



just salad

WRAPS, BOWLS + MORE





CHAMELEON

2

“ **Adaptable by nature,
colorful by experience.** ”

We are Chameleon, an agency structured around changing the landscape. We don't just blend in, we stand out. The world we find ourselves in is full of color, yet our uniqueness comes from bringing them to life. With a multitude of clients in a wide range of industries, our experience speaks volumes. Made up of visual hunters, Chameleon is driven to create the extraordinary

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RESEARCH

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RESEARCH

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EXECUTIVE SUMMARY



SITUATION

Just Salad is a fast casual restaurant that began in New York City and has expanded to other major American cities, as well as a handful of international locations. They have simplified the fast casual space by creating a restaurant that serves high quality and genuine healthy food at an affordable price. The company proudly brands itself on four brand pillars: health, value, authenticity, and feeling good. Just Salad follows these pillars to show their consumers they genuinely care about their customer and the service they receive. These pillars serve as guiding principles for the entire operation—from their employees to the food they serve. Just Salad is expanding their locations to the state of Florida in 2019, and many opportunities are in the horizon for them, as well as a good deal of obstacles. As a competitor in the fast casual space, Just Salad wants to market itself as a one-stop dining spot for Millennials and Gen Xers who want to live a healthy lifestyle. Their name may be Just Salad, but they offer so much more.

GOAL

Consumers in South Florida should know that Just Salad doesn't just seem healthy, it is healthy. Our research found that many people have a poor understanding of what healthy actually is and what is not – and they often aren't eating healthy when they think they are. Consumers also erroneously associate healthy food with being more expensive. Our goal is to educate people on what healthy food is, and direct them to a place where they can find healthy and delicious food: Just Salad. We also want to emphasize that Just Salad serves high quality food at an affordable price.

PROBLEM

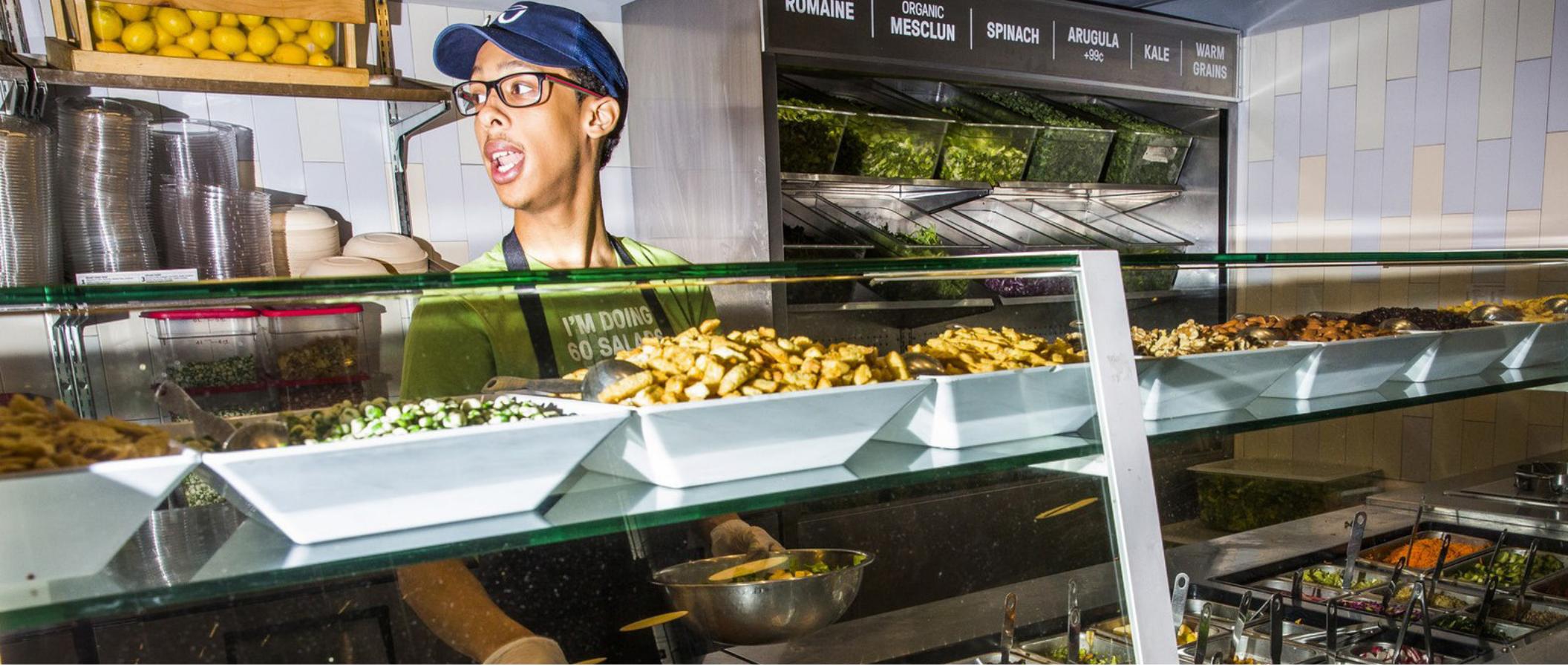
While Just Salad is very well-known in New York City, they face a lack of brand awareness in Florida where it is currently preparing to open two new stores. Just Salad also faces heavy competition with other popular fast casual chains both nationally and in South Florida such as, Panera, Bolay, Chipotle, Sweet Tomatoes and Chopt. Consumers need to be educated on the aspects that differentiate Just Salad from other fast-casual salad chains: they are an authentic brand and engage in sustainability efforts, such as their reusable bowl. Beyond brand awareness and a cluttered competitive space, another problem faced by Just Salad is the lack of consumers' knowledge on what healthy food actually is.

SOLUTION

To connect with Busy Balancers and Skeptical Self Starters that value speed, convenience, health, and affordability through our "Realness Served" campaign. The campaign will educate consumers on the Just Salad brand, and how it is an affordable and healthy option. We will be utilizing major billboards along South Florida's busiest highways, as well as bus panels to raise awareness of the brand. Spending long amounts of time in a car is a part of life in South Florida, and these out of home advertisements are an effective way of reaching people. There will be a large focus on digital media such as Google ads, Facebook/Instagram ads, Spotify/Pandora ads, and the utilization of influencers to reach our target audience nationally. Advertisements in local and national publications will help in raising awareness of the brand not only in South Florida, but on the national level as well. Research about our target markets has guided smart creative ideas that will achieve all of our goals.



SITUATION ANALYSIS



THE COMPANY

Just Salad was founded in New York in 2006 by childhood friends Nick Kenner and Rob Crespi. Globally, Just Salad has 34 locations found in the US, Dubai, and Hong Kong with over 450 employees. With a commitment to sustainability, Just Salad hired Janani Lee as their Sustainability Chief in 2019 to manage their environmental efforts, who has since expanded their reusable bowl program.

THE INDUSTRY

The fast casual industry offers a healthy approach to fast food, with a less formal atmosphere than a sit-down dining experience. Fast casual service is quick without sacrificing high quality ingredients. “Fast Casual” accounts for less than 10% of the industry, but has grown substantially since 1999. Consumers want to be served high-quality food while on the go.

The average meal from a fast casual restaurant costs \$12, compared to fast food, which is half of that. Fast casual restaurants have had a 7% annual growth for the last five years, while the restaurant industry as a whole has been on the decline. Millennials make up 42% of fast casual diners, and 44% of fast casual diners report an income of \$75,000 or more.



PRODUCTS & SERVICE

Just Salad was born from the question, “where’s the healthy fast food?” This led to the concept of quick, customizable and nutritious dining option based on four pillars: health, value, authenticity, and feeling good. Just Salad provides consumers a fast, casual place to get a meal without compromising their time, waistline or wallet. Cashiers are trained to remember names and faces of frequent customers, building a sense of community around the brand. Just Salad offers customizable salads, wraps, nourish bowls, soups, avocado toast boxes and smoothies. Its product line also includes an array of homemade dressings and salad toppings of vegetables, fruits, grains, crunch, proteins, and cheeses.

The Just Salad mobile app allows customers to order online, providing quick pick up without the hassle of waiting in line. The loyalty rewards feature on the app gives members \$9 back for every \$99 spent. Just Salad's pricing is strategically lower than competition at around \$10 per customer. Purchasing a reusable plastic bowl once, for \$1, gives the consumer free toppings with every use. This program is the largest restaurant reusable program in the world and helps save over 75 thousand pounds of plastic per year.

COMPETITION

LOCAL

Sweet Tomatoes, Toss Up Salads, Pronto Salads, Giardino Gourmet Salads, Bolay, Panera, Chipotle, and Jamba Juice

NATIONAL

Sweetgreen, Chopt, SaladWorks, Panda Express, and Jimmy John's

Although Chipotle and Panera are national competitors per se, they are considered primary local competitors as well because the research revealed they are top of mind to consumers in regard to the fast casual industry. When it comes to the customer experience, Just Salad and their primary competitors all focus on customization. However, competitors differ in terms of

the emphasis on health and variety of food offerings. Thus, while some competitors, like Chipotle and Panera, vary by product offerings, others differentiate themselves through their unique marketing efforts. Local competitors like Bolay uses bold advertising to garner excitement about their menu items.



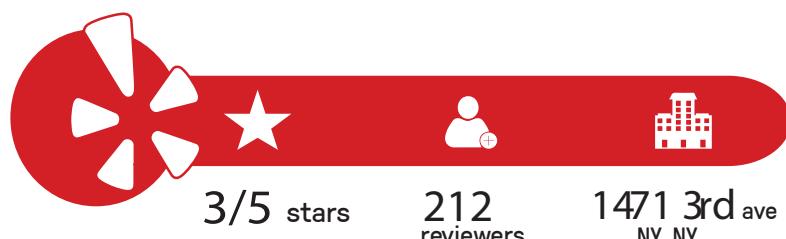
SOCIAL MEDIA ANALYSIS

OBJECTIVES

We hope to find clarity regarding our customers' tendencies toward a healthy lifestyle and where our brand stands in the fast casual market. We want to know how knowledgeable our target audience is about fast-casual restaurants and how they go about making their daily eating and lifestyle decisions.

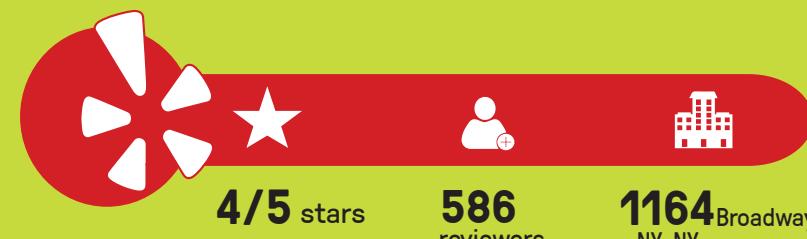


JUST SALAD AND SOCIAL MEDIA



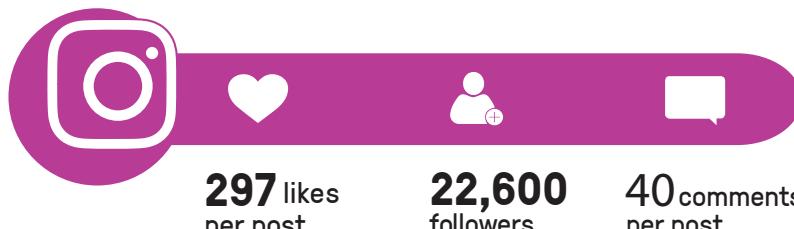
post likes and comments are 30 day averages

SWEET GREEN AND SOCIAL MEDIA



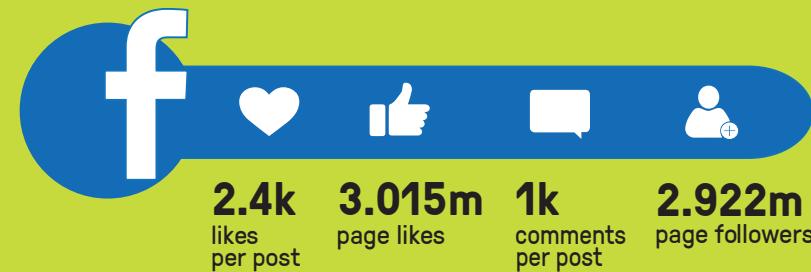
post likes and comments are 30 day averages

BOLAY AND SOCIAL MEDIA



post likes and comments are 30 day averages

PANERA AND SOCIAL MEDIA



post likes and comments are 30 day averages

PRIMARY RESEARCH

A. FOCUS GROUPS

For the focus group, participants were college students found through snowball and convenience sampling. The 12 participants(4 females and 8 male) were between the ages of 20-23 with one 31 year old outlier. Ethnically, the participants were half Hispanic and half White, with one Black individual. The focus group was conducted in the Wolfson building on February 7th at 6:30 PMand lasted 45 minutes. In conducting

individual interviews, we spoke to a total of 18 participants (12 females and 6 male). The ages ranged between 19 and 45 years old. Ethnically, 10 were Hispanic, 7 were White, and 1 was Black. The interviews were conducted at various locations that our target is commonly found at, such as Bolay, Chipotle, Whole Foods, and Orangetheory in Pembroke Pines, as well as some fast-casual restaurants in Miami.



FOCUS GROUP THEME #1: TIME

Focus Group: Overall, most people have only 30 minutes to 1 hour for lunch on weekdays. They look for places nearby work because it is convenient.

“ Usually during the week I only have a little bit of time...Usually I'll get something on my way to campus or find something here.”

-Male, 21

Interview: Working professionals in Pembroke Pines rely on convenience and quick service. They have between 30 minutes to an hour for lunch on weekdays.

“ I prefer food from home. However, I don't have the time to prepare it. I end up looking for healthy food places near me.”

-Female, 30

FOCUS GROUP THEME #2: PRICE

Focus Group: College students believe higher prices for healthier foods are justified. However, some decide to cook at home because they can eat healthy food at a better value.

“ When we think about healthy foods we expect it to be pricier. So it's not a shock when you buy it because healthy equals a bit more expensive.”

-Female, 22

Interview: Consumers who maintain a healthy lifestyle are willing to pay more for healthy food.

“ Price does not matter to me because everything I do is for health.”

-Male, 30's



FOCUS GROUP THEME #3: SUSTAINABILITY

Focus Group: The target market is skeptical about the impact of restaurant sustainability. While sustainability is appealing, convenience is more important.

“Just because it looks green doesn't necessarily mean they are practicing environmental sustainability.”

-Female, 20

Interview: In our findings, we didn't focus on sustainability. Rather we explored consumer's attitudes towards sustainability later on in our research.

“I feel like I would buy it [reusable bowl] but I wouldn't bring it back.”

-Female, 22

FOCUS GROUP THEME #4: HEALTHY LIFESTYLE

Focus Group: Working out is not a top priority for our participants. Many college students try to find substitutes for working out such as sports. But, they are willing to pay more for higher quality because they care about what they are putting in their body.

“I think it's the quality for me... It's just probably local and fresher.”

-Male, 21

Interview: Having a healthy lifestyle is trendy. A healthy lifestyle also means focusing on quality over quantity.

“I know that Whole Foods is certified organic. Nowadays everything is by trend -gluten free is a trend, low fat is still a trend, organic is still a trend.”

