

Creative Brief Apple & Aspen Newsletter #2

Overview:

Aspen & Apple is a mountain shop in Cloudcroft, New Mexico, offering locally inspired foods and gifts with the slogan “A Taste of Simpler Times.”

This newsletter will promote Aspen & Apple as a place for local and nearby residents to purchase Christmas gifts, treats and items for holiday gatherings.

Objectives:

Increase holiday sales at Aspen & Apple. Encourage customers to purchase locally made gifts and treats. Promote Aspen & Apple as a destination for Christmas shopping.

Target Audience:

Adults and families living in Cloudcroft and surrounding communities who are shopping for Christmas gifts, host gifts and food for holiday gatherings. Customers may be looking for meaningful gifts for friends, family members, neighbors and co-workers rather than mass-produced items.

Competition:

Local gift shops, bakeries and specialty stores in and around Cloudcroft, as well as larger retailers and online stores offering Christmas gifts.

Message/Theme:

Give someone you love a taste of simpler times. Aspen & Apple offers nostalgic mountain treats and gifts that can be shared during the holidays.

Tone:

Warm, nostalgic, festive, welcoming and personal. The newsletter should evoke the feeling of Christmas in a small mountain town while encouraging readers to shop locally.

Give a Taste of Simpler Times This Christmas
Fill their stockings—and their tables—with mountain-made favorites from Aspen & Apple.

ASPEN & APPLE

A TASTE OF SIMPLER
TIMES

SHOP HOLIDAY FAVORITES



GIVE A LITTLE
MOUNTAIN MAGIC

Make your Christmas a little sweeter with holiday favorites from Aspen & Apple. Shop for holiday gift baskets, cherry cider, fudge and warm apple pies. The taste of simpler times awaits you.