



Wanabe

Maggie Mauck, CBM

Michelle Kim, ST

William Paulino, ST

Cassidy Lee, AD

Brianna Knight, AD

Heyy, it's Wanabe[🐝]

Meet the creative team behind the *anything but plain* honey



*Brianna
brings the vibes*

Art Director



*Michelle
wakes it up*

Strategist



*Maggie
sets the scene*

Creative Brand Manager



*Cassidy
is just happy
to be here*

Art Director



*William
keeps it lively*

Strategist

The big idea

Create a multi-use, honey-based drizzle - a way to elevate your plate.

OFFERINGS

100% locally sourced honey with minimal additional ingredients

4 Products:

3 Flavored drizzles 1 Standard honey



Are consumers interested?

(survey says...YES!)

12:29

So we've learned more about how you cook. Next, let's talk about something that may or may not be in your kitchen: honey.

*Which of the following words would you use to describe honey? Select up to 3.

- ☐ Versatile
- ☐ Boring
- ☐ Plain
- ☐ Other (please specify)
- ☐ Healthy
- ☐ Natural

12:29

*Which of these flavored honeys interest you the most? Select up to 3.

- ☐ Walnut and cardamom
- ☐ Ginger lemon
- ☐ Baklava-inspired
- ☐ Salted peanut
- ☐ Vanilla bourbon
- ☐ Chili lime
- ☐ Balsamic fig
- ☐ Chai-inspired
- ☐ Strawberry thai basil
- ☐ Smoky chipotle

Next page >

Even though consumers may see honey as a more “traditional” ingredient, the demand for an exciting new flavored honey is there.

- 88% of respondents said they’d try flavored honey
- 90% of respondents said they agree that honey pairs well with other flavors

Through multiple facets of our branding, Wanabe is looking to change how consumers perceive honey.

- 73% of respondents said they would describe honey as “natural” while 45% said they’d describe it as “medicinal”

Wanabe saves the day as the drizzle that brings innovation and deliciousness to mealtime, in no time.

- 56% of respondents said they don’t have time to cook
- 41% of respondents said they have no inspiration to cook

Gen-Z want more out of their condiments

(Mintel, Condiments – US – 2024)

72%

of **US consumers** use **condiments** several times a week **to enhance leftovers** or make healthy dishes tastier.

37%

of **Gen Zs** are **seekers of flavor**, but they need help in the kitchen due to smaller household sizes and more **limited cooking knowledge**.

4/5

Prefer products that can be used in various ways to avoid spoilage and save money. Most open to trying new flavors, having keen interest in novelty.

Top brands in the industry

Brands who offer classic and specialized flavored honey

What do our competitors tell us?

To stand out, Wanabe must differentiate from competitors through our branding and product experience.

Also, Wanabe’s aim is to produce a multi-use flavoring product that consumers can use with all types of dishes, desserts, and drinks.

Bee Harmony Honey



Savannah Bee Company



Mikes Hot Honey



Wedderspoon



DIRECT COMPETITORS

Who else is in the market?

Non-traditional competitors in our space

What does this mean for Wanabe?

Wanabe must uniquely position itself to shift focus from conventional balsamic glazes and trendy chili crisps, to proving honey is the perfect topping to transform any dish.

Wanabe positions itself as the must-have, versatile drizzle that simplifies cooking by perfectly fusing various flavors for a wide variety of meals.

Truff



Bachan's



Momofuku



INDIRECT COMPETITORS

How can Wanabe help foodies elevate their everyday meal experience?

Elevate the ordinary

Adds excitement to eating/cooking at home, plus can be used to jazz up leftovers or foods you just can't seem to use up

Give a peace of mind

Health-conscious consumers don't have to worry about additives or unhealthy ingredients in this drizzle

Multi-use

Consumers can use these drizzles on breakfast, dinner, dessert, etc. Never limited in function

Social kudos

A enviable product to have on your kitchen counter when guests visit

PRODUCT OFFERINGS

1 Honey (entry point), 3 Flavors

Curated packaging

Local, Virginia honey

A mix of flavor profiles

Minimal ingredients and additives

15 week goal



OUR PROMISE

Since the beginning, people have always sought new ways to enhance their lives. They've found quicker routes to work, better ways to relax, always in pursuit of something finer.

