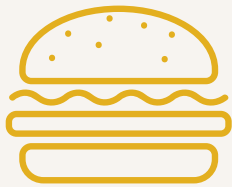




MEDIA CAMPAIGN
HOPDODDY
BURGER BAR

40 ACRES AGENCY

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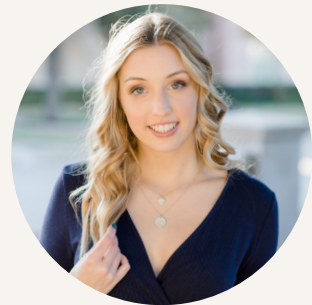
MEET OUR TEAM

We are Forty Acres, a creatively driven full-service agency group born and based in Austin, Texas. Our focus is expanding our clients' businesses while cultivating lasting relationships. We go beyond the scope of traditional media and offer innovative solutions that will ensure our clients feel seen and heard through detailed media strategies.



Emily Mendenhall

Project Management Lead



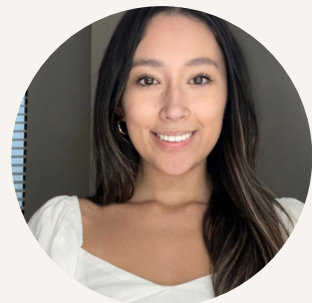
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Writing Lead



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CAMPAIGN SCOPE

NEW LOCATION LAUNCH: EUGENE, OREGON

Hopdoddy is a locally sourced restaurant chain that is dedicated to setting a new standard for burger bars. They are known for their unique fast-casual culture which has led to its success in Texas and around the country. Despite having Texas roots, Hopdoddy currently has locations across 8 states including California and Florida, and is looking to **expand** into the great state of Oregon.

On Saturday, August 5th, Hopdoddy will host the grand opening of their **new location in Eugene, Oregon**. Located in 5th Street Public Market, Hopdoddy's debut will bring a new dining experience to this town. The aim of this campaign will be to compliment the existing culture in Eugene with Hopdoddy's Southern roots. Along with that, the efforts of our team will help to inform and inspire local customers of the restaurant's management, menu, and mission.

OBJECTIVES:

- Make an impact on the market in Eugene
- Gain loyalty within the community

BRAND PROFILE



Launched in Austin, Texas, by four friends in 2010, Hopdoddy was created to carve out a **niche** within the competitive burger industry. Their mission is to bring together high-quality craft beer and unique burger recipes while using locally sourced ingredients. Today, Hopdoddy **encourages community** by bringing together local artists and live music. The brand is built on having variety, creativity, and an inclusive customer experience which adds to its fast-casual culture. In these aspects, Hopdoddy has gone above and beyond the expectations for opening a burger restaurant, and has grown into a unique restaurant chain that prioritizes **quality ingredients** as well as healthier alternatives to the menu. In addition, Hopdoddy has exceeded what the founders set out to do by creating a staple amongst young adults. Rather than solely putting energy into the food or space, Hopdoddy combines the two and creates a welcoming place for **young adults** to hang out, grab a drink, and share some food with friends.

Hopdoddy is viewed by its customers as a place to eat quality food and a beer or a cocktail while enjoying quality time with friends to watch a sports game. The company also values **community** and music which is seen with their platform, Tuned In, where they help local musicians be heard by giving them a stage and life-changing grants. As a brand targeted at young adults, they believe the key to a good time with friends is enhanced by a bright, fun environment. Hopdoddy's utilizes this in their restaurant by playing upbeat music, as well as colorful themed art on the walls. In addition, Hopdoddy often has 2-3 televisions scattered throughout the restaurant playing sports games and highlights. This adds to the appeal towards a young adult audience, specifically in a college town like Eugene, as it allows for an upscale sports bar type environment when big games are on.

Core Values

- Community
- Sustainability
- Variability

Brand Value Change

From an uninspired individual
to

A person who values community and
high-quality experiences

1. <https://www.hopdoddy.com>

2. <https://www.jobsage.com/companies/about/hopdoddy>

KILLER BURGER



- Has a rewards program on their app, and draws a similar target market to Hopdoddy due to their 19 high-profile locations spanning across the state of Oregon.
- Large fan base with LaMichael James, former football player for the University of Oregon, owning a few Killer Burger locations.

