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Bamboo is quick. It is resilient. And like us, it never gives up.

As a coalition of eight versed in the art of branding, Bamboo Media is dedicated to cultivating a quality, consistent brand image that efficiently spans a range of media channels and platforms.

You may have heard about one of our Clio Awards or about our immense network, but here at Bamboo we count our victories by breathing life into our clients’ visions.

We pride ourselves on developing and delivering effective campaign strategies through diligent consumer and market research in order to spread brand awareness and captivate consumers to keep them coming back for more.

In other words, we know what we’re doing. And we’re damn good at it.
Bamboo Media has done extensive research into Summer Moon Coffee’s (SMC) target market, the competitive market, and the Carytown geographic market with the purpose of creating a media plan for SMC that would allow them to expand their business into Virginia from Texas. The media plan that Bamboo Media has created follows the detailed objectives set by SMC themselves: discovery, involvement, action, and sharing.

Established in 2002 in Texas’ weirdest city, the family-owned SMC began with one simple goal: to make great, fire-roasted coffee. Within the decade, SMC had won over Austinites with their unique roasting process that produced coffee too good to keep in just one city. Now the time has come for SMC to grow beyond the heart of Texas into the hearts of Virginians. Nearly 1,500 miles away from home, a new store will open in the Carytown district of downtown Richmond, VA. Richmond’s economy is bustling and Carytown is beloved by all visitors. Thankfully, Carytown also encompasses the quirkiness of Austin along with a love for all things local, making this a smooth transition for SMC.

SMC has enlisted the help of Austin-based Bamboo Media to not only help plan and execute the opening of the Carytown store in VA, but to also bring and incorporate their vision and story to create an authentic, Texan-inspired location. This authenticity will allow SMC to market to their primary target of “the trendsetters”, who are young professionals aged 25-35. This group is most likely to consume coffee on a regular basis because they’re based in the city, make good money from a post-college job, and appreciate coffee. The secondary target of “the followers” consists of young adults aged 18-24. Comprised of mostly college students who don’t live close-by to SMC, “the followers” would have to intentionally make the trip to Carytown to try new sweet drinks and be a part of the SMC and Carytown community.

Through social media and word-of-mouth marketing, people will first discover and become involved with SMC. Per the set objectives, this means 50% of SMC’s targets would be able to identify SMC and who they are by the end of the campaign. Local press coverage will also help with this. Those involved must be persuaded to take action and try SMC. This will be done through events and other conversation generated by Bamboo Media. Throughout this process receptivity and participation of SMC’s growing customer base will be monitored via social media to ensure that the target isn’t losing interest in SMC’s products or brand. With a budget of $20,000 to be spent on media efforts, Bamboo Media will follow and meet SMC’s objectives.
Summer Moon Coffee (SMC) aims to successfully blend into Carytown’s culture without losing their brand’s unique vibe; they plan to educate their target audience as to who SMC is via events, promotions and a strong online presence in order to not only become part of the VA community but also to begin what SMC hopes will be a long-standing love of quality caffeine.
## Media Objectives & Measurements

<table>
<thead>
<tr>
<th>Discovery</th>
<th>Involvement &amp; Action</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order to reach SMC's goals, Bamboo Media researched and determined the target audience of younger adults and analyzed their potential preferences and media consumption. Bamboo Media aims to educate by having 50% of the target audience be aware of and able to identify the SMC brand by the end of the launch campaign. This will be achieved by warming up to SMC's target via Facebook and Instagram ads to promote the grand opening in hopes of creating word of mouth.</td>
<td>Target audience information will provide a full understanding of the current market situation, including brands and competitors. Bamboo Media plans to incentivize by having 150 visitors daily, Monday through Thursday, and 550 visitors daily over the weekends, with an average in-store transaction amount of $12. By hosting programs in the store and allowing relationships to develop, brand loyalty will be built.</td>
<td>It’s time to go further and appeal to more consumers. The goal is to get approximately 300 attendees at events and lift overall site visits by a spike of 25% during the launch phase in Richmond, with an 85% growth from the Richmond DMA. SMC plans to create a blog and host a monthly yoga class in order to excite customers and have them come back as often as possible.</td>
</tr>
<tr>
<td>Strategy</td>
<td>Time</td>
<td>Rate</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Yoga Instructor</td>
<td>July 11, Aug. 15th</td>
<td>$80</td>
</tr>
<tr>
<td>Art &amp; Crafts Teacher</td>
<td>July 18th, Aug. 8th</td>
<td>$100</td>
</tr>
<tr>
<td>Musician</td>
<td>July 25th</td>
<td>$300</td>
</tr>
<tr>
<td>Coffee Brewer Instructor</td>
<td>Aug 8</td>
<td>$100</td>
</tr>
<tr>
<td>Blog</td>
<td>Sep - Dec</td>
<td>$25 / month</td>
</tr>
<tr>
<td>Punch Cards</td>
<td>May 19 - June 29</td>
<td>$56.93/1500</td>
</tr>
<tr>
<td>Social Media Intern</td>
<td>May - Dec</td>
<td>$1000 / mth</td>
</tr>
</tbody>
</table>

