

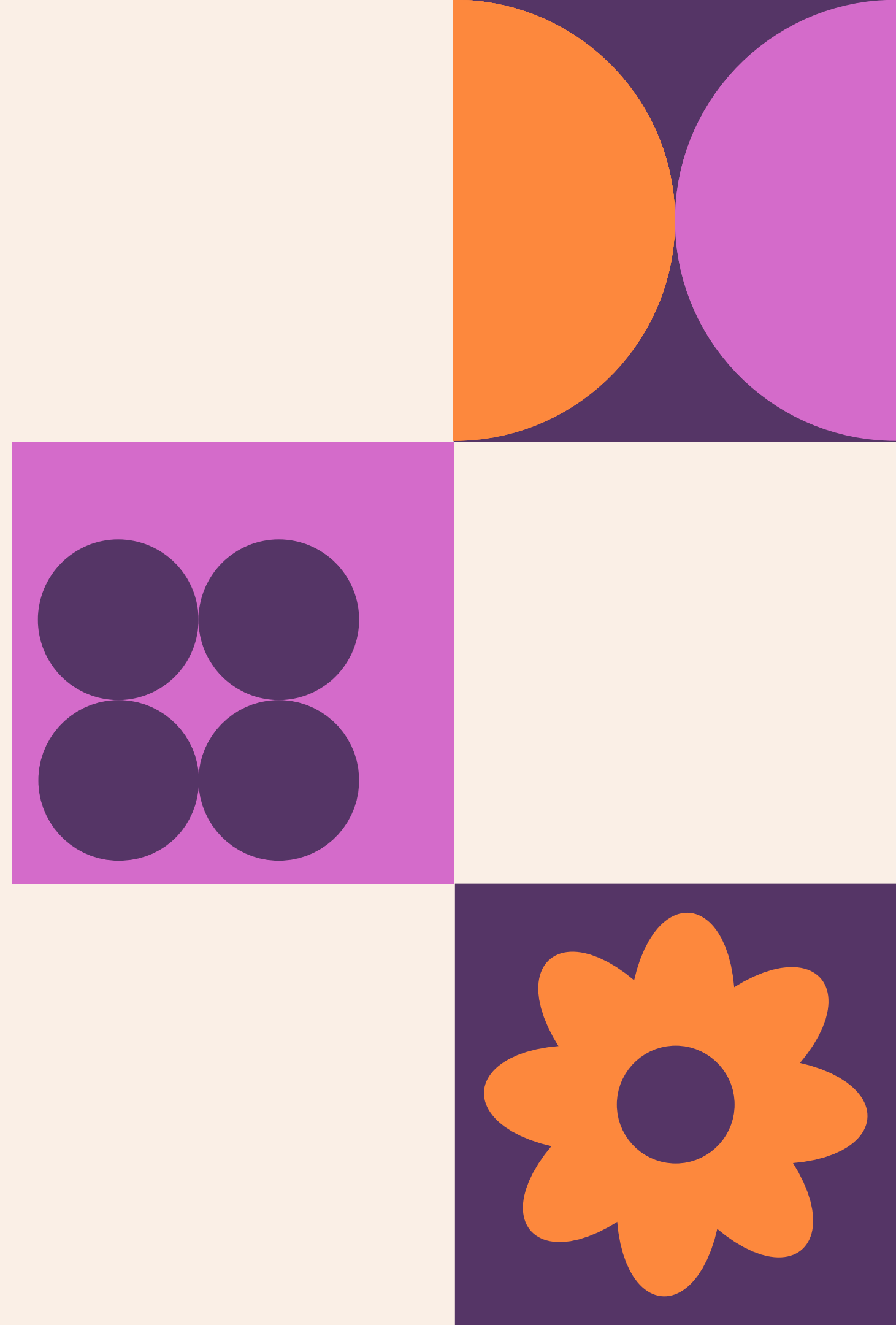
CM417 Fundamentals of
Creative Development

