

BAHAMA BUCKS

VISION PAPER

Increase Brand Recall and Sales



TABLE OF CONTENTS

Background and Problem	1
History of Bahama Bucks	
SWOT Analysis	
Purpose of Advertising Strategy	
 Creative Brief	 5
 Execution Strategy	 7
The Big Idea & Slogan	
Guerrilla Tactics	
Youtube/Facebook Video	
Public Relations	
Print Advertisement	
Digital Marketing Strategy	
Events	
 Evaluation of Execution	 18
Goal	
Justification of Advertising Strategy	
How the Goal is Accomplished	
Metrics	

BACKGROUND AND PROBLEM

History of Bahama Bucks

Bahama Buck's is a shave ice and tropical drink restaurant in Provo, Utah. Bahama Bucks is part of a franchise that started in Lubbock, Texas in 1990. Bahama Buck's is best known for its shave ice, or "sno". Besides shave ice, they also serve smoothies, shakes, lemonades, specialty sodas, hot chocolate, "frostalattes", and several other beverages. Bahama Buck's currently does not offer any food products. Bahama Bucks is notable for being the only restaurant in Provo to offer these products all year long and all under one roof.

Bahama Buck's has a tropical island atmosphere created by its unique decor and music. The interior is vibrantly colored with surfboards and tikis hung across the walls, as well as surf videos playing on TV screens. In their own words, Bahama Buck's is a "taste of paradise, without the long weekend" (bahamabucks.com). And to further propagate its inviting, "hangout spot" atmosphere, Bahama Buck's has plenty of board games and video games.

Bahama Buck's is easily locatable due to their giant blue and pink neon signs, colors which are unique to that area. When each customer enters the restaurant they quickly notice, in addition to the bright colors and surfing pictures, the huge menus that span the whole length of the front wall. These menus are where customers can look to choose what drink and which flavors they want. Each customer will place his or her order with an employee and pay at the first window. Then, as they walk to the end of the counter where they pick up their order, the customer can watch the whole process of their drink being made. If the customer would like to stay in their car, Bahama Buck's offers a drive-through window as well.

During the day, Bahama Buck's average customers are moms that bring their kids in for a treat. Kids love shave ice and all the crazy flavors. They also love that they can eat, play board games, and watch TV as well. During daytime hours, Bahama Buck's also caters to employees from nearby establishments that come in during their break. Then at night, the demographic changes completely. The average customers are not families, but students of BYU and UVU that come in either on dates or in large groups. This turns the restaurant into a loud, lively social scene, perfect for a stressful student to forget school and hang out with his friends instead.

A study by Mintel found that 99% of those in full-time education like to eat out rather than cook and eat at home (Mintel). That means that in a college town like Provo, most of the city is constantly looking for a place to go eat. This is one of the biggest reasons why Bahama Buck's fills up with college kids each night.

SWOT Analysis

Strengths

Utah loves shave ice in the summer, and in Provo, there are countless numbers of small shave ice stands. In the summer, they pop up on every corner but shut down as the weather chills. Luckily, Bahama Buck's is the only restaurant which serves shave ice that stays open all year round and sells shave ice at an indoor location.

Another of Bahama Buck's strengths are its flavors, of which it has 91 in total(bahamabucks.com). Customer reactions to the myriad of flavors are mixed, with some loving the variety and others arguing that it is unnecessary and even overwhelming. One man on Yelp said, "they have too many flavors, the line takes too long," but is too many options ever too big of a problem? (Yelp). They have all the normal flavors that every other shave ice stand has, but they also have more unique flavors like pickle juice, fuzzy navel, jungle berry, princess, and many others, including seasonal flavors. Bahama Bucks does their best to give their customers a "taste of the tropics" with their flavor choice (bahamabucks.com).

In a recent study which analyzed the importance of product feature by education level, college students say they value price and quality the most. This is also true with those that have graduated from some type of college (statista #2). This is good because quality product for a very inexpensive price is another strength of Bahama Buck's. An average shave ice with toppings is about \$4, and shakes and smoothies are around \$3. Plus, each shave ice comes in very large portions and tastes amazing. Because of the cheap price and large quantities, people tend to frequent the restaurant and bring big groups.

In 2015, Provo was ranked as the metropolitan city with the highest percentage of population (34.5%) under 18 (statista #1). Because of this, any restaurant in Provo that caters to young people needs to take their desires into consideration. The younger generation, when looking for a treat or a snack, wants something quick and easy. They want it to be cheap but still satisfy their sweet tooth. Bahama Buck's is the perfect option for them because their shave ice is all of those things.

Weaknesses

Bahama Buck's has two major weaknesses. The first is their lack of focus on promotion. Bahama Bucks opened up in January of this year and, because it was winter and they assumed business would be slow, they did not try very hard to promote and build the brand. Instead they focused on training employees and getting the store ready for the busy summer months. Since there was essentially zero promotion at the beginning, except for a few banners outside the store, people glanced over the restaurant and forgot that it was even there. Today, only a few of those who pass by and stop in to take a look become returning customers. The rest of Provo has yet to even notice Bahama Bucks and doesn't know what they're missing.

The second, and more time specific problem, is that Provo has a notion that shave ice is only for the summer time. As long as shave ice has been here, it has only been sold in the summer at shacks and pop-up stands, which close when the temperature starts to drop. Bahama Buck's is the first place that will attempt to sell shave ice through the winter. This will be an interesting experiment, because they need to somehow convince Provo that shave ice can also be a winter treat. They are going to use their "tropical atmosphere" to try and accomplish this feat.

