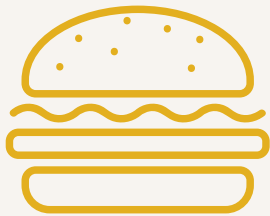




40 ACRES AGENCY



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EXECUTIVE SUMMARY

We are thrilled to announce that 40 Acres has the opportunity to be chosen to collaborate with Hopdoddy Burgers in their exciting venture of establishing and thriving at their upcoming Eugene location. Our team has been diligently working on crafting a creative and strategic media plan that will drive your success.

With our expertise and dedication, we invite you to join forces with 40 Acres for an exceptional partnership. Together, we will unlock the full potential of your brand and create a compelling media presence through a four-part strategy. This media plan will allow you to break into the market and create large impressions and high revenue while focusing on presence, people, position, and product. By choosing 40 Acres, you can trust that you are working with a team that is committed to delivering exceptional results and contribute to your growth to help you achieve your goals.

Situated in the heart of Eugene, Oregon, Hopdoddy will primarily target young professionals who consider quality over quantity. The lively atmosphere and brand truth of the restaurant will draw in this young professional group to function as a great spot for a hangout social scene.



EXECUTIVE SUMMARY

Hopdoddy's mid-rang price point connects with this target market as they value quality and locally-sourced products. We will foster buzz and assert our presence in Eugene surrounding the new Hopdoddy location. Hopdoddy will generate conversation throughout the community through paid, owned, and earned media such as major social media outreach on Instagram. To keep the buzz throughout the community, Hopdoddy will host a launch party to celebrate their opening.

The media plan will be curated to generate awareness of the new location in **70% of the target market** by initiating conversation and interactions. The **site** should experience a **35% increase** during the duration of the campaign with 60% of that growth stemming from Eugene. After our media plan is implemented, Hopdoddy should expect to receive **100-150 weekly visitors**, rising to **250-300 visitors** on the weekends. By constant promotion on social media as well as OOH media and a partnership with Saturday Market, we should increase **positive word of mouth** reviews, 4.2-4.5 on online ratings. The recommended media strategy that has been illustrated above is designed to be utilized from August-December 2023.

COMMUNICATIONS PLATFORM:

Don't Be a Stranger!

Hopdoddy's is no stranger to community. They are a place to discover where connections are formed, laughter is contagious, and everyone is a friend. They encourage their customers to leave behind the role of a stranger and embrace the vibrant atmosphere that awaits within their walls. With this, the new location of Hopdoddy's can be a friendly place to embrace one's eclectic nature and discover authenticity. As a local connoisseur of life, Hopdoddy's can be a place where your niche is welcome. Whether that is chatting about coffee over a beer or discussing the different bike trails between bites, Hopdoddy's is in the market of creating community, so **Don't Be a Stranger!**

HOPDODDY IS SOMEWHERE DIFFERENT

KPIS

01

Inform

- 70% of Target Market should be aware of new location in Eugene, the company name, and brand truth when prompted via active recall

02

Inspire

- Spike of 35% in site visits during the campaign launch phase
- 60% of this growth will come from local Oregon DMA
- Paid and owned media to inspire interactions
- Boost in-store and online traffic by 10% following experiential events
- Attendance of 400 people for promotional events

03

Incentivize

- Generate transactions
- Average transaction \$15

M-Th Lunch: 100 visitors/day average

M-Th Dinner: 150 visitors/day average

Fr Lunch: 150 visitors average

Sat - Sun Lunch: 250 visitors/day average

Fr – Sun Dinner: 300 visitors/day average

04

Advocate

- Create earned media through the use of paid and owned media to generate positive reviews and growth for new location
- Holding 4.2-4.5 online rating generated from public reviews

STRATEGY OVERVIEW

Our media strategy is geared around young adults living in Eugene, Oregon aged 21-34. Particularly, our focus is on these young adults who have their own specific hobbies and niches. Our goal is to break into these niches and interact with these people in order to make Hopdoddy part of the community by becoming the "go to" hangout spot after a long day of work - whatever that may look like. In order to achieve this, we will use earned, paid, and owned medias including SEM, OOH, Print Ads, social media and experiential advertising. We want to bring the Austin-loved community of Hopdoddy to its new home in Eugene, Oregon and ensure it becomes a "must try" on the list of every local-connoisseur, adventurer, and traveller alike. By using this strategy, Hopdoddy is on the right path to becoming integral in the tight-knit and eclectic Eugene community.



