



Summer Moon

WOOD - FIRED

coffee

PART I

CONTENT

2.

AGENCY CREDENTIALS

3.

MEET OUR TEAM

4.

EXECUTIVE SUMMARY

5.

CAMPAIGN SCOPE & BRAND PROFILE

6.

TARGET MARKET

7.

GEOGRAPHIC PROFILE

8.

COMPETITIVE PROFILE

9.

MEDIA MENU

10.

MEDIA MENU

AGENCY CREDENTIALS

Team Amazing is an Austin, Texas full-service, creatively driven agency founded by eight ambitious University of Texas at Austin students in 2017. Our work with you isn't a chore, and it isn't a job; it's an opportunity to express our passion to explore, differentiate, and execute your story. No task is too big or too small, and we take immense pride in adding value to your brand.

Our team specializes in strategy and research, creative, and media planning. Innovation is an element in each of these aspects, and here at Team Amazing it knows no bounds. We don't consider our work a success until others see what we see in your brand. There may only be a few of us at Team Amazing, but you can hear us loud and clear.

Now let us present your brand's individuality for the world to experience.



SMALL BUT THOROUGH.



CREATIVE BUT FOCUSED.



DARING BUT CONFIDENT.

MEET OUR TEAM



THINK LEFT

Lorena Peña



& THINK RIGHT

Eric Stern



& THINK LOW

Christine Huynh



& THINK HIGH

Charlotte Whalen



OH, THE THINKS

April Fulp



YOU CAN THINK UP

Carina Torres



IF ONLY

Niliza Ali



YOU TRY!

Kristen Gonzales

EXECUTIVE SUMMARY



Coffee is a global phenomenon. Often labeled as the most consumed beverage in the world, it is no wonder the industry's economic impact in the United States exceeds \$225.2 billion¹. In fact, Americans drink more than 400 million cups each day². As of late, more of these cups are being purchased at independent specialty shops, with consumers increasingly concerned with both the coffee's quality and associated atmosphere³.

One of these specialty shops is Summer Moon Coffee (SMC), a fifteen year old establishment from Austin, Texas that embodies the simplicity of early nineteenth century American coffee roasting, using only fire and wood in the creation process. Team Amazing plans to kickstart SMC's introduction to Carytown, Richmond, Virginia with a successfully integrated media campaign.

Carytown is a $\frac{3}{4}$ mile, eclectic small town that boasts a vibrant retail and culinary culture. With the area's proximity to Richmond communities, constant influx of tourists, and traditional architecture, the Carytown location offers SMC the opportunity to connect with its target audience: the ardent and aspiring young professionals.

Young professionals range from the ages of 18 to 34 with annual earnings of \$36,000 to \$50,000⁴. This target market possesses a career-first mentality and places less emphasis on marriage and children. They consume coffee more frequently throughout the day than any other generation. Since this segment has grown up with Starbucks, they are more familiar with specialty coffee, and therefore open to experimenting with newer, independent coffee shops⁵.

These local coffee shops line the streets of Carytown, each providing their own unique charm. SMC, however, is grounded in tradition and offers an experience so appealing that it is bound for success with the help of Team Amazing.

With a campaign incorporating various forms of digital and terrestrial media, Team Amazing is prepared to display SMC's brand throughout the Richmond area. Due to the increasing consumption of digital media, the use of both social and other online platforms is paramount to reaching the target audience via personalized content. Traditional media methods such as print, out-of-home, and radio/TV, will position SMC top-of-mind among the Richmond community. With the combination of these strategies SMC is guaranteed an outstanding and rewarding transition into Carytown.

1. The Economic Impact of the Coffee Industry, 2015, <http://www.ncausa.org/Industry-Resources/Economic-Impact>

2. Coffee Statistics, 2016, <http://www.e-importz.com/coffee-statistics.php>

3. Cafe Culture, The Rise of the Specialty Coffee Small Business, 2013,

<https://smallbusiness.yahoo.com/advisor/cafe-culture-the-rise-of-the-specialty-coffee-small-business-211458178.html>

4. Museum District Neighborhood, 2013, <http://www.city-data.com/neighborhood/Museum-District-Richmond-VA.html>

<https://www.point2homes.com/US/Neighborhood/VA/Carytown-Demographics.html>

5. Coffee, July 2017, <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/843127/>

CAMPAIGN SCOPE

On Saturday, May 19, 2018, SMC will embark upon the Carytown, Richmond, Virginia community, inviting residents to experience it's wood-fired coffee. The shop will be situated on Cary Street between McCloy Street and South Belmont Avenue, bringing with it a bit of Austin flair to the heart of Richmond. By the end of its launch campaign, 50% of the target market will recognize the SMC brand when prompted by aided recall. The campaign will also prompt the target audience to seek out the SMC experience in order to understand what sets the brand apart from competitors.

