

The Company

<u>Carambole Chocolate</u> is a brand of award-winning chocolate bonbons and creative chocolate workshops from Amsterdam, Netherlands.

Margarita, the founder and creator of Carambole, is one of the handful of chocolatiers in the world who has won a Golden BonBon award from the Academy of Chocolate in London.



Founded in 2017 Amsterdam, Netherlands



The Challenge

The main challenge was to achieve fast business growth for the hi-end, artisanal artistic product while having multiple limitations:

- Promoting a perishable, hi-end, artistic product
- Limited resources for marketing
- Very early growth stage
- Visual branding in need of refining to match the essence and the values of the product

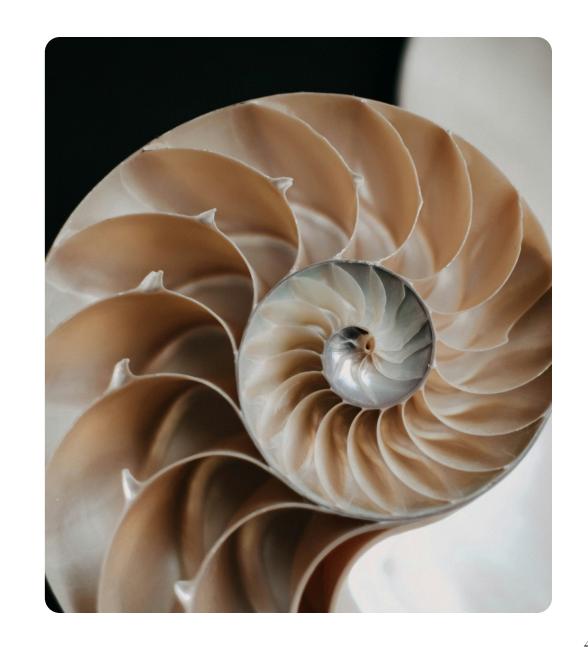


The Goal

Carambole's main goal was to bring all the systems (mainly Branding and Marketing) to become a cohesive system.

Elements should feel connected to each other, tell a cohesive story and be manageable by 1 person.

In other words, Margarita needed a good brand story and a marketing system.





KPI Development

Measured in January 2025, YoY

+134%

REVENUE

+ **7 0** %

NR OF ORDERS

+ 25%

IG FOLLOWERS

+150%

EMAIL SUBSCRIBERS

+40%

AVG. ORDER VALUE

+50%

STORE CONVERSION

+210%

LINKEDIN FOLLOWERS

+680%

ORGANIC TRAFFIC



Photo by <u>@amster.di.photo</u>



Steps to take

MARKETING SYSTEMS

- ◆ Increase online presence and optimizing existing marketing channels
- Develop new content marketing strategy aimed at increasing user engagement
- ◆ Introduce storytelling into marketing campaigns and content creation
- Improve user experience: website, visuals, menus, boxes, marketing materials, etc.)

MARKETING AUTOMATIONS

- ◆ Introducing automated workflows to collect customer feedback
- Email marketing flows

BRAND POSITIONING AND STRATEGY

- Develop new visual branding to match the core artistic idea of the product and its values
- Refine product positioning, USP and target audience
- Refine tone of voice that represents the core idea of the product

OPTIMIZING OPERATIONS

- Automate fulfilment
- Streamline invoicing
- Increasing financial transparency



Key Completed Projects

- Carambole Rebranding Project.
- Social Media and Storytelling: expansion into Linkedin, new Instagram feed design, storytelling.
- Website as the storefront easy navigation, clear offering, improved online shopping experience.
- Updated product line, new seasonal products. Special launch 2024 Advent calendar that won Silver at the Academy of Chocolate in London.
- Setup and execution of email marketing campaigns.



SNAPSHOTS FROM COMPLETED PROJECTS

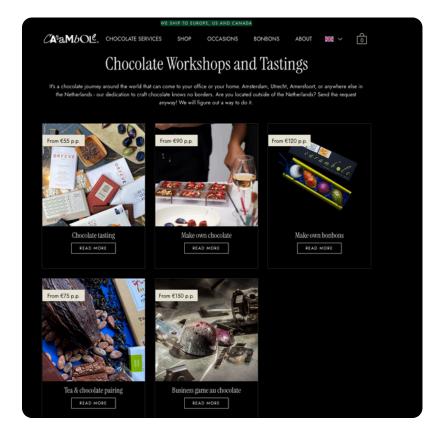
Website

Updated website made it easy to navigate products and services. Its tile structure offers a great overview.