MEDIA MIX

OOH: \$3,688(15.93% of Total Budget)

Using OOH is a great way to gain exposure within the Eugene community. Through billboards and ad placements in movie theaters, Hopdoddy will be able to reach a wide number of people, specifically in their target audience, driving customers to come to check them out and spread the word.

Owned Media:

Owned Media is a crucial aspect when advertising a new business as it gets the word around. Although it is not necessarily always to gain new customers (allows us to maintain prior customers), Owned Media such as social media posts allow for the brand to stay relevant with our built up fanbase.

Experiential: \$8,120(35.06% of Total Budget)

As we set to open the Eugene location, a grand opening party will be held to bring to life the community relationship that Hopdoddy wants to form and hold. We want to be able to meet the people of Eugene and show them our amazing food and environment. We also want to take part in a local event as a way to continue to build on these new relationships and drive traction to our restaurant and website so that they can learn more about who we are and why they should dine with us!

MEDIA MIX

SEM: \$3,380(14.59% of Total Budget)

With being a new burger place in town we want to make sure that everyone knows where to choose from now on! When they are craving a burger and want to know where the best one is, we want Hopdoddy to be the first name they see. Not only that but we want Hopdoddy to be a place where people bring their friends and family, a place to come together. That's why we also think it is important to be mentioned when people are looking for good food and a fun environment.

Social Media: \$1,518(6.55% of Total Budget)

We plan to use both owned and paid media to help carry out our message and get people to follow us. Hopdoddy currently has 77.5K followers on Instagram and we hope to increase that following with new Eugene customers. It is important to us that we stay connected with our customers.

Print: \$6,454(27.87% of Total Budget)

Hopdoddy wants to make sure that we stay relevant and connected with the community of Eugene which is why we are choosing to place ads in local newspapers and magazines.

OBJECTIVES GRID

Target Segment	Impact Goal	Communication Funnel Stage	Flight Start Date	Flight End Date	Media Vehicle	Delivery Goals To Be Achieved		
Flight One						Reach	Frequency	Imps
Adults 21-34	70% of target market	upper - discovery	Aug 1	Sept 1	OOH: Movie Ad			
Adults 21-34	70% of target market	upper - discovery	Aug 1	Sept 1	Print: Page in Eugene Weekly			32,325
Adults 21-34	70% of target market	upper - discovery	Aug 1	Sept 1	Owned Media: Socials			
Adults 21-34	> 400 people	middle- involvement	Aug 3	Aug 3	Experiential: Grand Opening Party			
Flight Two								
Adults 21-34	35% Spike in Site	upper-discovery	Sep 2	Oct 2	Owned Media: Socials			
Adults 21-34	35% Spike in Site	upper- discovery	Sep 2	Oct 2	Paid Social Media			10,000
Adults 21-34	35% Spike in Site	upper- discovery	Sep 2	Oct 2	Search Engine Marketing			2,000
Adults 21-34	>400 people	middle- involvement	Sep 4	Sep 4	Experiential: Hop, Skip, and a Jump			
Flight Three								
Adults 21-34	> 2,250 weekly customers	Lower-Purchase	Oct 1	Dec 1	OOH: Television Ad			160,000
Adults 21-34	> 2,250 weekly customers	Lower-Purchase	Oct 1	Dec 1	Paid Social Media			20,000
Adults 21-34	> 2,250 weekly customers	Lower-Purchase	Oct 1	Dec 1	OOH: LED Sign Billboard			130,000
Flight Four								
Adults 21-34	Hold 4.2+ star rating	Lower - Purchase	Nov 1	Dec 1	SEM			2,000 clicks
Adults 21-34	Hold 4.2+ star rating	Lower - Purchase	Full Year	Full Year	Owned Media: Social			
Adults 21-34	Hold 4.2+ star rating	Lower - Purchase	Nov 1	Dec 1	Magazine: Oregon Quarterly			98,000

<https://docs.google.com/spreadsheets/d/1LuTKkk19DvcEZf7okYJtv6U--RLKqWadch9Qk0SjLrw/edit?usp=sharing>

FLIGHT STRATEGY (1)

FLIGHT ONE: AUG 1- SEPT 1, 2023

COST: \$8,054

KPI: INFORM

FLIGHT TWO: SEP 1-OCT 1, 2023

COST: \$7316

KPI: INSPIRE

OOH:

VEHICLES: 15 SECOND COMMERCIAL BEFORE MOVIE AT BLUE MEDIA MOVIE THEATER.