Opportunities

The opportunities for Bahama Buck's correlate directly with their weaknesses. As with any business, the greatest opportunities lie in the areas of greatest weakness. The biggest opportunity is becoming the best known location which sells shave ice. Because Bahama Buck's is the only place selling it in the winter, they have time to build a following before their competitors even open their doors again. Summer only brings more consumer desire for shave ice and other cold beverages, so if they can be successful in the winter, their success will only increase in the summer. To accomplish this, Bahama Buck's needs to focus on promotion. All they need to do is get their name out and start getting people in the door, and they should start to build a bigger following. We know everyone loves shave ice, but they will never eat it unless they know where to get it.

Threats

Besides determining how to sell their product during the winter months, their other threats are their competitors, the two biggest being Sodalicious and Swig. Both of these competitors serve specialty sodas and do it very well. They have both become popular through creating "mocktails" with popular sodas as the base. Each company is very popular and will even bring in lots of customers on the coldest, wettest days.



Other competition could include Rockwell Ice Cream and Roll Up Café, which both sell ice cream and are trendy places that college kids frequent. The one plus is that no other store in Provo sells shave ice at this time, but consumers are not always thinking about shave ice. As of now, consumers always have Sodalicious and Swig in the back of their minds. Bahama Buck's biggest challenge will be breaking into the mindset of their potential consumers.

One last threat that Bahama Buck's faces is the accumulation of so much construction around the restaurant. Bahama Buck's sits on a very busy road that runs directly through the middle of the city. This is normally a great location for a restaurant like Bahama Buck's. Right now, however, that road is being redone. Because of this, the road has been temporarily made smaller and therefore more congested and this is a deterrent to many potential customers. To make matters worse, there is a new building being built next door. Most of Bahama Buck's parking lot is being used by large trucks and cranes. This is just another reason why people do not want to try and get to the restaurant. Many people now will drive around the problem caused by all the construction and therefore around Bahama Bucks.

Purpose of our Advertising Strategy

Bahama Bucks is loved by all who frequent the restaurant. They have five stars on Yelp and lots of positive comments. People say things like "better than all the stands" and "you'll find any type of dessert that fits your mood" (Yelp). Based off of these and other reviews we can see that product is not a problem. Customers also love the employees and the "tropical themed" store (bahamabucks.com). That leaves the problem with promotion. The word to describe their current and past promotion would be "lacking."

The advertising and promotion struggle that Bahama Buck's faces right now are the same struggles that every new business faces. Every new business must find a way to attract customers and build brand recognition/recall among their target market. It is not just a problem of promotion. Bahama Buck's needs to be inspiring potential consumers to come to their restaurant in the middle of the snow, construction, and traffic. Plus, Bahama Bucks has to do so in a way that will beat out all the other competition that already have loyal fan bases. Even if Bahama Buck's can solve all their direct problems of promotion; winter and construction, they must prove themselves better than the existing beverage restaurants, or they will never take off.



This is all information that we were told directly by the franchisee and the managers. The best way to overcome Bahama Buck's lack of promotion, seasonal predicament, and construction nightmare is to simply promote. We want to use guerrilla marketing to get their name across the whole town. Then we want to have some big events and promotions to get people in the door. We also think it would be a good idea to use the construction, traffic, and difficulty of getting into the restaurant to our advantage. One idea would be to play off, "it's so hard it is to get inside, it must be good!" This would hopefully ease the frustration that traffic causes. Through simple promotions, the people of Provo will see how good Bahama Buck's is, and they will easily convert and become loyal customers.

CREATIVE BRIEF

Advertising Objective

Increase revenues by 25% in the first month of this advertising campaign and develop 50% brand recall after the first month.

Target

Isaac is a down to Earth student at BYU studying exercise science. While Isaac is in class, he finds that his mind often wanders to other things such as skiing, movies, and more often than anything else, his most recent crush. Isaac spends what seems to him to be the majority of his time in lectures and at the library studying for whatever big test is up next and it seems that he doesn't have enough time to do the things that he wants, sometimes even having to skip meals. Because of his busy schedule, Isaac and his friends make it a habit to go out together for either a snack or meal so that they can spend time together while simultaneously getting food. Isaac and his friends like to discover new places to frequent that will allow them to hang out with friends and take dates. Isaac makes it a habit to search for new places to spend time at that provide something to eat or drink that is cheap and that is also unique. Isaac makes these new places he finds a go-to for him, his friends, and his dates. Isaac discovers most of the new unique restaurants mainly from his friends and Facebook, as well as occasionally checking Yelp or Google reviews. When Isaac and his friends find a new restaurant that they like, they frequent it enough that they esteem it as their "hangout spot" for the next couple of months until they come across something new. Isaac and his friends are fairly active on social media and like to post pictures at their "hangout" spots. For Isaac, being able to bring old and new friends together to create and share memories over something as small as food and drinks is the best feeling and something that he loves along with getting a quick but delicious meal after a tough midterm.

Insight

I want to go to a place that I can buy something tasty and have an experience that is both unique and exciting and could potentially impress a lady if I took her on a date there.

Promise

For any college student on a tight budget, Bahama Bucks is the premier place to have the most flavorful shave ice as well as providing a fun, tropical, and laid-back experience at a convenient location nearby BYU's campus.



Support

- Low price for shave ice
- Delicious!
- Very close to campus
- 4.7 star review on Google with 115 reviews
- 4.0 star review on Yelp with 24 reviews
- Really fun atmosphere
- Great music
- Great date spot



Tone

Exciting, Laid-back, Social

Assignment

Print ads and flyers (specifically around college housing), guerilla marketing strategies, social media development of Facebook and Instagram accounts, Google AdWords, Youtube video ad, social media influencer campaign, public relations strategy, sample/trial strategy, FlowRider competition event.



