



**ADVERTISING CAMPAIGN**

**Below 40 Poke House**

**University of Texas at Dallas**

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## Table of Contents

I.	Executive Summary.....	3
II.	Objectives of the Campaign.....	4
III.	Identification of Target Market.....	6
IV.	List of Advertising Media Selection.....	8
V.	Cost Estimates.....	10
VI.	Schedule of Advertising Planned.....	11
VII.	Documentation of Market Area Media Rates.....	12
VIII.	References.....	14

## **I. EXECUTIVE SUMMARY**

Below 40 has not taken advantage of marketing and advertising strategies since its opening. To stay competitive in the area, we have developed an advertising campaign to reinforce its position as a pioneer of poke bowls in the DFW metroplex. The campaign for Below 40 highlights the power of marketing without using traditional advertisements. Their target market consists of millennials who are rarely swayed by promotional or “compelling” advertisements. To counteract this, we are directing the campaign to raise awareness for our restaurant while using social media to engage our customers. 62% of millennials said that if a brand engages with them on social networks, they are more likely to become loyal customers (Schawbel 2015). Consequently, the main goals of the campaign are to increase social media engagement and increase overall sales by 10% (17% increase of food sales, and 10% increase of drink sales). We have conducted research to find that millennials are the optimal target market because their consumption needs and preferences align perfectly with the restaurant's offerings of customization, freshness, authenticity and health. As a small, family owned restaurant, Below 40 will take advantage of cheap methods of advertising such as a website, Facebook page, and other social media accounts. It will also directly reach out to college students by purchasing ads in the University of Texas at Dallas newspaper. This prospectus for the 3 month campaign details the campaign objectives, target market, advertising media, cost estimates, and campaign schedule.

## II. OBJECTIVES OF THE CAMPAIGN

Below 40 Poke House is local restaurant that specializes in traditional Hawaiian poke.

Poke is a raw fish salad normally served as an appetizer in Hawaiian cuisine. Below 40 opened in April of 2016 as a pioneer of its offerings. Now that there are more competitors entering the area, they want to distinguish themselves as leaders in their market. The business is small and does not have a lot of experience in advertising nor marketing. We are a new addition to the Below 40 team, brought on to implement an advertising campaign. Considering the age and establishment of the business, these are the goals that we have set for our campaign:

### A. Increase Social Media Engagement

A brand image on social media can make or break a business easily. Considering our target market of young professionals, which will be addressed in the next section, media engagement is imperative to draw customers in. Considering Below 40's budget, we will increase engagement in the most economically efficient ways possible- mainly through free online services.

1. *Incentivize Google Reviews.* Below 40 currently has less than 50 reviews on their Google listing. The Google reviews are substantial because 68% of our target market ask friends and consult reviews before selecting a restaurant. Guests would be rewarded with 15% off their purchase with proof of a review. Providing this incentive will also promote spread of Below 40 by word of mouth.
2. *Reach 250 followers on Instagram/Twitter.* Below 40 currently does not have an account on either of these platforms. Using social media allows a company to build a brand personality in order to grow relationships with their customers. Considering Below 40's young target market, connecting via Instagram and Twitter will maintain relevance.

3. *Update and advertise Facebook page URL.* The owners do not have a lot of experience with Facebook and want a custom Facebook URL to make it easier to advertise their page. Currently, the link is Facebook.com followed by a string of numbers. A clean URL would lead to increased traffic by decreasing the effort required on the part of the customer.

**B. Increase Overall Sales by 10%**

Business is steady at Below 40, but it is not growing. Within the given time period, we would like sales to increase by 10%. Below 40 is not taking advantage of any marketing strategies at this point. This leaves huge room for untapped potential that will be used to boost their sales significantly.

1. *Food.* The food is the core of this business and makes up the majority (90%) of our sales. Our menu provides many customization options for the poke bowls, and most of the toppings and add-ons are already included in the price. However, there are a few extra topping options that cost the customer extra, such as avocado and mango. Below 40 will concentrate on promoting the sale of these extra add-ons to really give food sales a push. While we want to focus on continuing growth in this area, we would like to diversify our sales more. We anticipate a 17% increase in our food sales.

2. *Drink.* Below 40 offers different tea options as well as a full bar. Despite the steady flow of customers, drinks are rarely ordered and the bar is rarely populated. Current drink sales represent only 10% of the restaurant's revenue. This creates a waste of valuable resources and also identifies a significant opportunity for growth. We want to establish and promote a happy hour to increase drink sales by 100%.

### **III. IDENTIFICATION OF TARGET MARKET**

Below 40's primary and secondary target markets both fall under the wider label of Millennials. General food consumption trends for Millennials and how they pertain to Below 40 will be described, and specific discussions for each target market will be addressed afterwards.