BEFORE



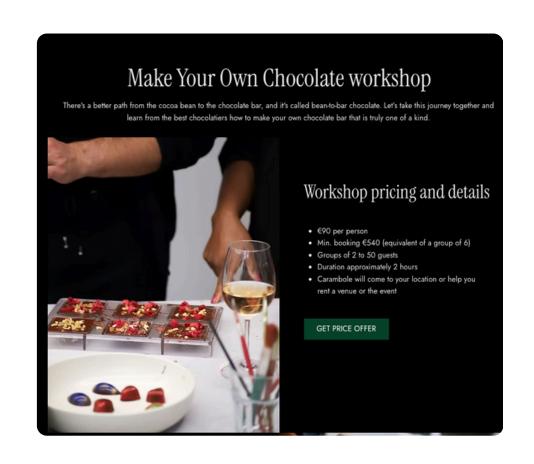
AFTER





Website - what has changed

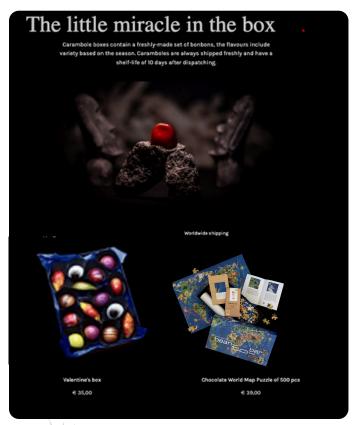
- Focus on high-quality visual content to introduce artistic product.
- New branding that reflects the character of the product.
- All crucial info is visible at a glance (prices, selection of services, conditions).
- The website has become multilingual (English and Dutch).
- Multilingual blog with active posting to improve SEO rankings.
- Introducing detailed booking forms which simplify request processing for the founder.

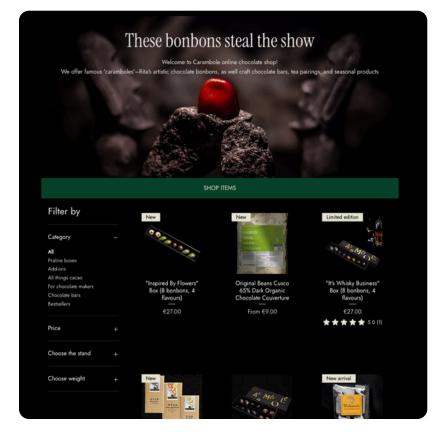


Online shop

Updated online shop offers a lot more clarity and structure: added filters, improved product descriptions, imagery, added tags and labels. The main goal of all changes was increasing conversion into purchase rate.

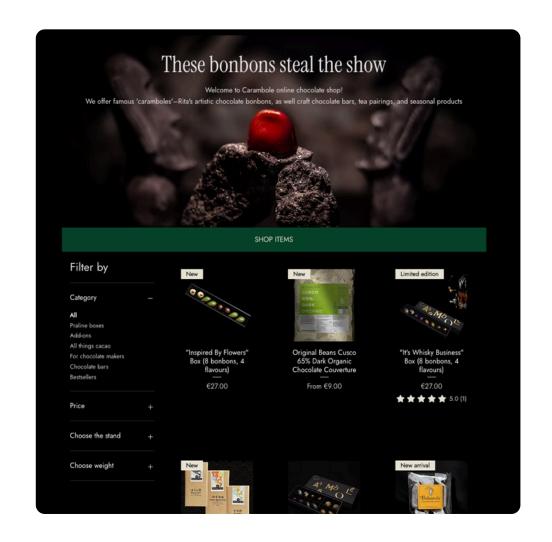
B E F O R E A F T E R





Online Shop - What Has Changed

- Improved user experience in the online shop detailed product descriptions, added product attributes for easier sorting, search filters, reviews, shipping and storage conditions, etc.
- Introduced "abandoned cart" automation to improve conversion into purchase.
- Automated feedback requests to collect customer reviews.





Brand Identity

The main goal was to match the hi-end, delicate, artistic, sophisticated nature of the product with its branding, visual and contextual.

BEFORE



AFTER



Special Project - Advent Calendar 2024

Carambole Advent Calendar is not only a seasonal product filled with curated collection of exceptional craft chocolate, it is also a treasure hunt game that Bread Bureau helped to bring to life:

- Developing marketing materials
- Coordinating production process
- Developing and executing marketing campaigns
- Preparing materials for submitting the calendar to The Academy Of Chocolate Awards

Carambole Advent Calendar won SILVER at the 2024 Academy of Chocolate Awards in the Brand Experience category.

CLICK TO READ POST



Brand Identity

LOGO

TAGLINE

AFTER



AFTER

"These bonbons steal the show"

BEFORE



BEFORE

"The little miracle in the box"



Client's Voice

6Dear Yulia,

thank you for your dedication to the Carambole brand throughout the past year and for the amazing results we have achieved together. Your professionalism is truly outstanding, and I sincerely hope that more artists and food professionals will come to experience what real support, efficient systems, and brand optimization truly mean.⁵⁹

Margarina Zamoshchina, founder and creator of Carambole Chocolate



How Your Brand Can Transform

If your brand's positioning or identity feels off, it doesn't appeal to the aspired audience or you have trouble explaining its value...

...I will help fix it and creat a clear-cut brand offering that will help to increase revenue.



BOOK A FREE INTRO CALL

About Bread Bureau

Hi, I'm Yulia Dijkstra, founder of Bread Bureau.

I help genuine brands fix their positioning, find product–market fit, and grow without needing a full marketing team.

The services include but are not limited to:

- Marketing Audits
- Marketing Strategy
- Brand Positioning
- Customer Insights
- Fractional Marketing Roles

Founded in 2024

*Based in Amsterdam



