

TEAM AMAZING
PRESENTS



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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 billion.¹ In fact, Americans drink more than 400 million cups each day.² 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 atmosphere.³

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 \$50,000.⁴ 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 shops.⁵

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>
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 their 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 Summer Moon brand when prompted by aided recall. The campaign will also prompt the target audience to seek out the Summer Moon 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 traditional brick roaster in 2004, SMC roasts its coffee using 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. Summer Moon Coffee, 2017, <http://woodfiredcoffee.com/>
2. Trending the Firebox, April 2013, http://www.roastmagazine.com/resources/Articles/Roast_MarApr13_TrendingtheFirebox.pdf

TARGET MARKET

Caffeinnial

/ka'fē'nēəl/

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

WHO ARE THEY?^{2,3}

18-34 year olds

Single, no children

Zip Code: 64836

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. Seasonal Dining Trends, January 2017,
<http://academic.mintel.com.ezproxy.lib.utexas.edu/display/811959/?highlight%23hi1>
2. Museum District Neighborhood, 2013,
<http://www.city-data.com/neighborhood/Museum-District-Richmond-VA.html>
3. Carytown Demographics, 2017,
<https://www.point2homes.com/US/Neighborhood/VA/Carytown-Demographics.html>
4. Coffee and Tea on Premise, December 2016,
<http://academic.mintel.com.ezproxy.lib.utexas.edu/display/807209/?highlight%23hi1>
5. Personality Traits of Millennials, March 2017,
<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 with rich 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 Home to 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 30's, 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, SMC will target its entire audience. During the evenings, SMC will 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>