According to the Gordon Food Service, the Millennial dining experience is defined by the following traits:

- Menu customization: 60-70% of millennials say appealing to an individual's tastes are important when selecting a restaurant. Below 40 directly addresses this need with how its menu is set up. The entire dining experience is essentially build-your-own meal.
- Freshness: 84% of millennials say freshness is most likely to influence their food and beverage purchases, with 41% indicating they are willing to pay more for freshness. This trend is to the benefit of Below 40 because the nature of serving raw fish requires ingredients to be fresh as well as a little more expensive.
- Appealing presentation: Millennials judge food by its cover. Unique flavors, textures, and appealing aesthetics are more likely to entice them. Below 40 can take advantage of this trend because of the novelty of its offerings. The advertising campaign will focus on creating content that will be eye-catching to this group.
- Variety and Diverse flavors: Millennials consider food an adventure and seek out different ethnic options. More than 40% say they actively look to try anything new and different. This provides a perfect opportunity for Below 40 as one of the leaders in its niche within the DFW area.

**A. Primary Market: Young Professionals**

The DFW metroplex is rapidly growing as businesses start and relocate to the area. This factor, paired with the number of millennials entering the workforce means that there is a large percentage of young professionals. According to the Texas demographic report on Area Connect, adults ages 25-34 make up 20% of the DFW population. This makes our target young professionals the largest fraction of the area. Young professionals are more affluent, with an increased disposable income, and go out to eat twice as often as older generations. Additionally, compared to college students that look for quick stops for food, young professionals are no longer in school and don't feel as pressed for time. "Quick and easy" isn't as much of a factor in their decision making process and are more likely to sit down and enjoy a meal at a restaurant. This age group also most likely doesn't have kids, or very young children. This means that they have more freedom to be adventurous with their food without worrying about catering to the appetites of their children.

**B. Secondary Market: College Students**

Located in Plano and Carrollton, Below 40 is in close proximity (within 10 minutes) to the University of Texas at Dallas. Its location and fast casual setting make it a convenient place for college students to take some time for a meal break with friends. According to the Huffington Post, college students value casual experiences where they can feel comfortable - avoiding nicer establishments where manners are more important. Below 40 provides an open environment, without table service, that gives college students a break from saying "please" and "thank you" to waiters and waitresses. College is also the first time that many people become conscious and concerned about their health and therefore look for healthier alternatives. Below 40 provides a healthy option without being too threatening to a college student's budget or time.

#### **IV. LIST OF ADVERTISING MEDIA SELECTION NECESSARY**

##### **A. Website**

The website will be used as the main page for Below 40. The page information will be updated fully to include all pertinent information about the establishment, such as hours of operation, location, phone number and the menu. The website will be periodically updated with new specials, menu items, and general news about the restaurant.

With more and more people moving away from Facebook, it is necessary to have a place where people can answer any questions they may have about the establishment. Also because it won't require constant maintenance, the largest cost will come from monthly hosting.

##### **B. Facebook**

Despite its decrease in popularity with younger generations, people between the ages of 22 through 33 continue to make up approximately 30% of all Facebook users. Because this is still a popular social media option for our intended market, we do not want to miss out on any opportunities for targeted advertisements.

Facebook has an option on their page that will promote a specific post to the newsfeeds of users in the area for \$20 every day. Simply using this feature once a week on Wednesdays will likely provide heightened brand awareness for Below 40.

##### **C. Twitter/Instagram**

These two platforms of social media will be completely cost free and we will use them for more informal updates. They will be geared towards being conversational and casual ways to get potential customers engaged with Below 40.

The Twitter will focus on daily updates that will entice users to visit by making relevant posts that include the weather, specific holidays, times of day, etc. Instagram will be much more



visual, like Facebook, than the Twitter. We will post photos around the store as well as feature regular customers or menu items. It will also be a platform to do engaging promotions like special giveaways or discounts for specific users that like, comment, or repost our posts.

**D. The Mercury**

*The Mercury* is the UT Dallas Newspaper and a source of information to the student body. Considering college students make up our secondary market, we believe that advertising specifically to UTD students would be very effective. As the restaurant gets more popular with people in this demographic, we want to make sure that they return following their initial visit.

For *The Mercury* we plan to include inserts for the restaurant in 6000 issues every month. While this is one of the pricey parts of our campaign, the increased interactions with students is a worthwhile investment in building a lasting relationship with this market.