-Male, 30



B. M.TURK SURVEY

The objective of this survey was to answer questions about members of our target market. In particular, we were interested in the types of lifestyles our consumers lead; how much they value taste, convenience, price, and healthiness, and healthy eating attributes (i.g., low sugar, low calorie, organic, or locally sourced). Lastly, we wanted to understand what our consumers constituted as healthy, how often they choose healthy options, and where they sought to make these choices. In sum, the main objective of this survey is to investigate

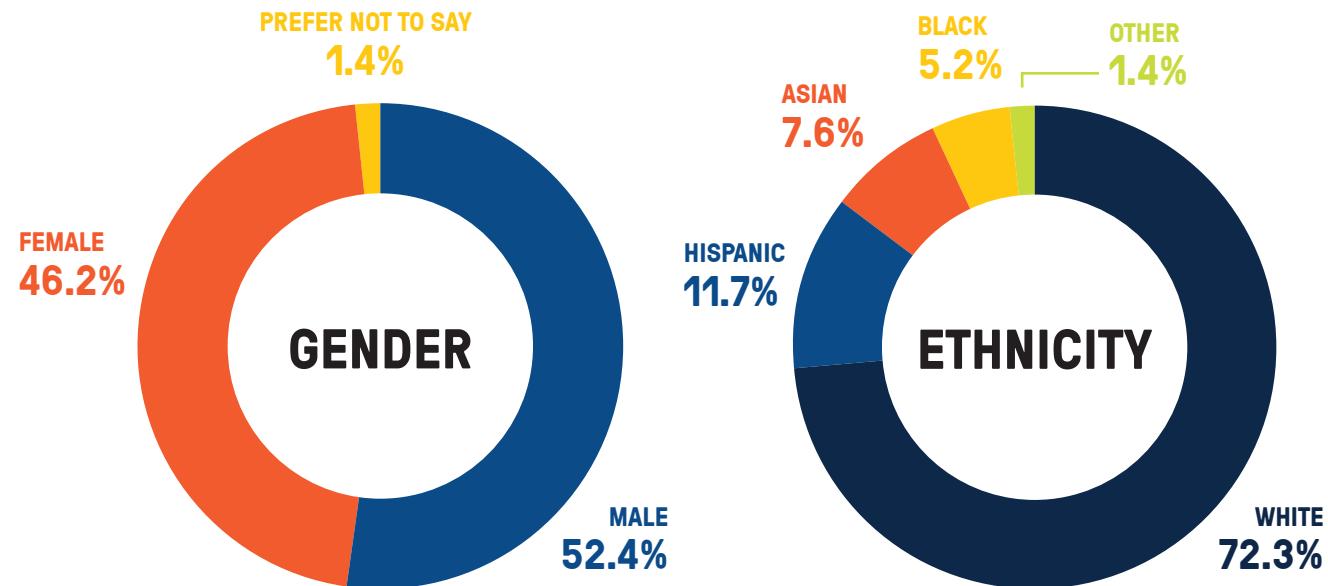


what draws consumers to eat healthy foods and what are the most important factors influencing their decisions.

Participants were recruited from Amazon Mechanical Turk using a Qualtrics survey composed of 26 questions. On average, the survey took around 10 minutes to complete. Each question fell into one of the following categories: Screener Questions, Lifestyle, Eating Habits, Fast-Casual, Social Media/Brand Engagement, and Demographics.

DEMOGRAPHICS

Of the 368 respondents that participated in the survey, 46.2% were female, 52.4% were male, and 1.4% preferred not to say. In this sample, 39.7% were between the ages of 25-34 years old. In terms of ethnicity, 72.3% were White, 11.7% Hispanic, 7.6% Asian, 5.2% Black, and 1.4% Other. The household income for 30.4% of respondents was under \$40,000, 36.7% of the respondents were between \$40,000 and \$80,000, 16.6% were between \$81,000 and 120,000, 9% between \$121,000 and 160,000, while only 7.3% of the participants had a household income of over \$160,000.



MOST IMPORTANT FACTOR RANKED



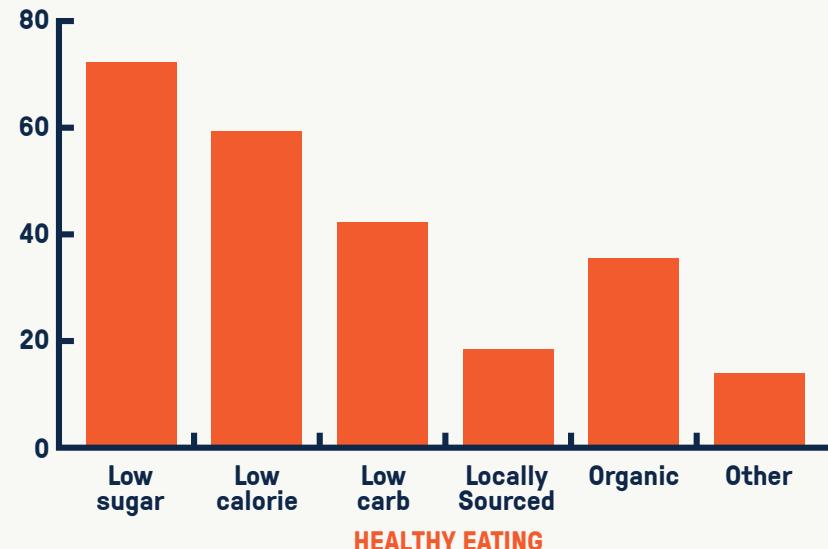
FACTORS THAT IMPACT EATING HABITS

In terms of factors that impacted eating habits and decisions, participants expressed that when they are busy and on-the-go, they value convenience (71.2%) over price, taste, and healthiness. When consumers are not home, they are more willing to find something tasty but still look for price and convenience. Results showed that taste was selected by 29.1% of respondents, convenience was 26.6%, the price was 27.2%, healthiness was 16.8%, and 0.3% was other. The analysis by gender revealed that convenience was important to both, but women valued healthiness more while men prioritized price more.

WHAT DOES HEALTHY EATING MEAN?

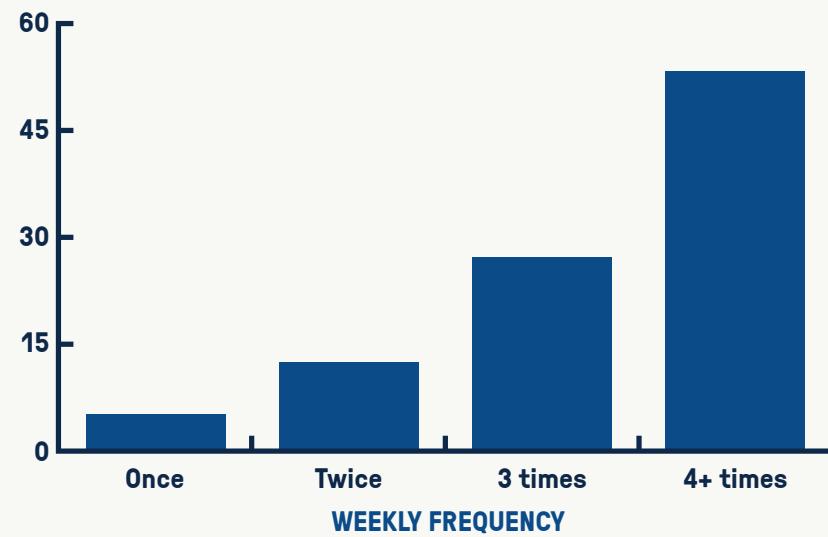
When surveyed on healthy eating and what it meant to them, most people opted for low sugar (71.7%) and low calorie (59%) as being their highest priority. In this, 15.8% think it's extremely important, 36.1% think it's very important, 33.4% think it's moderately important, while 12.2% think it's slightly important, and 2.4% think it's not at all important to eat healthy foods.

When asked to identify what a healthy meal looks like, 91% of people considered salad to be what a healthy meal looks like (over burritos, baked potato soup, smoothies, or a wrap).



HOW OFTEN DO YOU EAT HEALTHY?

In our survey, 53.3% of people stated they eat healthy food four or more times a week, 27.2% eat healthy food three times a week, 12.5% eat twice a week, while 5.2% eat healthy food once a week, and 1.9% of the participants never eat healthy food. Overall, on average, individuals eat healthy 3.34 times a week. In addition, 66.5% of people said they eat healthy foods at home versus at work (4.7%), with friends (5.8%), with family (17.7%), at a restaurant (4.2%), or other (1.1%).

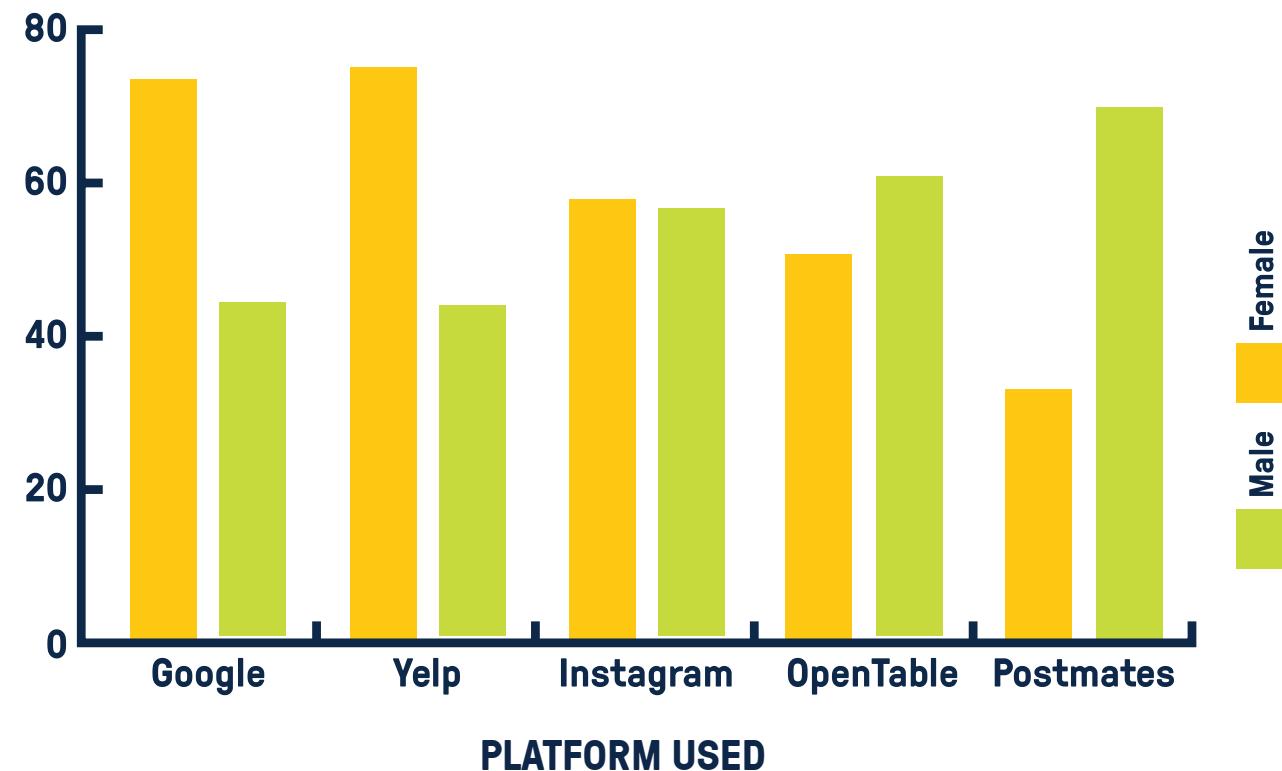




SOCIAL MEDIA USAGE

According to the survey, 56% of females said they used Instagram to find new restaurants and 43.1% of males used Instagram. Additionally, 43.8% of females also used Google to find restaurants, and 54.9% of males - highlighting Instagram was more popular amongst female audience members. Yelp was used a similar amount - 43.3% of females and 56.1% of males.

Google, Yelp, and Instagram were the most widely used platforms. Moreover, Facebook and Instagram proved to be the most popular social media platforms (followed by Twitter then Snapchat). In this, there was a significant difference between male and female use of Facebook, with women being much more active on the site.

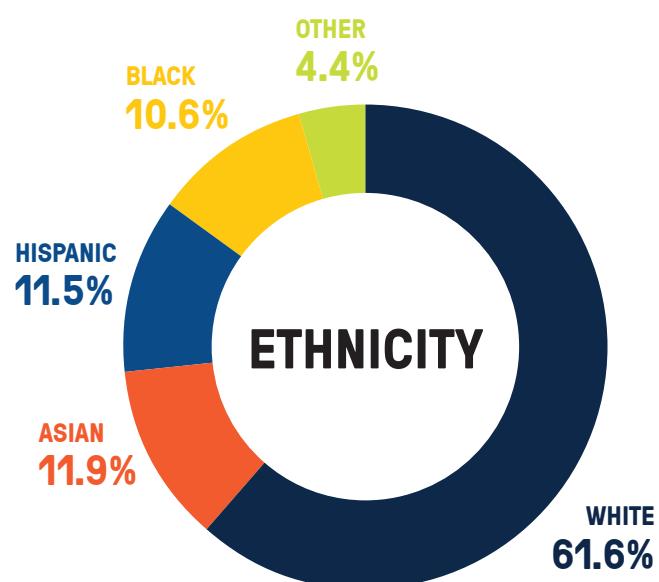
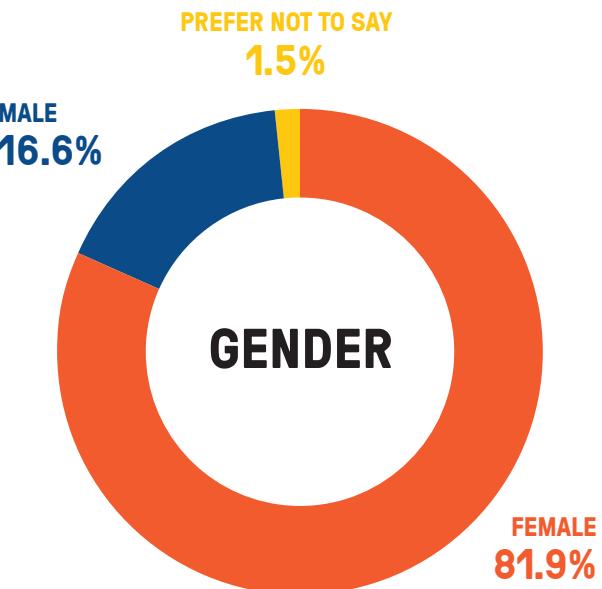


