

cheeky peach

brand storytelling plans book

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situational analysis



Company History

Cheeky Peach began in 2010 as a small, 850-square-foot boutique with just a couple of clothing racks. Over the past 13 years, it has transformed into a vibrant, 6,000-square-foot space offering a wide variety of brands. This growth was gradual and made possible by the strong community they built along the way. From the beginning, Cheeky Peach was envisioned as more than just a retail store—it's a place to gather, explore, and discover personal style. With a focus on individual expression, their founder, Katie Jacobs, has worked to curate a shop that feels personal and empowering to every customer. At Cheeky Peach, they take pride in delivering an exceptional shopping and styling experience with every visit. Their goal is to ensure that each customer feels like a more empowered version of themselves. Whether you visit in-store or engage with through the social shop, their priority is to offer genuine, thoughtful styling that celebrates individuality.

Meet the Owner:
Katie Jacobs



Cheeky Peach Storefront

160

STORE HOURS
MONDAY - SATURDAY
10:00AM - 6:00PM
SUNDAY
12:00PM - 5:00PM

cheeky peach.
Warmly welcomes
and serves the LGBTQ+
community. All humans
are welcome here.



Product Evaluation

Product Offering

Cheeky Peach sells an unique shopping experience. Customers can shop for a blend of trendy and classic styles that transition from casual to more formal looks for those looking to get the most out of their wardrobe. While it is most well known for its wide variety of clothing of different brands and styles for every occasion, you may also book a service: free styling sessions by their welcoming employees. Besides clothes, they sell candles, jewelry, and small home items. They are also know for their humorous game day pins.

Location

Cheeky Peach is nested on a small street in Downtown Athens, Georgia amidst a lively college-town atmosphere. The location is the perfect stop for shoppers exploring the city. It is easily recognizable by its iconic pink garage door.



160 W Clayton St.
Athens, GA 30606

Hours

Cheeky Peach operates during the hours of 10 am to 6 pm Monday through Friday and 12 pm to 5 pm on Sunday.



Product Evaluation



Attributes / Benefits

Cheeky peach is known for offering a vibrant boutique experience. They provide personalized styling where staff are ready to help shoppers find outfits that align with their individual preferences and lifestyle. They create curated collections that are handpicked to be stylish while catering to a variety of tastes and personal styles. They pride themselves on intimate customer service with a welcoming atmosphere and staff that genuinely makes an effort to ensure each visitor feels confident and cared for. Cheeky Peach provides a variety of well-known brands like Dolce Vida to the local fashion scene in Athens. The boutique is also the largest independent retailer of Free People in the Southeast. Overall, Cheeky Peach offers a combination of trend-forward fashion, personalized service, and a community-centered approach to retail.

Pricing

Cheeky Peach offerings come at a varied price range from as apparel and accessories are priced to cater to a wide audience, from mid-range to more premium offerings. They stock both higher-end brands like Dolce Vida, Free people, and Capri Blue.

Voted
Best Boutique
in Athens

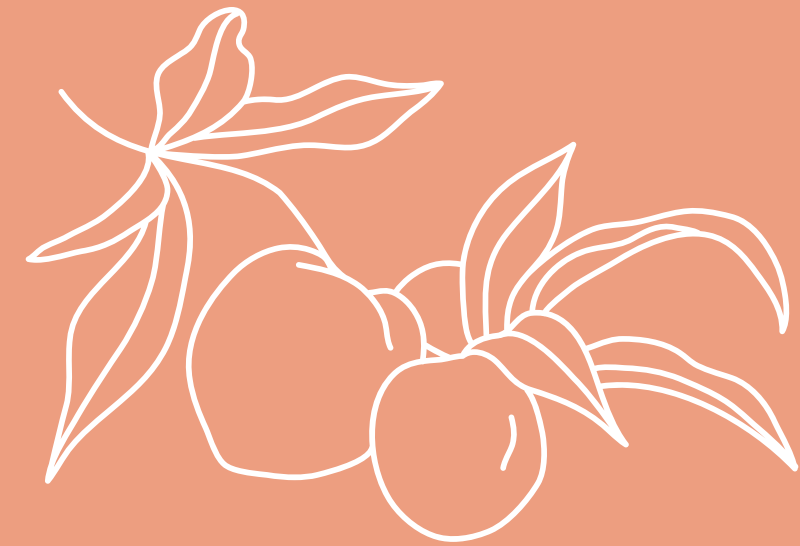
Product Evaluation



Consumer Evaluation

The Peaches

Cheeky peach has a unique offering for a feminine style that appeals to young women who are looking to create a personal identity through fashion. The brand has a varied consumer base of women with a fashion forward mind in the middle to upper socioeconomic class. Customers are typically based in and around Athens, Georgia. Over the weekend there is also an influx of visiting families, friends, and alumni who may want to revisit their favorite stores while reliving their college glory days. The typical consumer is looking for an effortlessly chic style that blends Southern charm with trendy designs. Cheeky Peach offers a personalized shopping experience for young women.