## V. COST ESTIMATES

Campaign Costs Summary		
Cost Item	\$/Month	%
<b>A. Website</b>		
1. Domain Name	\$2.30	0.30%
2. Online Hosting	\$4.99	0.80%
3. Total	\$6.29	1.10%
<b>B. Facebook</b>		
4. Promoted Posts	\$80.00	14.1%
<b>C. Twitter/Instagram</b>		
5. Social Media Posts	\$0.00	0.00%
<b>D. The Mercury</b>		
6. Newspaper Inserts	\$480.00	84.7%
<b>E. Total</b>	<b>\$567.00</b>	<b>100%</b>

					26-Feb							5-Mar							12-Mar							19-Mar							26-Mar							
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	Submit Insert Design	1 day	Mon 13/01/17	Mon 13/01/17	Mercury																																			
2	Promoted post	1 day	Tue 13/1/17	Fri 23/1/17	Facebook																																			
3	Publication date	14 days	Sat 24/1/17	Wed 2/9/17	Mercury																																			
4	Promoted post	1 day	Thur 2/9/17	Sun 21/12/17	Facebook																																			
5	Promoted post	1 day	Mon 21/13/17	Wed 21/5/17	Facebook																																			
6	Publication date	14 days	Thur 21/6/17	Wed 22/2/17	Mercury																																			
7	Promoted post	1 day	Thur 22/3/17	Mon 22/7/17	Facebook																																			
8	Customer of the Month	1 day	Tue 22/8/17	Sat 3/4/17	Instagram																																			

					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 23/1/17	Facebook																																			
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4	Promoted post	1 day	Thur 2/9/17	Sun 21/12/17	Facebook																																			
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7	Promoted post	1 day	Thur 22/3/17	Mon 22/7/17	Facebook																																			
8	Customer of the Month	1 day	Tue 22/8/17	Sat 3/4/17	Instagram																																			

					30-Apr							7-May							14-May							21-May							28-May							
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																																			
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7	Promoted post	1 day	Tue 22/8/17	Sat 3/4/17	Facebook																																			

## VII. DOCUMENTATION OF MARKET AREA MEDIA RATES

### Hosting Cost:

**Linux plans**  
[See Windows plans](#)

**Economy**

Best price for a basic site.

As low as  
**\$3.99/mo**  
On sale - **Save 50%**  
\$7.99/mo when you renew<sup>4</sup>

**Add to Cart**

- 1 website
- 100 GB storage
- Unmetered bandwidth
- 100 MB Workspace Email Credit
- Free domain\* with annual plan
- Site backup & restore (paid option)

**Deluxe**

A great home for your multiple sites.

As low as  
**\$4.99/mo**  
On sale - **Save 54%**  
\$10.99/mo when you renew<sup>4</sup>

**Add to Cart**

- Unlimited websites<sup>oo</sup>
- Unmetered storage
- Unmetered bandwidth
- 500 MB Workspace Email Credit
- Free domain\* with annual plan
- Site backup & restore (paid option)

**Ultimate**

Handles the most complex sites and heaviest traffic.

As low as  
**\$7.99/mo**  
On sale - **Save 52%**  
\$16.99/mo when you renew<sup>4</sup>

**Add to Cart**

- Unlimited websites<sup>oo</sup>
- Unmetered storage
- Unmetered bandwidth
- 1 GB Workspace Email Credit
- Free domain\* with annual plan
- Site backup & restore (paid option)
- 2X processing power & memory** (Linux w/ cPanel only)
- Premium DNS
- 1-year SSL certificate<sup>††</sup> to secure customer data and increase search rankings. (Restrictions Apply)

### Website URL:

below40.co SPECIAL

\$6.88/year

Reg. Price \$22.99/year

- Website URL was acquired at [www.namecheap.com](http://www.namecheap.com)

### The Mercury Inserts:

[NEWS](#)
[LIFE & ARTS](#)
[OPINION](#)
[SPORTS](#)
[COMICS](#)
[NEWSPAPER](#)
[BLOGS](#)
[CONTACT US](#)

## ADVERTISING

[HOME](#) / [ADVERTISING](#)

On-Campus Rates

\$5

per column inch

Applicable to UT Dallas departments and registered student organizations

Off-Campus Rates

\$8

per column inch

Applicable to local, regional and national advertisers

Inserts

\$80

per 1,000

4,500 preprinted inserts are required

Contact us for delivery information

## Facebook Promoted Post:

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Budget** ⓘ

Daily Budget ▼

\$20.00

\$20.00 USD

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ

☐ Run my ad set continuously starting today

☒ Set a start and end date

Start

Mar 1, 2017

9:00 AM

End

Mar 2, 2017

9:00 AM

(Pacific Time)

Your ads will run for **1 day**. You'll spend no more than **\$20.00**.

[Show Advanced Options ▼](#)

## VIII. REFERENCES

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