



Portfolio 2016

# CONTENTS



1 Wynwood Waffle Bar

2 So Fit

3 Lincoln Road



4

Pasion Del Cielo

5

Newsstand

6

Sources



WYNWOOD WAFFLE BAR



# OVERVIEW

Wynwood Waffle Bar is a new cafe located in Miami, Florida that serves a variety of gourmet waffles and adult milkshakes. WWB will be set to open summer of 2016 and brings a popular southern breakfast item to south Florida. Wynwood Waffle Bar reinvents waffles into sweet and savory dishes to attract the culturally diverse city. The full service bar serves alcoholic milkshakes as well as craft cocktails. As a new addition into the Wynwood neighborhood social media and guerilla marketing will be used to effectively garner the attention of Miami locals.

# TARGET



Miami, FL



**18-45**

Male & Female



**\$30K +**

Income



Artisitic



Foodies



Active



The current domestic breakfast market is worth \$65 billion. In eight years it is predicted to swell in value to \$83 billion.



Quick service restaurants were up **21%** and accounted for 22% of the breakfast menu items.



Fine dining, upscale, gourmet and fast casual collectively have had an 81% increase of breakfast menu items.



Frozen waffles, pancakes, and french toast, a \$1.2 billion category, have jumped 4.5 % over 5 yrs.



In 2014, there were 39,325 eating and drinking places in Florida.



Florida's restaurants sales are projected to increase by 22.4% by 2025.



**\$52.7 B**

Eating and drinking place sales totaled \$52.7 billion in a seasonally-adjusted basis in Sept. 2015.

# COMPETITORS



Wynwood Diner opened its doors in early 2015. Wynwood Diner serves diner style food, at a reasonable price compared to other restaurants in the neighborhood.



Kush Wynwood opened in 2014 and has been a popular restaurant due to its selection of beers and chicken and waffle entree. Kush markets to locals, yet their prices are somewhat high.



Founded in 1958, IHOP is a multinational restaurant chain that specializes in breakfast foods. It is owned by DineEquity, with 99% of the restaurants run by independent franchisees.

# OBJECTIVES

Reach over 5k active followers on Instagram and Facebook within 6 months

Maintain a 4 and above star rating on Yelp and Google reviews

Attract local publications, and get featured in Miami New Times and other popular food blogs

# STRATEGY

Use Guerrilla marketing and digital media to stand out amongst other businesses in the neighborhood.

# MARKETING MIX

## PRODUCT

### Gourmet Waffles



Sweet - Choice of chocolate chip, strawberry, banana, buttermilk, and apple cinnamon waffle. With topping choice of fresh seasonal fruits , nuts, and whipped cream.



Savory - Choice of corn flour, buttermilk, basil, sea salt & pepper, squash, zucchini, and 3 cheese waffle. With topping choice of pork belly, cheese (feta, mozzarella, manchego), tomato, basil, chilli, fried chicken, avocado, bacon, and sour cream.