OBJECTIVES

Budget: \$20,000

Create a strong social media presence that exhibits brand values and engages the target audience.

Encourage consumers to share their experiences.

Establish brand loyalty amongst our target audience.

Mon - Fri: 150 visitors/day

Sat - Sun: 550 visitors/day

Average of \$12/transaction

Partake in at least three events

Average of 300 attendee/event



BRAND PROFILE

SMC is a family-owned-and-operated Austin creation that has been serving 100% organic wood-fired coffee for a decade and a half. Having constructed its own brick roaster in 2004, SMC roasts its coffee using the traditional method of Texas oak and fire.¹ The modest cafe is filled with eclectic seating, mostly for individuals on laptops, with few tables for socializing. The open atmosphere allows no room for judgement.

SMC's dedication to craft, quality, and consistency is unparalleled. Moon Milk, a secret seven-ingredient sweetener, is the coffee shop's signature trademark most beloved by customers.

Roasting with wood and fire is not as anachronistic as it may seem, despite the fact few coffee shops still use this technique. Fire-roasting has long been the tradition, and lends the coffee a superior, fuller taste. The roasting process does not make the coffee taste smoky; rather, it provides a "depth, balance, and smooth character" to the flavor. Bruce Karnes, owner of SMC, summed it up best:

"WHEN SOMEONE SPENDS 25 BUCKS ON A RIB-EYE, THEY'RE NOT GOING TO PUT IT IN A FRYING PAN OVER AN ELECTRIC ELEMENT."²

WEEKDAYS:
6 AM - 12 AM



WEEKENDS:
8 AM - 8 PM

NON-DAIRY ALTERNATIVES

CUSTOMIZABLE BEVERAGES

LOCAL BAKED GOODS AND EATS

1. <http://woodfiredcoffee.com/>
2. http://www.roastmagazine.com/resources/Articles/Roast_MarApr13_TendingtheFirebox.pdf

TARGET MARKET

Caffeinnial

/ka'fē'nēəl/

(n.); Millennial who shows an increased interest towards coffee shops in comparison to all consumers.¹

WHO ARE THEY?^{2,3}

18-34 year olds

Single, no children

Zip Code: 23221

Average income \$36,000 - \$50,000

Population Estimate: 53,000 people

CHARACTERISTICS?^{4,5}

FIERCELY INDEPENDENT

But also enjoy meeting with co-workers or study groups.

SOCIAL AND EMBRACE NEW TRENDS

Express interest in exploring new culinary experiences.

SWAYED BY ATMOSPHERE

Thrive in comfortable environments with goal-oriented individuals.

DRIVEN LESS BY CONVENIENCE AND MORE BY PURPOSE

Brand loyalty is achieved through quality, not price.

SEEK OUT OPPORTUNITIES TO CONNECT

Through active community engagement, or by becoming a regular customer.

1. <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/811959/?highlight%23hit1>
2. <http://www.city-data.com/neighborhood/Museum-District-Richmond-VA.html>
3. <https://www.point2homes.com/US/Neighborhood/VA/Carytown-Demographics.html>
4. <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/807209/?highlight#hit1>
5. <http://www.morriscreative.com/personality-traits-millennials-market-generation/>

GEOGRAPHIC PROFILE

WELCOME TO RICHMOND, VIRGINIA!