Although honey has been a staple at the kitchen table for years, it's never been at the forefront of our meals.

We want to change that, with Wanabe: a honey-based drizzle.

For tastemakers alike, Wanabe is the surest way to elevate every meal.

IN SHORT

1. Create a tasty and functional product
2. Change the way people think about and use honey
3. Build a brand that's not only about food, but also aspirational.

Manifesto

We believe the best meals are not the most complicated.
They are the most memorable.

They happen when conversations flow, when the details feel special, and when a simple plate becomes an experience.

It's made for the quiet mornings, the nights after a long day, and the special gatherings with loved ones.

We began with a familiar comfort and dared it to be something more. An expressive flavor that makes a simple dish feel entirely yours, and proves ordinary moment can be anything but plain.

Because good taste is a way of living, whether shared or savored alone.

Your table is waiting.





OUR MISSION

To elevate every meal, one drizzle at a time.

OUR VALUES

Quality, flavor, experimentation, simplicity, community

Schedule

In addition, to our individual work timeline, we have weekly team meetings and individual deliverables due every Monday at 12:30pm.

Subject		Assignment	Status	Start date	Due on	Notes
CBM		Submit top 3 ideas to KT	Done	11/23/2025	11/25/2025	
		Map out timeline/schedule	Done			
All Team		Moodboards - all	Done			
CBM and Strat		Research on honey/condiments/toppings	Done		9/29/2025	
Strat		Poll/Questionnaire for Friends and Family	In progress		9/29/2025	
CBM		Establish Team Roles	In progress		9/29/2025	
All Team		Finalize first draft Mission Statement	In progress		9/26/2025	
AD		Moodboard Finalist(s)	Done		9/25/2025	
All Team		Individual Deliverables due for Check-in 1	Done		9/26/2025	
All Team		Honey Tasting and Test Kitchen in person	In progress		10/3/2025	
AD		Branding Elements (see deliverables due for 2)	In progress		10/13/2025	
AD		Confirm social media strategy and brand tool kit	In progress		10/13/2025	engagement strategy, post timeline, etc.
		Launch Social Media Page	In progress		10/13/2025	have instagram up and active
All Team		Individual Deliverables for Check in 2	Done			
CBM and Strat		Identify Supplier for Packaging	In progress			
CBM and Strat		Test Packaging and Physical Product creation	In progress			
All Team		Final Due	Not started		12/1/2025	

More team updates

Research & strategy ideas

Create a poll to provide insights on Wanabe potential flavors, pairings, and product usage.

