

MOHAMMED ALNASSAR
ADVERTISING PORTFOLIO



Halal Pizza Restaurant



WYNWOOD WAFFLE BAR



Designer Fashion for Muslim Women

/bäks/



Subscription Service for Home Products

Sportswear for Muslim Women

1.



Halal is an Arabic word meaning permissible or lawful. In the Quran, God commands muslims and all of mankind to eat of the halal things. The demand for Halal foods is increasing, and there are many market opportunities untapped in the U.S. Moe's Halal Pizza is a fast casual independant restaurant where you can build your own pizza. Moe's taps into the large, growing muslim market. Through digital media efforts Moe's hopes to become an Islamic staple to the community.



TARGET



25 - 50
Male & Female
Arab, Hispanic, Caucasian
\$40k + Income



Purchase products that hold true to their beliefs or support their community



Avg. Household size - 2-5
Lifestyle- Traditionalist



South Miami, Florida
Believe in community, family, and tradition

RESEARCH



The Halal food market is approximately \$632B or 16% of the global food industry



There were approximately 73,097 pizza restaurants by the end of 2014



Independent pizza operations now account for 54.3% of all pizzerias in the U.S



Muslims account for 16% of the kosher market because of limited halal products available locally



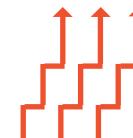
There are almost 7 million Muslims living in the U.S



The total global Muslim population is 1.6B, around 25% of the world's population



86% of American Muslim consumers believe that American companies need to understand Muslim values



Sales of kosher foods swelled from nearly \$150B in 2003 to more than \$200B in 2008

COMPETITORS



Mellow Mushroom is a 40 yr old franchise



Local quick serve pizza restaurant in Coral Gables.



Better Ingredients.
Better Pizza.

These top pizza franchises make up 20% of pizza restaurants.

OBJECTIVE

Become one of the top halal food serving restaurants among the muslim community in South Florida

Target new customers through social media

STRATEGY

Position Moes Halal Pizza as the only halal pizza restaurant in Miami and as one of the top healthy pizza alternatives.

MARKETING MIX

PRODUCT



Moes Halal Pizza. Made to order Islamic pizza cooked with only halal ingredients.

PRICE

\$10 S size

\$14 M size

\$16 L size

\$24 XL size

PLACE



Coral Gables, Florida

PROMOTION

Facebook Ads
 Flyers
 Yelp

Newspaper
 Instagram
 PR



Halal Mediterranean Pizza Coming to Coral Gables!

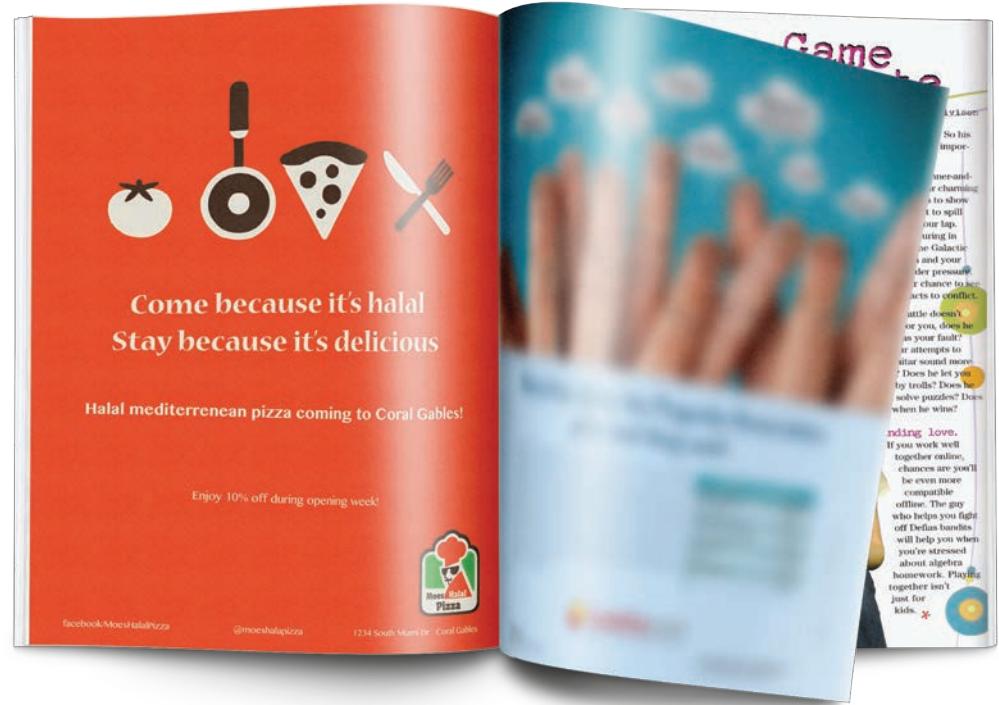
March. 1. 2016
1234 Sunset Dr Coral Gables

