

THE DOUGH MAKERS



CAITLIN, BELLA, OLIVIA, AND TRACY

WHAT CONSUMERS LOVE ABOUT SCHMIZZA



WACKY STYLE

YUMMY & UNIQUE PIZZA



SENSE OF HUMOR

TARGET MARKET

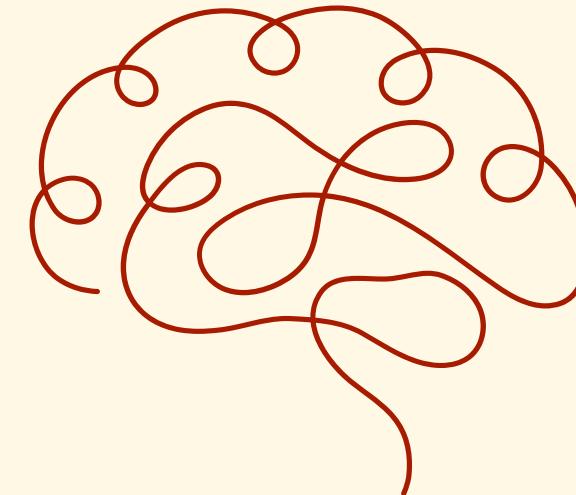


**EXAMPLE PERSONA:
SCHELLY**



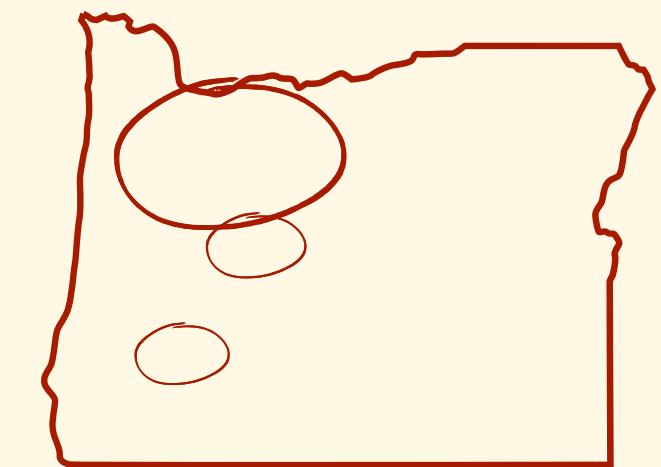
DEMOGRAPHIC

- Age 35-50 with children.
- Middle to upper class.



PSYCHOGRAPHIC

- Enjoys family friendly gathering places.
- Oregon Pride



GEOGRAPHIC

- Portland Area
- Medford
- Lebanon

SCHMIZZA IS
THE SLICE
OF
OREGON

WHY WE ARE A SLICE OF OREGON



Oregonians
make up
Oregon.

WHY WE ARE A SLICE OF OREGON



Slices make
up a whole
pizza.

