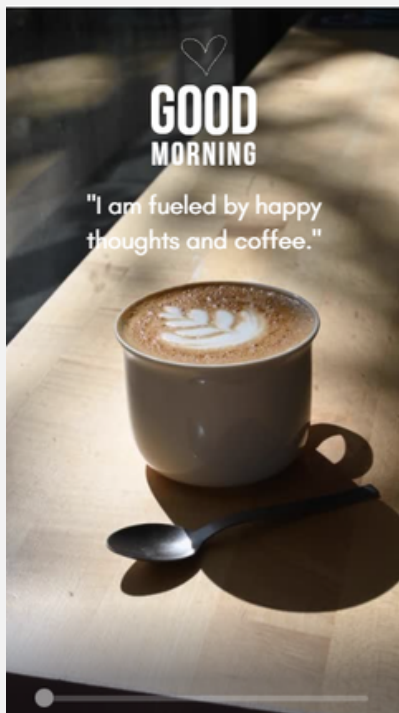
Ad Placements:

- Instagram Stories (Engagement Tool):
 - Run polls and quizzes: “What's your dream flavor?” / “Tag your dessert buddy!”
 - Use interactive stickers to encourage DMs or shares.
- **Instagram Carousel Ad:**
 - Combine “shared dessert” image with a second slide featuring a couple enjoying Burnt Cones.
 - Target: Young adults 18–30, couples, food bloggers.
- **Facebook Post with Longer Caption:**
 - Share a storytelling-style caption on the “Dessert is better shared” image.
 - CTA: “Tag your partner and drop by for a scoop made for two!”
- **Facebook Carousel Ad:**
 - Feature 3 flavors or product teases leading into the launch.
 - Final card: “Follow us for the reveal ”



SOCIAL MEDIA 30 DAY CALENDER

Ad Strategy Summary by Week



Week 3: February 15–21

Goal: Maintain buzz, introduce morning coffee angle, and reach wider lifestyle audiences.

Ads to Run:

- "Good Morning Coffee" Motivation Post
- "Even More Fun" (Melly Chocolate Cone Visual)





SOCIAL MEDIA 30 DAY CALENDAR

Ad Strategy Summary by Week

Week 3: February 15–21

Objective: Maintain buzz, introduce morning coffee angle, and reach wider lifestyle audiences.

Ad Placements:

- **Instagram Story Ads (Targeting Morning Browsers):**
 - Post between 8am–11am to match “Good Morning” vibe.
 - Add a “Swipe Up to Menu” or “Send Message to Reserve” CTA.
- **Instagram Feed Post (Lifestyle-Oriented Ad):**
 - Use “Even More Fun” visual with a playful caption.
 - CTA: “Save this post for your next craving!”
 - Target: Lifestyle and F&B interest clusters (e.g. brunch lovers, cafe hoppers).
- **Facebook Event Boost (if relevant):**
 - Launch an “Afternoon Gelato Hour” mini-event or promo tied to the melty post.
 - Retarget based on previous video views and story engagement.
- **Facebook Reels Ad (Optional for Coffee Content):**
 - Repurpose café shots into a 10-second vertical clip showing espresso being poured or waffle cones being scooped.



SOCIAL MEDIA 30 DAY CALENDER

Content Pillars & Themes: We will structure our posts around a few key content pillars to ensure variety yet coherence:



Purpose: To integrate time-sensitive, culturally relevant content without overshadowing the brand identity.

- **Chinese New Year (CNY) Integration**
 - CNY Greeting Card Post (e.g. “Happy Lunar New Year 2026”)
 - CNY Discount Post – “Special Discount: Up to 30% OFF” overlaid on product image (ice cream in cone), tying festive energy with promotional drive.



