



Part I



Relephant Creative
Fall 2018

What's Cooking

Table of Contents

Agency Credentials	3
Executive Summary	4
Campaign Scope	5
Situation Analysis	6
Product Profile & Brand	7
Geographic Market	8
Target Market	9
Competition	10
Media Menu	11-13

COOKING 1.75 LB
TURKEY,
ETC

JALAPENO PEPPERS 50¢
POTATO CHIPS \$1.05

★ SANDWICHES - REG - LRG ★

SLICED BRISKET \$4.99 8.75
TURKEY \$4.99 8.75
SAUSAGE \$4.50 6.75
CHOPPED \$3.15 5.95

SAUSAGE WRAP \$2.60

3 CHOPPED BEEF \$9.00

HALF CHICKEN \$5.95

WHOLE CHICKEN \$11.89

★ MEAT BY THE POUND ★

BRISKET \$16.49
TURKEY \$15.49
PORK RIBS \$15.99
SAUSAGE \$11.79
CHOPPED BEEF \$11.59

★ SIDES ★

ORD - 1/2 - PT
PT
COLE SLAW -
BEANS -
POTATO SALAD - \$1.95 \$2.95 \$4.75
GREEN BEANS -

Mr
Pepper

Agency Credentials



RACHEL LAI
Creative Director
Potato enthusiast



KIRBY COLLIER
Marketing Director
Catering champion



CHRISTOPHER LI
Account Director
Brisket Addict



SYDNEY MOORE
Media Planner
Burnt ends fanatic



DIANA MARTINEZ
PR Specialist
Big fan of ribs



HIUI LIU
Research Analyst
Sausage connoisseur

At **Relephant Creative**, we understand that living in a dynamic and saturated environment makes it difficult for brands to find the right place to grow.

We utilize **relevant and meaningful data** to break through the clutter and formulate solutions companies can trust and depend on for **long-term growth**.

Executive Summary

For almost fifty years, The Pit Barbeque has been serving up some of the best slow-cooked meats in Austin, TX. Their unique brick pit has won over loyal customers and encouraged them to return with the whole family. They are committed to serving authentic Texas recipes in an environment that values tradition and welcomes new experiences. This makes the transition to the historic Old Market district of Omaha, Nebraska the perfect place to connect with both long-time barbeque lovers and first timers alike.

Often referred to as “The Gateway to the West,” Omaha is home to many trendy young professionals and multi-generational families.¹ While Omaha is no stranger to barbeque, the growing number of visitors in this area has generated demand for new cuisines, including new takes on traditional dishes.³ Local barbeque competitors may offer drive thru options, novel side options, and extensive desserts; however, The Pit Barbeque presents its own homemade recipes for smoked meat, with a longevity that attests to its commitment to good food.

Relephant Creative will maximize the \$85,000 budget by utilizing terrestrial and digital strategy to build lasting relationships with both young professionals and the traditional families in the neighboring zip code. By laying the foundation for people seeking to establish their own roots on familiar territory, The Pit Barbeque will provide a comforting yet novel experience. The goal of the media plan will ensure that Omaha locals will follow the customer journey from awareness to brand advocacy. Customers will recognize The Pit Barbeque as an establishment that serves food worthy to be shared from family to family.

Campaign Scope



Weekday Traffic Goals

Lunch → 150 visitors/day

Dinner → 125 visitors/day

Weekend Traffic Goals

Lunch → 200 visitors/day

Dinner → 225 visitors/day

Inspire Advocacy

Encourage customers to like, share, and positively review The Pit Barbeque across various shared media platforms

Inform Customers

50% of identified target display **awareness** of The Pit BBQ's name when prompted via aided recall

25% of those successfully identified targets will be **familiar** with their general new location and brand personality

Since 1971, The Pit Barbeque has been serving up slow-smoked meals to loyal families hungry for authentic Texas barbeque. Having built a community of loyal patrons in Austin, it now hopes to bring its southern hospitality beyond its Texas borders. The Pit Barbeque has decided to expand business and open a new location on the corner of Harney and 12th St in Omaha, Nebraska. This historic location, otherwise known as the Old Market, has recently seen exponential growth in tourism and diversification of its economy.⁴

Opening on Saturday, March 2nd, 2019, The Pit Barbeque will add a taste of traditional barbeque to the historic Old Market amongst a growing variety of unique dining experiences and exciting nightlife.⁵

Our media plan will optimize our \$85,000 budget to go beyond informing customers of The Pit Barbeque's one-of-a-kind offerings, with goals not only to increase brand awareness, but also create advocates for the barbeque chain. Through cultivating lasting relationships with barbeque lovers, the campaign will generate a digital buzz that will inspire others to see what all the smoke is about.

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4. The Pit Barbeque. <https://www.thepitbarbeque.com>

5. The Old Market. 2018. <https://oldmarket.com/>

Situation Analysis

Strengths

- Strong customer loyalty and family oriented
- Affordable pricing
- Appeals to customers seeking no-frills, family owned/operated restaurant

Weaknesses

- Poor relationship with property management hurts business through negative online reviews
- Lack of advertising decreases visibility amongst larger brands
- Heavy reliance on family tradition and word of mouth limits customer acquisition

Opportunities

- Unique history, culture and perspective in increasingly diverse market⁶
- Growing interest in trying new cuisines
- Provides authentic product amidst tourist attractions and unfamiliar fusion cuisines

Threats

- Trends in health-conscious and ethnic dining does not favor barbeque.⁷
- Shift in expectations towards pampered dining experience undermines value and provisions of mom-and-pop restaurants
- Market already offers many comparable options

"Let our family feed yours"

Product Profile and Brand



Family owned and operated since 1971, The Pit Barbeque is a hidden gem in Austin, Texas.⁸ It offers a casual dining experience through their dine-in, takeout, custom cooking, and catering options. Customers come here to kick back with their family and enjoy a relaxed atmosphere. This local favorite is a familiar stop for grandparents, parents, and kids from today's generation. Whether it's a sliced turkey sandwich, baby back ribs, or a jalapeño sausage wrap, each meal is served with a large helping of southern hospitality.

Long time fans of this Austin staple have commended the Pit's tasty food and friendly service. Featuring daily specials and discounts for veterans and state employees, The Pit barbeque demonstrates its support of American freedoms and old-school tradition.

