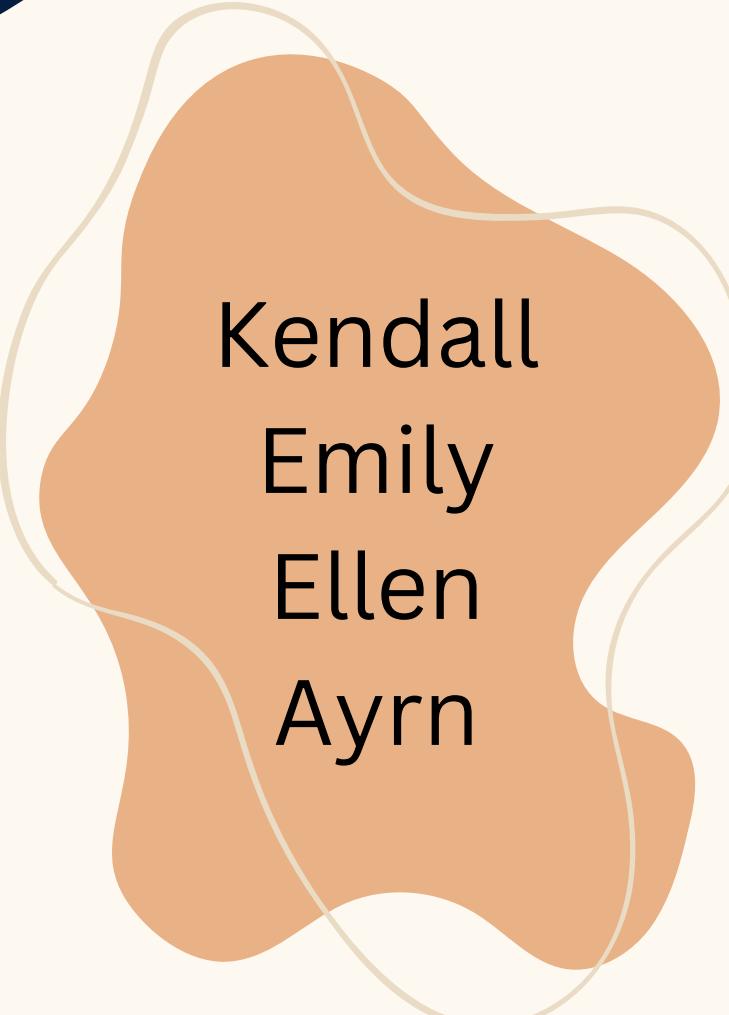
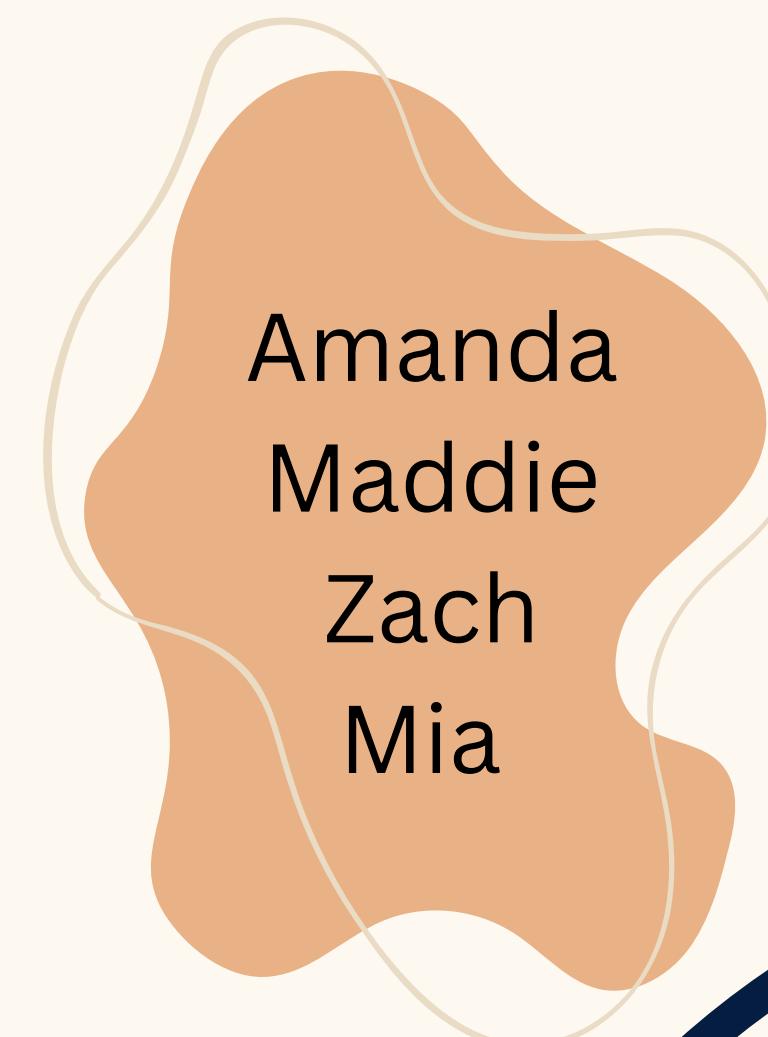


Final Presentation

Stock & Grain



Kendall
Emily
Ellen
Ayrn



Amanda
Maddie
Zach
Mia

Meet The Team



Emily Drummond
Client Director



Mia Dabrowski
Team Lead



Amanda Klein
Researcher



Aryn Cowan
Social Media Manager



Kendall Krasinski
Social Media Coordinator



Maddie Phelps
Content Creator



Zach Arnold
Writer



Ellen Clark
Photography & Graphic Design

Overview

STOCK + GRAIN
ASSEMBLY
HIGH POINT, NC

- Located in The Outfields adjacent to Truist Point
- Stock + Grain Assembly is a food hall with 12,000 square feet of restaurants.
- Featuring something for everyone
 - 9 independently-owned vendors
- Stock + Grain offers a unique place to gather, eat, drink, and be social!