The capital of the Commonwealth of Virginia, Richmond is a beautiful city rich with history. Recently, the city's classic southern charm has been influenced by a growing urban presence. This new creativity and energy has revived the city's food scene and transformed Richmond into a "foodie mecca."¹

"SOUTHERN CHARM MEETS URBAN CREATIVITY. EAT. SHOP. PLAY."¹

Within Richmond lies Carytown, a quaint district founded in the 1930s, dubbed "The Mile of Style." Carytown is dotted with unique eateries, over 300 local shops, and plenty of street vendors and musicians.² It certainly does not lack culture; along with housing the historic Byrd Theater, the area hosts various festivals such as the Watermelon Festival and Halloween Scarytown. The city's delightful ambience attracts tourists year round.

WHO SWARMS THE STREETS OF CARYTOWN?

With a population of 14,477, Carytown is not only home to established professionals in their 30s, but also many University of Richmond and Virginia Commonwealth University students.³ The median household income is \$55,671.³

During the mornings and afternoons, target entire audience.
During the evenings, primarily target 18-25 year olds.

WHAT DOES IT FEEL LIKE?

Carytown's classic East Coast weather is perfectly suited for its residents to enjoy a hot Summer Moon latte in the winter, or a cold Winter Moon during the hot summer days.

WHAT'S AROUND THE BLOCK?

Carytown Cupcakes
Galaxy Diner
Can Can Brasserie
sweetFrog Premium Frozen Yogurt
Ginger Thai Taste
Amour Wine Bistro
Weezie's Kitchen
Greek on Cary



¹ An Insider's Look at Richmond, 2014,
<https://www.zillow.com/blog/insiders-look-at-richmond-156421/>
² Carytown, Richmond's Vibrant Capital, 2017,
<http://www.yesrichmondva.com/neighborhood-revitalization/Carytown-BID-District>
³ Carytown Demographics, 2017,
<https://www.point2homes.com/US/Neighborhood/VA/Carytown-Demographics.html>

COMPETITIVE PROFILE



LAMPLIGHTER COFFEE ROASTER

Sun - Sat: 7 am - 7 pm

Morris location is an 8 minute drive from SMC, with two others nearby.

A local "specialty" grade coffee roaster that produces lighter roasts.¹

They buy and release their roasts in small batches to maintain quality and variety.¹

Best independent coffeehouse in Richmond by **Style Weekly** for 5 years in a row.¹

They offer coffee workshops, barista classes, and seminars.²

Vegan and gluten-free.²

Hipster atmosphere.



THE LAB BY ALCHEMY COFFEE

Mon - Fri: 7 am - 6 pm

Sun - Sat: 8 am - 6 pm

10 minute drive from SMC.

Coffee down to a science.

Coffee chemists, using an innovative and controlled brewing method.³

Provide consumers with an emotional, personal, and educational coffee experience.

Industrial/minimalistic vibe.



BLACK HAND COFFEE

Sun - Sat: 7 am - 5 pm

13 minute walk from SMC.

Known for their dirty chai and bagels.

Offer a variety of internationally imported high quality green coffee beans to the local community and greater region.⁴

Active partner with local non-profit organizations and nearby breweries.⁴

Virginia Living's 'Best Locally Owned Coffee Shops' in both 2014 and 2015.⁵

Dog friendly.

Hipster culture.



SUGAR & TWINE

Mon - Sat: 7 am - 8 pm

Sunday: 7 am - 6 pm

3 minute walk from SMC.

Bakeshop first, coffeehouse second.

Known for its pastries, organic coffee, custom cakes.⁶

Vegan friendly.⁶

Offers a cozy living room ambiance.

*A noteworthy distinction: Starbucks and other large coffee chains are in a separate market space than specialty coffee shops.

1. Voted Best in RVA, Lamplighter Coffee Brews Expansion, June 2017, <http://wric.com/2017/06/16/voted-best-in-rva-lamplighter-coffee-brews-expansion/>
2. Lamplighter Coffee, 2017, <https://lamplightcoffee.com/>
3. Alchemy Coffee, 2017, <http://www.alchemycoffeeva.com/about-us/>
4. Black Hand Coffee, 2017, <https://blackhandcoffee.com/>
5. Best of Virginia, 2015, https://issuu.com/capefear/docs/2015_bov_low_96dpi
6. Sugar&Twine, 2017, sugartwine.com

