

# How to Design a CULT(ure)

Designed for:

Lolli AND Pops

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# Lolli AND Pops

What: Candy's first **lifestyle** brand

Why: To create lasting **meaning** for customers and employees by selling a product that tastes good and feels good

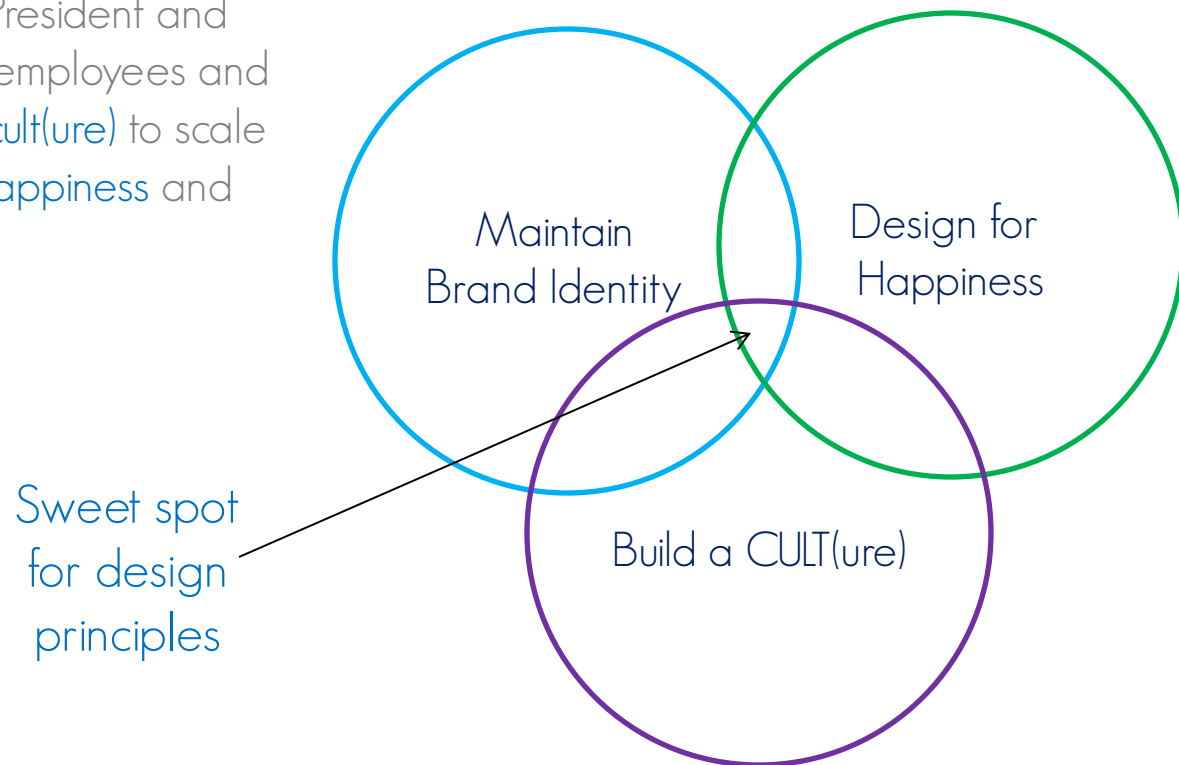
How: Reinventing what it means to be a **candy store**



# The Objective

Lolli & Pops is a novel brand supported by one concept store in Tulsa, Oklahoma. The growth strategy is to expand to 1,000 stores globally.

Based on our interviews with the President and CEO of Lolli & Pops, in addition to employees and customers, our goal is to create a **cult(ure)** to scale the company while **designing for happiness** and maintaining the **brand identity**.