C. CLIENT SURVEY

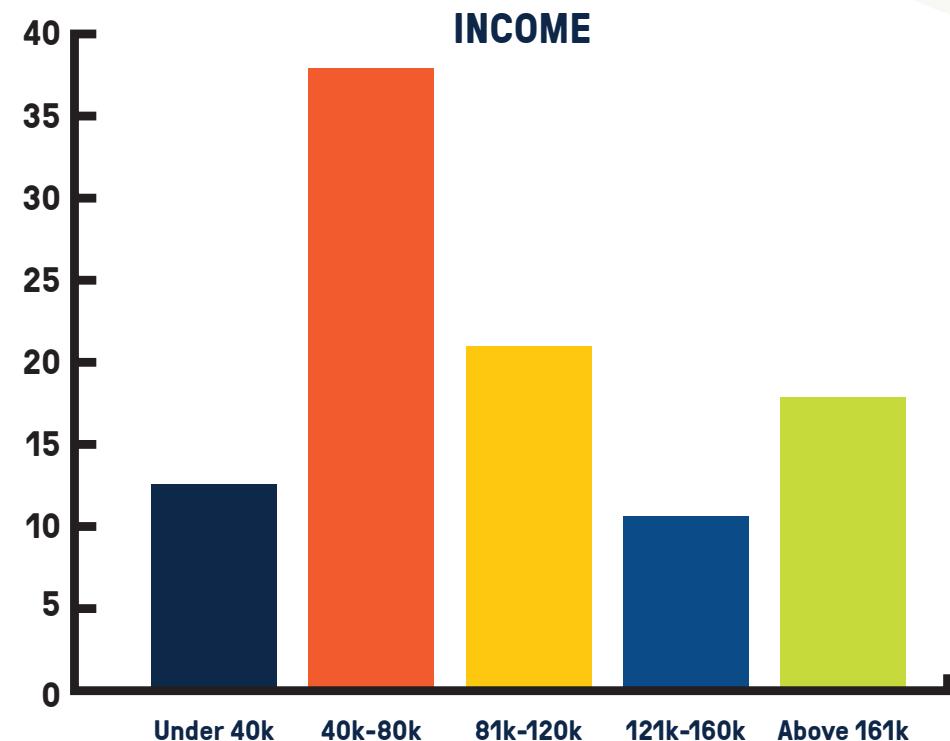
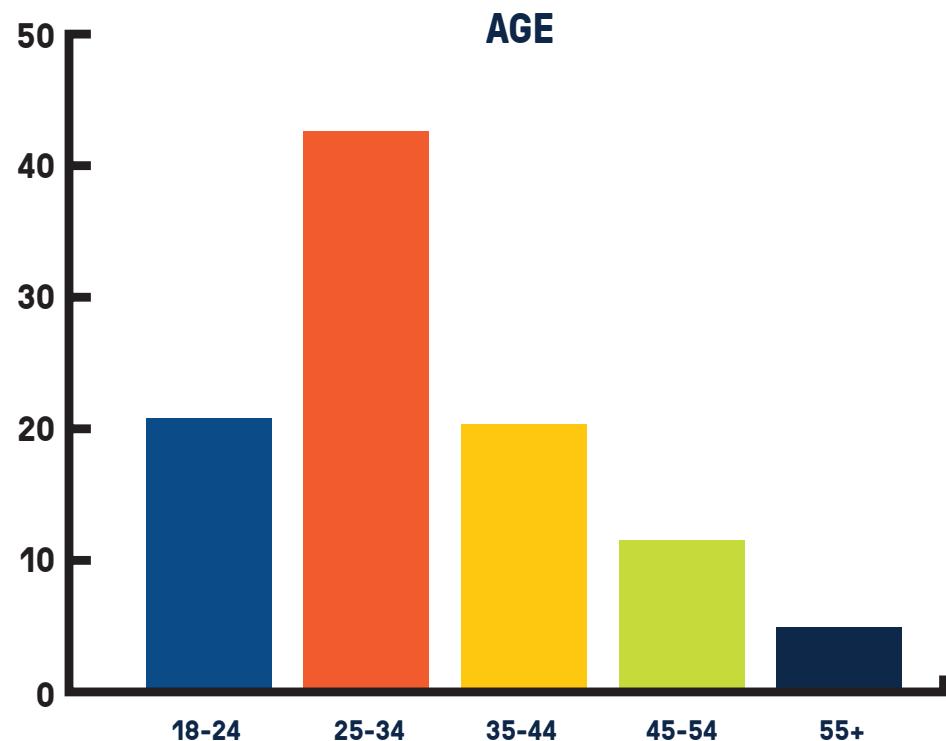
A nine-question survey (plus five demographic questions) was distributed to 15,000 Just Salad clients via email blast in March 2019. The response rate was 3% (N = 453). The questionnaire included frequency, attitudes, and open-ended questions

DEMOGRAPHICS

Of the 453 valid responses, an overwhelming 81.9% of the sample was female, followed by 16.6% of males, and 1.5% of non-binary/third gender/prefer not to say category. In terms of age, a little less than half of the sample (42.6%) fall in the 25-34 age bracket, followed by 18-24 (20.8%), 35-44 (20.3%), 45-54 (11.5%), and 55+ (4.9%). Of the clients who answered the survey, 61.6% consider themselves Caucasian, followed by Asian (11.9%), Hispanic (11.5%), Black (10.6%), and Other (4.4%). The household income mode was \$40K -\$80K (38%).



C. CLIENT SURVEY



FREQUENCY

The majority of survey respondents have visited a Just Salad store 5+ times (79.9%). However, 58.5% never ordered using the JustSalad app and 48.6% never ordered online via OrderJustSalad.com.



ATTITUDES

When participants were asked to rate the food quality at Just Salad, using a scale from 1-10, where 1 is not good at all and 10 is very good, the average food quality was $M = 8.50$ ($SD = 1.49$). Service at Just Salad was rated similarly ($M = 8.13$, $SD = 1.78$). Although food quality and service were rated as good, participants in this survey rated Value at Just Salad slightly inferior ($M = 7.62$, $SD = 1.80$). Nonetheless, the mode for food quality and service were 10 and for value was 8.

HOW WOULD YOU RATE
THE FOOD QUALITY AT
JUST SALAD?

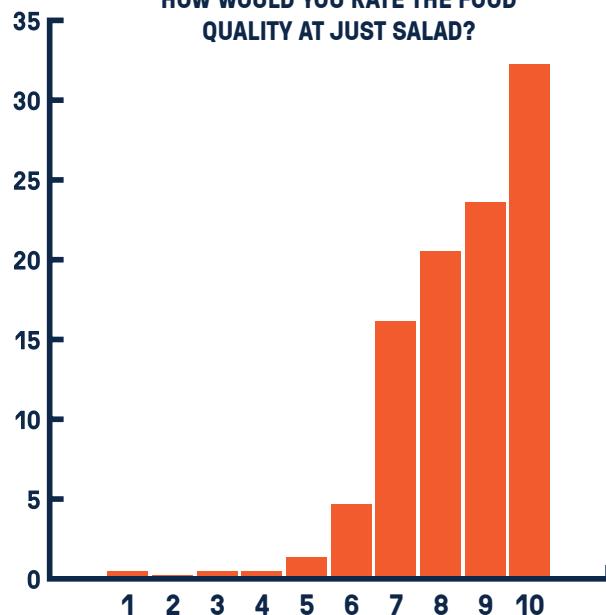
HOW WOULD YOU
RATE THE VALUE AT
JUST SALAD?

HOW WOULD YOU
RATE THE SERVICE AT
JUST SALAD?

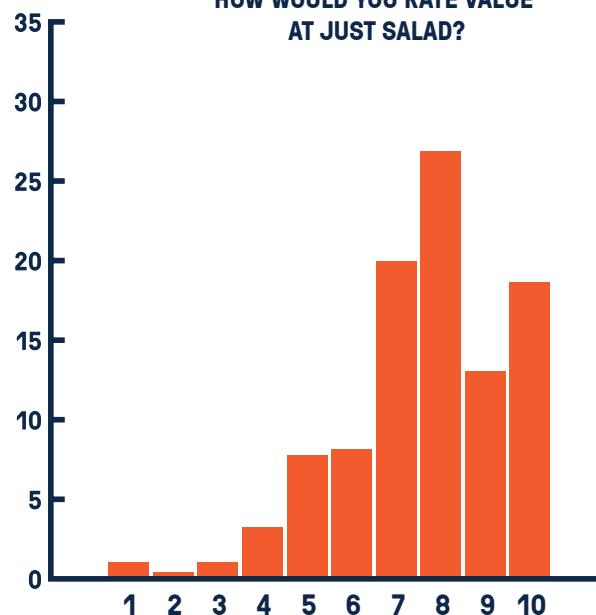
	HOW WOULD YOU RATE THE FOOD QUALITY AT JUST SALAD?	HOW WOULD YOU RATE THE VALUE AT JUST SALAD?	HOW WOULD YOU RATE THE SERVICE AT JUST SALAD?
Mean	8.50	7.62	8.13
Median	9.00	8.00	8.00
Mode	10	8	10
Std. Deviation	1.490	1.860	1.782
Minimum	1	1	1
Maximum	10	10	10
Sum	3852	3450	3685

*based on a scale from 1-10, where 1 is not good at all and 10 is very good

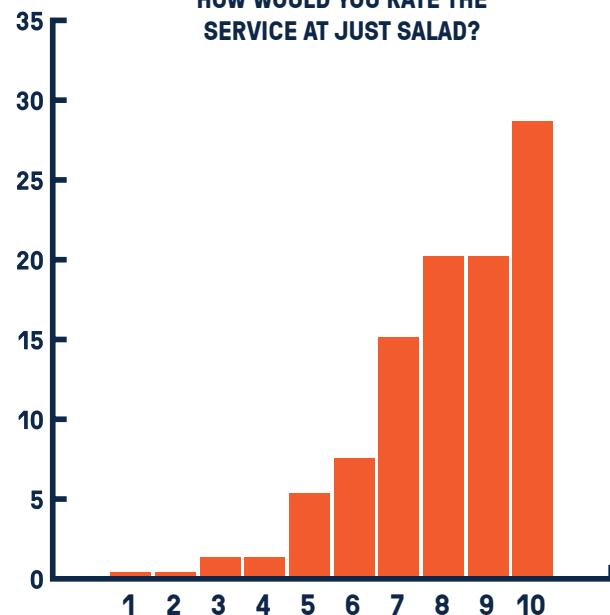
HOW WOULD YOU RATE THE FOOD
QUALITY AT JUST SALAD?



HOW WOULD YOU RATE VALUE
AT JUST SALAD?



HOW WOULD YOU RATE THE
SERVICE AT JUST SALAD?



TARGET MARKET

PRIMARY TARGET



Amanda, 25

Busy Balancers are full-time employed millennial men and women who have an income of \$75,000 or more per year. They are social media savvy, with primary activity on Facebook, Instagram, Snapchat and Twitter. Busy Balancers value convenience and strive towards healthy lifestyles. Although

busy, this group prioritizes eating healthy, exercising and being social. As consumers, they actively seek out innovative restaurants and will pay more for sustainably sourced, organic food. Being socially responsible, authentic, and genuine are qualities they look for in supporting places.

PERSONA #1

Amanda is public relations associate. Her daily schedule consists of yoga or Pilates in the morning and then heading to work with a chicken salad bagel in hand. She is the definition of a Busy Balancer, and values healthy, authentic products that she knows are sustainably grown and are good for her health. She earns a high income and has an on-the-go lifestyle, so she tends to eat out a lot because it's convenient. She spends a lot of her income on food, whether it is delivered or not, and will use different delivery apps,

such as Seamless, Uber Eats, and Postmates to have her meals delivered to her at work or at home. Although she also uses Instagram, Snapchat, Facebook and Twitter to learn more about brands, her main source for recommendations comes from her friends and family because she trusts their opinions. Amanda prefers brands that are authentic and socially responsible, even if they are more expensive, because she is willing to put her money into a company that she believes is helping the world and others.

SECONDARY TARGET



Mike, 45

Skeptical, Self-Starters are Generation X men and women born between 1965 and 1980. They are often called the “middle child” generation and 54% feel ignored by brands. They grew up self-reliant and developed an independent work ethic after college. This group is currently juggling child care, homeownership, and reaching the peak in their careers. They are social media savvy

with 81% having Facebook accounts, but still understand the value of traditional media. As consumers, they tend to play it safe due to skepticism and price sensitivity. Skeptical, Self-Starters want food that is authentic, homemade and organic. They embrace the internet as a tool and love a good discount. Researching before trying new places and making online purchases is very important.

PERSONA #2

Mike is a working father living in South Florida. He has been married to his wife, Lisa for 12 years and they have 10-year-old twin sons. Mike has a daily routine and sticks by it to the tee. His typical week day starts off with waking up at 7 am for work, grabbing coffee at his local coffee shop, ordering lunch to the office, finishing up his daily tasks and driving home stuck in traffic. He values his free time on the weekends with his family and catching up with his buddies

who live in the neighborhood. Mike grew up very independent since he was an only child and both of his parents worked. As he gets older, Mike tries to stay in shape and eat healthier, homemade meals. His wife recently introduced him to the social media world and his favorite platform is Facebook. He tends to play it safe by researching new restaurants before testing them out. As a consumer, he values efficiency, authenticity and loyalty.

SWOT ANALYSIS

STRENGTHS

- Price point under the competition
- Customer retention through reusable bowl program
- Loyalty program and mobile ordering
- Large marketing budget for entrance into Florida
- 10 meals under \$10
- Pride Parade Partnership
- Low Calorie options in a health conscious society
- Cashiers remember names and orders

WEAKNESS

- Name suggests it only serves salad
- Healthy fast casual industry resonates with females more than with males
- There's a lack of variation among some menu items
- Not as quick as drive through restaurants



OPPORTUNITIES

- Growth of fast casual industry and decline of other restaurant categories
- Expansion on sustainability efforts with new “Chief Sustainability Officer”
- Partnerships with other “health focused” brands like Lululemon, Soul Cycle, and Women’s Health Mag
- Sponsorship of athletic events like 5k’s, tough mudders, or group yoga
- Celebrities taking pictures with the reusable bowls
- Student discounts



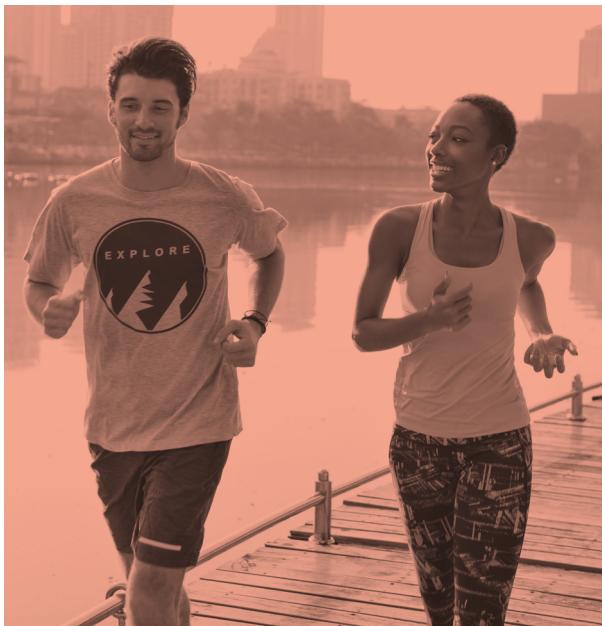
THREATS

- Huge amount of direct and indirect competition
- Size and amount of competitors are increasing rapidly
- Loyalty to competition brands like Chipotle and Tossed
- Lunchtime workforce gravitates to whichever fast casual is geographically closest.

PEOPLE EXPECT
HEALTHY PLACES TO BE
EXPENSIVE, BUT THOSE
WHO WANT TO EAT
HEALTHY ARE WILLING
TO SPEND MORE IN
ORDER TO DO SO.

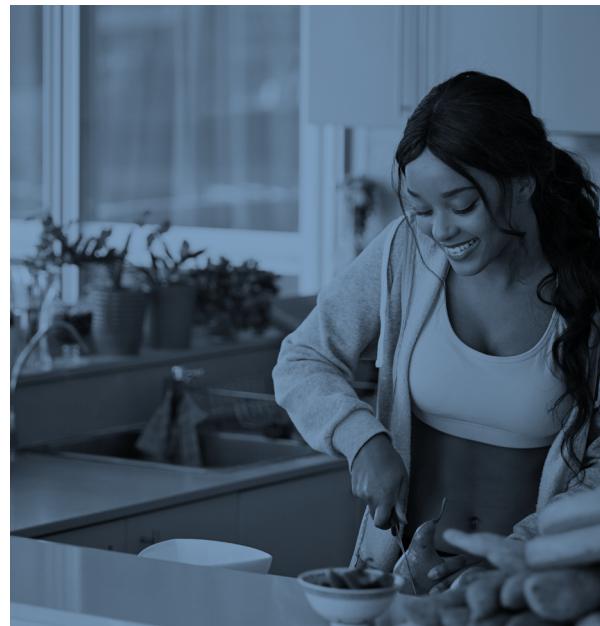
CONSUMER INSIGHTS





PEOPLE WANT TO EAT HEALTHY, EVEN IF THEY ACTUALLY AREN'T.

People's perception of what is healthy compared to what is actually healthy is skewed. There is a need to educate people on what is really healthy and steer them in the direction of Just Salad.



SUSTAINABILITY ISN'T IMPORTANT TO INDIVIDUAL CONSUMER PURCHASES.

Sustainability is important for public opinion, but not necessarily to individual consumer purchases. When people are choosing where to eat on their lunch break, they are not considering the sustainability efforts of their dining options. While mentioning sustainability is important for their brand image, it will not be what gets people in the door.