Blackwing Pencil

Presented by



Lainey Roberto
Alex Germain
Ellie McCarron



Agenda



TOPICS COVERED

Brand Overview

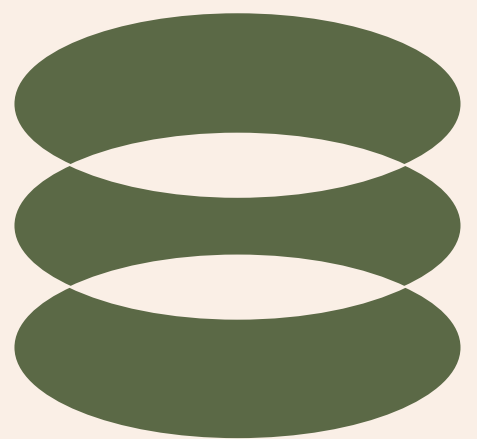
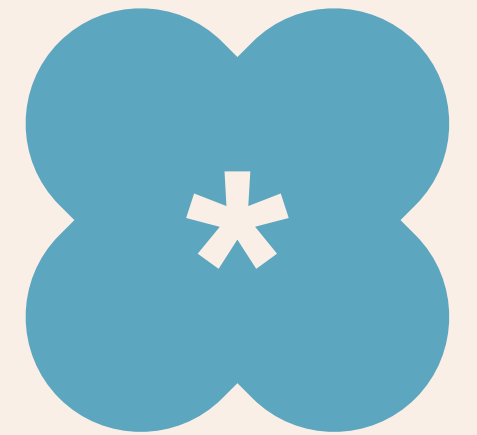
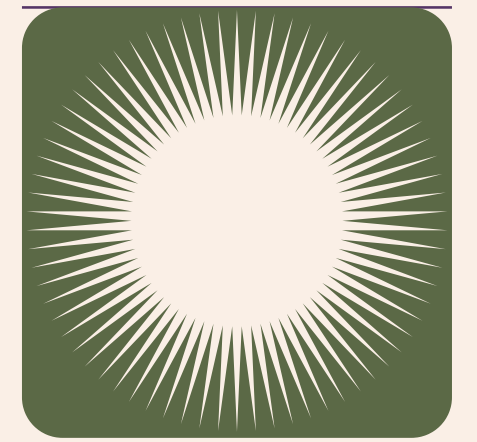
Objectives and Considerations

Target Market

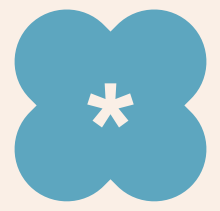
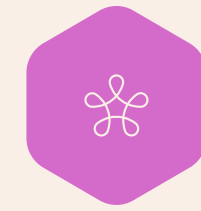
Problem to Solve

Insights

Concepts



Meet the Team



Lainey Roberto

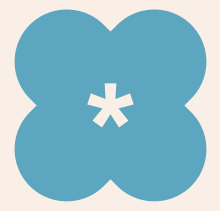
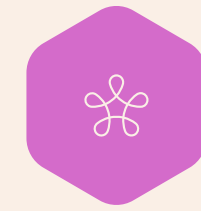


Alex Germain



Ellie McCarron

Brand Background



- 1930: Company founded by John Eberhard Faber, a member of a famous Bavarian Faber family (and the Faber-Castell enterprise)
- 1998: After several corporate acquisitions, it was discontinued.
- Fans began paying as much as \$40 on eBay for a single Blackwing pencil. Artists soon noticed that Palomino's range of premium pencils compared favorably to the Blackwing 602; asked Palomino to consider reviving the Blackwing brand
- 2010: Palomino founder Charles Berolzheimer, whose family's roots in the pencil industry date back to the mid 19th century, used the company's unique supply relationships to re-introduce Blackwing pencils
- They have a profound social impact
 - Blackwing Foundation founded in 2013; develops and supports innovative partnerships that have a sustainable, positive impact on arts and music participation and learning at the K-12 educational level
 - Blackwing is committed to sustainability by manufacturing their products from the highest quality renewable resources. They also use all the excess sawdust created by the forging of the pencils to create natural fire starters, or add it to compost
 - Blackwing Music is a venture that seeks to shine a spotlight on musicians who deserve your attention through live performances, storytelling and album releases; aids in album releases for small artists

- They don't just sell pencils:
 - Paper products
 - Sharpeners
 - Erasers
 - Subscription program



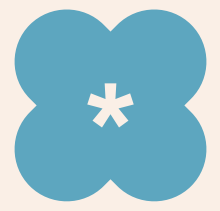
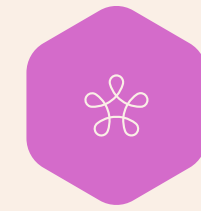
Objectives



- Drive conversions from our in-market audience
- Convey the Blackwing brand as a community of dreamers and creators that can engage with multiple facets of the brand besides their products
- Build emotional connection with audiences; convey quality and reputability through artful storytelling



Considerations



- This product is undeniably expensive. Instead of avoiding how much the product costs, justify it by continuing to play into the narrative of Blackwing and foster a desire for engagement with the brand from the in-market audience
- From 2016 to 2020, stationery sales grew at an annual rate of 2%. **Global demand for stationery products has remained subdued** as laptops, desktops, and smartphones have replaced traditional stationery items, such as pens, pencils, and notebooks in various settings
 - Consequently, **demand for products such as files & folders, pens, pencils, markers, staplers and papers to document the aforementioned aspects is likely to sustain demand in forthcoming years** → within our market, there are low barriers to entry and a high, consistent demand for stationery/writing utensils

Target Consumer



Blackwing as a brand:

