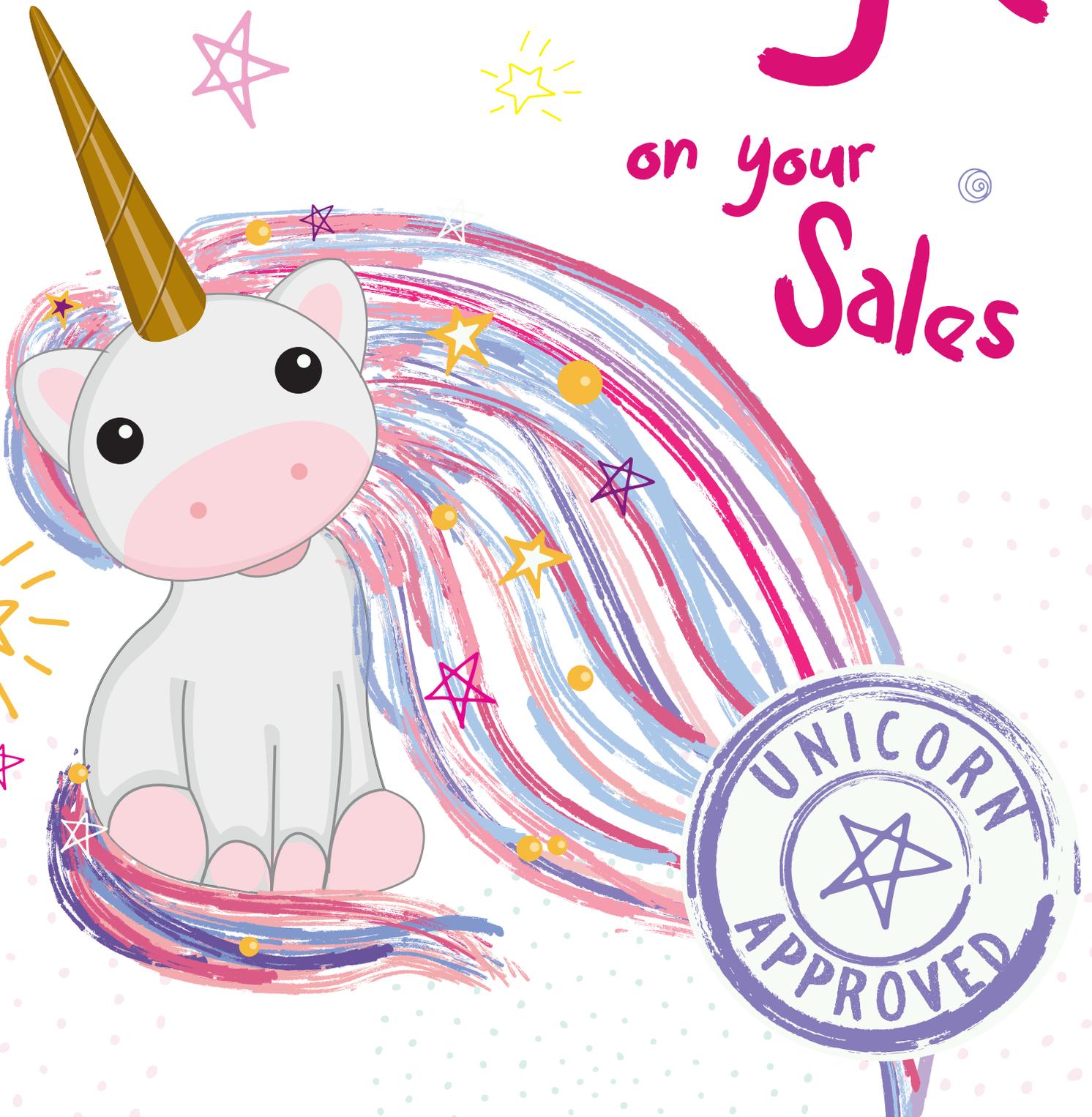


# Sprinkle some magic

on your  
Sales



# Quick Overview

## OF OUR RETAIL SUPPORT GUIDE

### WHAT IS THIS ?

This guide explains our integrated campaign comprising **FREE** digital and printed materials designed to help you recruit more customers and maximise your sales.

### WHY DO I NEED IT ?

Because many of our customers told us they would like to:

- ⊗ Increase the awareness of their shop
- ⊗ Explain the value of using professional products
- ⊗ Help consumers learn new cake decorating skills

### HOW DO I USE IT?

Use the many elements of the campaign to your advantage:

YOU CAN  
Advertise Your  
Business



WITH Facebook Posts  
and Postcards

YOU CAN  
Educate Your  
Customers In-store



WITH Leaflets, Posters and  
Shelf Wobblers

# Introduction

At Culpitt, we wanted to understand a little bit more about the main challenges that Sugarcraft shops are facing and see if there is anything we can do to help.