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8. The Pit Barbeque. <https://www.thepitbarbeque.com/>

Where's The Beef

Geographic Target

Known for its hospitality and charm, Omaha encapsulates the familial traditions and values that are at the heart of The Pit. The low cost of living, friendly atmosphere, and historic and cultural diversity has earned Omaha recognition as one of the best places to raise a family in the United States. The city of Omaha is comprised of 66.8% Caucasian residents, 13.9% Hispanic residents, 12.1% Black residents, and 3.69% Asian residents.⁹ Many citizens hold jobs in management operations, construction, and engineering.¹⁰

Though many of the newer residents are young professionals, Old Market also caters to the multigenerational families that embody much of the history of the district. While familiar with the traditional businesses in the area, they are interested in exploring what new developments may have to offer. Omaha's seven consecutive years of tourism growth are also due in part to the large events such as the College World Series and Olympic swim trials that bring visitors in from across the nation.¹¹



68102

Median household income
\$39,310¹²

Median age - 30.2¹²

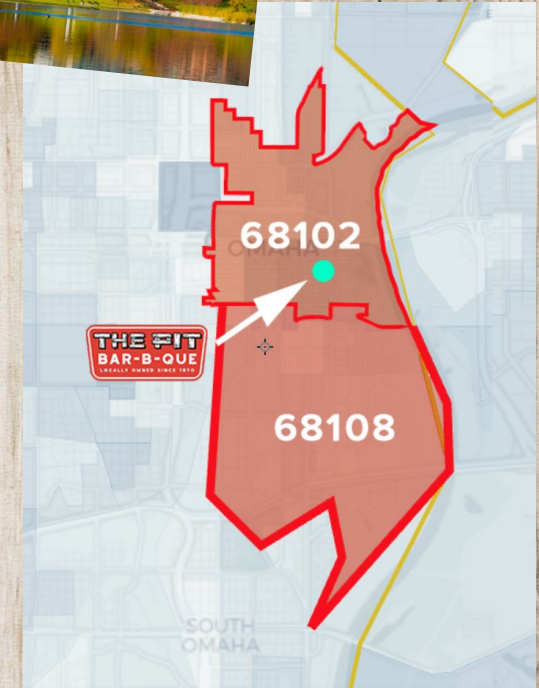
People per household - 2.15

68108

Median household income
\$36,073¹²

Median age - 31.4¹²

People per household - 2.86



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9. DataUSA, 2018. <https://datausa.io/profile/geo/omaha-ne/#demographics>

10. City Data, 2016. <http://www.city-data.com/zip/68102.html>

11. City of Omaha, 2017. <https://www.cityofomaha.org/latest-news/430-tourism-is-billion-dollar-business-in-omaha>

12. Esri, 2018. <https://www.esri.com/en-us/arcgis/products/tapestry-segmentation/zip-lookup>



\$39,300 - \$41,204



Median age: 31.4



Over 70% has completed high school or some college



Who's Hungry

Target Market



\$53,153 - \$67,000



Median age: 30.2



44.6% has obtained a bachelor's degree with many others still currently in college

PRIMARY: LOYAL FAMILIES

Jack and Laurie are happily married with one kid. Their families have been a part of the same community for multiple generations. Though they have recently settled into their 30s, they still look for opportunities to try new experiences that make them feel young. While they might not have the luxury of keeping up with all the latest fads, Jack and Laurie aren't opposed to invest more heavily in brands that fit their values of nationalism and hard work.¹³

SECONDARY: DIGITAL URBANITES

Emily is a tech-savvy, hard-working individual in her late 20s that recently moved to Nebraska to advance her career. She embodies the work hard, play hard lifestyle, and meticulously monitors her online profile as well. On the weekends, Emily goes to yoga classes and unwinds from the intense work week. Though her income is less than her ideal lifestyle costs, she persists in making the most of what she has. Her family is not geographically close to her, but her indulgence in comfort food often reminds her of home.¹³

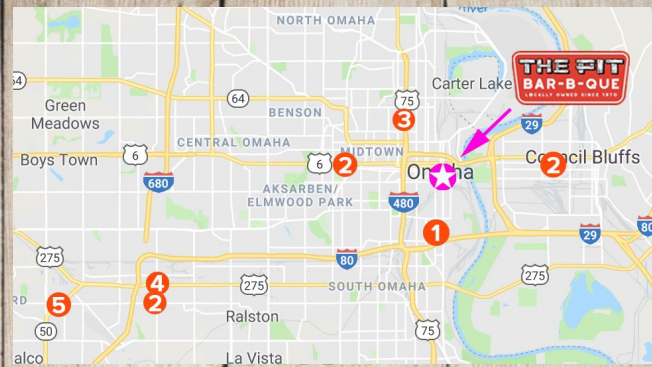
Local Joints

Competition

Smoking Jay's Barbeque (1)

Opportunities: No family packs or meats by the pound. In a less favorable neighborhood.

Threats: Longer hours. More variety in entrees and desserts.¹⁴



Hog Wild Pit Barbeque (2)

Opportunities: Fast food ambience with higher prices. Low customer loyalty with decidedly lukewarm reviews.

Threats: Has drive-thru options and multiple locations within Omaha (3). Has greater variety in menu for entrees and desserts.¹⁵

Skeet's Ribs & Chicken (3)

Opportunities: Unfavorable location with no seating. Building is unappealing and menu is limited and stock often runs out. Only serves ribs and chicken.

Threats: Close location to airport is ideal for travellers and tourists. Longer hours. Has loyal long-time customers.¹⁶

Tired Texan Barbeque (4)

Opportunities: Older interior. Has a "run-down" look. Distant location.

Threats: Novel offerings including broad selection of desserts and beverages. Longer hours. Family owned.¹⁷

Smokin' Barrel Barbeque (5)

Opportunities: Further location with very limited hours. Often booked for catering events.¹⁸

Threats: Loyal customers. High social media engagement and invested community involvement. Mobile business (food truck). Veteran owned and operated.

What's on the Menu?

Media Menu

Newspaper				
<u>Publication</u>	<u>\$/Col In</u>	<u>Open Rate</u>	<u>Circulation</u>	<u>Frequency</u>
Omaha World-Herald ¹⁹	M-S: \$190.95 Sun: \$255.58	N/A	M-F: 92,634	Daily
American Classifieds - Omaha and Lincoln ²⁰	N/A	- 10 words - \$12 - 50 cents per extra word	Weekly: 41,844	Weekly
Midwest Free Community Papers ²¹	N/A	\$249 for up to 30 words	2,759,209	N/A
Columbus Telegram ²²	T-F: 23 Sat: 24.96	N/A	T-F: 4,513 Sat: 6,528	Daily
The Omaha Star ²³	M-S: 20	N/A	30,000	Weekly

Broadcast			
<u>Radio</u> ²⁴		<u>Cable/TV</u> ²⁵	
<u>Day Part</u>	<u>CPP</u>	<u>Day Part</u>	<u>CPP</u>
AM (6 am - 10 am)	47	Prime Access (7 pm - 8 pm)	81
Day (10 am - 3 pm)	43	Prime (8 pm - 11 pm)	122
PM (3 pm - 7 pm)	43	Late News (11 pm - 11:30 pm)	96
Evening (7 pm - 12 am)	7-12	Late Fringe (11:30 pm - 1 am)	68

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19. Omaha World-Herald. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5584>.