Cheeky Peach attracts...

- College-aged women
- Young moms
- Young professionals



Consumer Evaluation

College Women

College women shopping for Georgia game days, sorority events, or girls' weekends. This consumer group often has a varied social life that necessitates a wardrobe to match their expansive schedules. College women are often looking for unique options to stand out in the crowd. Also, they are looking to find their own sense of style in this transitional phase of life.



Young Moms

Young moms looking for a good pair of jeans, or comfy shoes for chasing their kids around. This consumer group seeks comfort and ease of styling in their daily life. They look for offering such as cute yet practical shoes and ready to wear pieces such as sweaters. They also look for outfits that will help them feel like their best self for any event that may arise outside of their typical motherly duties.



Young Professionals

Young professionals looking to sport colorful blazers or trendy business casual outfits at work. This consumer group is often shopping to diversify their wardrobe with a mix of basic pieces that can easily styled and eye-catching pieces to amplify any outfit. Young professionals are often looking for ways to style the same pieces in a wide variety of ways.



Competitive Evaluation

Offerings

Advertising

Target

Direct Competition



- Boutique-style offerings
- Game day to formal wear
- Clothing, jewelry, shoes

- Social media - Instagram
2,272 followers
- Online ordering
- Similar signage

- College-aged women -
typically in sorority or
social groups
- Young professionals



- Boutique-style offerings
- Game day to formal wear
- Clothing, jewelry, shoes

- Social media - Instagram
16.7K followers
- Influencer advertising

- College-aged women -
typically in sorority or
social groups
- Young professionals



- Boutique chain
- Modest clothing

- Social media - Instagram
2,476 followers
- Exclusive UGA game day
wear

- High school to college-
aged women
- Young professionals

Competitive Evaluation

Indirect Competition

Offerings

Advertising

Target

URBAN OUTFITTERS

- Going out wear
- National trend based

- UO Live
- Massive social media presence – Instagram 8.9M followers
- National campaigns

- Young women & men with trend based fashion goals

pitaya

- Boutique chain
- Going out to semi formal wear

- Large national social media presence – Instagram 23.4K followers

- Young college-aged woman that value trend based clothing

Trends

Category Trends

In the retail and boutique industry, there is a shift towards more **immersive** and experiential **guerrilla** marketing tactics to engage customers and frame a store as the premier, trendy outlet. **Events, pop-ups, and interactive campaigns** have been more popular to engage the Gen Z crowd. **Styling sessions** are also increasingly offered by boutique brands to differentiate themselves. Younger generations also prioritize spending on experiences and apparel for social settings if products are unique and fashionable, but are also cost-conscious, emphasizing the need to market as an **affordable luxury**. Messaging around promotions for students can remove barriers to purchase.

Zara Pop-Up Event



Trends

Local Trends

Local trends around Athens, GA will be considered in the campaign. Cheeky Peach's product style caters to the high game day fashion demand, where UGA students typically **purchase new outfits for every Saturday football game**. Cheeky Peach's product portfolio appeals to the southern culture of wearing **dresses, skirts, and blouses** rather than commonly-worn college merchandise for football games in West and North. The high purchase frequency of game day dresses in Athens poses unique boutique offerings as a positive; however, Athens students also typically choose to shop at local boutiques (as well as restaurants) with a **strong word-of-mouth reputation** because of the high volume of clothing stores available. Cheeky Peach's campaign must include a **dynamic, bold, and unique** positioning in order to gain this competitive advantage.



Strengths

SWOT

Weaknesses

- A local brand with community ties: as a local Athens business, over the last 13 years, Cheeky Peach has stronger relationships with the community than national brands, allowing for a more personal shopping experience and brand loyalty.
- Personalized styling services: free styling sessions provided by “the peaches” enhance the shopping experience and make Cheeky Peach stand out in the local retail scene. This service emphasizes their focus on individuality and empowerment.
- Curated product variety: They offer a unique blend of Southern charm with trendy, feminine styles that appeal to a wide range of customers, from college students to young professionals and young moms.
- Many UGA students seemingly don't know about Cheeky Peach's location or offerings, which limits foot traffic and customer base, resulting in low awareness.
- A higher price perception: the mixture of higher-end products may deter students or younger shoppers on tighter budgets, who could view Cheeky Peach as less affordable compared to fast fashion options.
- Limited digital engagement: without a TikTok account, Cheeky Peach misses the opportunity to connect with trend-driven students and young professionals online.

