



ALWAYS THE

Right Way

Meet The Team



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Meet The Team

In the midst of a pandemic, our team was still working to make this campaign the best it could be, whatever way that was possible.



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Executive Summary

Cheeseburger Bobby's was founded in 2007 by Bobby Stoll, who wanted to provide people in his area with a fast casual dining experience that focused on the freshest ingredients and the most inventive menu. At Bobby's you can order a gourmet hamburger or hot dog and top it any way you like it at the "Build Your Own Burger Bar". They also serve frozen custard for dessert. Cheeseburger Bobby's is a breakthrough concept, offering its patrons the freshest ingredients, from its gourmet, never frozen hamburgers to its wide variety of freshly prepared toppings with which to prepare "The Best Burger". Our research suggests that our target market, millennials and retirees, is found mostly on social media. Therefore, we will focus on social media advertising along with select out-of-home advertising to highlight Cheeseburger Bobby's unique offerings from their burger bar to their frozen custard and fresh fries. Using Instagram, Twitter, Facebook, Spotify, and more, our campaign aims to increase traffic to Cheeseburger Bobby's social pages so that people feel inclined to visit one of their 12 locations.



*Our Research
& Findings*

CHEESEBURGER BOBBY'S



Objectives



- To understand why consumers choose one burger restaurant over another.
- To evaluate our primary target market's media usage and habits.
- To discover the driving factors leading to the target markets' decisions about fast-casual dining.
- To determine our target audiences' current perception of the brand.
- To glean valuable insights and consumer feedback for our client.

Methodologies

Secondary Research



CLIENT WEBSITE

Compared to its social media presence, the website for Cheeseburger Bobby's is outdated. The infographics on the homepage are blurry and the idea of "build your own burger" is not mentioned on the homepage. There are no images accompanying the menu items, and there are only six images in the gallery. The website does not link to the brand's Instagram page, though it does link to Twitter and Facebook. The blog within the "About" page was last updated in 2016.

CLIENT SOCIAL MEDIA

On Facebook, each branch of Cheeseburger Bobby's has its own page. On its main page, it has 4.3 out of 5 stars, based on ratings from 154 people. The other location pages range in ratings and likes; the multiple Facebook pages may confuse consumers who are trying to support the business. The page @CheeseburgerBobbys has 42K likes. On Twitter, @CBobbys has 608 followers. The bio uses Metro Atlanta as its location, which is not entirely accurate. The account uses imagery in nearly all of the original tweets, as well as hashtags. Most of the recent tweets received no engagement. The Instagram account @CheeseburgerBobbys has over 3,000 followers. The bio differs from the bio on Twitter. There is no mention of store locations in the bio. The imagery is high quality and relates to pop-culture. The Instagram account is not linked on the client's website, and the imagery is different from that on the site.

COMPETITOR WEBSITES

Website layouts, content, imagery and functionality were compared from top competitors, such as Freddy's, BurgerFi, and Five Guys. Both the Freddy's and BurgerFi websites are easy to navigate and the branding is very visible in the website's design. Each social media platform is linked at the top of Freddy's landing page, while the other restaurant sites have links located at the bottom of the page. Both the BurgerFi and Freddy's menus contain an image of each product, but Cheeseburger Bobby's and Five Guys simply list the menu items. Both the Freddy's and BurgerFi websites have video content on the home page, whereas the Five Guys and Cheeseburger Bobby's sites have simple static images.

ONLINE REVIEW

Reviews were found for Cheeseburger Bobby's on Yelp and on comments of social media posts. Each location on Facebook has an overall rating.

COMPETITOR SOCIAL MEDIA

Thrive analyzed Instagram, Twitter, and Facebook engagement as well as post content and imagery from top competitors, such as Freddy's, BurgerFi and Five Guys.

INDUSTRY RESEARCH

An evaluation of the current state of our product category and direct competitors was performed. Sales trends and industry trends were gathered from various sources, including Bloomberg, NBC, Business Insider, and Statista.

Methodologies

Primary Research



As part of our primary research, our team sought to gather thoughts and opinions from the general public about Cheeseburger Bobby's and its competitors. Our primary research included: a client and competitor analysis by visiting restaurants, personal interviews with well-thought out questions to gain valuable information first-hand from our target audiences, and two online surveys. We conducted the two surveys using Google Forms and distributed them throughout our team members' social media channels. The two surveys sent out were a product usage survey and a media usage survey, each focusing on different aspects of our target market's opinions.