20. American Classifieds - Omaha and Lincoln. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5584>.

21. Midwest Free Community Papers. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5584>.

22. Columbus Telegram. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5612/0>.

23. The Omaha Star. <https://neomahastar.com/how-to-advertise/>.

24. Radio. <http://www.srds.com/sqad/1700085.pdf>

25. TV/Cable. <http://www.srds.com/common/tcas/profile/dma/1630139.pdf>

What's on the Menu?

Media Menu

Magazine

<u>Publication</u>	<u>1/3 Page</u>	<u>1/2 Page</u>	<u>Full Page</u>	<u>Circulation</u>	<u>Cycle</u>
Omaha Magazine ²⁶	Color: \$1,900	Color: \$2,630	Color: \$3,885	1,603,000	Bi-Monthly
B2B (Omaha's Premiere Business Publication) ²⁷	Color: \$1,540	Color: \$2,120	Color: \$3,140	N/A	Quarterly
Encounter ²⁸	Color: \$720	Color: \$1,000	Color: \$1,470	20,000	N/A
Nebraska Farmer ²⁹	BW: \$3,135 Color: \$4,035	BW: \$3,920 Color: \$4,820	BW: \$5,605 Color: \$6,505	28,612	Monthly
Regional Ad Network ³⁰	N/A	N/A	Color: \$80,000	3,117,500	Monthly
High Plains / Midwest Ag Journal ³¹	N/A	BW: \$8,029 Color: \$9,679	BW: \$16,058 Color: \$17,708	42,340	Weekly
Hail Varsity ³²	Color: \$960	Color: \$1,320	Color: \$1,950	12,000	10 Times/Year

Out-of-Home

<u>Location</u>	<u>Size</u>	<u>Rate \$</u>	<u>Time</u>
Lamar Outdoor ³³	Poster	\$450 - \$550	4 Weeks
Lamar Outdoor ³³	Digital Billboard	\$3,000 - \$3,500	4 Weeks
Lamar Outdoor ³³	Permanent Bulletins	\$2,850 - \$3,250	4 Weeks
Bulldog Mobile Billboards ³⁴	Billboard Truck	\$550 - \$850	Daily
AirSign LLC ³⁵	Flying Banner	\$400 - \$500	Hourly
StreetBlimps Inc. ³⁶	Street Blimp	\$6000	Weekly

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26. Omaha Magazine. http://omahamagazine.com/wp-content/uploads/2017/02/Omaha-Magazine-2017-Media-Kit_ToddSandy.pdf.
 27. B2B. <http://omahamagazine.com/wp-content/uploads/2017/02/B2B-2017-Media-Kit-Rates.pdf>.
 28. Encounter. <http://omahamagazine.com/wp-content/uploads/2017/02/Encounter-Media-Kit-2017.pdf>.
 29. Nebraska Farmer. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5554/0>.
 30. Regional Ad Network. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5570/3>.

31. High Plains / Midwest Ag Journal. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5574/4>.
 32. Hail Varsity. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/5580/4>.
 33. Lamar Outdoor. <http://www.lamar.com/Omaha/InventoryBrowser>.
 34. Bulldog Mobile Billboards. <http://next.srds.com.ezproxy.lib.utexas.edu/nmp/datacard/show/2731/3>.
 35. AirSign LLC. <http://next.srds.com/nmp/datacard/show/7363>.
 36. StreetBlimps Inc. <http://next.srds.com/nmp/datacard/show/7364>.

* Rate of \$300 for same ad, posted on all 3 websites for 4 weeks

Digital

<u>Platform</u>	<u>Unique Visitors</u>	<u>CPM</u>	<u>Open Rate</u>
Wahoo Newspaper ³⁷	7,200	N/A	300 *
The Ashland Gazette ³⁸	7,200	N/A	300 *
The Waverley News ³⁹	7,200	N/A	300 *
KETV Channel 7 ⁴⁰	182,000	From \$2.25	N/A
Omaha World - Herald ⁴¹	18,337	From \$6	375
Kearney Hub ⁴²	106,000	From \$2.50	N/A
The Independent ⁴³	324,300	From \$2.50	N/A
Journal Star ⁴⁴	302,000	From \$2.75	N/A
Bellevue Leader ⁴⁵	391,000	From \$2.50	N/A
Gretna Breeze ⁴⁶	391,000	From \$2.50	N/A

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37. Wahoo Newspaper. <https://www.wahoo-ashland-waverly.com/advertising/digital-ad-rates/>

38. The Ashland Gazette. <https://www.wahoo-ashland-waverly.com/advertising/digital-ad-rates/>

39. The Waverly News. <https://www.wahoo-ashland-waverly.com/advertising/digital-ad-rates/>

40. KETV Channel 7. <http://next.srds.com/nmp/datacard/show/4074>

41. Omaha World-Herald. <https://www.omaha.com/advertising/digital/>

42. Kearney Hub. <http://next.srds.com/nmp/search/open/3821-media-4330?mc=y>

43. The Independent. <https://theindependent.com/content/tncms/assets/v3/editorial/1/44/144a5938-2939-11e8-b773-034f326dbd1c.pdf>

44. Journal Star. <http://next.srds.com/nmp/datacard/show/4056>

45. Bellevue Leader. <http://next.srds.com/nmp/datacard/show/4048>

46. Gretna Breeze. <http://next.srds.com/nmp/datacard/show/4046>

What's on the Menu?

