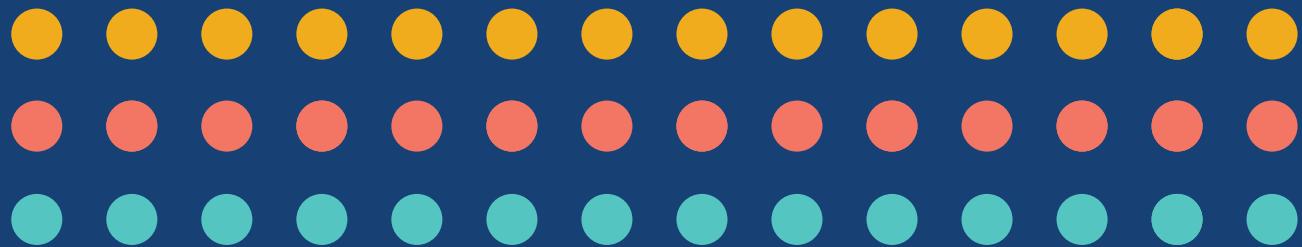




ADVERTISING PLAN

Summer 2023



~~TEAM B?~~

TEAM BISCUIT



JONAH
SEGREE



ERIN
OBERLANDER



SAM
HEBESTREIT



KATHERINE
BARR



CARALINE
BAKER



CLAY
BISHOP



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INTRODUCTION

CAMPAIGN SUMMARY

The campaign's goal is to create brand awareness in the four new locations throughout three states and to introduce new healthy and lunch-esque offerings.

BUDGET - \$25,000

TIME FRAME

The campaign will run through May and part of June, with ads running one week in advance of the new store openings and four weeks after.

TARGETED CITIES

Lexington, Kentucky (Fayette County)

Raleigh, North Carolina (Wake/Durham County)

Charlotte, North Carolina (Mecklenburg County)

Chesapeake, Virginia

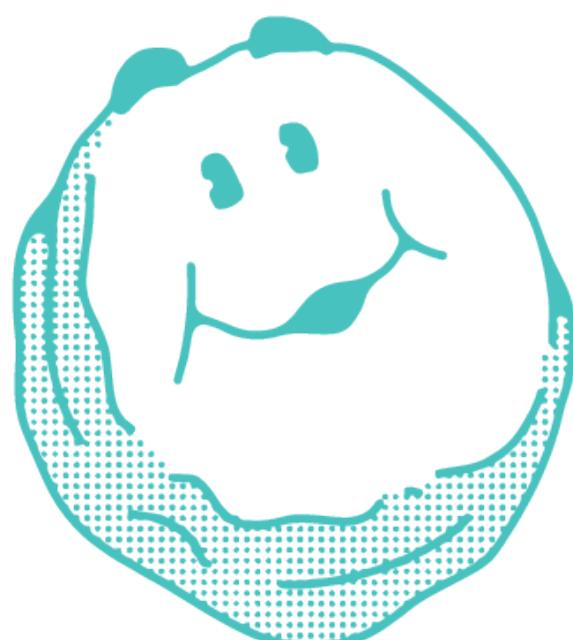
TARGET AUDIENCE

Has a dual income of \$50k - \$70k

0 - 1 Children

Hard working professionals & those who enjoy traveling, and are adventurous

Years of Age: 26 - Mid 40's





SWOT ANALYSIS

STRENGTHS

- High quality scratch-kitchen food
- Quick service combined with sit-down atmosphere
- Fun, friendly, Southern brand image

WEAKNESSES

- High prices make consumers consider Biscuit Belly only for special occasions
- Current menu lacks "healthy" options

OPPORTUNITIES

- Expanding the menu to include lunch captures a new market, and allows loyal customers another time of day to eat at Biscuit Belly

THREATS

- Our competition is perceived as "healthier"
- Competition is more established

GOST

GOALS

- Create awareness for new locations
- Create awareness for new lunch items in existing markets

OBJECTIVES

- Increase store traffic/number of orders
- Bring back past customers who have stopped eating at Biscuit Belly with new items
- Increase frequency of visits

STRATEGIES

- Digital first strategy with Facebook and Instagram as our primary media, supported by coupons and outdoor floor decals

TACTICS

- Two stage social media campaign
 - Stage 1: Introduce the brand to new markets
 - Stage 2: Introduce new items to existing markets
 - Geo-target stage 1 to new location zip codes and stage 2 to established locations
 - Email coupons/offers to customers Biscuit Belly has ‘lost’ offering a discount for the new lunch items.