PRODUCT USAGE SURVEY

The product usage survey asked specific questions about hamburgers and specific aspects of the restaurant atmospheres at both Cheeseburger Bobby's and its top competitors. Comprised of 14 questions, the product usage survey included both multiple choice and "select all that apply" questions.

Our question development started off broad, beginning with basic demographic questions such as age, gender, job status, and income level. We then moved into more specific product-focused questions. We had a list with Cheeseburger Bobby's and its competitors and asked our respondents to select their preferred restaurant to purchase a burger from. The survey also asked respondents' opinions on Cheeseburger Bobby's toppings bar, desserts menu, and competitor restaurants

However, the main focus of the survey was on the overall product being advertised: the burger. To gain more insight, we asked how much customers would be willing to pay for a burger, if they are interested in burger alternatives, and what their preferred dining options are when ordering a burger (dine-in, drive through, delivery, etc.).

We gathered a total of 179 responses from this survey.

MEDIA USAGE SURVEY

The media usage survey asked specific questions about our target market's media usage and preferences. The survey consisted of 16 questions and included multiple choice questions, rankings, and short answers.

Our questions started by asking the age of the respondents and their interactions with restaurants on social media. We asked what motivated consumers to interact with these brands and the aesthetics they found pleasing on social media platforms. We showed our respondents a picture of Baby Yoda that Cheeseburger Bobby's posted on its Instagram as an example of a pop culture reference and asked them how they feel about brands that use these pop culture references to relate to their followers. We gathered a total of 111 responses from this survey.



COMPETITOR RESEARCH

Freddy's is believed to be the top competitor of Cheeseburger Bobby's due to its similar offering of burger options, as well as having a signature custard. Thrive Media and Consulting visited a Freddy's in Athens, Georgia to evaluate its brand. The team sought to analyze the food quality, atmosphere, and customer service. Thrive also visited select locations of Cheeseburger Bobby's to compare the overall experience against the competition. Team members have previous exposure to other direct competition, including BurgerFi, Steak 'n Shake, Five Guys, and Grindhouse.

PERSONAL INTERVIEWS

In our quest for primary research, Thrive Media and Consulting developed a set of base questions to establish a foundation for the interview process and our research goals. We interviewed millennial men and women (ages 20-24) and seniors/retirees (ages 50-65). Each team member set out to individually interview three people to gain better insights in regards to the media habits and ideal dining experiences of millennials and retirees.





Information gathered from our primary research by conducting surveys and personal interviews provided valuable information that helped to assist us in our campaign development.

Our Findings

RESEARCH



Our Findings

SURVEYS

Through our primary research on product and media use, we were able to gather important insights into our target market. One of our primary findings is that overall, people don't want to add toppings themselves using the toppings bar at Cheeseburger Bobby's. In the eyes of our audience, Five Guys is the primary competitor for Cheeseburger Bobby's over Freddy's. Additionally, most of our survey respondents don't typically opt to order dessert with their meals. This can be seen as an advertising opportunity for Cheeseburger Bobby's to encourage customers to order its frozen custard and concrete desserts. As for media habits, our primary insight was that consumers are motivated to interact with restaurants and businesses who offer rewards or discounts. Respondents appreciate when a brand relates to pop culture and are "in with the times," and respondents would be willing to purchase merchandise from a brand. The most effective advertising is traditional and digital billboards.

PERSONAL INTERVIEWS

Through our personal interviews, we were able to draw conclusions about the behavior and patterns of our client's two main target markets. When it comes to media habits, millennials heavily use Instagram, Snapchat, Twitter, and Facebook. They often click on ads from these social platforms whereas seniors tend to rely solely on Facebook for social media. Millennials are likely to follow restaurants on social media, specifically Instagram, if they find that the brand is local and aesthetically pleasing. They also like when brands offer discounts on their social media.

When asked what would influence them to try a new restaurant, both groups agreed that word of mouth was the most influential. Millennials seemed to value the opinions of their friends and websites, such as Yelp, when deciding whether or not to eat at a particular restaurant. According to the interview responses, the retiree population claimed to be influenced by commercials and outdoor advertising, while younger generations were influenced by digital ads and social media.