MEDIA MENU

PRINT: MAGAZINE^{5,6,7}

Outlet	Circulation	Page Rates	Publishing Cycle
<i>Richmond Magazine</i>	55,000	Full: \$5,000	Monthly
<i>RVA Magazine</i>	20,000	Full: \$1,600 1/2: \$800 1/4: \$400	Monthly
<i>Edible Magazine</i>	30,000	Full: \$2,200 1/2: \$1,750 1/4: \$850	Monthly
<i>VCU's Common Wealth Times</i>	10,000	Full: \$990 1/2: \$495 1/4: \$247	Monthly

OUT-OF-HOME²

Medium	Size	Rate	Impressions/day
<i>Highway Bulletin Board</i>	14'x28'	\$4,500/month	714,286
<i>Shopping Center Banner</i>	7'x6'	\$280-\$450/month	10,550
<i>Street Blimp Mobile Billboard</i>	10'x22'	\$20,000/month	38,124
<i>Taxi Topper</i>	14"x48"	\$200-\$500/month	9,000-12,000
<i>Bus Stop Poster</i>	4'x6'	\$525/month	51,014

PRINT: NEWSPAPER¹

Outlet	Circulation	Rate/Column Inch	Publishing Cycle
<i>Richmond Times-Dispatch</i>	90,946	\$184.00	Daily
<i>Style Weekly</i>	30,481	\$27.62	Weekly
<i>Richmond News</i>	2,050	\$7.00	Twice/Week

DISPLAY ADS³

Local Digital Websites	Type	Size	A18-24 CPM
<i>Virginia Business</i>	Medium Rectangle	300x250	\$12.00
	Wide Skyscraper	160x600	\$14.00
	Leaderboard	728x90	\$20.00
<i>CBS 6</i>	Banner Ad	300x250	\$12.00
	Banner Ad	970x250	\$15.00
<i>Tidewater Review</i>	Center Video Ad	640x480	\$35.00
	Leaderboard	728x90	\$7.50

MEDIA MENU

RADIO^{2,4}	
<i>Daypart</i>	<i>CPP A 18-34</i>
<i>AM Drive</i>	<i>\$65</i>
<i>Daytime</i>	<i>\$42</i>
<i>PM Drive</i>	<i>\$46</i>
<i>Evening</i>	<i>\$13</i>

TV^{2,8}	
<i>Daypart</i>	<i>CPP A 18-34</i>
<i>Prime Access</i>	<i>\$72</i>
<i>Prime Time</i>	<i>\$94</i>
<i>Late News</i>	<i>\$86</i>
<i>Late Fringe</i>	<i>\$61</i>

SOCIAL MEDIA	Method	Estimated Cost
<i>Facebook</i>	<i>Mobile and Desktop Newsfeed</i>	<i>\$2,500</i>
<i>Twitter</i>	<i>Website Clicks</i>	<i>\$1,500</i>
<i>Instagram</i>	<i>Photo & Video Ads</i>	<i>\$1,500</i>
<i>Spotify</i>	<i>Audio Ads</i>	<i>\$1,500</i>
<i>Snapchat</i>	<i>Video Ads</i>	<i>\$2,000</i>
<i>Yelp</i>	<i>Photo Ads</i>	<i>\$350-70</i>

SEM	Estimated Cost
<i>Best Coffee Carytown</i>	<i>\$1-3</i>
<i>Coffee Shops Carytown</i>	<i>\$1-3</i>
<i>Carytown Coffee</i>	<i>\$1-3</i>
<i>Richmond Coffee</i>	<i>\$1-3</i>
<i>Coffee Shops Richmond</i>	<i>\$1-3</i>
<i>Wood Fired Coffee</i>	<i>\$1-3</i>
<i>Moon Milk</i>	<i>\$1-3</i>



Summer Moon

WOOD-FIRED

coffee

PART II

CONTENT

2.	9.
AGENCY CREDENTIALS	FLIGHT TWO: ROAST
3.	10.
MEET OUR TEAM	FLIGHT THREE: HARVEST
4.	11.
EXECUTIVE SUMMARY	MEDIA MEASUREMENT
5.	12.
COMMS PLATFORM	MEDIA MENU ADDITIONS
6.	13.
MEDIA OBJECTIVES	BUDGET RECAP
7.	14.
FLIGHT ONE: LOAD	FLOW CHART
8.	15.
FLIGHT ONE: LOAD CONT.	CALL TO ACTION

EXECUTIVE SUMMARY



"If it ain't broke, don't fix it." Summer Moon Coffee prides itself on this mantra after having roasted its coffee using wood, fire, and brick for the past fifteen years. After great success in Austin with this traditional yet refreshing method, SMC is ready to expand to Carytown, Richmond, Virginia, targeting 18-34 year old Caffeinnials. With a \$20,000 budget, Team Amazing has meticulously allocated the money toward a media campaign capable of surpassing all local competitors and establishing a strong community presence.

