

Strategic Communication Plan

crumbl

**Every Bite
Belongs**

PRESENTED BY:

**Kaitlyn Chayeb
Chayeb Public Relations**

Context

Crumbl is one of the fastest growing dessert brands in the United States, known for its rotating weekly cookie menu, its signature pink box and its ability to turn dessert into a social moment. Founded in 2017, the brand has expanded to more than 1,000 stores across the country and built a devoted audience that engages heavily with its weekly flavor drops, creator reviews and social media storytelling. This rapid rise has brought national visibility and strong loyalty, but it has also created new communication challenges that require a coordinated strategic plan.

The brand is entering a moment that requires renewed focus on transparency, trust and consistency. In 2025, Crumbl faced heightened scrutiny following online backlash involving cofounder Sawyer Hemsley. While the incident brought overwhelming support, it also introduced unwanted attention, misinformation and conversation that Crumbl did not shape itself. A brand built on community suddenly found the community talking about it in ways it could not easily guide. This situation revealed the need for clearer messaging, more accessible information and intentional communication strategies that anticipate audience questions rather than react to them.

The company's growth also brings operational challenges tied directly to communication. With more than 1,000 stores owned by franchisees with different levels of training and experience, consistency has become a concern for customers. Social media conversations often include questions about delivery quality, freshness, flavor accuracy and store-to-store variation. These concerns are not unique to Crumbl, but they matter because the brand's identity is built around weekly excitement and high expectations. When the promise is freshness and novelty, customers expect those things to be delivered every time.

The strategic communications plan identifies a central problem: Crumbl must strengthen public trust while continuing to fuel the excitement that drives its weekly engagement. This requires a balance between hype and proof. Crumbl has mastered anticipation through its rotating menu, but it has an opportunity to improve the clarity, consistency and transparency that support long-term loyalty. This plan positions Crumbl to build brand trust in a way that feels authentic, optimistic and aligned with its mission of bringing people together.

Crumbl has significant resources that make this moment an opportunity rather than a setback. The brand has more than 10 million followers across social platforms, giving it the ability to share information directly with customers. Its website and app already serve as effective tools for ordering and announcements, and small adjustments can make them stronger hubs for transparency. Additionally, Crumbl has a highly engaged audience that responds quickly to new content, which gives the brand an advantage in shaping narratives, clarifying information and sharing updates.

The company also benefits from charismatic leadership and recognizable storytelling. Hemsley and CEO Jason McGowan are well known to the Crumbl community, and their involvement in initiatives related to kindness, inclusivity and customer care can strengthen the emotional connection customers feel toward the brand. In addition, Crumbl's mission to bring people together gives the company a natural foundation for messaging that centers on respect, belonging and community impact.

Externally, cultural trends align with the goals of this plan. Research shows that a majority of consumers prefer brands that take a stand on social issues aligned with their values. According to a 2023 Harris Poll, 82 percent of shoppers say they want companies to demonstrate social responsibility, and 73 percent say they are more likely to support brands that show transparency about their business practices (Harris Poll, 2023). These insights reflect a broader expectation for brands to act with clarity and integrity. Crumbl is well positioned to meet those expectations because its core identity already emphasizes connection and kindness.

Secondary research also shows that food and beverage brands that invest in transparency, employee training and clear communication see stronger reputation scores and higher customer retention (McKinsey & Company, 2023). A 2024 report from Edelman found that trust is one of the most predictive factors of long-term brand loyalty in the food industry (Edelman, 2024). The report notes that companies with clear messaging and visible quality standards outperform competitors in both social engagement and repeat purchase likelihood. These findings support the direction of this plan and reinforce the need for Crumbl to invest in systems that communicate quality and care.

Competition is another relevant factor. Brands like Insomnia Cookies and Milk Bar rely on novelty, presentation and late-night appeal, but none have built the same level of social momentum that Crumbl maintains. However, competitors can capitalize on any lapse in trust or consistency. By positioning itself as a leader in inclusion, transparency and community storytelling, Crumbl can maintain its cultural relevance and avoid losing ground to brands that may attempt to imitate its model.