PURPOSE, TARGET, KPIS: GREAT WAY FOR CUSTOMERS TO BE EXPOSED TO OUR MESSAGE AND BEGIN TO RECOGNIZE HOPDODDY. WE WILL SHOW THE SHORT CLIP BEFORE THE NEW SHOWING OF EACH MOVIE AT \$1000 FOR FOUR WEEKS.

OWNED MEDIA:

VEHICLES: INSTAGRAM, FACEBOOK, WEBSITE

PURPOSE, TARGET KPIS: OUR TARGET AUDIENCE IS 21-34, WHICH ARE THE MOST FREQUENT USERS OF THE ABOVE SOCIAL MEDIAS. OUR GOAL IS TO MAKE 70% OF TARGET MARKET AWARE OF NEW LOCATION, NAME, AND BRAND TRUTH BY ACTIVE RECALL. WE WILL POST TWO WEEKLY CREATIVE AND TRENDING POSTS ON INSTAGRAM AND FACEBOOK, AND DAILY STORIES ON INSTAGRAM WITH OPENING UPDATES. WE WILL ALSO LINK THESE POSTS ON OUR WEBSITE.

PRINT:

VEHICLES: EUGENE WEEKLY PAGE

PURPOSE, TARGET, KPIS: NEWSPAPERS ARE ONE OF THE PRIMARY WAYS THAT HOPDODDY CAN BREAK INTO THE BURGER MARKET IN EUGENE, AS MANY PEOPLE GATHER THEIR DAILY NEWS FROM THE NEWSPAPER. BY PUTTING THIS AD OUT TWICE, ONCE EVERY OTHER WEEK, WITH A CIRCULATION OF 32,245, MANY PEOPLE WILL HEAR ABOUT THE NEW LOCATION OPENING AND BE EAGER TO TRY THE HOT NEW RESTAURANT COMING FROM AUSTIN!

EXPERIENTIAL:

VEHICLES: HOPDODDY GRAND OPENING

PURPOSE, TARGET, KPIS: A GRAND OPENING EVENT WILL BE HELD AT THE NEW HOPDODDY'S LOCATION TO ALLOW THE CUSTOMERS TO TRY PRODUCTS AND UNDERSTAND THE BRAND IN AN INTERACTIVE WAY

OWNED MEDIA:

VEHICLES: INSTAGRAM, WEBSITE, FACEBOOK

PURPOSE, TARGET, KPIS: INTERACTIVE POSTS WILL HELP TO MAINTAIN A RELATIONSHIP WITH CUSTOMERS AND ENCOURAGE INVOLVEMENT. THIS WILL INCREASE ENGAGEMENT AND HELP TO FORM THE BRAND'S ROLE WITHIN THE COMMUNITY.

PAID MEDIA:

VEHICLES: INSTAGRAM

PURPOSE, TARGET KPIS: TO ENSURE THE ALGORITHM DOESN'T INTERFERE WITH CURRENT OR FUTURE CUSTOMERS, PAID MEDIA ADVERTISEMENTS IS AN EFFECTIVE SOURCE OF "PUSH" CONTENT TO GUARANTEE EXPOSURE TO THE TARGET MARKET. LINKS EMBEDDED WITHIN SPONSORED POSTS CAN LEAD VIEWERS TO WEBSITE, INCREASING SITE VISITS DURING CAMPAIGN BY 35%.

SEM:

VEHICLES: KEYWORD "BEST BURGER PLACES"

PURPOSE, TARGET, KPIS: KEYWORDS - HAMBURGERS, TOP-NOTCH BURGERS, GOOD HAMBURGERS NEAR ME, GREAT BURGERS NEAR ME, CHEESEBURGERS NEAR ME, TASTY BURGERS, BURGERS NEARBY. INEXPENSIVE KEY WORDS USED WILL GENERATE THE 400 ATTENDEES AND 35% INCREASE IN SITE TRAFFIC.

EXPERIENTIAL:

VEHICLES: HOP, SKIP, AND A JUMP

PURPOSE, TARGET, KPIS: THIS EUGENE TOUR WILL COMBINE LOCALS AND NEW MEMBERS OF THE COMMUNITY ON A JOURNEY EXPLORING EUGENE. ENDING AT HOPDODDY, IT WILL ENCOURAGE WEBSITE INTERACTIONS.

