



**crumbl**  
cookies

**Consumer Profiles & Marketing Strategies**

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# Overview

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cookies

# Overview

- **Founded** in 2017 by cousins Jason McGowan and Sawyer Hemsley in Logan, Utah.
- **Mission statement**: *“Bringing friends and family together over a box of the best cookies in the world.”*
- **Competition**: Insomnia cookies, Tiff’s Treats, Great American cookies, and any other bakeries.
- **Products**: Various gourmet cookies; Just started adding other desserts (mini pies and cakes), ice cream, and beverages \*not their priority product
- **Statistics**: 980+ stores in the U.S.-- expanded to Canada; Total of 1 billion sales across franchisers; In 2022, they have sold more than 300 million cookies!





# Consumer Profiles

## Profile #1

# SoCal Savannah

### Primary Consumer

- **Consumer:** Gen Z age 17; living in Southern California.
- **Attributes:** Bubbly, Outgoing, Adventurous, Trendy, a total foodie!
- **Key Motivators:** Loves exploring, staying up to date on the latest trends, always looking for new places to eat, and posts reviews on them on social media.
- **Media Preferences:** Tik Tok, Instagram, and Snapchat



# Savannah's Consumer Journey

## 1. Awareness

Stumbles on a Tik Tok video advertising Crumbl's weekly lineup of cookies

## 3. Purchase

drives to Crumbl's SoCal location and purchases a 4-pack box, contained with the flavors of her choice.

## 2. Consideration

Clicks on Crumbl's account and reads through each cookie flavor. She then searches if there is a Crumbl location in Southern California.

## 4. Onboarding

signs up for Crumbl's loyalty program and is now a regular customer. She also fills her social media pages with weekly reviews on Crumbl's flavors.



## Profile #2

# Tammy Wilson

Secondary Consumer

- **Consumer:** Mother of 3 kids, ages 2, 7, and 10.
- **Attributes:** Kind, hardworking, and caring
- **Key Motivators:** caring for her kids, staying productive, aims to give her kids the best life possible.
- **Media Preferences:** Facebook, Instagram



# Tammy's Consumer Journey



## 1. Awareness

Scrolling through Facebook during downtime and comes across Crumbl's account

## 3. Purchase

Purchases a 6-pack box of cookies for her kids, along with 2 milk beverages

## 2. Consideration

Goes through each flavor/all products, looks at pricing, etc. She thinks that her kids would love the cookies.

## 4. Onboarding

Makes it a tradition to go to Crumbl every Friday, after picking her kids up from school.

## Profile #3

# Event Planner Evelyn

Tertiary Consumer

- **Consumer**: 28-35-year-old event planner & caterer
- **Attributes**: Outgoing, creative, hardworking, smart, friendly
- **Key Motivators**: working hard at her job, pleasing clients, and keeping a creative mindset.
- **Media Preferences**: Instagram, Pinterest, Facebook, various blogs



# Evelyn's Consumer Journey

## 1. Awareness

reading a blog post about the best places to cater from. She is currently in the middle of planning a baby shower for her client.

## 3. Purchase

After getting approval from her client, Evelyn purchases Crumbl's seasonal bundle of cookies, a total of 60!

## 2. Consideration

Seeing Crumbl as a recommendation, she then browses their website and sees that they cater to any type of event.

## 4. Onboarding

Crumbl is now one of Evelyn's go-tos for catering and makes sure to recommend it to all her clients.





# Marketing Strategies

# Marketing Strategies for Crumbl Cookies

## 1. Advertising on TV

- **Advertising on TV will reach more consumers and cause them to visit their nearest Crumbl location.**
- **appeals to all consumer profiles**

## 2. Create contests for consumers

- **In order to attract younger consumers, Crumbl should make contests where consumers can win a free gift card, a free box of cookies, or even have their creations made into real products!**
- **primarily appeals to consumer #1**

# Marketing Strategies for Crumbl Cookies

## 3. Emphasize catering options on social media

- post photos and videos of clients who have catered from Crumbl, along with their commentary.
- Content should show examples of the different occasions Crumbl can cater to.
- appeals to consumers #2 & #3

## 4. Pop-up shops!

- Have Crumbl set up pop-up shops around popular areas and give out free samples of their weekly lineup. Location matters! Go to wherever their target markets are.
- Appeals to all 3 consumers!

A grid of various decorated cookies on a light pink background. The cookies are arranged in a grid pattern and feature a wide variety of decorations, including frosting swirls, sprinkles, fruit, chocolate, and nuts. The colors of the frosting and decorations range from soft pastels to rich browns and blacks.

**Thank You!**



## References:

1. <https://crumblcookies.com/>

2. CNBC Make It, February 17, 2024, “Crumbl Cookies started as a ‘fun side hustle’—now it brings in \$1 billion a year: It’s ‘something that anyone can do.’”

<https://www.cnbc.com/2024/02/17/crumbl-cookies-from-fun-side-hustle-to-bringing-in-1-billion-a->

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3. CBInsights, 2024, “Crumbl Cookies’ Alternatives and Competitors.”

<https://www.cbinsights.com/company/crumbl-cookies/alternatives-competitors>