WHY WE ARE A SLICE OF OREGON





Slice of
REGON



SCHMIZZA



YOUTUBE RATIONALE

78%

AGE 36-45
WATCH YOUTUBE

20% OF MONTHLY BUDGET

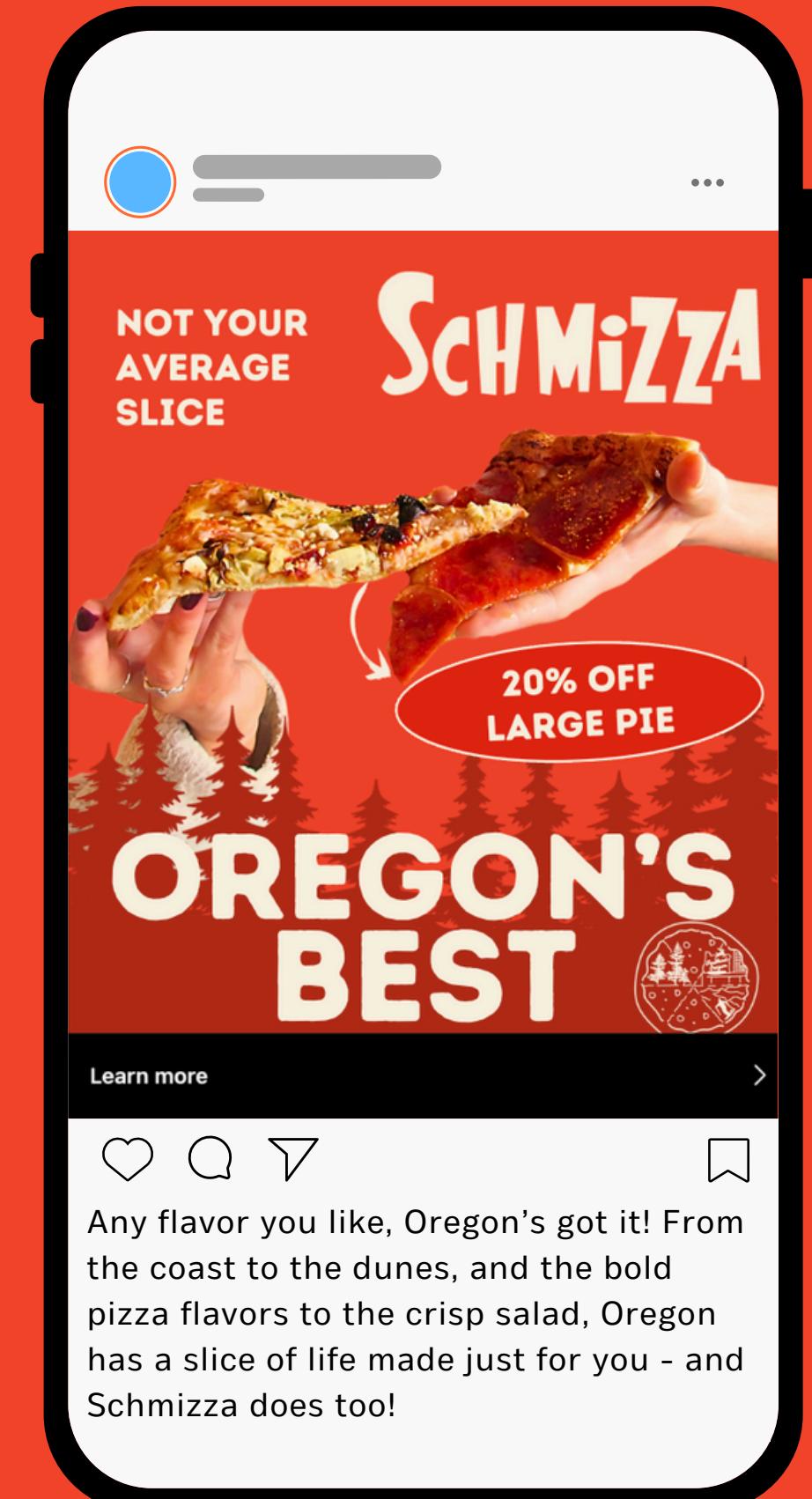