THOSE WHO WANT TO EAT HEALTHY WILL TRAVEL FAR TO DO SO

Those who want to eat healthy will travel far to do so, but people less concerned with eating healthy will not. Value is found in cost rather than calories. Consumers want real, authentic options and are willing to travel far to places that are consistent with their diet and lifestyle choices.



CAMPAIGN OBJECTIVES

BRAND IMAGE

Highlight the four pillars of the Just Salad brand – health, value, authenticity, and feeling good. In doing so, we will emphasize the ‘no BS’ attitude of the company, simply real people serving real food at affordable prices.

MEDIA OBJECTIVE

Increase brand awareness of Just Salad, maximizing positive coverage across all media, and allowing the brand to grow and popularize. In essence, the media mix will increase brand visibility through building relationships and communicating with potential customers

BRAND AWARENESS

Create awareness of Just Salad by increasing social following, mentions and check ins, and placing targeted media.

STORE VISITS/PURCHASE

The objective of the campaign is to draw people to Just Salad locations. Essentially, portraying an experience unparalleled to other fast-casual spots, and attracting consumers to the stores as a result.

CREATIVECR

CREATIVE

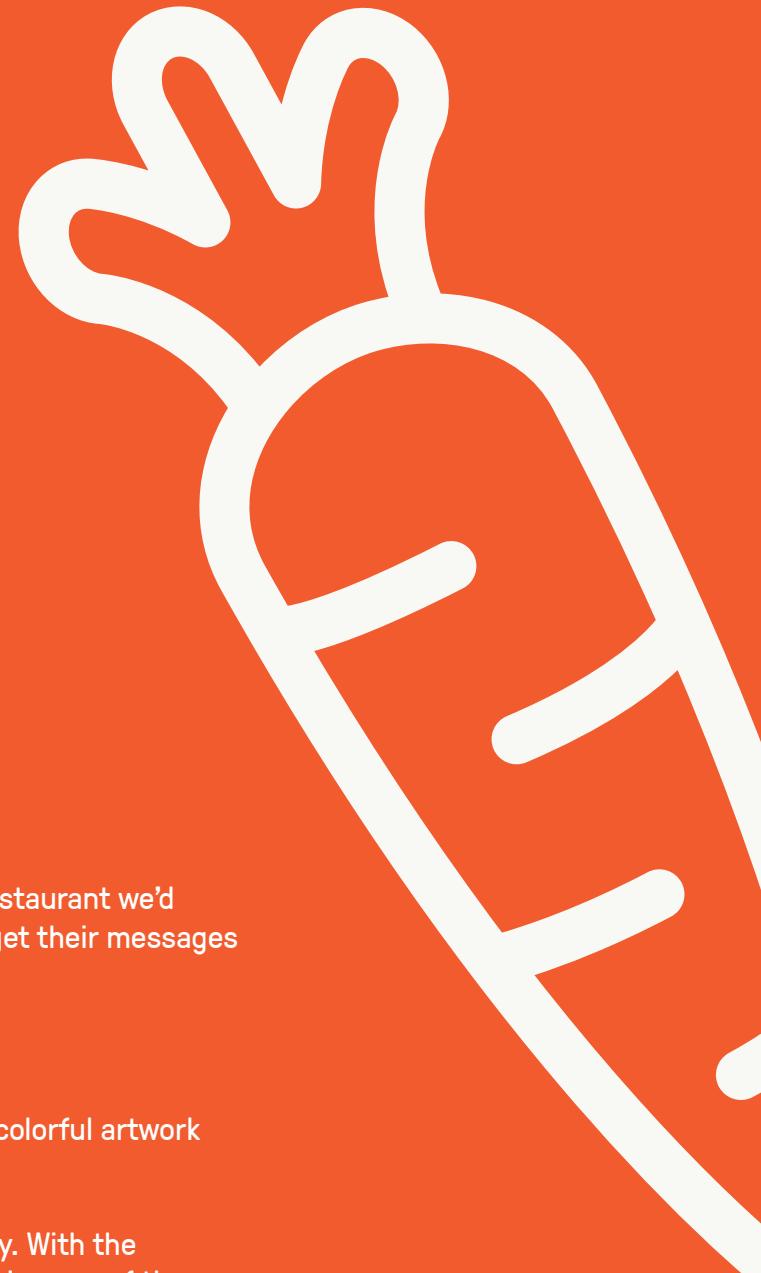
CREATIVECR

CREATIVE



BIG IDEA
REALNESS SERVED

CREATIVE STRATEGY



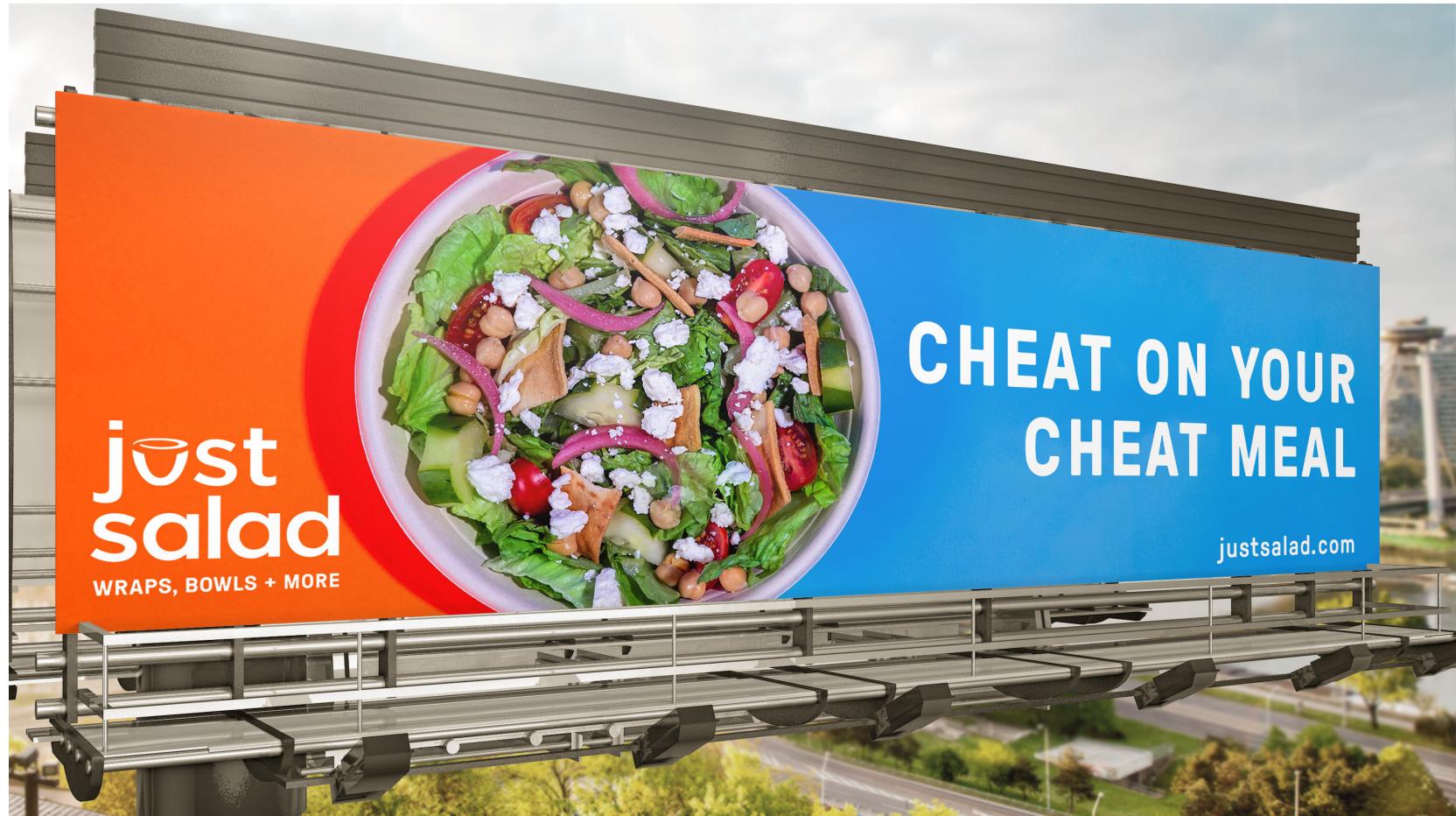
Just Salad already had such a real and unique tone. It was unlike any other fast casual restaurant we'd seen. Most of the competition we came across used earthy tones that sit on flatlays to get their messages across. To be honest not much makes them stand out from each other. So we decided.

NO MORE BORING FLATLAYS.

We were going to work hard to make Just Salad stand out from the rest with vibrant and colorful artwork that had a funny, yet witty tone. That's where Realness Served comes in.

We wanted to be loud. We wanted to be bold. And most importantly we wanted to be sassy. With the mindset, 'no fake shit!' behind us, we utilized messaging that showed clear and beautiful images of the salads. Bringing the brands promise of fresh and real ingredients to life with a tone that screamed if you're not eating at Just Salad then you're probably doing it wrong. We utilized both traditional and digital media for our campaign, perfectly curated to meet our target where they stand. Realness Served, straight from us to our consumers.

BILLBOARDS





LOCATIONS

Palmetto Expwy ES
0.2mi S/O I-75 F/S -2

FL Tnpk ES 150ft N/O
Hollywood Blvd F/S - 2

Sheridan St NS 600ft
E/O Palm Av F/E - 2

I-96 WS 0.5mi S/O
Sample Rd F/N - 2



just
salad

WRAPS, BOWLS + MORE



FRESH.
PERO LIKE,
SUPER FRESH.

justsalad.com

BUS



PRINT

The image shows an open Just Salad menu against a dark blue background. The left page (back cover) features large yellow text "PRINT" at the top, followed by "just salad" in a stylized font, and "WRAPS, BOWLS + MORE" below it. The right page (front cover) has a bright yellow background with a large bowl of salad in the center. The salad contains various toppings like avocado, red onions, and tortilla chips. Above the salad, the text reads "THIS AIN'T NO SIDE SALAD" in large, bold letters, with "This a whole dang meal." underneath. Below that, smaller text encourages trying the new Just Salad Pembroke Pines location. At the bottom of the right page, there's a call to action: "USE 'REALNESS' FOR FREE DELIVERY ON OUR APP".

PRINT

just salad
WRAPS, BOWLS + MORE

THIS AIN'T
NO SIDE SALAD

This a whole dang meal.

Try one of our salads for under \$10 each at the
new Just Salad Pembroke Pines location.
Crispy Chicken Poblano | 670 Cal

USE "REALNESS" FOR
FREE DELIVERY ON OUR APP

DON'T BE SALTY...

Our Sweet Valley salad has
your lunch cravings covered.

Try one of our 10 premium salads for under \$10 each
at the new Just Salad Pembroke Pines location.



just
salad
WRAPS, BOWLS + MORE

USE "REALNESS" FOR
FREE DELIVERY ON OUR APP

A SMOOTHIE A DAY KEEPS THE BS AWAY

Sip and smile knowing that nothing can come
between you and treating your body the way
it deserves to be treated.

Try one of our 10 premium salads for under \$10 each at the
new Just Salad Pembroke Pines location.



just
salad
WRAPS, BOWLS + MORE

USE "REALNESS" FOR
FREE DELIVERY ON OUR APP

RADIO



RADIO SPOT #1

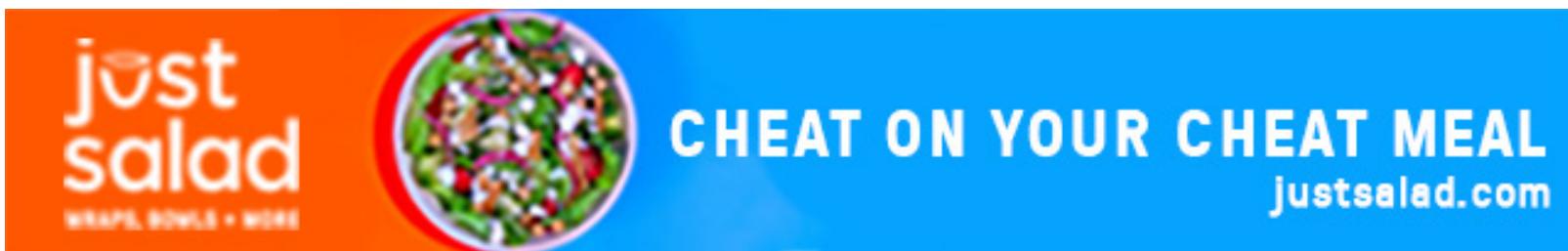
The drink you bought for that girl last night.
The Uber home from the bar without the girl.
The inevitable eat-your-feelings Postmates that followed...
just the delivery fee.
That's right, we're callin you out.
We know the world is full of foolish ways to spend \$10. So we're giving you a good one. 10 fresh salads each for under 10 dollars. Tap on the banner to learn more.
Just Salad. Realness, SERVED.

RADIO SPOT #2

Your morning coffee run.
Rushed shipping.
The recurring payment for that app you can never remember to cancel.
Mhmm, sound familiar?
We know the world is full of foolish ways to spend \$10. So we're giving you a good one. 10 fresh salads each for under 10 dollars. Tap on the banner to learn more
Just Salad. Realness, SERVED.

Real, authentic options to be truly healthy not fake healthy. They currently have 12 salads in under 500 calories. List other things that are under 500 calories.

Four slices of bacon.
One blueberry crumb donut.
Half a bag of chips at that popular Mexican chain.
The world is full of empty ways to eat 500 calories. So we're giving you 12 good ones. Cheat on your cheat meal with 12 delicious salads under 500 calories. Tap on the banner to learn more.
Just Salad. Realness, SERVED



GOOGLE ADS

PARTNERSHIPS



EQUINOX

pure barre®

24 HOUR FITNESS®



LA|FITNESS®

CRUNCH



Youfit
HEALTH CLUBS

FOOD TRUCK

Florida is a prime location for a food truck due to its summer year-long weather. A food truck will also give Just Salad the opportunity to reach upcoming locations and create excitement around new store openings.

But this is no regular food truck, this Just Salad food truck will also invite customers to create their own custom salads and smoothies by having fresh ingredients available for picking, as well as serve as a test kitchen to try new locally-source ingredients and recipes.







DAY OF REALNESS

Guests can enjoy the Just Salad food truck, participate in a bootcamp hosted by Orange Theory, and design their own custom Just Salad bowls with food-safe markers. Also available for purchase will be custom Day of Realness merchandise and bowl stickers.