### Media Menu Additions & Budget Breakdown

<table>
<thead>
<tr>
<th>Media</th>
<th>Cost</th>
<th>% of Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>OOH</td>
<td>2200</td>
<td>11%</td>
</tr>
<tr>
<td>Social Media</td>
<td>547.10</td>
<td>2.7%</td>
</tr>
<tr>
<td>Print</td>
<td>5,900</td>
<td>29.5%</td>
</tr>
<tr>
<td>Radio</td>
<td>2358</td>
<td>11.80%</td>
</tr>
<tr>
<td>Experiential</td>
<td>8873.86</td>
<td>44%</td>
</tr>
<tr>
<td>SEM</td>
<td>120.96</td>
<td>.6%</td>
</tr>
<tr>
<td>Contingency</td>
<td>0.08</td>
<td>.0004%</td>
</tr>
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</table>
Bamboo Media’s strategy will be continuously focused on social media and free events in order to spread the word about Summer Moon and gain consumer trust. Summer Moon will also be promoted in short bursts, which will work in tandem with the strategy’s continuous counterparts.

**Grand opening event**
In the burgeoning world of technology, social media has become a major channel between a brand and its audience. It provides useful sources of consumer data for future businesses to analyze for growth optimization. At the grand opening, social media will be used to create buzz by offering promotional codes, gifts, and games to boost Summer Moon’s family friendly image. Customers can also check in on Yelp for more rewards.

**Weekly promotion**
Targeted mainly at young adults, SMC will offer free yoga classes or happy hours every week. There will also be a punch card loyalty program aimed specifically at college students. Rewards include free drinks, merchandise, and classes to learn the art of roasting coffee. After a busy and tiring day of studying, Summer Moon is the best place to hangout, recover and enjoy live music and exercise.