Waffle Burgers  
Waffle Sandwiches



Alcoholic milkshakes



Craft beer and cocktails

## PRICE



## PLACE

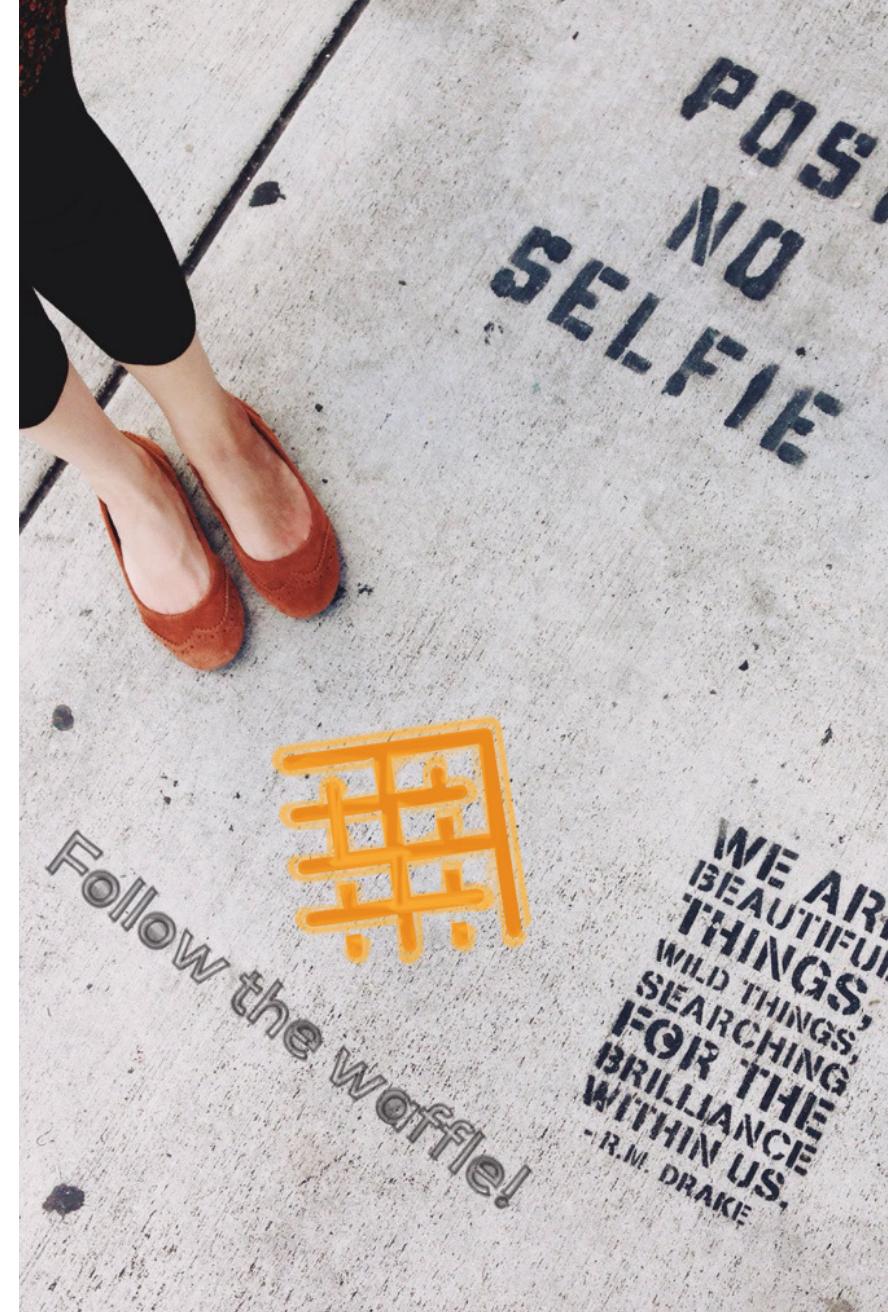


Wynwood - Miami, FL

## PROMOTION



PR, Guerilla, Social Media



Street art - Street stencils will lead the way to the cafe. Wynwood is popular for its street art and graffiti. Locals and visitors find stencils on the ground intriguing, this is assumed due to wynwood art hashtags on Instagram. Street stencils with the logo, leading the way to the cafe can increase foot traffic and followers on Instagram.

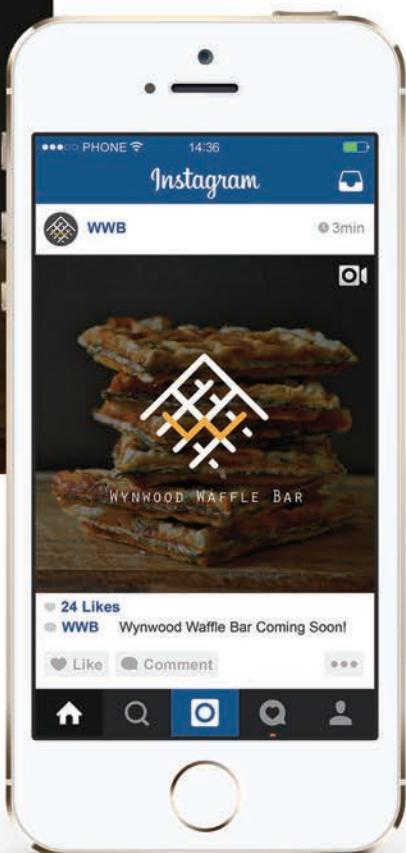


Facebook ads and posts - Ads displaying gourmet waffles will be targeted to desired consumers. The CPC budget will be set to reach enough followers and reach the marketing goals. Posting on facebook will be scheduled throughout times that will result in consumer engagement.





Instagram ads and posts - Ads displaying gourmet waffles will be targeted to desired consumers. Posts will include customer images, peek into kitchen staff and preparations, bartenders new drinks, and overall lifestyle content. Instagram helps create a voice and atmosphere for WWB.



Promotional items - Novelty pin buttons are inexpensive promotional items that will be kept at the bar for bartenders to hand to customers. These items work for brand exposure and will also be handed out at opening night.





So  
Fit



# OVERVIEW

So Fit is a new line of clothing for Muslim women who are professional and amateur athletes, available for purchase through the online store. So Fit offers a collection of hijabs, modest athletic wear, and accessories made from materials that are comfortable and conform to Muslim values.

# TARGET



Ecommerce



18-40



\$80K +



Muslim



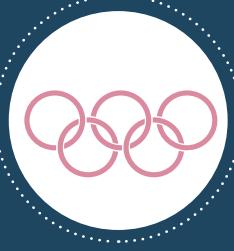
Athletic



Educated



In 2007 FIFA overturned their ban on women playing football with their heads covered.



2012 was the first year Muslim women were allowed to compete in 36 sports in the Olympics.



While 30% of women play sport, that figure drops to 17% for Muslim females



The global sports apparel market which includes women's active wear is set to grow to \$178 billion by 2019



Almost half of Muslims living in America, 69% say religion is very important in their lives.



Muslims currently make up approximately 0.9% of the U.S. adult population, or 1.8 million Muslim adults



Islam will become the second-largest religious group in the United States by 2050



The popularity of sportswear continues to increase in the US and sports apparel increased in current value since 2014.

# COMPETITORS



Adidas was founded on August 18, 1949 by Adolf Dassler and is the second largest sportswear manufacturer in the world after NIKE.