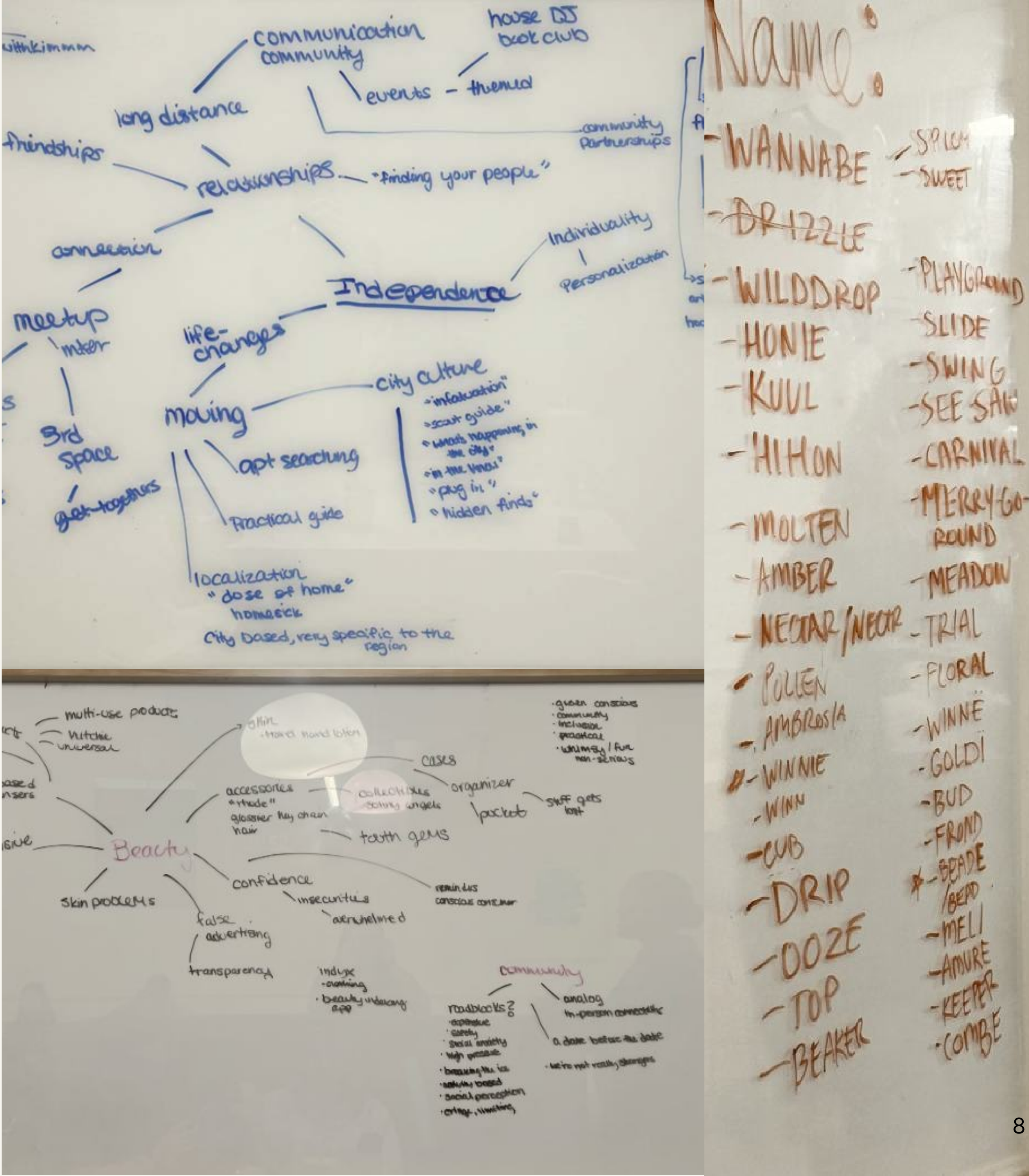
Brand activation ideas

Dinner party featured Wanabe-focused dishes

Cafe Wanabe: An interactive social cafe

Mind Mapping

Product ideation and brand name





Haus



Blame

Amar & Chris invite
you to
celebrate their
engagement
on Saturday, March 3
at the Ackawi
Residence
Toasts at 7:30
PM
Dress Code: cocktail



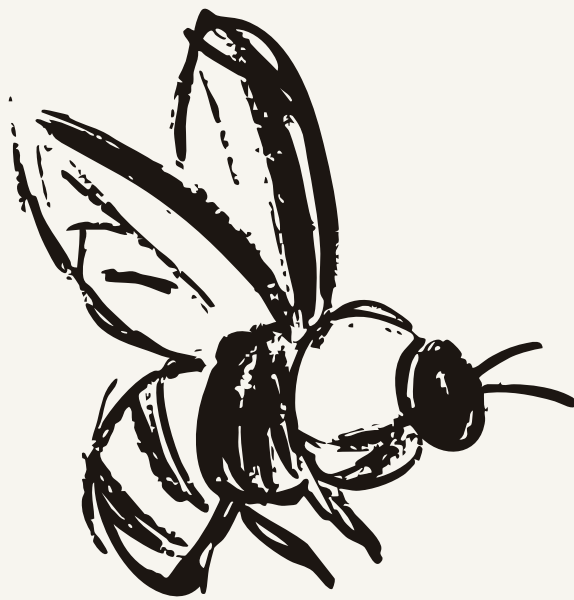
Moodboard

Warm, shared, lively, textured, curated, personalized, natural

BRANDING

Wanabe

LOGO



BEE MARK

#60081C
Chili spice

#F2DC9C
Butter yellow

#FCEFDC
Linen

#1C1712
Ash black

#4E5631
Olive green

PRIMARY TYPEFACE

PP Kyoto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz `~!@#\$
%^&*()_+--= {} [] \:;'"<>,.?/