Opportunities

- Increase social media engagement: A strong TikTok and Instagram presence could attract students, showcase styling sessions, and highlight products, reaching a wider, trend-aware audience.
- Appeal to visiting alumni and families: Cheeky Peach can use weekends with a high influx of visitors (e.g., football games, alumni weekends) to increase foot traffic by offering unique promotions or limited-time collections.

Threats

- Competition from online retailers/ fast fashion: students might opt for cheaper, trendier clothing from online stores or fast fashion brands, which are often highly competitive in price and variety.
- Student budgets: students may reduce discretionary spending due to financial constraints, which could impact sales, especially for higher-priced items.

marketing & communication direction



Communication Objective

Primary Objective

Increase brand awareness of Cheeky Peach among UGA students and young women in Athens by 25% by the end of December 2025.

Specifically, we aim to highlight the boutique's unique offerings, including free personal styling sessions and trendy, curated products, while addressing the challenge of a less-visible location. By the end of the campaign, we intend to position Cheeky Peach as the go-to boutique for college women seeking stylish and personalized fashion solutions.

Communication Objective

Strategy

To achieve this, the campaign will employ a mix of in-person and digital channels to connect with UGA students in environments where they already spend their time, both physically and online. We will utilize interactive and experiential touchpoints to allow students to directly experience Cheeky Peach's unique styling services and products. Also, it is crucial to develop a social media strategy tailored to platforms preferred by college students to create a fun and relatable brand presence. Visual identity is key as well; establishing a cohesive and trendy aesthetic that aligns with students' fashion preferences and resonates with their desire for individuality. The strategy focuses on integrating these elements to build a memorable brand identity and drive both online and in-store engagement.

Rationale

UGA students represent a valuable target market due to their proximity to the boutique and their frequent need for unique outfits for social, professional, and campus events. However, many students are unaware of Cheeky Peach, partly due to its location and lack of visibility within the campus community. By combining in-person interactions with a dynamic digital presence, the strategy addresses these challenges, meeting students where they are and demonstrating the boutique's value as a local fashion destination. A balance of personal experiences and trendy digital content will position Cheeky Peach as a boutique that not only provides great fashion but also understands and celebrates the individuality of its customers.

Target Market Profiles

Julia

Julia is a 21-year-old marketing major at the University of Georgia. She has a very involved sorority and campus life. Julia is extroverted and talkative. She's very artsy and loves a good craft. Julia could spend all day smelling candles or strolling through stores shopping. Anything sparkly and pink will catch her eye, and she could talk about Taylor Swift all day long. Julia loves to spend time with her roommates and is very close with her family. Her favorite brand to shop is Free People, and she loves big sunglasses and gold jewelry. Julia values individuality and self-expression.



Target Market Profiles

Who is Julia?

Favorite brands: Free People, Anthropologie, & Urban Outfitters.

Products she loves: High heels, candles, workout classes, and home decor.



Spirited
Bold
Bubbly



Julia's Day in the Life

Julia wakes up just in time for her 10:20 class and makes her way over to Terry for her first of three classes for the day.

Julia grabs a coffee with her best friend in between classes.

After a busy day on campus, Julia goes home to spend some time with her roommates until she has to get ready for her sorority semi formal.

Dressed in her gold semi dress, Julia and her friends go to dinner before heading out for a night in downtown Athens.