NIKE, Inc., incorporated on September 8, 1969, is engaged in the design, development, marketing and selling of athletic footwear, apparel, equipment, accessories and services.



Under Armour, Inc. is an American sports clothing and accessories company. The company is a supplier of sportswear and casual apparel

# OBJECTIVES

Convert 30% of web banner clicks into \$500k in sales throughout the first year.

Reach a total of \$1 million in online sales from direct web visits in the first year.

# STRATEGY

To support Muslim women who wear hijabs in sports by creating a campaign to support Muslim female athletes

# MARKETING MIX

## PRODUCT

Sportswear



Hijabs



Bottoms



Tops



Accessories

## PRICE

\$25-\$200

## PLACE



Online, Ships worldwide

## PROMOTION



Magazine



Billboard



Commercial, Banner



Google AdWords

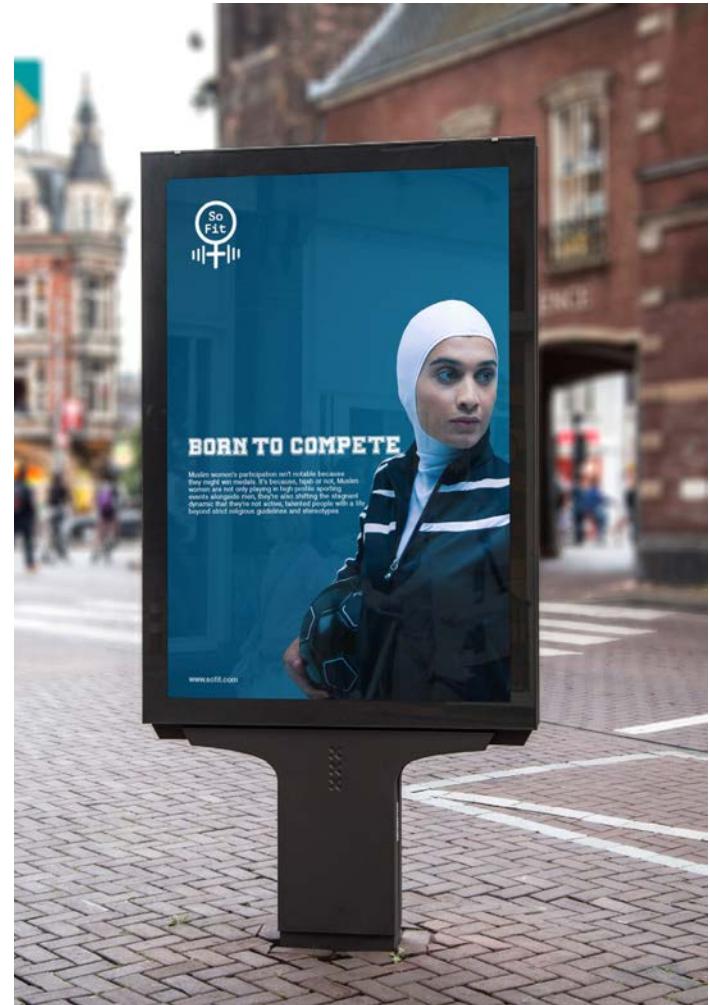
Muslim women's participation isn't notable because they might win medals. It's because, hijab or not, Muslim women are not only playing in high-profile sporting events alongside men, they're also shifting the stagnant dynamic that they're not active, talented people with a life beyond strict religious guidelines and stereotypes.



Hijab or not, Muslim women are shifting the stagnant dynamic that they're not active, talented people with a life beyond strict religious guidelines and stereotypes.



Mobile banner ads will be placed on music sites such as Pandora. This is a great opportunity for athletes during training or workouts to see the ad while listening to music.



Billboards will be placed in medium to high traffic zones near universities with a high percentage of Muslim students. University of San Francisco, Stanford University and Hawaii University have a high population of Muslim students. Chicago, Detroit, and Washington DC are cities with a high population of Muslim men and women.

So Fit commercial will be advertised on Hulu. The commercial will show a muslim woman in So Fit active wear practicing various sports. Showing that being a muslim woman does not take away from someones passion to compete in sports.



Banner ads will be placed on bbc.com and espn.com. BBC not only covers international news but also sports. ESPN covers international male and female sports as well as other health and fitness topics.



# OVERVIEW

Lincoln Road is a pedestrian only promenade in South Beach. Located between Alton Road and Washington Avenue, Lincoln Road offers unique shopping, sidewalk bars, galleries, fine dining and street performers. The purpose of his campaign is to reposition Lincoln Road as a young sophisticated outdoor entertainment experience. This will require developing a new brand image and personality for Lincoln Road that can help increase the shopper traffic.

# TARGET



Miami, FL



Male - Female



Income



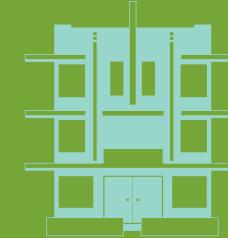
Race- All



Travelers



Educated



Visitors continue to travel to Greater Miami and the Beaches primarily for leisure/vacation purposes, making up 73.7% of the visitor market in 2013.



In 2013 overnight visitors spent an estimated record \$22.8 billion in direct expenditures in Greater Miami and the Beaches



A record of 14.2 million visitors that spent at least one night in Miami, a +2.2% increase over 2012.