SECONDARY TYPEFACE

Forma DJR Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz `~!@#\$%^&*()_+--= {} []
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SUPPLEMENTAL TYPEFACE

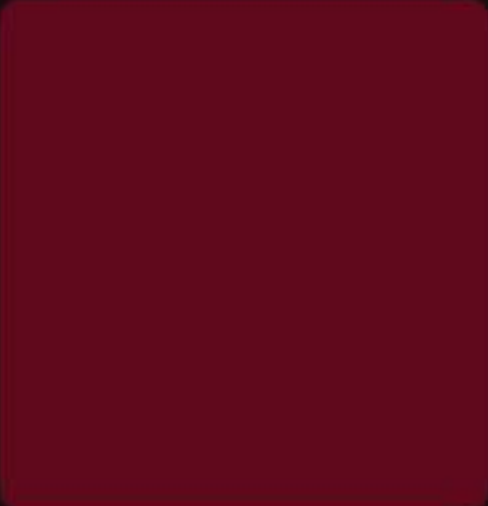
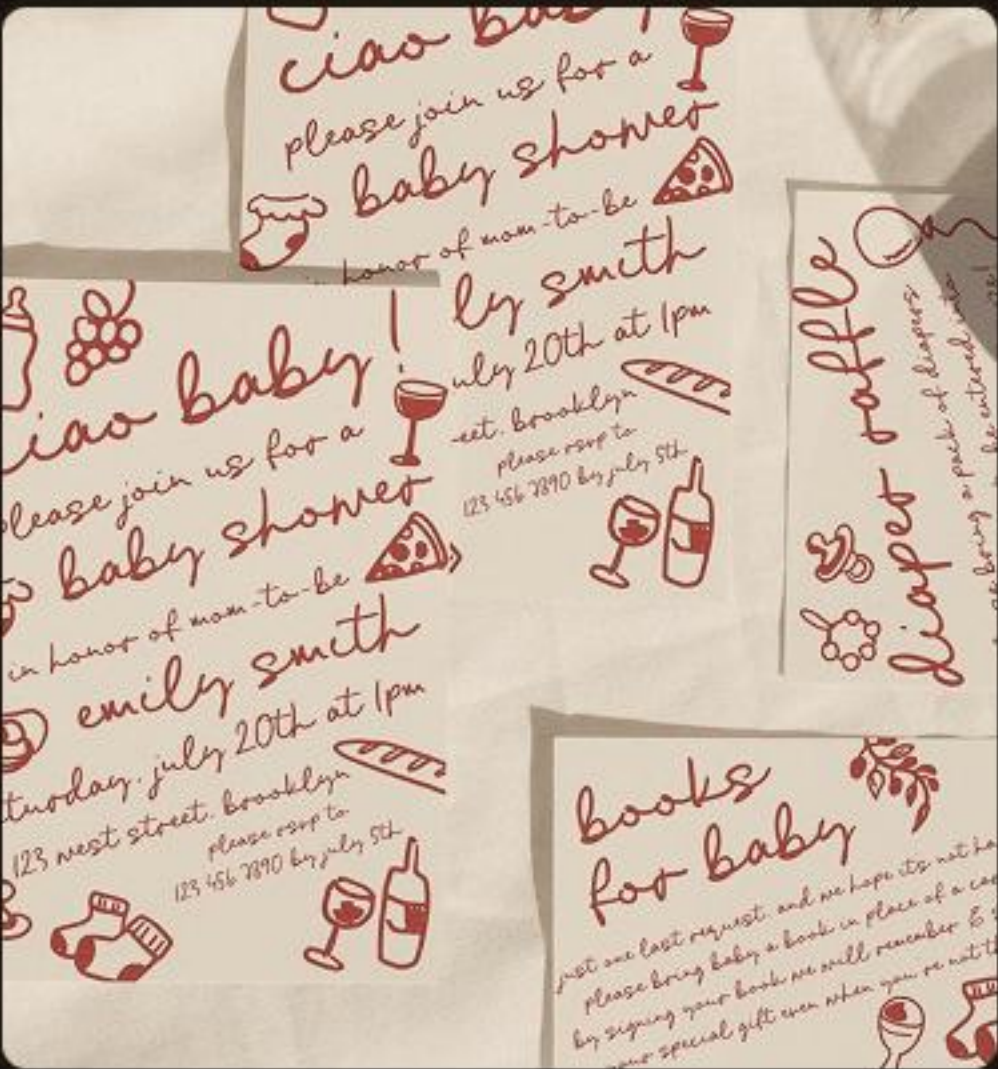
Homemade Apple