- Gen Z/those without a stable career to both afford a luxury pencil and have a need for a high-performing writing utensil like this → not our target audience
- More generally, Blackwing is targeting mid- and late-stage Millennials (25-34) that have a higher income, have a busy lifestyle but also retain the privilege to “step back” and “slow down”
- Those who use the arts or writing to ground themselves – people who journal, doodle, read, or listen to music – more likely to appreciate artistry and craftsmanship → more mature-minded
 - In addition, those who are very involved in the arts industry; community-oriented
 - Storytellers, creatives, “crunchy”
- In terms of media usage:
 - NOT tech-driven, more traditional media-oriented, such as TV, radio, out-of-home, print
 - Social media platforms with a typically older audience, such as Facebook
- Most likely Democratic/liberal-leaning: values living mindfully, supporting small businesses, the importance of music and art in education, values sustainability and ethically-sourced materials
- BRAND SWITCHERS, usually value-based, love discovering new tools to create with

Blackwing Pearl pencil more specifically:

- This specific pencil is more targeted towards calligraphers and illustrators
- Blackwing Pearl includes a balanced and smooth graphite core that is softer than the graphite found in the Blackwing 602, but firmer than the graphite found in the Blackwing Matte

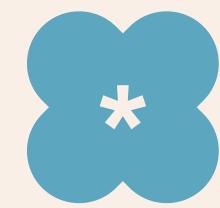
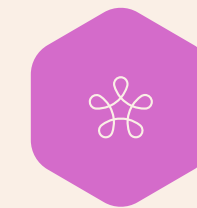


Sample Target: Michael



- 25 years old
- Graduated from Wesleyan University with a degree in arts administration, works at a startup making ~\$100k a year
- Lives in Portland, OR
- Loves to hike and travel across the US to find new trails, listen to podcasts, go to music festivals, take various music and art classes, and write for his blog about local businesses in the Portland area
 - Coffee snob
- Doesn't have much of a *social media* presence, but still uses the Internet generally
 - Has social media accounts but doesn't frequently use them, most active on Facebook to stay connected with family
 - Prefers to "live in the moment" and criticizes the phone-addicted nature of younger generations (somewhat ironically)
- Favorite brands
 - Birkenstocks
 - REI
 - Patagonia
 - HelloFresh
- Frequently makes physical to-do lists, jots notes down on the go, and doodles
- Loves to support local community efforts and be involved
 - In the market for high-end writing /stationery products
 - Appreciates ethical production and high-quality materials

Problem to Solve



The Blackwing origin story and brand values are **not synonymous** with the quality and reputability of their products. We need to convince people to **invest** in “the most expensive pencil in the world” through an exposition of the **pencil’s quality**, in addition to the value of the **brand message** itself.

Insights

A group of hands of various skin tones are shown holding a single green leaf. The background is dark and slightly blurred, focusing attention on the hands and the leaf. The text is overlaid on this image.

Insight 1

**Consumers are willing
to invest more on
sustainable products.**

Data



- A study by Forbes Magazine found that “Nearly 90% of GenX consumers said that they would be willing to spend an extra 10% or more for sustainable products.”
 - “A desire to help the environment was found to be the primary reason consumers purchase sustainable products and brands.”
- Consumer satisfaction is not only found in developed economies, but in emerging nations as well, is found to be tied to concerns about climate change.
 - Sustainable brands and products are not just a market for the 1%, but rather something that should be attainable for each and every consumer.
- According to McKinsey & NielsenIQ, “When consumers are asked if they care about buying environmentally and ethically sustainable products, they overwhelmingly answer yes.”
 - More than 60% of respondents said they would pay more for a product with sustainable packaging

What This Means

- Blackwing Pencil has the opportunity to help combat consumer based carbon emissions with the ultimate goal of a positive global impact
- Blackwing Pencil has the opportunity to become a beacon of hope in terms of sustainability and recognizability
 - A widespread positive brand image
 - making a difference initiative

The background of the image shows a hand-drawn sketch of a dragon's head on a piece of paper. The drawing is done in pencil or light ink, showing the dragon's eyes, horns, and scales. A hand is visible on the right side of the image, holding a pen, suggesting the act of drawing. The overall scene is dimly lit, with a dark background.

Insight 2

Writing and drawing things out physically has tangible benefits.

Data



- According to Harvard Business Review, keeping a written journal helps you slow down and make sense of your day to day life by forcing you to reflect and write down your thoughts
- A study by researchers at the University of Central Florida found that writing information down on paper significantly improved people's ability to remember it as compared to typing the information on a computer
- Another study by the University of Waterloo found that Drawing concepts rather than just writing or typing them helps increase memory retention of those concepts

Adler, Nancy J. "Want to be an outstanding leader? Keep a journal." *Harvard Business Review* 13 (2016).