Infrastructure and staffing are also important considerations. Many Crumbl franchisees employ large numbers of young workers who need clear, accessible communication systems. Improving internal messaging and developing training that reflects Crumbl's values will keep employees aligned with the brand's public commitments. Strong employee communication directly affects customer experience, and customer experience directly impacts reputation. This plan addresses those connections intentionally.

Finally, Crumbl's communications environment is heavily shaped by social media. Weekly flavor drops generate millions of views, and creators produce extensive content about the brand without being prompted. This energy can be a strength, but it means the brand must remain proactive. Without clear messaging, rumors or complaints spread as quickly as excitement. With a structured communications plan, Crumbl can guide the conversation rather than chase it.

The overarching goal of this plan is to strengthen trust in Crumbl by pairing excitement with proof, transparency with warmth and novelty with consistency. This strategic plan uses the company's existing strengths, customer enthusiasm and digital reach to reinforce a positive direction for the brand, support its inclusivity initiative and encourage long-term loyalty across audiences.

Goal and Measurable Objectives

Goal

The goal of this strategic communications plan is to strengthen public trust in Crumbl while reinforcing its brand identity as an inclusive, community-focused company that delivers consistent quality and transparent communication. The plan aims to maintain the excitement around weekly menu drops while improving clarity, credibility and customer confidence across all channels.

Objective 1: Launch a Digital Trust and Safety Center

Crumbl will create a centralized online hub that provides clear information about product quality, food safety, ingredient transparency, delivery standards and customer support pathways. Success will be measured by tracking page views, time spent on the page and reductions in customer inquiries about these topics. The objective is to increase traffic to the hub by 20 percent and improve positive sentiment related to transparency within six months.

Objective 2: Implement a Nationwide Inclusivity and Employee Training Program

Crumbl will roll out training modules across all franchise locations focusing on inclusivity, respect and guest interaction. Completion rates, post-training surveys and customer satisfaction data will be used to measure progress. The objective is to have 80 percent of employees complete the training within the first six months and to increase positive employee sentiment by 15 percent.

Objective 3: Establish a Recurring “You Said, We Did” Proof Series

Crumbl will produce a twice-monthly video or graphic series highlighting improvements made in response to customer feedback. Metrics will include engagement rates, shares, saves and comments referencing trust or responsiveness. The objective is to increase overall engagement on trust-related posts by 15 percent and improve brand sentiment linked to listening and authenticity.

Tracking and Measurement

Progress toward meeting the objectives will be evaluated using analytics from Crumbl’s website, social media platforms and customer service systems. Additional measurement tools will include employee surveys, customer experience reports and sentiment analysis tools such as Brandwatch or Sprout Social. These measurements will be reviewed monthly to identify trends and ensure ongoing alignment with the overarching goal.

Target Audience

Crumbl's strategic communications plan focuses on audiences whose behaviors directly influence the company's reputation, customer loyalty and long-term growth. These groups must engage with Crumbl in ways that strengthen trust, reinforce inclusivity and support the brand's weekly momentum. The audience analysis relies on demographic insights, psychographic trends, digital behavior patterns and secondary research on consumer expectations.

Primary Audience: Gen Z and Young Millennials

The most important audience for Crumbl is Gen Z and young millennials, generally ages 16 to 34. This group drives Crumbl's online presence, creates a significant share of user-generated content and consistently participates in weekly flavor drops. They are digital natives who consume most of their information through short-form video, influencer content and peer recommendations (Pew Research Center, 2023). Platforms such as TikTok, Instagram Reels and YouTube Shorts shape their perception of brands and influence their purchase decisions.

This audience values authenticity, inclusivity and transparency (Retail Dive, 2023). Research from Edelman shows that younger consumers are more likely than older generations to support brands that take clear positions on social issues and demonstrate ethical practices (Morning Consult, 2023). They also expect companies to respond quickly to concerns, provide accessible information and maintain a consistent voice across platforms. These values align with Crumbl's mission to bring people together and create welcoming experiences. However, they also create pressure, because this audience reacts strongly to perceived inconsistency or inauthentic communication.

Behaviorally, Gen Z and young millennials enjoy novelty and treat-based experiences. Crumbl's rotating menu, flavor reveals and shareable packaging fit their desire for fun and visually appealing moments. Weekly menu drops act as cultural events within this group, often trending on TikTok and sparking debates over favorite flavors. This high engagement gives Crumbl a strong foundation for communication but also means the brand must meet expectations for clarity, honesty and follow-through.