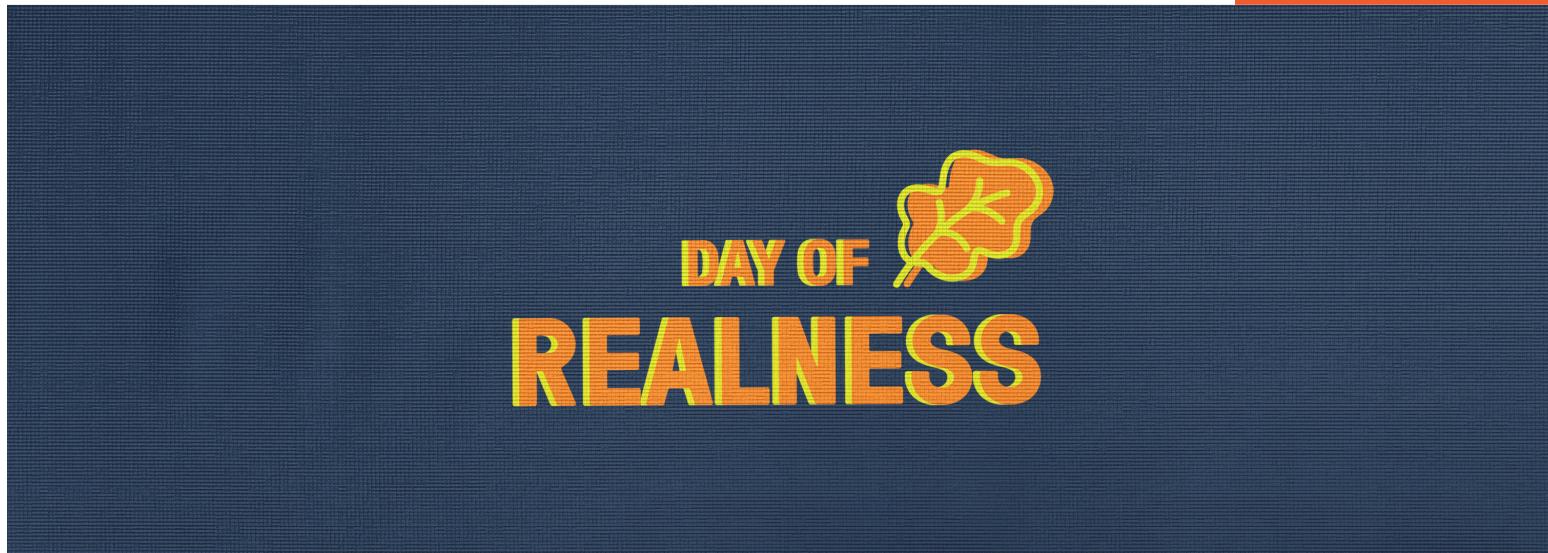


MERCH





MERCH



OTHER MERCH



SOCIAL MEDIA GUIDELINES





BRAND STRATEGY

Currently the Just Salad Instagram feed consists, almost exclusively, of pictures of their food. However, these beautiful pictures are not resulting in the engagement that the brand deserves. Just Salad is more than pretty food, and social media is the perfect place to show that. We aim to increase brand relevance by adding more variety to the feed in a way that shows off Just Salad's fun, witty, caring, and driven brand personality. Every post should reveal something new about the brand in a way that makes it feel like a friend. Our strategy to achieve this effect involves a posting structure in which every picture tells a different aspect of the same brand story.

DIGITAL VALUES

Social media posts are a conversation between brands and consumers. Digital values must be established to ensure a cohesive voice across every post. Below we outline the values that will represent the brand persona and keep it consistent.

It's important to understand the ever-evolving nature of social media. Consumers, now more than ever, want a brand they can talk to, not just have a one way conversation. We want to show our market a piece of our world, and also recognize that we are seeing a piece of theirs. This takes form in responding to social media questions and concerns, as well as showing commenter's that we see and value their input. All staff should be ready to embody the brand persona in a way that allows for extensive yet consistent content.

PURPOSE

Entertain Interact

Inform Impress

Engage Call for Action

Support Motivate

TONE

Witty Playful

Bold Confident

Open Authentic

Positive Accessible

Approachable Humorous

ONLINE PERSONA

SUGGESTED PLATFORMS

FACEBOOK 83% of primary target has a Facebook account

INSTAGRAM 64% of primary target uses Instagram

GOALS

Our proposed strategy for social media is crucial to achieving our 3 main goals. Through our use of varied posts that showcase the many aspects of the brand persona, Just Salad will see increased engagement from current followers, more attention from new followers discovering the brand, and it will cultivate a deeper connection to the brand by giving people insight to what they're all about. Posts that show Just Salad's more human and playful nature compared to other brands will drive engagement, and as a result, more people inspired to visit their stores.

CONTENT THEMES

SUSTAINABILITY

Posts about the bowl show our sustainability goals and value pillar. This reminds consumers that helping the environment is top of mind for the brand. It inspires consumers to buy the bowl in order to do their part to help the environment too.

HUMOR

This theme works to enhance the brand image. We want people entering our social media page to see the honest, witty and no-fake-shit sense of humor ingrained in the brand.

THE PEOPLE

Highlighting Just Salad employees with #behindthebowl gives a sneak peak at the positive and real human connections that people can expect to experience when they decide to eat with us.

EVENTS

Express our dedication to health and lifestyle improvement. Events and partnerships are a crucial part of the brand so we should use our social media for pr and follow up on how these events turned out.

FOOD

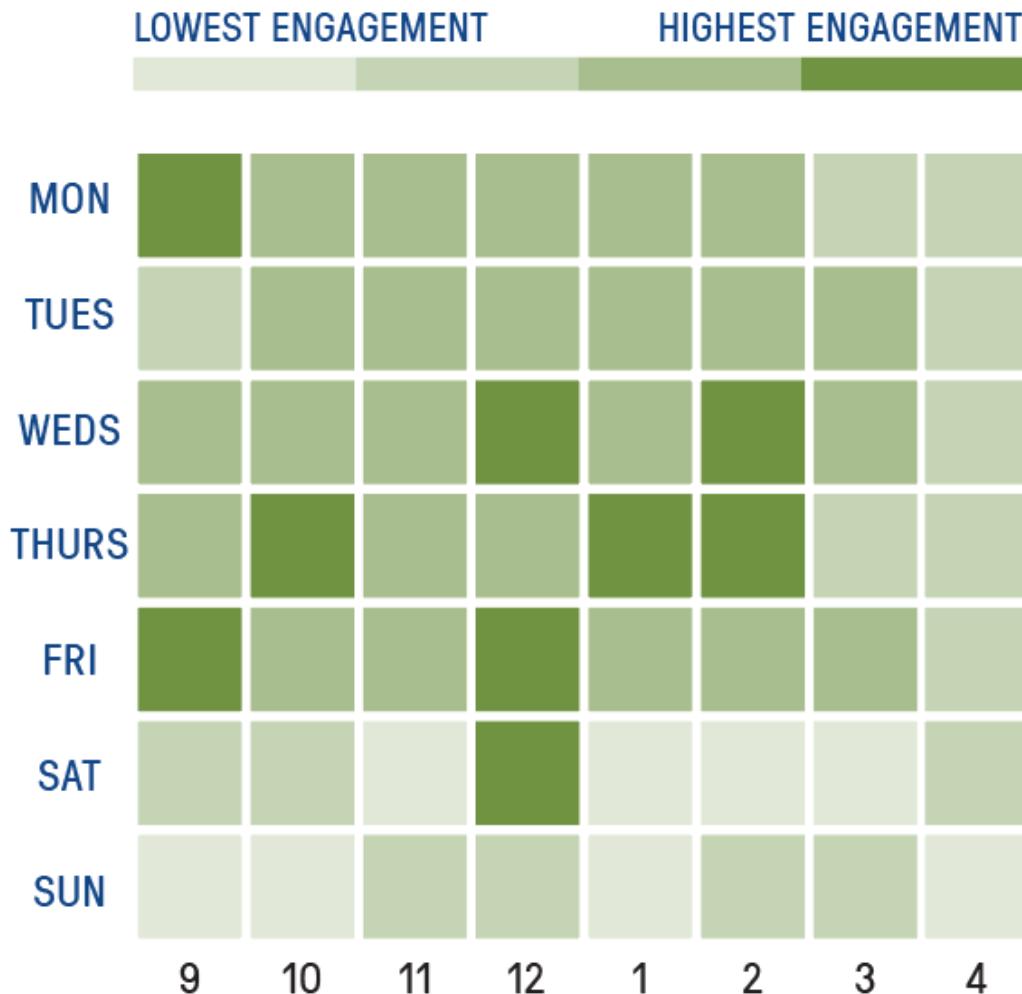
Visually depicting the differences in each menu item will get consumers excited to eat salad more than a few times a week because they could get a different taste every time.

PROMOTIONS

Getting consumers to see promotions on our page will give them the push they need to be healthier because now they can do it at an unbeatable price.

SUGGESTED SOCIAL MEDIA CALENDAR

FACEBOOK



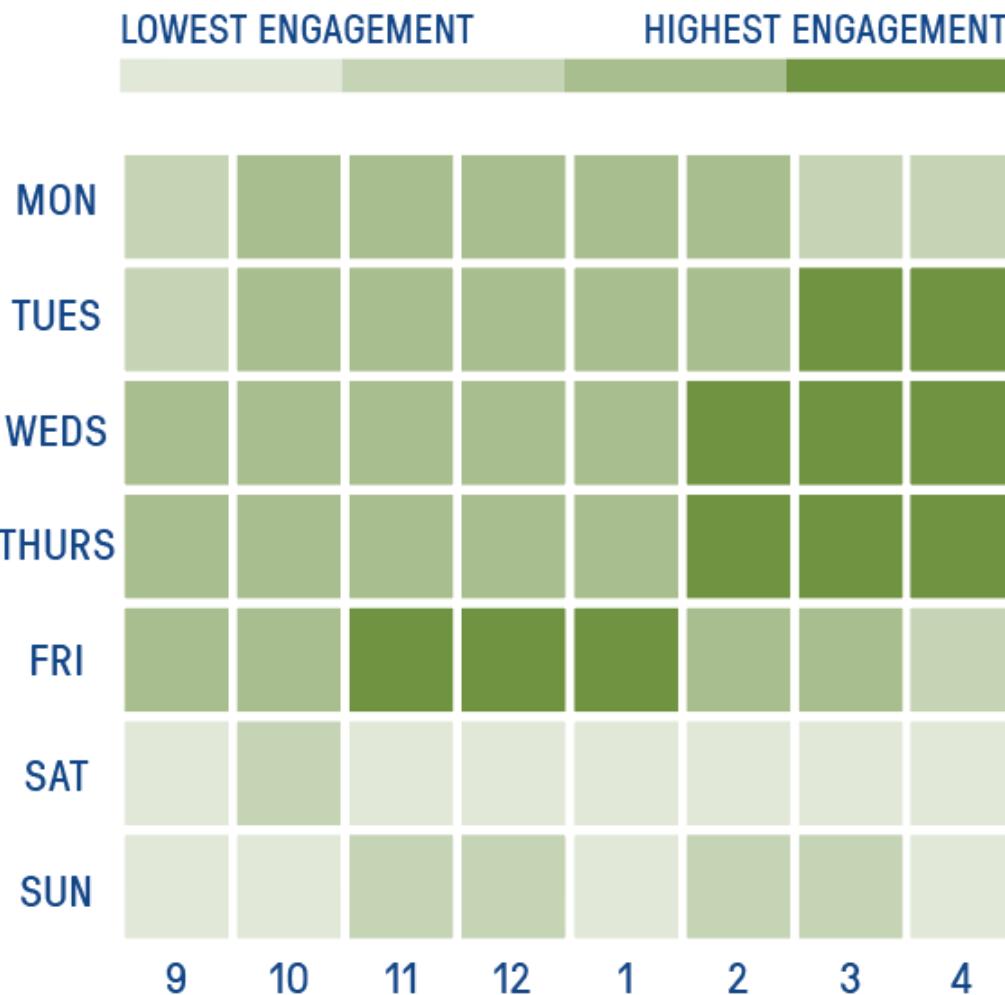
RECOMMENDATIONS

PRIMARY TARGET AUDIENCE

- 3-4 posts per week
- Once a day between 12 - 5pm
- Vary content between food, promotions, #JustHuman, and wellness
- post relevant content consistently
- make sure influencers are featured
- ensure posts appropriately convey brand voice, mood, and personality
- post questions
- buy facebook ads
- promote new store openings with special offers
- engage with customers who comment and like posts

SUGGESTED SOCIAL MEDIA CALENDAR

INSTAGRAM



RECOMMENDATIONS

PRIMARY & SECONDARY TARGET AUDIENCE

- 3-4 posts per week
- Once a day between 12 - 5pm
- Vary content between food, promotions, #JustHuman, and wellness
- post relevant content consistently
- make sure influencers are featured
- ensure posts appropriately convey brand voice, mood, and personality
- post questions, polls, and countdowns on stories
- F.A.Q. on instagram highlights
- promote new store openings with special offers
- promote seasonal bowls
- engage with customers who comment and like posts

SAMPLE POSTS FOR FACEBOOK

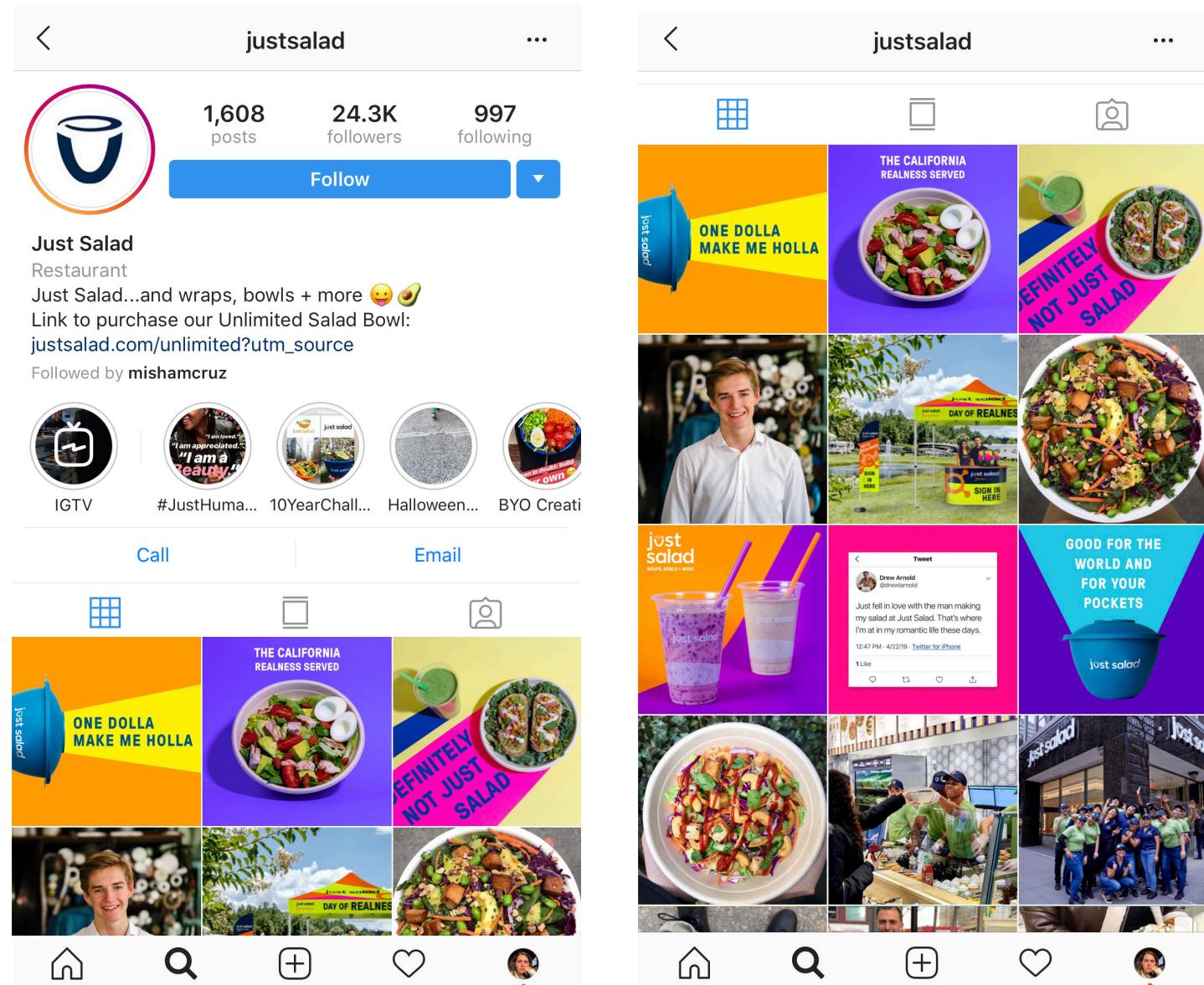
Posts on Facebook should use the colors and color blocking aesthetics from the campaign. These posts should focus more on showcasing the food or sustainability content themes. Our colorful graphics stand out from what consumers are typically use to seeing on their Facebook feeds. Facebook is also a great platform to inform the market about up coming promotions and events. The more whimsical themes such as people and humor work better on Instagram. Because Facebook is so overly saturated with content, it is ideal to keep our messages on this platform more concise, with a clear call to action.