CREATIVE BRIEF

WHAT DO WE WANT TO ACCOMPLISH?

Introduce new lunch items to the public, increase business traffic, increase awareness; goal is to be more frequently considered when people think of brunch.

WHO ARE WE TARGETING?

People with dual income of \$50,000-\$70,000 who are ages 26-45 and have 0-1 kid. They enjoy traveling, trying new things, and are adventurous.

WHAT DOES THE TARGET AUDIENCE THINK NOW?

They think of Biscuit Belly as being expensive, competitors give better value, and view it as a place to celebrate "special" events.



CREATIVE BRIEF

WHAT DO WE WANT THEM TO THINK?

Ideally, we want them to think that BB offers southern hospitality. We want Biscuit Belly to be one of their go-to options because of our high-quality breakfast and lunch offerings, as well as healthier options.



FEATURES AND BENEFITS

Food and biscuits made fresh daily
High quality items are created by the BB chefs

Southern inspired breakfast food
Healthier options

CAMPAIGN MESSAGE IN A SINGLE SENTENCE

Biscuit Belly is a playful and offbeat restaurant with hearty breakfast biscuit sandwiches and wholesome lunch options.



CREATIVE EXAMPLES

STAGE ONE: INTRODUCE BRAND

PRE-OPEN

Let consumers know that a location will be opening soon

Introduce quirky brand image using biscuit man

Show value of product i.e. large portions

POST-OPEN

Allow customers to order online

More of the biscuit man

SOMETHING BIG IS COMING

Biscuit Belly

[LEARN MORE](#)

IT'S A BISCUIT PARTY

[ORDER ONLINE](#)

CREATIVE EXAMPLES

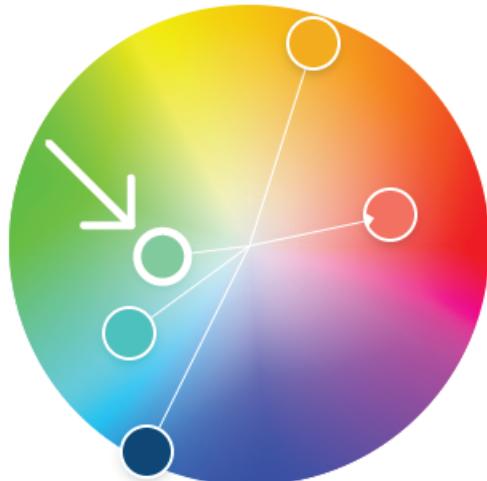
STAGE TWO: LUNCH ITEMS

**STILL
DAMN GOOD**

Establishes that the new lunch items are unique

Makes it clear that they still share the same level of quality

Still proudly a Biscuit Belly product



**LIGHTER
BRIGHTER
STILL DAMN GOOD.**

TRY OUR NEW LUNCH
MENU TODAY

ORDER ONLINE

NEW COLOR

Sets new items apart visually
Compliments existing palette
Green has a health connotation



FLOOR DECALS

A CHEAPER ALTERNATIVE TO
OUTDOOR ADVERTISING





COMPETITORS



LEXINGTON, KY

First Watch, Zeggs, Wild Eggs, Tudor's Biscuit World, Maple Street Biscuit Company

RALEIGH, NC

First Watch, Flying Biscuit Cafe, Biscuit Heaven, Biscuitville, Rise, **Another Broken Egg Cafe**

CHARLOTTE, NC

Another Broken Egg Cafe, Flying Biscuit Cafe, Eddies Place, Snooze an A.M. Eatery, Famous Toastery of Dilworth, Littlespoon Eatry, Ruby Sunshine, **First Watch**, Cafe Monte, JP Charlotte, Maple Street Biscuit Company, Vicious Biscuit, Tiny Biscuit, Biscuitville

CHESAPEAKE, VA

Huddle House, The Egg Bistro, The BEE and The Biscuit, D'Cracked Egg, **First Watch**



White = Other Breakfast Competitors
Red = Top Competitors

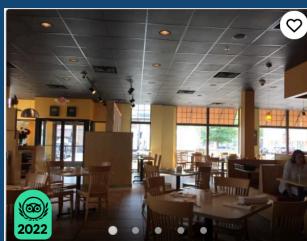
COMPETITOR ANALYSIS

OUR STRENGTHS

- 2022 Travelers' Choice on Trip Advisor
- Shorter Presence, yet Biscuit Belly still appears before mainstream breakfast restaurants

