



Target Profiles, Messaging,  
and Brand Direction

# DEMOGRAPHICS

## WHAT WE KNOW ABOUT MILLENNIALS

81.3 MILLION

Millennials in the US



88%

Live in  
urban areas



40%

Are parents



34%

Have bachelor's  
degree +



\$56,099

Average annual  
income



They have student debt and came of age in a recession, and as a result, they've delayed a lot of adult milestones. They're frugal, resourceful, and skeptical, yet they remain optimistic about the future. It's predicted that 2020 will be a big year for Millennials overcoming the financial challenges of their earlier years

# DEMOGRAPHICS

Focus on the younger, more novice home cook.

Age range: ~ 22-35

Likely living in smaller homes or apartments in an urban setting

BUT it's important to note that age may not be as important as **life stage** and **attitude** especially as it relates to cooking behaviors.



# MATURITY TOUCHPOINTS

## LIFE-STAGE COOKING TRIGGERS

Less Confident

COOKING CONFIDENCE

More Confident



GRADUATING FROM  
HIGH SCHOOL /  
COLLEGE



OPPORTUNITY

Graduation gifts



GETTING  
SERIOUS IN A  
RELATIONSHIP



OPPORTUNITY

Wedding registries



JUGGLING  
A NEW JOB /  
CAREER



OPPORTUNITY

Cooking as self-care /  
Food Freedom /  
“Adulting”



MOVING OR  
UPGRADED LIVING  
SITUATION



OPPORTUNITY

Housewarming / Cooking  
as Communal / Upgrading  
on your cooking journey



CREATING  
TRADITIONS  
WITH FAMILY



OPPORTUNITY

Making time for  
what matters to you  
/ Just Doing The  
Best You Can

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# A REMINDER OF OVERARCHING THEMES

## FOOD FREEDOM

SOLVE FOR BUSY

Finding freedom in planning and prepping food to healthy/ eating what you want when you want even when life is busy

DIETARY/ SUSTAINABILITY

It's important to know what's in your food and how it's prepared, especially for those with dietary concerns/ restricted diets

Educational element- training the customers you have to be the customers you want

## COOKING AS SELF-CARE

COMMUNITY

Cooking as a way to create community and forge new relationships. Cooking as a value passed down through families

SELF-CARE

Cooking as a way to unwind and do something creative for yourself that's also productive and important for health and happiness

# Gifters

## WHO

Parents, Grandparents, aunts and uncles,  
and of recently graduated students

## DEMOGRAPHICS

Baby Boomers + Older Gen X (~ 45 - 75)  
• Upper middle class • Largely Suburban



## HOW TO REACH THEM



Facebook

Asking their network  
for advice



Grad Gift Lists

Googling/ searching for  
gift inspiration



Amazon

Where they shop



Traditional Media

OOH, Print ads, etc; Meeting  
them where they are: tech-lite

# Gifters

## WHAT THEY'RE THINKING

“How can I set my Grad up for success in the real world?”



“What do 20-somethings even need/ like? Are crock pots still a good gift for new grads???”



“I’m willing to shell out some cash for this once-in-a-lifetime occasion, but it needs to be a practical gift that doesn’t break the bank either.”



“I can’t wait to pass my recipes and cooking traditions down to this new mini-adult!”



## WHAT THEY NEED

To be shown how Prepdeck can set their Grad up for making healthy cooking/ eating choices in their new adult life.

Inspiration- what does the modern wave of trendy cooking gadgets look like?

Assurance that Prepdeck is both practical and price appropriate for the occasion

To be convinced that Prepdeck is more than a practical gift for a grad- it’s an opportunity to carry on family traditions and values.

# Gifters Purpose Statement

PREPDECK PROVIDES GIFTERS PEACE OF MIND THAT THEY PURCHASED A DESIRABLE, TRENDY, YET PRACTICAL GIFT FOR A GENERATION THAT THEY ARE A LITTLE OUT OF TOUCH WITH.

# 1: Give them the tools they need.

## KEY MESSAGES:

### **Time to Grow Up: {for Giftee}**

- Here to educate, equip, inspire... and make sure you eat.
- All you need is the right training, a little hard work, and the ability to feed yourself.
- Food is good. Make some.
- You need to feed yourself. The rest is just details.

### **Mama Knows Best: {for Gifter}**

- If they know what to do with a vegetable peeler, consider it a job well done.
- Rest easy knowing that there is a cutting board and a vegetable peeler in their apartment.
- Maybe they wanted a dirtbike, but they'll humor you and pretend they like it... they need this more.
- They'll use it someday. Mama knows best.
- Eventually they WILL figure out that they not only *need* to eat their vegetables - they *want* to.
- Practice makes perfect. But perfection is overrated. And everything you make is perfect. (Yeah... it doesn't make sense. Just go with it. I'm still your parent.)
- There's no "recipe for success" in life, but at least you'll know they're feeding themselves.

# 2: Ushering in the next phase of life

Baby → Toddler → Child → Teen → Adult. (oh hey, they're finally feeding themselves!)