Secondary Audience: Parents and Families

Parents, caregivers and family-oriented consumers make up the second key audience segment. These customers value reliability, product quality and clear information about ingredients, allergens and customer service processes. They are more likely to engage through Facebook, email newsletters and in-store experiences rather than TikTok or Instagram. Families often participate in Crumbl purchases as part of celebrations, school events, sports games or weekend rituals.

This audience is particularly sensitive to consistency. A single poor experience, such as delivery damage or incorrect orders, can affect repeat purchases and influence word-of-mouth recommendations. Because Crumbl operates through a franchise model, ensuring that this audience receives clear and consistent messaging across locations is essential. Parents also tend to appreciate brands that demonstrate community involvement, making Crumbl's inclusivity trainings and community partnerships relevant to their interests.

Internal Audience: Employees and Franchise Owners

Crumbl's internal stakeholders form an essential audience because they execute the customer experience at every level. Crew members, shift leads, store managers and franchise owners interact directly with customers and shape perceptions of quality, service and brand values. Effective communication with this audience ensures consistency across more than 1,000 stores and reinforces the expectations set by the national campaign.

Employees need accessible training, clear standards and supportive messaging that reflects the brand's commitment to inclusivity. Younger employees, who make up a large portion of Crumbl's workforce, respond positively to culturally aware training materials and mission-driven communication. Franchise owners need transparent updates, easy-to-use resources and messaging that supports operational decisions. Because franchisees also monitor local sentiment, they play a role in sharing feedback that informs Crumbl's improvements.

If internal audiences are well-informed and aligned with Crumbl's goals, the customer-facing campaign becomes stronger, more cohesive and more credible.

Adjacent Influencers: Content Creators, Food Media and Community Partners

Crumbl operates within an ecosystem shaped by creator culture. Food reviewers, lifestyle influencers, local media outlets and community organizations all contribute to the broader conversation around the brand. These groups act as amplifiers, shaping how audiences interpret Crumbl's messages.

Creators in particular play a significant role. Weekly flavor reviews generate millions of views, and creators often become the first point of contact for potential customers. For this reason, Crumbl must provide clear, consistent and accessible information that creators can reference. Community partners, including nonprofits, schools and local organizations, also help position Crumbl as a brand invested in belonging and connection.

Why These Audiences Matter

These audiences are essential because they collectively determine whether Crumbl achieves its communications objectives. Gen Z and young millennials shape the brand's cultural relevance. Parents and families drive steady purchases and influence community trust. Internal audiences ensure that customer experiences match the messaging. Influencers and media increase reach and help validate Crumbl's values.

Each audience must see Crumbl as transparent, consistent and sincere. They need accessible information, reliable service and messaging that reflects Crumbl's mission of connection. When these expectations are met, Crumbl strengthens loyalty, reduces misinformation and maintains its position as a leading dessert brand.

What Crumbl Wants From This Audience

Crumbl needs these audiences to engage with the brand in ways that support its long-term growth. This includes sharing positive experiences, participating in campaigns, providing feedback through appropriate channels and recognizing Crumbl as a brand that values honesty and inclusion. Crumbl also wants audiences to understand the company's commitments, trust its processes and see themselves reflected in its messaging.

Factors That Influence Their Engagement

Key factors that influence audience behavior include peer recommendations, social proof, creator reviews, clear communication about quality and the emotional connection customers feel with the brand. Younger audiences are drawn to humor, authenticity and visually appealing content. Families prioritize clarity and safety. Employees respond to supportive communication. Influencers appreciate transparency and access to accurate information.

By understanding these motivations, Crumbl can create messaging that resonates deeply, encourages action and builds trust.

Message Platform

Positioning Statement

Crumbl is a dessert brand committed to creating welcoming, joyful experiences where every customer and employee feels valued. The company pairs weekly excitement with transparent communication, consistent quality and a promise to listen, respond and improve.

Core Messages

- **Crumbl** is committed to fostering an inclusive and supportive environment across all stores by investing in employee training, community partnerships and transparent communication.
- Every Crumbl cookie is baked fresh in store, with clear standards for quality, ingredients and customer care to ensure a consistent experience nationwide.
- A 2023 Harris Poll found that 82 percent of consumers want brands to show social responsibility, reinforcing Crumbl's commitment to kindness, transparency and community involvement.