SOCIAL MEDIA 30 DAY CALENDER

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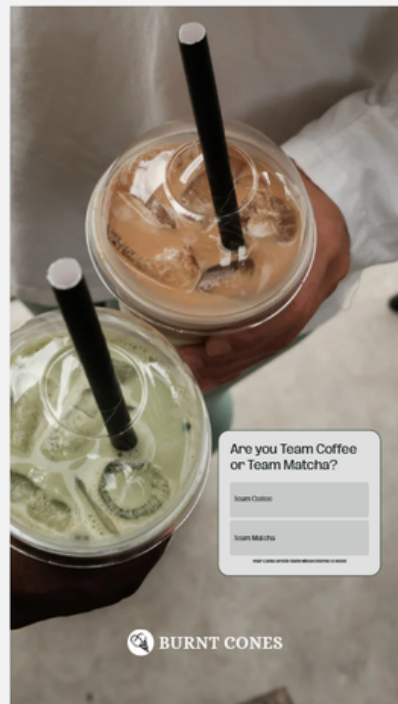
Valentine's Day Tie-in

- Aesthetic “1-for-1 Scoops” promo running Feb 10–20 across two outlets.
- Visual style stays brand-aligned— product-focused.
- Encourages visit-sharing among couples or friends.
- **Visual Style**
 - Seasonal elements are subtly incorporated using brand's consistent color tones.



SOCIAL MEDIA 30 DAY CALENDER

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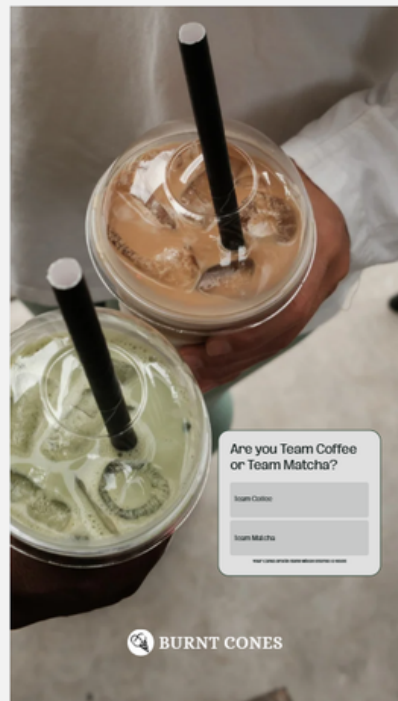
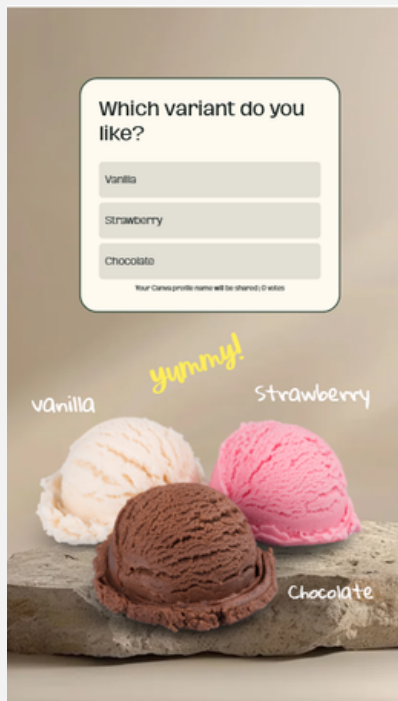
Interactive & Community Engagement Posts

To foster active audience participation and build a sense of community around Burnt Cones, we will incorporate interactive content throughout the 30-day campaign. These posts are designed to drive two-way engagement and generate user-generated content, directly supporting our KPI of boosting community interaction.