Get 15% off throughout
opening week!



www.moeshalalpizza.com

Flyers will be distributed around South Miami, to hotels and in mailboxes.



MIAMI
NewTimes

Newspaper ads, such as Miami New Times, will let locals know about the new restaurant and opening date.

Moes will send a press release to local publications, such as Miami New Times, to gain publicity prior to the grand opening.



Instagram

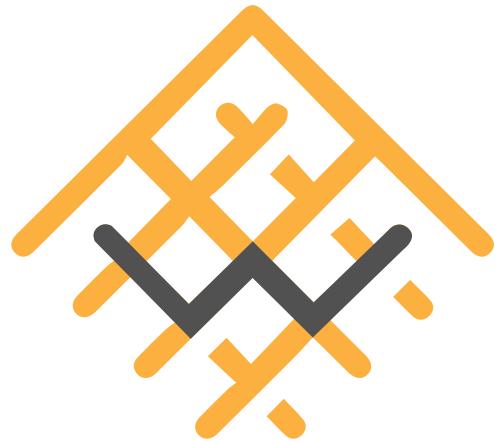
Instagram posts will highlight the grand opening, as well as keeping customers up to date with specials, event, and new menu additions.



facebook

Facebook Ads will help attract customers to page and get them to like and visit restaurant for the discount. Consumers can be reached effectively by choosing who to target based on demographics.

2.



WYNWOOD WAFFLE BAR

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 services 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



18 - 45
Male
Female



These like to try new things,
they enjoy going out and eat
out twice a week.



Income- \$30k +
Artistic
Foodies
Active



Miami, Florida
Wynwood neighborhood

RESEARCH



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.



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



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



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

COMPETITORS



Wynwood Diner opened its doors in early 2015. Wynwood Diner serves diner style food.



Kush Wynwood opened in 2014 and has been a popular restaurant due to its selection of beers



Founded in 1958, IHOP is a multinational restaurant chain that specializes in breakfast foods.

OBJECTIVE

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

Guerrilla marketing will be an effective way to stand out amongst other businesses in the neighborhood. With the assistance of local artists and promotional items WWB will be able to make their presence known and become a staple to the local community

MARKETING MIX

PRODUCT



Gourmet waffles, Waffle burgers,
Waffle sandwiches
Alcoholic milkshakes Craft beer and cocktails