## KEY MESSAGES:

### **You're an Adult Now:**

- They're not really adults until they can feed themselves.
- They may never use this thing, but at least you'll know you tried.
- They're an adult now. That means you can skip the wrapping paper.
- Welcome to adulthood. Ta-da! It's kitchen utensils. You're welcome.
- I'm not crying because you're growing up; I'm crying because you're dicing onions.
- I nursed you, I made mushy food for you, I endured the chicken fingers phase. Now you cook. My job here is done.
- I can't be there to love you and feed you in person every day for the rest of your adult life, so... here.
- I remember when you used to like to "help" in the kitchen...

### **You Know You're an Adult When...:**

- You know you're an adult when... you have a favorite cooking utensil.
- You know you're an adult when... you actually *ask* for practical gifts.
- You know you're an adult when... you're more excited by the food you cook than by a trip to McDonald's.
- You know you're an adult when... pizza for every meal doesn't sound quite so good, anymore.
- You know *your kid* is an adult when... you have NO. IDEA. what to give them.

# Engaged Couples

## WHO

Couples who are planning weddings and building wedding registries

## DEMOGRAPHICS

Millennial + Old Gen Z (~ 22 - 35) • Middle class, still establishing themselves financially  
• Largely urban



## HOW TO REACH THEM



Facebook



Asking their network for advice



Instagram



Big picture wedding inspiration



Pinterest



Granular wedding Inspo- best channel



Amazon



Where they shop



Registry Lists



General googling for registry inspo



Branded Partnerships



How can the stakeholders in this industry help?

# Engaged Couples

## WHAT THEY'RE THINKING

“What exactly should I be registering for??”



“I need the essentials, but I want them to be high quality and visually pleasing- I'm crafting my forever home after all!”



“Wedding planning is super stressful- help please!”



“What items can we register for that will help us make lifelong connections and memories?”



## WHAT THEY NEED

To be convinced that Prepdeck is a staple of any well-kept adult kitchen

To be shown that Prepdeck is both practical/ useful in their adult kitchens, but also trendy/ beautiful.

Ease of discovering Prepdeck in the places where they're already looking for wedding ideas.

To be convinced that Prepdeck is more than a practical item to register for- it's an opportunity to create traditions and values together.

# Engaged Couples Purpose Statement

PREPDECK IS A BEAUTIFUL YET PRACTICAL REGISTRY STAPLE THAT  
WILL SET ENGAGED COUPLES UP WITH THE ESSENTIALS OF A  
WELL- EQUIPPED KITCHEN.

# 1: It's on the registry!

## KEY MESSAGES:

### Product-focused:

- Prepdeck is the perfect starter set for your kitchen: it's everything you need, organized and compact. AND it's pretty!
- We can't solve the problem of who has to load the dishwasher but we *can* simplify meal prep. And you can put Prepdeck pieces IN the dishwasher.
- You would never guess that there were 45+ features and functions behind this fabulous facade, now, would you?
- Life will hand you lemons. You're gonna need a juicer!
- You just never know when you're going to need to grate some cheese.
- Beauty and utility meet in the kitchen.

### Benefit-focused:

- Couples who cook together... eat together.
- Let's take turns being the sous chef.
- Whatever the recipe, we'll be prepared.
- Prepdeck is pretty practical... and pretty pretty.

### Love theme:

- Life tastes better with you in it. (image - Prepdeck, with a "love story" vibe)
- Love at first sight. (image - Prepdeck, with a "love story" vibe)
- Everything you ever needed. (image - Prepdeck, with a "love story" vibe)
- Let's do it on the counter. (image - Prepdeck, with a "racy" vibe)
- I like your package. (image - Prepdeck, with a "racy" vibe)
- I like your insides as much as your outsides. (image - Prepdeck, with a "love story" vibe)
- I want to spend every night with you. (image - Prepdeck, with a "love story" vibe)

# Young Professionals

## WHO

20- something's getting a hang of Adulting, young in their career, starting to feel confident professionally and are ready to grow in other areas of life.

## DEMOGRAPHICS

Young millennials (~22 - 30) • hustling for a middle class future • Almost all Urban



## HOW TO REACH THEM



Facebook



Instagram



Buzzfeed



Pinterest



Twitter



Snapchat



Youtube



Reddit



Finding inspiration and spending leisure time online



Amazon



Where they shop

# Young Professionals

## WHAT THEY'RE THINKING

Now that I'm feeling more confident in work, what creative outlets/ hobbies should I start?



Maybe I should stop eating so much fast food? Should I cook something?



How do adults make friends? It was so easy in college!



Turns out adulting is super hard. How can I juggle it all?



## WHAT THEY NEED

To be introduced to cooking as a creative, self-care outlet that's also super practical

To be shown that home cooking doesn't have to be daunting, difficult or time consuming

To be reminded that eating is a connection/ community touchpoint and can be used to create new relationships

To be reassured that they're on the right track, and that just doing their best is good enough.

