

A L P I Z Z A G M L

T N R F R E S H K R

P I E S D V X Q M C

P E P P E R O N I F

U E U F O N T P A X

Q K H P E R C J F U

N Z T P O W T Y E O

Digital Product Marketing Launch Plan

PREPARED BY
JOHN RUDOLPH

PLAN OVERVIEW

Overview

MP Pepperoni is a thick geometric display font that's perfect for making a bold statement. With a name like Pepperoni, the product launch is a great time to introduce its quirky characters with an appropriate brand voice. I also want to highlight Pepperoni's functional potential for promotional communications and package design. **The objective of this marketing launch plan is to pique the interest of our target audience, and get them to considering buying a new font from an agency that usually builds brands and website on a project-basis.**

Audience & Approach

The target audience for Pepperoni has remained the same since the beginning of this project: designers and content creators that want a fresh typeface for their creative projects. This is somebody that values unique, high-quality design assets, and wants to elevate their client's brand with visual storytelling. It's important that our marketing communications is appropriate for this audience, and stands out in the competitive marketplace for fonts.

Which is why, at every marketing touchpoint, we need to speak directly to our target audience, Jessica. She values creativity, self-expression, and originality. Jessica's sense of style is constantly evolving, but she avoids design trends or fads. With Pepperoni, we have an opportunity to highlight the benefits of a clear sans serif font. Jessica is a freelancer, so she's definitely budget-conscious. Price will play an important role in our marketing plan. Last, with thousands of fonts available, finding the perfect one can be time-consuming. Our plan has to focus on the channels we can most likely reach her.

Strategy

We named the font Pepperoni based on its design features — its abnormally thick and round — but we also created it with a specific source of inspiration: pizza boxes. CT has a long history with pizza, and is widely known as serving some of the best in the country. Fittingly, the font's tagline reads, "Your brand's favorite new topping."

To highlight the font's flexibility, we've come up with some fun usage scenarios based on the traditional four "P's" of marketing: 1. Promotion, 2. Packaging, 3. Price points, and 4. Pizza. Our marketing and communications strategy is to showcase how Pepperoni can be leveraged for these various design activities.

From a tactical standpoint, the marketing launch will focus on these three channels: Email, LinkedIn, and Instagram.



All of the character included in the Pepperoni .otf file.

LAUNCH TACTICS

Instagram Copy

Introducing our first font: Pepperoni. It's an all caps geometric display font that's unapologetically bold. Designed to dominate your design like a New Haven pie, Pepperoni brings maximum impact with ultra-heavy strokes, tight spacing, and a playful punch that's perfect for promotions, packaging, price points, or, you guessed it, pizza boxes.

See link in bio to download on Buy Me a Coffee for only 5 bucks.

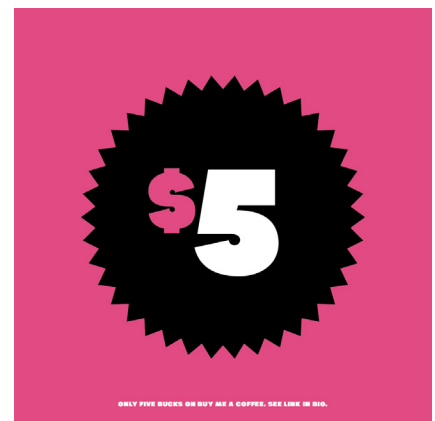
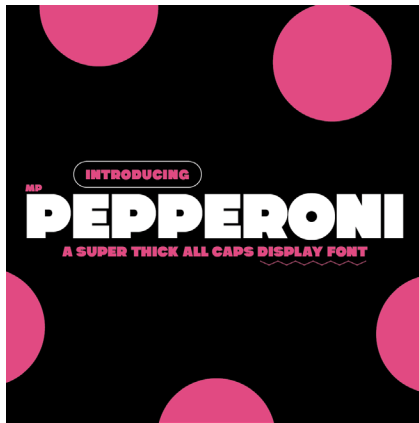
Tone of Voice & Tactics

The marketing and communication priorities will shift slightly based on channel. While they will all showcase Pepperoni's brand personality, email and LinkedIn will be slightly more straightforward and functional. With Instagram, there's a little more room for inspiration and creativity.