Target Market Profiles



Hannah

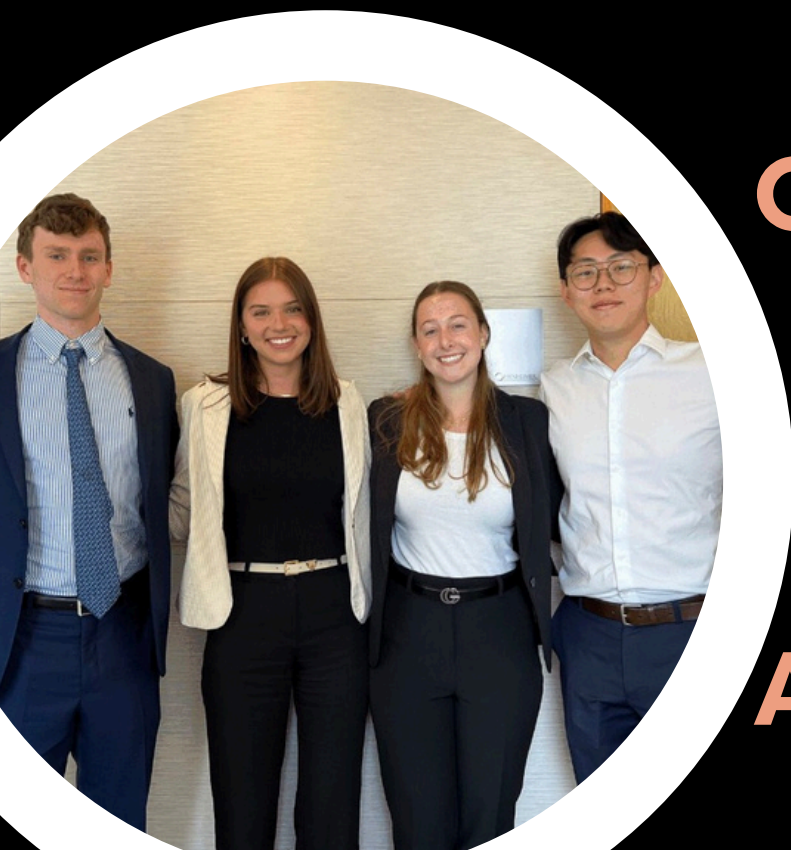
Hannah is a 25-year-old working professional who loves her job at a law firm in Athens, Georgia. She tries her best to have a successful work-life balance in her post-grad years. Her younger sister is a student at the University of Georgia, and Hannah loves to spend her Sundays having brunch and shopping with her sister. Hannah loves to shop for versatile pieces to incorporate to her corporate wardrobe, but she is also always on the hunt for a show stopping professional piece to make her stand out in the courtroom. Hannah prioritizes her family above all else and values hard work and dedication greatly.

Target Market Profiles

Who is Hannah?

Favorite brands: Reformation, LoveShackFancy, and West Elm.

Products she loves: Skincare, Jeans, Athleisure, and Planners.



Confident

Witty

Ambitious



Hannah's Day in the Life

Hannah starts each morning with a three mile run before heading to the office.

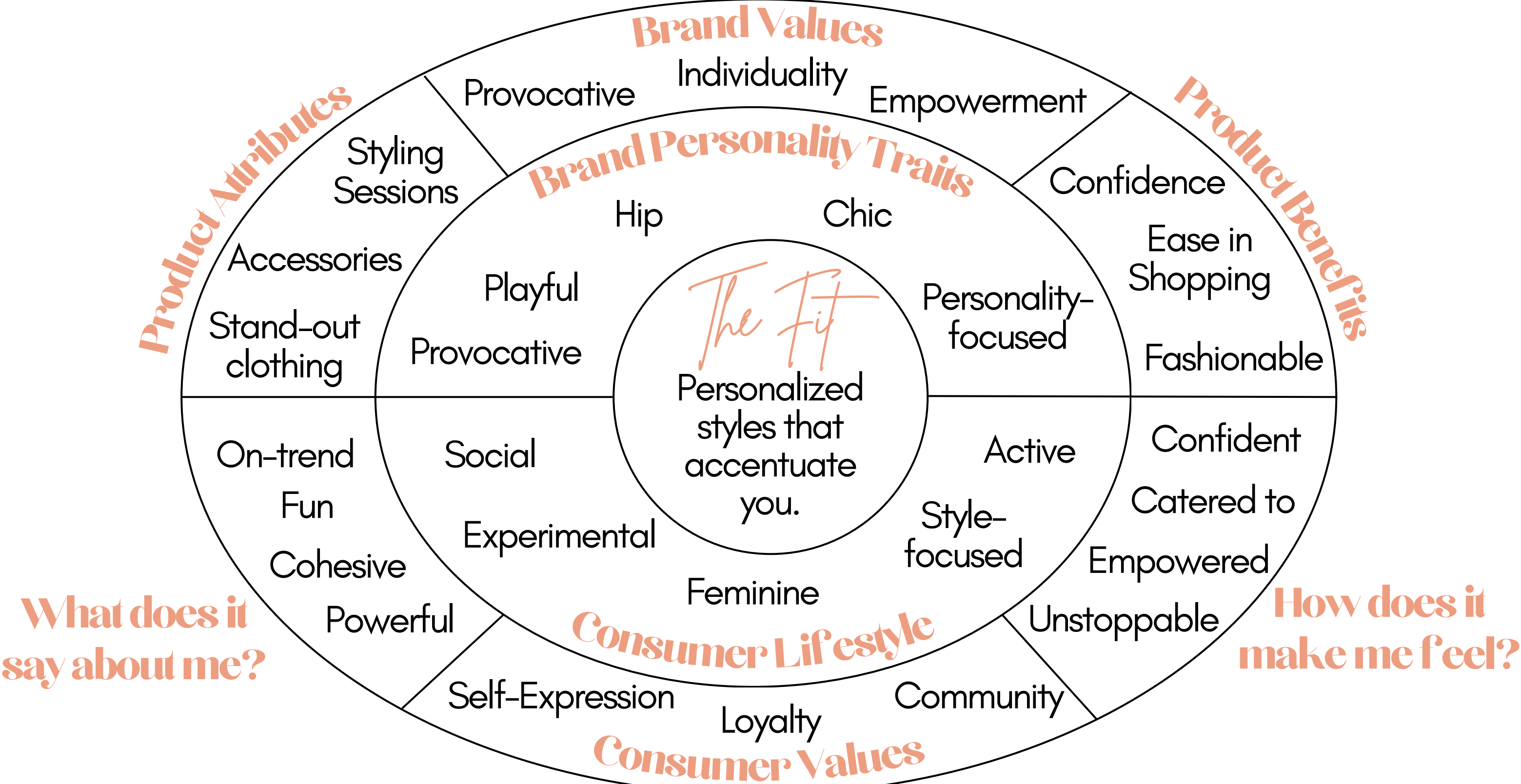
On her lunch break, Hannah grabs lunch with her little sister.

