



## BRAND STATEMENT

- Doc's Milledgeville provides premium sandwiches at low prices, an inviting atmosphere, and fun events for customers in the surrounding college town and greater Baldwin County area.

## CAMPAIGN OBJECTIVES

- Increase awareness of Doc's among potential customers, aged 18-25 living in Baldwin County, by 20% in the next four months.
- Increase customer and local community awareness of late-night options in downtown Milledgeville promoting Doc's late-night hours, which are each week on Thursday, Friday, and Saturday, until the end of 2024.
- Gain 200 new followers on primary social media accounts in the next 4 months.

## SUPPORT FROM RESEARCH

**29%**

of Gen-Z surveyed are more likely to purchase from brand with social media presence.

**60%**

of Gen-Z use Instagram to explore new brands and products.

**63%**

of Americans surveyed said their top reason for dining out is the atmosphere.

## TARGET AUDIENCE

### PRIMARY

- Men and Women
- Aged 18 to 25: College students & young adults
- Entertainment and quality time is important to them.
- They like quality food at a cheaper price.

### SECONDARY

- Men and Women
- Aged 26 to 40: Adults & those with young families.
- Reasonable prices & quality time is important to them.
- They have more disposable income from full-time jobs.

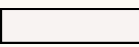




### TERTIARY

- Men and Women
- Aged 40-45+: Middle aged adults & seniors.
- Enrichment & quality experiences are important to them; more free time and like themed events.

## KEY MESSAGE & BENEFIT SUPPORT

- Provides a warm atmosphere, good food, & a good time with friends. This is shown through social media posts. Doc's hosts events to foster community with their customers through events like Late @ 8, for students, and Silver Subjects Trivia, for seniors. Doc's has specialty sandwiches starting at \$7.50, where competitors can start at \$8 and up.

## COLOR SCHEME & AESTHETICS

	#f8f3f2
	#f0af1b
	#170e09
	#6f4712
	#7c7c7c

- The aesthetics of Doc's social media is fun, bright, and family friendly. The use of yellow and incorporating brown brings a sense of warmth to the company.

## MANDATORIES

- Logo, Product Images, Company Website, Company Social Media Channels, Brand Colors Scheme, & Timeline.