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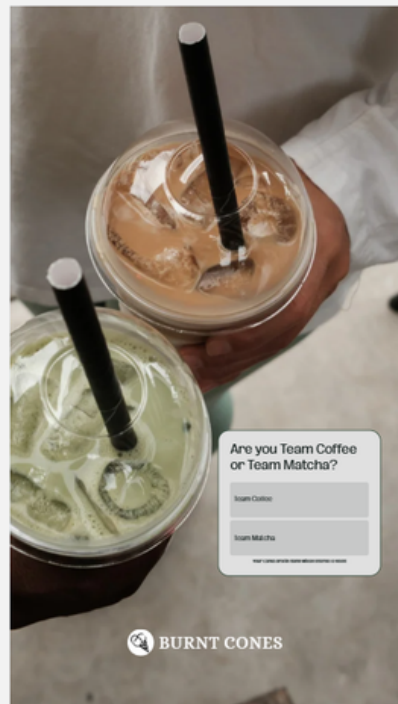
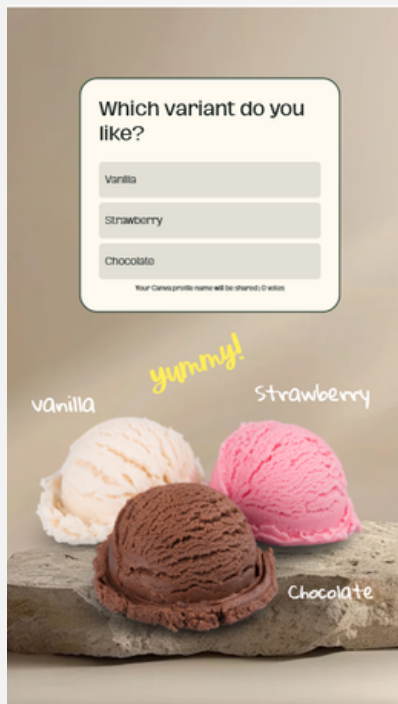
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SOCIAL MEDIA 30 DAY CALENDER

Content Pillars & Themes: We will structure our posts around a few key content pillars to ensure variety yet coherence:



Polls & Questions:

Instagram Story polls such as "Which variant do you like?" or interactive Facebook questions like "Are you team Coffee or Team Macha" will invite direct responses from followers.

Measurement Metrics:

Engagement will be tracked through comments, story replies, post shares, ensuring we stay aligned with our campaign's KPI for active community engagement.



SOCIAL MEDIA 30 DAY CALENDER

Content Pillars & Themes: We will structure our posts around a few key content pillars to ensure variety yet coherence:



Product Spotlights: Ice Cream & Drinks

To strengthen Burnt Cones' brand identity, our campaign will incorporate visually-rich product spotlights as a core content stream.

Focus Areas:

- Featured Flavors & Drinks:
- Each week, we will highlight 2–3 key products, focusing on both gelato and beverage offerings. Each post will share a short, sensory-driven story showcasing unique ingredients, flavor profiles, or artisanal techniques.



SOCIAL MEDIA 30 DAY CALENDER

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SOCIAL MEDIA MAPPING

Social Media Mapping Summary

Our strategy follows a full-funnel social media mapping approach aligned with key audience personas and their customer journey stages:

- **Awareness:** Eye-catching Instagram Reels and TikToks for younger users (e.g., Clara, Ezabel) and boosted Facebook posts for older demographics (e.g., Serene, Richard) create the first point of contact. Content is optimized for discovery through trending hashtags, visuals, and shareability.
- **Consideration:** Social proof, community interaction, and informative content (e.g., reviews, behind-the-scenes, polls) build trust. We encourage shares, comments, and user-generated content to deepen connection and drive peer influence.
- **Decision:** Strong CTAs, promotions, and timely posts (e.g., discounts, flavor countdowns, event reminders) nudge users to act. Platform features like “Order Now” buttons, event listings, and newsletter signups help drive conversion.
- **Loyalty & Advocacy:** Engaged users are nurtured post-visit through reposts, review incentives, and community engagement—turning one-time customers into brand advocates.



SOCIAL MEDIA MAPPING

Social Media Mapping: Audience Journey Breakdown



1. Awareness Stage – “Who are we?”

Objective: Catch attention and introduce Burnt Cones to potential customers.

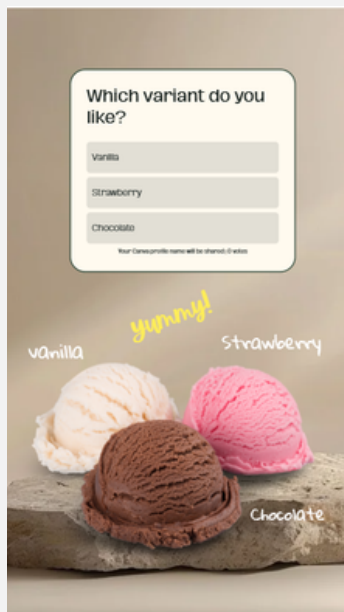
Approach:

- Younger audiences (Clara, Ezabel): Reach them through Instagram Reels and TikTok using bold visuals, trending sounds, and eye-catching flavor features.
- Older audiences (Serene, Richard): Use Facebook for boosted intro posts and localized content (e.g., “What’s so special about Burnt Cones?”).