THEIR STRENGTHS

- Competitors are presented before Biscuit Belly.
 - (5 Wild Eggs & 2 Zeggs Before Biscuit Belly)
- More Established (Longer Presence)
- More Locations throughout KY, NC, & VA
- More Accessible
- Strong Brand Recognition/Association



2. Wild Eggs

555 reviews · Closed Now
American, Cafe · \$\$ - \$\$\$ · [Menu](#)

"Love Wild Eggs. Disappointed today."
"Great for Breakfast or Brunch"

[Order online](#)



3. Wild Eggs

806 reviews · Closed Now
American, Cafe · \$\$ - \$\$\$ · [Menu](#)

"Early morning volleyball start"
"Best Buffalo Chicken Omelette"

[Order online](#)

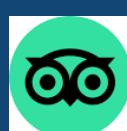


4. Wild Eggs

446 reviews · Closed Now
American, Cafe · \$\$ - \$\$\$ · [Menu](#)

"Wild Eggs is delicious!"
"Love their breakfast and bloody Marys!"

[Order online](#)



Tripadvisor



11. Biscuit Belly

87 reviews · Closed Now
Quick Bites, American · \$\$ - \$\$\$

"What Breakfast? Go here RIGHT NOW!"
"Worth the wait!"

[Order online](#)

- The Price Point is Equal
- Same Rating (4.5/5 Stars)



MEDIA MIX

FACEBOOK ADS/INSTAGRAM ADS

Posts promoting the new lunch menu items, reposting customer content, influencer content, and giveaways.

INFLUENCER EVENTS

Have a behind the scenes brunch! Give a tour of the kitchen, meet the chef, and influencers will enjoy a fabulous brunch.

SAMPLING

Sample to surrounding businesses in each location.

GIVEAWAYS

Include exclusive discounts and a breakfast before opening.



INFLUENCERS

LEXINGTON, KY

- @glitterandingham
- @ottestyle
- @lexeats
- @lexfoodguide
- @ukathletics

CHESAPEAKE, VA

- @pitmastercheez
- @lulabright
- Magazine: Chesapeake Family Life
- Chesapeake Bay Magazine
- Visit Chesapeake Virginia
- Blog: The Tasty Escape

RALEIGH AND CHARLOTTE, NC

- Blog: Fest and West
- Triangle Food Blog
- Blog: Slice of Jess
- eatRaleigh Blog
- NC Triangle Dining



SAMPLING LOCATIONS

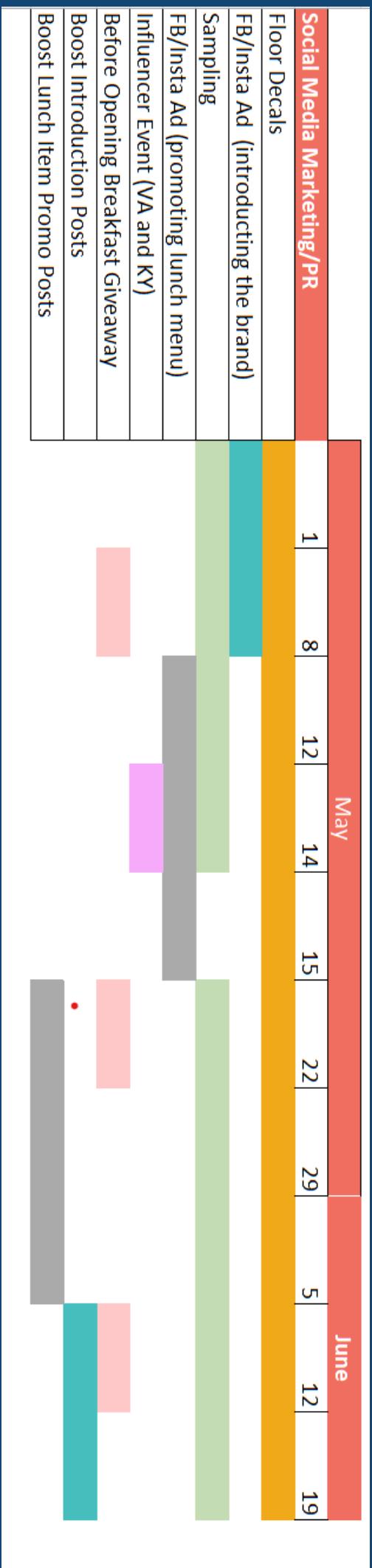
LEXINGTON, KY

- University of Kentucky
- Keeneland
- Fayette Mall
- Albert B. Chandler Hospital
- Idle Hour Country Club