SAMPLE POSTS FOR INSTAGRAM

GRID

Our proposal to drive engagement on Instagram starts with creating more content diversity. The current pictures are beautiful, and we believe that they can become more effective when combined with the look of our campaign. Make sure that the campaign and social media feed go together to get our bold, colorful personality across on all platforms. This feed focuses more on getting a variety of messages across, which connect to the content themes.



SAMPLE POSTS FOR INSTAGRAM

SUSTAINABILITY

These colorful sustainability posts remind our followers of the efforts we make to help the environment. Our research found that people don't choose a restaurant based solely on sustainability efforts, but it definitely ups the brand's cool factor. That makes social media the perfect place to talk about environmental efforts. In addition, it works as a platform to have bigger conversations about helping the environment and educating followers.



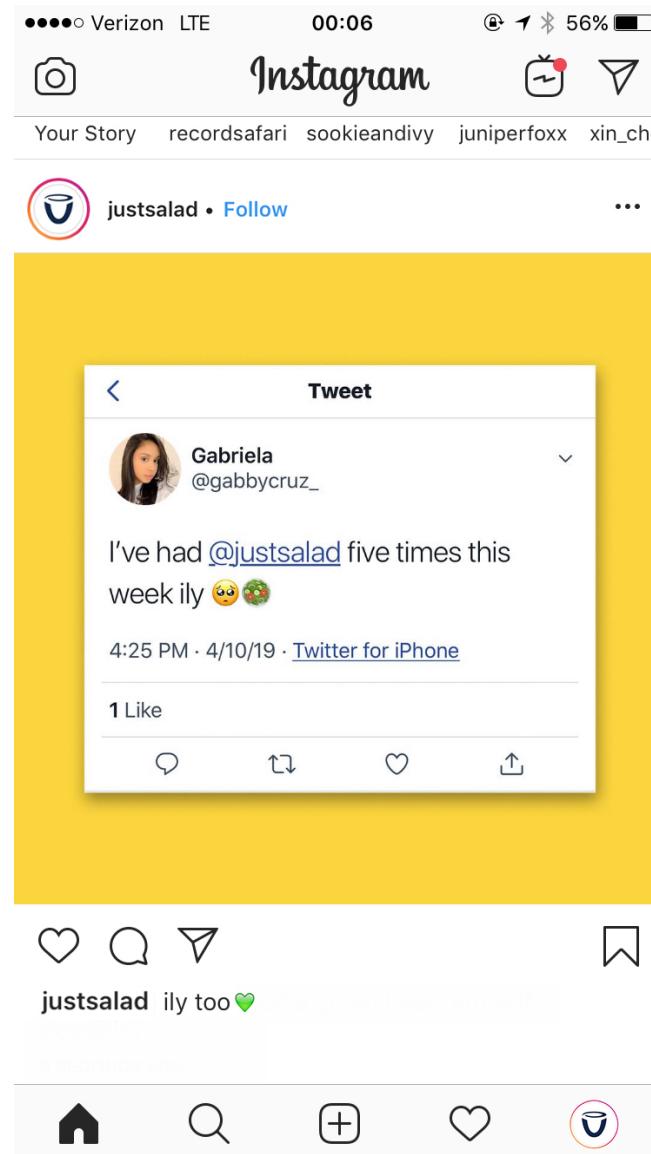
THE PEOPLE

Just Salad prides itself on its personal connections and kind employees. These are sample post of a new category of posts dedicated to giving a spotlight to Just Salad employees, called #behindthebowl. These pictures were found online and placed as placeholders for the kind of images we think will work well for Just Salad to recreate when posting for this hashtag. This theme can be written from a third person perspective, introducing employees, or from a first person perspective, in which employees have the opportunity to tell fun stories about themselves and the job.



SAMPLE POSTS FOR INSTAGRAM

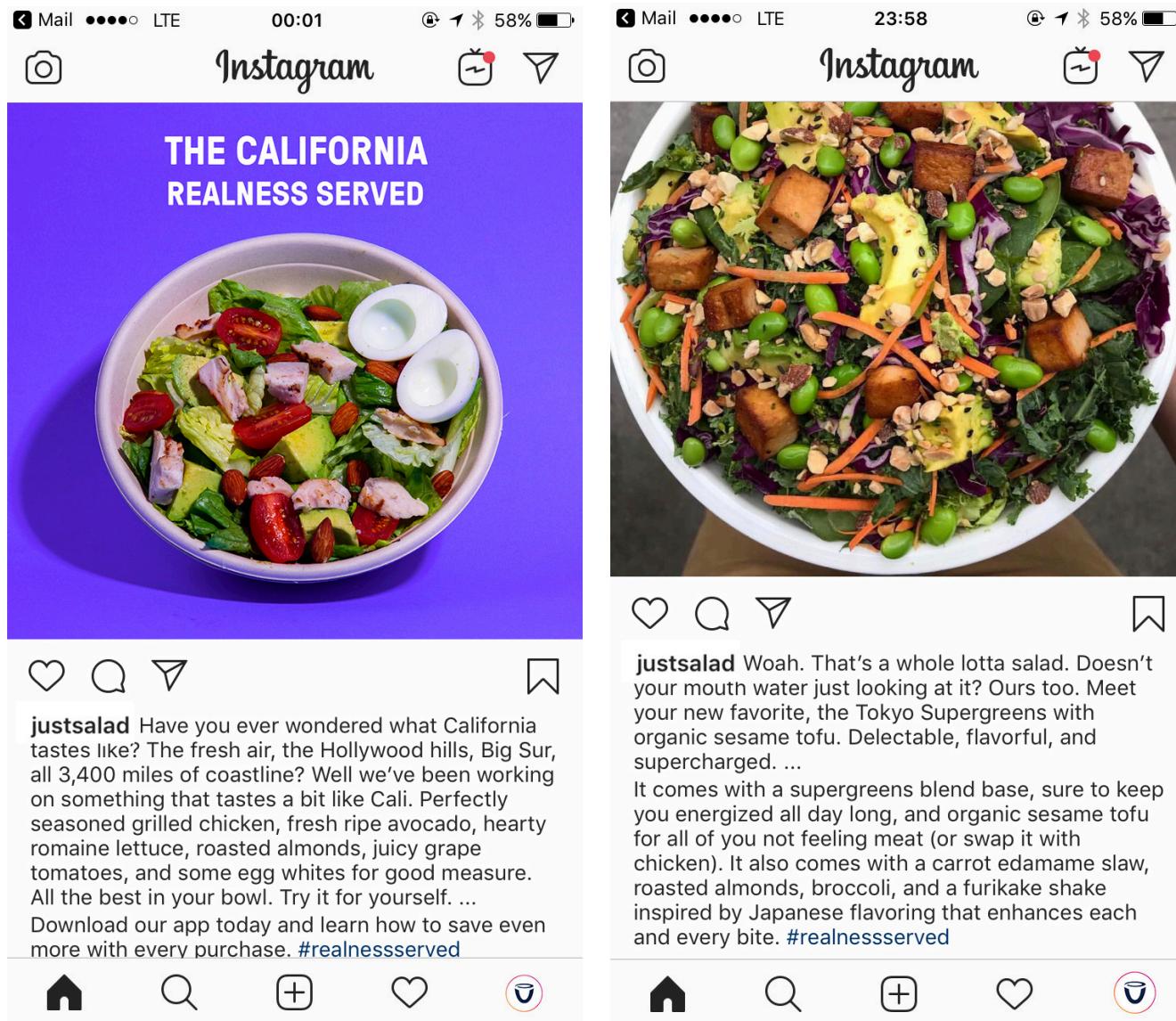
HUMOR



Sharing funny thoughts and moments from Just Salad customers makes the brand come to life. Customers are encouraged to talk about Just Salad because they know their voices will be heard. On top of that, people will see that Just Salad is made up of a group of real people, not just a corporate entity.

FOOD

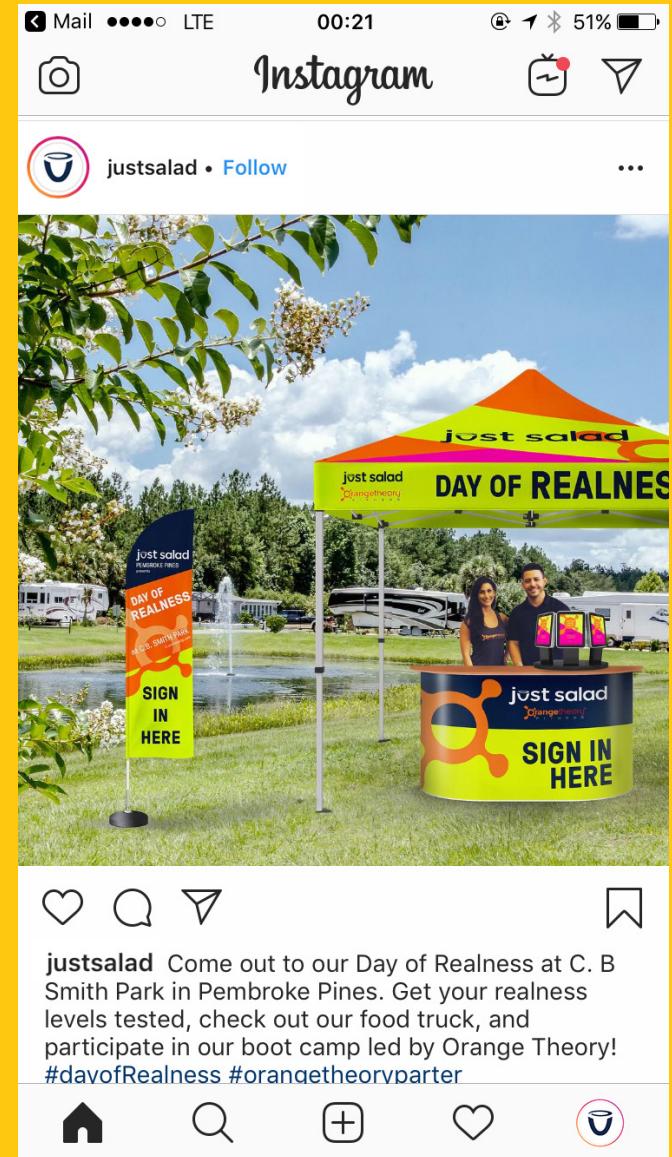
This content theme is meant to showcase the delicious menu items that Just Salad offers. By using a combination of colorful backgrounds for some posts and customer photos for others, we can create a visual balance between studio and more candid photos. The photo on the right was taken from Just Salads current IG account to show how the current style of photos can live on together with the newer style.



SAMPLE POSTS FOR INSTAGRAM

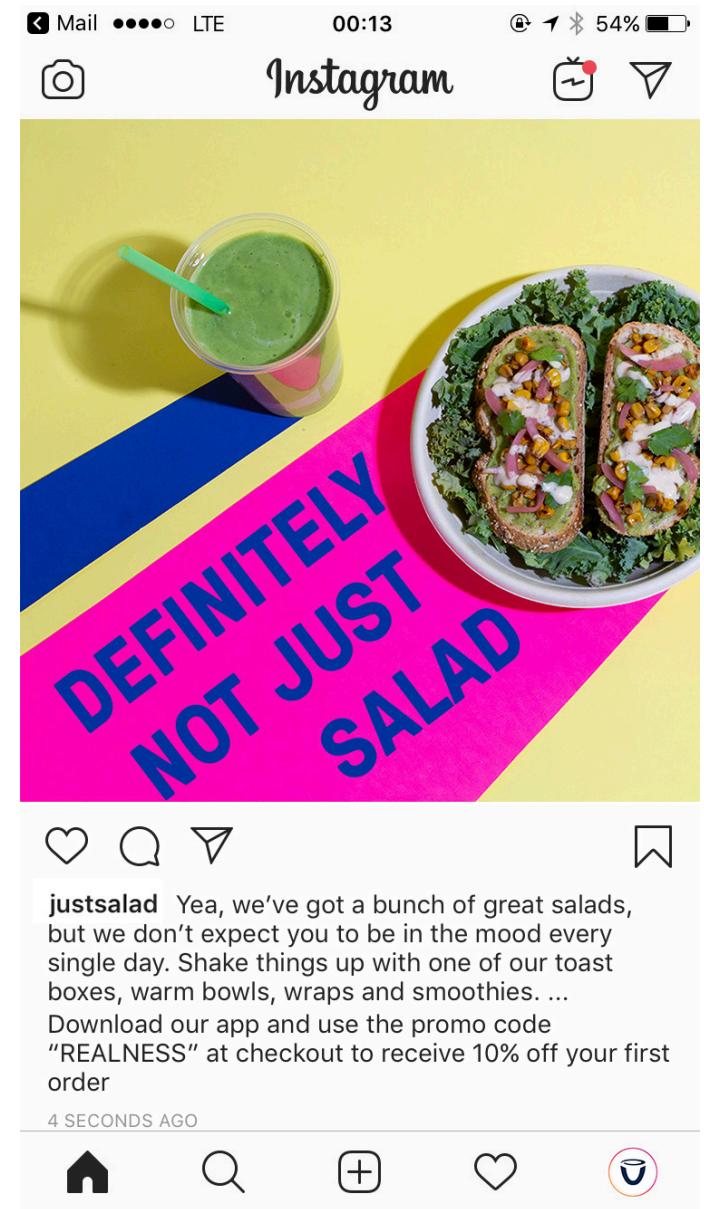
EVENTS

Social media is the perfect place to announce new events, as it is owned media and won't cost extra to advertise. By sharing Just Salad's new events on Instagram, we can reach people that are more receptive to the brand because they organically found their way to this content. Since the new locations in South Florida haven't opened yet, the pictures to the right are placeholders of what these event posts should look like. The first picture is of a grand opening in NY. A post like this would work well for the Florida market as well. The second picture is a mockup of the day of Realness event. For social media posts in this content theme, new photos will have to be taken for these events.



PROMOTIONS

Get people excited to order from Just Salad with special offers. Not only will people be enticed by the possibility on saving money for lunch, they will also be educated on all of Just Salad's offerings. Lastly, they will have an incentive to download the Just Salad app which helps track engagement.