We talked with a number of our customers and it seems the 3 most common problems are:

-  **LIMITED LOCAL AWARENESS OF THE SHOP**  
Imagine how many birthdays there are per week in your local area – all of these are potential sales!
-  **EXPLAINING THE VALUE OF USING PROFESSIONAL PRODUCTS**  
For example, most people don't know the benefits of buying professional food colours versus what's available in their supermarket
-  **HELPING CONSUMERS LEARN NEW CAKE DECORATING SKILLS**  
Help customers to get the best results by learning the basic skills; then they're more likely to keep coming back

So we've created an in-house team tasked to provide solutions to help you to overcome these problems and we think we've come up with some ideas that can help.

Please read on to find out more about the support that is now available for you from Culpitt.



# Our Campaign and Themes

We've created an integrated campaign designed to tackle all 3 of the challenges that have been identified. The campaign is made up of a series of digital and printed materials that we'll provide to you for free, with guidance on how they can be used. We'll send you printed materials by post or via your rep and downloads are available on [Culpitt.com](http://Culpitt.com). All we need from you is for you to stock the products that are featured in the campaign.

There'll be several themes launched over the course of the year that will help you to recruit more customers and maximise your sales.

The first theme in the campaign for this year is Unicorn. We've picked this theme as it has broad appeal and it is great for demonstrating the uses of many product types.

The adorable unicorn symbol will be featured on all elements of the campaign to link the materials and products together to inspire and encourage consumers towards making a purchase from you.

The next few pages explain all of the elements of the Unicorn campaign that are available now for you to use. We've detailed which problem each one will help you to tackle and given some hints and tips on how to get the most out of each element.



# Customer Journey

All of the elements in the campaign are designed to lead your local consumers on a journey, from discovering their local retailer to making repeat purchases.



# Increase Awareness OF YOUR SHOP

## DIGITAL

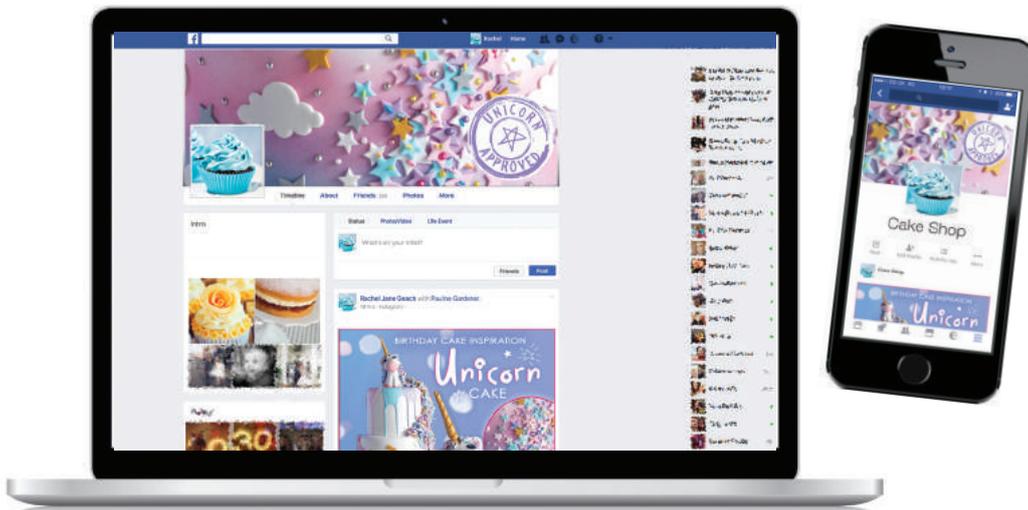
we'll help you to reach more customers

🌀 We'll give you...  
Free Facebook graphics

🌀 So you can...  
Increase the awareness of your business in  
your local area



There'll be 7 different graphics available around the theme. You can choose to use them all or just the ones that you feel suit your business. Add your own comments and use them to advertise your products and services. To create a post on your Facebook page, simply download the free graphic from Culpitt.com and add your personalised message.



## Top Tip

Schedule different posts over a few weeks to maximise the longevity of the theme

## Suggested post captions:

Visit us for free easy to follow guides!

## Top Tip

Make sure your post is prompting the action you want, for example, like and share or visit us for a free guide!

# Increase Awareness OF YOUR SHOP

## PHYSICAL

we'll help you to advertise your business locally

🌀 We'll give you...  
Theme & Skill Postcards

🌀 So you can...  
Increase the awareness of your business in  
your local area



We'll provide postcards to help you to attract new customers, simply place in suitable locations such as community centres, party venues, libraries, other local retailers and parent & child groups. You can also use them as a free handout in your shop.