# Young Professionals Purpose Statement

FOR YOUNG PROFESSIONALS ENTERING “ADULTHOOD,” COOKING AT HOME IS A GREAT WAY TO RELAX AND PRACTICE SELF CARE, AND PREPDECK IS THE PERFECT PRODUCT TO GUIDE THIS JOURNEY.

# 1: Welcome to “adulting”

## KEY MESSAGES:

### **Welcome to the Real World:**

- Hate to break it to you, but there is no such thing as the tooth fairy, and food does not magically appear in the fridge.
- Remember the salad bar in college? The one where everything was all chopped up for you? Yeah, well... you're a grown-up now.
- That paycheck goes mighty quickly if you eat out every day, twice a day, huh? (Yeah... I'm pretty bad at math, too. It really doesn't seem like so many little numbers should add up to such a big number so quickly, you know?)
- Sorry, but cereal is not a legitimate dinner option.
- Cooking for yourself = good life choice.

### **Hacks for the Kitchen:**

- Hack #1: Stock Up. Keep a few staples in the freezer and pantry for those nights when takeout is tempting.
- Hack #2: Be Flexible. Recipes are recommended starting points - and not having an ingredient is not the end of the world.
- Hack #3: Be Prepared. Cooking is easier and more enjoyable when you prep ingredients before you start cooking.

# 2: Cooking = Self-Care

## KEY MESSAGES:

### **Cooking as Self-care:**

- Cook like you love yourself. Eat like you love yourself.
- Just think of cooking as meditation... with benefits!
- Cooking is the most delicious (and practical) way to practice mindfulness.
- Food is love. Therefore cooking for oneself is self-love. And we all deserve some of that.
- Cook because you care. (Images and supporting language communicates that it's about caring for your body/self.)
- Relax and smell the Rosé. (Images of cooking with a glass of wine.) or...
- Relax and smell the rosemary. (same idea)

### **Cooking Builds Confidence.**

- I'm f\*ing domestic, bitch! (messages of empowerment that comes from caring for oneself)
- #PinterestNailed (Play on the #Pinterestfails trend, but showcasing success in the kitchen)
- Don't believe your eyes. Believe your mouth. (flipping the #Pinterestfails trend on its head)
- Real men do cry. Especially when they're chopping onions. Which real men do.

# 3: Communal Cooking

## KEY MESSAGES:

### **Cook for Others, but Don't Worry About it Too Much:**

- Cooking is caring. Sharing is Caring. Therefore Cooking AND Sharing is like a double whammy of Caring.
- It doesn't have to be perfect to be perfect. (Image of ugly food but awesome dinner party)
- They will enjoy whatever you serve. If they don't, they can stop at Taco Bell on the way home. Meh - it's really not a big deal.
- Cooking is like gifting. It's the thought that counts.
- Memories are made of meals and moments.

### **Prep is Key to Cooking for People:**

- Prep ahead of time. Your future self will thank you.
- Prep ahead! Your future self wants to party.
- Prep now, drink later.
- Prep now, enjoy later.
- Prepdeck = the ultimate dinner party sous chef.
- Prepdeck = the ultimate pre-game. (You're an adult now, remember?)
- Prepdeck = the life of the pre-game!



GRADUATING FROM  
HIGH SCHOOL /  
COLLEGE



Prepdeck provides gifters peace of mind that they purchased a desirable, trendy, yet practical gift for a generation that they are a little out of touch with.



GETTING  
SERIOUS IN A  
RELATIONSHIP



Prepdeck is a beautiful yet practical registry staple that will set engaged couples up with the essentials of a well-equipped kitchen.



JUGGLING  
A NEW JOB /  
CAREER



For young professionals entering “adulthood,” cooking at home is a great way to relax and practice self care, and Prepdeck is the perfect product to guide this journey.

**Recall that for  
this first set of  
targets, we’ve  
focused on  
novice cooks for  
whom the  
current  
Prepdeck  
product is a  
good fit...**

**CURRENT  
BRAND  
PROMISE**

PREPDECK EXISTS TO...

Empower novice cooks with kitchen confidence

PREPDECK DOES THIS BY...

Supporting novice cooks in developing food prep and mise en place cooking techniques.

Providing practical tools and products that act as a stepping stones as they grow on their journey as a cook.

Showing them both HOW to cook and WHY meal prepping can enrich their lives through messaging and educational content.

# **ALL OF THESE**

support a larger long-term  
vision for the brand.

# Brand Purpose

PREPDECK BRAND EXISTS TO...

Make cooking more creative and enjoyable through the nurturing of meal prep and organizational best practices in the kitchen.

PREPDECK BRAND DOES THIS BY...

Creating products that grow with consumers as they grow and evolve in the kitchen

Eliminating kitchen pain points associated with organization and cleanup

Inspiring education, growth, confidence, and joy in the kitchen

BRAND PURPOSE STATEMENT

Planning enables confidence and  
confidence inspires growth.

THE END.