Phrases, Concepts and Terms to Avoid

- Avoid technical language about internal conflict or references to past controversies.
- Avoid terms that overpromise results or guarantee outcomes stores cannot deliver.
- Avoid language that appears performative or inconsistent with Crumbl's values.
- Avoid negative framing that brings unnecessary attention to previous issues.

Call to Action

Stand with Crumbl by joining the Respect With Crumbl initiative. Share stories of kindness and connection using #EveryBiteBelongs, and visit Crumbl.com/EveryBiteBelongs to learn how the company supports inclusivity and community care. Customers are encouraged to submit ideas, feedback and positive stories through the Trust and Safety Center so Crumbl can continue to listen and improve.

Why These Messages Connect to the Audience

These messages align with the values and behaviors of Crumbl's core audiences. Gen Z and young millennials respond to authenticity and visible action, making trust content and proof-based storytelling compelling. Families appreciate clarity about quality, safety and customer care. Employees and franchise owners benefit from messaging that reflects the culture Crumbl aims to build. Together, these messages reinforce belonging, consistency and transparency in ways that strengthen trust and long-term loyalty.

Communications Audit

Overview

Crumbl is a national dessert brand with a strong digital presence, a distinctive visual identity and an audience that actively participates in its weekly storytelling. The brand's communication ecosystem includes its website, app, social media channels, email marketing, in-store experience and broader public conversation driven by creators and customers. This audit examines Crumbl's current communication efforts to determine how well the brand reinforces trust, consistency and transparency.

Goal, Audience and Message

The goal is to strengthen trust in Crumbl while driving measurable lifts in weekly consideration and conversion by making authoritative information easy to find through a mobile-first Trust and Safety Center and by tightening the timing and storytelling of weekly flavor reveals across social, email, SMS and the app; success will be tracked by higher tap-through and time on page for trust content, more saves and shares on reveal posts, growth in app notification opt-ins, increases in digital orders tied to drops and improved sentiment around transparency and safety. Primary audiences are Gen Z and young millennial dessert seekers who follow food trends, watch creator reviews and expect quick answers on what is new and where to get it, with parents and caregivers as a key secondary group that prioritizes clear allergen, ingredient and pickup details; adjacent influencers include local creators, food media, franchise owners, crew and community partners who benefit from simple toolkits and talking points.

Controlled Communications

Email and Lifecycle Communication

Crumbl's email communication follows a consistent weekly rhythm aligned with flavor reveals and seasonal promotions. Customers receive messages that feature the new menu, gift ideas, holidays and limited-time products. The format prioritizes photography and short descriptions. Seasonal campaigns and holiday messaging are integrated throughout the year. Emails are designed to drive conversion, and calls to action typically link directly to ordering through the app or website. Frequency tends to increase during key moments such as the holiday season or major flavor launches. Segmentation appears limited, as most messaging is broad rather than targeted to user history or reward status.

Website and App

Crumbl's website and mobile app are optimized for ordering, location searches and weekly menu reveals. Both platforms are designed with bold photography, simple layouts and clear navigation. The homepage focuses on ordering and flavor features, reflecting the company's menu-driven business model. Store pages provide essential information such as hours, address and pickup or delivery options.

The website showcases Crumbl's mission and brand story in concise language. The visuals reflect the pink-box identity that customers recognize. Product descriptions emphasize ingredients, textures and serving suggestions. The app mirrors this experience with more frequent updates tied to weekly drops.

While the platforms offer strong visual consistency, the informational sections primarily focus on ordering and flavors. Customers who seek clarity on freshness standards, allergen guidelines or product questions often turn to social media comments or third-party sources. This indicates the need for more accessible, centralized information.

Social Platforms

Social is the brand's showcase. The weekly reveal ritual is simple to grasp, highly visual and designed for creator participation. Owned content blends glossy reveals, quick cuts from the kitchen and reposted reviews. The voice is upbeat and brand-safe. The opportunity is to add standing formats that show listening at scale. A monthly "You said, we did," a periodic "From the test kitchen," and recurring "store spotlights" would place proof in the same lane as hype. These can be short and fun, with captions that answer common questions rather than deflect them.