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz `~!@#\$%^&*()_+--= {} [] \:;'"<>,.?/





Wanabe



Honey jar designs



FLAVORS

Balsamic Fig, Chai Spice, Chili Lime, Classic Honey

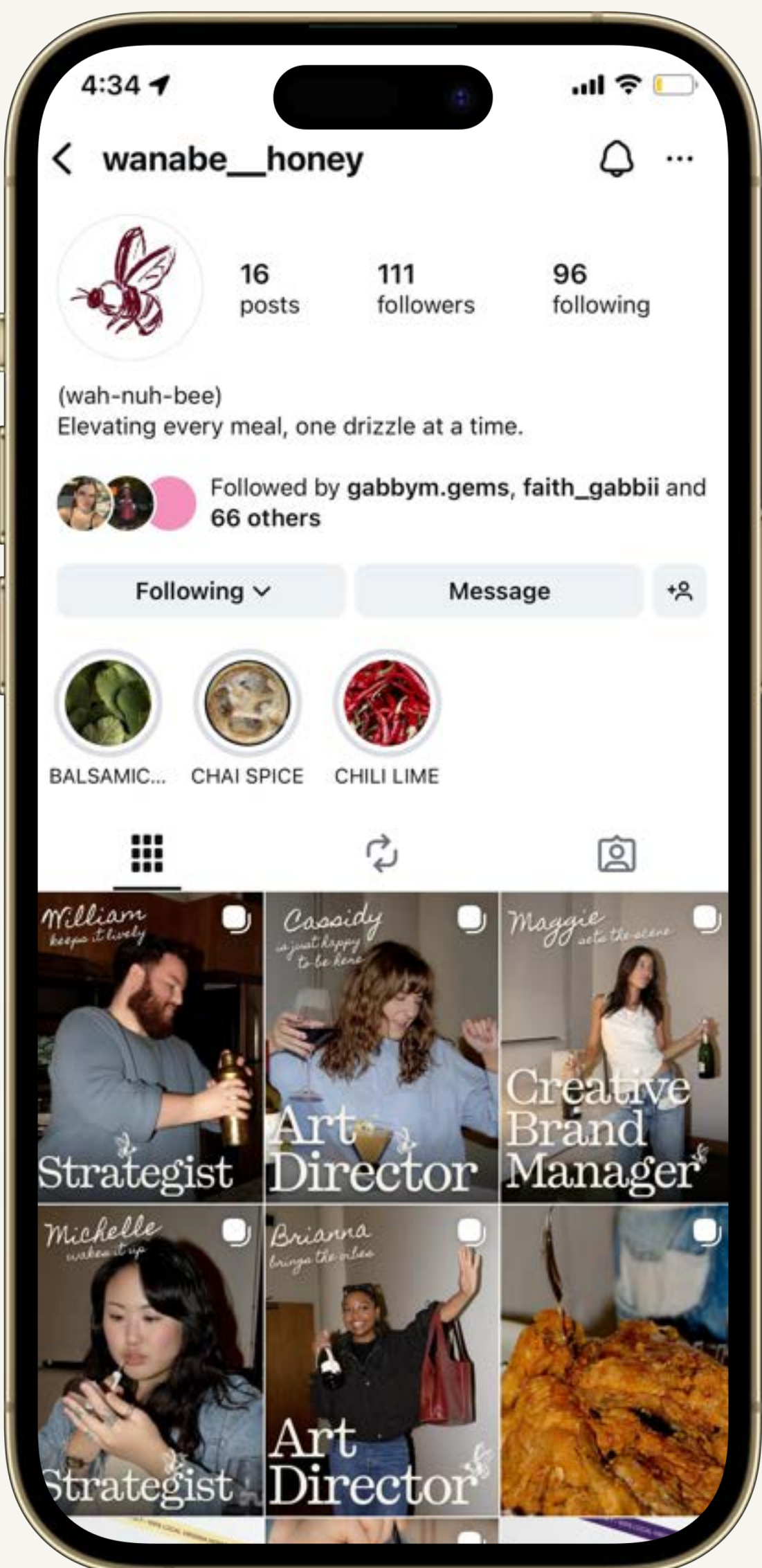
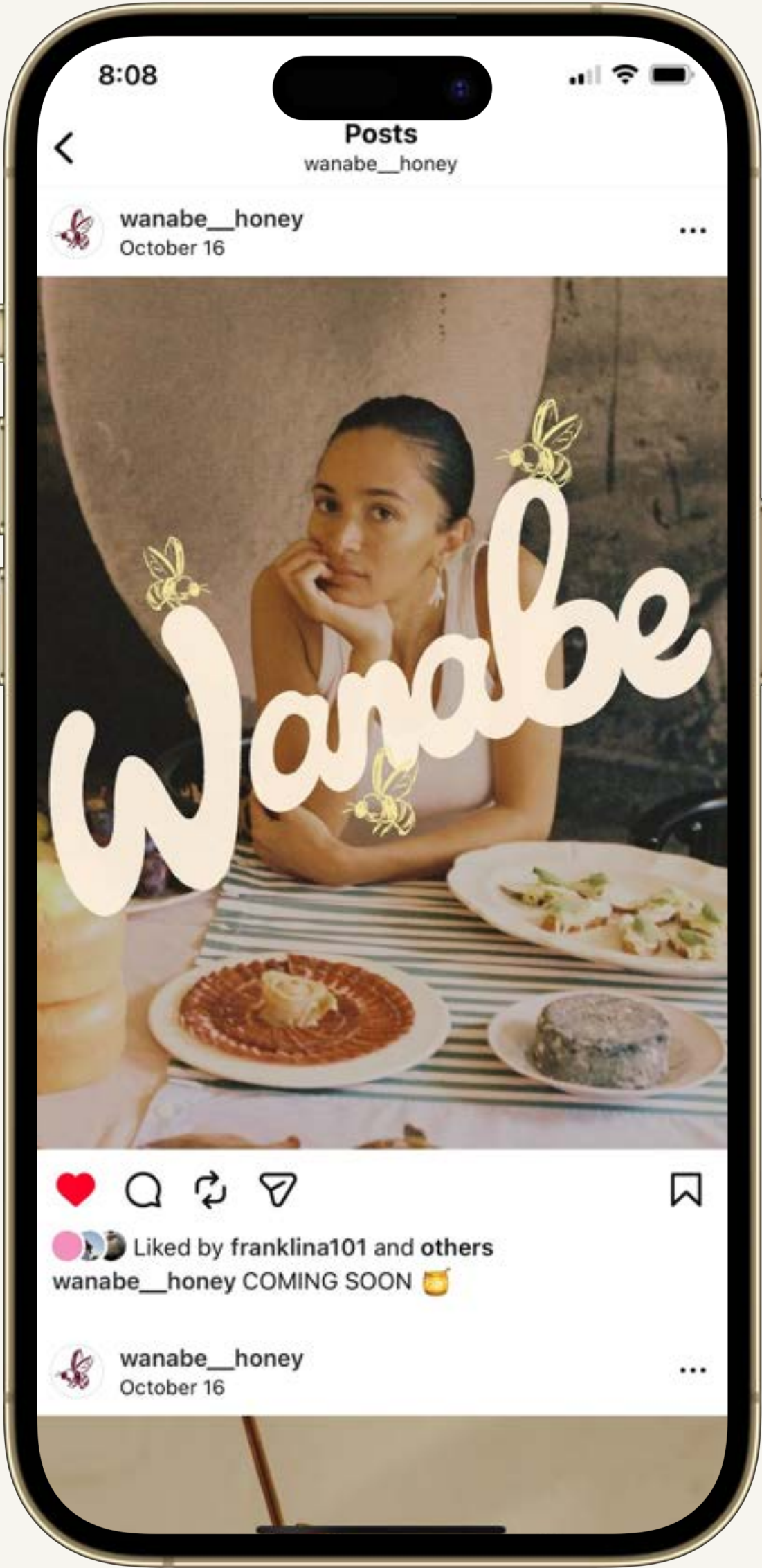
Media planner