Branding Guidelines



STOCK

GRAIN
ASSEMBLY
HIGH POINT, NC

STOCK

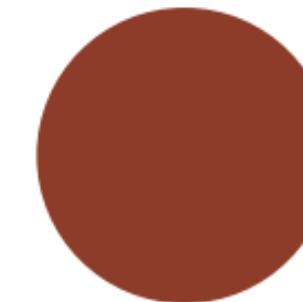
GRAIN

Branding Guidelines



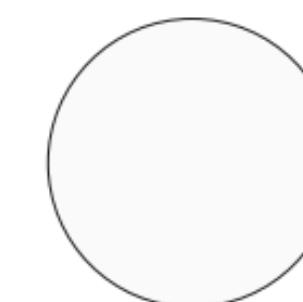
BLACK

Pantone Black C
CMYK 0,0,0,100
RGB 0,0,0
HEX #000000



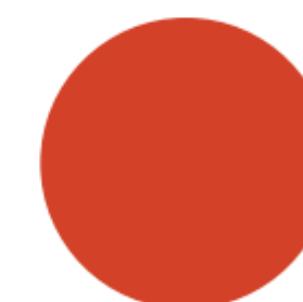
MAHOGANY

Pantone 7600 C
CMYK 29,82,87,27
RGB 144,62,44
HEX #903e2c



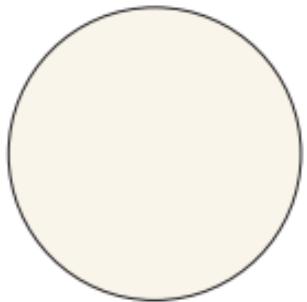
CREAM

Pantone 7402 C at 20%
CMYK 1,2,7,0
RGB 251,246,235
HEX #fbf6eb



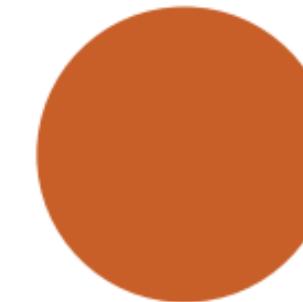
DARK ORANGE

Pantone 7597
CMYK 11,89,100,2
RGB 212,66,39
HEX #d44227



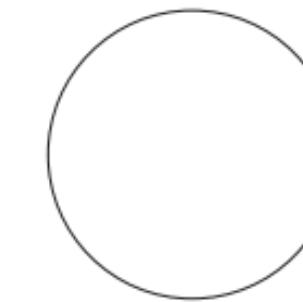
BUTTERCREAM

Pantone 7402 C at 40%
CMYK 2,4,16,0
RGB 248,239,215
HEX #f8efd7



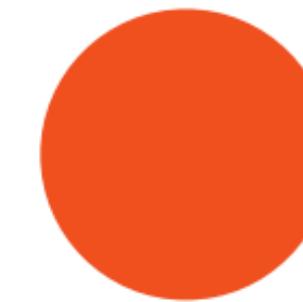
MAPLE

Pantone 7583 C
CMYK 16,73,97,4
RGB 202,97,43
HEX #ca612b



WHITE

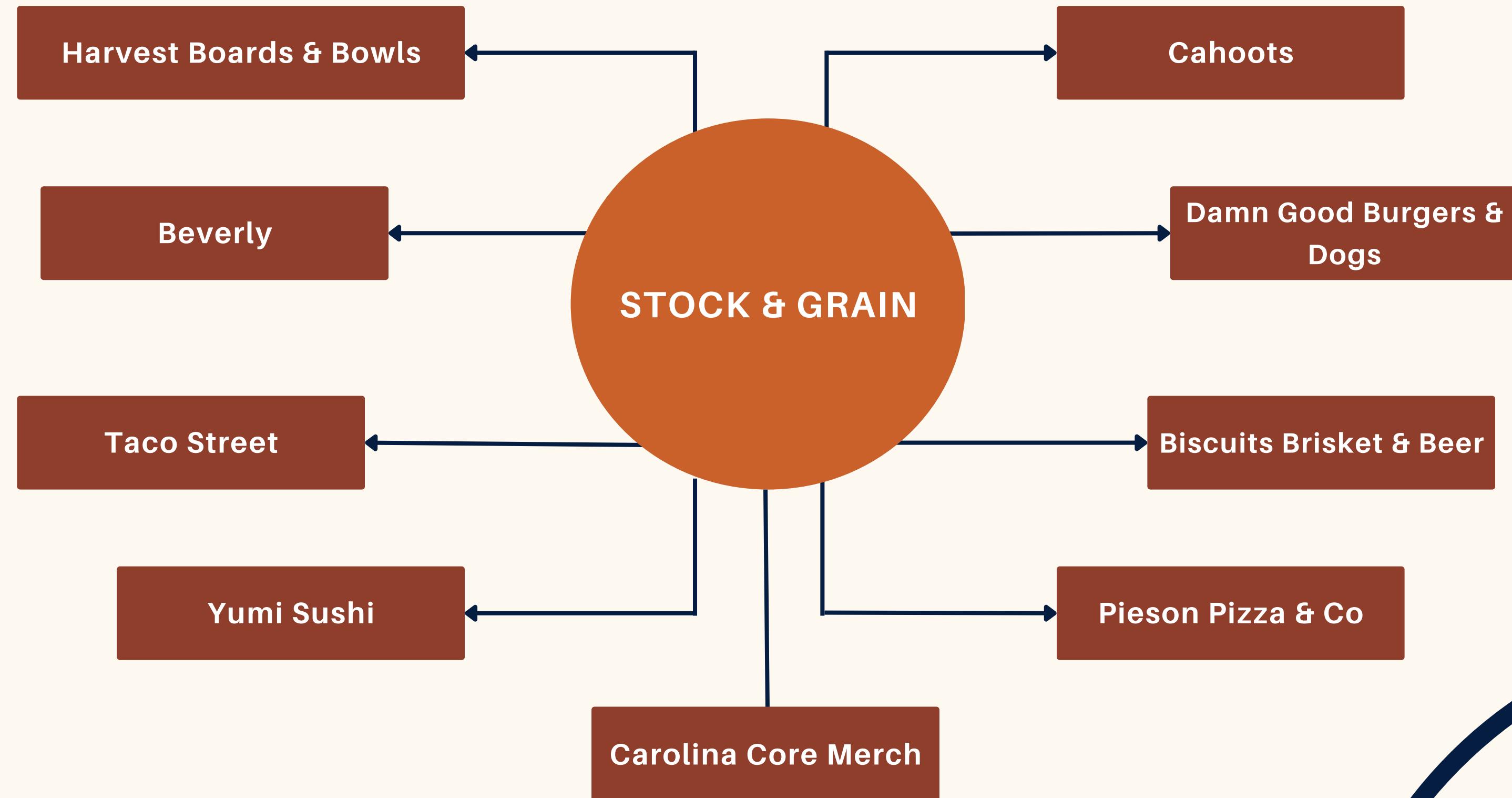
Pantone White C
CMYK 1,2,7,0
RGB 251,246,235
HEX #fbf6eb



ORANGE

Pantone 1655
CMYK 0,84,100,0
RGB 240,81,35
HEX #f05123

Vendors



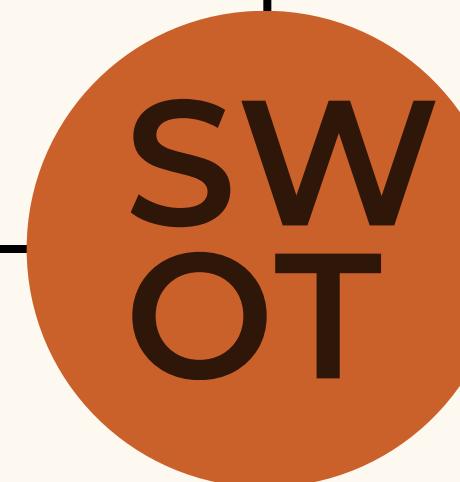
SWOT Analysis

STRENGTHS

- Small local businesses
- Variety of dining options
- Weekly Events
- Passport Friendly

WEAKNESSES

- Lack of brand awareness
- Lack of engagement on social media
- Vendor hours different from Hall hours



OPPORTUNITIES

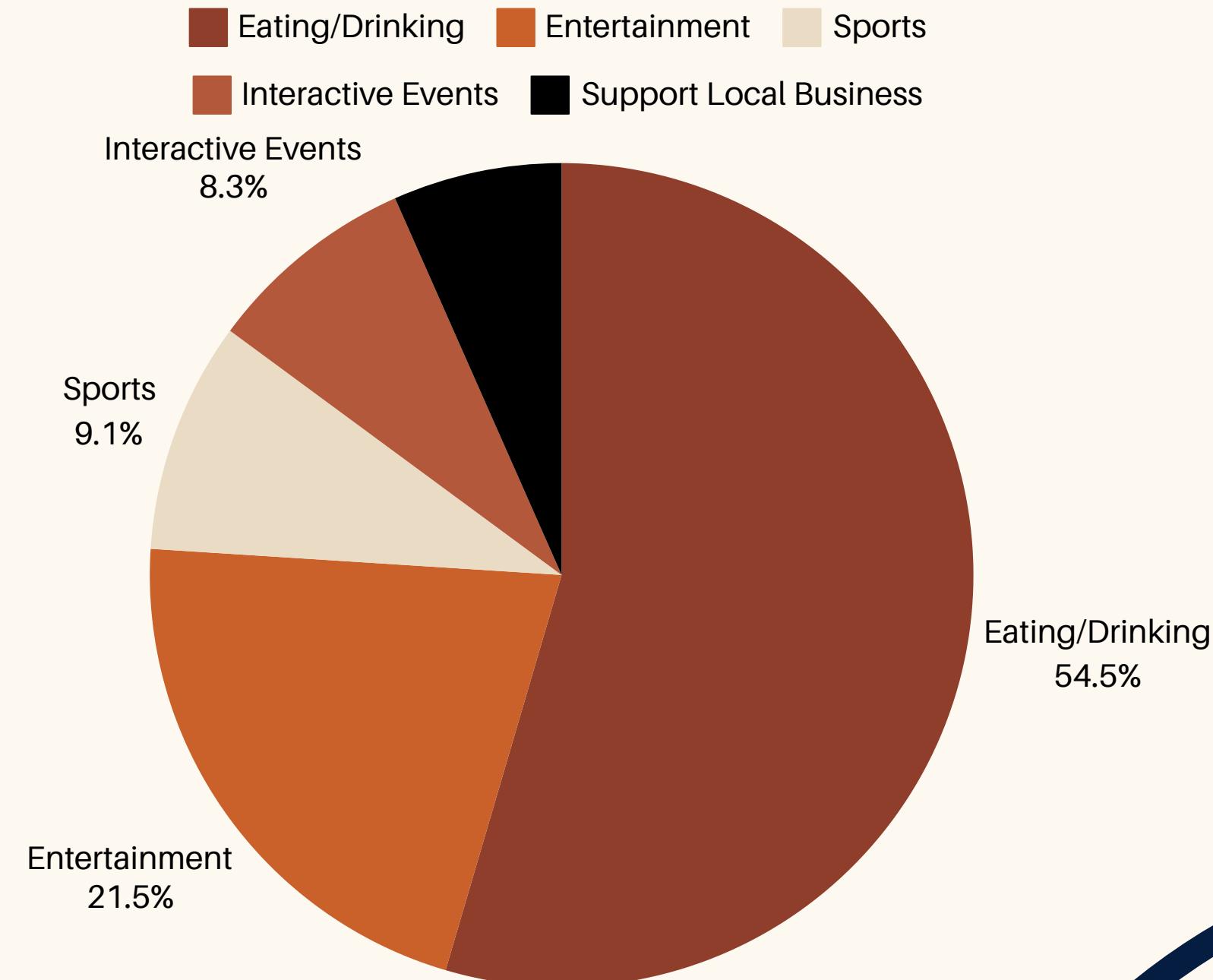
- HPU shuttle access
- Next to Rockers Stadium
- Growing night life
- Social District

THREATS

- Weather for outside events
- Liable for reviews of vendors within their facility
- Other food court options within the Triad Area Social District