Media Menu

SEM⁴⁷

<u>Keyword</u>	<u>CPC</u>
Pit BBQ	\$0.81
BBQ near me	\$2.79
BBQ takeout	\$2.85
Best brisket	\$0.70
Authentic BBQ near me	\$0.0
Texas BBQ	\$1.33
Family friendly restaurants near me	\$4.74

Social Media

<u>Platform</u>	<u>Rate</u>
Facebook ⁴⁸	\$3.99 CPM / \$0.19 CPC
Instagram ⁴⁹	\$6.70 CPM
Twitter ⁵⁰	\$1.35 per engagement

47. SEM. https://www.semrush.com/info/empty/phrase_overview/

48. Facebook. <https://www.bluecorona.com/>

49. Instagram. <https://thrivehive.com/how-much-does-it-cost-to-advertise-on-instagram/>

50. Twitter. <https://thrivehive.com/>



Part II



Relephant Creative
Fall 2018

What's Cooking

Table of Contents

Agency Credentials	16
Executive Summary	17
Communications Platform	18
Media Objectives	19
Continuous Efforts	20
Flight One	21
Flight Two	22
Flight Three	23
Ongoing Maintenance	24
Media Menu Additions	25
Budget Recap	26-27
Flow Chart	28
Call to Action	29



Agency Credentials



RACHEL LAI
Creative Director
Potato enthusiast



KIRBY COLLIER
Marketing Director
Catering champion



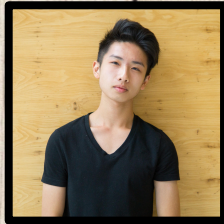
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Executive Summary

The Pit Barbeque is spreading their long-acclaimed barbeque traditions to the Omaha family. With the help of award-winning media agency Relephant Creative, The Pit will create a home away from home for Omahans with their authentic Texas flavors and slow-cooked meats in the vibrant Old Market district. The brand aims to attract families with small children and young professionals looking for new experiences. The Pit will show Omaha how a simple plate of brisket and green beans can warm the hearts of the Omaha community.

An intensive, three-flighted media plan combined with continuous efforts and ongoing maintenance aims to inform, incentivize, and inspire Omahans to form a strong, positive relationship with the brand. Events and partnerships catering to The Pit's target market will drive experiential traffic and increase brand awareness. An opening day launch party aims to aggressively introduce the brand to Omaha and start capturing market share in the area. Entertainment such as a live band, Snapchat geofilter, photo booth, games, and branded merchandise will create a lively atmosphere that visitors will immediately associate with The Pit, encouraging top-of-mind awareness and repeat visits. The restaurant will also participate in A Taste of Omaha as a vendor to encourage people to try The Pit's delicious barbeque. The Pit will celebrate the first football game of the season with a tailgating event to promote their catering services while reaching young adults and their families with branded merchandise and fun games. The Pit will also sponsor the annual College World Series and local high schools sports teams to further immerse itself within the local community. Along with heavy facebook advertising, The Pit will pitch to food and lifestyle journalists and influencers to secure brand placements in articles to promote each event.

The Pit will have a heavy presence on Facebook and Instagram through constant updates, sponsored advertising, and interactive campaigns. While continuous social media posts allow the brand to interact and engage with customers, interactive campaigns such as hashtag photo contests, giveaways, and educational content will take it a step further. They will urge customers to like, share, and promote the brand in dialogues within their circle. Heavy advertising throughout each platform will motivate customers to come check out the new joint in town.

Marketing and sales promotion efforts will encourage customers to visit The Pit through informative and persuasive advertising. TV ads, an illuminated poster and billboards, flyers, direct mail, digital ads, SEM, and a mural will reach the brand's target market and pique their interest with eye-catching designs and copy. Meanwhile, Yelp ads/check-in deals, loyalty cards, review-based deals, and Groupon discounts will stimulate customers to take action with limited time promotions and price reductions.

Relephant Creative is confident that these strategies will successfully create a new home for The Pit Barbeque and establish the brand as a beloved local staple among families and young professionals of Omaha, Nebraska.

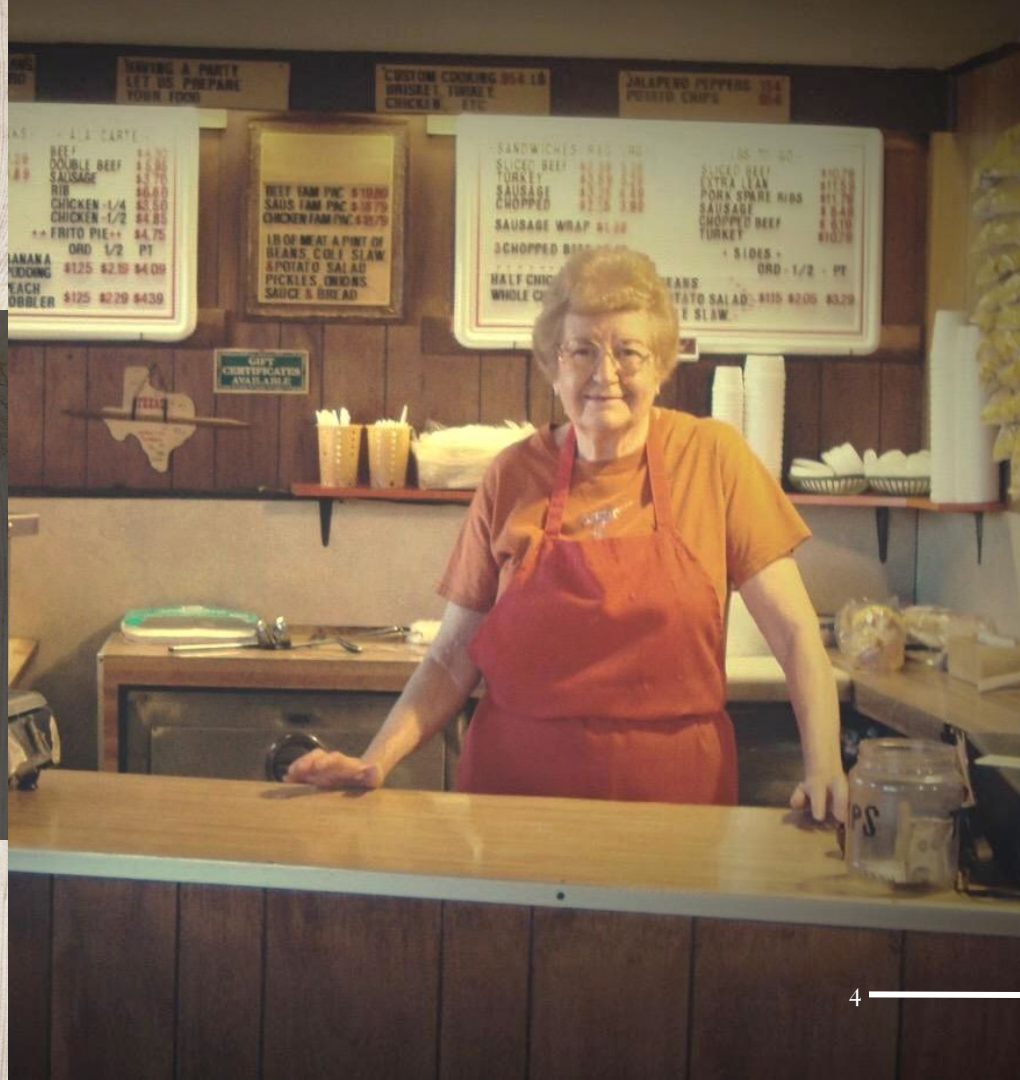
“Home is where The Pit is”

Communications Platform

A home away from home: that's The Pit's message. Whether customers are looking for a wholesome and friendly environment or a nice home-cooked meal, The Pit is the place to go. Prided in its traditions and family-oriented values, The Pit is a reliable establishment for young budding families in Omaha, Nebraska.