FLIGHT STRATEGY (2)

FLIGHT THREE: OCT 1 - NOV 1

COST: \$3,700

KPI: INCENTIVIZE

OOH:

VEHICLE: PAID 15 SECOND TELEVISION AD THAT AIRS ON KVAL-TV (EUGENE'S MOST POPULAR STATION) AT 1 PM.

PURPOSE: IN ORDER TO INCENTIVIZE CUSTOMERS TO COME EAT AT HOPDODDY, IT WOULD MAKE LOGISTICAL SENSE TO AIR THESE TELEVISION ADS RIGHT AROUND THE TIME THAT PEOPLE WILL BE CHOOSING WHERE THEY WILL BE EATING LUNCH AND DINNER. BY PLACING THE AD AT 1 PM, WE CAN LIKELY PICK UP CUSTOMERS WHO ARE WANTING A LATE LUNCH AS WELL AS FIND CUSTOMERS FOR THE DINNER RUSH.

OWNED MEDIA:

VEHICLE: TIK TOK, INSTAGRAM, WEBSITE

PURPOSE: AS WE ATTEMPT TO REACH OUR TARGET AUDIENCE IT IS IMPORTANT TO CONSIDER THE MEDIA PLATFORMS THEY ARE LOOKING AT. WHEN PEOPLE BETWEEN THE AGES OF 21-34 BEGIN LOOKING FOR RESTAURANTS IN THE AREA, IT HAS BECOME A POPULAR PRACTICE FOR THEM TO SEARCH THEM ON SOCIAL MEDIA PLATFORMS. THIS METHOD OF APPEARING IN SEARCHES WILL GENERATE TONS OF NEW CUSTOMERS ON A DAILY BASIS.

EXPIRIENTIAL:

VEHICLE: DIGITAL LED BILLBOARD/SIGNS TO DISPLAY AD FOR 4 WEEKS

PURPOSE: THE POSSIBLE NEW REVENUE THAT COULD BE GENERATED BY INCENTIVIZING PASSING BY DRIVERS TO COME TRY HOPDODDY IS MASSIVE. OFTEN WHEN PEOPLE ARE ON LONG DRIVES THEY ARE LOOKING UP AT THE SIGNS TO SEE WHERE TO EAT WHICH WOULD BE A GREAT WAY TO GROW THE CUSTOMER BASE.

FLIGHT FOUR: NOV. 1 - DEC 1

COST: \$4,090

KPI: ADVOCATE

SEM (2,000 CLICKS, \$1690)

VEHICLES: KEYWORD "FUN RESTAURANTS"

PURPOSE: DURING THIS MONTH PEOPLE PREPARE FOR THE HOLIDAYS AND SPEND MORE TIME WITH FRIENDS AND FAMILY. THEY LOOK FOR NEW AND FUN PLACES TO TRY SO IT IS IMPORTANT FOR HOPDODDY TO PLACE ITSELF IN A GOOD SPOT. WE WANT PEOPLE TO COME CHECK US OUT AND SPREAD THE WORD!

OWNED MEDIA

VEHICLES: INSTAGRAM, FACEBOOK, WEBSITE

PURPOSE: BEING THAT OUR TARGET AUDIENCE WILL FREQUENTLY BE USING SOCIAL MEDIA, IT IS IMPORTANT THAT HOPDODDY CONTINUES TO HAVE A STRONG SOCIAL MEDIA PRESENCE SO THAT THEY CAN INTERACT WITH CUSTOMERS AND CUSTOMERS CAN INTERACT WITH THEM.

MAGAZINE: 1/2 PAGE \$2,400

VEHICLES: OREGON QUARTERLY

PURPOSE: OREGON QUARTERLY IS THE UNIVERSITY OF OREGON'S MAGAZINE WHERE MANY STUDENTS AND ALUMNI GO TO READ ABOUT NOT ONLY WHAT IS HAPPENING AT THE SCHOOL BUT AROUND THE COMMUNITY AS WELL. IT IS IMPORTANT FOR THEM TO GET OUT THERE SO MORE PEOPLE CAN SPREAD THE WORD ABOUT CHECKING OUT HOPDODDY.



EVENTS

2 EXPERIENTIAL, 1 LOCAL-PARTNERSHIP

HOPDODDY GRAND OPENING EVENT

The grand opening event of the new Hopdoddy location will help drive traffic in the early stages of the campaign. Branded Hopdoddy Glasses will be accompanied by a local band to create the fun, lively atmosphere we all know and love. Visitors will be encouraged to post on all social media platforms using the hashtags #DontBeAStranger and #HopOnOver. This event will serve to welcome the community and familiarize themselves with the look and feel of Hopdoddy.