Let's break it down.

The majority of our budget resides in the first flight: **LOAD**. SMC will launch all social channels and SEM early May to build awareness before its soft opening, a prime opportunity to begin forming a loyal consumer base. Print and OOH will lay the foundation and foster buzz for the grand opening, while supplementary guerrilla marketing tactics will drive foot traffic away from the competition and into SMC's doors.

ROAST. Post grand opening, Team Amazing will ensure the brand's messaging remains top-of-mind among Caffeinnials, targeting them based on their commuting routes and preferred applications. Simultaneously, SMC will continue to craft its social media narrative to increase in-site visits. Community engagement is critical; therefore, SMC will always strive to inform its audience of the details for its locally hosted events via press coverage.

Now let's **HARVEST**. In order to maintain these rewarding relationships within the community and encourage brand advocacy, SMC will showcase local talent and create seasonal experiences for friends and family. SMC will also staff two influential ambassadors to foster relationships and build opportunities to interact with local workplaces and students. Authenticity is a value SMC emphasizes and it will ensure that all consumer touchpoints are impeccable from start to finish.

Team Amazing has mixed tradition with a touch of innovation to align its communication efforts with the SMC brand. Every cent of the designated budget will go to ensuring that the people of Richmond discover and appreciate the unparalleled effervescence of SMC. Now watch as it becomes a Carytown favorite.

COMMS PLATFORM



“FUELED BY FIRE”

encompasses the purpose, passion, and fierce independence found in both Caffeinnials and SMC. Because of its traditional nineteenth century roasting process, SMC offers a truly unique product and experience. With all communication efforts, SMC seeks to inform and educate the audience of its individuality while also engaging and solidifying itself within the community. Thus, SMC will appeal to its target's vitality while crafting its own loyal customer base.

MEDIA OBJECTIVES



BREW INTEREST

Fact: Richmond, Virginia residents are unfamiliar with the SMC brand. In order to establish a strong presence, SMC must build meaningful relationships with members of the community. To brew buzz and achieve a 50% aided recall rate among Caffeinicals, our initial communication efforts will include print, OOH, guerilla marketing, and social media. In addition, SMC will begin to collect consumer data via its rewards program.

BREW LOUD

To foster these relationships, SMC will engage with Richmond residents through social platforms, event participation, and OOH marketing. SMC will offer various incentives and continue traditional communication efforts in order to obtain a spike of 25% in-site visits during the launch phase in Richmond, with 85% of this growth coming from the Richmond DMA.

KEEP BREWING

With developed relationships, SMC will continue to drive sales through social media channels, email marketing, and community events. After the grand opening, SMC will host 150 visitors/weekday and 550 visitors/weekend, with an average transaction of \$12.00 per visitor. At each event, SMC will have an average of 300 attendees. By the end of the campaign, SMC will have identified advocates to promote the brand both on and offline.



FLIGHT 1: LOAD

PURPOSE: To inform the Richmond, Virginia community about the SMC brand.

OUTREACH

- **Social:**

Facebook & Instagram Ads

The company will utilize targeted Facebook and Instagram ads to reach 1,000 impressions each. May 10 - June 10.¹

Facebook, Instagram, & Twitter Accounts

Launching on May 1, the Richmond SMC Facebook, Instagram and Twitter accounts will target consumers by age, zip code, and their coffee-related searches.