PRICE



PLACE



Wynwood- Miami, Florida

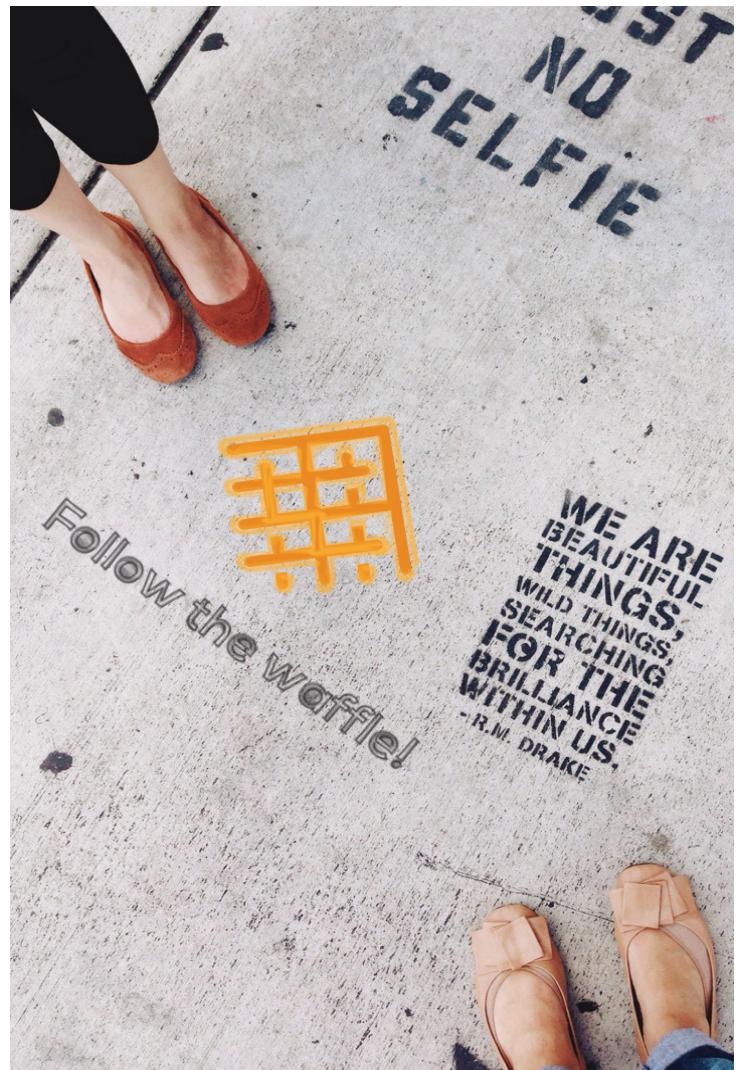
PROMOTION



Facebook Ads
Street Art



Instagram
PR

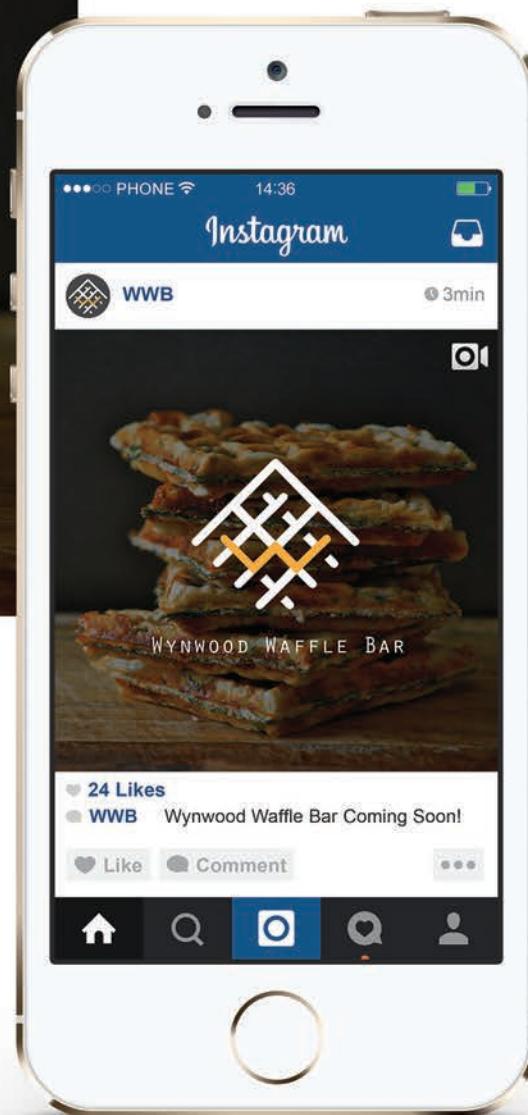


Novelty pin buttons are inexpensive promotional items that will be kept at the bar for bartenders to hand to customers. These items work for brand exposure and will also be handed out at opening night.