The Pit Barbeque is more than just a restaurant — the staff stops at nothing to make sure that visitors feel like a part of the family. By cultivating a space of belonging and serving up mounds of comfort food, The Pit creates an environment that people crave to be a part of.

Home is where The Pit is, and there's no place like home.



Inform and Excite: Fire Up The Pit

KPIs: Foster Buzz, Message Dominance

Mix: Online, OOH, Earned Media

The Pit Barbeque will prioritize aggressive measures of fostering buzz and become top of mind for young families and early professionals as the new barbeque joint in town. By efficiently and effectively increasing awareness of The Pit Barbeque's name, the grand opening of their new location, and the overall brand personality, The Pit seeks to achieve these objectives of informing and exciting Omaha residents. When consumers search for authentic slow-smoked barbeque, we want them to find it at The Pit.

Incentivize and Convert: Let's Eat

KPIs: Direct Purchases, Drive Experiential Traffic, Generate Interactions

Mix: Online, OOH, Events, Broadcast

As awareness of The Pit Barbeque grows, The Pit will shift the focus to becoming a reputable restaurant in Old Market while generating rewarding store traffic. By captivating consumers with various incentives, The Pit can reach an average weekday traffic goal of 125-150 visitors and weekend traffic goal of 200-225 visitors. These incentives also aim to convert on-the-fence customers and entice them to join The Pit family.

Inspire: What's the Smoke About?

KPIs: Generate Interactions, Reinforce Brand Image, Generate Repeat Purchases and Customer Loyalty

Mix: Online

Beyond the initial establishment of these objectives, The Pit Barbeque will hone in on creating long-term engagements with consumers and encourage them to keep The Pit as a part of the conversation. We will inspire customers to share their experience with The Pit on social media platforms to cultivate customer loyalty. A growing family reinforces The Pit Barbeque as a trustworthy brand that feels comfortable and reliable.

Keep the Tradition Alive

Continuous Efforts: February 15 – December 31

Continuous efforts are essential for generating and maintaining an efficient flow of awareness, incentives, and inspiration for the young families and professionals in Omaha. In order to meet these objectives, The Pit will hire an intern to pass out flyers, assist during events, and manage all online efforts throughout the media plan.

Loyalty Program

Punch cards will allow guests to visit the restaurant 5 times before receiving a menu item of equal or lesser value for free. By rewarding loyal customers, punch cards will incentivize more visits, generating repeat purchases. The Pit can expect 15% of the punch cards to be redeemed.

Mural

Integrating a mural is crucial to The Pit's portrayal as a key component to the Old Market Community. The mural will direct traffic to the storefront by capturing people's attention and fostering engagement through pictures on social media.



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1. Mainstreet ROI. <https://www.mainstreetroi.com/>

2. Ashland Waverly. <https://www.wahoo-ashland-waverly.com/advertising/digital-ad-rates/>

Search Engine Marketing

Continuous SEM will allow The Pit Barbeque to remain top of mind throughout the campaign. Keywords such as “texas bbq,” “bbq near me,” and “family friendly restaurants near me” will be linked to its website. The Pit can expect \$2 in revenue for every \$1 spent in Google Adwords attributed to direct purchases.¹

Social Media

By using its social media presence to interact with its audience, The Pit will reach its tech savvy target, informing customers about giveaways, contests, and specials, while continuing to provide excellent customer service.

Digital Ads

Since the young families and early professionals of Omaha are connected and comfortable with the Internet and social media, The Pit will advertise on local publication websites to continue reaching the target market.

Unique Visitors: 7,200²

Newspaper Audience: 13,125²

Average Monthly Pageviews: 41,500²

School Partnerships

Partnering with five Omaha public schools through profit shares for their football, basketball, and volleyball sports teams will build relationships with families within The Pit's target market. 15% of all proceeds will go to the sports teams for funding. Word-of-mouth will spread exponentially as students promote to their classmates and families about The Pit. Additionally, building awareness with local schools will help the restaurant secure more catering orders for school organizational events like NHS, Key Club, Christmas parties, and more.³

3. Omaha Public Schools. <https://district.ops.org/SCHOOLS/SeniorHigh.aspx>

Flight One: Fire Up The Pit

February 15 – March 1

The first flight in the media strategy for The Pit Barbeque focuses on making a big first impression in the weeks leading up to opening day. Using an aggressive approach, this flight will increase awareness of The Pit Barbeque's name, opening day, and location, while cultivating a sense of brand personality. These strategies will increase reach and induce top of mind awareness of The Pit Barbeque as the new barbeque joint in town.

Facebook Heavy Up

In order to make a big splash in Omaha, a heavy Facebook campaign will be implemented to inform our target market of the upcoming grand opening. Ads will promote opening day and encourage consumers to give The Pit a try at their new Old Market location. Sponsored ads and boosted posts will drill The Pit's name and location into the minds of young professionals and families, both of whom are avid Facebook users.

*8,500 - 31,000 daily reach and 580 - 2400 daily clicks⁴
2.36% CTR on Facebook ad campaigns⁴*

Earned Media

Two weeks leading up to opening day, The Pit Barbeque will pitch to relevant food and lifestyle bloggers and journalists, inviting them for an exclusive first look into The Pit's launch. The pitch will entice writers to list The Pit Barbeque in their articles as one of the "Up and Coming Omaha Restaurants," to foster buzz about the opening. The week before opening day, media alerts and invites for the launch party will be sent out. The Pit Barbeque's appearance in leading blogs and news outlets is essential to increase brand awareness. The week after opening day, The Pit Barbeque will invite an Instagram influencer to the restaurant for a meal and tour to feature on their account.