EXECUTION OF STRATEGY

Big Idea

For the college student looking for an inexpensive treat, Bahama Bucks offers shave ice and other refreshing beverages with all the flavor options one needs while providing a one of a kind tropical experience.

Slogan

Taste the Oasis

Guerrilla tactics

Lipstick on mirrors

After the launch of the Bahama Buck's Instagram, Bahama Buck's will then need to gain awareness of this new account so people can receive more exposure to the brand. Bahama Buck's will create "lipstick murals" on mirrors in bathrooms located at universities, malls, and local hang-outs. These locations will be determined by the amount of traffic by our target audience, and permission of venue. These mirror murals will let the consumer place themselves in an "oasis" that is drawn as a border around the mirror, containing palm trees, sandy beaches, and the ocean. At the top of the mirror will be the hashtag #tastetheoasis, and at the bottom of the mirror, there will be the username of the new Bahama Buck's Instagram.

These "lipstick murals" will only be around for 24 hours and will pop up at different locations at different times throughout a week. This repetition in different locations will help strengthen awareness of the Bahama Buck's name so that consumers will be able to recall the brand in the future. The tropical theme of these murals will also help people understand the point of difference that Bahama Buck's offers; creating a link between Bahama Bucks and Oasis.



Vacation from traffic

A problem that Bahama Buck's is dealing with as of right now is the heavy construction that is happening on the street that their store is located on. This construction is making it hard for people to get where they need to go and upsetting many people as they are stuck in stop and go traffic during rush hour. These negative feelings toward the traffic push people away from Bahama Bucks since they do not want to spend any more time than necessary on the construction filled road. We decided that what people stuck in traffic need the most is some positivity and a snow cone to take their mind off the stress of driving.

An oasis is a fertile spot in the middle of the desert, but Bahama Buck's will be an oasis in the middle of traffic. We decided that during rush hour, we will hold signs that state "take a vacation from traffic" and go door to door of the cars as they are stopped and hand out a buy-one-get-one-free coupons to Bahama Buck's as well as mini samples of their most popular flavors. The cars in this area during rush hour are usually the same every day, as they pass this area commuting home from school or work, so they would be people who have a higher probability to come back to Bahama Buck's. This would help make Bahama Bucks memorable which would lead to an easier brand recall.

Pop-up Oasis

During the winter months when people are not as enthusiastic about being outdoors, Bahama Buck's will set up a portable "Oasis" to help consumers take a break from the cold. These mini-oases will include heat lamps to stay warm, sand, palm trees, and samples of either Bahama Buck's shave ice or their hot chocolate.

People will be drawn to these "oases" by curiosity since a small beach area is not common in the middle of December in Utah. After people are drawn in, the warmth and free samples will provide an incentive to stay and make links between the good experience they are having with the Bahama Buck's brand. The warmth and food will create links that will later help people recall Bahama Bucks as well as their products. Bahama Buck's will prove that their products can be enjoyed in any type of weather and that they can be a get-away from the cold and harsh environment. Connecting winter and shave ice is something that has not been successfully done in the past, so this will also open opportunities for word-of-mouth advertising.



BUY ONE GET ONE FREE

Buy one Bahama Buck's® Shaved Ice and get one the same size or smaller **FREE!**

Limit one coupon per customer per visit. Ice Cream, Tropic Crème, and Bahama Mama extra. May not be combined with any other coupon, discount, or promotion. Offer valid at participating Bahama Buck's® locations. Offer expires 9/24/17. TX1242-1AG06028