TOXIC BURGER



- The company's mission, similar to Hopdoddy's allows them to offer a variety of vegetarian and gluten-free options.

LITTLE BIG BURGER



- Their app includes a rewards program.
- Loyal customer following within Eugene.

CORNUCOPIA BAR & BURGERS



- Voted "Best Burger" in Eugene for 14 years in a row by the Register Guard, a local news source
- 1 minute away from the new Hopdoddy location.

BO & VINE BURGER BAR



- One of the more creative menus with a variety of burger options, chicken sandwiches, shakes, and their specialty fries that come in a variety of different flavors.

-
- All were founded in Oregon making them popular among Oregon natives
 - All take pride in the quality of their burgers and food ensuring that it is fresh and natural

1 <https://www.eugenecascadesc coast.org/blog/post/best-burger>

2 <https://www.toxicburger.com/our-history>

3 <https://www.wweek.com/restaurants/2022/01/26/former-oregon-ducks-football-star-and-nfl-player-lamichael-james-has-opened-a-second-killer-burger/>



COMPETITIVE GRID

	Hopdoddy	Killer Burger	Cornucopia	Bo & Vine	Little Big Burger	Toxic Burger
Atmosphere						
Price						
Social Media						
Menu Variability						



Eugene, Oregon - consistently ranked one of the best places to live

Eugene's Make-Up: Eugene is the 2nd largest city in Oregon behind Portland with a population of 177,923 people. Eugene was established in 1862 and is now home to The University of Oregon, Lane Community College, and three private colleges.

The Stats: With an average age of 34.8, Eugene is ideal for young adults and families. According to U.S. News and Pew's Calculator, the average household income of Eugene of \$55,776 falls into the lower side of the "middle class" bracket. Additionally, tourism is a large player in the Eugene economy as in 2022 alone, 860 million dollars was spent by visitors in town for conventions, festivals, and sports (Eugene was named TrackTown USA).

Locals Love: an active lifestyle - biking and hiking trails, outdoor recreation, organic farming, passion for the arts, and a politically energized citizenry. Locals also love their burgers - Oregon was ranked number one in burger consumption in 2022!

The Venue! Less than a mile from the University of Oregon, the newest Hopdoddy is set to open in 5th Street Public Market, a "must visit" modern hub of stores, restaurants, and eateries in the heart of Eugene. Students, locals, and tourists alike enjoy the 5th Street experience.



TARGET ANALYSIS

TARGET MARKET IN EUGENE

With this campaign we will focus on **22-35 year olds** living in Eugene, Oregon. This demographic makes up both quirky progressives, **professionals**, and **graduate students** living in the area. With most people living in a neighborhood called Friendly Area, they are situated in the heart of the city and are a walkable distance from markets offering fresh produce, craft breweries, and locally-owned bookstores. **Outdoor recreation** isn't just a past-time, it's a lifestyle for the locals in Eugene. Several rivers, bike lanes, and hiking trails line the city along with parks with a view of the cascade mountains. These opportunities make the outdoors a popular part of the residents way of life.

Along with that, the town is home to lots of craft breweries and bars which makes for a diverse nightlife and constant hangout with friends. Many markets, such as Eugene Saturday Market, keep locals immersed in sustainability and allows them to keep well-sourced products a preference at the forefront of their mind. This is true for Eugene and looking at our target market within the 5 mile diameter that stretches around the city.



TARGET ANALYSIS

TARGET MARKET IN EUGENE

Diving deeper, they appreciate quality and craftsmanship in all things, and like more **personalized** and **tailored experiences** including time spent outdoors, seeking adventure. Despite the locals preference to locally-owned businesses, Hopdoddy will allow them the option for a fast-casual dining experience that helps integrate the two cultures. This demographic is drawn to new, fresh ideas and is driven by creativity which is what Hopdoddy has to offer.

UNDERSTANDING TARGET MARKET NUMERICALLY:

Total Population: 177,923 People

In-Coming Population: No. 2 state with the most in-bound moves with 69% in 2022 aging between 18-34 years old

Average Income: \$55,776

Martial Status: 46.1% Married, 53.9% Single

Sustainability: Nationally recognized as a leader in sustainability and climate recovery

Located: 90 miles from Oregon's Coast

CONSUMER PROFILE



SAMANTHA ALLEN

Samantha is an energetic 24 year old female living in Eugene with her husband of 1 year. Despite working for PeaceHealth for little under a year, she enjoys the organization's ability to give back to the community. In her free time, her and her husband run the nearby trails and enjoy the local breweries downtown. Along with that, she takes advantage of the towns proximity to the mountains and coast on the weekends.