"A HOP, SKIP, AND A JUMP ACROSS EUGENE" TOUR

A few weeks after a successful grand-opening event, Hopdoddy's will post across all social media platforms as well as the website inviting guests to join this experiential event. Meeting in the morning, locals and newcomers will be taken on a journey around Eugene through their taste palettes. For people who just moved to the area it will be a chance to experience all Eugene has to offer while for locals, it will provide a chance to build community. Starting off at Morning Glory Cafe, this journey will take people to Eugene's Saturday Market, breweries, and restaurants, ending at Hopdoddy. By teaming up with local places, Hopdoddy can form connections and become integrated within the community. With this, they become one step closer to becoming THE spot for an after-work drink.



EVENTS

1 LOCAL-PARTNERSHIP

PARTNERSHIP WITH SATURDAY MARKET

Sandwiched between East and West Park Street, the Saturday Market is a perfect opportunity for Hopdoddy to interact with their future customers and connect with the community while supporting local artisans. This market offers a myriad of vendors selling all the way from wildlife paintings to homemade toffee. The people visiting the weekly Saturday Market are the same people who consider quality and craftsmanship when choosing to make a purchase. This audience are also the people who will be frequenting Hopdoddy's which provides an opportunity to start the conversation with our target market. While Hopdoddy will not be a vendor for the Saturday Market, their partnership could lead to future involvement such as: supporting local musicians by sponsoring a stage or being a pop-up vendor for the holidays called "Hopdoddy for the Holidays." The partnership will last the duration of the 4 months of the campaign. Following December, Hopdoddy will have the option to continue this relationship and any future involvement.



GRAPHIC MOCKUPS

MARKETING VISUALS

OOH



OWNED/PAID MEDIA



FLYER



BUDGET

FLIGHT 1: \$8,054

OOH

- MOVIE THEATER COMMERCIAL \$1000

PRINT

- PAGE IN EUGENE WEEKLY X2 \$4054

OWNED MEDIA

- SOCIALS \$0

EXPERIENTIAL

- GRAND OPENING PARTY - \$3000

FLIGHT 2: \$7316

OWNED MEDIA

- SOCIALS \$0

PAID MEDIA

- SOCIALS \$506

SEM

- SEARCH WORDS \$1690

EXPERIENTIAL

- A HOP, SKIP, AND A JUMP \$5120



FLIGHT 3: \$3,700

OOH

- TELEVISION AD. 1 PER DAY - \$1500

OOH:

- LED BILLBOARD (1 MONTH) - \$1188

PAID SOCIALS

- SOCIALS - \$1012

FLIGHT 4: \$4,090

SEM

- "FUN RESTAURANTS" \$1,690

PRINT

- 1/2 PAGE IN OREGON QUARTERLY \$2,400

OWNED MEDIA

- SOCIALS \$0

FLOW CHART

Month	August				September			
Week	1	2	3	4	1	2	3	4
OOH								
Movie Ad								
Television Ad								
LED Billboard Sign								
SEM								
"Best Burger Places"								
"Fun Restaurants"								
Owned Media								
Instagram								
Website								
Print								
Eugene Weekly		32,245		32,345				
Oregon Quarterly								
Experiential								
Grand Opening Party				400				
Eugene Tour Event								
Paid Social								
Social Media Posts								

[illegible]



CALL TO ACTION

We are thrilled to announce that 40 Acres Advertising has the opportunity to be chosen to collaborate with Hopdoddy Burgers in their exciting venture of establishing and thriving at their upcoming Eugene location. Our team has been diligently working on crafting a creative and strategic media plan that will drive your success.

With our expertise and dedication, we invite you to join forces with 40 Acres for an exceptional partnership. Together, we will unlock the full potential of your brand and create a compelling media presence that sets you apart from the competition. Our team understands and appreciates that Hopdoddys is so much more than a restaurant and we intend on facilitating the community that is formed through the establishment.

By choosing 40 Acres, you can trust that you are working with a team that is committed to delivering exceptional results. We understand the unique challenges and opportunities that come with establishing a new location, and we are fully equipped to help you navigate through them.

Let us be your trusted partner in making your Eugene location a resounding success. Contact us today to discuss how our media expertise can contribute to your growth and help you achieve your goals.