Collateral and In-store Experience

The pink box is working hard as moving media. It looks great on camera and reinforces the brand in the wild. Inside stores, the open kitchen and clean counters carry the identity through the experience. A few small touches can turn operations into content: posted bake-time windows, quick visual guides to freshness and simple signage about what to do if something is off. Those cues can also be mirrored online.

Instagram

Instagram is one of Crumbl's most important platforms. Posts include weekly flavor reveal videos, carousel photos, user-generated content, creator reactions and behind-the-scenes footage. Stories feature countdown stickers, polls, reposted TikToks and customer reviews. Highlights organize information into menu drops, baking clips, contests and store openings.

A typical reveal post garners tens of thousands of likes and thousands of comments. For example, a recent reveal video posted on a Sunday received more than 1 million views and more than 4,000 comments, with users debating top flavors and sharing first reactions. Fans frequently ask questions such as "Is this flavor coming back?" or "Will my store have this one?" These interactions show high engagement and curiosity but also point to recurring information gaps about rotating availability.

The image shows a screenshot of the Crumbl Instagram profile and a post with comments. The profile header includes the name 'Crumbl', 2,748 posts, 6.3M followers, and 4 following. The bio describes Crumbl as a 'Dessert Shop' offering 'world's best desserts', 'unique flavors weekly', 'served fresh in our pink box', and 'bringing people together... more'. It includes the website 'www.crumbl.com/order and 2 more' and the hashtag '#Crumbl Club Crumbl'. Below the bio are icons for 'Our Story', 'Rewards', 'Services', 'Wallpapers', and 'Local Flavors'. The main post is a carousel of three images: a 'Welcome to Crumbl!' sign, a 'Weekly Menu' for Oct 6-11, and a smartphone displaying the Crumbl app. The comments section on the left shows several user interactions, including requests for specific flavors like 'Kardashian's cookies' and 'strawberry shortcake cookie'. The comments on the right are replies to the post, with users expressing excitement and asking for more information.

LinkedIn

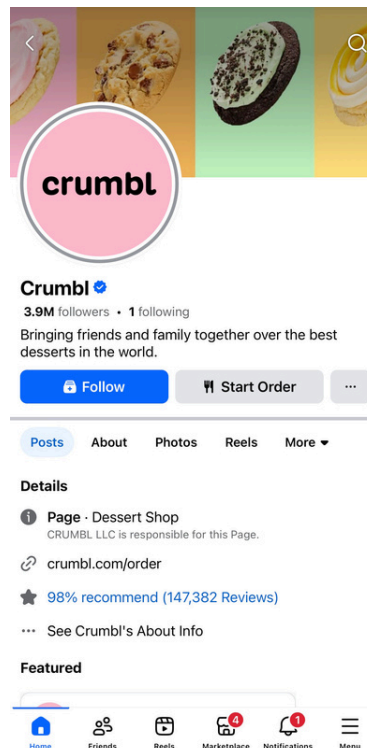
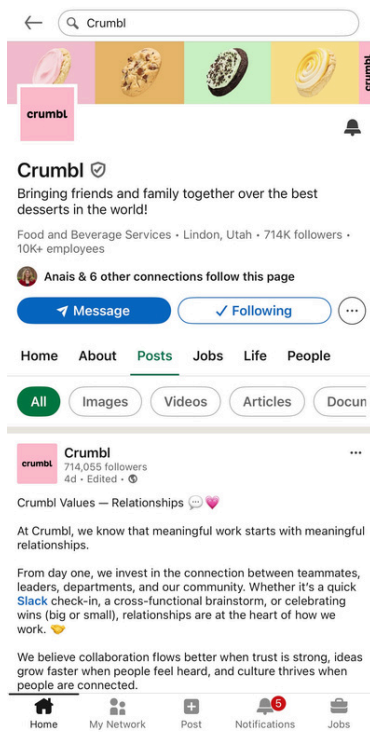
Crumbl's LinkedIn presence is minimal. Posts appear occasionally and tend to focus on store openings, hiring updates and press coverage. Visuals and tone remain consistent with the brand identity, but the platform is underutilized given Crumbl's franchise model and need for operational storytelling.