Currently is a HR Partner for PeaceHealth, a non-profit organization. Annual income is \$70,000



Recent graduate from the University of Oregon and double majored in Public Health and Communications



Rents a 2 bedroom apartment in College Hill with her husband



Recently married to husband



Hobbies include running and biking on the Williamette River Bike Trail, watching live music, drinking craft beer, and visiting farmers markets



Shops online during pay periods at the end of the month and buys from sustainably sources companies



Very fit and active and constantly seeks out information to better her diet



Goals are to support/preserve local culture, volunteer at the foodbank more, and prioritize mental health

CONSUMER PROFILE

SAMANTHA ALLEN



VALUES:

Time with friends, the outdoors, creativity, and music

MOTIVATIONS:

Acquiring new skills, personal motivation, and overcoming challenges

FRUSTRATIONS:

Lack of originality, quantity over quality, and littering

EMPATHY MAP

SAMANTHA'S JOURNEY WITH HOPDODDY

SAYS:

- I want a quality burger
- Why should I come to Hopdoddy over competitors
- I enjoy going out to eat with friends
- What's your most popular burger?
- Do they have healthier options as well?

THINKS:

- Will this take a while to get our food?
- Is it worth the hype?
- Does the restaurant's atmosphere match Eugene's
- Will they participate in local markets/events?

FEELS:

- Feel good when I buy sustainably sourced food
- Excited when I have a space to hang out with friends
- Curious

DOES:

- Check the website and social media presence
- Compares menu items with competitors
- Observes the space, atmosphere, and overall customer experience
- Tries and compares the taste and flavors with her go-to burger spot

MEDIA MENU

BUDGET: \$50,000

Newspaper

Publication	Circulation	Page Rate Weekday
The News Review	6,459	\$4,257
News-Times	10,394	\$2,678
Eugene Weekly	32,245	\$2,027

Radio

DAYPART	CPP
Morning	
Daytime	
Early Finge	
Prime Time	
Late Night	

Television

DAYPART	CPP
Morning	
Daytime	
Early Finge	
Prime Time	
Late Night	

MEDIA MENU

Magazine

Publication	Circulation	Full Page Rate	1/2 Page Rate	1/4 Page Rate
Oregon Quarterly	98,000	1ti: 3,950 4ti: 3,000	1ti: 2,400 4ti: 1,750	1ti: 1,350 4ti: 900

Digital Display

Name	Unique Visitors	Page Views	Target Market % (18-34)
CBS 11 KCBY	Desktop: 9,461 Mobile: 54,625	511,636	Desktop: 29% Mobile: 30%
Oregon Business	Desktop: 6,490 Mobile: 8,426	31,623	Desktop: 38% Mobile: 37%

MEDIA MENU

Out of Home

Name	Type	Price
LookMedia	Retail Banners	\$280-450/month \$65 for production \$145/banner installation & removal
Blue Line Media - College Campus	Posters &. Displays around college campuses	4 week rate per display Billboard: \$1,500-30,000 Poster: \$25-100 Street Furniture: \$750-6,500
Blue Media - Movie Theaters	Ad that airs before a movie starts	4 week rate per theater :15 spots \$1000-2000 :30 spot \$2000-3000 :60 spot \$3,000-4,000

MEDIA MENU

SEM

Ad Groups	Keywords	Low-end & High-end CPC avg
Best Burger Places	hamburgers, top-notch burgers, good hamburgers near me, great burgers near me, cheeseburgers near me, tasty burgers, burgers nearby, juicy hamburgers, juicy burgers near me, healthy burgers near me	Low-end: .845 High-end: 4.977
Fun Restaurants	fun restaurants near me, fun things to eat for dinner, fun places to eat near me, fun dinner places near me, fun food places near me, fun lunch ideas, cool restaurants near me late night restaurants near me, something different for dinner	Low-end: .414 High-end: 2.693
Healthy Food Options	healthy meals for dinner, quick healthy meals, healthy fast food near me, healthy meals on a budget, healthy dinner options, healthy weeknight meals, healthy food restaurants near me, healthy eats near me	Low-end: .456 High-end: 44.55