An estimated two-thirds of the U.S. gross domestic product (GDP) comes from retail consumption.



Worldwide, total retail sales were more than \$22 trillion in 2014, according to a report from eMarketer.com.



In 2014, there were 39,325 eating and drinking places in Florida.



In 2015, Florida's restaurants are projected to register \$36.4 billion in sales.

# COMPETITORS



Opened in May 2006 in Brickell, the mall is only two blocks of Miami Avenue. There are many upscale bars and restaurants and stores.



The Falls is an open-air shopping mall in Kendall, Florida. The mall has over 100 upscale stores



CocoWalk is an upscale lifestyle center in the Coconut Grove neighborhood of Miami, Florida. The center has over thirty stores and services

# OBJECTIVES

# STRATEGY

The “Freedom is..” campaign signifies the freedom one has to choose among different restaurants, stores, and entertainment venues. Each ad will focus on a different aspect of what Lincoln Road has to offer. i.e, “Freedom is Shopping”, “Freedom is Music”, “Freedom is Art”. The logo was also changed to adapt to a younger and sophisticated target, adding the year of its conception shows that Lincoln Road is credible, successful and here to stay.

Increase and maintain active audience on Facebook and Twitter, within 3 months

Reaching a total of 7,000+ likes on Facebook

Reaching a total of 3,000+ followers on Twitter

# MARKETING MIX

## PRODUCT

Lincoln Road Mall



## PRICE

NO COST

## PLACE



Miami Beach, FL

## PROMOTION



Facebook



Magazine



Instagram



Promo item

S

- Close to ocean Drive
- Lots of restaurants
- Various retail stores
- Diverse entertainment (music, street performers, cinema, bowling, art venue) Caters to both affordable and high-end consumers

W

- Under-construction stores
- Poor maintenance of fountains
- Lack of information center
- Restaurant outdoor seating causes a narrow walk way

O

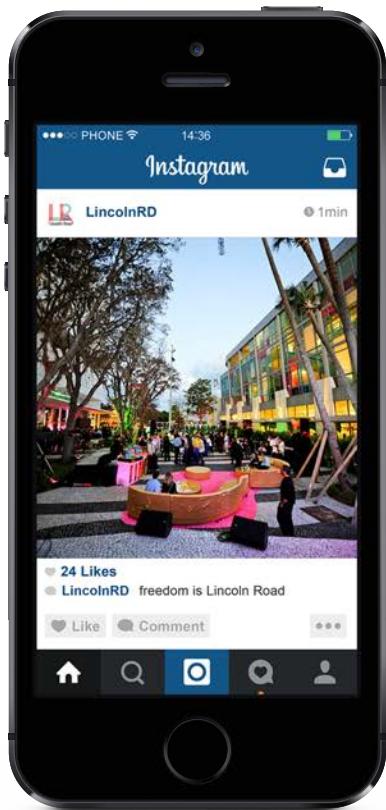
- Shuttle services from top Miami destinations i.e. Aventura to Lincoln
- Road Expansion to continue businesses on Lincoln Road
- Creating a international presence

T

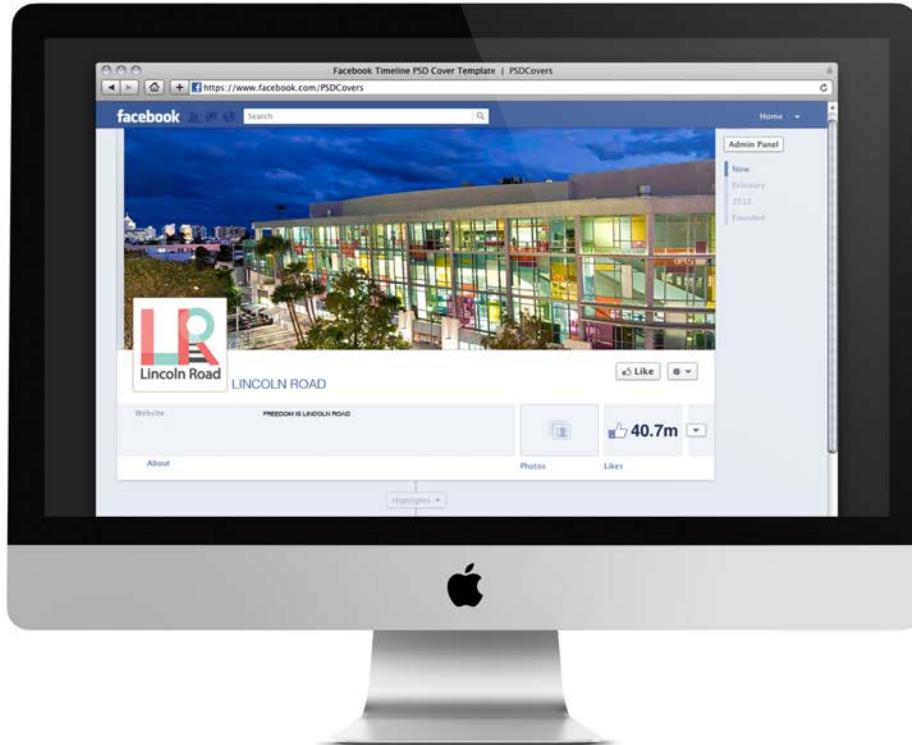
- Weather
- Restaurant and retail reviews
- Limited space for new businesses
- Economy downfall slow tourist traffic



Ads in local magazines will attract customers to shop and dine at Lincoln Road mall.