To personalise, just add your contact details in the space provided.

**Top Tip**  
Give some postcards to a customer who is hosting a party to hand out to Mums and Dads



**Top Tip**  
Create partnerships with other local businesses so you can advertise to each other's customers, for example cafés and gift shops



# Retail Support Materials

EXTERNAL

## Facebook Posts

FREE TO DOWNLOAD



## Postcards

FREE TO ORDER



# Explain Product Value

## AND BENEFITS

### PHYSICAL

we'll provide materials to encourage your customers to spend

🌀 We'll give you...

Posters and point of sale materials



🌀 So you can...

Explain the value and benefits of using professional products to achieve better results



There'll be posters with themes for different skill levels advertising free guides. They'll help you to explain the benefits and different uses of products so the customer can achieve the best results and get a sense of satisfaction from cake decorating, ensuring they continue their sugar craft journey.

We'll also provide colourful shelf wobblers to guide customers to key product groups from the themes, such as food colourings. There'll be symbols on both the theme guide and the shelf wobbler as a link so the products can be found and purchased quickly and easily.

*Digital - We'll make sure that all printed materials are always available to download from [culpitt.com](http://culpitt.com), including any showstopper cakes.*

**Top Tip**  
Display the posters near the products rather than behind a counter where they may not be fully visible to the customer

**Top Tip**  
Keep the free guides near to where the posters are displayed so you can access them quickly whilst engaging with the customer



# Develop Consumer Skills

## DIGITAL & PHYSICAL

we'll help you to guide your customers

### 🌀 We'll give you...

Digital and printed guides for on trend cakes and decorating skills

### 🌀 So you can...

Develop your customer's skills to encourage them to continue their cake decorating journey and help them get the best results

We've created several easy to follow guides by skill level with pictures, step by step instructions and a product list for each project. There's even a shopping list on the back with photos of the products to help customers complete their purchase in your store. Use the guides to encourage purchases, whether that's now or in the future.

We'll back the theme leaflets up with skill and usage leaflets, for example, how to cover a cake and using food colours.



**Top Tip**  
Pass on the next leaflet in the series as an incentive to make a future purchase

**Top Tip**  
Encourage customers to trade up to the next skill level, for example, modelling their own cake topper



# Retail Support Materials

IN-STORE

## Customer Handouts

FREE TO ORDER



## Posters

FREE TO ORDER A2 & A3 - DOWNLOAD A4



## Shelf Wobblers

FREE TO ORDER



# Retail Support Materials

## OVERVIEW

### Celebration Cakes

### Cupcakes/Meringues

#### DIGITAL OUTREACH

Facebook graphics for each cake and model - download via [culpitt.com](http://culpitt.com) in the resources area

Facebook graphics for each cupcake and meringue kisses - download via [culpitt.com](http://culpitt.com) in the resources area

#### PHYSICAL OUTREACH

Postcards advertising project with space for personalisation  
**UNIPCARD** x 100

#### IN-STORE DISPLAY

Cake poster advertising handouts  
A2 **UNICAKEPSTLG** x 1  
A3 **UNICAKEPSTSM** x 1  
**UNISHLFWBLR** Shelf Wobbler x 4

Cupcake/meringue poster advertising handouts  
A2 **UNICUPPSTLG** x 1  
A3 **UNICUPPSTSM** x 1  
**CSPSHLFWBLR** Shelf Wobbler x 2

#### CONSUMER HANDOUTS

Handouts with step by step instructions and shopping list  
**UNITOPPERLFT** Unicorn Topper Leaflets x 30  
**UNICAKELFT** Unicorn Basic Cake Leaflet x 20  
**UNIHEADLFT** Unicorn head Cake Leaflet x 30

Handouts with step by step instructions and shopping list  
**UNIEARSLFT** Unicorn Ears Cupcakes Leaflet x 50  
**UNIPINGLFT** Unicorn Pippings Cupcakes Leaflet x 20  
**UNIKISSLFT** Unicorn Meringue Kisses Leaflet x 20

#### LINKED HANDOUTS

**CSPGELLFT** Colour Splash Concentrated Food Colour Guide  
**CAKECOVLFT** How to Cover a cake  
**CAKEDOWELLFT** How to dowel a cake  
**METMODPSTLFT** How to use metallic modelling paste

**CSPGELLFT** Colour Splash Concentrated Food Colour Guide

#### ONLINE RESOURCES

Instructions for showstopper cake - download via [culpitt.com](http://culpitt.com)