SOCIAL MEDIA MAPPING

Social Media Mapping: Audience Journey Breakdown



2. Consideration Stage – “Should I try this?”

Objective: Build trust and interest through peer influence and detailed content.

Approach:

- Interactive posts (e.g., polls, “Which variant do you like?”) create engagement and help users feel part of the brand.
- Peer validation: Clara’s parents notice positive comments from other families, Ezabel sees friends tagging Burnt Cones in posts.



SOCIAL MEDIA MAPPING

Social Media Mapping: Audience Journey Breakdown



3. Decision Stage – “Let’s go!”

Objective: Convert interest into action — visits, orders, or follows.

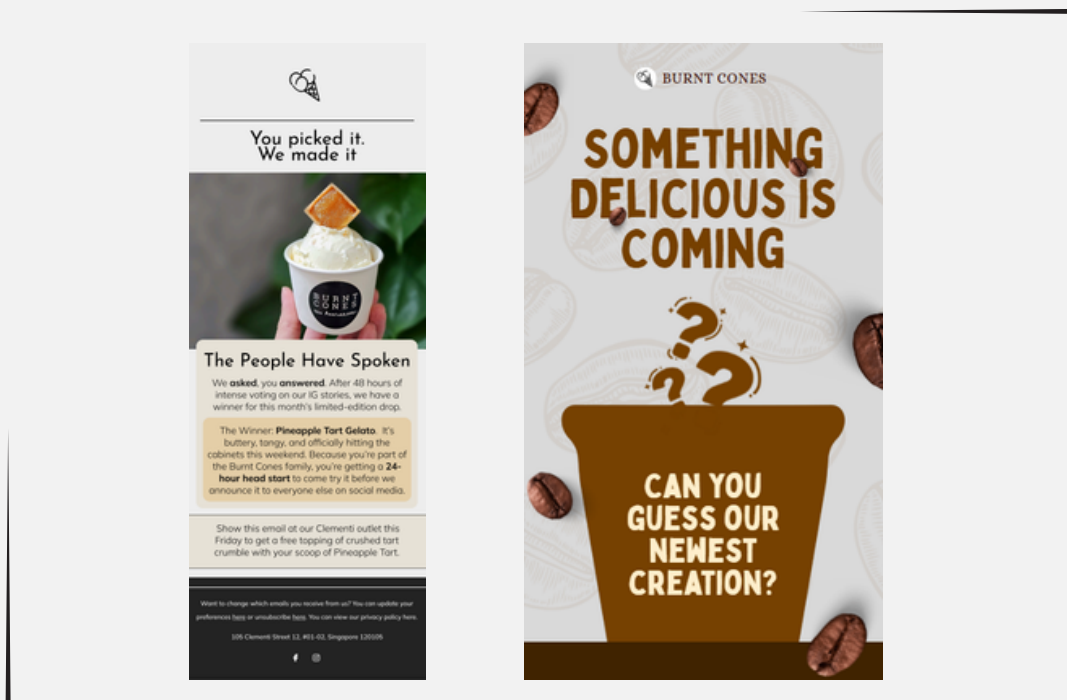
Approach:

- Timely CTAs like “1 for 1 scoops” “Ice Cream day offer, 20% off”
- Tap into family motivations (e.g., “Enjoy our special menu and get up to 15% discount”).