Includes: social media timeline, brand activation, check in deck, etc.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3 Story post - Chili lime playlist and check in 2	4 Story post - Chili lime collage	5	6 Grid post - Chili lime mockup and PHOTO SHOOT NIGHT (5-8)	7 Begin editing of photos from dinner party shoot	8	9
10	11	12	13 Story post - Chai playlist	14 Grid post - Chili lime usage photo MAGGIE'S 30TH BIRTHDAY!!	15 Grid post - Chai mockup	16 Story post - Balsamic fig playlist AND grid post - Chai usage photo
17 Rough draft of final deck check in AND grid post - Balsamic fig mockup	18 Story post - Classic honey playlist AND grid post - Balsamic fig usage photo	19 Grid post - Classic honey mockup	20 Grid post - Classic honey usage photo AND Grid post - Team member #1	21 Grid post - Team member #2	22 Grid post - Team member #3	23 Grid post - Team member #4
24 Grid post - Team member #5	25	26 Grid post - Dinner party #1	27	28 Grid post - Dinner party #2	29	30 Grid post - Dinner party #3

Social media

(grid layout)



Social media

(content + captions)

Product launch posts + captions

Meet WANABE Chili Lime - a spicy, tangy honey drizzle that combines the smokiness of Gochugaru chili pepper flakes and the bright acidity of fresh lime juice. Drizzle it over a piece of fried chicken, or have it on the side of a platter of scallion pancakes.

Make it anything, but plain.

Meet WANABE Chai Spice - traditional chai spices (cinnamon, cardamom, cloves) are toasted, then infused with our honey. It's all the warmth of a hug in the form of a honey drizzle. Mix it in as the base of your lattes, or have it over two scoops of vanilla ice cream.

Elevate your meals, one drizzle at a time.



Social media

(content + captions)

Product usage posts + captions

It's sweet, it's spicy, it's everything you wanna be and more.

Our **Chili-Lime Honey Drizzle** isn't just a topping - it's the star of the show. Throw it over a bed of fried rice, or crispy shrimp tacos, for that extra punch of flavor.

It's just that simple. It's WANABE.

It's soft, it's soothing, it's a cozy hug of flavor.

Our **Chai Spice Honey Drizzle** warms you from the inside out. Pour it over a comforting bowl of oatmeal, or a round of baked brie for a savory twist. Either way, we recommend enjoying it while you're wrapped in a blanket for that full warming effect.

Make every meal one to remember.



Social media

(content + captions)

Team member posts + captions

Meet Maggie - our Creative Brand Manager.

She's serving class with a nice glass of Barolo. Red wine and a charcuterie spread fit for a queen, anyone? Amidst her beautifully laid tablescape of half-full glasses and platters of delicious food sits a jar of Wanabe's Balsamic Fig.

Meet Cassidy - our second Art Director.

She's chatty, giggling, and dancing after a single drink. Is she a lovgirl or just a lightweight? Either way, she'll still be the first to help you clean up after dinner. She recently dreamt about her out of body experience eating Lee's fried chicken with our Classic Honey drizzled on top, though she claims to love all our flavors equally.