This outlet can help Lincoln Road in reaching the target market by presenting Lincoln Road as a sophisticated lifestyle center with many pictures of people enjoying themselves.



The simple modern T-shirt is a great way of creating brand awareness among tourist. Having the content on the shirt clarifies what Lincoln Road is.

Facebook helps Lincoln Road to share information about stores, restaurant, art and events.



# OVERVIEW

Pasion del Cielo is a coffee shop that opened in Miami in 2013. They offer coffee from 11 countries in all of their 5 locations. With their increasing popularity, and their far more recognizable competitors, making a minor change to the logo can help increase recognition and engagement. A cost effective way to reach the target market would be through a six month digital campaign.



Coffee is worth over \$100 billion worldwide

# TARGET



Miami, FL



Male - Female



Income



Hispanic, Caucasian



Cultural



Coffee Lovers



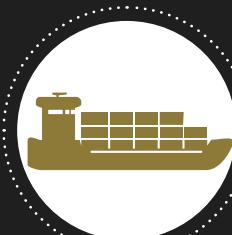
Coffee shops make up the fastest growing part of the restaurant business, checking in with a 7% annual growth rate



Worldwide, we drink over 500 billion cups of coffee every year



67 percent of the world's coffee is grown in the Americas alone.



Coffee exporting alone is a \$20 billion dollar industry



Americans consume 400 million cups of coffee per day, or equivalent to 146 Billion cups of coffee per year.



American consumers spent on average 21.32 USD on coffee per week.

# COMPETITORS



Starbucks is an American coffee company and coffeehouse chain based in Seattle, Washington. It is now the largest coffeehouse company in the world.



Dunkin' Donuts is an American global doughnut company and coffeehouse chain based in Canton, Massachusetts in Greater Boston.



Based in Miami, Panther coffee is a wholesaler, coffee roaster and retailer. They offer hot and cold brew coffees.

# OBJECTIVES

Increase followers on Instagram and Facebook by 30% within 6 months

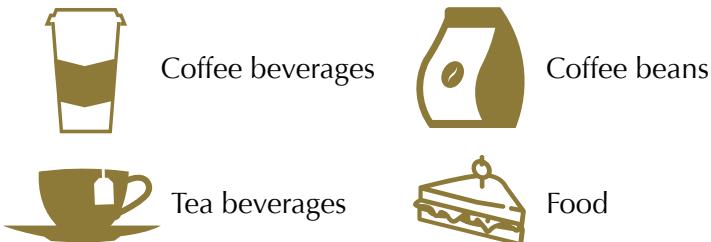
Increase engagement with followers by 15% within 6 months

# STRATEGY

Use digital media to promote a special, and show the creativity taken into making coffee

# MARKETING MIX

## PRODUCT



## PRICE

\$2-\$12

## PLACE



Miami, FL

## PROMOTION



Malls



Coral Gables, FL



Facebook Ads



Instagram Ads

- Offer coffee from around the world, 11 countries
- Located in key areas of Miami, such as the design district
- Offer a selection of hot and cold coffee and tea drink
- Can be ordered online

S

- Brand is not very recognisable
- Pasion del cielo is a younger brand and consumers do not have brand loyalty
- Using a video platform for their web commercial that is not popular amongst consumers

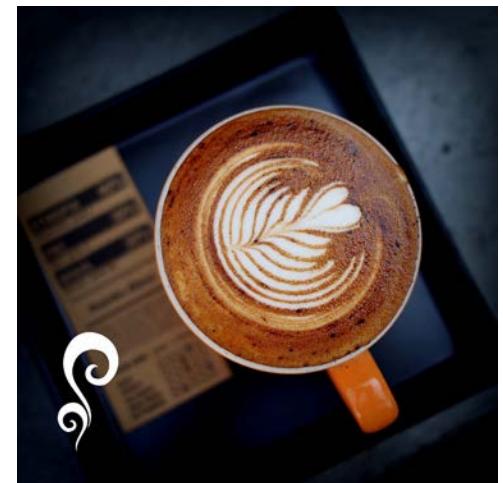
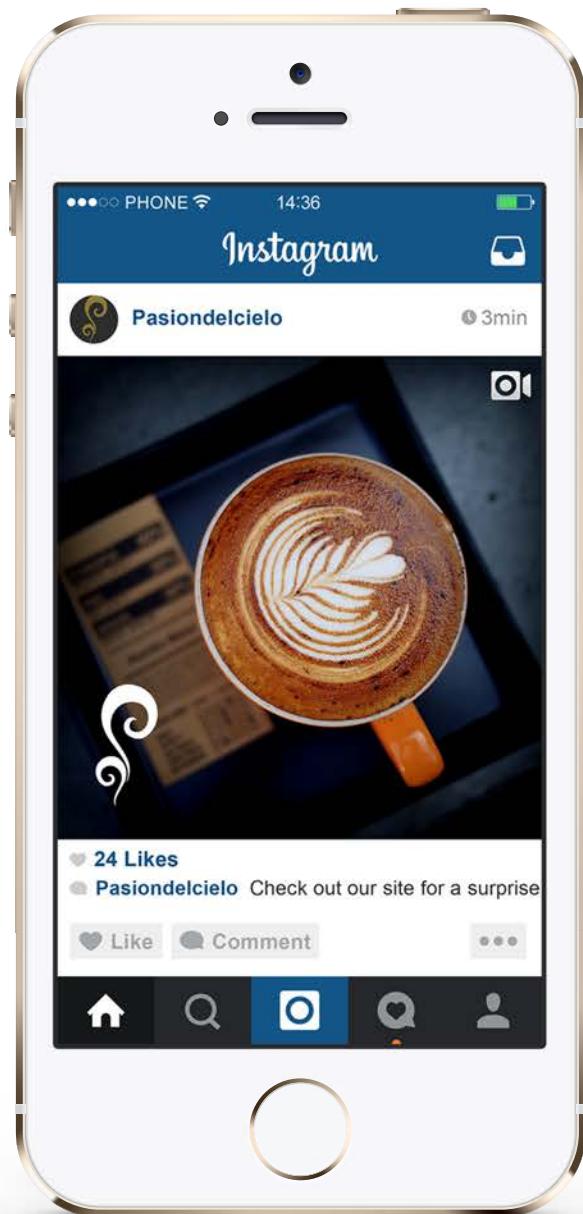
W