While dissecting our interview responses, we found that differences in personal values come into play when selecting a place to eat; retirees and millennials want different restaurant experiences. The only commonality we found was price; everyone was willing to pay for quality food. We found that people understand that a higher price typically translates to better quality. However, we did discover that retirees were more willing to pay a higher price than the millennials, despite the quality of the food. When asked if they were more likely to dine somewhere that served alcohol, the retirees were impartial, while millennials preferred alcohol options included within the dining experience. The greatest observable difference between the interviewed groups was the contrast in optimal restaurant atmosphere. Retirees valued good customer service as well as clean, quiet, and family-friendly environments. Millennials valued fun, trendy, and energetic environments that were "post-worthy" and easily accessible through delivery services.

When it comes to the idea of building one's own burger, millennials don't seem too enthusiastic. They appreciate the idea of customization, but opted for a pre-made meal instead. As for the retirees, some perceived the toppings bar as "unclean" and had a fear of kids touching toppings, while others enjoyed the idea of customizing their meal because they want their burgers "done right."



Industry

With a magnitude of fast food options on the market, the \$115 billion burger-and-fries category continually dominates the \$570 billion global fast food industry. The most successful burger restaurants thrive by combining high-quality fare with the luxury of drive-thru convenience, similar to what the upstart chain In-N-Out Burger provides. These quick service restaurants (QSR) in the United States were worth an outstanding sum of approximately \$256 billion in 2018. Their profits were grounded in charging higher prices for their menu items as opposed to them gaining new customers. As American culture continues to evolve, it has exposed an exponential shift from people choosing to eat out, to people dining at home. This break in eating trends has caused restaurant traffic to plateau and decline across the industry in recent years. Also, Americans have increasingly become concerned about eating healthy, making fast casual establishments the fastest growing segment in the restaurant industry, resulting in a radical loss of market share for fast food restaurants.

CURRENT TRENDS

New trends have begun to emerge in the industry due to consumers eating healthier. Restaurants have introduced vegan, vegetarian, and plant-based protein options to adhere to their consumers' concerns. 228 million servings of plant-based burgers were purchased at quick-service restaurants this year, up 10% from a year ago. The NDP report shows that Americans bought 228 million fast-food veggie burgers in the last year — a complete reversal from the 6.4 billion fast-food beef burgers they bit into.

Beyond Meat, a Los Angeles-based producer of plant-based meat substitutes, has seen the benefits of selling plant-based products. Since initially selling their stock at \$25 when first going public, they have seen an astounding jump to \$169. This means that they currently have a market capitalization of more than \$10 billion.

Kara Nielsen, culinary director of brand-building firm Sterling Rice Group, told QSR Magazine, "Americans increasingly are looking for real flavors." Mark Godward, who is the president a restaurant operations and consulting firm commented on the magnitude of this market trend saying, "The challenge [burger] concepts will face over the next few years is that this is a one-product show right now, and there may be a time when people might get tired of it."

However, consumers focused on a plant-based diet don't always exclude meat. In fact, new data from market researcher NPD Group shows that 95% of people who purchased a plant-based burger this year also ate meat. Although these trends around plant-based food alternatives have made an abrupt splash in the fast food market, these trends are constantly changing and vary from region to region.



Company Product





Company Product

Cheeseburger Bobby's was founded in 2007 by Bobby Stoll. He wanted to bring a fast casual dining experience to the people of his area: North Metro Atlanta. The chain started in Kennesaw, GA and has since expanded to 12 locations across Georgia and Alabama. Each franchise is owned and operated by an individual who has freedom in how he or she manages the store, but all locations share the Cheeseburger Bobby's corporate mission: to create a fast casual burger place focused on fresh ingredients and an inventive menu. The brand is known for its "Build Your Own Burger" bar where consumers can customize their meals with an abundance of seasonings, fresh toppings, and specialty sauces. Along with its diverse burger menu, Cheeseburger Bobby's also serves hot dogs, chicken sandwiches, and a signature Frozen Custard that can be served in a number of ways including: sundaes, concretes, shakes and cones, with a variety of toppings.