Facebook

Facebook serves as an information hub for families and community-oriented users. Posts include flavor reveal graphics, community events, store opening announcements and charity partnerships. Comment sections often include practical questions about hours, pricing or store issues. The tone is more service-oriented, and audiences often tag friends for weekend plans or celebrations.

X

Crumbl posts frequent menu reminders, giveaways and lighthearted jokes. The brand engages with trending memes and maintains a casual tone. Posts often receive hundreds of retweets and replies. Customers use X to ask real-time questions about order problems or flavor availability.



What Audiences Say When Crumbl isn't in the Room

The wider conversation is energetic and ongoing. Fans post unboxings, first bites and rankings every week, which keeps the brand in circulation without heavy prompts. Creators and local media treat the weekly menu as cultural programming, which is free exposure and helps with discovery. Alongside that enthusiasm, common questions surface: whether a favorite flavor will return, how freshness is protected during delivery and what happens when an order misses the mark. In fast-growing franchises, shoppers also watch for store-to-store consistency. None of these threads are unusual. They are cues to publish answers in the same places people already look, and to repeat them calmly and often.

Occasionally, unofficial events or gray-market resellers try to ride the brand's heat. Those flare-ups can confuse fans about affiliation and quality. A short, ready-to-go statement, a one-page FAQ and "how to spot official events" guidance give local teams what they need to correct the record quickly without inflaming it. That kit should live on owned channels so creators can cite it when questions come up.

Brand and Reputation

Crumbl's identity is unusually distinctive for a young chain. The visuals are consistent, the voice is friendly and the ritual is easy to understand. That clarity is why the brand travels so well in feeds and group chats. Reputation risk lives in predictable places for any scaled food brand: product variability, delivery damage and the perception that marketing might be outpacing substance. The remedy is to show the work. Straightforward pieces about training, food handling, packaging and resolution policies turn speculation into confidence. When those answers are written in human language, posted in obvious places and repeated on a schedule, they do quiet work that adds up.

There is also a values lane. The brand's language already leans into kindness and community. When appropriate, small, consistent actions that reflect those values will feel natural and earned. The goal is not to bolt on a cause, but to let generosity show up in the same tone as the cookies: warm, specific and shareable.

Capacity to Execute

Crumbl's team produces high-quality weekly assets and maintains a strong presence across major platforms. The brand knows how to brief creators, cut videos for multiple formats and operate at a fast weekly cadence. The infrastructure exists to support more structured transparency and trust content, provided clear owners and processes are established.

In-Store Communications and Experience

Crumbl stores feature an open-kitchen design, clean counters and digital menu screens. The pink box serves as a recognizable branding asset and functions like mobile advertising when customers share photos online. Signage typically highlights the weekly menu, ordering options and seasonal promotions.

Store-level communication varies by franchise. Some stores display additional signage about freshness, allergens or customer service steps, but this is not consistent across locations. The experience remains visually aligned with the brand but relies heavily on employees to convey clarity and standards.

Earned Media, PR and External Communication

Crumbl receives frequent coverage from local news outlets announcing store openings, charity donations and limited-time promotions. National media occasionally feature **Crumbl** in stories about dessert trends or viral menu items. **Crumbl** also appears in creator-driven content across YouTube and TikTok. These videos carry significant weight in shaping public perception.

Strategy and Tactics

Strategy

Crumbl's overarching strategy is to strengthen brand trust by pairing its existing weekly excitement with clear, consistent and accessible proof of quality, inclusivity and responsiveness. The goal is not to replace Crumbl's current communication strengths, but to enhance them with transparency that feels natural, human and aligned with customer expectations. The strategy centers on three pillars: transparency, connection and consistency.

Transparency ensures that customers understand Crumbl's values, standards and processes. Connection reinforces the emotional appeal of Crumbl's mission to bring people together through desserts. Consistency protects the brand from confusion or misinformation, especially as it continues to scale across more than 1,000 stores. These pillars guide all communication decisions in this plan.

The strategy is informed by secondary research showing that younger audiences prefer brands that demonstrate authenticity, social responsibility and responsiveness. They expect direct answers, easy-to-find information and updates that show real follow-through. As Crumbl strengthens its inclusivity initiative, the strategy ensures that messaging reflects tangible action rather than broad statements.