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.



 Instagram



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.



Posts

on facebook will be scheduled to throughout times that will result in consumer engagement.



WYNWOOD WAFFLE BAR

Facebook Ads.

displaying gourmet waffles will be targeted to desired consumers. The CPC budget will be set to reach enough followers to reach the marketing goals.

3.



Eastern High Fashion is an online clothing retailer for Arab women in the United States. In partnership with high fashion brands, such as Armani and Dolce & Gabbana, EH will be able to provide muslim women with designer brand modern and modest wear. Women will be able to locate all their fashion necessities on one site. The purpose of this campaign is to create awareness of a new brand through social media.

A fashion advertisement featuring several models in elaborate, colorful attire. In the foreground, a woman on the left wears a short-sleeved dress with a mosaic pattern of blue, red, and gold. Next to her is a woman in a red and gold geometric patterned dress. A man in a dark suit stands behind them. To the right, a woman wears a vibrant, patterned dress depicting a king's portrait, and another woman is seen from the side in a black lace dress. The background shows a stone wall and a bicycle handlebar.

DO

TARGET



18 - 50
Female
Arab



Purchase products that hold to
their beliefs and customs, love
high fashion and couture



Income- 100K +
Avg. Household size- 2-6
Beliefs Community, family, tradition,
frequent shoppers
Lifestyle Traditionalist



United States
E-Commerce

RESEARCH



Muslims spent \$266 billion
on clothing and footwear in
2013.



The total global Muslim
population is 1.6 billion, around
25% of the world's population
today.



In 2015, designers and retailers marketed
special collections including Tommy Hilfiger,
Oscar de la Renta, Zara and Mango. But only
offered in the Middle East and the US



82% of women believe
social media is influencing
how we define beauty today



Around 46% of web users will look towards
social media when making purchases.
There are just over 3 billion active Internet
users (45% of the world's internet users)



Ogilvy Noor research reveals that 86% of
American Muslim consumers believe that
American companies "need to make more of
an effort to understand Muslim values"

COMPETITORS



Saks Fifth Avenue is an American luxury department store.



Islamic design house is an islamic clothing retailer that ships to US. dollars.



Mooda is an arab fashion retailer that caters to islamic women and they do not ship to United States.

OBJECTIVE

Become the leading high fashion retailer among muslim women by reaching \$500,000 in sales in the first year

Reach over 50k active followers on facebook and Instagram within the first 6 months

STRATEGY

Position EH as the leading high fashion retailer for arab women, where designers create EH exclusive looks to fit muslim style.