Other than its "BYOB" bar, Cheeseburger Bobby's has few distinguishing features to separate it from other burger chains. However, all of its ingredients are locally sourced within Georgia, and the buns at all its restaurants are made fresh daily from various local bakeries, adding a unique aspect to each location. Bobby Stoll intended for all of his restaurants to be a part of its respective community. This is achieved through a fundraising program in which a percentage of sales from a selected Cheeseburger Bobby's location is given to the organization that requested the fundraiser.

Through dining at various locations, Thrive was able to research the brand experience directly. Selected locations provided a casual atmosphere. The atmosphere created a mix between a fast food and sit-down restaurant. The toppings bar seemed to be fully-stocked when team members visited, and there were plenty of choices. A few of our team members felt that the toppings bar got in the way because it sits right next to where customers order their food. Because of this, the environment felt crowded and rushed. The employees seemed to be concerned with serving quickly, so they were not overly outgoing or welcoming. The drink selection is very similar to other restaurants, with a wide selection of fountain drinks and teas. The food was hot and appeared to be prepared fresh. Our team members all had a similar short wait time for their food. Overall, the food was tasty and the atmosphere was suitable for families. Our team can see both millennials and retirees dining in Cheeseburger Bobby's.

Competitive Analysis

| |  |  |  |  |
|-----------------------------------|--|--|---|---|
| Average Price of Burger | ~\$8.00 | ~\$7.59 | ~\$7.69 | \$7.27 |
| Media Presence (Followers) | Instagram- 3,258 Facebook- 42K Likes Twitter- 608 | Instagram- 57.3K Facebook- 113K Likes Twitter- 10.7K | Instagram- 289K Facebook- 1.2M Likes Twitter- 84.5 K | Instagram- 54.3K Facebook- 148K Likes Twitter- 12K |
| Unique Selling Points | <ul style="list-style-type: none"> • Fast Casual Dining -Made to Order, 100% Angus Beef • Rich Frozen Custard • Fresh-Cut Fries • Endless Toppings Bar | <ul style="list-style-type: none"> • Retro Dining Experience • Great food without the long wait • All-American meals • Made to order, not pre-made for freshness | <ul style="list-style-type: none"> • Casual atmosphere • Only use fresh ground beef • Only use peanut oil for fries • No freezers, just coolers | <ul style="list-style-type: none"> • Natural Angus Beef Burgers/Ingredients • Cage-Free, No-Hormone, No-Antibiotic/Modified Chicken • Committed to Sustainability • Gourmet VegeFi Burger |



Freddy's

Freddy's Frozen Custard & Steakburgers is a fast casual restaurant franchise that has more than 300 locations across 32 states. Freddy's was founded in 2002, with its first location in Wichita, Kansas. Freddy's provides a classic diner atmosphere with cook-to-order steakburgers seasoned with Freddy's Famous Steakburgers Fry Seasoning. Freddy's also offers beef hot dogs and frozen custard.

Freddy's is considered the top competitor to Cheeseburger Bobby's. Considering this, Thrive visited Freddy's in Athens, Georgia in order to better understand the competition. Our team thoroughly evaluated the restaurant's quality of food, general atmosphere, and customer service. Despite both chains resembling a similar '50s diner, cherry-red aesthetic in their branding, they have their differences. Freddy's had a limited sauce variety, lackluster toppings, and one container of fry seasoning that was difficult to find. It announced the orders over an intercom rather than tending to individual tables, adding to an impersonal dining experience. Freddy's custard was steep in price and, to many, tasted of typical store-bought dessert. The french fries at Freddy's appeared very small and thin compared to other burger chains. As for burger alternatives, there were mixed reactions. Some team members claimed their veggie burger was full of taste while others weren't pleased with the chicken sandwich. Overall, Freddy's appears to compete with Cheeseburger Bobby's in meal offerings, but not necessarily quality.



Five Guys

Five Guys was opened in 1986 in Arlington, VA. As Five Guys grew, its simple system of perfect burgers was created. It serves fresh burgers with all the toppings and fresh cut fries cooked in pure peanut oil. In 2003, the owners started to offer franchise opportunities. Today, Five Guys has almost 1,500 locations worldwide and another 1,500 in development. Global locations include Canada, the United Kingdom, Europe, and the Middle East. Five Guys also promotes its freshness and made-to-order qualities by having only coolers and not freezers in their locations.