**Organic blog**
In order to continue to spread the excellence of Summer Moon in Richmond, SMC will create a blog to drive positive impressions and buzz. This is a great way to inform consumers of SMC’s success, from its Austin roots to present day. Since SMC is a traditional draft-driven, family-style coffee shop, consumers will relate easily to the lives and authentic details of the shop and its members, which will help grow and maintain a strong and trustworthy image at the new location.
<table>
<thead>
<tr>
<th>Media</th>
<th>Time</th>
<th>Rate</th>
<th>Impact</th>
<th>Insertions</th>
<th>Total</th>
<th>% Of Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters Downtown</td>
<td>May 7 - May 18</td>
<td>$1,100/50 flyers</td>
<td>1,022,200 imps</td>
<td>2 / week</td>
<td>$2,200</td>
<td>11%</td>
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<tr>
<td>Facebook</td>
<td>May 14 - Dec 21</td>
<td>$7.19 / 1000 imps</td>
<td>50,000 imps</td>
<td>50</td>
<td>359.50</td>
<td>1.8</td>
</tr>
<tr>
<td>Instagram</td>
<td>June 4th - June 29, Nov 9 - Dec 31,</td>
<td>$6.70 / 1000 imps</td>
<td>33,000 imps</td>
<td>25</td>
<td>187.60</td>
<td>.9</td>
</tr>
<tr>
<td>Punch Cards</td>
<td>May 19 - June 29</td>
<td>$56.93/1500</td>
<td>3000 cards</td>
<td>2</td>
<td>113.86</td>
<td>.6</td>
</tr>
<tr>
<td>AM Radio (6 am - 10 am)</td>
<td>July 9, Aug.20</td>
<td>$57 - CPP</td>
<td>144,256 listeners</td>
<td>2</td>
<td>$798</td>
<td>3.99</td>
</tr>
<tr>
<td>PM Radio (3pm - 7 pm)</td>
<td>July 9th, Aug. 20, Dec 20</td>
<td>$65 - CPP</td>
<td>123,648 listeners</td>
<td>3</td>
<td>$1560</td>
<td>7.8</td>
</tr>
<tr>
<td>Yoga Instructor</td>
<td>July 11, Aug. 15th</td>
<td>80</td>
<td>N/A</td>
<td>1</td>
<td>160</td>
<td>.8</td>
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<tr>
<td>Art &amp; Crafts Teacher</td>
<td>July 18th</td>
<td>100</td>
<td>N/A</td>
<td>1</td>
<td>100</td>
<td>.5</td>
</tr>
<tr>
<td>Musician</td>
<td>July 25th</td>
<td>$300</td>
<td>N/A</td>
<td>1</td>
<td>300</td>
<td>1.5</td>
</tr>
<tr>
<td>Coffee Brewer Teacher</td>
<td>Aug 8</td>
<td>$100</td>
<td>N/A</td>
<td>1</td>
<td>$100</td>
<td>.5</td>
</tr>
<tr>
<td>Richmond Magazine - full pg colored</td>
<td>Sep. - Dec.</td>
<td>$5,900</td>
<td>220,000 circulation</td>
<td>4</td>
<td>$5,900</td>
<td>29.5</td>
</tr>
<tr>
<td>SEM - Coffee Shop</td>
<td>Sep 1 - Dec 31</td>
<td>$6.72</td>
<td>49,500 volume</td>
<td>18</td>
<td>$120.96</td>
<td>.6</td>
</tr>
<tr>
<td>Blog</td>
<td>Sep - Dec</td>
<td>$25.00 / mth</td>
<td>N/A</td>
<td>N/A</td>
<td>$100</td>
<td>.5</td>
</tr>
<tr>
<td>Social Media Intern</td>
<td>May - Dec</td>
<td>$1000/mth</td>
<td>N/A</td>
<td>N/A</td>
<td>8,000</td>
<td>40</td>
</tr>
</tbody>
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- http://www.srds.com
- http://www.lamar.com/
- http://www.payscale.com/
- http://ratings.radio-online.com/cgi-bin/rol.exe/arb105
- https://wordpress.com/pricing/
- http://www.vistaprint.com/
- https://www.semrush.com/
Ongoing Efforts

The efforts below will be advocated through paid, owned, and organic media. These events will be prompted professionally in a pulse manner, which will allow continuous exposure in the marketplace.

Punch Cards
Since Summer Moon has thrived in the Austin Area for years, Bamboo wants to guarantee the same success in Richmond. Punch cards will be issued to customers that make a purchase at the Carytown location. For every visit, a customer will receive a punch; if a customer spends $10 they receive 2 punches; this helps reach the $12 daily limit. When a customer reaches 10 punches, they are eligible for a free coffee. During the Grand Opening, SMC will be giving out special punch cards to customers that attended the event and followed SMC on social media. 1 follow = free Coffee at event. If at the Grand Opening a customer follows Summer Moon on all 3 social platforms, the customer will receive a golden punch card. The golden punch card then allows the customer to return and get a free coffee the week of the grand opening. Customers can earn punches by attending weekly events, following on social media and making purchases. The punch card system targets the SMC’s market because Carytown spends a large portion of their expenditures on contributions.¹ The punch card gives the target audience an opportunity to reach out to SMC on social media and interact with the brand.

Coffee & Chill
To survive the typical Wednesday “Hump Day”, Summer Moon will host a weekly event called Coffee & Chill. Summer Moon’s target spends a large portion of their expenditures on entertainment which SMC can capitalize on. Coffee & Chill targets the audience more as a whole instead of individually and brings Summer Moon’s community together to allow interaction and collaboration amongst a group of young working professionals. Depending on the week, there will be live bands, yoga sessions, art classes, games, prizes, and more. Make sure to attend Happy Hour from 4pm-7pm!