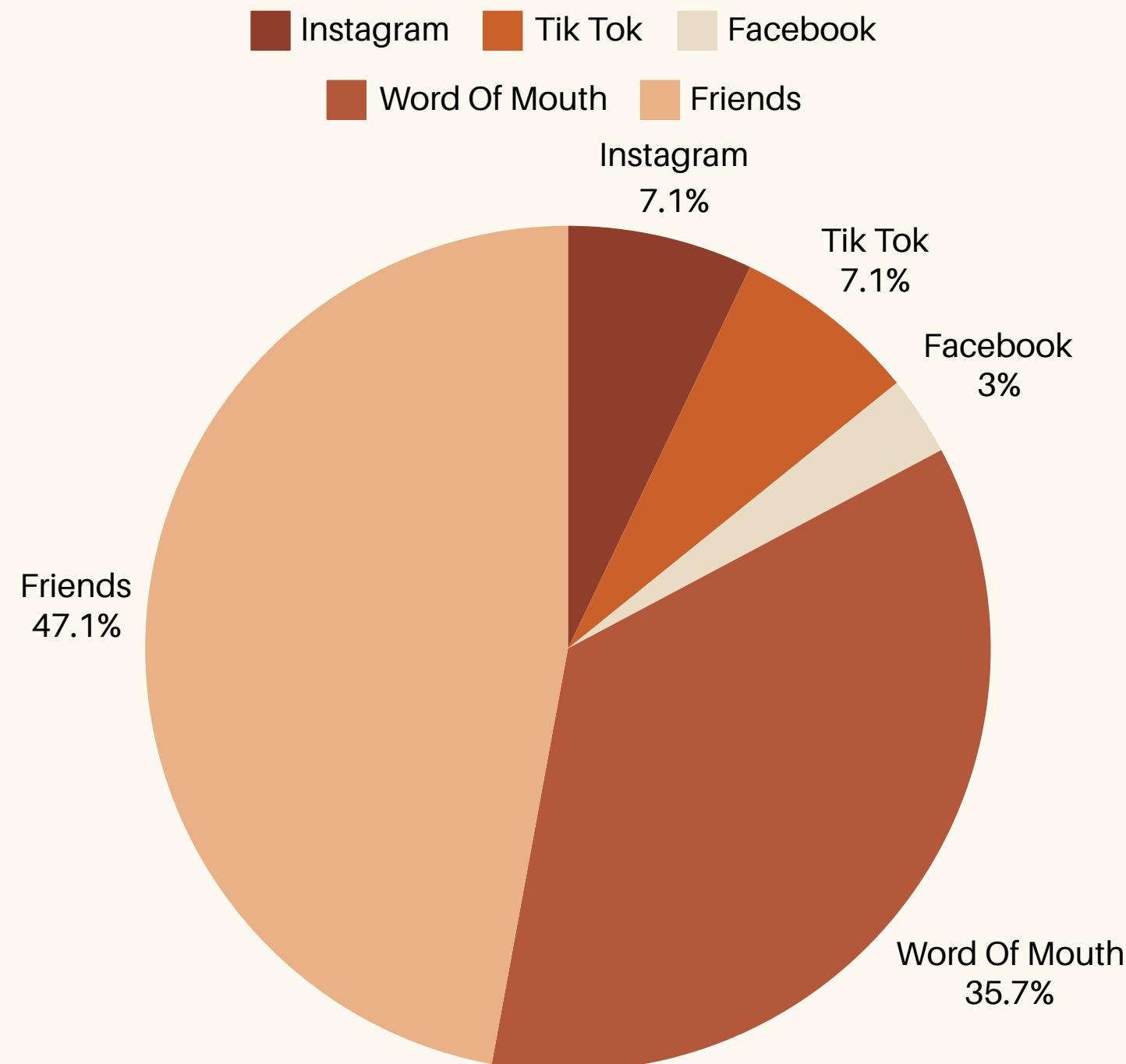
Survey

What are people
most interested in
doing when visiting
Stock and Grain?



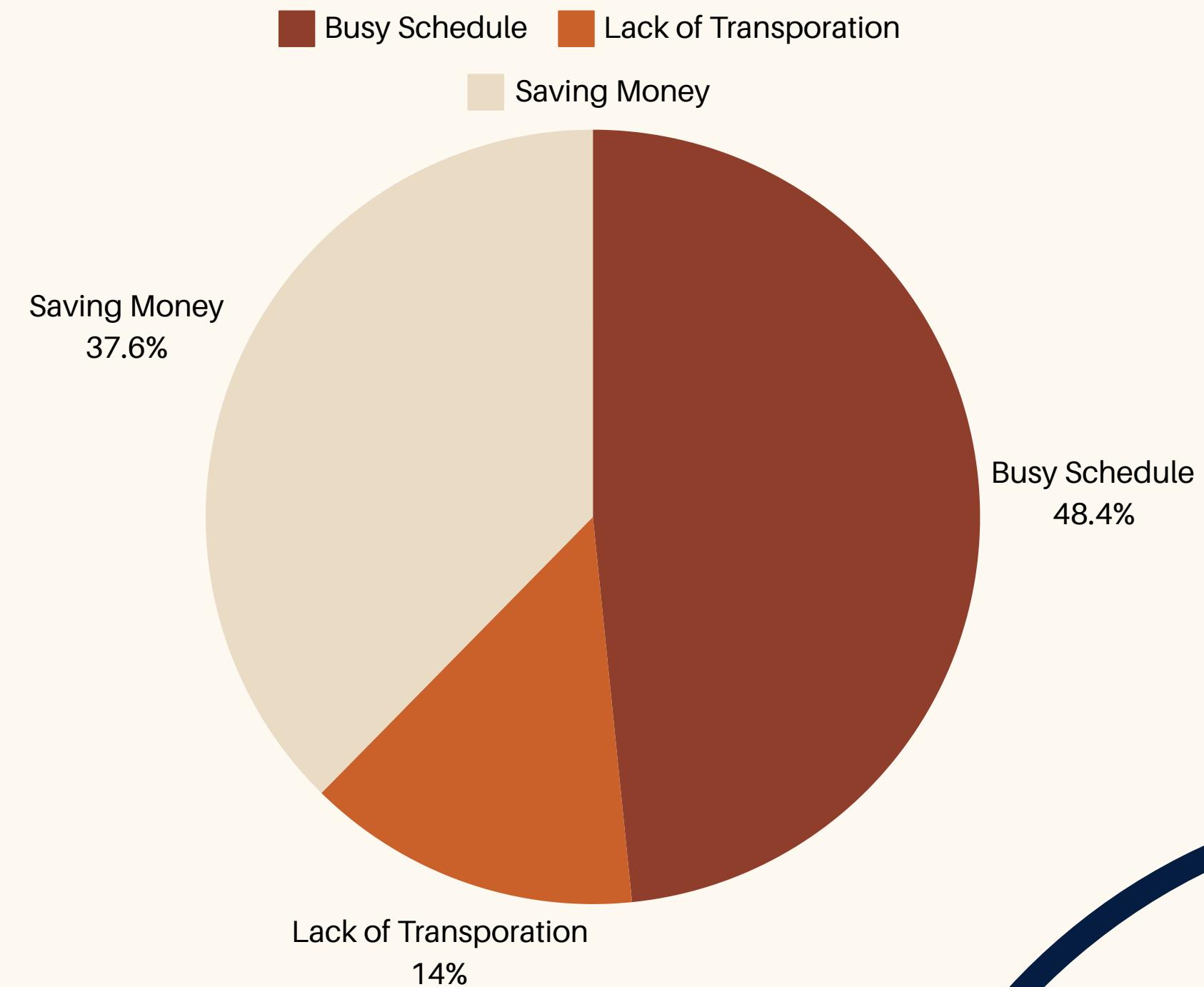
Survey

How did you hear
about Stock and
Grain?



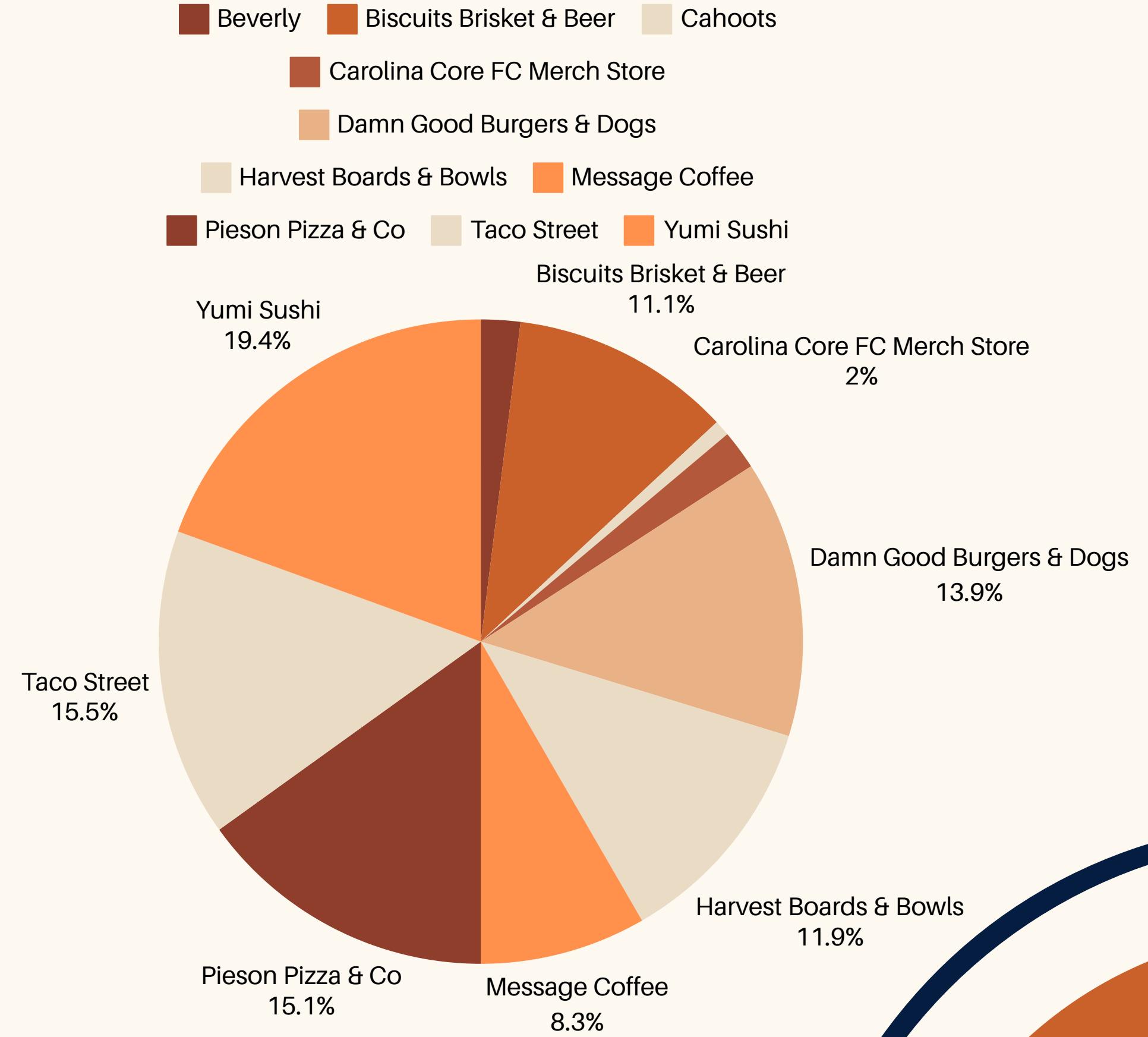
Survey

What is keeping you
from visiting?