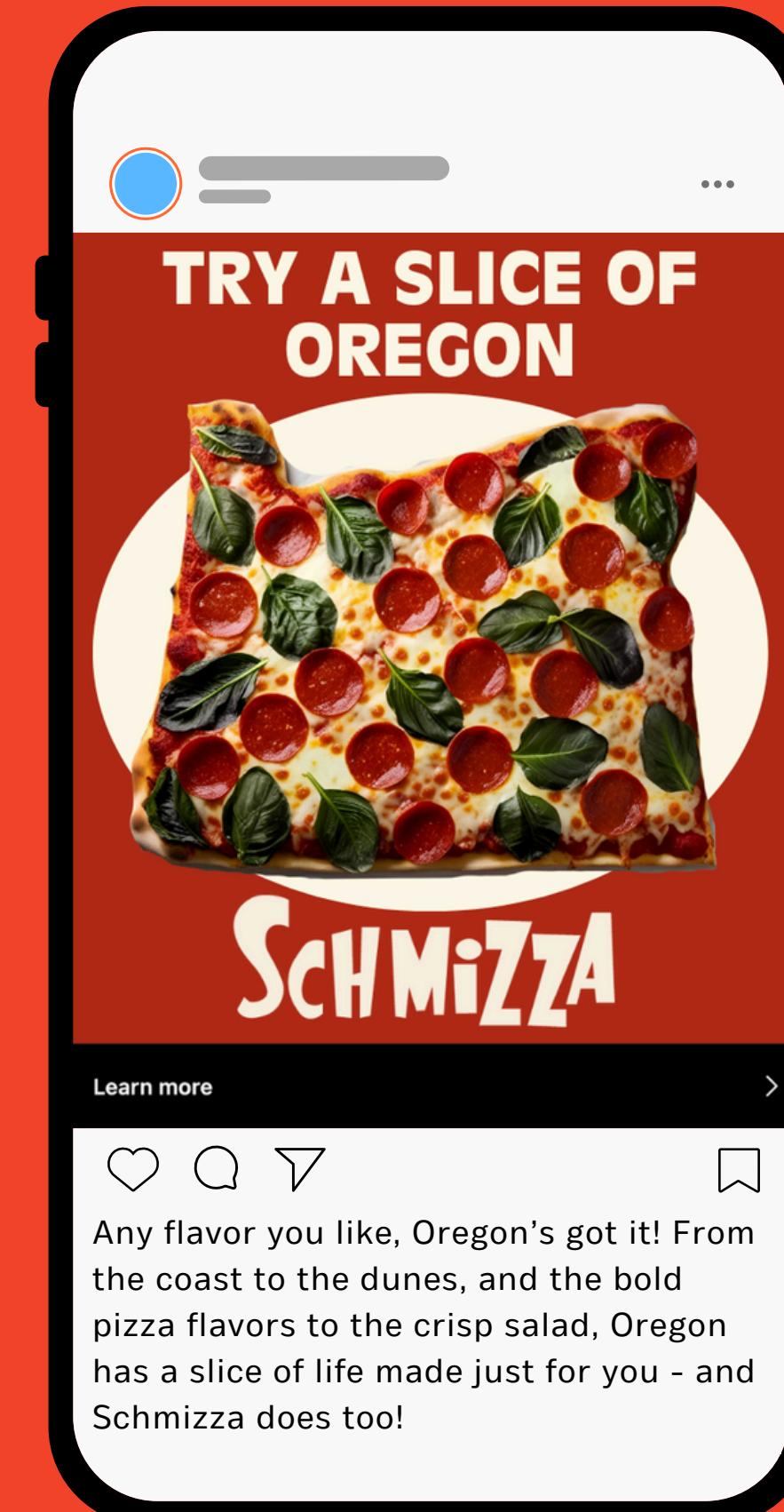
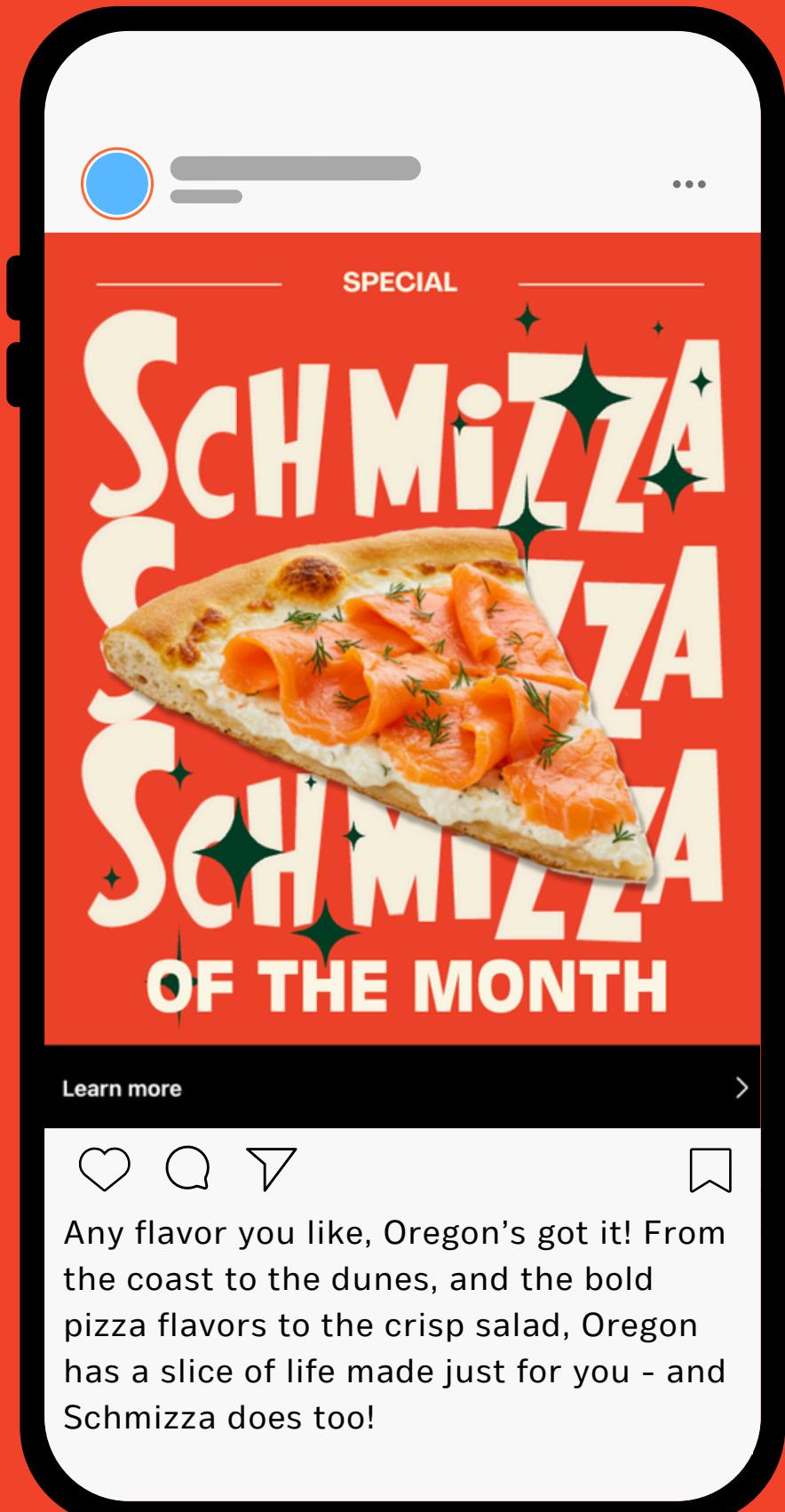
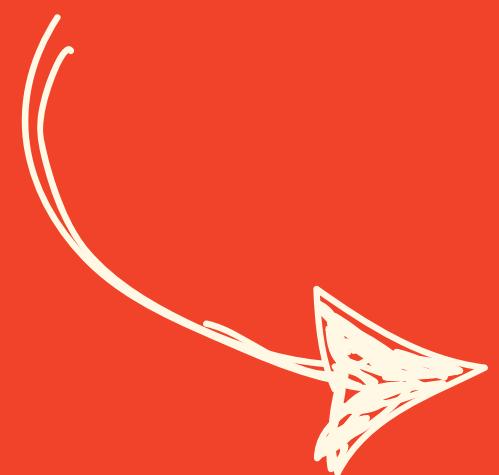
IMPRESSIONS: ~1,982,000