- Expand outside of Miami
- Create greater presence through social media
- Distribute coffee through super markets
- Distribute ready to drink coffee through the country

O

- Trading laws with countries providing coffee can affect distribution and cost
- Located near Starbucks, it is more popular and more recognizable brand

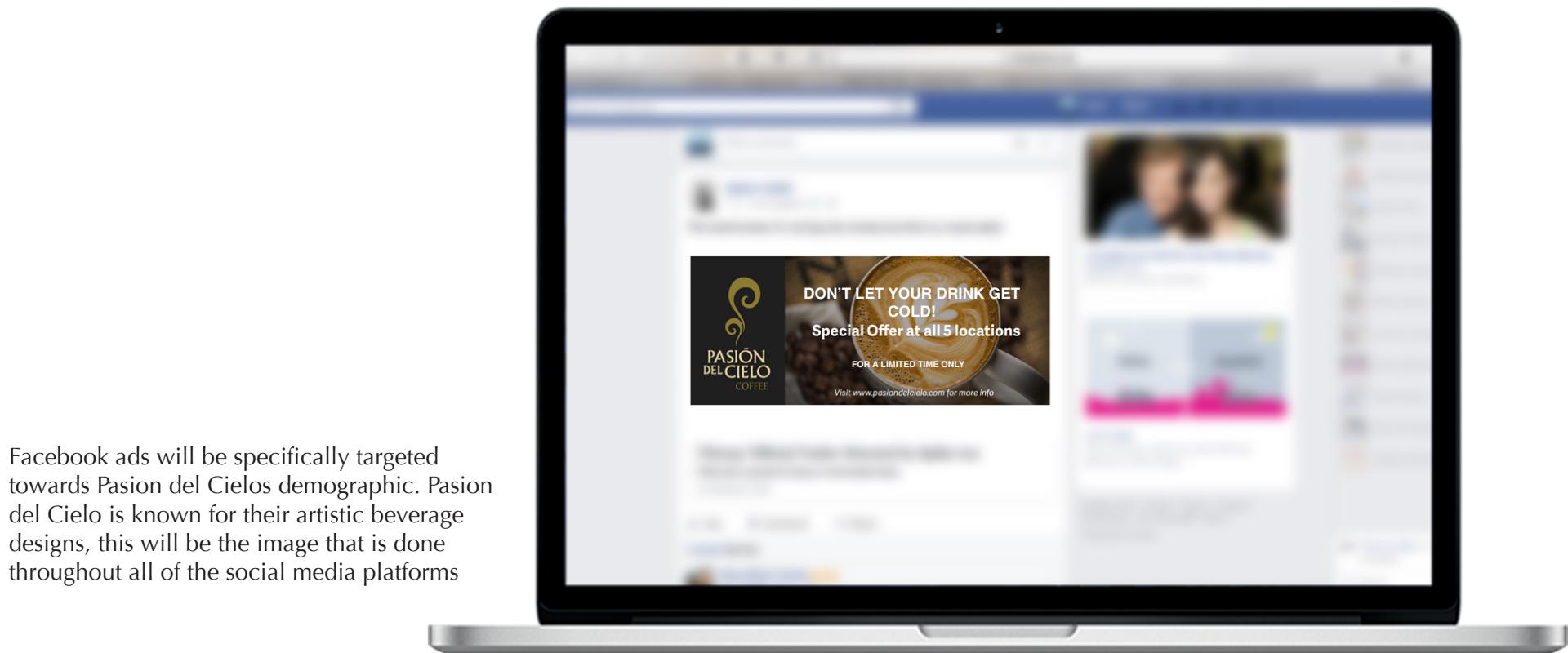
T



Instagram Video Ad will showcase the appetizing beverages with their designs and a short video on how they are created. Instagram allows for brands to create ads to increase web page traffic, this will lead the consumer to the webpage where they can order during the special.



