



ADVERTISING CAMPAIGN

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WHAT IS BELOW 40?

WHO IS OUR TARGET?

WHAT DO THEY WANT?

MILLENNIALS

Young Professionals
College Students

DIVERSITY QUICK

CASUAL **FRESHNESS**

MENU CUSTOMIZATION

ADVENTUROUS **APPEALING**

PRESENTATION

WHAT ARE OUR GOALS?

INCREASE REVENUE BY 25%

INCREASE SOCIAL MEDIA
ENGAGEMENT



SO WHAT'S THE PLAN?

TWITTER



Below 40 Poke House

@Below40



Follow

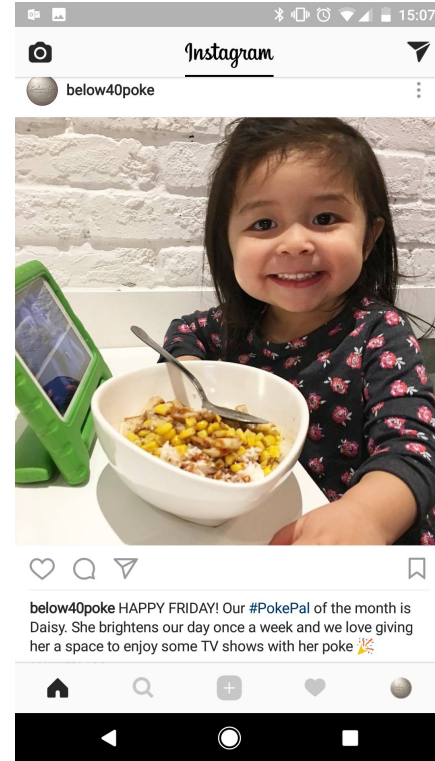
Need another reason to come and visit?
The first person to retweet will win 25% off
their meal! #pokeperks

Reply Retweet Favorite More

3:32 PM - 18 May 17 · Embed this Tweet

- Frequent customer engagement
- Promos and giveaways

INSTAGRAM



- Monthly featured customer
- Featured menu items

THE MERCURY



BELOW 40 POKE HOUSE

join us for a healthy, fresh, traditional hawaiian meal!

poke /poh-kay/: raw fish salad

1921 PRESTON RD, PLANO, TX 469.312.8066

{10% OFF}
enjoy
with this flyer

- Insert included in issues of The Mercury
- Bimonthly, 3000 issues each cycle

FACEBOOK



IT'S ALL ABOUT
YOU

CREATE YOUR OWN
BOWL FROM THE
BOTTOM UP FOR
A PERFECTLY
PERSONAL DINING
EXPERIENCE

1. SIZE
2. BASE
3. PROTEIN
4. SAUCE
5. SIDES
6. ADD-INS
7. TOPPINGS

below40°
POKE HOUSE

- Promoted posts every Wednesday

WHAT'S THE BUDGET?

Sales Revenue \approx \$31,000

Budgeted cost: \$567/mo (T: \$1,701)

Campaign Costs Summary		
Cost Item	\$/Month	%
A. Website		
1. Domain Name	\$2.30	0.30%
1. Online Hosting	\$4.99	0.80%
1. Total	\$6.29	1.10%
A. Facebook		
1. Promoted Posts	\$80.00	14.1%
A. Twitter/Instagram		
1. Social Media Posts	\$0.00	0.00%
A. The Mercury		
1. Newspaper Inserts	\$480.00	84.7%
A. Total	\$567.00	100%

WHAT'S OUR SCHEDULE?

[illegible]

					2-Apr							9-Apr							16-Apr							23-Apr							30-Apr							
ID	Task Name	Duration	Start	Finish	Resource Name	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	Publication date	14 days	Mon 13/01/17	Mon 13/01/17	Mercury																																			
2	Promoted post	1 day	Tue 13/1/17	Fri 2/3/17	Facebook																																			
3	Submit Insert Design	1 day	Sat 2/4/17	Wed 2/8/17	Mercury																																			
4	Promoted post	1 day	Thur 2/9/17	Sun 2/12/17	Facebook																																			
5	Publication date	14 days	Mon 2/13/17	Wed 2/15/17	Mercury																																			
6	Promoted post	1 day	Thur 2/16/17	Wed 2/22/17	Facebook																																			
7	Promoted post	1 day	Thur 2/23/17	Mon 2/27/17	Facebook																																			
8	Customer of the Month	1 day	Tue 2/28/17	Sat 3/4/17	Instagram																																			

[illegible]

WHERE WILL WE GO FROM HERE?

Revenue increase.

Increase total sales
by \$96K/year.

Diversify business.

Open new locations
and food truck.

Expand ads.

Explore traditional
advertisements.

QUESTIONS?