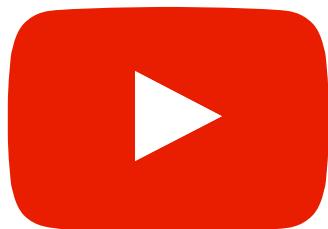


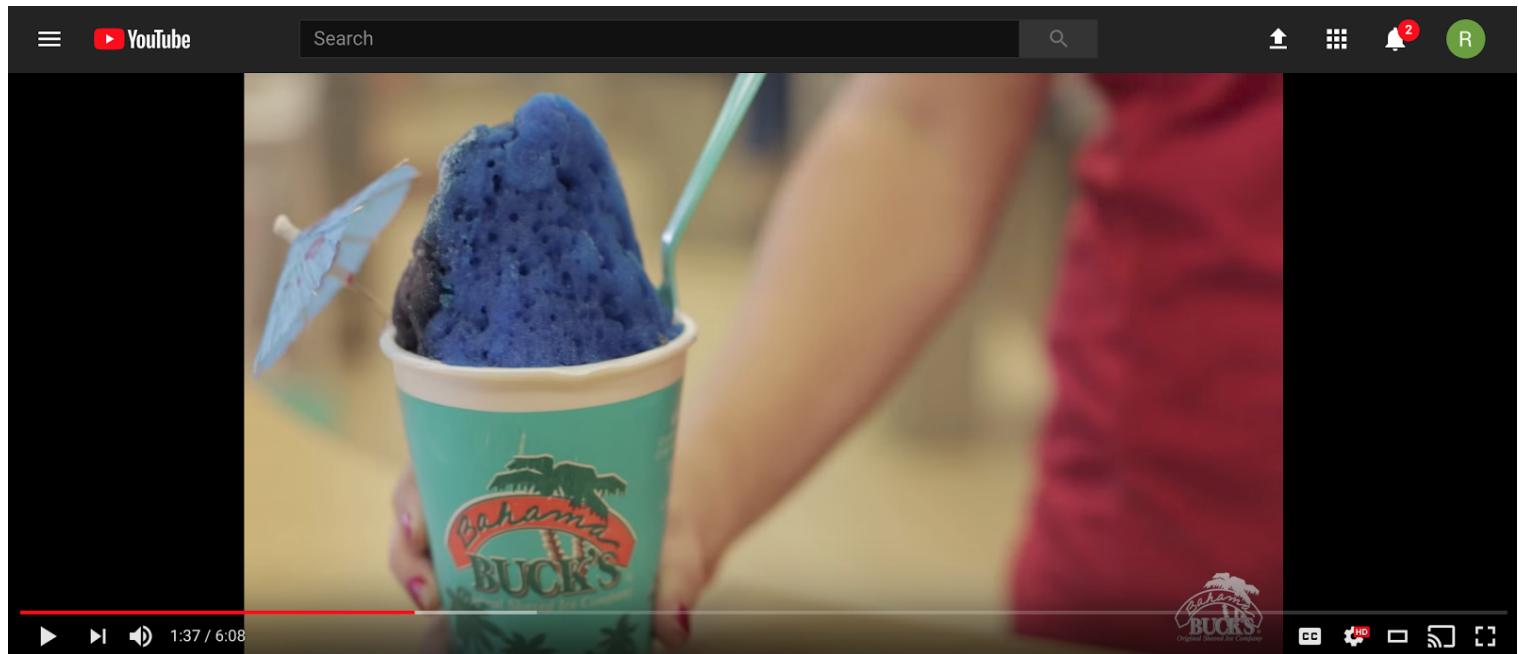
Youtube/Facebook Video

Our 30-second video ad was created with the intentions of driving people into the Bahama Buck's store and ultimately capturing their information on social media with either Facebook or Instagram. The video opens with the wind howling around an individual trudging through a blizzard on the way to an unknown destination. After a few seconds, the frame freezes and a voice asks, "Are you tired of living in winter?" Immediately, it cuts to a scene of Bahama Buck's and fun, upbeat, tropical music begins to play and the scene flashes between various Bahama Buck's products such as shave ice, video game tournaments, dance parties, fun hangouts, and various other events that showcase why Bahama Buck's is the perfect place for college-aged kids to hang out this winter. Finally, the narrator answers the previously posed question: "If so, come to Bahama Buck's to get away from the snow and be in the oasis!". Finally, the logo appears along with links to the various social media accounts, and the narrator announces the slogan "Taste the Oasis" ("An Oasis you can Taste").

Virality Nature of the Video

This ad was designed to implement a strategy that will resonate and become viral in the Provo community during the winter months. It will use the principle of social currency in which the ad will show/talk about different promotions going on and that a person needs to follow the Bahama Buck's social media accounts in order to redeem these promos. This will make people feel like they are insiders because they know that any normal person walking through the doors won't get the promo unless they already know to follow the different accounts. It will use the principle of triggers by showing somebody trudging through the snow reminding most Provo natives how it isn't very fun to live in the snow and then showing parties and get-togethers at Bahama Buck's to further them thinking about how fun it will be to hang out with their friends there or make them think that Bahama Buck's is associated with fun and the type of fun that a college-aged kid in Provo would like to have. The ad will implement emotion because it will relate to the winter seasons and how they tend to be dull and not very fun and that events with your friends at restaurants, such as Bahama Buck's, are fun. This video will also be very public because it will be on Facebook and we will have a promotion with it that if you tag a friend on the video then you will receive a free shave ice. This ad will be very practical for the viewer because it will provide them with something to do during the winter as well as discounts on already delicious shave ice and other Bahama Buck's items. This will foster greater attention and increase the incentive to share the video with their friends. Lastly, this ad will tell a story of a person that is miserable and bored in the winter gloom and how they spiced up their life by not just getting away from the snow but by going towards the Sno that Bahama Buck's provides.





Public Relations

Objective

The objective of our public relations is to manage how consumers hear and learn about Bahama Buck's and our promotions/events. Good public relations will help strengthen our brand name and start getting people through the doors. We want to connect with our consumers through the mediums they already use and interact with daily, such as; flyers, local news, and texting/social media campaigns. These mediums, as simple as they may be, are very inexpensive and effective at quickly spreading our influence across those who reside in the area and are potential Bahama Buck's customers. Reaching the maximum amount of people as fast as possible will help us to achieve our goals of increased revenues and brand recall.

Target Audience

Bahama Bucks caters to two main targets. During the day, most of their customers are mothers with young kids. These mothers bring their kids to Bahama Buck's because it is an easy way to get out of the house and go do something the kids will love. The moms themselves also know that they can find something they would enjoy, whether it's a soda, hot chocolate, or a smoothie. It might also help to target their children in elementary schools, through coupon reward systems. Bahama Buck's other targets are the college students of BYU and UVU. At night, these students always look for places to take a break from school and enjoy time with their friends. Bahama Buck's is the perfect place for them because it offers a flavorful treat and a trendy tropical experience that students would enjoy. Bahama Buck's would target the students through flyers on both campuses, ads in campus publications such as the Daily Universe, and through social media, specifically Instagram.

Key Messages

We have created the following key messages to be pitched to each medium in order to captivate our target audience:

- We are still open!
- Bahama Buck's: experience the tropics in the snow
- Bahama Buck's is the hottest drink station this winter
- Who knew shave ice in the winter could be so good?
- The perfect place for the whole family
- Top five night time hangouts
- Where are these oases coming from?