CHESAPEAKE, VA

- Greenbrier Mall
- Chesapeake Reg'l Medical Ctr
- Ocean Tumblers Gymnastic School

MEDIA SCHEDULE



MAY BREAKDOWN

15

2023		May					
MONDAY		TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01	Floor Decals	02	•	03	Floor Decals	04	Floor Decals
08	Floor Decals	09	Floor Decals	10	Floor Decals	11	Floor Decals
15	Floor Decals	16	Floor Decals	17	Floor Decals	18	Floor Decals
22	Floor Decals	23	Floor Decals	24	Floor Decals	25	Floor Decals
29	Floor Decals	30	Floor Decals	31	Floor Decals	01	
						02	
						03	
						04	

JUNE BREAKDOWN

2023		June				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	01 Floor Decals	02 Floor Decals	03 Floor Decals	04 Floor Decals
05 Floor Decals	06 Floor Decals	07 Floor Decals	08 Floor Decals	09 Floor Decals	10 Floor Decals	11 Floor Decals
12 Floor Decals	13 Floor Decals	14 Floor Decals	15 Floor Decals	16 Floor Decals	17 Floor Decals	18 Floor Decals
19 Floor Decals	20	21	22	23	24	25
26	27	28	29	30	01	02



FACEBOOK BUDGET AT \$214.28 DAILY

LEXINGTON, KY Within 10 Miles

Estimated Audience Size: 93,900 - 110,500

Reach: 19k -56k Daily

RALEIGH, NC Within 10 Miles

Estimated Audience Size: 244,200 - 287,300

Reach: 37k - 106k Daily

CHARLOTTE, NC Within 10 Miles

Estimated Audience Size: 287,500 - 338,200

Reach: 37k - 107k Daily

CHESAPEAKE, VA Within 10 Miles

Estimated Audience Size: 117,600 - 208,900

Reach: 31k -91k Daily

FINANCIAL PLAN

DIGITAL

PRE-OPEN: \$857/DAY \times 7 DAYS ≈ \$6,000

POST-OPEN: \$428/DAY \times 28 DAYS ≈ \$12,000

≈ \$18,000

PHYSICAL

DECALS \$75/UNIT \times 20 UNITS ≈ \$1,500

EVENTS \$1,300/UNIT \times 4 UNITS ≈ \$5,500

≈ \$7,000

≈ \$25,000



LET'S BREAK IT DOWN



LEXINGTON & CHESAPEAKE

Lexington & Chesapeake Financial Plan			
Digital Marketing:	Cost Per Unit	Amount Purchased	Total
Opening Week Media	214.28	7	\$ 1,499.96
After Opening	107.14	28	\$ 2,999.92
			\$ -
Physical:			\$ -
Outdoor Marketing:	Cost Per Unit	Amount Purchased	
Floor Decals	75.5	4	\$ 302.00
			\$ -
Influencer events	1372.62	1	\$ 1,372.62
Overall Budget			\$ 6,174.50

RALEIGH & CHARLOTTE

Raleigh & Charlotte Financial Plan			
Digital Marketing:	Cost Per Unit	Amount Purchased	Total
Opening Week Media	428.56	7	\$ 2,999.92
After Opening	214.28	28	\$ 5,999.84
			\$ -
Physical:	Cost Per Unit	Amount Purchased	
Outdoor Marketing:			\$ -
Floor Decals	75.5	8	\$ 604.00
			\$ -
Influencer events	1372.62	2	\$ 2,745.24
Overall Budget			\$ 9,349.08



CAMPAIGN EVALUATION

5 WAYS TO TRACK CAMPAIGN SUCCESS

1. BUILD BRAND AWARENESS IN A NEW MARKET
 2. INCREASED CUSTOMER COUNT DUE TO THE ADVERTISING OF HEALTHIER LUNCH MEALS.
 3. INCREASED REVENUE
 4. BUILD LOYAL CUSTOMERS THAT WILL CHOOSE BISCUIT BELLY OVER COMPETITORS (HIGHER RANK)
 5. MOVING AWAY FROM BEING VIEWED AS A SPECIAL OCCASION BREAKFAST RESTAURANT.
- 



Biscuit
Belly

THANK YOU!