After lunch, Hannah goes home to change into an outfit for court where plans to spend her afternoon defending her client.

Following her afternoon in the courtroom, Hannah grabs dinner with her coworkers before settling in on her couch with a lit scented candle, her comfort movie, and her golden doodle puppy.



Brand Essence Chart



Creative Brief

Client:

Cheeky Peach Boutique

Key Facts:

A staple in downtown Athens, Cheeky Peach is a profitable boutique that has grown considerably since its opening in 2010. Cheeky Peach offers trendy and chic items through individualized styling experiences. The shopping experience provides unique opportunities compared to other shops in the area, however, the location of the store has led to lower awareness levels among UGA students.

Problem:

Location-wise, Cheeky Peach is a bit tucked away. Not many UGA students find themselves walking by the store, so it has ended up out of sight and out of mind. Many college girls have no idea what the store offers or even recognize the name.

Objective:

To increase brand awareness 25% among the young, trendy college female target market in the Athens area by the end of December 2025.

Target Market:

In a broad sense, the target is young women in Athens. But on a smaller scale, the campaign is specifically aimed at UGA college girls, sorority members, local mothers and daughters, and young professionals interested in finding the perfect outfit for whatever occasions life throws at them. We're looking for women who prioritize expressing themselves through their fashion. Most of them will likely be around 18 - 26, middle to high-income.

Creative Brief

Insight:

In the life of a college girl, it seems like another event is around every corner – especially for those in Greek life. Greek life means event after event, planning outfits with friends weeks in advance. They tend to be trend-forward, yet, value stylistic individualism. They want their outfits to be creative, but match the general popular appeal. Their outfits are extensions of their personality from the items, to the styling, to the accessories.

Promise:

Cheeky Peach promises to provide personalized styles that accentuate YOU.

Support:

1. Personalized stylists
2. Fashion-forward and trend-aware items
3. Wide variety of items to ensure different styles can be catered to for ranges of events

Tone:

The tone of this campaign should live up to the brand's name. In a single word, Cheeky is this brand's personality. Think witty, playful jabs at the game day competition. The tone is light and humorous and should present the essence of playful confidence.

Mandatories:

Cheeky Peach Logo
Social Media handle – @cheekypeach

Campaign Concept

The Peachy Playbook

Cheeky Peach's campaign "**The Peachy Playbook**" is designed to **raise awareness** of the store as a **personalized styling experience** elevating all aspects of the feminine wardrobe in Athens. The campaign focuses on accentuating individual style and hones in on the distinctive look of each and every person that walks in. Using the witty, competitive game day spirit that Georgia fans are known for, the campaign highlights the brand's **trend-forward merchandise** and delivery of an **unique customer experience, styling its clients with the care only a small business could**. Ultimately, this campaign brings awareness to the young women of Athens – the college girls and the emerging post-graduate professionals – and **lets every woman know that whatever life throws at them, Cheeky Peach is ready to support them with the perfect outfit for the occasion.**

Strategies for this campaign include utilizing **digital and social media channels** to connect with local audiences, creating captivating **in-person engagement experiences**, and highlighting **unique styling opportunities** to reflect the brand's distinct identity.