Survey

What vendors sound most appealing?



Personas



College Carla

Primary

Age: 21 Years Old

North Carolina

Gender: Female

Grade: Senior

GOALS AND OBJECTIVES

- Looking for new study spots off campus
- Wants a food place that accepts HPU Passports
- Wants somewhere affordable to have a drink and food

SOCIAL NETWORKS





College Cody

Primary

Age: 21 Years Old

New York

Gender: Male

Grade: Junior

GOALS AND OBJECTIVES

- Looking for a place off campus to hang out with friends
- Wants a place that has a chill vibe to have drinks with friends
- Wants an environment to meet new people

SOCIAL NETWORKS





Underage Usher

Secondary

Age: 17 Years Old

Ohio

Gender: Male

Grade: Summer Advantage

GOALS AND OBJECTIVES

- Get a feel for the area around school
- Wants to make new friends
- Looking for places to go to with easy transportation

SOCIAL NETWORKS





Soccer Mom Stacy

Secondary

Age: 35 Years Old

North Carolina

Gender: Female

Mom of 2

GOALS AND OBJECTIVES

- Looking for easy meals after sports practices / work
- Wants to support small businesses
- Needs a kid and pet friendly place

SOCIAL NETWORKS



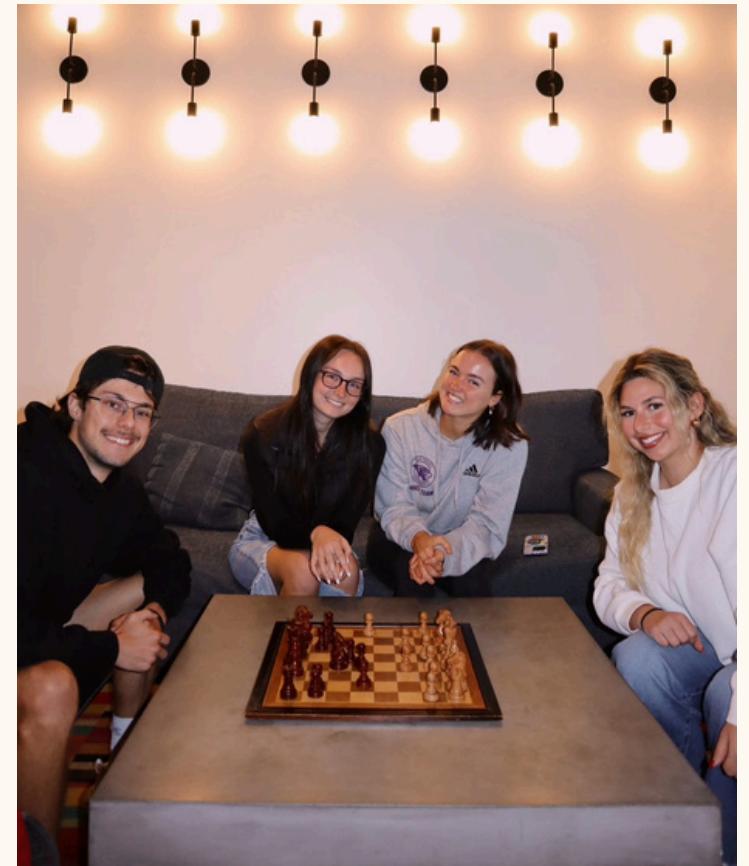
Semester Goals

- Media days
- Create Graphics & Content for social media
 - Tacos, Tequila, & Trivia
 - Thursday College nights
 - Friday & Saturday Live Music
 - Variety of dining options
 - Places to study & hang with friends
- HPU Block Party
- Holiday Guide
- Promote two new restaurants this winter
- Gift cards

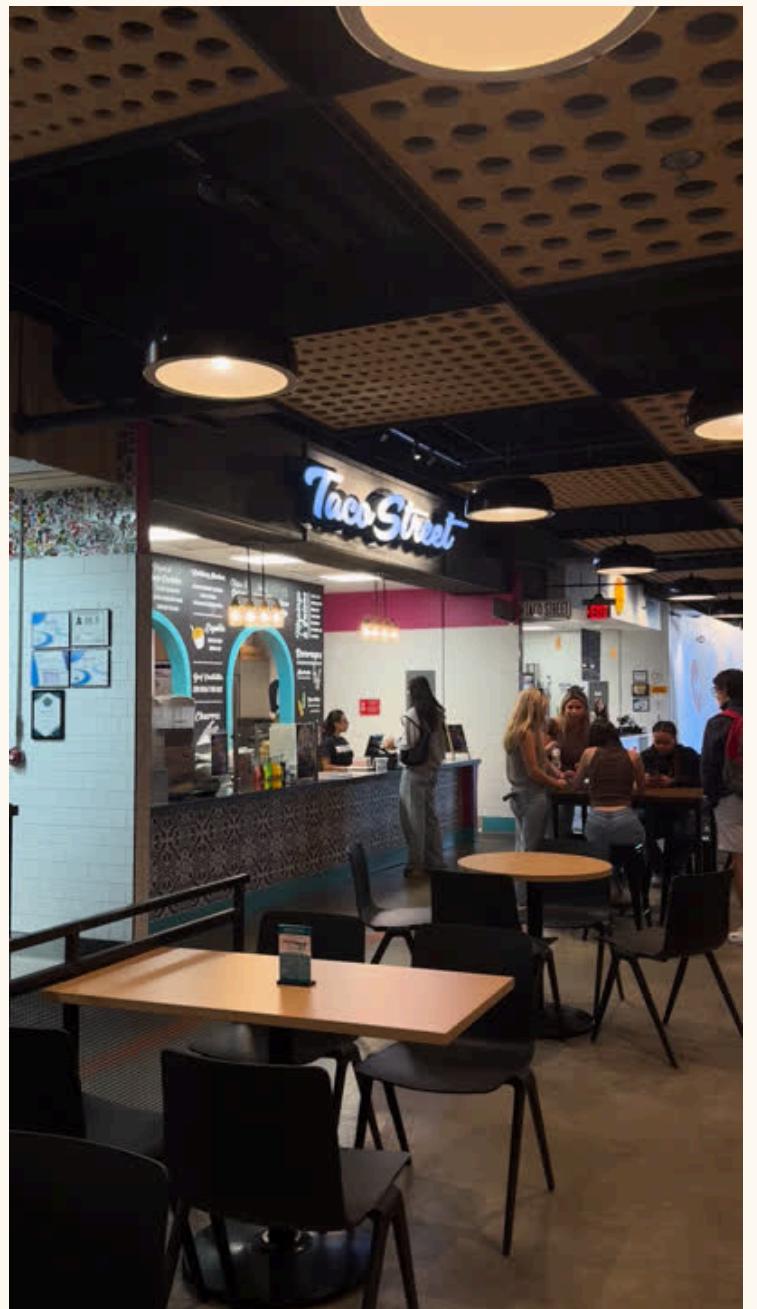
Media Day #1



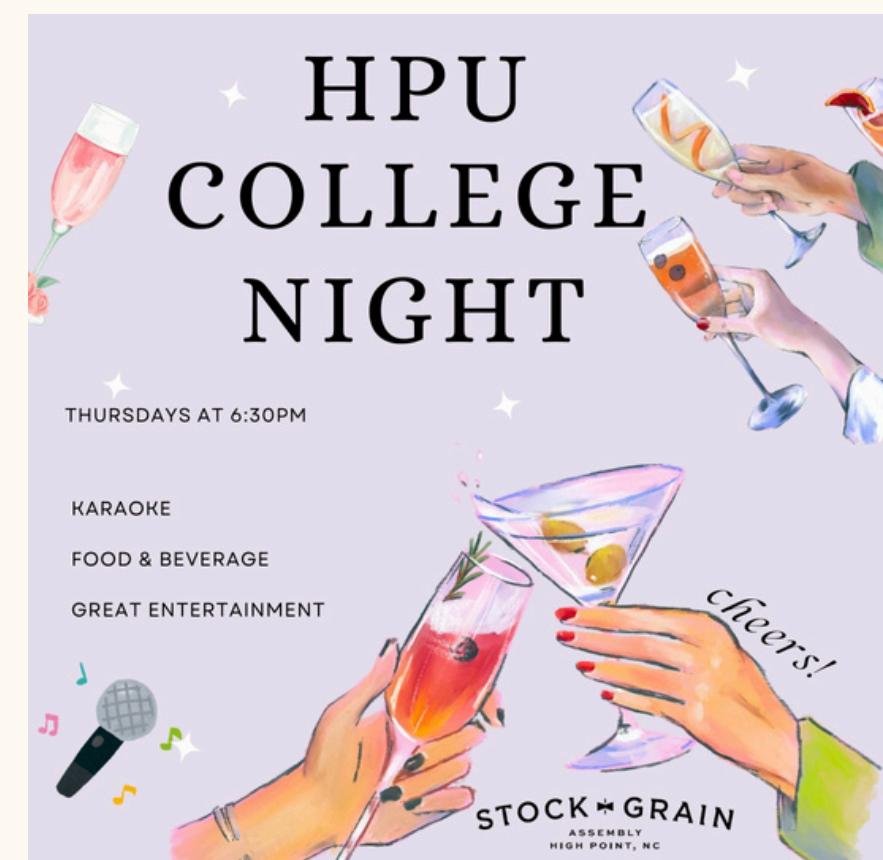
Media Day #2



Videos



Graphics



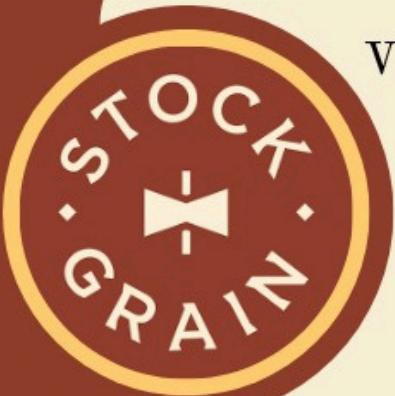
Social Media Headers



Loyalty Card

Loyalty Card

Visit All Eight Partners And Receive 15% Off Next Purchase



Stock & Grain Food Hall High Point, NC

STOCK & GRAIN Loyalty Card

Visit all eight partners & receive 15% off your next purchase!

