

■ Media Plan Matrix: Boil Baby Boil (90069 + Surroundings)

1. Meta (Instagram + Facebook)

Buyer Segment	Creative Hook	Format
Late-Night Foodies	Better value than Boiling Crab — without leaving your car.	Boilhouse (boil bags + cornbread + RTDs) / Reels w/ "doorbell ring + food reveal"
Social Scene + Bar Crowd	Seafood, cornbread, and a BuzzBall to end the night right.	Reels w/ party clips, Stories w/ late-night offer stickers
IYKYK Locals	The locals' Cajun secret — don't wait, we sell out.	Static insider-style creative (dark background, "SOLD OUT" stamp)
Small Event Hosts	Cajun feast without the mess or the fuss.	Family-style table shot with butcher paper + hands digging in

2. TikTok

Buyer Segment	Creative Hook	Format
Late-Night Foodies	The boil bag you order once... then crave forever.	POV “unboxing” mukbang, food close-ups with trending audio
Social Scene + Bar Crowd	Keep the night going — BuzzBall + boil bag edition.	UGC-style clips: friends pouring sauce, cheers with RTDs
IYKYK Locals	West Hollywood’s late-night secret.	Creator collabs with local influencers, “IYKYK” captions
Small Event Hosts	Game night? We brought the feast.	Montage: cornbread split, crab crack, group laughter

3. Google Ads (Search + Display)

Buyer Segment	Keywords / Angles	Format
Late-Night Foodies	Late night food West Hollywood, seafood boil delivery	Search ads with sitelinks (Order Now, Menu, Family Packs)
Social Scene + Bar Crowd	After party food delivery, party seafood bags	Display banners near nightlife venues; Search ad extensions with RTDs
IYKYK Locals	Boiling Crab alternative, best Cajun seafood near me	Text ads w/ insider tone: "The locals' Cajun secret — order before we sell out"
Small Event Hosts	Seafood catering WeHo, family seafood boil delivery	Local service ads w/ "Feast packs for 4–6, no dishes required"

4. Influencer / Collab Layer (Optional)

- WeHo LGBTQ+ micro-influencers (5k–20k followers) for authenticity + “locals know” vibe. - Nightlife DJs / bartenders posting late-night “end of shift” seafood orders. - Food TikTokers running boil bag unboxings & cornbread close-ups.

5. Scheduling & Flighting

- Weeknights (Mon–Thu): Push IYKYK + Small Events messaging (dinner / streaming night). - Weekends (Fri–Sun): Heavy focus on Late-Night + Social Scene creatives (boost between 10pm–2am). - Key Callouts: “Open late,” “fresh daily,” “sells out,” “order now.”