Blog/Website and Classes
“Strong Sip” is Summer Moon’s blog that shares information about all things coffee, from roasting to brewing to drinking. It provides a platform for the brand to interact and share knowledge with consumers, who are exposed to SMC’s personality and benefits.

Once a month, Summer Moon will host a class and show customers how to make their own coffee; the class will be promoted through social media like Facebook and Instagram.

Participants can learn the tricks and history behind Summer Moon’s inspired American coffee roasting process, and replicate the process at home.

¹ [https://www.point2homes.com/US/Neighborhood/VA/Carytown-Demographics.html](https://www.point2homes.com/US/Neighborhood/VA/Carytown-Demographics.html)
Flight 1A
In the Know

Goal
To allow people to familiarize themselves with the Summer Moon brand and to secure attendees for the grand opening event. This event inspires new customers to like, share, and review Summer Moon positively across all media platforms.

Strategy
Develop a social currency that will drive conversations around the target audience of Richmond. Summer Moon wants to build a conversation around the brand image using social media and flyers.

Flyering Zip Codes: Carytown and Richmond
- May 7th- May 18th
- Main Target: Zip Code 23221. Summer Moon wants 85% of growth coming from Richmond DMA. By targeting this zip code, a large population density of about 8,000 people per square mile will be reached.

Facebook Ads: Targets older professionals
- May 14th- June 1st
- Facebook Ads will help educate the target market identified in Richmond. Summer Moon wants to give customers a full brand experience and allow them to identify what the brand is and what it is all about.

Instagram: Targets younger professionals
- June 4th- June 29th
- Instagram allows the target market to participate in SMC’s journey to promote its story as a company. This social media outlet will allow Summer Moon to gain local press coverage and express a creative outlet as to why it is different from the typical “local coffee shop.”
Flight 1B
Grand Opening

Goal
To gain a large audience during the grand opening event and successfully promote upcoming business objectives and social media platforms.

Strategy
In order to spread SMC’s name, the brand will go social and create several social media promotions that will allow customers to interact with the company and receive prizes in return.

Target
Young Working Professionals

Facebook Frenzy
In order to get noticed on Facebook, the first 15 people to share a specific SMC advertisement on Facebook will receive a free coffee.

Check-In
Anyone who checks in at the Carytown location during the grand opening will receive a 10% discount off their first order (minimum $10.)

Come One, Come All
The first 25 people in line at the grand opening event will receive a free coffee every Monday for the next 3 weeks.

Social Media Promotions
- 1 follow = Free Coffee at the event
- 3 follows = Free coffee during the first week
- Games with gifts
  - Trivia - general trivia questions about current events. The person that answers a certain number of questions correctly will receive a treat of their choice ($5 or less).
  - Corn Hole - game stand where customers are encouraged to take a shot and participate in this popular childhood game. Winner will receive a free coffee on their next purchase.
  - Contest for free giveaways - customers are encouraged to upload a picture of any SMC item and check in at the Carytown location as a contest. The person within a certain time frame with the most likes will receive a complimentary coffee and drink.
- Punch cards = make a post about SMC coffee and get a punch for the next visit.
**Flight 2: “Coffee & Chill”**

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### Keep Calm and Have A Coffee (Happy Hour)

**Target:** Young working professionals  
**When:** Every Wednesday between July 9th and August 15th from 4PM-7PM
- Summer Moon will promote this weekly happy hour event through AM and PM radio ads as well as Facebook promotions.  
- Keep Calm and Have A Coffee will allow customers to enjoy selected local favorites at a lesser price. There will not only be discounted items, but buy one, get one free promotions as well. Customers are encouraged to come in and enjoy this offer within the set timeframes.

---

### Coffee & Canvas (Painting class)

**Target:** Young working professionals, art enthusiasts  
**When:** July 18th & August 8th
- Summer Moon will hire a local professional art teacher to guide customers through creating arts and crafts. This will allow customers to engage with one another, drink some delectable coffee and learn great art techniques.  
- The class will operate on a first come, first serve basis due to limited seating. The first 25 people to purchase any item the day of and sign up with the cashier are welcome to participate in this fun and interactive class. The class aims to demonstrate how multifaceted Summer Moon is, and to draw in students and young professionals who enjoy spending time on hobbies.