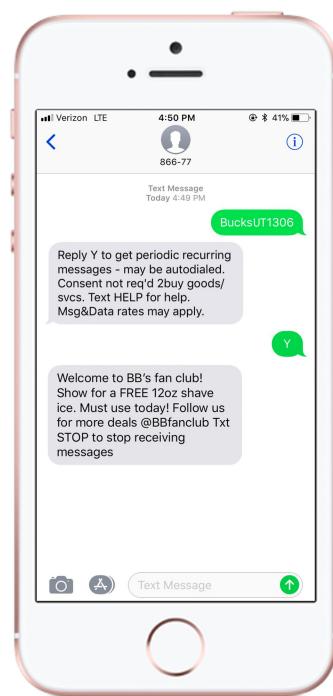
Print Advertisement

The print ads that we design and choose to use will change over time, based on the promotion and the event. Our first wave of print ads will focus on increasing brand recognition and boosting our Bahama Buck's social media. This is because we want people to start to learn who Bahama Buck's is and what they do. We want consumers to start to become familiar with the brand before we throw an event. We think this two-step process will prove most effective.

The first flyers will include the name "Bahama Buck's" very large on the front. The flyer will also provide information about the certain promotion that we want to run at the time. We want to run a "buy one, get one free" deal. And in order to access this deal, the consumer must follow us on some sort of social media or text into a specific campaign. Then the user must bring in their phone and prove that they followed/texted Bahama Buck's in order to receive the promotion. The main purpose of these flyers is to get people familiar with our name and also get them following our social media.

Through our second round of flyers, we want to give people even more of a reason to come into the store and to do this we want to promote an event. The brand name would not have to be as large, and instead, we would focus on the event. This could be our surf movie night, collaboration with Flowrider, or even to advertise our pop-up oasis. Again, we would want to focus on promoting our social media so that we can use it for future advertising.

Both sets of flyers will be posted in high traffic areas including, but not limited to, light/traffic poles in the Provo area, message boards on campus, and on doors in select apartment complexes in Provo and Orem. They will also all be posted on all of our social media mediums.





Text 86677 for a great deal!

BUY ONE GET ONE FREE

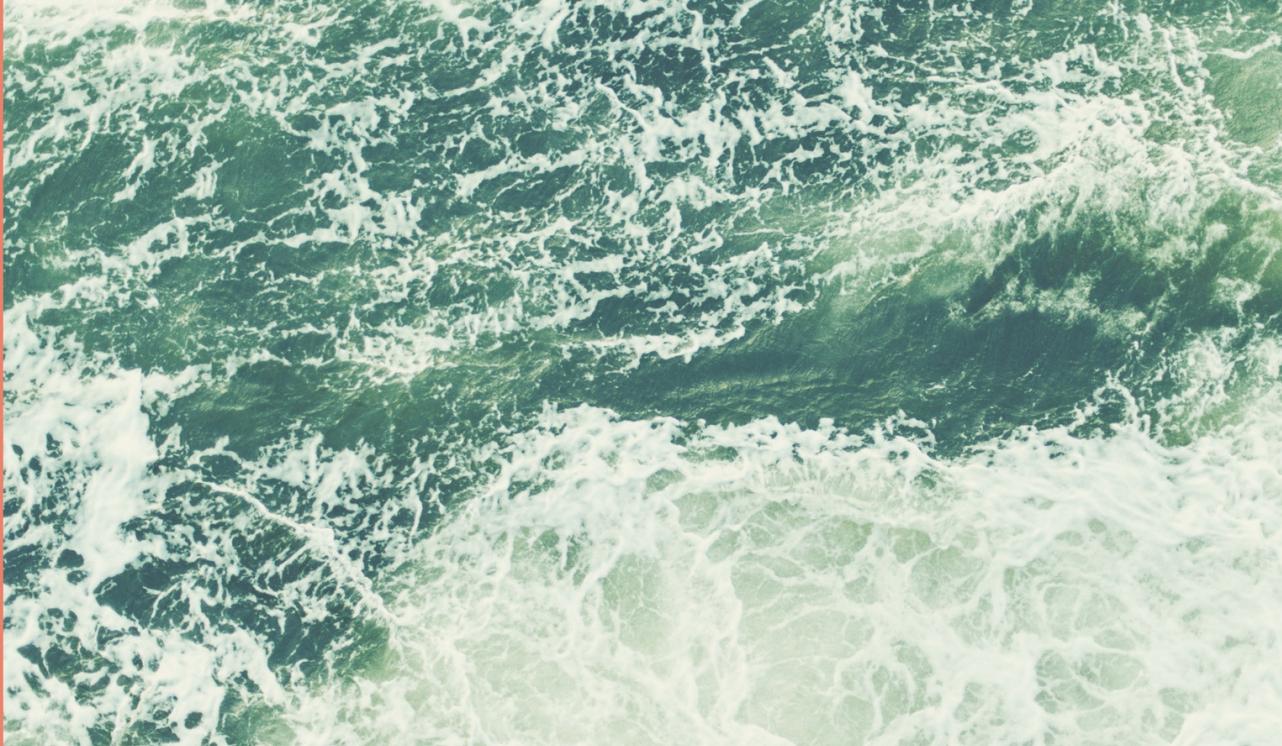
Buy one Bahama Buck's® Shaved Ice and get one the same size or smaller *FREE!*

Limit one coupon per customer per visit. Ice Cream, Tropic Crème, and Bahama Rama Mama extra. May not be combined with any other coupon, discount, or promotion. Offer valid at participating Bahama Buck's® locations. **Offer expires 12/30/17**



You are one text away from a good time

 [LIKE US ON FACEBOOK!](#) [BAHAMABUCKS.COM](#)



~~~~~

BAHAMA BUCK'S  
**FLOWRIDER  
COMPETITION**

~~~~~

DECEMBER 15 | 10AM-3PM
CHANCE TO WIN \$100 AND FREE BAHAMA BUCK'S FOR A YEAR



COMPETITION HELD AT THE PROVO BEACH RESORT

Print Advertisement

We will get in contact with the Daily Herald and Daily Universe as fast as possible and send them a few short messages that they could use to write an article. We will provide all information about Bahama Buck's and the event/promotion and even offer to help with the content production. We will also describe to them our target so they know exactly who to write towards. Because the Daily Herald is a city-wide publication and the Daily Universe is a campus publication, they will have to dealt with differently in order to follow their individual standards. It would be very beneficial to do this research before we start to contact them.