REACH: ~495,000 UNIQUE PEOPLE

FREQUENCY: ~4X PER PERSON

INSTAGRAM SPONSORED POST¹¹

'Learn more'
links to menu or
email signup



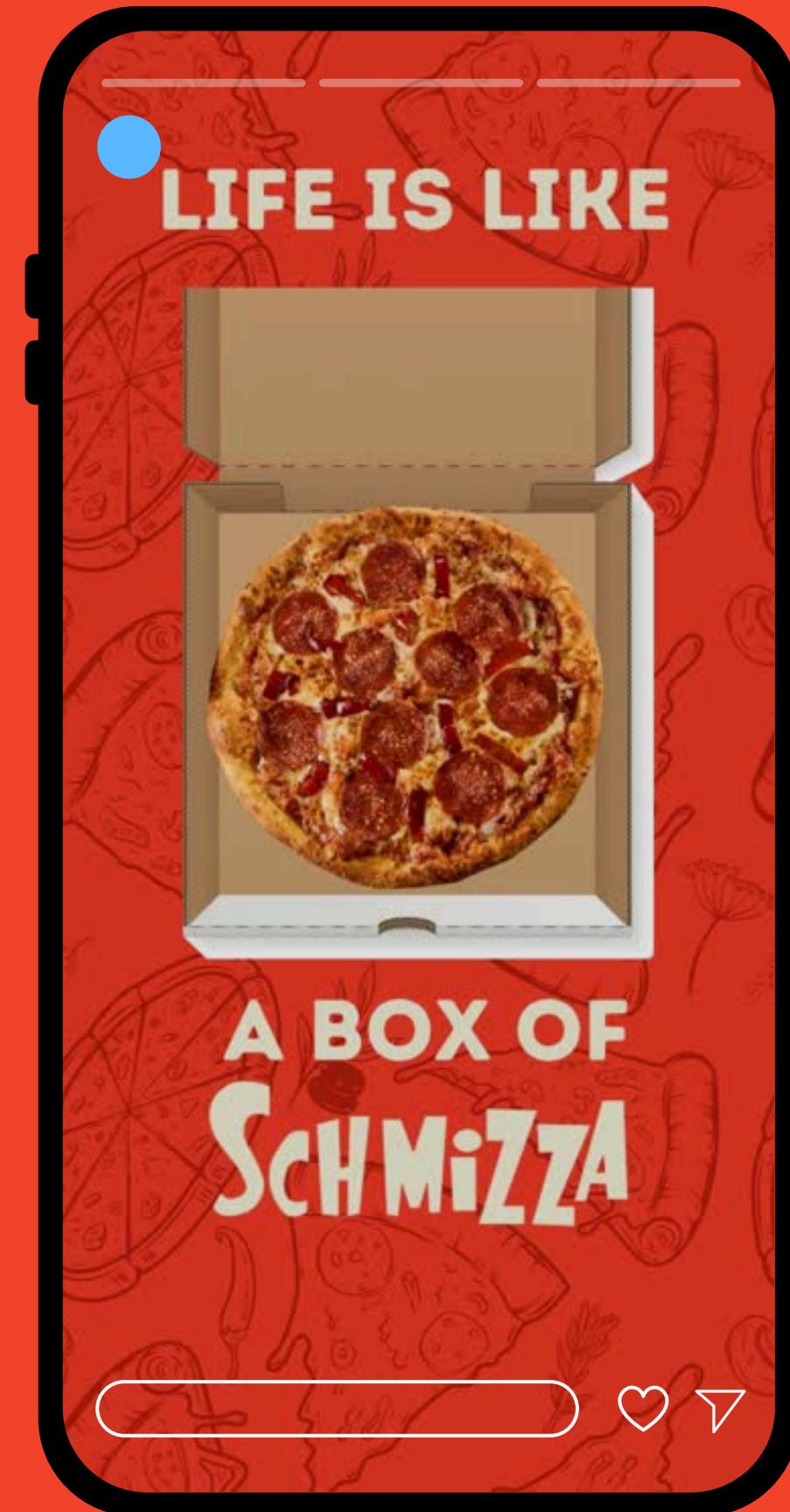
INSTAGRAM FEED

Food and happy customers!