Instagram

Engagement is certainly down on Instagram, but many friends and clients follow Map Agency's account. Plus, IG offers the potential to reach other designers and content creators. The focus at launch will be to show Pepperoni's use in packaging and to highlight the low price of only \$5.

Post: Wednesday, October 8th, Noon



LAUNCH TACTICS

LinkedIn

I learned early in my digital product research that LinkedIn is the new Facebook. And, it's not just for suits anymore. Creative professionals and content creators are finding new customers for their products on this channel. With a carousel post featuring the benefits of Pepperoni, I can potentially reach more than my 1,209 connections organically.

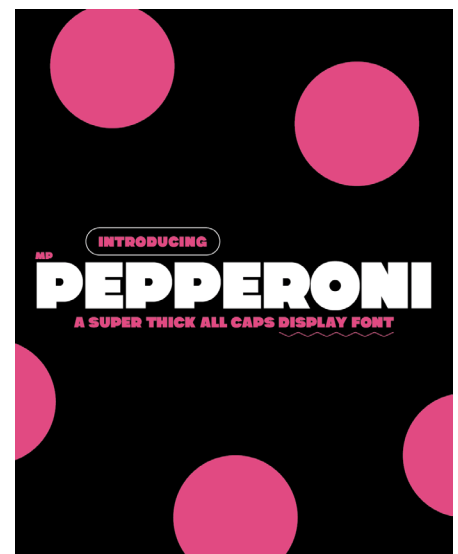
Email (See Next Page)

Email is going to be the best channel to reach colleagues and current clients. While Map Agency doesn't usually sell products, this will be an easy way to introduce our new font, tell a brief story, and ask them to try it. With such a low barrier to entry, email also offers an opportunity to get valuable feedback for future font development.

LinkedIn Copy

Check out our first font! Pepperoni is a super thick display font that's perfect for packaging design, promotional materials, and price points. It contains all 26 uppercase letters, numbers, and most of the punctuation needed for bold headlines. Or, customize it for your next logo. Download it today on Buy Me a Coffee for only \$5, and let us know what you think!

Post: Tuesday, October 7th, 8am



Slide 1 →



Slide 2 →



Slide 3 →




Slide 4


LAUNCH TACTICS

Email: Monday, October 6th, 8am

[View in browser](#)




**Your Brand's
Favorite New Topping**




Pepperoni is a perfectly round geometric display font that's unapologetically bold. We designed it specifically for packaging design, promotional communications, price points, and popping out. It's our ode to Connecticut's love of Pizza. And, since Pepperoni is our first font, we're giving all our friends the first taste. For a short time, download it for only \$5 on Buy Me a Coffee.

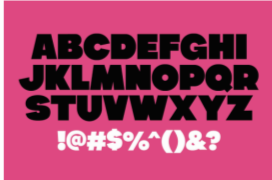
[Download Pepperoni](#)



Pricepoints that Pop
We consider the four P's of successful marketing to be: 1. Pricing, 2. Promotion, 3. Packaging, and 4. Pizza. Take care of numero uno by making those price points pop off the page.



Perfect for Packaging
Nothing goes better with pizza than an ice cold bottle of beer. Or, you know, soda pop. Whatever drink you prefer, we designed Pepperoni with packaging and label design in mind.




26 Strong Characters
MP Pepperoni comes with 26 uppercase letters, 10 numbers, and 30 punctuation marks. Try it out for your next headline, package design, logo, or any text that demands attention.

**Ready to try
Our New Font?**

While we've customized fonts and drawn many letters over the years, this is our first adventure into typeface design. We'd love to hear what you think! Please let us know if you have any issues, or kindly leave an honest review on Buy Me A Coffee.

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We launch brands that demand attention in today's radically competitive landscape. Learn more at [map-agency.com](#).

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Conclusion

Digital marketing often allows for businesses to “test and learn” from their brand communications in real time. Announcing Pepperoni will undoubtedly be a huge “test and learn” for me, personally. Regardless of the financial outcome, I’m really interested to see the kind of feedback I receive, especially from my industry peers. Can they become Map Agency clients? I can’t wait to find out.

Q K C P E R C J F U

P M O S D V O Q M C

N F **T H A N K** M K R

P T A L F S P D I G

U E U F L **Y O U** A X

E O T N T N U T P O

V P G M L A L P M Z

MAP

—
JOHN RUDOLPH
CREATIVE DIRECTOR