Blogger: Her Heartland Soul (UVPM: 43,505)⁵

Media Outlets: Inspired Living Omaha (UVPM: 29,000)⁴ & Omaha Magazine (UVPM: 36,000)⁵

Instagram: @foodieofomaha (11.1k followers, avg. 170-200 likes)⁶

Direct Mail

The Pit Barbeque will purchase a direct mail list specifically targeting families with children and general sports and hunting enthusiasts. The targeted households will be sent informational flyers to promote our launch party on opening day. These flyers will include redeemable coupons to spark interest so that potential customers are prepared for The Pit's opening. Out of the 4,803 consumers listed, The Pit expects a 2.5% response rate of 121 people.⁷

Flyers

The distribution of "Coming Soon" flyers to busy foot traffic areas in the Old Market on the weekends leading up the opening of The Pit will attract regular patrons of Old Market and spark interest in the neighboring communities. Out of the 2,000 flyers distributed, The Pit expects a 3% response rate of 60 people.⁸

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4. Ad Stage. <https://blog.adstage.io/2018/05/24/facebook-ads-q1-2018>
Facebook Ad Manager. <https://www.facebook.com/adsmanager/creation>

5. Cision. <https://www.cision.com/us/>
6. Instagram. <https://www.instagram.com/foodieofomaha>

7. Direct Mail. <http://www.directmail.com/geoselector/chooseProcess3.aspx/>
8. Shoestring Profits. <http://shoestringprofits.com/flyer-response-rate/>

Flight Two: Let's Eat

March 2 - March 30

Upon the grand opening of The Pit Barbeque, media strategies will focus on incentivizing The Pit's target markets to check out the restaurant, and work in conjunction with continuous strategies.

Launch Party

The launch party will kick off The Pit's arrival to Old Market by generating brand awareness and repeat purchases. To incentivize consumers to visit, the first 100 customers will receive a free Pit t-shirt. A live band and Snapchat geofilter will set the tone for an inviting environment, while a photo booth will allow families to capture their first visit and cherish their memories after they leave. To direct the foot traffic in Old Market to the storefront, sidewalk decals will be placed throughout the downtown area along with branded balloons. Additionally, a Plinko board game will be used to incentivize consumers with many prize-winning opportunities.

Billboard

Illuminated billboards along high traffic highways and posters within the Old Market will be placed in the zipcodes that The Pit's target markets live and commute in. This will incentivize hungry commuters to visit The Pit and increase top-of-mind awareness.

Illuminated Billboard - Harney & I-45, 34,183 imps/week for 4 weeks¹²

Illuminated Poster - 2234 S. 13th St., 44,621 imps/week for 4 weeks¹²

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9. Esri. http://downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment57.pdf

10. Hootsuite. <https://blog.hootsuite.com/facebook-demographics/>

11. SRDS. <http://www.srds.com/common/tcas/profile/dma/1630139.pdf>

Television

The Pit Barbeque's primary target relies heavily on TV as its main source of news and information.⁹ These 30 second advertisements will run during the first week after opening day to encourage viewers to come in for a meal.

The Pit will utilize these 4 dayparts to boost awareness and recognition of The Pit Barbeque's name, location, and brand personality.

Goal: 60% Reach x 5 Frequency = 300 TRPs¹⁰

- *Prime Access (7-8pm): 45% = 135 TRPs*
- *Prime Time (8-11pm): 25% = 75 TRPs*
- *Late Night (11-11:30pm): 15% = 45 TRPs*
- *Late Fringe (11:30-1am): 15% = 45 TRPs*

Groupon

The Pit Barbeque will use this widely trusted digital marketplace to reach ready-to-purchase consumers. By offering a deal for large sandwiches for 50% off, consumers will be incentivized to visit The Pit where upsell can occur.¹³

Yelp Ads

Sponsored ads on the popular review-based platform differentiates The Pit from other restaurants competing in this online space. In addition to ads, check-in deals will be offered to incentivize customers to visit The Pit for a free side or dessert.¹⁴

Facebook

Since 78% of US adults age 30-49 are active on Facebook⁹ and The Pit's target market is comfortable with the internet and social media,¹⁰ The Pit will utilize sponsored Facebook ads to maximize reach among young families in Omaha and generate brand awareness.

Daily Reach: 1,600 - 8,000⁴
Daily Clicks: 110 - 700⁴

Instagram

Research indicates that 54% of consumers age 25-29 are active on Instagram.¹⁰ The Pit Barbeque will use sponsored posts on Instagram to incentivize its secondary target, the young professionals, to dine at The Pit.

Daily Reach: 1,600 - 8,000⁴
Daily Clicks: 110 - 700⁴

12. Lamar Outdoor. <http://www.lamar.com/Omaha/InventoryBrowser>

13. FitSmallBusiness. <https://fitsmallbusiness.com/how-to-advertise-on-groupon/>

14. Mockingbird. <https://mockingbird.marketing/just-much-yelp-cost/>

Flight Three: What's the Smoke About?

May 3 - May 31

This flight focuses on fostering a sense of tradition and community all while creating loyal customers. Positive word-of-mouth buzz is very important to establish business; therefore, this flight heavily focuses on inspiring customers to leave favorable feedback through likes, comments, shares, and reviews on all social media platforms. Peer-to-peer earned media generates more interactions within The Pit's community and builds trust with current and potential consumers.

Pit Talks

The Pit Barbeque will use owned media to educate customers about the brand and its history, while providing value to them beyond the brand. By creating short, helpful articles and videos such as "Secrets to Smoking the Juiciest Brisket" and "Ask a Regular: What Does The Pit Mean to You?," The Pit will increase its reach with people who love to share useful content with their peers. This content will generate goodwill among digital audiences and position The Pit as an influential authority in barbeque. The ultimate goal is to create a brand community among loyal patrons, encouraging them to interact and create user-generated content related to The Pit and barbeque.

#SaluteThePit Photo Contest

As a Memorial Day special promotion, The Pit will host a photo contest. Customers advocating the Pit by catering their Memorial Day festivities will be eligible to enter. To participate, customers will post their own photos from their events across social media platforms. Tagging The Pit will enter their photo to win a free meal.

Social Media Giveaway

The Pit Barbeque will offer a free sandwich to a lucky Facebook fan and their friend. Customers will enter this giveaway by liking The Pit's Facebook page, liking and sharing the post, and tagging a friend in the comments. A high number of likes will create a positive digital brand image, while shares and tags will increase The Pit's reach by getting customers to talk about the brand with their peers.

Review Deals

The Pit Barbeque will offer customers a free side on their next purchase upon leaving a review of their dining experience on Google, Facebook, or Yelp. This will foster buzz for The Pit and encourage repeat visits. The Pit's response to those reviews will generate positive interactions with customers. This digital footprint will help spread organic word-of-mouth among restaurant goers. A goal of 3-5 reviews per day will be set to track the effectiveness of the campaign.