Continue the memes, but keep them relevant and elevated to fit brand kit



SPONSORED STORY



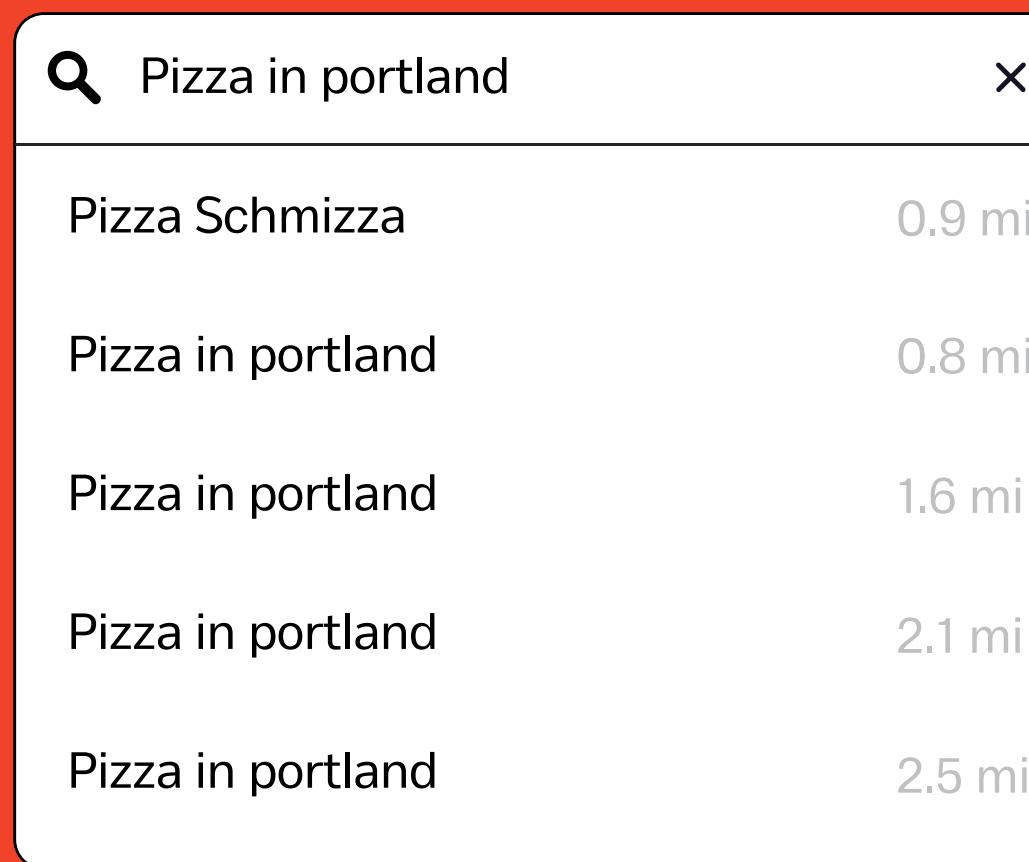
INSTAGRAM RATIONALE

59%
%

AGE 30-49 SCROLL
INSTAGRAM

30% OF MONTHLY BUDGET
IMPRESSIONS: ~1,223,000
FREQUENCY: ~3X PER PERSON
REACH: ~407,000 UNIQUE PEOPLE

PAID SEARCH



A screenshot of a Yelp search results page for "best pizza" in Portland, OR.

Search Bar: best pizza | Portland, OR | **Sort:** Recommended

Map: A map of Portland, Oregon, showing various neighborhoods like North Portland, South Portland, and Multnomah. Red numbered pins (1 through 10) mark the locations of the top-rated pizza places.

Sponsored Results:

- Pizza Schmizza Pub & Grub**
 - 3.1 (181 reviews)
 - Closed until 11:00 AM
 - Catering service • Full bar
 - Not just another pizza place. We are serious, edgy, irreverent. Pizza, craft beers, family-friendly, eclectic. Pizza Schmizza is an Oregon-based chain... [more](#)
- Hinterland Bar & Food Carts**
 - 4.2 (33 reviews)

PAID SEARCH RATIONALE

46%

OF CLICKS GO TO
THE TOP THREE
PAID ADS IN THE
SEARCH RESULTS

25% OF MONTHLY BUDGET

REACH: ~10,000-15,000

UNIQUE SEARCHERS

EMAIL MARKETING

- Announce new menu items
- Promotions
- Limited time deals
- Reward for signing up

To obtain emails:

- Invest in an email list
- Add opt-in forms on website
- Share links to signup on social media



EMAIL RATIONALE:



AGE 25-44 USE
E-MAIL

15% OF MONTHLY BUDGET

TOTAL EMAILS SENT: 52,500

OPEN RATE: 30%

REACH: ~15,750 UNIQUE PEOPLE

DIRECT MAIL:



DIRECT MAIL RATIONALE:



VISIT A BRAND'S
WEBSITE AFTER
RECEIVING
DIRECT MAIL

5% OF MONTHLY BUDGET
REACH: ~5,000 UNIQUE PEOPLE

MERCHANDISE:

Order the dine-in special
to receive collectable
Schmizza magnets and
coasters.

Bring home a Slice of
Oregon by purchasing a
pint glass or T-shirt.



MERCHANDISE:



MERCHANDISE RATIONALE:



1%

OF AMERICANS
REGULARLY USE WHAT
THEY RECEIVE FROM
BRANDS IN THEIR
DAY-TO-DAY LIFE.