Facebook Posts will be scheduled weekly to keep customers informed of new beverages, specials and offers.



Facebook ads will be specifically targeted towards Pasion del Cielos demographic. Pasion del Cielo is known for their artistic beverage designs, this will be the image that is done throughout all of the social media platforms



NEWSSTAND

28

Maker's  
Mark

WHISKY

Handmade

10

RUSSELL'S

BOURBON

# OVERVIEW

28Newsstand is a concert venue and local bar that specializes in craft cocktails. Located in the design district of Miami, Newsstand attracts customers with a weekly lineup of local musicians. The purpose of this campaign is to promote a new beer tasting weekly happening. By using social media Newsstand will effectively reach the target at a very low budget.

# TARGET



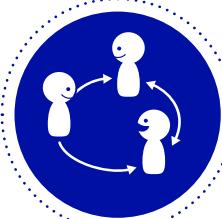
Miami, FL



Male - Female



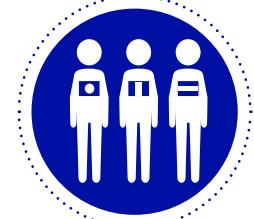
Income



Social



Alcohol Drinker



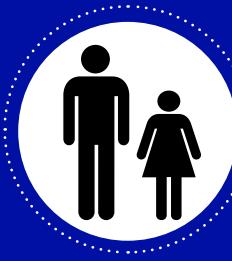
Multicultural



U.S. beverage alcohol dollar sales are more evenly split with offpremise accounting for 53% and on premise for 47%. Both channels growing 1%.



As of 2015, 1,128,089 Barrels of Craft beer produced per year in FL



The average consumer order 2.3 drinks per occasion with males ordering more than females and Millennials ordering more than the older consumers.



Sales share of beer and ale in bars and nightclubs value 42% of alcohol beverages



65% have ordered wine at a restaurant or bar in the past 30 days with 64% ordering the highest quality wine at the best price



Miami fared best as a market, with a 10.3 % increase in total beverage alcohol sales.

# COMPETITORS



Wood Tavern is located in the town of Wynwood, Florida, the bar is known for inexpensive drinks, regular specials, and weekly music events.



Gramps is located in Wynwood. The bar specializes in craft cocktails and occasional DJ's, their dance space makes it a venue to socialize and have fun.



Cafeina is a bar and lounge in Wynwood that provides guests with live music, a tapas menu and craft cocktails in their indoor and outdoor venue.

# OBJECTIVES

Increase sales by 20% on first night of beer tasting event

Increase followers on social media by 20%

Increase engagement with followers by 50%

# STRATEGY

Use social media to increase visibility to increase awareness of new drink special.

# MARKETING MIX

## PRODUCT

28Newsstand Beer Tasting Thursdays Event



NEWSSTAND



## PRICE



12 Beers for \$30

## PLACE



Newsstand - Miami, FL

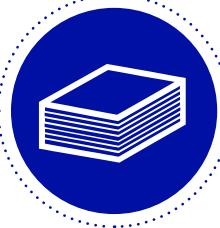
## PROMOTION



Facebook



Instagram



Flyer

# MEDIA PLAN

## FACEBOOK \$100/Month

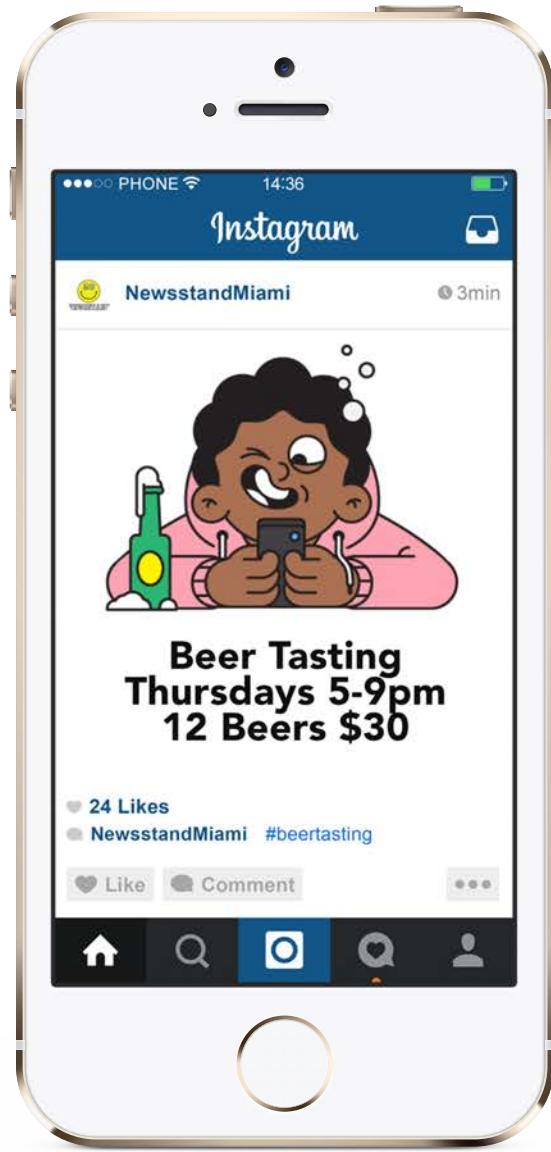
This budget will be allocated to boost posts so that consumers see them at the top of their feed. Posts will be paid for 3 months.