OUR INSTAGRAM INFLUENCERS

SOUTH FLORIDA HEALTH AND FITNESS INFLUENCERS

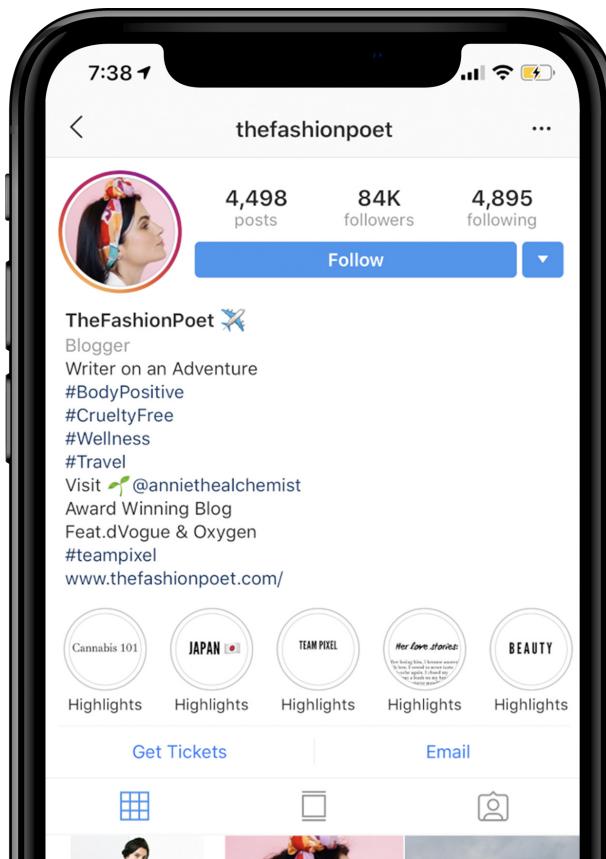
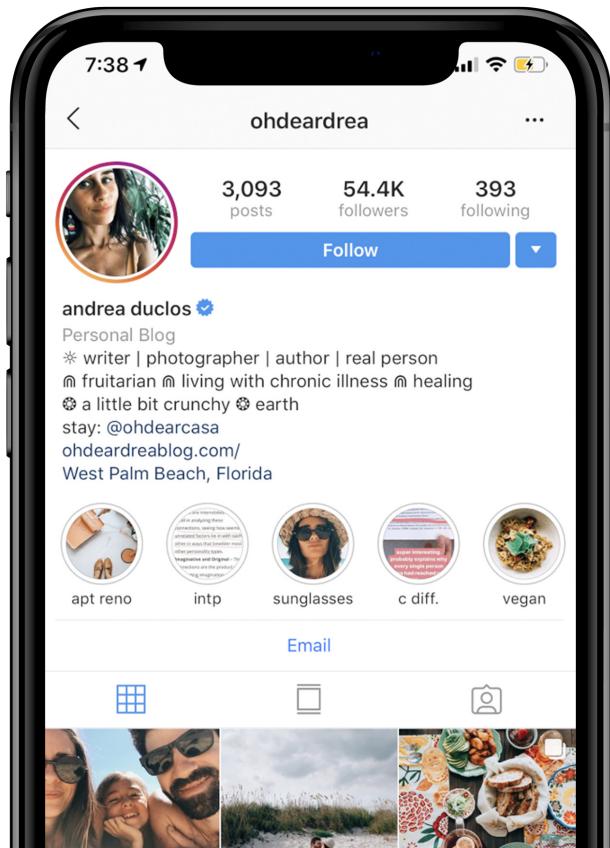
These three influencers have been worked into our media budget to create posts sponsoring and promoting Just Salad. After searching through many options, these influencers fit the Just Salad profile best. They are all within the 50k-100k follower range that Just Salad prefers to work with. In addition, they are all Hispanic South Florida natives, that will speak to the new demographic that we want to reach. These influencers embody the lifestyle that Just Salad stands for.

@ohdeardrea

Andrea's colorful style matches our approach to life. Together we can show people that a healthy lifestyle is fun and very doable.

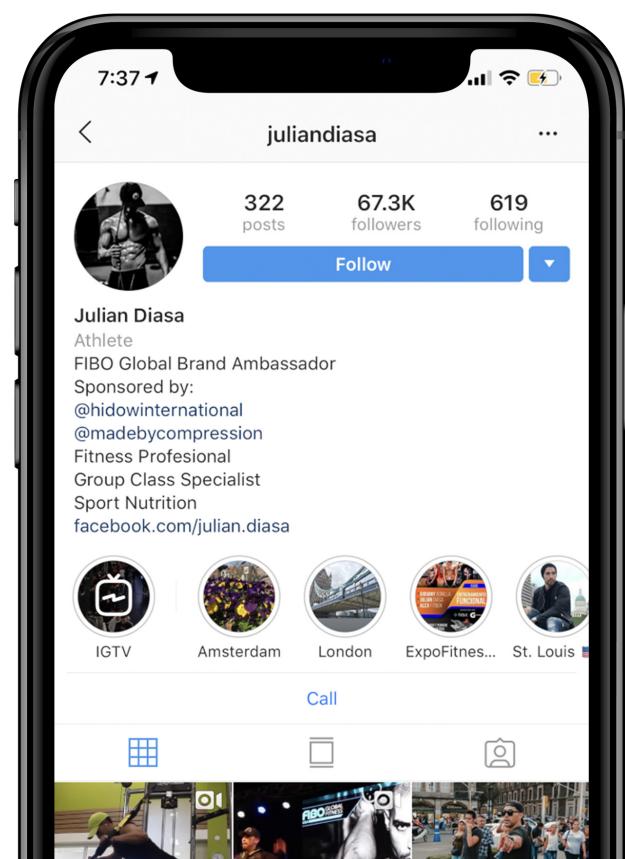
@thefashionpoet

She maintains a well balanced lifestyle focused on wellness and body positivity. She can reach our target market in a more indirect way, showing her followers that the brand aligns with her views.



@juliandiasa

Julian is a fitness professional keen on group classes and nutrition. We see potential in working with him to create fun ways to get people excited about exercise and eating healthier.



INSTAGRAM INFLUENCERS

NATIONAL FOODIE

@thefullhelping
@daisybeet

These foodie influencers cover a nice range of people interested in healthy eating. @daisybeet is a dietitian that takes on clients and helps them maintain a healthy lifestyle in an affordable way. This connects back to the affordable healthier lifestyle that Just Salad perpetuates. Meanwhile, the carb lover and nutritionist @thefullhelping is all about leading a balanced vegan lifestyle. This is beneficial to tapping into the market that Just Salad already has so many options for, as they pride themselves on being friendly to many types of dietary restrictions.



NATIONAL FITNESS

@thewellnecessities
@bobbymaximus

Both accounts sit comfortably in the 50k-100k follower range that is ideal for the brand. @thewellnecessities ascribes to exactly the kind of lifestyle that Just Salad likes to align itself with. Her eat real mantra hits close to home for our brand. @getfitwithgiddy is a top trainer from Chicago. He can inform a market not usually in the know about new options, what they can be eating to help maintain their fitness.



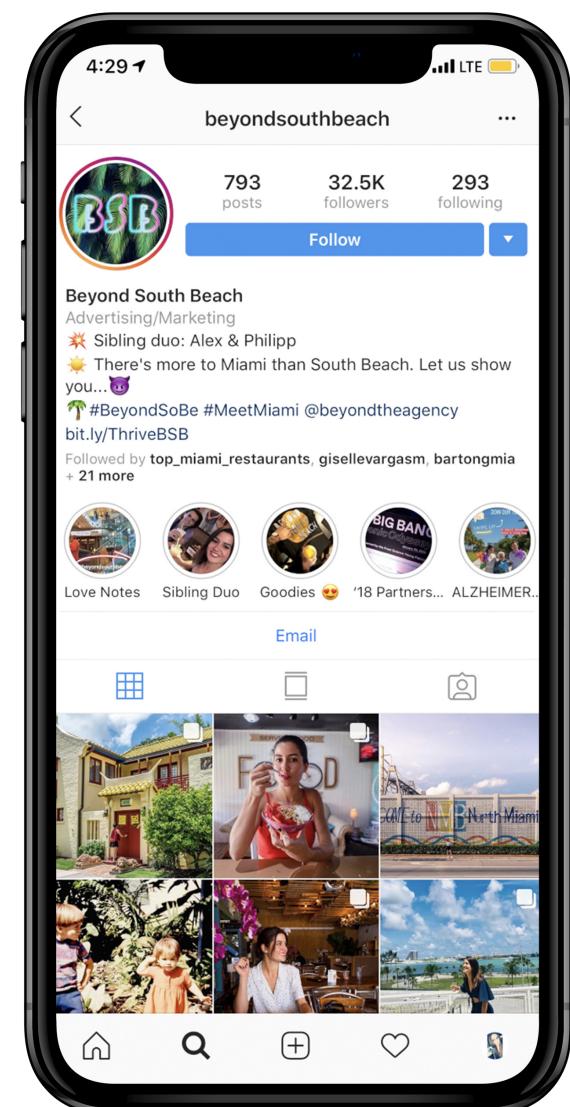
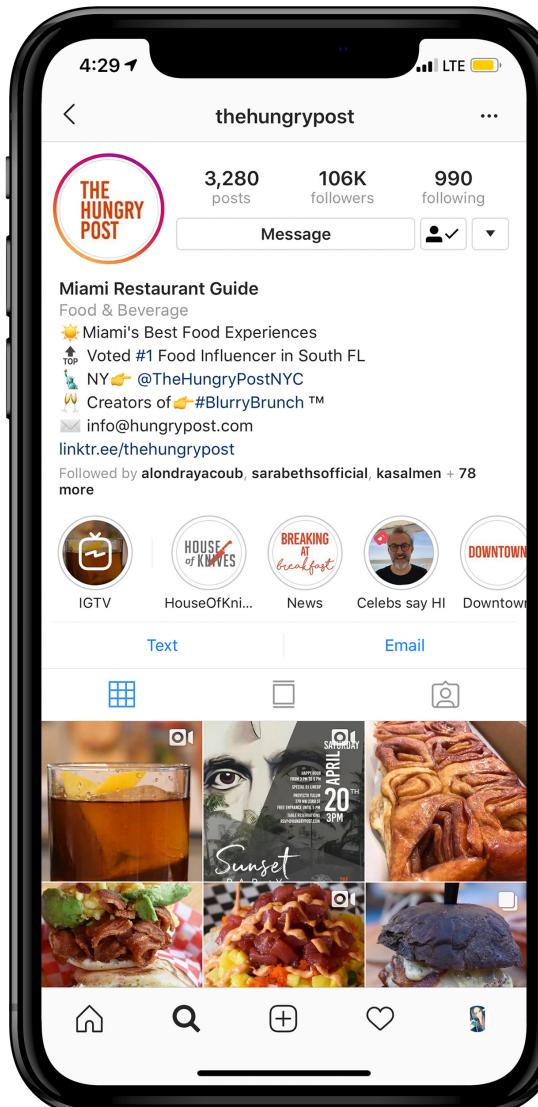
INSTAGRAM INFLUENCERS

LOCAL FOODIE

@thehungrypost

@beyondsouthbeach

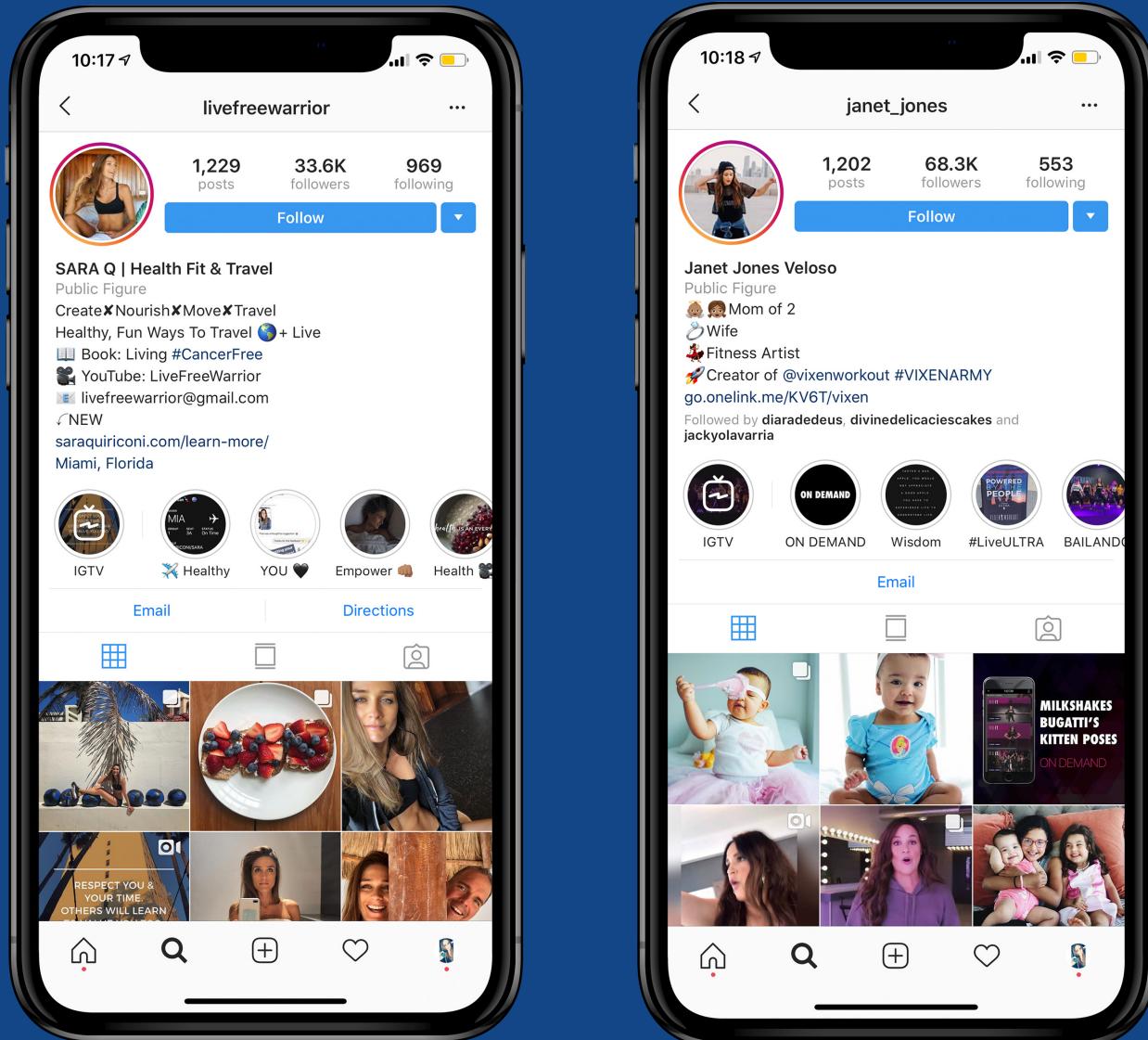
While @thehungrypost is one of the biggest food influencers in South Florida, they sit just slightly above the sweet spot of followers that Just Salad likes to work with. Being withing reasonable reach, partnering with this account would be ideal to create brand awareness for all the foodies in our primary target market that eat out often. Meanwhile, the up and coming page @beyondsouthbeach is a hot spot account for people looking for new places to visit outside of the stereotypical South Beach area.



LOCAL FITNESS

@livefreewarrior
@janet_jones

These Miami native fitness public figures have cultivated a following of our busy balancers market. People following both @livefreewarrior and @janet_jones are looking for fun ways to keep up a healthier lifestyle.



MEDIAN MED

MEDIAN MED

MEDIAN MED

MEDIAN MED



MEDIA STRATEGY

The goal for our media strategy is to target the Busy Balancers and Skeptical Self-Starters of the Florida market. We developed a carefully selected media mix of vehicles that will increase exposure, brand awareness and drive new customers to the Just Salad location opening in Pembroke Pines. This media mix includes print media, out-of-home media, transit advertising, social media and influencer marketing, digital advertising, radio advertising and promotional activations.

PRINT MEDIA

We chose four print magazines that resonate with the Skeptical Self-Starters target audience who abide by the four pillars of Just Salad. When choosing magazines, we looked for like-minded vehicles where the target market can resonate with the content and optimize meaningful impressions. The two local magazines we chose for targeting South Florida are Ocean Drive Magazine and Fort Lauderdale Magazine. As for national magazines, we chose Women's Health and Eating Well because they both tended to have more urban/suburban readership, wealthier readership, and younger readership than other magazines in their respective categories. While the prices among these magazines vary, we distributed scheduling to specific months for optimal exposure to the target audience. For the national magazines, print advertisements in Women's Health will occur in February while in September for Eating Well Magazine because although pricier magazines, the months chosen have high readership that make the price cost-effective. These vehicles will allow for better brand recognition of Just Salad's new South Florida locations. As for local magazines, print advertisements will occur in Ocean Drive Magazine in May, October, December, and April. For Fort Lauderdale

Magazine, print advertisements will occur during June, July, August, November, January and March. These local magazines were scheduled to occur right after the grand opening for Just Salad and then continue to keep the brand in the mind of consumers throughout the entire schedule in the South Florida community.