# Cult Trends

We identified the “[sweet spots](#)” between the brand, cult characteristics and designing for happiness principles

Cult Trends → Designing for [Happiness](#) Principle

Participation in Secrecy → Use secrets to create [anticipation](#)

Dress Code → Develop [connection](#) to larger purpose through uniform

Promoting Disinhibition → Bring out one’s [inner child](#)

Elitist Mentality → [Reward](#) those who buy into the cult(ure)

Appearing Exclusive & Innovative → Host [private](#) events

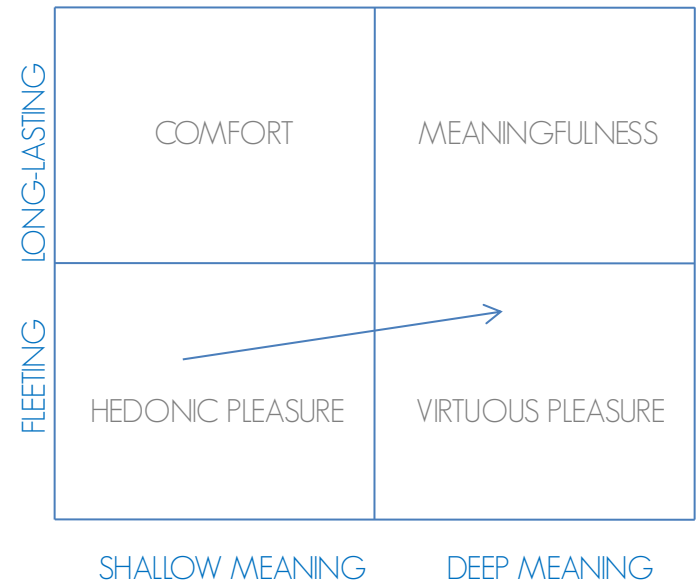
Constant State of Recruitment → Find the [best](#) talent

Group Rituals → Promote [unity](#) and [dedication](#)

Flaunting Hierarch → Use [bowties](#) as symbols of status

# The Hypothesis

If Lolli & Pops successfully innovates around a **cult(ure)**, incorporating both **employees** and **customers**, Lolli & Pops' brand can reposition from one of "hedonic pleasure" to "virtuous pleasure"



Our goal is to create lasting meaning for employees and customers.  
Result: Dedicated employees and repeat customers.

# The Terminology

Chief Candyologist - store manager

Assistant Candyologist - assistant store manager

Magic Maker - store associate

Missionaries - a.k.a. our target market - 25-40 year old women

# Customer Facing

Steps to building a CULT(ure)

# Phase 1

# Sweet

# Dreaming

(Design for Anticipation)

Location: Pre-visit





# Idea

Leverage Social Networks - Find  
"Pop's" Secret through Facebook or Twitter

Example: "Pop's Secret today is "green gumball".  
Come visit the Gumball room at Lolli & Pop's to  
receive your free bag of green gumballs. "



Phase 1

# Phase 1



## Rationale

Happiness is contagious and spreads through social networks. We can spread happiness through advertising for Lolli & Pops on its Facebook page.

Once people discover “Pop’s secret” to whisper to an employee for a freebie, they are happier when they anticipate what they will receive and consume long before they getit.

# Phase 2

# Welcome to Candyland

(Design for an Experience, a Destination)



Location: Store Entrance

# Idea

Basket of “play” uniforms at the store entrance.

Example: Children (and adults) can put on a bow-tie, lollipop headbands or Pop’s candy glasses before touring the store.



# Phase 2



## Rationale

**Experiences trump commodities.** Lolli & Pops offers an experience, and we want customers to view it as such. When customers step foot into the store, we want to Lolli & Pops to be a **destination**, a new world from the one the customer previously came from. The basket of “play” uniforms signals entry into a **world of magic, happiness, and wonder**.

And, **people are happier when they are around others who energize them.** Lolli & Pops offers both; it sells more than just candy. Lolli & Pops sells a product that tastes good (the **products**) and feels good (the **experience**).



To learn more, see:

# How to Design a CULT(ure)

by Team Awesome

...or visit:

# Lolli AND Pops