MARKETING MIX

PRODUCT

Designer womens clothing

PRICE



CAROLINA HERRERA
NEW YORK

PLACE



E-Commerce

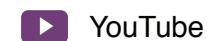
PROMOTION



Facebook Ads

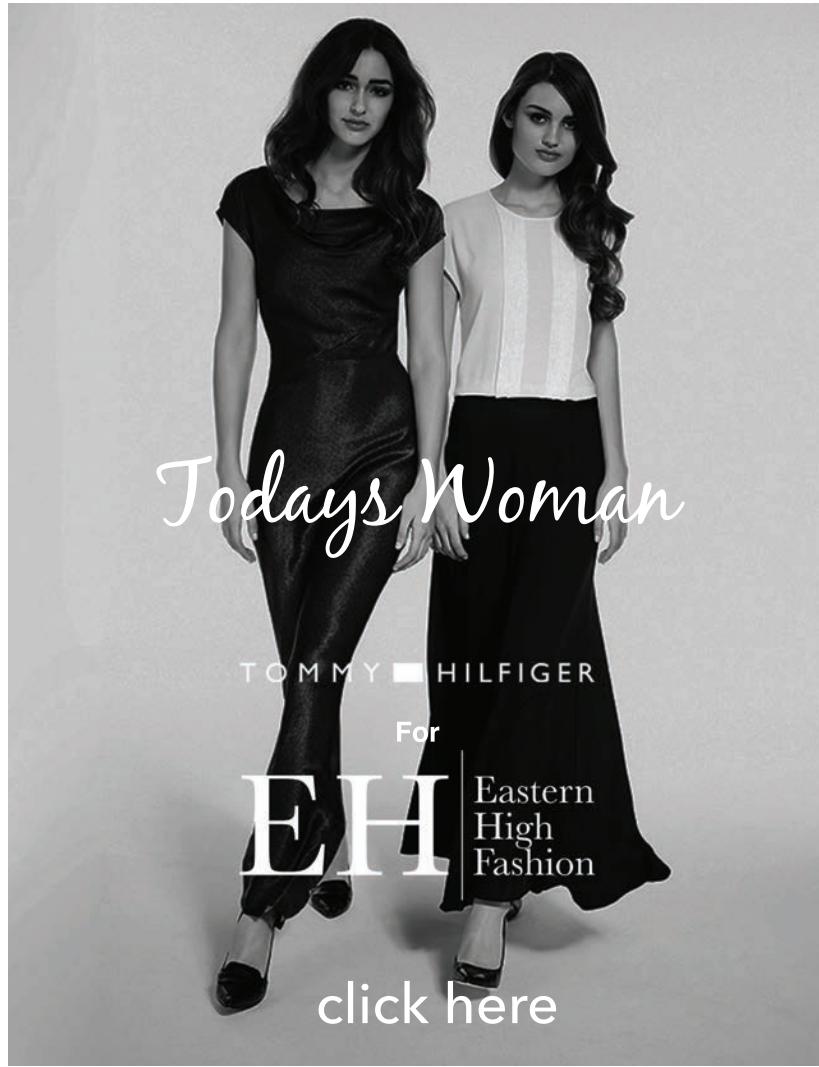


Instagram



YouTube

facebook



Facebook Ads will be used to increase website traffic and purchases. A monthly CPC budget will be set to reach as many of the target market as possible.

Instagram



Instagram Ads will be used to move traffic to website. A monthly budget will be placed to effectively reach target on a daily basis.

A woman wearing a hijab and sunglasses is standing in what appears to be a shop window or a glass door. She is looking towards the camera. The background shows some shelves and a "NO SMOKING" sign. Overlaid text reads:

Let us keep you in
the know!

Get 15% off
first order!

[email](#)

Sign up for emails to get the latest style info, offers and more

A first purchase special offer banner will ensure that customers sign up to the mailing list and will be able to receive future promotions.



EH will post a monthly video series titled “Today’s Women”. The video will feature women of the muslim community and share their style and influences. The video will end with a call to action to drive viewers to website.

4.

/bäks/

noun

1. a container with a flat base and sides, typically filled with high-end home fragrances and accessories.

Eastern High Fashion is an online clothing retailer for Arab women in the United States. In partnership with high fashion brands, such as Armani and Dolce & Gabbana, EH will be able to provide muslim women with designer brand modern and modest wear. Women will be able to locate all their fashion necessities on one site. The purpose of this campaign is to create awareness of a new brand through social media.



TARGET



18 - 50
Female
Arab



These consumers take pride in their home, they like to entertain and are sociable. They are clean and enjoy a fragrant home.



Income - 50K +
Avg. Household size- 4
Online shoppers, tech savvy
avid consumers



United States
E-Commerce

RESEARCH



The subscription commerce market is already estimated to be worth around \$3Billion



Some estimates have measured the home decor market to be approximately \$65.2 billion each year



In the U.S., 41% of revenue comes from returning or repeat purchasers, who represent only 8% of all visitors



The \$5.5B U.S. home fragrance market was projected to increase 4% in 2013, with 6.5% of that attributed to luxury candles



Subscribers purchase 5.6x more often than average shoppers



A Harvard study predicted that spending on homeowner improvements is expected to grow at 3.5% annually



In 2013 alone, subscription businesses received over \$300 million in funding from Venture Capitalists



In 2014 Forbes estimated that SubCom business Birchbox is generating over \$125 million a yr in revenues

COMPETITORS

BIRCHBOX◆

Birchbox is an online monthly subscription service that sends its subscribers a box of four to five selected samples of beauty products.

