

PROJECT BRIEF

This mockup is for demonstration purposes only.

PROJECT SCOPE

Brand Voice

Rewriting

Product Description

Sensory Experience

BRAND VOICE

Warm / Traditional / Authentic

CREDITS

Dewey's Bakery

<https://deweys.com/>

RESEARCH SOURCES

Dewey's Bakery (<https://deweys.com/>)

Product descriptions of local bakeries in the US

Tasterium (<https://tasterium.com/herbs/197-ginger.html>)

THE CHALLENGE: BRING COOKIE DESCRIPTION TO LIFE

Original: "Thin cookie. Big flavor. These delightful cookies take the traditional ginger snap to a whole new level."

Other product descriptions at Dewey's evoke sensory experiences with keywords like "sweet toasted coconut," "indulgent brownie," and "bright and zesty."

As a gingersnap lover myself, there's nothing more disappointing than buying "ginger" anything and tasting more sweetness than spice. My goal for Dewey's was to evoke a stronger sensory experience of the cookie's ingredients, while still keeping the description short and sweet in line with the brand voice.

THE SOLUTION: CHOOSE WORDS WISELY

Update: "Thin cookie. Big flavor. Packed with ginger and spice, these delightful cookies take the traditional gingersnap to a whole new level."

I believe that the final say of what works best for a client is the client. With a shorter description like this, I can offer a couple versions to choose from while highlighting my own recommendation and why I believe it's best.

To get there, I began by researching the ingredients in Dewey's Triple Ginger Cookies—and was surprised to find *three* kinds of ginger: candied, pureed, and ground. There's also cinnamon and allspice, and both cane sugar and cane molasses, deepening the flavor and adding warmth to carry the sharp, citrusy notes of the ginger.

For inspiration, I found a wonderful website that breaks down the flavor, aroma, and texture of different ingredients, giving me a list of adjectives to choose from. I opted against peppery, intense, and sharp since those descriptors might imply an overwhelming amount of ginger. I also nixed "citrusy brightness" in case that implied an orange or lemon flavor, and also "zest" since this was used to describe another product that did have citrus (the lemon cookies).

I went through a few revisions, combining different adjectives and descriptors. I wanted to highlight that "take the traditional gingersnap to a whole new level" isn't an exaggeration. I used "ginger and spice" both as a play on the familiar phrase "sugar and spice" and to emphasize the depth of the flavors alongside the ginger.

Below are variations on the final version that clients can use as inspiration for revisions or to choose as their final description.

VARIATIONS

- Thin cookie. Big flavor. Packed with sweetness and spice to warm you up.
These delightful cookies take the traditional gingersnap to a whole new level.
- Thin cookie. Big flavor. Packed with sweetness and spice, these delightful cookies take the traditional gingersnap to a whole new level.

INSPIRATION

Ingredients	Keywords
• Candied ginger • Pureed ginger • Ground ginger • Cane sugar • Palm oil • Ground cinnamon • Allspice • Cane molasses	• Tingle • Zest • Subtle sweetness • Sharp • Peppery • Warmth • Intense • Heat • Citrus-like brightness