Smoker, Timothy J., Carrie E. Murphy, and Alison K. Rockwell. "Comparing memory for handwriting versus typing." *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*. Vol. 53. No. 22. Sage CA: Los Angeles, CA: SAGE Publications, 2009.

Wammes, Jeffrey D., Melissa E. Meade, and Myra A. Fernandes. "The drawing effect: Evidence for reliable and robust memory benefits in free recall." *Quarterly Journal of Experimental Psychology* 69.9 (2016): 1752-1776.

What This Means

- Blackwing Pencil has the power to help consumers better remember information they need to know
- Blackwing Pencil can help consumers organize their day to day lives and make sense of the chaos of modern life
- Blackwing Pencil unlocks the potential for self reflection and total creative expression

concepts



Concept 1

The Blackwing Bazaar

The Blackwing Bazaar



- Craft fair/pop up fair in multiple major, metropolitan cities, reminiscent of Snowport or SoWa, hosted and funded by Blackwing that sells their products as well as highlights/gives a platform to local/sustainable creators and artists
 - **Polished, refined, more sophisticated than a typical flea market**
- Popping up in multiple locations and metropolitan cities
- Emphasis on sustainable artists
- Blackwing Pearl will be the main attraction/main selling point, pencils available in gift baskets and easily bought throughout the fair
- **Family-friendly, certain quiet rooms and writing rooms to test out the Blackwing Pearl and allow people to slow down**
- Giveaway of Blackwing x Blank Street Coffee and various different pieces of Blackwing merch/stationery at a \$200 value (tying in to **concept 2**)
- Showcasing Blackwing's multiple initiatives and give people an opportunity to get involved



Blackwing Bazaar

subheader text
body text



Pop-Up Website

BLACKWING Bazaar [Dates](#) [Locations](#) [Vendors](#) [Initiatives](#)

BLACKWING BAZAAR
coming to a city near you.

Why the Blackwing Bazaar?

Here at Blackwing, we have been committed to sustainability since day one. So, to introduce our new **Blackwing Pearl pencil**, we decided there was no better way to do so than by highlighting local, sustainable creators that make the world go 'round and help our brand (and community of creators) thrive.

The Blackwing Bazaar is a national pop-up craft and art fair that invites local creators to showcase their work, as well as provide us an opportunity to elevate their cause. In addition, limited-edition Blackwing merchandise and stationery will be available for purchase, as well as some exciting giveaways. Of course, our new **Blackwing Pearl pencil** will be highlighted and available for purchase with exclusive designs.

The Blackwing Bazaar will also offer quiet rooms and sensory rooms for our friends with sensitivities to sounds, as well as dedicated areas to test out and create with Blackwing products.

Featured Vendors

- [Papier](#)
- [Baggu](#)
- [No Chewing Allowed!](#)
- [Terra Diya](#)
- [B/SPOKE](#)
- [Eye Lush](#)
- [Not Your Mother's](#)

Get Involved with our Initiatives at Blackwing Bazaar!

Blackwing Foundation: Volunteer with us to support arts and music participation and learning at the K-12 educational level.

Blackwing Music: Help us shine a spotlight on musicians who deserve your attention through live performances, storytelling and album releases!

Event Advertising

Come one, come all to the
BLACKWING[®]
BAZAAR

BLACKWING • PEARL

presented by the Blackwing Pearl Pencil

FEATURING:
Local Arts and Crafts Merchant Stalls
Quiet Work Rooms
Giveaways
Community Initiatives

Coming to a city near you!

BLACKWING[®]



Concept 2

**Blackwing x Blank
Street Coffee**

Blackwing x Blank Street Coffee



- Collab with coffee company to make limited-edition Blackwing coffee and do coffee + pencil pairings for certain moments in a creative's day
 - Social ads explaining the collaboration that can be used across platforms
- Blank Street Coffee is known for being sustainable and compostable
- Majority of our target audience are likely coffee drinkers/connoisseurs who value artisan, ethically-made coffee
- Starting a direct-trade program with the countries that harvest coffee beans, creating long-term partnerships and jobs while reducing environmental stress
- Encouraging people to slow down and sit with a cup of well-made coffee
- **Playing on the word “Blank” as a blank canvas for creation, fueled by both quality coffee and quality writing materials and stationery**

Limited-Edition Coffee Bag/Recyclable Cup



Social Ads



Coupon Voucher

25% Off

BLACKWING PEARL WITH EACH COFFEE PURCHASE

COUPON CODE:
12345

Menu

TO SPARK CREATIVITY
Vanilla Cream Cold Brew \$5.25
X Pearl Blackwing

TO KICK BACK AND RELAX
Oat Milk Matcha Latte \$5.25
X Small Blackwing Slate Notebook

TO GET THE DAY GOING
Americano \$4.25
X Blackwing Colors