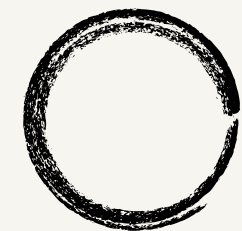
Updated schedule & next steps



Rollout all 3 products via instagram



Order product labels for physical products



Shoot dinner party and finalize content

Side hustle tracker
.....



Check-In #3





Get to know Wanabe more!

Who is Wanabe?

Wanabe is your new kitchen stable that elevates every meal, one drizzle at a time.

What do we offer?

We offer three flavor-infused local honey drizzles. In addition, a classic honey, used on top of food or drinks.

Flavors:

Balsamic Fig Chili Lime Chai Spice Classic Honey

Why should customers use Wanabe?

Wanabe is more than your average honey. We provide a simple way to add maximum flavor to any meal with minimal effort.

Whether you're hosting a dinner party or at a table for one, our drizzles ensure that whatever you're eating is anything but plain.

How does it elevate the everyday meal?

It's an easy and ready-to-use topping for your meals.

Each flavor profile is created with intention of pairing with certain food or drinks. Simply grab a spoon and drizzle.

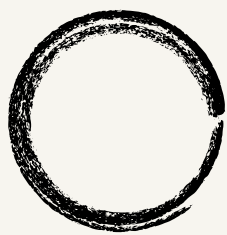
Remaining to-do's



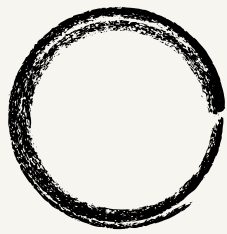
Receive product labels



Create and plan final presentation



Develop final presentation deck

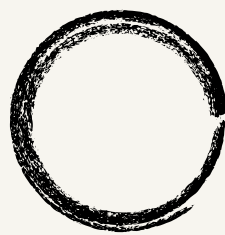


Create creative assets for final presentation

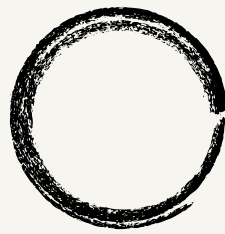


Draft presentation ideas

Morning show (Kathie Lee and Hoda), Dating show, “Queen” Bee, 2025 Spice Girls



Write script for presentation



Shoot any content needed for final

Final schedule updated

View final updated schedule tracker
and project outline

Side hustle tracker
.....



15 week summary & recap

Throughout this process, we've **learned a lot about building a brand from the ground up**. Though there were trials and tribulations along the way (hello, scheduling), the experience we've all gained has been crucial in our development as not only professionals, but as people.

Our first main takeaway is that no one can be excited about your product if you're not. Whenever we found ourselves lacking motivation, **it was important to remind each other why we were pumped about Wanabe in the first place**. Getting our focus back on the end goal always helped us become realigned.

Secondly, we learned how important it is **to just trust the process**. At the beginning of this endeavor, we had no idea that we'd be able to plan and execute an extremely well-curated photoshoot. Nor did we know that we could actually make delicious honey drizzles. And we certainly didn't know that we could plan an entire talk show. **Even when we had doubts, leaning in and just giving it our all helped us achieve some things we would have never dreamed of**.

Our final (and most important) takeaway is that **a great team can make all the difference**. Everyone in this team is so talented and **brings a unique perspective to every task**. We learned how important it is to support each other and, in the midst of all the chaos, take a moment to laugh. It's true that the Wanabe journey molded us into a highly efficient team, but it **more importantly formed a true group of friends**.

So, what's next for Wanabe?

Figure out how to make this a shelf-stable product

Adjust labels to include additional content like nutrition facts and social handles

Bring our Cafe Wanabe concept to life, offering food and drinks featuring Wanabe's signature drizzles

Create OOH, print, and digital ads for Wanabe

Continue to elevate every meal, one drizzle at a time.



A message from the team:

Wanabe was always more than just honey.

It was about fulfilling that quiet desire within us, of wanting something *more* out of our meals, our routines, and our lives.

In that feeling, we found our truth. Simple honey with flavors that give you the freedom to do anything - to find out who you are, and what you want to be.

XoXo,
wanabe