Week 1	Post Tuesday & Thursday - boost for \$12.50
Week 2	Post Wednesday & Thursday - boost for \$12.50
Week 3	Post Tuesday & Thursday - boost for \$12.50
Week 4	Post Wednesday & Thursday - boost for \$12.50

## INSTAGRAM \$60/Month

This budget will be allocated to show sponsored content in users instagram feed. Posts will be sponsored for 3 months.

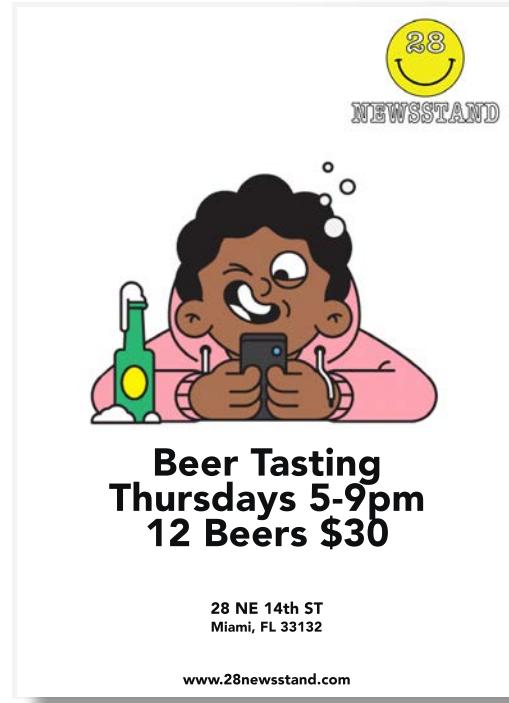
Week 1	\$15 for Wednesday evening post
Week 2	\$15 for Thursday morning post
Week 3	\$15 for Wednesday evening post
Week 4	\$15 for Thursday morning post



This lifestyle outlet will promote the venue and events by featuring photos from weekly happenings.



Event invites, photos, drink specials and feedback are a few of the tactics to reach consumers through Facebook.



Flyers will be placed on parked cars, handed to customers and given to local businesses.

# SOURCES

Sources Goldschein, E. (n.d.). 11 Incredible Facts About The Global Coffee Industry. Retrieved January 25, 2016, from <http://www.businessinsider.com/facts-about-the-coffee-industry-11>

Coffee Shop. (n.d.). Retrieved January 25, 2016, from <http://www.sbdcnet.org/small-business-research-reports/coffee-shop>

Industry Facts and Trends. (n.d.). Retrieved January 25, 2016, from <http://www.hoovers.com/industry-facts.coffee-shops.1837.html>

Newswire . (n.d.). Retrieved January 29, 2016, from <http://www.nielsen.com/us/en/insights/news/2014/breakfast-still-the-most-important-meal-of-the-day.html>

Foodservice Breakfast Trends in the U.S., 2nd Edition. (n.d.). Retrieved February 29, 2016, from <http://www.prnewswire.com/news-releases/foodservice-breakfast-trends-in-the-us-2nd-edition-271741861.html>

A new era for the evolving Lincoln Road. (n.d.). Retrieved October 15, 2015, from <http://www.miamiherald.com/news/business/biz-monday/article1966425.html>

Population estimates, July 1, 2015, (V2015). (n.d.). Retrieved December 15, 2015, from <http://quickfacts.census.gov/qfd/states/12/12086.html>

2016 Retail Industry Snapshot: Overview Stats, Facts, Research & Data. (n.d.). Retrieved December 15, 2015, from <http://retailindustry.about.com/od/statisticsresearch/p/retailindustry.htm>

The 2015 Pizza Power Report. (n.d.). Retrieved January 10, 2016, from <http://www.pmq.com/December-2014/Pizza-PowerThe-2015-Pizza-Power-Report/>

Athletic Lifestyles Keep Apparel Sales Healthy. (2015). Retrieved January 22, 2016, from <http://www.morganstanley.com/ideas/global-athletic-wear/geared-for-growth>

Research: Market Research - USA Activewear Market Research Report 2015 | WeConnectFashion. (n.d.). Retrieved January 22, 2016, from <https://www.weconnectfashion.com/articles/usa-activewear-market-research-report-2015>

Simpendorfer, B. (n.d.). The Next 1.7 Billion Consumers; Selling To The Muslim World. Retrieved January 23, 2016, from <http://www.forbes.com/sites/bensimpendorfer/2015/04/17/muslim-consumers-and-digital-gummies/#44d8f58732d8>

Muslim Population in U.S. to Double by 2050, Study Shows. (2015). Retrieved January 22, 2016, from <http://www.breitbart.com/big-government/2015/12/10/muslim-population-u-s-double-2050-study-shows/>

The Future of World Religions: Population Growth Projections, 2010-2050. (2015). Retrieved January 23, 2016, from <http://www.pewforum.org/2015/04/02/religious-projections-2010-2050/>