SOCIAL MEDIA MAPPING

Social Media Mapping: Audience Journey Breakdown



4. Loyalty & Advocacy Stage – “I love this place!”

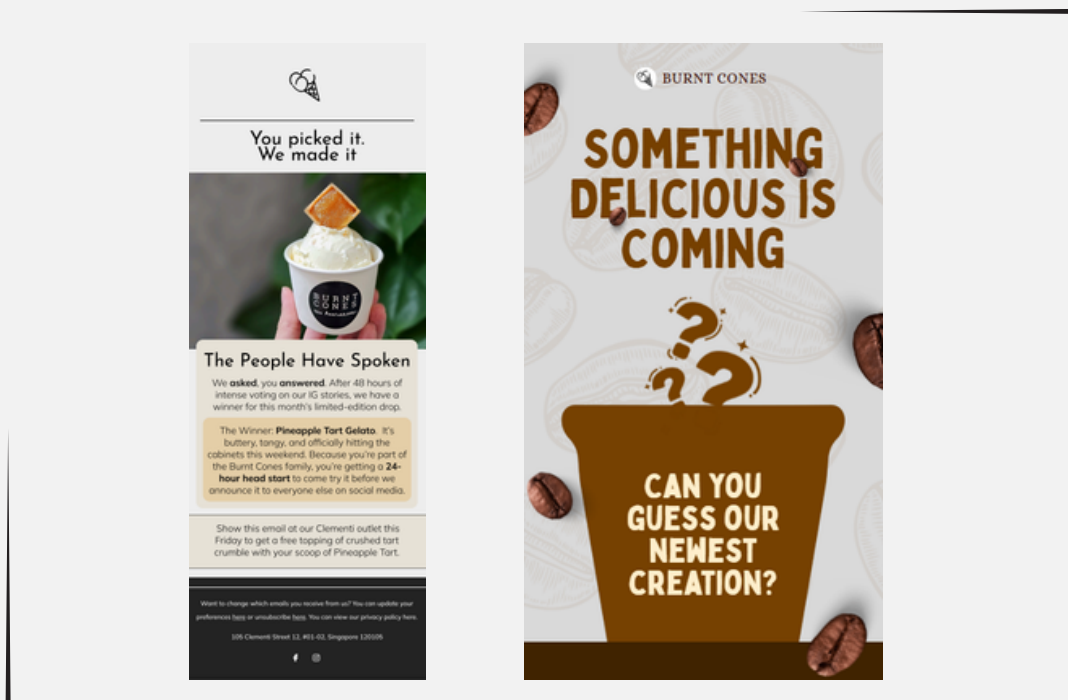
Objective: Keep satisfied customers engaged and convert them into loyal followers.

Approach:

- **Co-create with the community:** The “You picked it, we made it” newsletter highlights how Burnt Cones listens to its followers — turning poll votes into actual limited-edition gelato. This builds a strong sense of ownership and belonging.