- **Guerrilla:**

Concrete Decal (4'x6')

For the grand opening, eight graphic decals featuring a brief brand narrative to engage customers will be strategically placed near competitors to redirect traffic to SMC.²

- **Print:**

RVA Magazine

With a print circulation of 15,000+ and a reader base of mostly Caffeinnials, RVA Magazine is the ideal magazine for SMC to run a full page ad during June.⁴

- **OOH:**

Gas Nozzle Talkers

SMC's brand will be advertised on 20 nozzles at gas stations near the store's location between May 10 and June 10.²

Billboard

Beginning on May 19, SMC will run a two-month billboard to further promote the brand during May and June. It will be strategically placed to reduce competitive advantage.³

- **Display Ads:**

SMC will run a digital ad for one week in Style Weekly, an online newspaper with a following of over 200,000 monthly visitors, over the span of four months. June - September.⁵

- **SEM:**

SMC will pay to appear in search results for terms such as "Richmond Coffee" and "Carytown Coffee" via Google AdWords starting on May 10 - TBD. SMC will optimize the Google AdWords campaign as it goes.⁶

1. <http://fitzsmallbusiness.com/how-much-does-facebook-advertising-cost/>

2. <http://www.allstaronesheets.com/services.html#gaspumpnozzle>

3. www.bluelinemedia.com

4. <http://richmondmagazine.com/advertise>

5. <http://www.promisemedia.com/online-advertising/online-rate-card-tips-and-guidelines>

6. <https://www.webpagetfx.com/blog/marketing/much-cost-advertise-google-adwords/>

FLIGHT 1: LOAD CONT.

PURPOSE: To inform the Richmond, Virginia community about the SMC brand.

SOFT OPENING

Prior to the grand opening, SMC will host a soft opening event to introduce a select group of individuals to SMC. This opening will be the first introduction of SMC to the Richmond community and is intended to support SMC's goal of 50% aided recall rate.

- **Outreach:**
200 event flyers will be selectively distributed on college campuses and to various local businesses, shops, and organizations. Other promotional efforts will include targeted Facebook ads and posts on the SMC Instagram page.¹
- **Event Details:**
The soft opening will consist of a meet and greet with the SMC owners, coffee flights, and food samples. It will take place the weekend before the launch on Friday from 7-10 am and Saturday from 4-7 pm. Each customer will receive a "bring a friend and get a coffee" coupon to be used within three months. In addition, all attendees will be asked to sign up for the already-established SMC virtual rewards program; this program collects consumers' names, phone numbers, and emails.

GRAND OPENING

On May 19, SMC will open its Carytown doors! To mark this momentous occasion, SMC will feature a local guitarist, a large decorative mug for customers to sign, and give away 200 t-shirts.²

- **Outreach:**
800 flyers will be distributed throughout the Richmond area with information about the grand opening. SMC will purchase a geofilter on Snapchat from 7-12 am, promote the event on Facebook, and post Instagram photos throughout the day.³



FLIGHT 2: ROAST

PURPOSE: To drive foot traffic into SMC.

OUTREACH

- **Bus Banner:**
A bus will showcase a banner advertisement during the month of September along Richmond roads.¹
- **Spotify:**
Caffeinnials have gradually transitioned from traditional radio to music streaming applications like Spotify. SMC will run ads on Spotify during December.²
- **Uber Ads:**
With ridesharing applications on the rise, this platform presents a unique advertising opportunity for the store to connect with residents and visitors alike from August to September.³

EVENTS

- **National Coffee Day:**
On September 29, 2018, SMC will celebrate National Coffee Day by encouraging visitors to post pictures of themselves with their SMC beverage on Instagram with the #SummerMoonCoffeeRVA hashtag. Visitors will then be entered into a drawing to win a souvenir mug and free coffee for a month (one per day). In addition, SMC will purchase a geofilter on Snapchat from 7-12 am.
- **Campus Event:**
In October, SMC will host a pop up shop on nearby university campuses during midterm week and offer students a signature Summer Moon Latte. The booth will feature a SMC branded canopy (which can be used for other outreach events). The goal is to place SMC top-of-mind among students so they visit the shop next time they are in Carytown.⁴



FLIGHT 3: HARVEST

PURPOSE: To maintain a strong, loyal consumer base that advocates on the brand's behalf.

OUTREACH

- **Email Marketing:**

SMC will begin to employ data gathered through the rewards program to send email promotions and business updates to loyal customers.¹

- **Brand Ambassadors:**

SMC will hire two brand ambassadors to raise awareness at each Richmond university network for two hours/day, two days/week, one week/month. September - December.