Campaign Concept

The Peachy Playbook

The goal of this campaign is to **engage Gen Z shoppers** to drive traffic into the boutique and raise awareness about Cheeky Peach's free styling sessions. By doing so, Cheeky Peach will reiterate its position as **the premier boutique** in downtown Athens for game day outfits and accessories, creating and maintaining a competitive advantage over various other clothing outlets in the area. The campaign will solidify Cheeky Peach as the **on-trend, fun, and experimental** place to get personally styled to find the **outfits that make you feel confident, unique, and powerfully unstoppable** in clothing that best suits you.

The color palette for "The Peachy Playbook" is thoughtfully designed to reflect both the charm of Cheeky Peach's storefront and the vibrant spirit of the Athens community. The brand's signature colors – peach, black, and white – serve as the foundation, while pops of pink and red are incorporated as secondary colors to add a **chic energy and playfulness**. To create a cohesive and polished campaign, we're using the Chloe and Brittany fonts, aligning with Cheeky Peach's established brand identity and ensuring consistency with their website.

The campaign emphasizes that Cheeky Peach isn't just a boutique, but a starting point for discovering a style that is unique, trendy, and truly yours.

tactics & executions



print pieces

move-in flyers
magazine page
poster

THE PEACHY PLAYBOOK

BY CHEEKY PEACH BOUTIQUE



**BRING THIS FLYER FOR A FREE PERSONAL STYLING
SESSION & 10% OFF OUR GAME-DAY COLLECTION!**

DOWNTOWN ATHENS LOCATION. VALID UNTIL 10/31/25.

Move-In Flyers

Move in flyers to be distributed to dorms, apartments, and sorority houses at the beginning of the school year.

Why?

This flyer will be used to increase brand awareness in order to off-set effects caused by the lack of foot traffic in the area. It will be used to educate a new audience, college freshman, about Cheeky Peach's game day collection, and educate our target audience about the available styling sessions.

FASHION *show*

PRESENTED BY CHEEKY PEACH



PALOMA PARK

JAN. 18TH

7PM

Join **Cheeky Peach** at Paloma Park for a night celebrating personalized styles that accentuate you. Stylists will face off using Cheeky Peach clothes to create outfits for randomly selected models at the event. Come grab a drink and get to see (or be) the winning model *that keeps their full outfit.*

WWW.CHEEKYPEACH.COM
@CHEEKYPEACH



Strike Magazine Page

Magazine Page in Strike Fashion Magazine to advertise a promotional fashion show event at Paloma Park

The Details:

The Fashion Show will take place at Paloma Park in Athens, Georgia. Cheeky Peach employees will style each model live, and attendees can vote on their favorite looks at the end of the show. Outfits from the show will be on sale following its conclusion.

Why?

The purpose of our fashion show is to bring awareness to the Cheeky Peach's personal styling elements in a fun, interactive way. The magazine page is to promote the show.



Poster

Why?