Damn Good Burgers & Dogs



Beverly



Taco Street



Yumi Sushi



Harvest Boards & Bowls



Pieson Pizza & Co



Cahoots

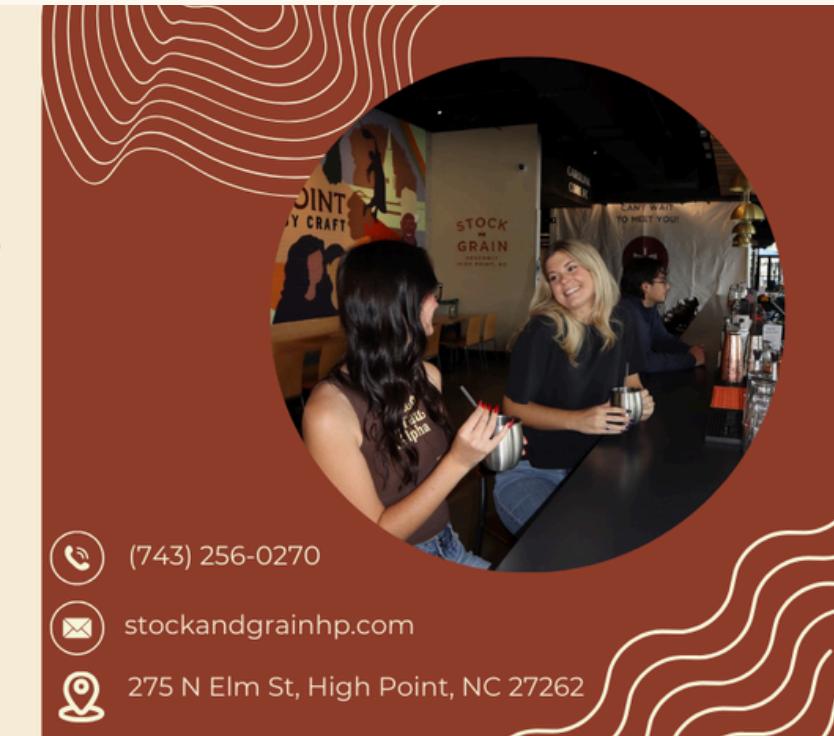


Biscuits Brisket & Beer

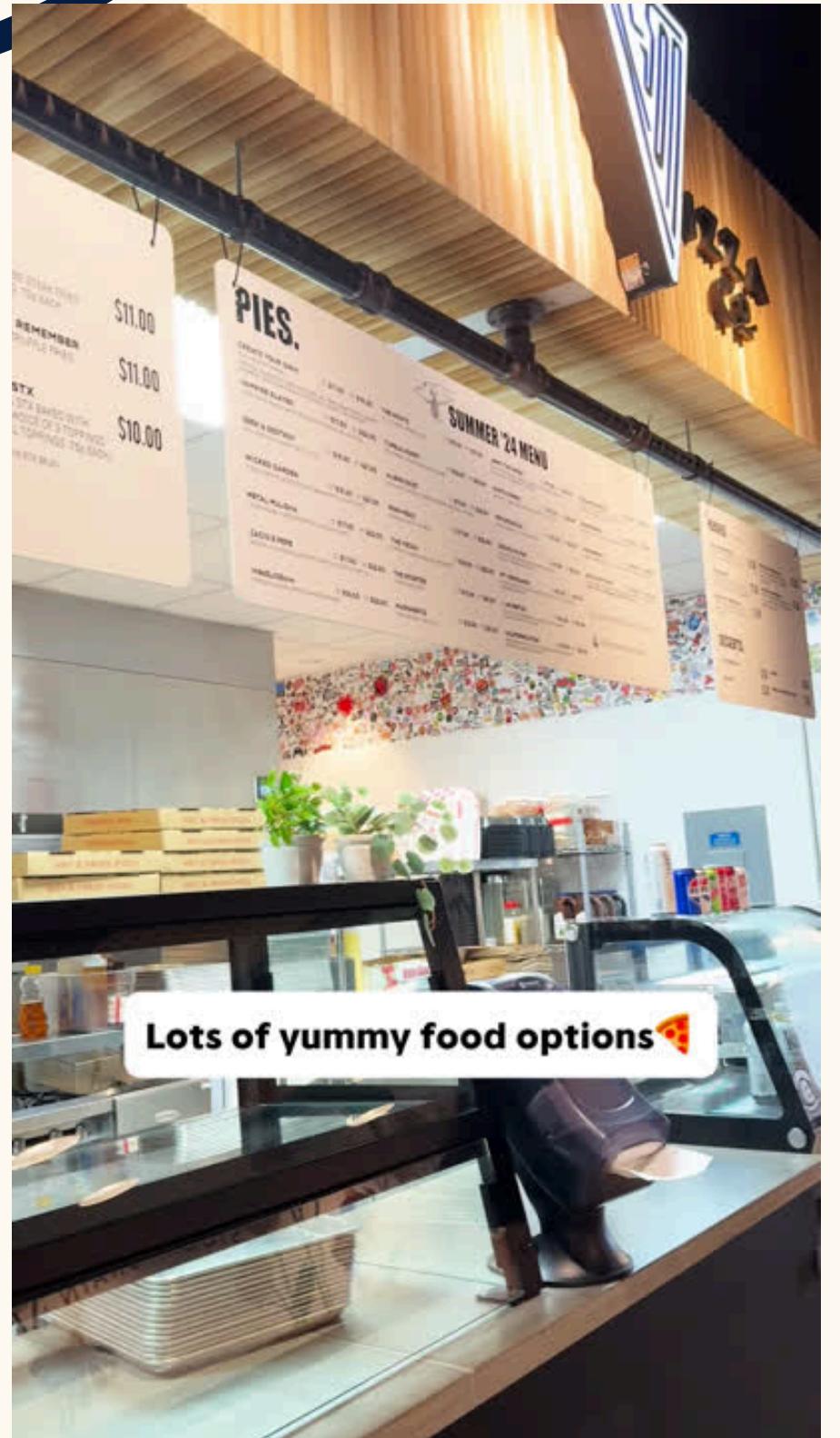


High Point, NC

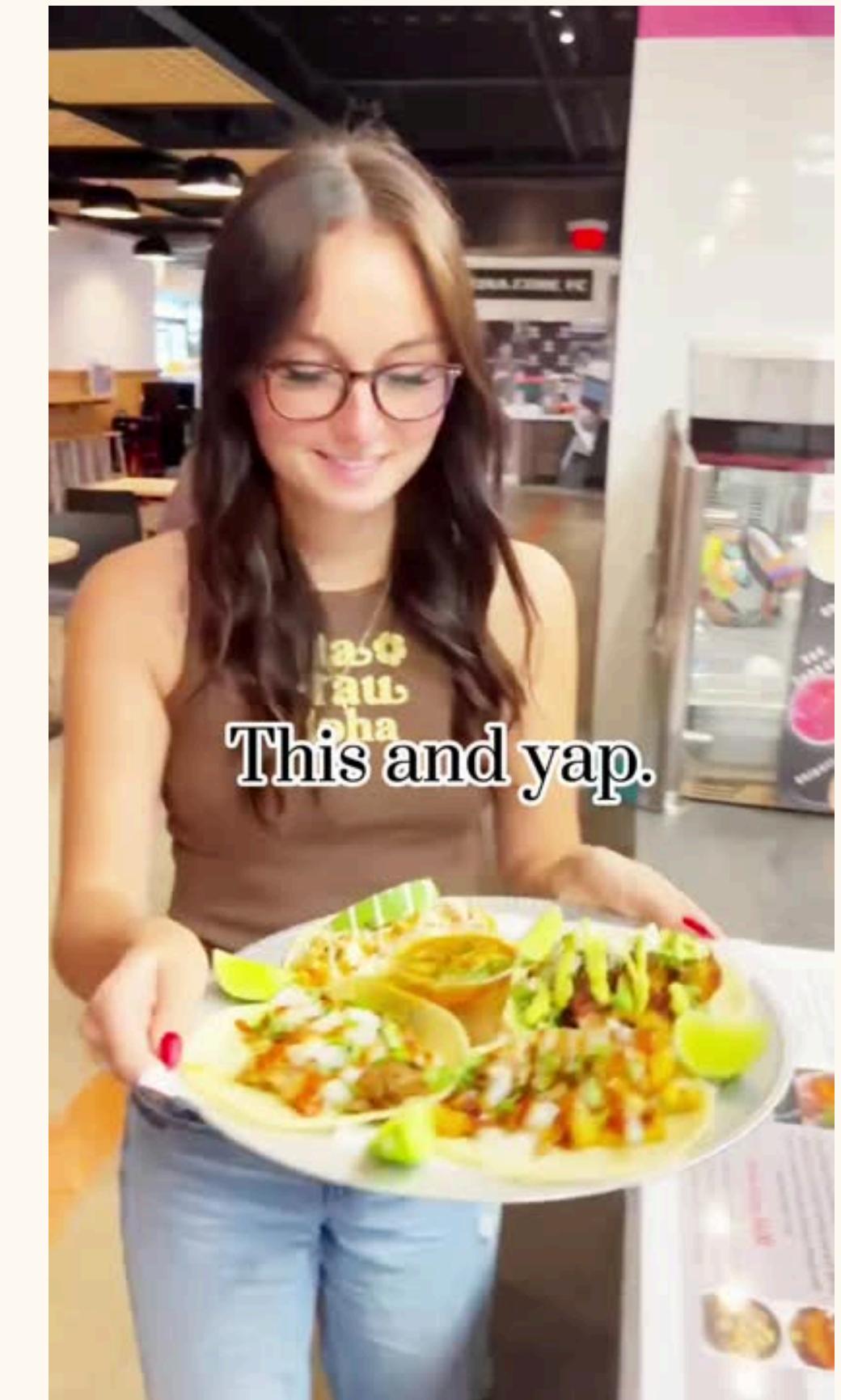
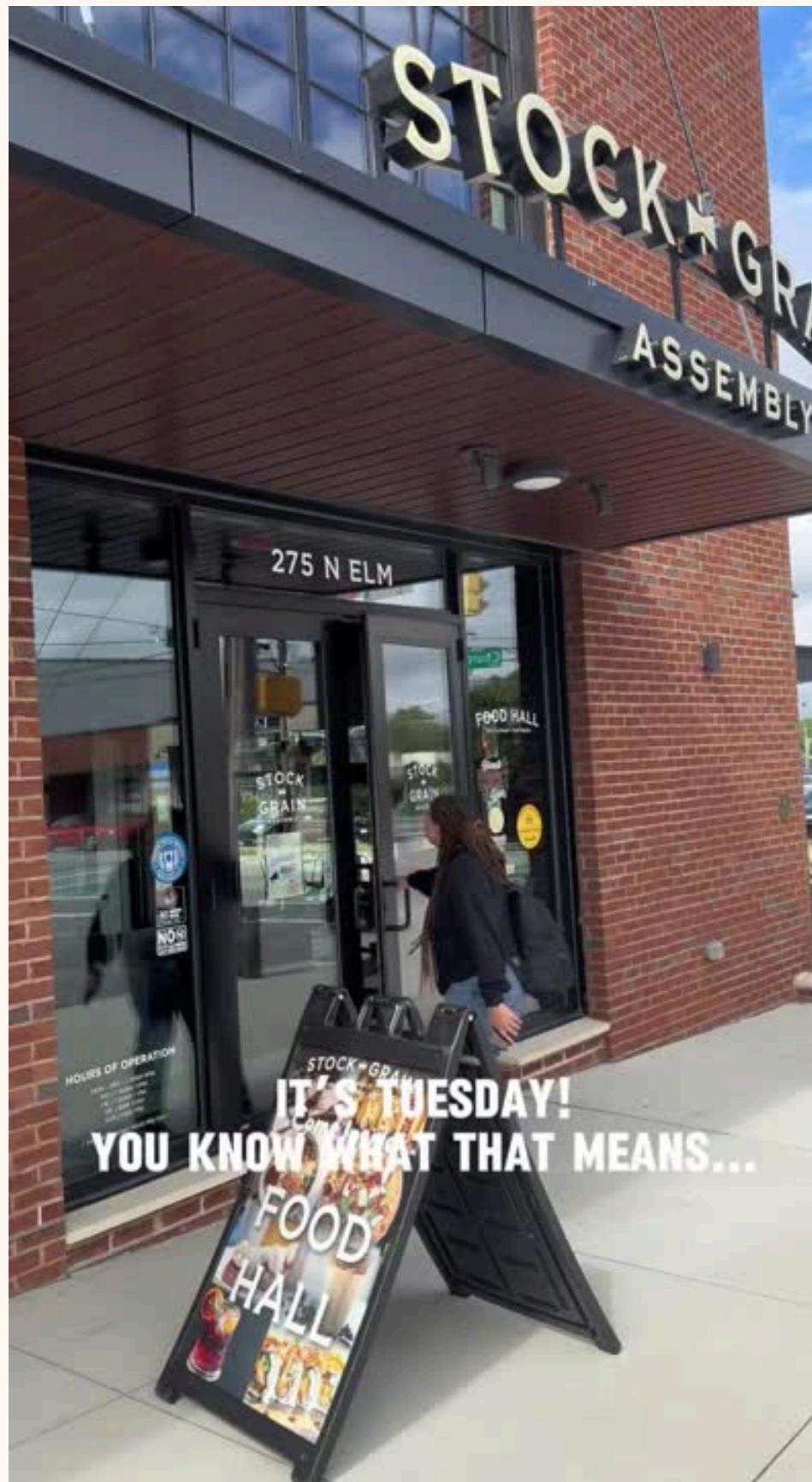
Gift Card