C L U B W

Club W is a California based directtoconsumer winery that is revolutionizing the way people discover, buy and share wine.

bestowed

Bestowed, formerly Conscious Box, is an online marketplace featuring natural/organic food, personal care, and household products & supplements.

OBJECTIVE

Gain over 500 subscribers within the first 3 months

Reach over 35k active followers on facebook and Instagram within the first 6 months

STRATEGY

Position /bäks/ as the only highend home goods monthly subscription box, using a digital marketing campaign.

MARKETING MIX

PRODUCT

Home decor and accessories from different brands



PRICE



\$35 per month

PLACE



E-Commerce

PROMOTION



Instagram



Facebook Ads



Google AdWords



Sponsored reviews



/bäks/

noun

1. a container with a flat base and sides, typically filled with high-end home fragrances and accessories.



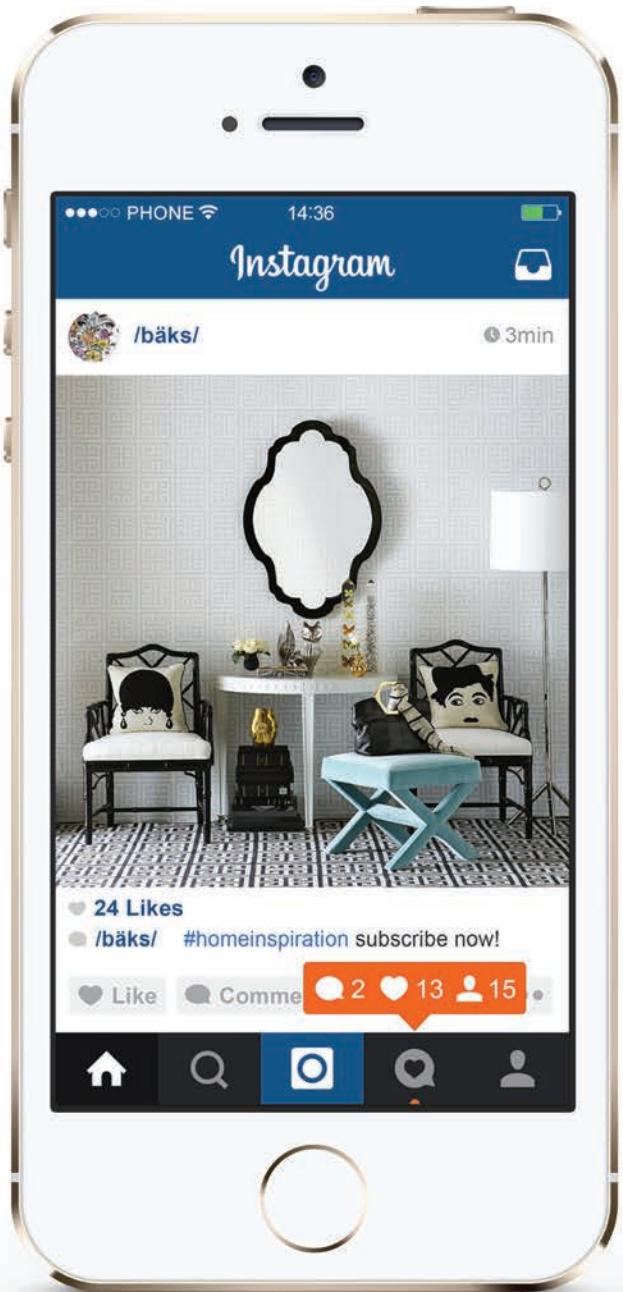
www.baksbox.com



facebook

Google AdWords will allow /bäks/ to attract more customers by setting a budget to place ads in websites that are relevant to users using keyword optimization. Customers can be targeted globally and at the right time.