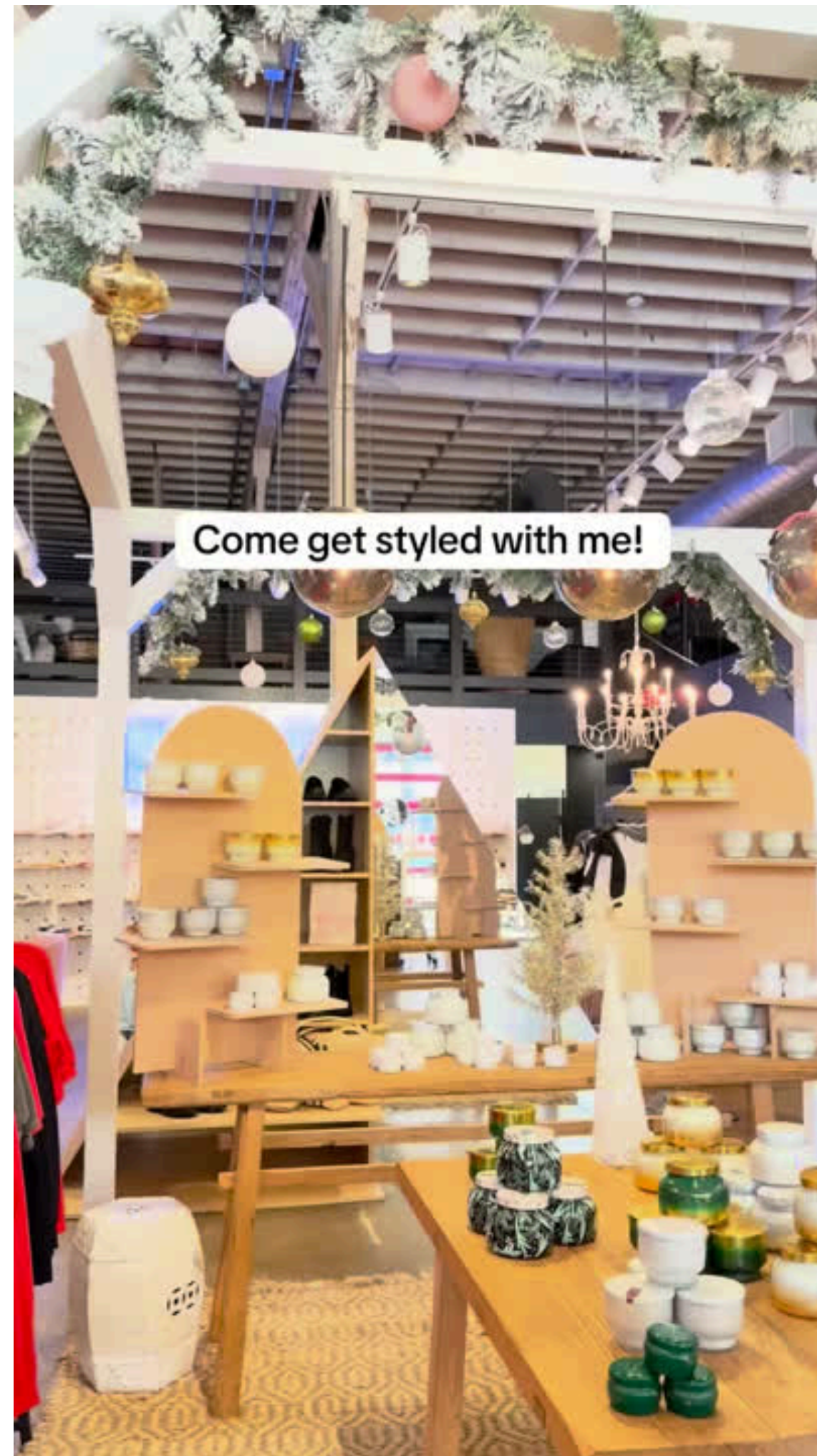
This poster will be used to increase brand awareness and highlight the free styling sessions. It might be placed outside the store to convince shoppers to come inside, or it could find a home at neighboring local business in downtown Athens.

video

TikTok Video

Get Styled with Me

Cheeky Peach already has a very strong presence on Instagram; however, they struggle with both reach and engagement. The content put out by Cheeky Peach would be more effective on TikTok as TikTok's algorithm is designed to push content to non-followers. Our TikTok content will feature trending audio and current trends on the app:



integrated marketing material

what-to-wear guide
fashion show ticket
social media handbook

What-to-Wear Guide

Page One:

Page Two:



Shop In Store

This season's unique, fashionable pieces

WEBSITE
shopcheekypeach.com

FACEBOOK
@cheekypeach

INSTAGRAM
@cheekypeach



A "WHAT-TO-WEAR" GUIDE

About Us

From the beginning, Cheeky Peach was envisioned as more than just a retail store—it's a place to gather, explore, and discover personal style. With a focus on individual expression, our founder, Katie Jacobs, has worked to curate a shop that feels personal and empowering to every customer.

Location

**DOWNTOWN
ATHENS, GA**

160 W Clayton St.,
Athens, GA 30601
706-353-1322
storemanager@
shopcheekypeach.com



Cheeky Peach Lookbook



Fashion Show Ticket



A CHEEKY PEACH FASHION SHOW

7 PM

18

JAN.

2025



0 35545 62336 78 1

Paloma Park

235 W Washington St.,
Athens, GA 30601

admit one

Social Media Handbook

For TikTok

What is TikTok and how can it be used to promote your small business? TikTok is the Ultimate platform for short-form media content. Hundreds of thousands of small business owners use the platform to create order-packing videos, show off their products, or create funny content for their viewer's enjoyment, as Cheeky Peach already seems to do via Instagram reels. We believe, however, that some of these reels would feel much more at home on TikTok and gain more attention there. That's why we conceptualized a user-friendly handbook to teach the peaches the in's and out's of TikTok!

Potential Tiktok concept ideas:

- Wordless ASMR with the clothing
- "Get styled with me"
- Order packaging videos!

Important Note:

Because the brand already has an established social media presence on other platforms, the handbook we provide will be advanced to clearly spell out the type of content that works well on the platform and providing advanced user insights to maximize the use of Cheeky Peach's new TikTok account.