TikToks



TikToks



TikTok Data

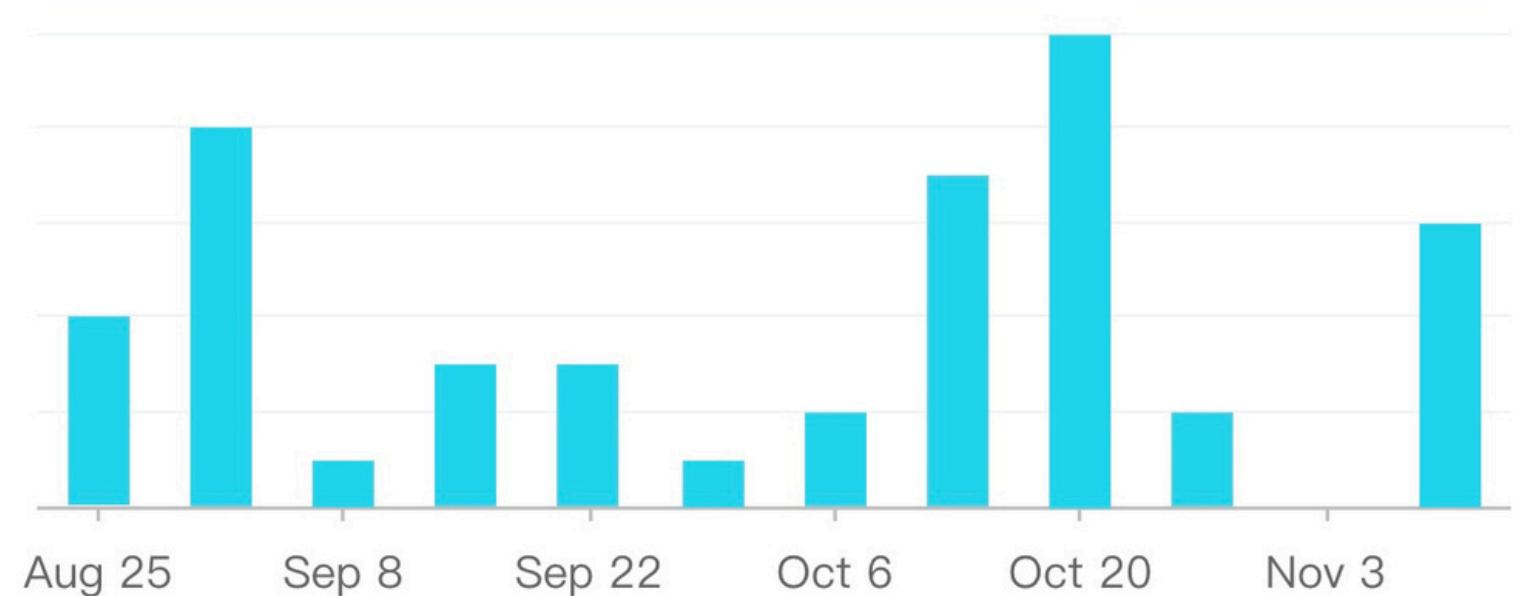
Followers ⓘ

See more >

Net growth

New followers

Lost followers



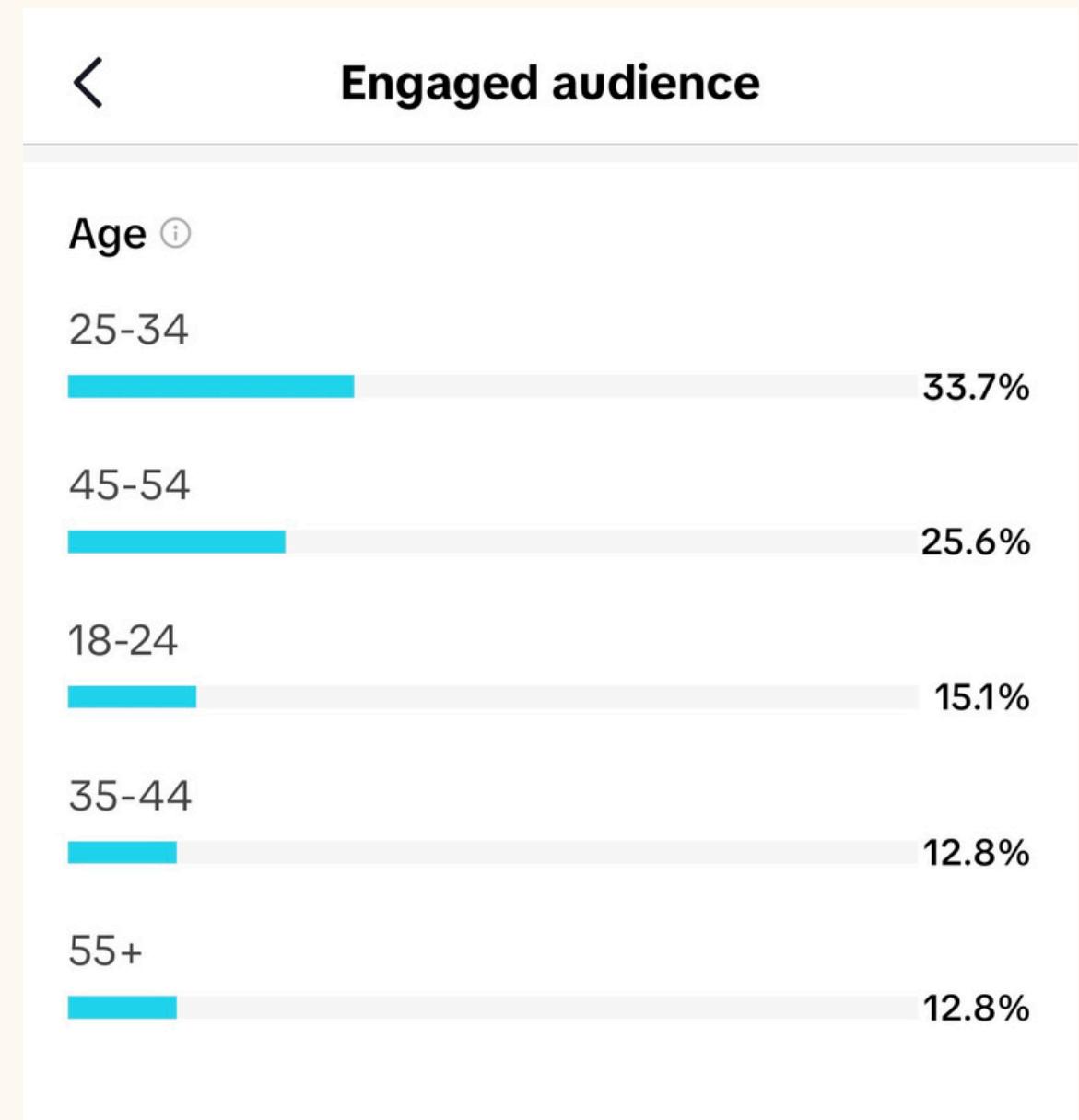
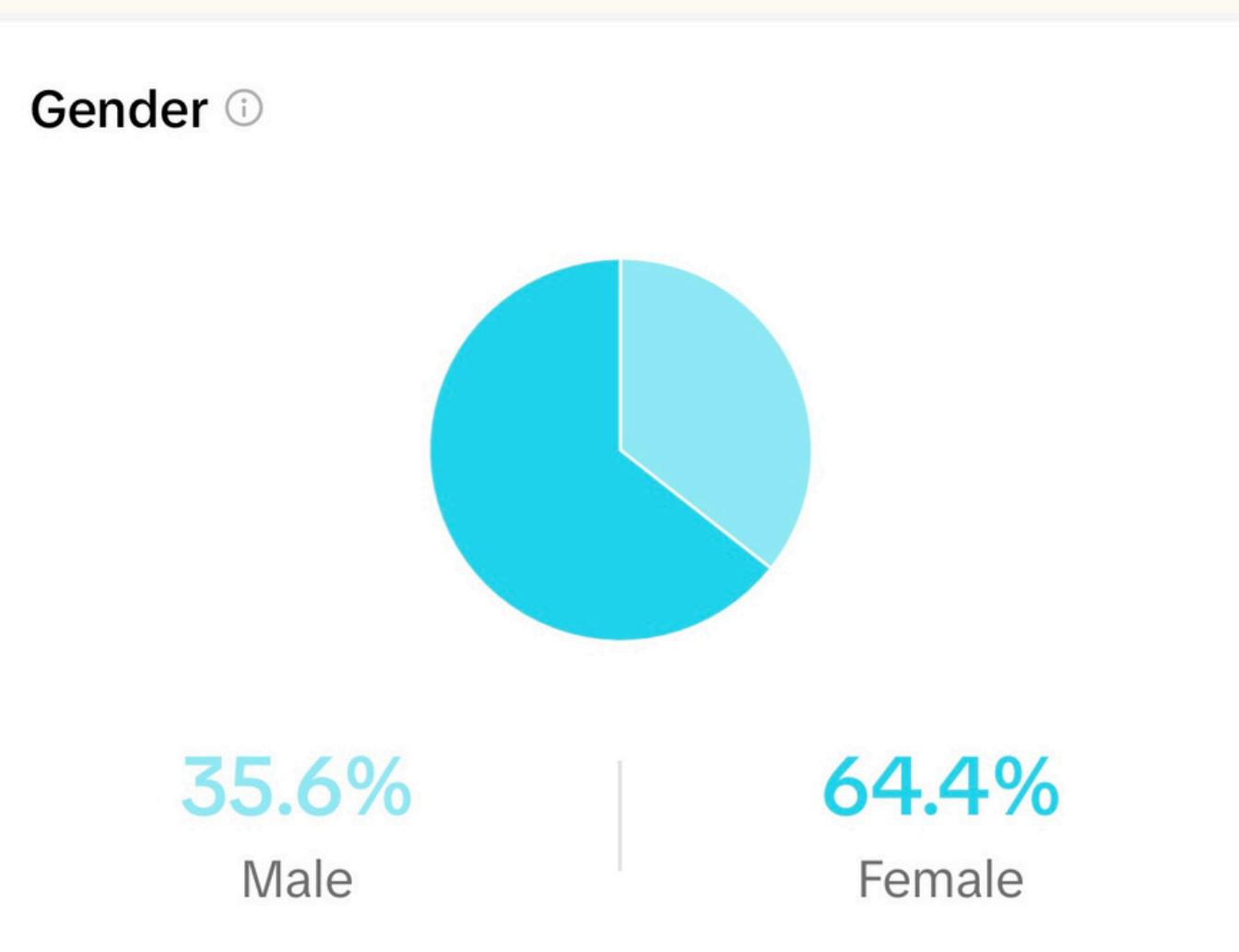
Engaged audience

124

+103 (+490.48%) ↑



TikTok Data



Your most popular videos ⓘ



High Point Block Party

HIGH POINT UNIVERSITY
Your City. Your University.

BASKETBALL BLOCK PARTY!