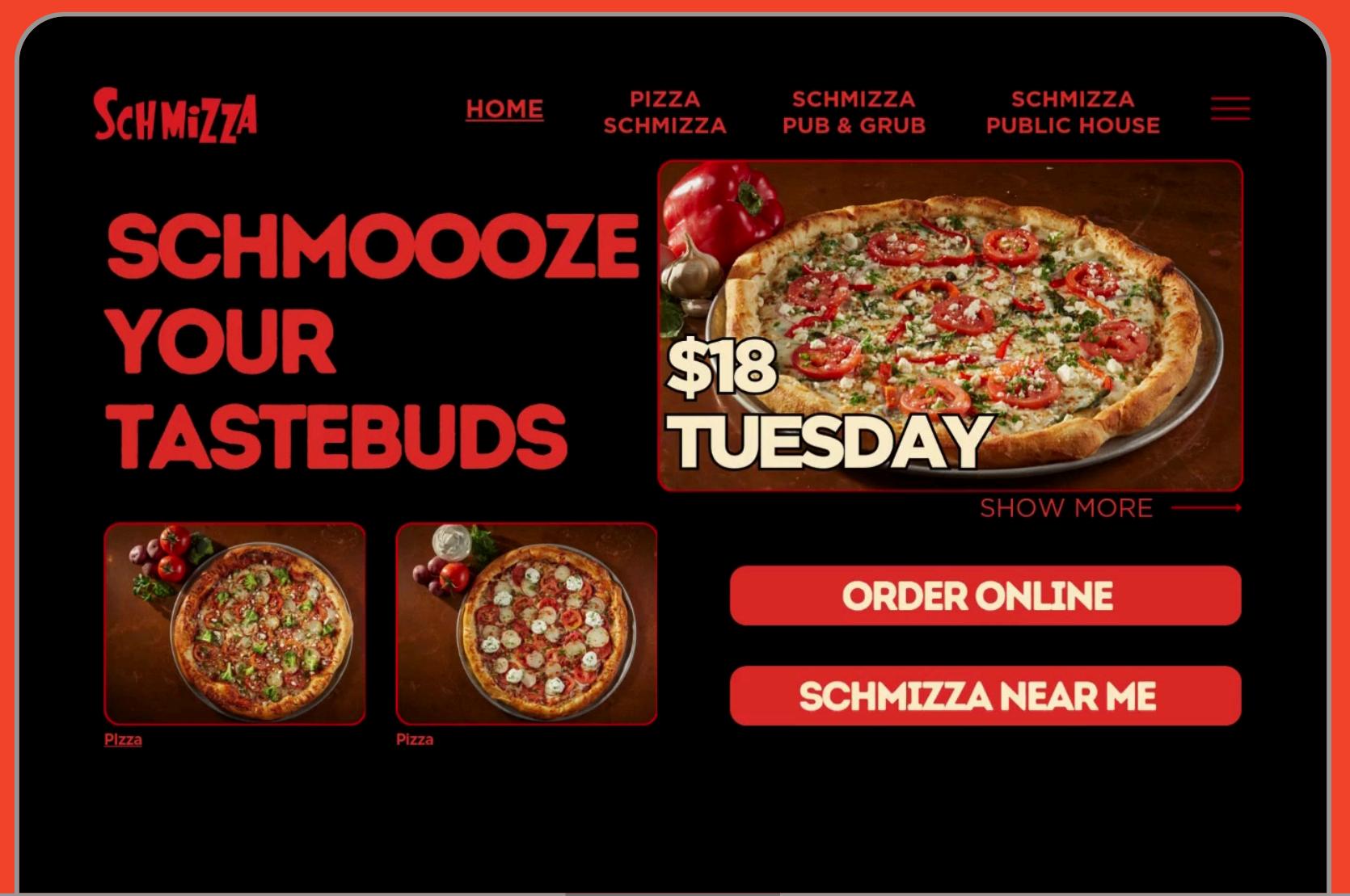
5% OF BUDGET

REACH: ~2,500 UNIQUE PEOPLE

WEBSITE

**THERE ARE BARRIERS FOR CONSUMERS
ON THE SCHMIZZA WEBSITE.
WE SUGGEST:**

- One Schmizza website
- Differentiate Schmizza, Pub n Grub, and Public House locations
- Show menu as one scrollable list
- Bigger, bolder “Order Now” button
- Ordering platform, sign in after



SOCIAL MEDIA

Take advantage of owned media!

- 51K Facebook and 2K Instagram followers
 - Time for a refresh
 - Pivot memes
 - One Schmizza TikTok account
 - Schedule post
 - Leave comments
 - Photo contests