Tactics

1. Launch a Trust and Safety Center on Crumbl's Website

Crumbl will create a dedicated transparency hub that includes information about quality standards, ingredient sourcing, allergen guidelines, preparation processes and delivery care. The hub will also include frequently asked questions and clear instructions for customer support. The content will feature short videos, visuals and simple explanations written in plain language. This tactic meets customer demand for clarity and reduces confusion across platforms.

2. Produce a Recurring "You Said, We Did" Short-Form Video Series

Twice a month, Crumbl will release short videos that highlight real improvements driven by customer and employee feedback. Episodes may feature crew members explaining new procedures, showcasing packaging updates or sharing behind-the-scenes enhancements. This tactic strengthens trust by demonstrating that Crumbl listens to its community and takes action. The videos will appear on TikTok, Instagram, Facebook, YouTube Shorts and the transparency hub.

3. Implement Companywide Inclusivity and Community-Care Training

Crumbl will roll out a structured training program for employees and franchise owners that covers inclusivity, respectful communication, customer interaction and team support. Training modules will be accessible on Crumbl's learning platform and reinforced through store meetings and regional leadership. This tactic improves internal alignment and ensures that store-level communication reflects the values featured in external messaging.

4. Strengthen Email and SMS Storytelling

Crumbl's weekly emails will shift from purely promotional updates to a consistent format that combines flavor announcements with small proof points. These may include a crew spotlight, a behind-the-scenes photo, a quick quality-assurance detail or a positive customer story. SMS messages will include direct, concise updates that link to the Trust and Safety Center or campaign actions. This tactic enhances transparency while maintaining the excitement customers expect.

5. Introduce Community Partnership Spotlights

Throughout the campaign, Crumbl will highlight partnerships with nonprofits, schools and community organizations that promote kindness, belonging and respect. These features will appear on social media, in emails and on the website. By featuring real partnerships, Crumbl can demonstrate authentic connection to community values, which resonates strongly with Gen Z and families alike.

6. Provide Franchisees With a Rapid Response Toolkit

Crumbl will create a toolkit containing approved language, visual assets and short statements for addressing common customer questions or local issues. This ensures consistent communication across all stores, reduces the potential for misinformation and helps franchise owners stay aligned with national messaging. The kit will include guidelines for addressing incorrect orders, quality concerns or confusion about weekly flavors.

7. Use Social Listening Tools to Guide Ongoing Adjustments

Crumbl will monitor conversations across TikTok, X, Instagram, Facebook and Reddit to identify trends, recurring questions and sentiment shifts. Customers expect quick, accurate responses and clear information across platforms (Sprout Social, 2024). Weekly listening reports will inform updates to the transparency hub, proof content and partnership stories. This tactic reinforces responsiveness and ensures that communication evolves with customer needs.

Implementation: Timeline and Budget

SIX-MONTH TIMELINE

Month 1: Foundation and Development

- Build the Trust and Safety Center structure, including quality standards, ingredient and allergen information, customer support steps and visual content.
- Draft initial scripts and film basic behind-the-scenes footage for transparency videos.
- Write inclusivity and community-care training modules and upload them into the learning system.
- Create a six-month content calendar that includes “You Said, We Did” episodes, email updates and social integration points.
- Set up analytics dashboards for website traffic, sentiment tracking and email engagement.

Month 2: Internal Rollout and Testing

- Upload preliminary transparency content to the Trust and Safety Center and test for mobile function, clarity and navigation.
- Pilot inclusivity training in a selection of stores to gather feedback.
- Release the first “You Said, We Did” video to test audience response and refine editing style.
- Draft franchise communication toolkits, including approved responses, clarity guidelines and short customer-facing scripts.
- Begin soft adjustments to email and SMS formats to prepare for the full campaign.

Month 3: Public Launch

- Launch the Trust and Safety Center across Crumbl’s website, app, email and social platforms.
- Deploy inclusivity training nationwide and begin tracking employee completion rates.
- Shift weekly emails to the new storytelling format featuring a proof point, spotlight or community detail.
- Publish two “You Said, We Did” videos highlighting improvements driven by feedback.
- Introduce the first community partnership highlight tied to Crumbl’s inclusivity initiative.