Facebook Ads will be used to increase website traffic and purchases. A monthly CPC budget will be set to reach as many of the target market as possible. WWB will also pay to sponsor relevant posts.



Instagram Ads will be used to move traffic to website. A monthly budget will be placed to effectively reach target on a daily basis. Instagram will also serve as a visual platform where WWB can entice customers with delicious images.



/bäks/ will partner with selective bloggers. /bäks/ will provide them with a complimentary subscription in return for their review and promotion.

5.



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



18 - 40
Female
Muslim



These women have an interest
in sports, they are athletic, driven
and educated



Income- 80K +
Beliefs- Community,
female rights, religion



United States
E-Commerce

RESEARCH



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



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



Sports apparel and footwear
sales have jumped 42% to
\$270 billion over the past
seven years.



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



U.S. active wear sales were
\$33.7 billion for Fiscal 2013,
representing 16% of the global
market.



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



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



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

COMPETITORS



NIKE, Inc., is engaged in the design, development, marketing and selling of athletic footwear, and services.



Adidas was founded in 1949 and is the second largest sportswear manufacturer in the world after NIKE.



Under Armour, Inc. is an American sports clothing and accessories company.

OBJECTIVE

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



PRICE



PLACE



E-Commerce

PROMOTION



Billboard



Google AdWords



Magazine

COSMOPOLITAN

Women's Health

Sports Illustrated

SWOT ANALYSIS

STRENGTH

- Made for women nation wide
- Supports Muslim women in professional sports
- Brand made for professional and amateur athletes
- Empower young women to compete in sports

WEAKNESS

- New brand with no brand recognition
- Brand does not have loyalty from consumers

OPPORTUNITIES

- Expand into sports equipment
- Include a line extension for men
- Sponsor professional Muslim athletes for brand exposure

THREATS

- Countries with strict religious views may not approve of women in sports
- Competitors may begin to sell athletic hijabs

MEDIA PLAN

Media Plan for 3 months

	SIZE	COST	CIRCULATION	CPM	TOTAL COST
WOMENS HEALTH	Full page 8.5 x 11	\$12,050/M	155,000	77.74	\$36,150
SPORTS ILLUSTRATED	Full page 8.5 x 11	\$235,264/M	1,500,000	123.64	\$705,792
COSMOPOLITAN	Full page 8.5 x 11	\$12,660/M	34,000	93.08	\$22,155
BILLBOARDS	14' H x 48'W	\$210,800/M	35,109,239	6	\$632,400
GOOGLE ADWORDS		\$500/M	19,000,000 Potential	\$0.02	\$1,506



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.



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.



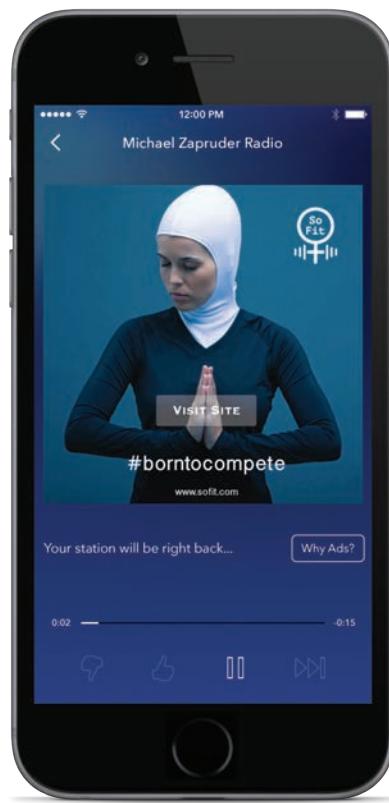
BORN TO COMPETE

www.sofit.com



Print ads will be full page ads in magazines such as Women's Health, Sports Illustrated, and Cosmopolitan. These magazines not only feature diversity in sports and fashion, they also illustrate the importance of health and fitness across the globe.

Women'sHealth
COSMOPOLITAN **Sports
Illustrated**



PANDORA internet radio

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.



hulu

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 someone's 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.

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