DINE-IN EXPERIENCE

**MILLENNIALS SPEND APPROXIMATELY 30%
OF THEIR INCOME ON DINING OUT.**

**THE DINING EXPERIENCE
IS VITAL FOR RETURNING
CUSTOMERS.**



**TRADE DUSTY DECOR FOR
WACKY ARTWORK, MURALS,
AND PHOTO OPPORTUNITIES.**

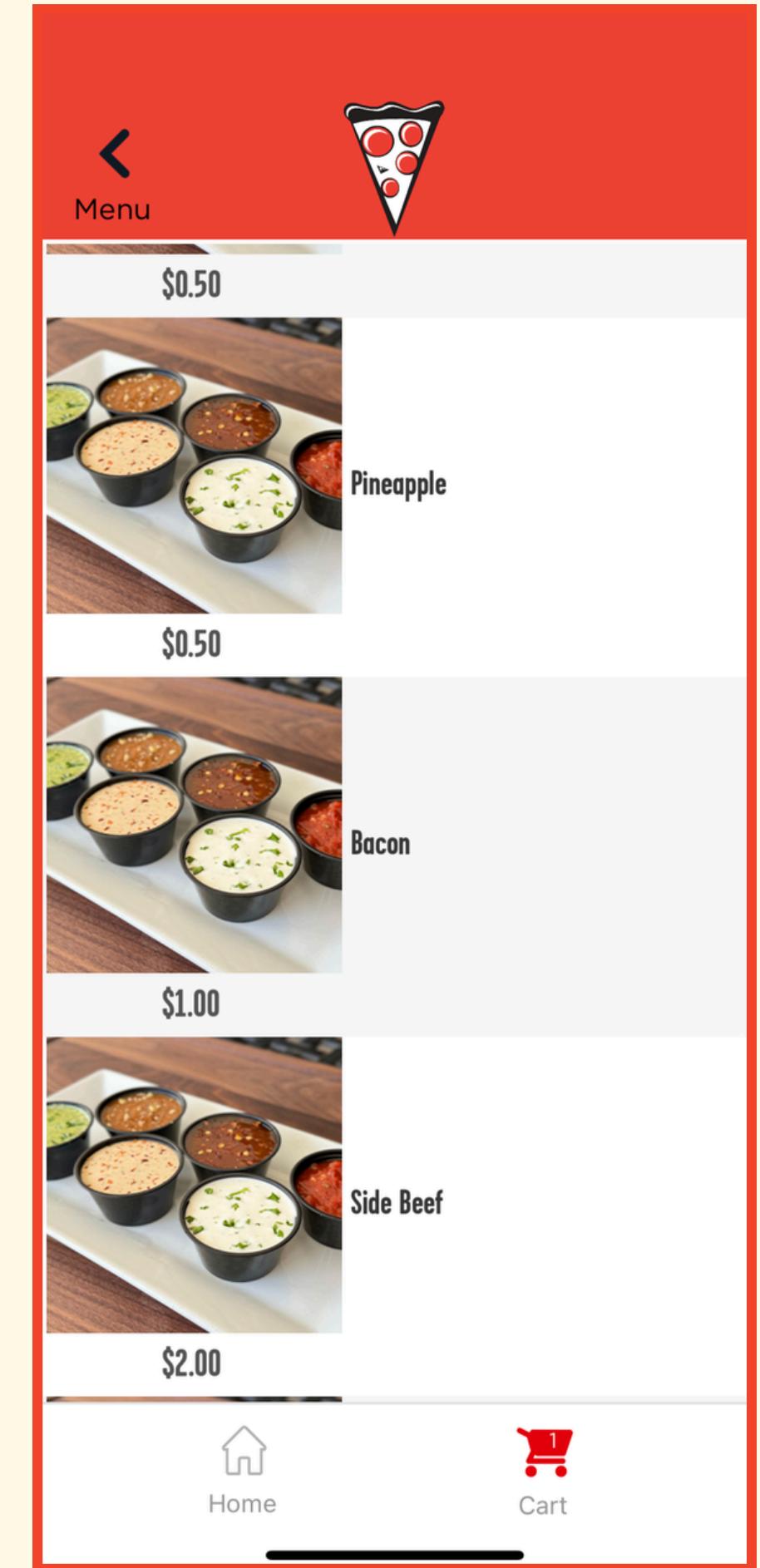
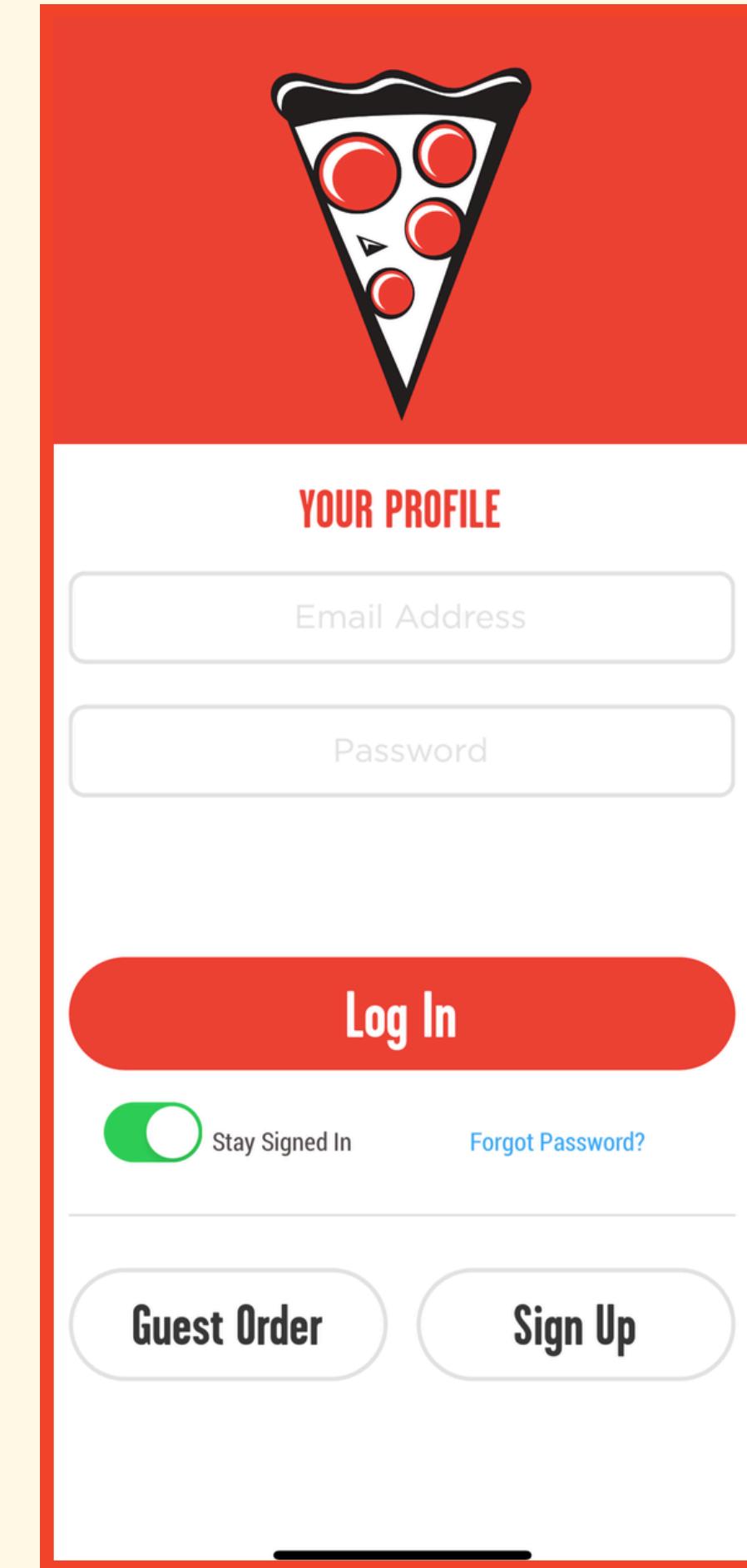


APP

Consumers experience barriers on the app as well.