SOCIAL MEDIA MAPPING

Social Media Mapping: Audience Journey Breakdown



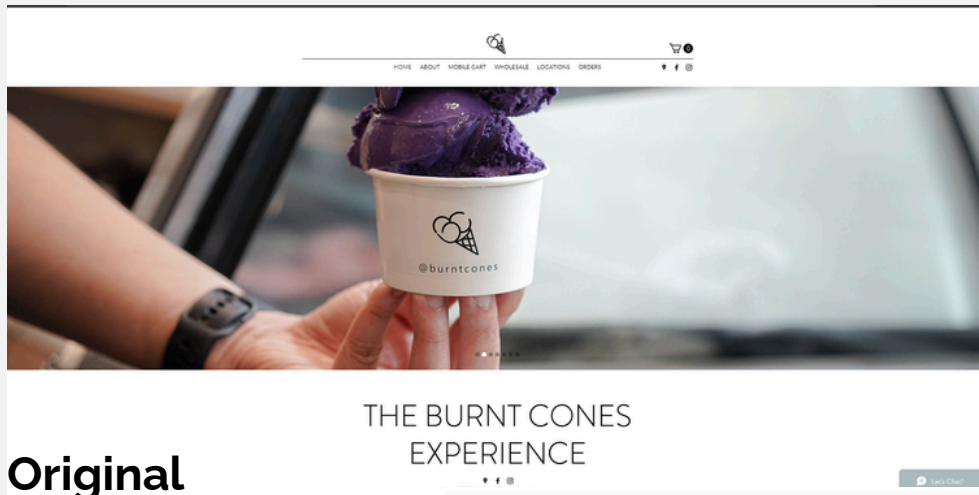
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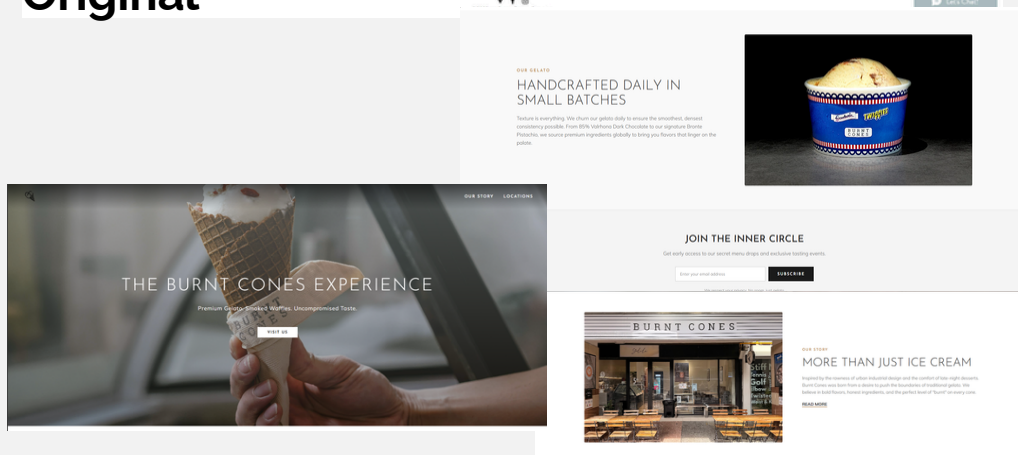
Approach:

- **Build anticipation with fun teasers:** Posts like “Can you guess our newest creation?” invite returning customers to feel like insiders, sparking curiosity and encouraging repeat visits.

BURNT CONES WEBSITE



Original



Redesign

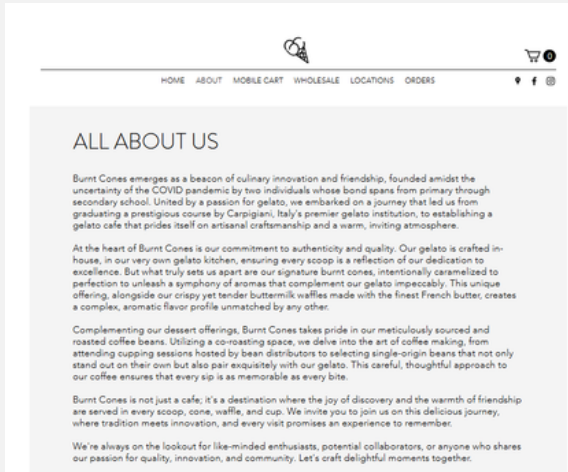
1. Homepage

Original page content: only a image carousel, and a title 'THE BURNT CONES EXPERIENCE', which is not very visual appealing

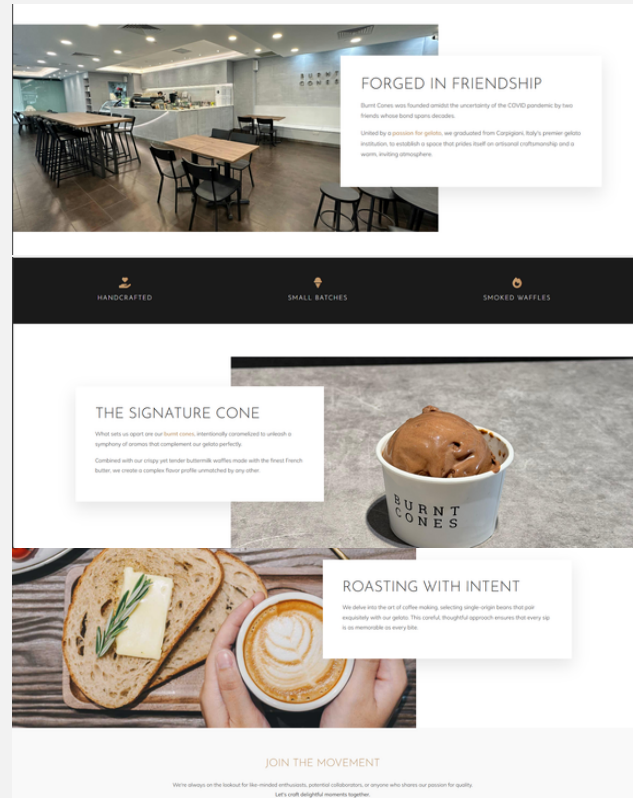
Our redesign: implemented a split-section layout; added a CTA to encourage them to subscribe the newsletter; make it visual appealing