Inside the Handbook

For TikTok

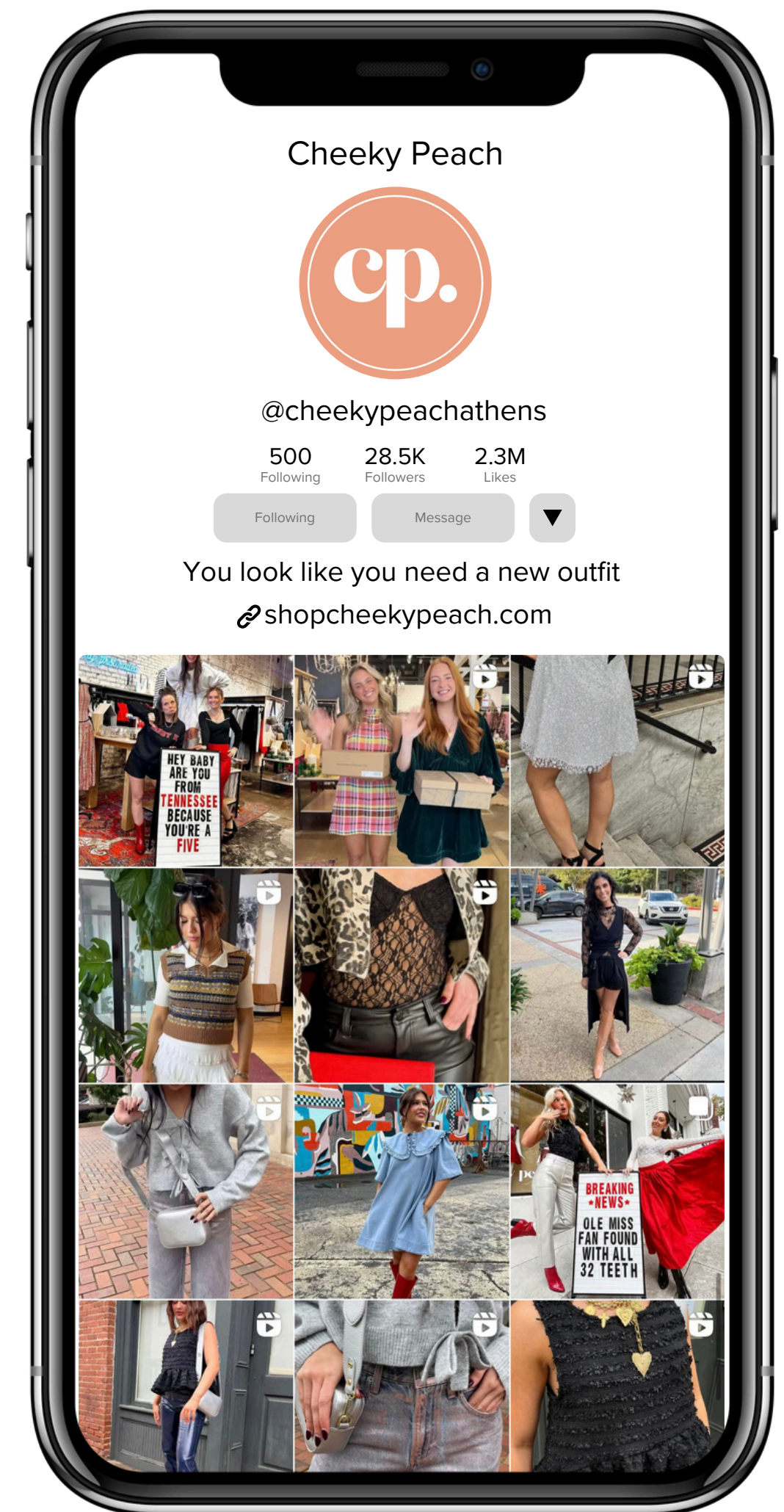
Advanced TikTok Use

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Understanding the FYO

TikTok's "For you page" is essentially the key to success on the platform. This chapter will cover the tricks of optimising your reach, and getting your brand's name out to as many people as possible! The first step is using hashtags.

Hashtags



guerilla idea

Cheeky Peach

Color Analysis Pop-Up

This guerilla event is a tabling pop-up in Tate Breezeway and College Square to increase awareness of Cheeky Peach and their unique styling opportunities. The table will feature the stylists or “peaches” conducting a free color analysis for students. A “Color Analysis” is a service that reveals what seasonal color palette best accentuates someone’s features. Getting a color analysis has been a trending service in the fashion world for the past two years, gaining viral attention on platforms like Instagram and TikTok. This pop-up event provides a sought-after service to students while tying directly to Cheeky Peach’s consumer value of personalized shopping. Once students are matched to their season, they will receive a Cheeky Peach Postcard that outlines the items carried in store that match their season. The tabling event will occur both on campus and downtown to increase awareness to student target customers. The downtown specific pop-up will still be targeted at college-aged target consumers, however, can reach secondary target customers as well.



thank you!