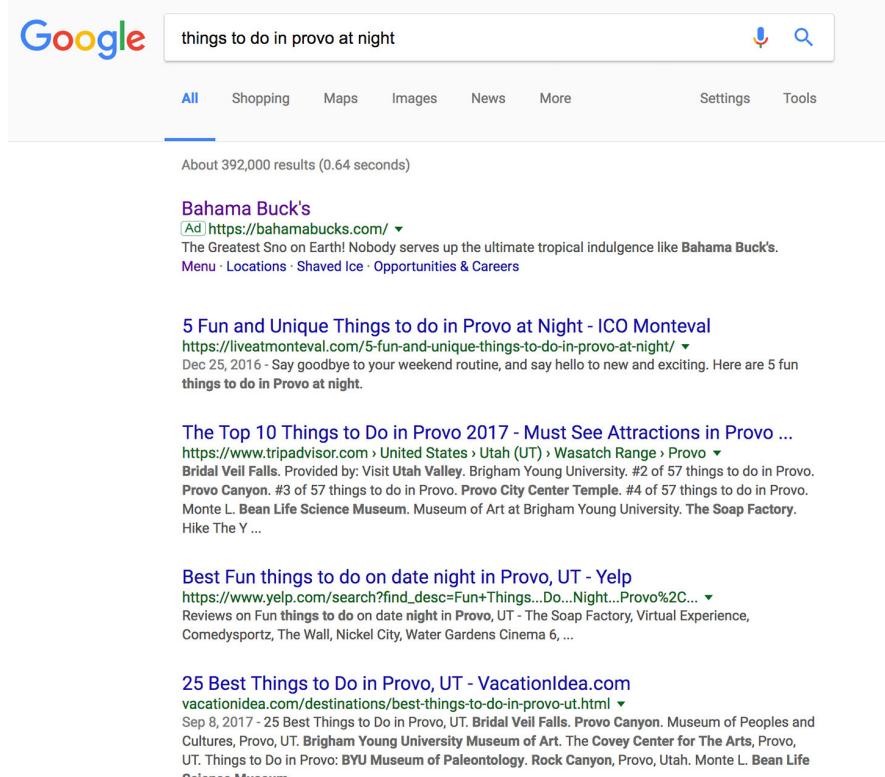
We also think it would be beneficial to include Bahama Buck's advertisements in local coupon books. These books are usually given to new move-ins or to students at Elementary and High schools. If Bahama Buck's had a full ad in these books, people would come to Bahama Buck's first because they would not know of any other flavorful beverage locations.

Digital Marketing

In today's day and age, digital marketing is a very important aspect to any brands promotion. Almost every company will tell you that it is important, and "80% [of social media marketers] indicated their efforts increased traffic" to their website and storefront (Forbes). Digital marketing, especially efforts on social media, is important because it is an easy method to boost brand recognition and brand loyalty. Digital marketing also gives consumers more ways to connect and convert to the brand.

Google AdWords

Google Adwords are very successful and lead to amazing returns. They can run a little expensive when companies want to use very broad words like "drinks" or "beverages." An easy way to make them cheaper is to use longer queries. For example, it might be a lot cheaper to advertise on the phrase, "things to do in Provo at night" or "top date night activities." Even though these are very specific, people do search things like this, and it would be much cheaper for Bahama Bucks to secure the rights to ad these phrases.

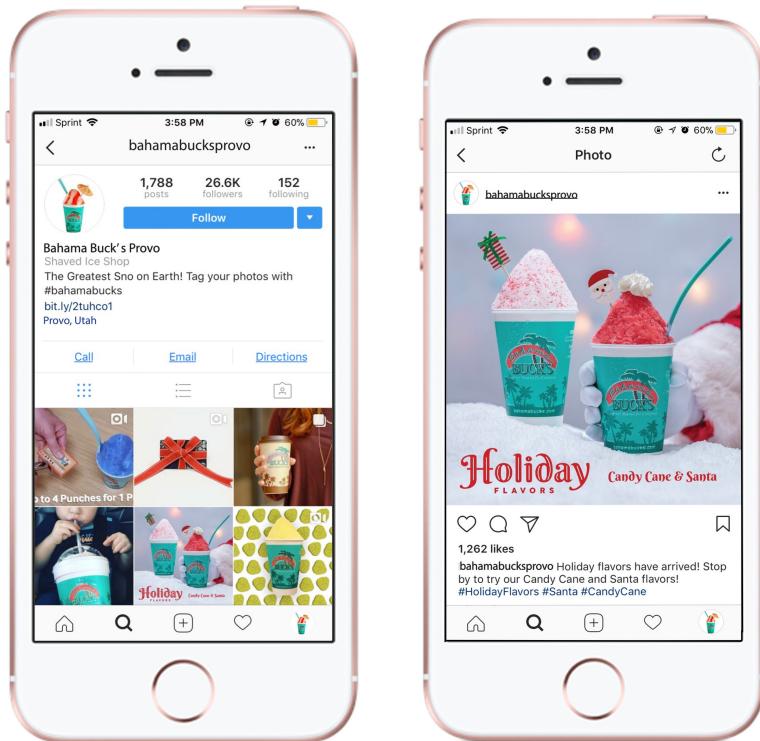


The screenshot shows a Google search results page with the query "things to do in provo at night". The results include:

- Bahama Buck's** (Ad) <https://bahamabucks.com/> The Greatest Sno on Earth! Nobody serves up the ultimate tropical indulgence like Bahama Buck's. Menu · Locations · Shaved Ice · Opportunities & Careers
- 5 Fun and Unique Things to do in Provo at Night - ICO Monteval** <https://liveatmonteval.com/5-fun-and-unique-things-to-do-in-provo-at-night/> Dec 25, 2016 - Say goodbye to your weekend routine, and say hello to new and exciting. Here are 5 fun things to do in Provo at night.
- The Top 10 Things to Do in Provo 2017 - Must See Attractions in Provo ...** [#2of57thingstodoinProvo. Provocanyon.#3of57thingstodoinProvo.ProvocitycenterTemple.#4of57thingstodoinProvo. MonteL.BeanLifeScienceMuseum.MuseumofArtatBrighamYoungUniversity.TheSoapFactory. Hikethey...](https://www.tripadvisor.com/UnitedStates-Utah(UT)-WasatchRange-Provo-BridalVeilFalls.Promotedby:VisitUtahValley.BrighamYoungUniversity)
- Best Fun things to do on date night in Provo, UT - Yelp** https://www.yelp.com/search?find_desc=Fun+Things...Do...Night...Provo%2C... Reviews on Fun things to do on date night in Provo, UT - The Soap Factory, Virtual Experience, Comedysportz, The Wall, Nickel City, Water Gardens Cinema 6, ...
- 25 Best Things To Do In Provo, UT - VacationIdea.com** vacationidea.com/destinations/best-things-to-do-in-provo-ut.html Sep 8, 2017 - 25 Best Things to Do in Provo, UT. Bridal Veil Falls. Provo Canyon. Museum of Peoples and Cultures, Provo, UT. Brigham Young University Museum of Art. The Covey Center for The Arts, Provo, UT. Things to Do in Provo: BYU Museum of Paleontology. Rock Canyon, Provo, Utah. Monte L. Bean Life Science Museum.

Instagram

The one downside to texting campaigns is that it each message does cost money to send. This is why it would be important to convert each number over to our social media, which is free to post as much as we want. Bahama Buck's already has a Facebook and uses it to their advantage, but consumers are moving away from Facebook and more towards other social media platforms. Because of this, we want to build Bahama Buck's an individual Instagram for the Provo location and help drive consumers to follow it. Instagram is a great platform for Bahama Buck's because it allows them to post pictures of the product and new promos, and then caption it any way they want. It also allows them to use hashtags to attract even a larger audience. Instagram allows Bahama Buck's to connect with their followers on a more personal level through stories. These are daily posts that only last for 24 hours and can be used to talk about things in a less serious manner. Using stories, Bahama Buck's could talk about their store, their employees, their customers, and even make jokes about the crazy traffic and construction they face. Consumers would be able to watch these stories daily and connect to Bahama Buck's on a deeper level. And because it is new every day, it will drive consumers back for more and keep the brand top of mind.



We know that digital marketing done right is very effective because most everything people see now is digital. The real question is which medium(s) is the most important. This will come through trial and error, but we believe Instagram will prove the most effective. Through the pictures and stories, consumers will better be able to connect with the brand and build their loyalty. Instagram is also free and will allow us to try out plenty of different promotional strategies without too much risk. Because of this, we want everything we do to be driving people to Instagram and following Bahama Buck's page. This will just continue to build our circle of connections and help us to always be able to communicate with our followers.

Events

Elementary School Class Parties

There is an undeniable influence of children on their parents. Children are able to influence the decisions of their parents purchasing behavior perhaps more than any other factor. Jason Davis, the manager of Bahama Buck's, helped us understand that the majority of Bahama Buck's daytime traffic consists of young families and mothers with their young children. By increasing the awareness of Bahama Buck's within the target of elementary school children there will be a higher recall value to the Bahama Buck's brand as children will share the company name with their families.

Bahama Buck's would purchase a private and public school database, which is on sale through Euromonitor and has listed all of the addresses, phone numbers, and class size and age of all the public and private schools in Utah. Bahama Buck's then could start placing flyers around the area and call to make appointments with the principles and secretaries of each school.

Many elementary schools have class parties for different holidays, or as rewards for different goals that classes accomplish. Each school has a certain budget for these types of events or activities. An average elementary school class holds about 30 children and a teacher. This would be a very easy size for Bahama Buck's to cater towards. Because education is important, Bahama Buck's would offer a discounted rate for any education-related event.

By catering elementary school parties, children would become familiar with Bahama Buck's and their products. Since children are dependent on their parents, the children will turn to their parents to purchase more shave ice from Bahama Buck's. Once the elementary school kids' parents are familiar with Bahama Buck's and understand the quality and value it brings to their family, Bahama Buck's will gain word-of-mouth advertising as well as a new target demographic.