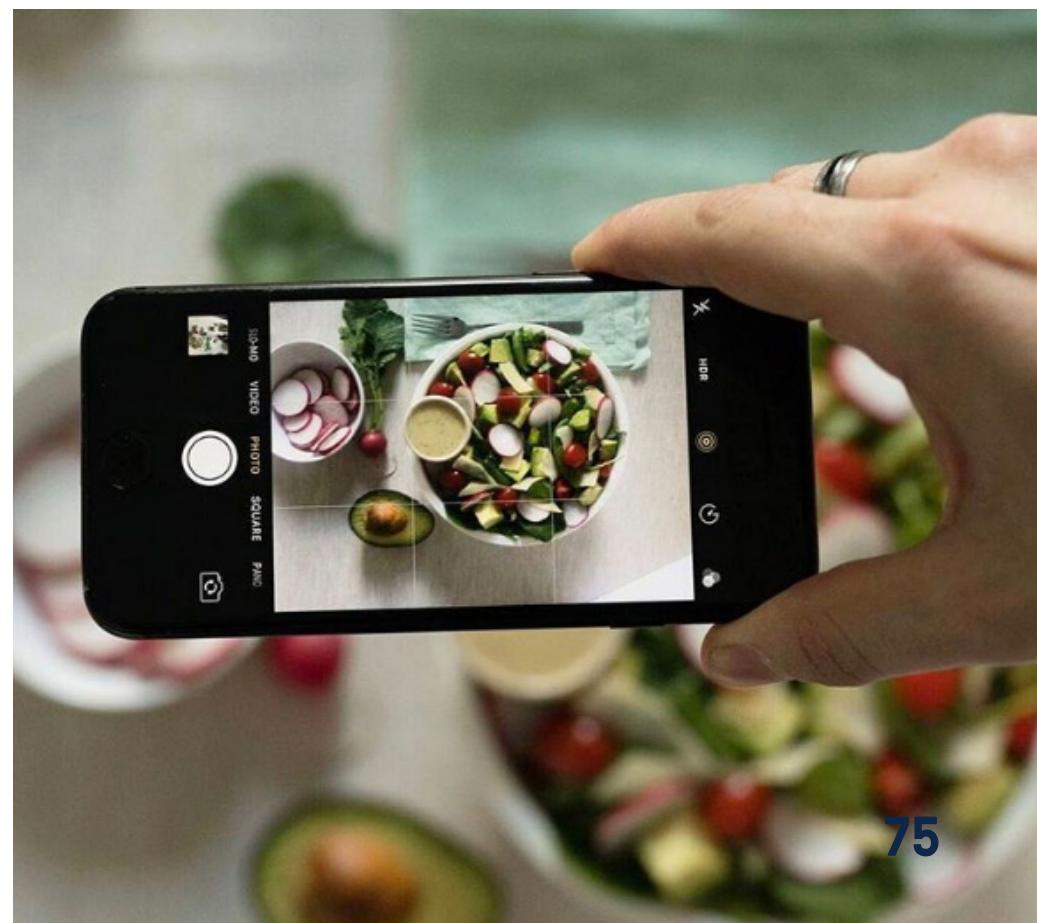
The total cost for the local magazine schedule is \$25,600 with a CPM, expense of one thousand message impressions for the plan, of 12.80. The national magazines have a schedule reach 1+, percent of unique target audience members exposed at least once to the messages in the schedule, of 12.9% and 10,593.2 in thousands. GRPs for the schedule, GRPs equal the sum of all ratings multiplied by the insertions, are 13.0 and have an average frequency of 1.0, which means the number of times target members are reached (1+) by a schedule are exposed to the message. The total schedule cost for the national magazine schedule is \$404,300 with a CPM, expense of one thousand vehicle or message impressions for plans or individual vehicles, of 37.92.

SOCIAL MEDIA ADS AND INFLUENCER MARKETING

Social media marketing is crucial for Just Salad due to research showing 85% of millenials and 75% of Generation X use social media. The platforms that have the most engagement among our target markets for this campaign are Instagram followed by Facebook. The target market for Instagram is ages 18-34, and the target market for Facebook is ages 25-44. Sponsored posts and influencer marketing on Instagram will target specific demographic and geographic groups, driving brand awareness in our core targets. Instagram was also reported to be a top channel through which consumers learned about new restaurants. Our plan allocates \$5,000 per month for Instagram sponsored posts. Sponsored posts on Facebook will also be used to increase reach and frequency among our target. Our plan allocated \$2,500 per month for Facebook sponsored posts. Social media advertising is a cost-effective way to create exposure for your brand. However, using paid posts amplifies the reach and gives the brand complete control over who sees the advertisement, as the brand can set parameters beyond basic demographics.

For influencer marketing on Instagram, we contacted three accounts based in the South Florida area who value the same principles as Just Salad's four pillars. The team allocated \$13,400 for influencers to post a standard post on their Instagram page at different points of the schedule, most importantly around the January Day of Realness event. The first influencer is Julian Diasa (@juliandiasa) who is a fitness trainer from South Florida who shares his workout regime and ways to lead healthy lifestyles with his 67.2k followers. The second influencer is Andrea Duclos (@ohdeardrea) from West Palm Beach who documents her authentic lifestyle as a real

person to her 54.5k followers. The last influencer is Annie Vazquez (@thefashionpoet) who curates content surrounding body positivity, wellness and travel to her 84k followers. These influencers prioritize healthy lifestyles and authenticity in the South Florida community, making for great partnerships for Just Salad. They will assist with optimizing exposure in a authentic way in Just Salad's Realness Served campaign.





RADIO ADVERTISING

Spotify and Pandora were chosen as the two music streaming services due to their high impact, consistent consumer engagement and service popularity within our target markets. Further, both platforms enables the advertiser to select their targeted audience, effectively reaching the desired public. Over a period of 12 months, the monthly cost for each platform would be \$4,000. The ads would run every month for one year, with one ad per month for each streaming service - totalling 12 ads for Spotify and 12 for Pandora.

TRANSIT ADVERTISING

The buses we chose run routes close to the new location in Pembroke Pines. The ads are displayed on 15 different buses each month, and the ad is covering the full back of each bus. The buses we chose are bus 5, 7, and 95e in Broward County. These buses travel on Pines Blvd. which turns into Hollywood Blvd (Bus 7/ 95e), Pembroke Rd (Bus 5), and I-95 (95e). The buses in Broward County cover 400 sq. miles which allows each ad to receive 18,000 impressions per day. We chose to purchase full back bus ads for the first six months of the campaign because we want to increase awareness right when the location opens. We decided to keep the bus ads up for six months without taking them down because of the \$1,000 installation fee. As for the RTS Gainesville bus ads, we will run the queen curb ads from September to November of 2019 because we want these ads up when college students are in town walking to class and on the go. We chose to have 6 ads displayed each month so we can get the 10% discount.



ACTIVATIONS

As for promotions, we developed an idea to immerse Just Salad into South Florida's culture with a food truck. We budgeted \$70,000 for the initial payment of the truck and \$4,063 for monthly upkeep over the 12 month schedule. As for food truck location stops, we suggest to visit the Miami area to expose their demographic to Just Salad where there isn't a permanent location at the moment. As a concept, there are many advantages of selling our product in a rent free location. We want the food truck to be a different experience than visiting our store by offering unique promotions and products that will entice people into visiting our actual location in the future. This versatile pop-up shop is an ideal and trendy way to step up Just Salad's game.

Along with the food truck, we planned a one-day event called Day of Realness at C.B. Smith Park in Pembroke Pines on January 11th, 2020 from 10 am - 5 pm. We allocated \$50,000 of the budget to accommodate everything related to event details and logistics. January's cool weather will encourage the guests to want to enjoy being outside and maintain those New Year's resolutions. The day would begin with Just Salad employees greeting guests with a Realness Test Booth to find out more about their lifestyles and diets. Next, guests will have the opportunity to receive their "Realness Level" and a "prescription" of recommend salads that fit their lifestyle from the Realness test results. Then Orange Theory Fitness would host a bootcamp class for guests to learn more about easy exercises they can add to their workout regime. Just Salad would provide a booth for building custom salad bowls along with opportunities to purchase custom merchandise for the Day of Realness event which will include reusable bowl stickers. This event will help Just Salad become part of the Pembroke Pines community in a memorable way to help guests continue to lead real lifestyles into the new year.





CONTINGENCY BUDGET

A total of \$134,061 was allocated as a contingency budget. As the campaign progresses, Just Salad can monitor which media vehicles are performing better and spend more on what is more effective.

OUT-OF-HOME

For billboard advertising, the total cost is \$50,300. Different from New York City, Floridians do not take public transportation as much, but drive themselves everywhere. The selected billboard locations will resonate with the South Florida target audiences for the Just Salad campaign guiding customers to the new restaurant location along with improving overall brand awareness. Billboard 1 is located on the Palmetto Expressway facing south and has high impressions (rate at 3,438,127/month). Due to this location's high exposure rate, we decided to run billboards three times in the campaign plan starting in September, October and once again in March to keep Just Salad in the minds of South Floridian drivers. Billboard 2 is located on the Florida Turnpike near Pines Boulevard facing south and was chosen because it also had high impressions at 1,939,983/month. This board has a

good chance of intercepting commuters with a likelihood of living near Pembroke Pines. We chose to only run this billboard once in December because of its higher price than the other boards (\$9,500). Billboard 3 is located on Sheridan Street facing east and was selected because of its close proximity to the Just Salad location in Pembroke Pines. We are choosing to run it in July and August to create brand awareness around the opening of the new store during the Summer. It also reaches out to families and students that are going back to school, and has 552,159/ monthly impressions. Billboard 4 is located on I-95 facing north to raise awareness of the Gainesville location. south. The months selected for this billboard is due to the great deal of impressions per month (4,122,707).



MEDIA BUDGET

Budget: 1,200,000	May	June	July	August	September
PRINT					
Ocean Drive Mag(Local)	\$4,000				
Ft Lauderdale Mag(Local)		\$1,600	\$1,600	\$1,600	\$1,600
Eating Well Mag(National)					\$168,800
Womens Health(National)					
RADIO					
Spotify (\$16 per thousand views)	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Pandora (\$12 per thousand views)	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
DIGITAL					
Google Ads (\$1.04-\$1.74CPC)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Buzzfeed (\$10 per thousand views)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Refinery 29 (\$12 per thousand views)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
OUT OF HOME					
Billboard #1 (near Pembroke Pines location)			\$5,400	\$5,400	
Billboard #2 (I-95 WS)				\$9,000	
Billboard #3 (Palmetto)					\$7,000
Billboard #4 (Turnpike, near Pines Blvd.)					
Bus (Full Back) 15ad/ month. instal fee 1k	\$29,850	\$14,850	\$14,850	\$14,850	\$14,850
RTS Gville Bus Queen Curb Side (6ad/month - 10% discount)					\$7,182
SOCIAL MEDIA					
Facebook (\$37 per thousand views)	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Instagram (\$37 per thousand views)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Influencers	\$4,000		\$800	\$1,000	
PROMOTIONS					
Food Truck	\$70,000	\$4,063	\$4,063	\$4,063	\$4,063
Event - Day of Realness					
Merchandise	\$2,175	\$2,175	\$2,175	\$2,175	\$2,175
TOTALS					
Print	\$4,000	\$1,600	\$1,600	\$1,600	\$168,800
Radio	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Digital	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
OOH	\$29,850	\$14,850	\$20,250	\$29,250	\$29,032
Social Media	\$11,500	\$7,500	\$8,300	\$8,500	\$7,500
Promotions	\$72,175	\$6,238	\$6,238	\$6,238	\$6,238
Total Monthly Cost	\$133,525	\$46,188	\$52,388	\$61,588	\$227,570
Contingency - Money allocated to successful media outlets of the campaign					

October	November	December	January	February	March	April	Total Yearly Cost
\$4,000		\$4,000				\$4,000	\$16,000
	\$1,600		\$1,600		\$1,600		\$9,600
							\$168,800
				\$235,500			\$235,500
\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
							\$10,800
							\$9,000
\$7,000					\$7,000		\$21,000
		\$9,500					\$9,500
\$14,850							\$104,100
\$7,182	\$7,182						\$21,546
\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000
\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
	\$800	\$1,000	\$5,000			\$800	\$13,400
\$4,063	\$4,063	\$4,063	\$4,063	\$4,063	\$4,063	\$4,063	\$114,693
			\$50,000				\$50,000
\$2,175	\$2,175	\$2,175	\$2,175	\$2,175	\$2,175	\$2,175	\$26,100
TOTALS							
\$4,000	\$1,600.00	\$4,000	\$1,600	\$235,500	\$1,600	\$4,000	\$429,900
\$8,000	\$8,000.00	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$96,000
\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$96,000
\$29,032	\$7,182	\$9,500	\$0	\$0	\$7,000	\$0	\$175,946
\$7,500	\$8,300	\$8,500	\$12,500	\$7,500	\$7,500	\$8,300	\$103,400
\$6,238	\$6,238	\$6,238	\$56,238	\$6,238	\$6,238	\$6,238	\$190,793
\$62,770	\$39,320.00	\$44,238	\$86,338	\$265,238	\$38,338	\$34,538	\$1,092,039
107,961							

CAMPAIGN EVALUATION

RADIO SPOTS

Spotify and Pandora spots will contain a unique code to use in-app or in-store that will be used to measure new sales generated by those platforms. When unique promo codes are employed in any form of media, they should be tracked in three ways: number of unique users, average dollar spend, and lifetime value added determined by average customers retention and spend rates.

DIGITAL MEDIA

Buzzfeed effectiveness will be tracked by click-through generated from the Buzzfeed spot to our website. Effectiveness of Google Ads can be seen in Google Ads' advertiser page. Its primary measures are click-through and conversion rate. Wasted spend from non-converted clicks should also be tracked. The Google Ads campaign should be audited using Google's Quality Score tool as well as the external AdWords Performance Grader.

OUT-OF-HOME MEDIA

Back of bus ads and Billboard were selected because of the volume of local impressions they produce. Research has proven their effectiveness in driving traffic and increasing brand awareness and recall (Nielsen, 2017). Their direct effects will not be evaluated individually, but will be reflected in the store's foot traffic as well as app downloads.

ACTIVATIONS

Success of the food truck will be measured in dollar sales from the truck, gross margins, and social media impressions from this “grammable” experience. Local gym and business partnerships will be tracked by a unique promo code to be used in-store, and, if unique bowls are produced for the partnerships, number of bowls sold should be tracked.

The pop-up Realness-test tent should be tracked by social media impressions, and by earned media in external media outlets, as well as promo redemptions from the event.

We recommend adding a survey link to the bottom of receipts that gauges how customers learned about Just Salad to further assess effectiveness of each media type. If 15% of the budget went to billboard advertising, a successful result would show a similar proportion of customers reporting billboards as a source of brand awareness. With this survey, the volume and value of customers generated through the campaign can be estimated by generalizing the proportion who responded to the campaign to the entire location’s sales. A successful campaign will generate an initial sales increase with lifetime customer value exceeding the cost of the campaign.

PRINT MEDIA

Full page magazine ads provide enough space to direct potential customers to the Just Salad app. Their success should be measured by app downloads using the magazine-specific promo code. Similar to the outdoor ads, the magazine ads will drive traffic and increase brand awareness even among those who do not act on downloading the app. Editorial coverage of Just Salad in Fort Lauderdale Magazine and Ocean Drive Magazine will likely inspire coverage in other publications. Editorial coverage should be tracked with estimated reach of each published story. Each story should be coded for themes and analyzed.

SOCIAL MEDIA

We will monitor our social following from the release of the campaign to the end of the campaign. We will do this through the analytics feature that comes with a business account on Facebook and Instagram. Follower count and growth rate will be tracked along with like and comment count on Instagram and Facebook. Instagram influencer effectiveness will be assessed by looking for a statistically significant increase in follower count on Just Salad’s page in the 3-day period following their promotion. Engagement on the influencer’s page with the Just Salad post will also be analyzed through a site that can track engagement, like Social Bakers.



CREDITS

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All artwork and photography can be downloaded at:
tinyurl.com/UM-JustSalad



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**THANK
YOU**