Community members are invited to this free block party to meet our men's and women's basketball teams.

Cheer on the team as they hoop it up on the basketball court installed right in the middle of Elm St.

We're blocking the street off for this party!

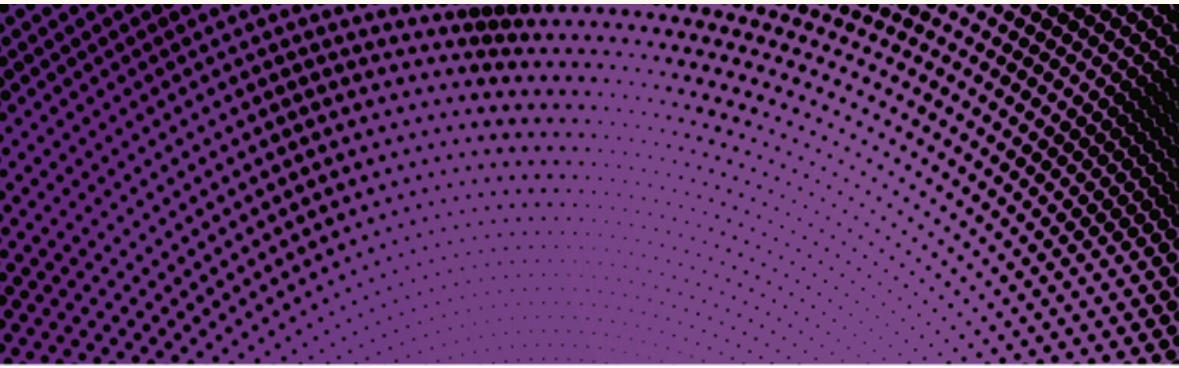
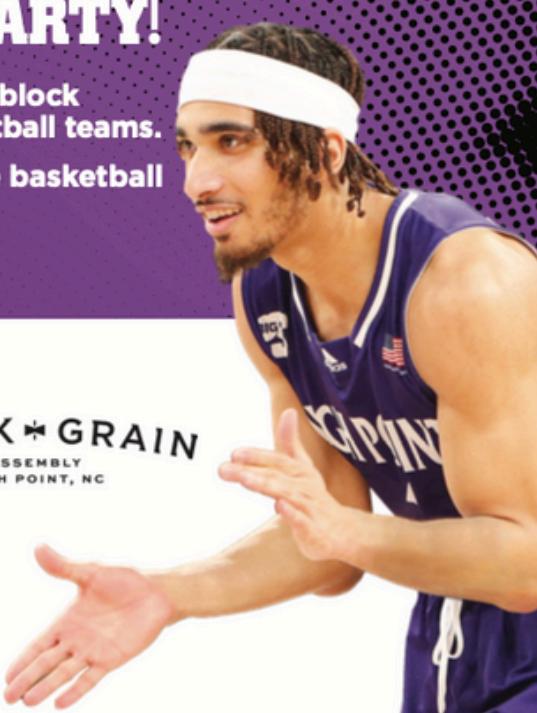
SATURDAY, OCT. 19 2024
5PM - 7PM
STOCK AND GRAIN FOOD HALL
75 N. Elm St. High Point