Social Media Goals

Instagram → Gain 200 followers, 30 likes, and 7 comments per month

Facebook → Gain 350 page likes, 50 content likes, and 5 comments per month

Ongoing Maintenance

June - December 31

Beyond the first twelve weeks, The Pit will continue the momentum generated during its launch by integrating the brand with the community. These efforts will capitalize on that traction by reaching sports and food enthusiasts through local events and direct mail to maintain The Pit's relevancy post-launch.

Tailgating with The Pit

Data shows that 90% of Americans don't like to cook.¹⁵ The Pit Barbeque can optimize this target by informing them about The Pit's catering options. Since 60% of tailgaters are between the age of 25-44¹⁶, this is a perfect fit for The Pit's target markets. The Pit can take advantage of this opportunity by hosting a tailgate at Heartland of America — only two blocks from Old Market — for the first Cornhusker football game of the 2019 season. Incorporating a fun tailgating event with The Pit's tasty barbeque along with branded cornhole games, koozies, stickers, a photo backdrop, and a snapchat filter will promote The Pit's catering as the perfect option for game day celebrations. Young families and professionals will have the opportunity to interact with The Pit to form a deeper connection between football games and barbeque. The intern will capture and share online content of this event to expand The Pit's digital presence and increase community awareness. Five days leading up to the event, Facebook heavy up ads will also be used to promote the tailgate.

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¹⁵<https://www.usatoday.com/story/money/personalfinance>

¹⁶<http://tailgating.com/tailgater-research-tailgater-statistics-and-information>

¹⁷<https://www.ncaa.com/news/baseball>

¹⁸<https://www.omaha.com/omahadines/news>

College World Series Sponsorship

The Pit Barbeque will be a sponsor for the annual College World Series that brings in over 290,500 visitors per year.¹⁷ Outfield wall signage promoting The Pit to fans in the stands will increase reach. By targeting these people annually, The Pit demonstrates its commitment to tradition and establishes a positive reputation for repeat visitors, so fans know that The Pit Barbeque is a home run for their family. Facebook heavy up ads will promote this event.

Direct Mail

The Pit Barbeque will purchase an additional direct mailing list specifically targeting families with children and general sports and hunting enthusiasts. The targeted households will be sent flyers to promote the upcoming Tailgating with The Pit and Taste of Omaha event. Of the 4,803 consumers listed, The Pit expects a 2.5% response rate of 121 people.⁷

A Taste of Omaha

The Pit Barbecue will be a vendor at A Taste of Omaha, a food and entertainment festival that had over 125,000 attendees in 2018¹⁸, and offer samples of brisket and sausage to the attendees. This will increase exposure to The Pit and all they have to offer. By allowing consumers to get a taste of who we are, The Pit will encourage them to learn more about the brand and redirect them to visit the restaurant.



Room for More?

Media Menu Additions

Events

<u>Vehicle</u>	<u>Total Cost</u>	<u>Vehicle</u>	<u>Total Cost</u>
Taste of Omaha Event		College World Series Sponsorship	
Booth Reservation*	\$700.00	Sponsorship*	\$1,950.00
Barbeque Costs*	\$3,758.00	Opening Day Party	
Tailgate		Photo Booth ⁶	\$700.00
Park Space ¹	\$450.00	Balloons ¹³	\$525.00
Koozie ²	\$590.00	Plinko Board ⁷	\$166.67
Tent*	\$650.00	T-Shirts ⁸	\$693.00
Cornhole*	\$150.00	Snapchat Filter ³	\$504.96
Snapchat ³	\$451.89	Kickin Cowgirl Band ⁴	\$600.00
Photo Backdrop ⁵	\$69.00		

Digital

<u>Vehicle</u>	<u>Total Cost</u>
Yelp Ads ⁹	\$1,050.00
Yelp Check In Deals*	\$702.00
Groupon ¹⁰	\$510.00

Miscellaneous

<u>Vehicle</u>	<u>Total Cost</u>
Take-Home Menus ¹¹	\$89.99
Paper Bags ¹¹	\$178.12
Event Employee Pay*	\$300.00
Event BBQ Costs*	\$3,758.00
Intern*	\$700

Direct Mail

<u>Vehicle</u>	<u>Total Cost</u>
Mailing List ¹²	\$259.36
Email Marketing Subscription ¹³	\$75.00

Out of Home

<u>Vehicle</u>	<u>Total Cost</u>
Stickers ¹¹	\$440.00
Mural*	\$2,000.00
Sidewalk Decal ¹⁵	\$92.02
Poster ¹¹	\$622.50
Flyers ¹¹	\$83.24

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1. City of Omaha. <https://parks.cityofomaha.org/rentals/pavilions>
2. Custom Ink. <https://www.customink.com/designs/pltkoozie/>
3. Snapchat. <https://create.snapchat.com/org/guest/purchase/filter/checkout>
4. Gigmasters. <https://www.gigmasters.com/country-band/kickin-cowgirl-band>
5. Backdrop Outlet. <https://backdropoutlet.com/collections/step-and-repeat-red-carpet-backdrops/>
6. Photobooth Dudes. <http://photoboothdudes.com/pricing/>
7. Plinko Boards. <http://www.plinko-boards.com/plinko-board-economy.html>

8. Branded Gear. <https://www.brandedgear.com/apparel/t-shirts/>
9. Mockingbird Marketing. <https://mockingbird.marketing/just-much-yelp-cost/>
10. Fit Small Business. <https://fit-small-business.com/how-to-advertise-on-groupon/>
11. Vistaprint. <https://www.vistaprint.com/marketing-materials/>
12. Direct Mail. <https://directmail.com/maillinglists/consumer-mailinglists/>
13. Mailchimp. <https://mailchimp.com/pricing/>
14. 4imprint. <https://www.4imprint.com/>
15. Westwind Graphics. <http://www.westwindgraphics.com/floordecalspricing.html>

Wrapping it Up

Budget Recap

Events

<u>Vehicle</u>	<u>Cost Per Unit</u>	<u>Quantity</u>	<u>Total Cost</u>	<u>% Total Cost</u>
Opening Day Party				
Photo Booth	\$175.00	4	\$700.00	0.82%
Balloons	\$0.21	2,500	\$525.00	0.62%
Plinko Board	\$166.67	1	\$166.67	0.20%
T-Shirts	\$6.93	100	\$693.00	0.82%
Snapchat Filter	\$56.11	9	\$504.96	0.59%
Kickin Cowgirl Band	\$600.00	1	\$600.00	0.71%
Tailgate				
Parking Space	\$75.00	6	\$450.00	0.53%
Koozies	\$1.18	500	\$590.00	0.69%
Tent	\$650.00	1	\$700.00	0.82%
Cornhole	\$150.00	1	\$200.00	0.24%
Snapchat Filter	\$32.28	14	\$451.89	0.53%
Photo Backdrop	\$69.00	1	\$69.00	0.08%
Employees Pay	\$10.00	30	\$300.00	0.35%
Barbeque Costs	\$37.58	98	\$3,682.84	4.33%
Taste of Omaha				
Booth Reservation	\$700.00	1	\$750.00	0.88%
Barbeque Costs	\$37.58	97	\$3,645.26	4.29%
Employee Pay	\$10.00	30	\$300.00	0.35%
Event Total			\$14,178.68	16.68%