---

### Have You Heard?

**Target:** Young working professionals  
**When:** July 9th- Aug 20th
- Promote the coffee shop and ongoing social events on local radio. This will allow potential customers to familiarize themselves with what Summer Moon has to offer. The AM spot would be aired from 6AM-10AM, while the PM spot would be aired from 3PM-7PM. This helps notify target audiences who do not participate in social media and commute through Carytown and Richmond daily about ongoing events.

---

### Drink More Coffee, Do More Yoga

**Target:** Young working professionals, yogis  
**When:** July 11th & August 15th
- There will be an instructor at Summer Moon teaching a live yoga session at the weekly Coffee & Chill event. This will allow customers to socialize, learn yoga and enjoy delicious coffee. Once a customer orders any item from the menu, they are eligible to take the complimentary yoga class, taught by a local professional. There is a maximum amount of space available for these classes, so it will have to be on a first come, first serve basis. The first 25 people to buy any item the day of and sign up with the cashier are welcome to relax and experience this program.  
- Young working professionals spend a large amount of expenditures on entertainment and personal care, which constitutes SMC’s target market. Yoga has proven itself to be a rising trend, so this class will allow clients to enjoy Summer Moon coffee and take part in this popular activity.

---

**Goals:** To create brand loyalty by promoting SMC’s social programs.  
**Strategy:** Several social events will be created that will allow customers to be more involved with the SMC brand through several fun and exciting events.
Flight 3: Fall Schedule

**Goal:** To interact with customers and drive conversations to promote brand history behind SMC's custom brew through social media platforms. This will help develop brand awareness in Richmond Virginia.

**Strategy:** The blog will be promoted through Instagram and Facebook. This will reach out to the target audience on social media and allow them to transition from one social platform to another quickly and efficiently. To build brand awareness on SMC classes, an ad will be published in Richmond Magazine, SEM, and PM Radio to target local audiences.

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**Christmas Cheers (Vlog series)**

**Target:** Young Working Professional with Families

- Summer Moon is a family owned company that values close relationships with their customers. Since Christmas is a time to celebrate with family, a live stream will take place on the blog once a week to discuss different recipes for the perfect family gathering. This will go on for all of December, and will be spearheaded by a Social Media intern. This allows Summer Moon to integrate into the community and give back to customers.

---

**Strong Sip Blog**

**Target:** Young Working Professionals

- Summer Moon will target the local market and promote fall company objectives.
- Promotion Start Day: 9/1
- **Print:** Announce blog, offer deals on first class
  - Richmond Magazine: Full Page Colored, September - December
- **Social:** Announce blog and promote classes
  - Facebook ads: September 15-December 31
- **Radio:** Promote extended holiday hours
  - Radio allows Summer Moon to target their audience through other mediums besides social platforms.

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**Texas Made Strong (Class)**

**Target:** Young Working Professionals

- **Class Dates:** 9/23, 10/21, 11/18, 12/23
  - 9/23: Fall Is Here!
  - 10/21: Halloween Spooks
  - 11/18: Turkey Season!
  - 12/23: Christmas Special
- **Print:** Announce classes to local audience
  - Richmond Magazine: Full Page Colored, September - December
- **SEM:** Once a Week
  - “Downtown Richmond”
  - “Coffee Shop”
- Classes will be taught by a professional coffee brewer.
As a fresh, authentic take on coffee, Summer Moon is a welcome addition to any city in America. With the help of Bamboo Media, Summer Moon will integrate seamlessly into the fabric of Carytown and thrive as a unique space to relax, study, and enjoy quality coffee. Its special take on coffee roasting and hip atmosphere will attract a trendy clientele of young professionals and college students alike in this vibrant and stylish city. Please reach out to us by April 1, 2018, since the campaign runs from May to December 2018, and time is required to implement the strategy. We look forward to your success.

Contact Us:
214-687-5510 or bamboomedia@gmail.com