



RECIPE SETS CREATIVE BRIEF

GOALS AND MISSION

This set of three recipe cards and tea towels to bring artistic enjoyment to the kitchen. The recipe cards can be kept in a recipe box or are large enough to display. The tea towels are a practical addition to the kitchen because they provide the recipe, a cleaning tool and add to the seasonal or overall decor.

TARGET AUDIENCE

The target audience for this product is young women, mothers, and people who decorate with a country or cottage aesthetic. This general audience enjoys baking but also keeps a well-designed and clean kitchen.

RATIONALE

This hand-illustrated product is 6 by 8 inches and printed on thick cardstock paper. The front of the card shows a scattered collection of all the ingredients in each recipe. The back is of the card is clear and organized to contrast the scattered and collage-like front. The cards are made of thick cardstock so they will remain durable even after they have been used or dirtied. The cards fit in a large recipe box and are large enough to hold and read while baking. Because a large number of our audience members are mothers, this size is also optimal for a child to hold while helping in the kitchen.

Mrs. Eaves All Petite Caps and Roman Lining as well as Bickham script are the font choices to establish the cottage aesthetic. These fonts are old fashioned and elegant, with lofty and scripted serifs and elements that pair with the homemade illustrations. The hand-written titles on front and back add a homemade aesthetic to the pieces and imitate hand-written inherited recipes. All type and titles are dark gray, which adds to the soft, warm, cottage aesthetic and minimizes contrast.

CHALLENGES

The difficulties of this project are recipe availability and the current handmade buyers market during the COVID '19 pandemic. Recipes are often copyrighted and owned by the original culinary artist, so a collaboration is the best way to promote such products. This product will also be advertised using holiday nostalgia and joy to combat the scarcity of handmade buyers during a pandemic.

DISTRIBUTION PLAN & PROMOTIONAL CONTENT

This product will be distributed through Seeking Eden's Etsy store and will be used to promote custom recipe designs for the holidays. This product will be advertised on Instagram and highlighted on the Seeking Eden Etsy.