Online

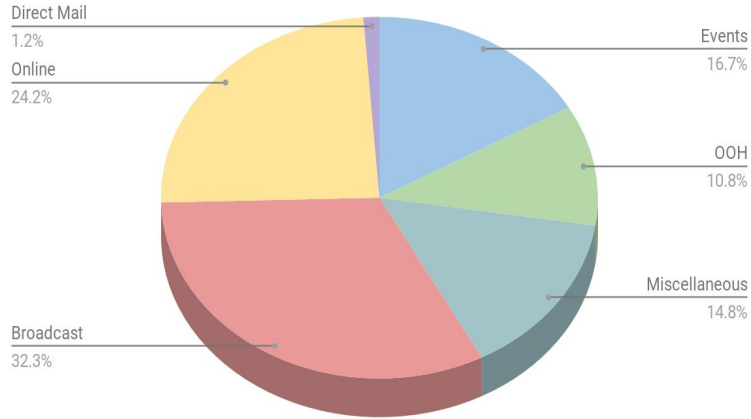
<u>Vehicle</u>	<u>Cost Per Day</u>	<u>Days</u>	<u>Total Cost</u>	<u>% Total Cost</u>
SEM	\$15.00	304	\$4,560.00	5.36%
Instagram	\$30.00	150	\$4,500.00	5.29%
Facebook	\$30.00	150	\$4,500.00	5.29%
Facebook Heavy Up	\$200.00	15	\$3000.00	3.53%
Yelp Ads	\$350.00	3	\$1,050.00	1.24%
Yelp Check-In Deals	\$1.95	360	\$702.00	0.83%
Groupon	\$6.00	85	\$510.00	0.60%
Digital Ads	\$10.75	150	\$1,612.00	1.90%
Review Deals	\$1.95	72	\$140.40	0.17%
Photo Contest Prize	\$15.00	1	\$15.00	0.02%
Social Media Giveaway	\$6.75	2	\$13.50	0.02%
Online Total			\$20,603.40	24.24%

Miscellaneous

<u>Vehicle</u>	<u>Cost Per Unit</u>	<u>Quantity</u>	<u>Total Cost</u>	<u>% Total Cost</u>
Stickers	\$0.22	2,000	\$440.00	0.52%
Flyers	\$0.04	2,000	\$80.00	0.09%
Take-Home Menus	\$0.28	750	\$210.00	0.25%
Paper Bags	\$1.61	500	\$805.00	0.95%
Loyalty Card	\$0.04	10,000	\$400.00	0.47%
Loyalty Program	\$6.00	1,500	\$9,000.00	10.59%
Intern	\$10	5/10 wks	\$500	0.59%
School Partnerships	\$1.88	600	\$1,128.00	1.33%
Miscellaneous Total			\$12,563.00	14.78%

Wrapping it Up

Budget Recap



Final Budget Breakdown

Events: \$14,178.68 **Online:** \$20,603.40
Out of Home: \$9,164.50 **Broadcast:** \$27,465.00
Miscellaneous: \$12,563.00 **Direct Mail:** \$1,003.08

Out of Home

<u>Vehicle</u>	<u>Cost Per Unit</u>	<u>Quantity</u>	<u>Total Cost</u>	<u>% Total Cost</u>
Mural	\$1,500.00	1	\$1,500.00	1.76%
Billboard	\$2,500.00	2	\$5,000.00	5.88%
Sidewalk Decal	\$18.40	5	\$92.00	0.11%
Poster	\$622.50	1	\$622.50	0.73%
College World Series Sponsorship	\$2,000.00	1	\$2,000.00	2.35%
Out of Home Total			\$9,164.50	10.78%

Direct Mail

<u>Vehicle</u>	<u>Cost Per Unit</u>	<u>Quantity</u>	<u>Total Cost</u>	<u>% Total Cost</u>
Email Subscription	\$75.00	3	\$225.00	0.26%
Mailing List	\$259.36	3	\$778.08	0.92%
Direct Mail Total			\$1,003.08	1.18%

Broadcast

<u>Vehicle</u>	<u>Daypart</u>	<u>Size</u>	<u>Total Cost</u>	<u>% Total Cost</u>
Television	Prime Access (7-8pm)	:30	\$10,935.00	12.86%
	Prime (8-11pm)	:30	\$9,150.00	10.76%
	Late News (11-11:30pm)	:30	\$4,320.00	5.08%
	Late Fringe (11:30pm-1am)	:30	\$3,060.00	3.60%
Broadcast Total			\$27,465.00	32.31%

The Slow-Smoked Way

Flow Chart

Medium	Classification	February				March				April				May				June				July				August				September				October				November				December			
	Week	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4					
Events	Opening Day Party																																												
	A Taste of Omaha																																												
	College World Series																																												
	Tailgate with the Pit																																												
OOH	Mural																																												
	Sidewalk Decal																																												
	Flyers																																												
	Billboard																																												
	Illuminated Poster																																												
Online	Yelp Ads																																												
	Facebook Heavy-Up																																												
	Pit Talks																																												
	Social Media Giveaway																																												
	#SaluteThePit																																												
	Digital Ads																																												
	Facebook Ads																																												
	Instagram Ads																																												
	SEM/Google AdWords																																												
Direct Mail	Mailing List																																												
Broadcast	TV																																												
PR	Foodie Influencers																																												
	Food and Lifestyle Journalists																																												
Miscellaneous	Loyalty Program																																												
	School Partnerships																																												

Let's Get this Bread

Call To Action



The Pit Barbeque has been an Austin staple since 1971, and now it's time to give the city of Omaha, Nebraska a true taste of Texas. By creating strategies that are tailored to The Pit's brand, we are confident in The Pit's ability to excel in cultivating a comfortable and welcoming environment for the people of Nebraska. The Pit is looking to give Omaha a new home, and Relephant Creative is ready to help deliver.

Thank you for your time and consideration.
The Relephant Creative team cannot wait to join The Pit Family!

Contact us:
(512) 765 - 4321
info@relephantcreative.com