BURNT CONES WEBSITE



Original



Redesign

2. About us

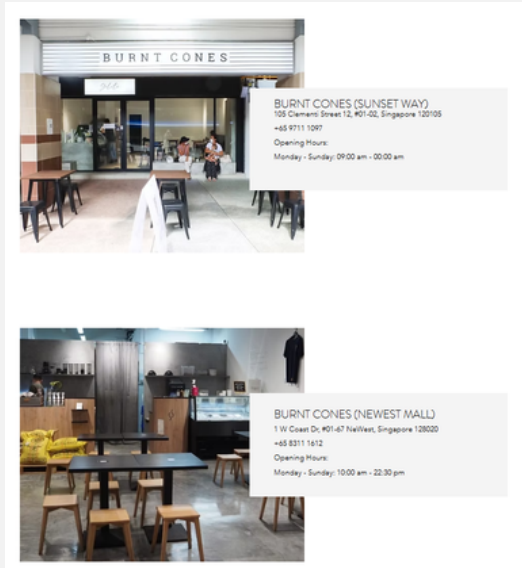
Original: Standard "wall of text" or basic image-next-to-text blocks that feel static and information-heavy.

Narrative text with no pictures that requires reading to understand the brand's selling points.

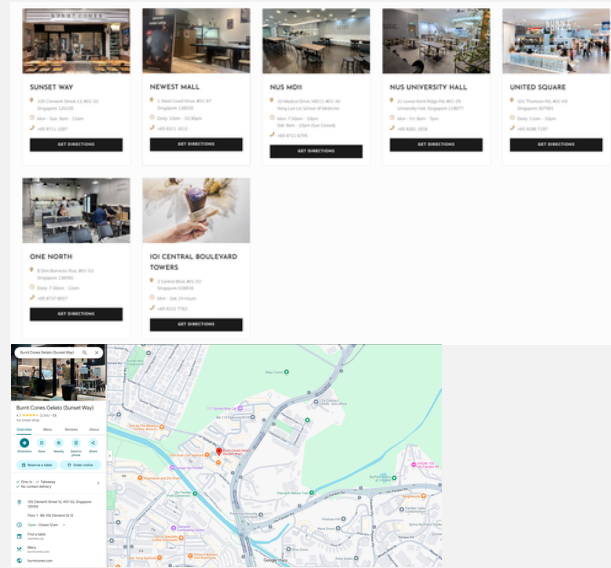
Our redesign: add some photos, broke the narrative into distinct, digestible pillars. adopted an Editorial Layout featuring overlapping elements (text cards floating over images), creates depth and sophistication



BURNT CONES WEBSITE



Original



Redesign

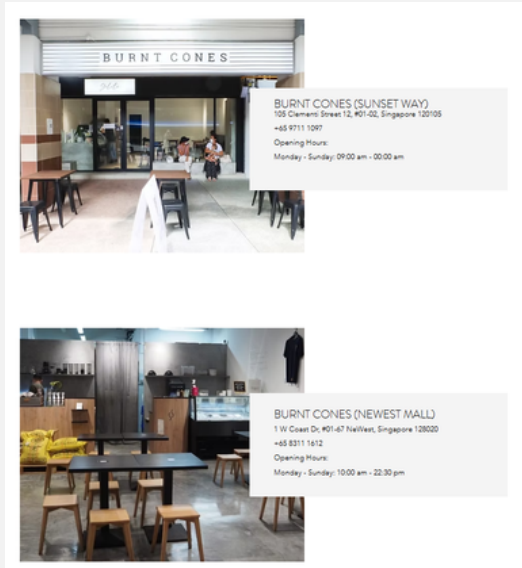
3. locations

Original: A standard, text-heavy list of addresses or a cluttered map integration that forces users to pinch and zoom. Users often have to copy-paste the address into their map app manually.