STOCK + GRAIN
ASSEMBLY
HIGH POINT, NC

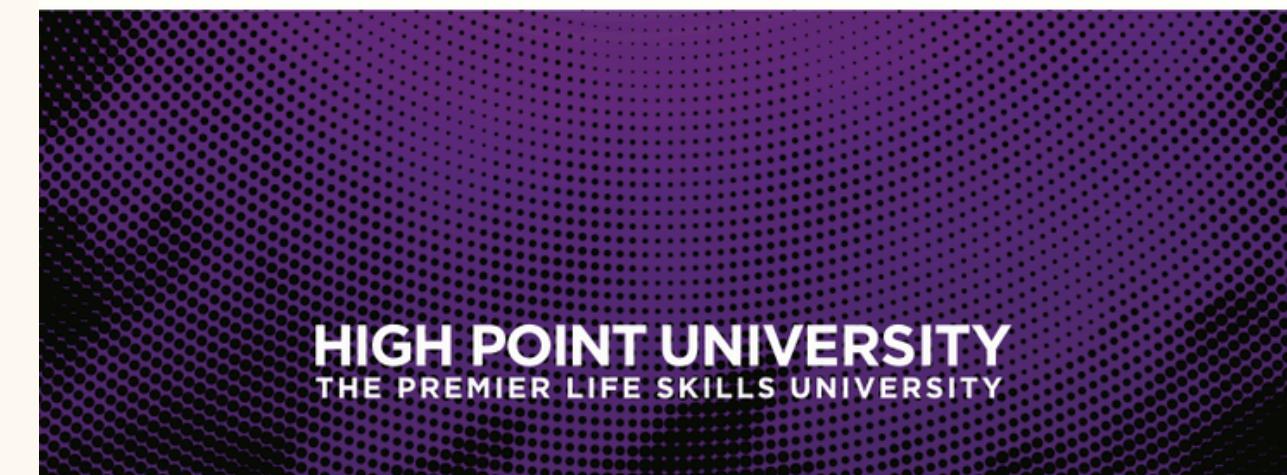
EXCLUSIVE ACCESS: A unique chance to interact with the team.
FUN FOR ALL AGES: Activities and entertainment for the whole family!
COMMUNITY SPIRIT: Show your support and cheer on our team!

THRILLING GAME PLAY
Watch our talented teams in action.
REFRESHMENTS: Enjoy snacks and beverages available at the venue.
POP UP SHOP: Stock up on merchandise to wear at the games.

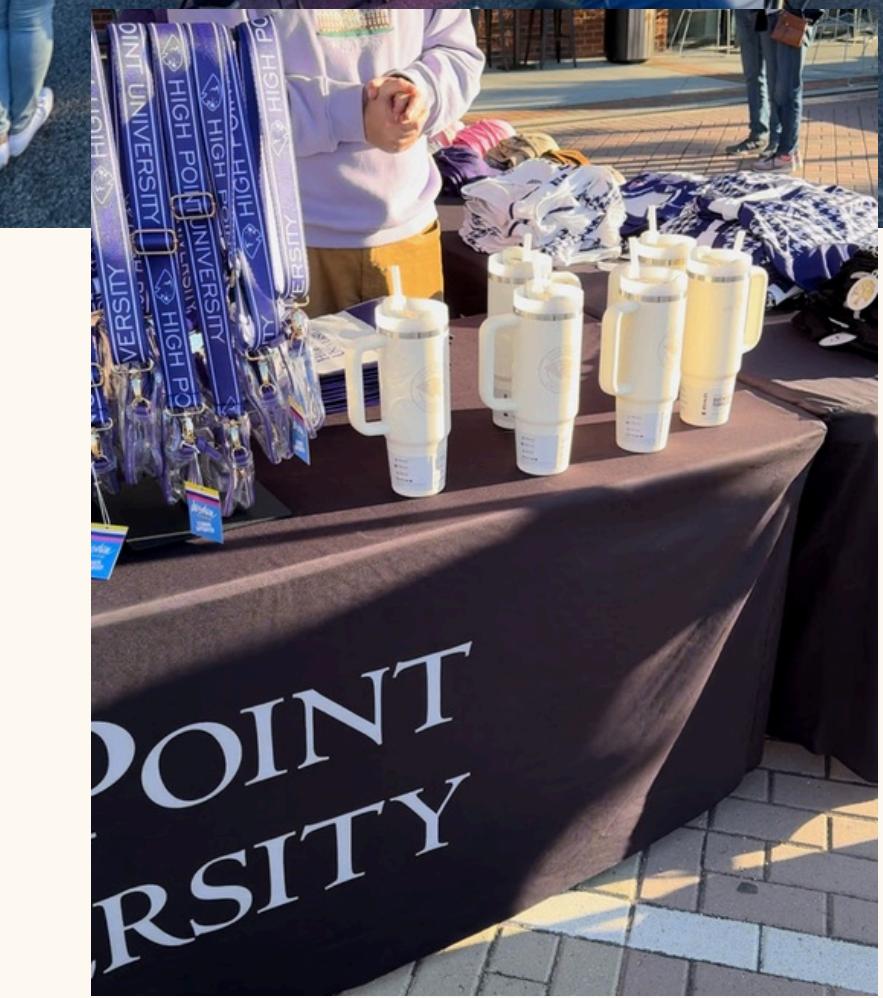
HIGH POINT UNIVERSITY
THE PREMIER LIFE SKILLS UNIVERSITY



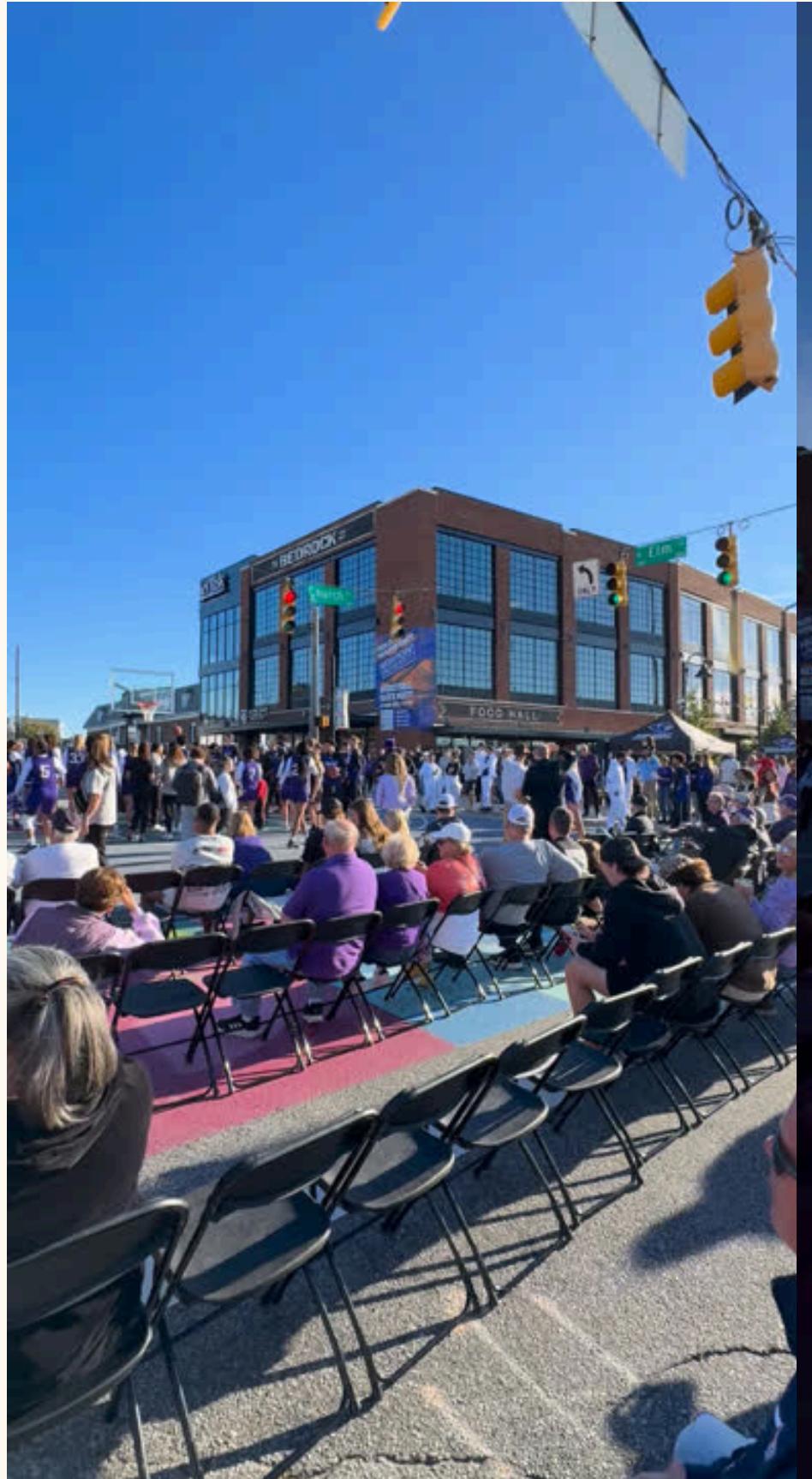
**At High Point University,
every student receives an
extraordinary education in
an inspiring environment
with caring people.®**



High Point University Block Party Content



HPU Block Party Content



Recommendations

- **Collaborate with HPU student athletes**
 - For example, coordinate with HPU soccer player to promote CCFC table
- **Promote grand opening of Cara Cookie's & Coffee**
- **Continue advertising weekly S+G events**
 - *Upcoming holiday events this December*
- **Consistent posting on social media (TikTok, Facebook, Instagram).**

Thank you!

Questions?