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 COMM 344

Strategic Message Planner: Art Eatables

1. Advertising (or Campaign) Goal

To inform college students of a local business specializing in bourbon infused chocolates and other non-alcoholic sweets, and to persuade college students to make a purchase at Art Eatables. As holidays are coming up too, Art Eatables is a brand that has high quality, unique confectionery, and are great for gifts and any type of events.

2. Client: Key Facts

1. Art Eatables is a candy company that started in 2011, founded by Kelly Ramsey (*Art Eatables - First Bourbon Certified Chocolatier*, n.d).
2. They are the first bourbon certified chocolatier.
3. Their main product is bourbon infused chocolates and other confectionery.
4. All of Art Eatables's products are hand-made.
5. They are located in Louisville, Kentucky, with two stores located in Downtown Louisville and another at Linn Station Road.
6. Art Eatables is partnered with different distilleries to offer chocolate tastings.
7. Named as one of the "Best Candy Shop in Kentucky" in food network magazine in 2015.
8. The brand was a runner up in "Best Sweets" in Southern Living Food Awards in 2015.
9. In 2014 the brand was a finalist in Martha Stewart American Made.

3. Product: Key Features

- Art Eatables mainly produces handmade bourbon infused chocolates with small-batch bourbons and other popular bourbon brands such as: Old Forester, Angel's Envy, Basil Hayden, Four Roses, and among others.
- Although the business focuses on bourbon infused chocolates, they also cover other confectionery such as dark chocolate-covered pretzels, dipped oreos, and with Christmas coming up they have started to offer an advent calendar with chocolates inside.
- The prices of the confectionery are all around \$2.75. The bourbon infused chocolates range from \$4.75 for a caramel shot to \$84 for larger boxes of chocolates (Art Eatables, n.d.b).

4. Marketplace Trends

Bourbon infused chocolates are considered liquor confectionery. For liquor confectionery:

1. The global market size of liquor confectionery is valued at \$553.8 million.
2. The market is expected to grow another 5.1% from 2019 to 2025.

3. Liquor infused chocolates are getting more popular as people's palates change, especially in countries where alcohol is consumed more, which boosts the demand of the confectionery.
4. Liquor infused confectionery is more popular in Europe as it accounts for 49.1% of the market share in 2019 (*Liquor confectionery market size, share: Global Industry Report, 2025, n.d.*).

Key Insight: It is a growing market where liquor confectionery is becoming more popular with millennials due to their changing tastes.

5. Target Audience: Demographics, Psychographics and Behavior

For the ad campaign, the target audience is mainly college students from UofL that are over ages 21, to be able to purchase liquor confectionery, with interest in bourbon and chocolates. Even though the campaign is targeted towards audiences older than 21, it can also appeal to younger audiences with the non-alcoholic products the client offers.

Demographics

1. The age group of the target audience is mainly ages 21-25, of all gender and ethnicity.
2. UofL students that are local, out of state, or international.
3. They are from medium to high income families or have medium to high income.

Psychographics

1. The target audience are chocolate, bourbon, and sugar lovers!
2. They enjoy and are willing to try new foods, especially different flavors of chocolate.
3. They enjoy quality products and little affordable luxuries.
4. Friends and family are important, and choosing a quality gift is also important for them.

Behavior

1. The target audience reads the school campus magazine or newspaper.
2. They use social media and are receptive to food-related advertisements.
3. They tend to purchase confectionery often, or are interested in it.
4. The target audience have not tried any of the confectionery from Art Eatables.

Key Insight: The target audience are college students that are into sweet snacks, and are willing to try new sweets.

6. Product Benefits

1. The chocolates are delicious and made of quality ingredients, which makes the chocolate melt in the mouth just like Belgian chocolates.
2. Art Eatables allow buyers to experience a variety of popular bourbons (25 different options) in a different way.
3. Art Eatables offers perfect, prepackaged gift sets for family and friends, even for those that do not like or consume bourbon.

7. Direct Competitors and Brand Images

Direct competitors of Art Eatables are other popular chocolate brands such as: Abtey Chocolate Factory, Neuhaus, Godiva, Mars, Brookside, Hershey's, Ferrero, Mondelez, Toms Gruppen, Liqueur Fills, Booz Drops, and others. These direct competitors all have a longer

history in the market and great reputation that builds onto their brand image. These brands are all iconic in their respective regions, countries, and even internationally (*Liquor confectionery market size, share: Global Industry Report, 2025, n.d.*).

8. Indirect Competitors and Brand Images

Brands such as Skittles, Jolly Rancher, Sour Patch Kids, Haribo, Werther's, and among others are indirect competitors of Art Eatables. Although the brands do not offer chocolate or liquor infused confectionery, they offer an alternative of sweets and snacks at an affordable price that people may prefer to buy.

Another indirect competitor of the brand are health products, programs, or just plain healthy living where people eat less and exercise more, making sugar, sweets, and treats limited or cut out from the diet completely.

9. Product Brand Image (current image, desired image and related challenge)

- Current image: Although Art Eatables may be known to some locals, the brand is still not well known to students from out of state or international students. Also the product is only available at their select stores and partnered distilleries, which makes it unfamiliar to most college students.
- Desired image: Art Eatables offers high quality, melt in the mouth chocolates just like Belgian chocolates, that are infused with bourbon. Art Eatables is a candy shop and does not only offer liquor confectionery, but also other products both adults and kids like. The brand makes great gifts, and is a local business that promotes a well known product in Kentucky in a different way.
- Brand image challenge: The target audience may not be interested in trying from brands that are not as well known. The target audience could also not be interested in liquor confectionery and would prefer to purchase chocolates at a lower price in other stores or supermarkets.

10. Strategic Message: The Promise

Art Eatables is perfect for gifts, snacks, and more! It can bring a whole new level of experience to chocolate tasting with their exquisite bourbon infused chocolates. Shoppers will be able to find something they or their friends and families would like with the wide variety of bourbon chocolates offered in the store.

11. Supporting

1. Art Eatables offers 25 different bourbon infused chocolates.
2. Offers gift sets, and other confectionery that are suitable for those that do not like or consume alcohol (Art Eatables, n.d.b).
3. The chocolates are handmade, where more care and attention is placed on the chocolates.
4. Even people that may not like bourbon can like the truffles (*Art Eatables - First Bourbon Certified Chocolatier, n.d.*).

5. Has been named as Best Candy Shop in Kentucky, a runner-up in Best Sweets for Southern Living Food Awards, and finalist in Martha Stewart American Made.
6. Has been mentioned in 23 different blogs, reviews, journals, news, and others (Art Eatables, n.d.a).

12. Tone

Informative, persuasive, and uplifting. It should be in a voice that is able to inform students about a local business, persuade them to make purchases, and a little bit uplifting tone for the holiday season, giving the campaign a little bit of personality.

Bibliography

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