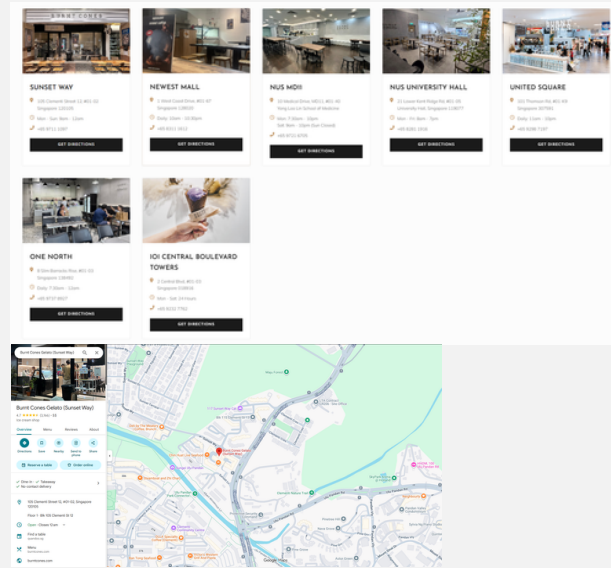
Our Redesign: We implemented a Visual Card Layout. Each of the 7 locations is presented as a distinct "card" featuring a high-quality photograph of that specific outlet. when the user click on 'get directions' button, the page will jump to the corresponding store on google map



BURNT CONES WEBSITE



Original



Redesign

3. locations

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ADVERTISING PLAN (\$10,000 BUDGET ALLOCATION) (PART 1)

Platform/ Channel	Budget Allocation	% of Total
Facebook & Instagram Ads	\$5,000	50%
TikTok Ads	\$2000	20%
Google Ads (Search & Display)	\$1,500	15%





ADVERTISING PLAN (\$10,000 BUDGET ALLOCATION)

FACEBOOK AND INSTAGRAM ADS

Schedule	Budget Allocation	% of Total
Awareness (Weeks 1-2)	\$3,000	30%
Engagement (Weeks 2-3)	\$1000	10%
Conversion (Weeks 3-4)	\$1000	10%





ADVERTISING PLAN (\$10,000 BUDGET ALLOCATION)

(PART 2)

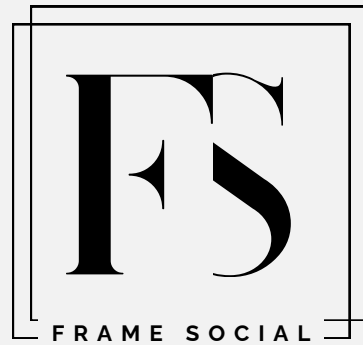
Platform/ Channel	Budget Allocation	% of Total
Influencer Partnerships	\$1,000	10%
Contingency Fund	\$500	5%
Total	\$10000	100%



CONCLUSION



X



This campaign proposal for Burnt Cones presents a creative, data-driven digital strategy. It emphasizes aesthetic visuals, persona-driven content, and strategic channel planning to effectively launch their products online and engage a community of dessert lovers. Key components include **SMART objectives**, **SWOT analysis**, and a **\$10k advertising plan**, all geared towards **achieving successful KPIs**. The plan integrates learnings from coursework to ensure professionalism. Consistent execution is crucial, and it is expected that Burnt Cones will experience **increased online buzz** and **foot traffic**, establishing long-term brand loyalty and a strong digital presence. Burnt Cones aims to become a beloved gelato brand in Singapore and beyond.





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