Month 4: Engagement and Amplification

- Continue releasing two “You Said, We Did” episodes focused on packaging improvements, employee stories or production updates.
- Monitor customer conversations across TikTok, Reddit, Instagram and X to identify emerging questions.
- Update the Trust and Safety Center with new FAQs or clarifications based on audience trends.
- Finalize and distribute the rapid response toolkit to all franchise owners with a short virtual walkthrough.

Month 5: Community Integration

- Launch a weeklong kindness or inclusivity activation with a nonprofit partner.
- Feature customer and employee kindness stories using #RespectWithCrumb across all platforms.
- Reinforce the training program with a short refresher video and store-level recognition for high participation.
- Introduce expanded transparency content, such as ingredient sourcing or baking process highlights.

Month 6: Evaluation and Future Direction

- Review analytics for website traffic, sentiment shifts, social media engagement and training completion.
- Evaluate the performance of “You Said, We Did,” transparency content and partnership storytelling.
- Produce a campaign summary outlining successes, areas of improvement and next steps for the following six months.
- Plan continued transparency content and schedule quarterly updates to the hub.

Final Timeline Summary

This six-month timeline creates a clear path for Crumbl to strengthen trust through transparency, consistent communication and meaningful community engagement. Each phase builds intentionally on the last, ensuring that customers, employees and franchise partners experience the same values in every interaction. By pairing weekly excitement with proof, clarity and connection, Crumbl moves forward with a strategy that supports long-term loyalty and a more inclusive brand experience.

Budget

The following budget estimates reflect the resources required for a national campaign supporting more than 1,000 stores.

Digital and Web Development: \$120,000

- Website design, development and testing for the Trust and Safety Center
- Video production for transparency content
- Graphic design and animations
- Hosting upgrades and quality assurance

Training Program: \$85,000

- Development of inclusivity modules
- Filming and editing training videos
- Regional employee support and rollout
- Learning management system updates

Social and Video Content: \$140,000

- Bi-monthly “You Said, We Did” video production
- Creator collaborations and user-generated content rights
- Social editing support
- Short-form video packages for multiple platforms

Community Partnerships: \$75,000

- Nonprofit collaboration fees
- Local event support
- Partnership storytelling content
- Donation matching opportunities

Franchise Resources: \$40,000

- Creation of the rapid response toolkit
- Franchise communication materials
- Virtual training sessions for franchise owners

Email and SMS Messaging: \$25,000

- Template redesign
- Segmentation improvements
- Ongoing copywriting support

Contingency Fund: \$15,000

- Reserved for unexpected production needs or rapid responses

Total Estimated Six-Month Budget: \$500,000



Evaluation

Evaluating the success of Crumbl’s strategic communications plan requires measuring both the tangible outcomes of each objective and the broader impact on customer trust, employee alignment and brand perception. The evaluation phase will rely on quantitative data from Crumbl’s digital platforms and qualitative feedback from customers, franchisees and employees to determine whether the campaign achieved its goals.

The first area of evaluation focuses on the performance of the Trust and Safety Center. Metrics will include total page views, average time spent on the page, click-through rates from emails and social media and the number of customer inquiries resolved through the hub. Success will be reflected in a steady increase in traffic, high engagement and a decline in repeated customer questions about consistency, ingredients or store-level issues. These data points will indicate whether customers find the information accessible and helpful.

The second area evaluates the inclusivity and community-care training program. Crumbl will measure completion rates across all stores, employee satisfaction with the training material and any changes in customer service feedback related to friendliness, clarity or consistency. Franchisees will be surveyed to determine whether the training improved store culture and strengthened expectations for communication. The goal is high participation, positive feedback and observable improvements in customer experience trends.

The third evaluation area focuses on engagement and sentiment tied to the “You Said, We Did” proof series. Metrics will include views, likes, comments, shares and the frequency of positive wording such as “love the transparency” or “thanks for listening.” Sentiment analysis tools will help track changes in how audiences talk about Crumbl’s responsiveness. The series will be considered successful if it improves trust-related sentiment and increases audience engagement on posts that highlight progress.

Finally, Crumbl will review overall brand sentiment, franchise feedback and year-over-year customer retention. If measurable objectives are met but the overall goal is not, the team will adjust messaging, increase proof content or expand training support to ensure alignment.

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