Not just for ordering, it's another place to engage!

- Show products on the home page
- Menu access
- Move sign in prompt
- Item photos
- Loyalty program
- Sell merchandise



SLICE OF OREGON PIZZA FLAVORS

LOCAL BRAND COLLABS

TILLAMOOK CHEESE

BEER BATTER CRUST

SALMON LOX

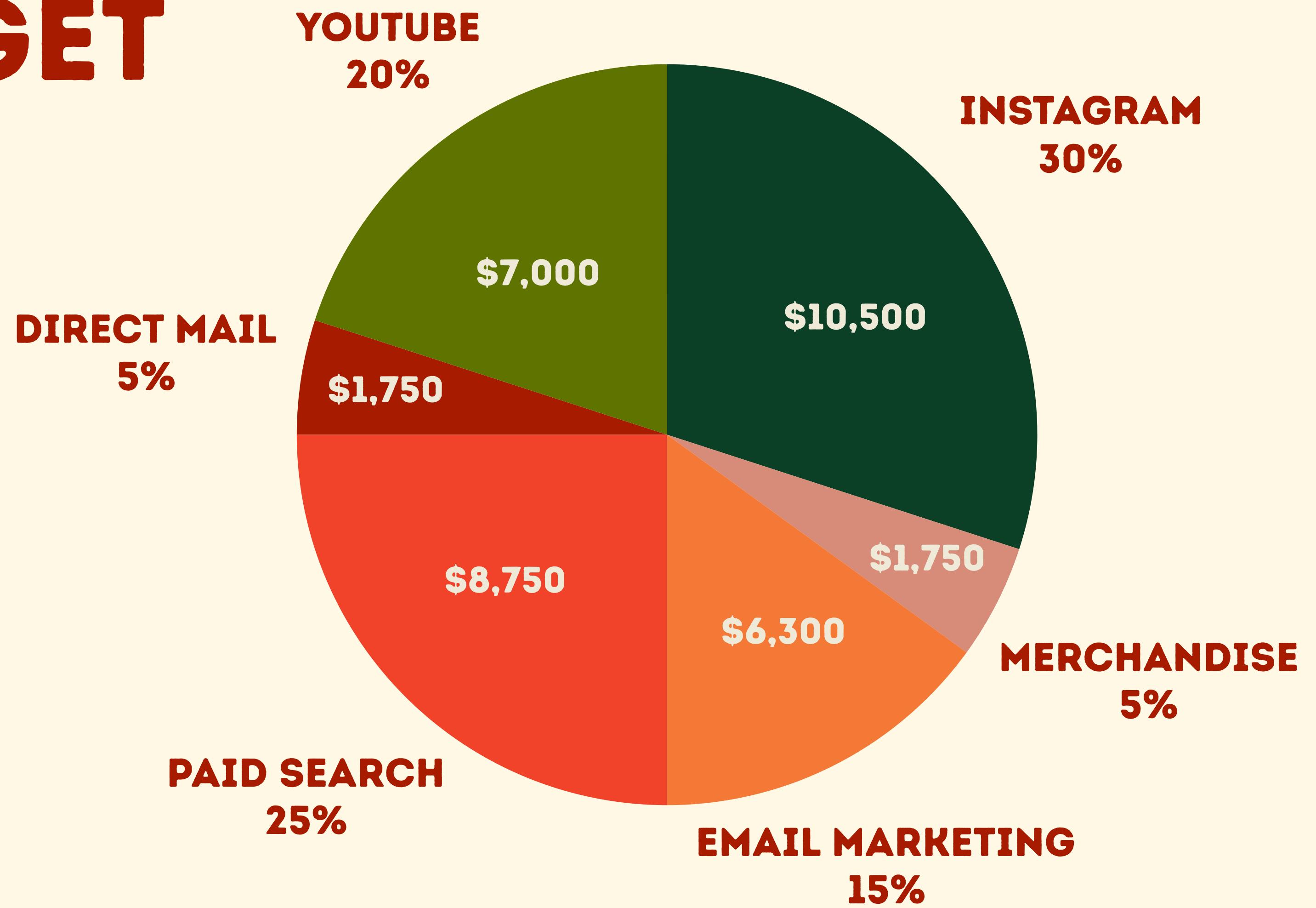
PDX CARPET

MARIIONBERRY DESSERT



BUDGET

**\$35K PER
MONTH**
**\$420K TOTAL
PER YEAR**



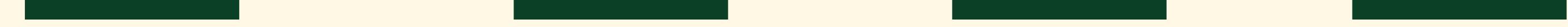
TIMELINE

JAN FEB MARCH APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

YOUTUBE



INSTAGRAM



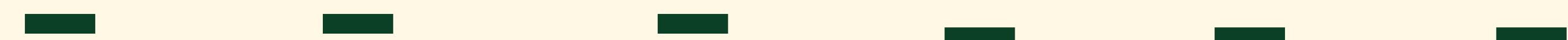
PAID SEARCH



EMAIL MARKETING



MERCHANDISE



SUCCESS METRICS

Tracking Methodology

- Monthly Reports
- Click-Through Rate (CTR)
- Likes, Comments & Shares
- High Customer Volume

Success Metrics

- Reach and Impressions
- Customer Retention
- Overall Company Growth





THANK YOU