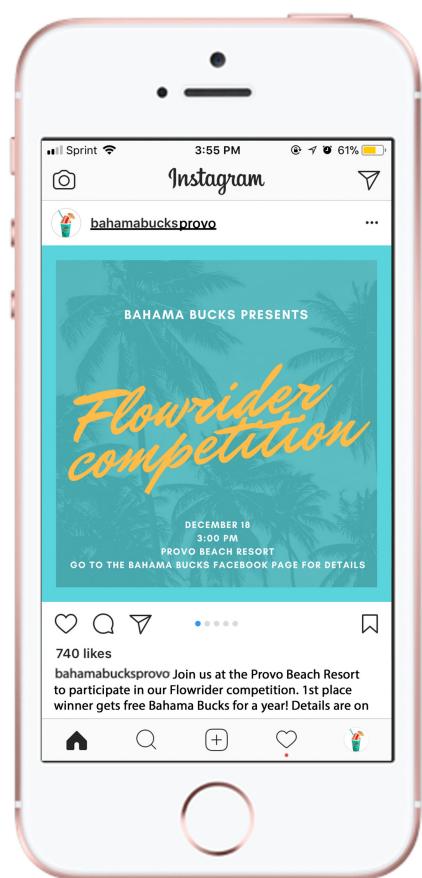


FlowRider Competition

One of Provo's most popular activates is the FlowRider at the Provo Beach Resort. Flowrider is an indoor surfing simulator that generates an ongoing wave that one can ride on. The FlowRider activity attracts people who are looking to have a tropical experience as they come to play in the water and challenge themselves to surf. Since the Provo Beach Resort has a similar ambiance as Bahama Buck's, but is not a direct competitor, Bahama Buck's could collaborate with the company for a FlowRider competition.

This FlowRider competition would let locals sign up for a small fee of \$15 with a chance to win \$100 and/or free Bahama Bucks for a year. This competition would take place at the Provo Beach Resort but feature the Bahama Buck's logo on all the walls and print and online advertisements as a sponsor. At the actual competition, there would also be a Bahama Buck's shave ice stand, where they would offer samples and sell their products to supporters.

This contest would raise awareness of the Bahama Buck's brand and would increase exposure to the company and their products. The FlowRider competition will also help people gain awareness of the Bahama Buck's Instagram account as they post pictures and videos of their friends and family participating in the competition.



EVALUATION OF EXECUTION

Goal

We aim to increase both revenues by 25% and brand recall by 50% within the first month of implementing our ad campaign.

Justification of Advertising Strategy

Guerilla Tactics

The lipstick mural is a tactic designed to grab one's attention and increase both brand awareness and brand recall. Advertising in an unlikely place like bathroom mirrors is sure to get noticed as the bold red designs will provide contrast with what is otherwise a normal, dully colored bathroom. Furthermore, nearly everyone looks in the mirror upon entering and exiting the bathroom, providing ample time for the message to be read. The potential for repetition in a myriad of locations will help strengthen awareness of the Bahama Bucks name so that consumers will be able to recall the brand in the future. The tropical theme of these murals will also help people understand the point of difference that Bahama Bucks offers, as well as creating a link between an oasis and Bahama Bucks.

The "take a vacation from traffic" tactic is an emphasis on Bahama Bucks fun and tropical atmosphere. The cars passing Bahama Bucks during rush hour are likely to pass by multiple times a day or multiple times a week so the likelihood of a return visit is high because stopping by isn't too far out of the way. By providing coupons as well as a fun distraction from the frustration caused by waiting in traffic and construction zones, this tactic would promote positive memories and brand recall.

Similar to the "traffic tactic", the pop-up oasis strategy will also create good memories and positive connections to Bahama Bucks through warmth and good food, making a visit to Bahama Bucks more likely upon recall. It also demonstrates that shaved ice can be enjoyed in any type of weather.

Facebook/Youtube Video

The 30-second video will increase sales by providing a visual demonstration of all the fun, summer-style activities that can be enjoyed at Bahama Buck's even during the winter months, thus ensuring steady sales all year round. The opening, which displays a poor soul trudging through snow accompanied by the question of whether or not the viewer is tired of the winter weather, will resonate with viewers who would rather be on a beach than in dealing with cold, snowy Utah weather, thus ensuring that they stay attentive until the end in order to find out how they can escape the cold. The logo and slogan at the end will increase brand recall, and the information about the company's social media will drive traffic to Bahama Buck's pages.

Public Relations

Our public relations strategy will help to achieve our goals by ensuring that we reach our desired target audience with our most important, key messages. This will increase sales by helping to avoid a drop in revenue during winter months because it will clarify that Bahama Buck's is not only open during the winter but is actually a good option for a drink or treat during cold, winter weather.

Print Advertisements

Fliers and print advertisements provide quick, easy to process information about the brand which will increase brand recall. Changing the advertisement overtime will avoid the message from wearing out and being overlooked by those who are already familiar with the ad after seeing it too many times. Sales will increase by offering information about deals and upcoming events, thus providing incentives to come to Bahama Bucks or follow them on social media to stay up-to-date on events and activities.

Local Advertisements

Similar to the previously mentioned print advertisement, an ad in the local paper will increase brand awareness by reaching a wide audience, some of which may not fit the target but we interested none-the-less. Placing discounts on coupon books will increase revenue by providing an incentive for customers to come and try the product.

Digital Marketing Strategy

Digital marketing will increase revenue and brand recall by driving traffic to the Bahama Buck's social media pages and website. Employing the use of Google Adwords will direct searches of keywords that are associated with our product to Bahama Buck's website where they can receive information about all that Bahama Buck's has to offer, thus encouraging them to come try it out for themselves.

By creating and promoting an Instagram for Bahama Buck's Provo location more people will be aware of deals and have constant reminders on their phones of the Bahama Buck's brand.

How the Goal is Accomplished & Metrics

We will know that we have reached our goal of increasing revenues by 25 percent by comparing sales from the month before we executed our strategy to the month after we executed our strategy. Our goal of increasing brand recall by 50 percent will be measured by administering an in-person survey to a randomly selected sample both one week before implementing our ad campaign and then again one month later in order to see how many people are aware of Bahama Buck's Provo location and whether or not they can answer a few simple questions about the company.



ADVERTISING STRATEGY CREATED BY:

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