EVENTS

- **Artist Showcase:**

Each month, the shop will showcase an up-and-coming local artist during a free open mic event to increase in-store foot traffic and support the local community.

- **Reverse Happy Hour:**

SMC will host a weekly Reverse Happy Hour to attract young professionals in the Richmond DMA. Starting the week of May 19 and for the remainder of the campaign, the happy hours will take place between 11 am - 1 pm every Wednesday and feature half priced drinks.

- **Vendor at James Center Grand Illumination:**

As a vendor at the James Center Grand Illumination event, SMC hopes to cement itself as a community leader by helping kick-off the holiday season in December.²

- **Business Card Raffles:**

Business card raffles will take place in the middle of every month starting in October for local workplaces to have a chance to win free coffee for the office.

MEDIA MEASUREMENT

Flight	Action	KPI Measurement
Continuous:		
	Google AdWords	Direct Purchase
	Social Media (Facebook, Instagram, Twitter)	Drive Interactions
	Loyalty Program	Drive Interactions, Generate Repeat Purchases
	Email Marketing	Generate Repeat Purchases
	Reverse Happy Hour	Drive Traffic
Flight 1: Load		
	Style Weekly	Direct Purchase
	Facebook Ads	Foster Buzz
	Instagram Ads	Foster Buzz
	Gas Nozzle Talkers	Message Dominance
	Billboard	Direct Offensive, Message Dominance
	Guerrilla Concrete Decal	Direct Offensive, Foster Buzz (Word-of-Mouth)
	RVA Magazine	Foster Buzz
	Flyers	Foster Buzz
	Grand Opening	Drive Interactions
	Soft Opening	Drive Interactions

Flight 2: Roast		
	Uber Ads	Direct Purchase
	Bus Banner	Foster Buzz
	Spotify	Direct Purchase
	Campus Pop-Ups	Foster Buzz (Word-of-Mouth), Drive Traffic
	Artist Showcase	Reinforce Brand Image
Flight 3: Harvest		
	Brand Ambassador	Drive Traffic
	James Center Event	Drive Interactions, Participation in Promos
	Reverse Happy Hour	Drive Traffic
	Business Card Raffle	Drive Interactions

MEDIA MENU ADDITIONS

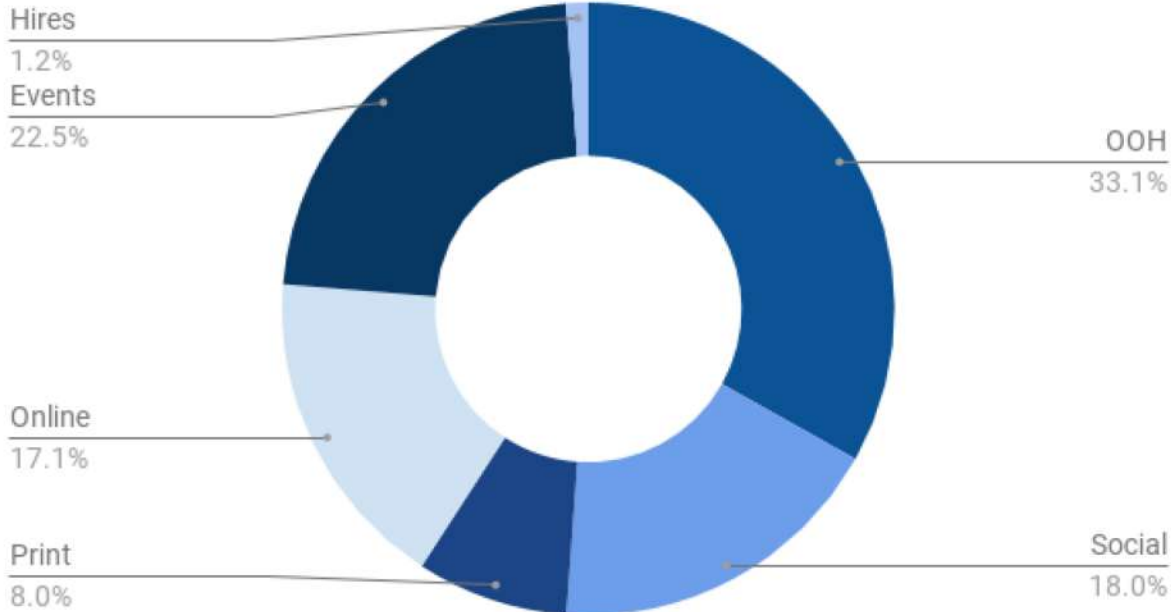
Social Media	Method	Estimated Cost
Snapchat	Geo-filter	\$45.99
Event		
Items	Quantity	Cost
Flyers	1,000 (single-sided)	\$250
Shirts	250	\$1,500
Custom Life-Size Mug	1	\$950
James Center Event	1	\$1,500
Custom Canopy	1 [1]	\$300

OOH		
Medium	Size	Rate
Uber Ads	1200x900	\$95/month
Gas Nozzle Talkers	3"x4"	\$25/month
Guerrilla Ad	Size	Rate
Concrete Decal	4'x6'	\$333.33/month
Display Ad		
Outlet	Size	Rate
Style Weekly	728x90 px	\$14.88
Influencer	Quantity	Total Cost
Brand Ambassador	2	\$232

BUDGET RECAP

	Rate	Duration/Quantity	Cost	% of Budget
Continuous				
Google AdWords	\$1.00/click	1,680	\$1,680.00	8.42%
Flight One				
Style Weekly	\$59.52/week	4	\$238.08	1.19%
Facebook Ads	\$2,000.00/month	1	\$2,000.00	10.02%
Instagram Ads	\$1,500.00/month	1	\$1,500.00	7.52%
Gas Pump Nozzle Talkers	\$25.00/nozzle	20	\$500.00	2.51%
Billboard	\$1,500.00/month	2	\$3,000.00	15.03%
Guerrilla Concrete Decal	\$300.00/decal	8	\$2,400.00	12.03%
RVA Magazine	\$1,600.00/month	1	\$1,600.00	8.02%
Custom Life-Size Mug	\$950.00/mug	1	\$950.00	4.76%
Flyers	\$0.25/flyer	1000	\$250.00	1.25%
Geo Filter	\$45.99/filter	1	\$45.99	0.23%
Shirts	\$6.00/shirt	250	\$1,500.00	7.52%
Flight Two				
Uber Ads	\$95.00/month	2	\$190.00	0.95%
Bus Banner	\$525.00/month	1	\$525.00	2.63%
Spotify	\$1,500.00/month	1	\$1,500.00	7.52%
GeoFilter	\$45.99/filter	1	\$45.99	0.23%
Canopy	\$300.00/canopy	1	\$300.00	1.50%
Flight Three				
Brand Ambassador (2x)	\$7.25/hour	16	\$232.00	1.16%
James Center Event	\$1,500.00/event	1	\$1,500.00	7.52%
Total			\$19,957.06	100.00%

Media Mix



FLOW CHART

	Media Mix	May	June	July	Aug	Sept	Oct	Nov	Dec	Impact
Continuous	Facebook									1000 imps
	Instagram									1000 imps
	Twitter									12,800 imps
	Loyalty Program									32,000 imps
	Email Marketing									12,000 imps
	Reverse Happy Hour									874 imps
Flight One: Load	Gas Nozzle Talkers									466,000 imps
	Billboard									424,000 imps
	Concrete Decal									294,000 imps
	RVA Magazine									20,000 circulations
	Style Weekly Online									435,000
	Google Adwords									1,680 CTR
	Promotional Shirts									1,880 imps
	Event Fliers									2,000 imps
	Snapchat Geofilter									8,450 R
Flight Two: Roast	Bus Banner									840,000 imps
	Spotify									1000 imps
	Uber ads									2000 imps
Flight Three: Harvest	Brand Ambassador									800 imps
	Business Card Raffle									3900 imps

CALL TO ACTION



SO WHAT DO YOU THINK?

Brands partner with us because we are personally invested in ensuring our work breaks through the clutter. We are not interested in limiting creative potential. Rather, we support the brand's convictions and will push it to challenge the status quo. Our team understands the Summer Moon Coffee identity and is prepared to strategize and implement these communication efforts to best resonate with Caffeinnials in Richmond, Virginia.

**READY TO START WHEN YOU ARE.
LET'S BREW THIS THING.**