After analyzing the results of our product survey, Five Guys appears to be the top competitor to Cheeseburger Bobby's due to its popularity among consumers and its many locations.



BurgerFi



BurgerFi opened in February 2011, in Lauderdale-By-The-Sea, Florida. It has more than 100 locations across the US. Its menu is crafted by chefs and includes items such as famous crispy fries, double-battered onion rings, and its made-in-house VegeFi veggie burger. One thing it's known for is its stamped buns. Any BurgerFi bun will have the classic "BurgerFi" stamp across the top.

Jessie (29) and Joshua (31) live in Kennesaw, GA. They have been married for five years, have a three-year-old daughter, Shayla, and are currently pregnant with their next child. Jessie works part-time as a nurse at WellStar Hospital, while Joshua manages a UPS Store franchise. When Jessie and Joshua aren't at work, they like to binge Disney+ with Shayla and, before expecting another child, would occasionally go out for drinks when they could get a babysitter. Since their lives tend to be pretty hectic, they search for high quality convenience in everything they do, including where they eat. Their daughter, Shayla, is currently a very picky eater.



TARGET PROFILE #1





Paula and Tom are both 67-year-old grandparents living in Flowery Branch, GA. They have been married for 43 years and have three children and four grandchildren. Paula was a nurse for 45 years before retiring in May 2019. Tom was an engineer for Delta and retired at the same time as Paula. Since retiring, Paula and Tom have spent a lot of their free time exploring the city, shopping at local stores, and spending time with their family and friends. They value the time they have with others and love to find a bargain when they can.

TARGET PROFILE #2



TARGET PROFILE #3

Peter is a graduate student at Georgia Tech who spends most of his time in research labs or catching up on his favorite sports teams. He doesn't have much time to cook at home, so he usually grabs food on campus or gets it delivered via UberEats. Peter was born and raised in the South, so he appreciates good customer service and hospitality when he sees it. He loves to try new restaurants when he can, but the Atlanta traffic and constant pile of homework keeps him from doing so. He's pretty frugal with a student budget, but that doesn't mean he doesn't splurge every now and then. His ideal Friday night is getting a group of friends together to grab a bite to eat and playing some video games.



Concept

“Always the right way” is our chosen concept that speaks to Cheeseburger Bobby’s philosophy of customization with their “Build Your Own Burger Bar.” This slogan indicates that our target audiences, Millennials (25–35) with families and Retirees (55+) located in Metro Atlanta, will always create the right burger that fits their lifestyle and current mood. Since the burger bar allows guests to personalize their order every visit, it’s important to emphasize this unique offering and let our customers know about our concept on different social media platforms. In our research, we found that millennials heavily use Instagram and Twitter. Therefore, we will interact with our users in different ways on these platforms by promoting our slogan, “Always the right way” with videos of situations going the “wrong way” to show how the exact opposite will happen once they come to Cheeseburger Bobby’s and make their burger the right way. We believe our concept, “Always the right way,” will resonate with both of our audiences by showcasing Cheeseburger Bobby’s one-of-a-kind toppings bar and endless possibilities.

Creative Strategy

“ALWAYS THE RIGHT WAY”

#ALWAYSTHERIGHTWAY

Our campaign will use the hashtag #ALWAYSTHERIGHTWAY and the slogan “Always the Right Way” to emphasize that a trip to Cheeseburger Bobby’s will always make your day a little bit brighter, no matter how bad your day is. This hashtag will be seen throughout our creative executions to establish continuity in the campaign.



ALWAYS THE
Right Way

ALWAYS THE RIGHT WAY

*Our
Executions*

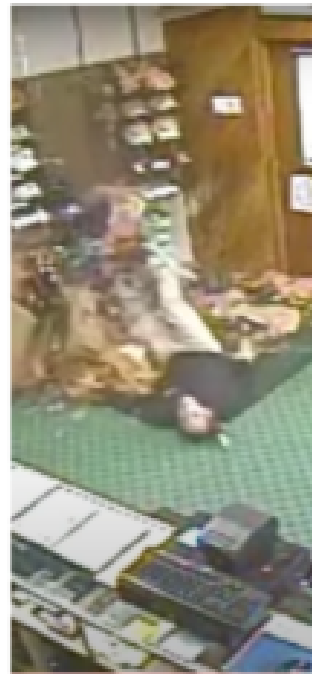
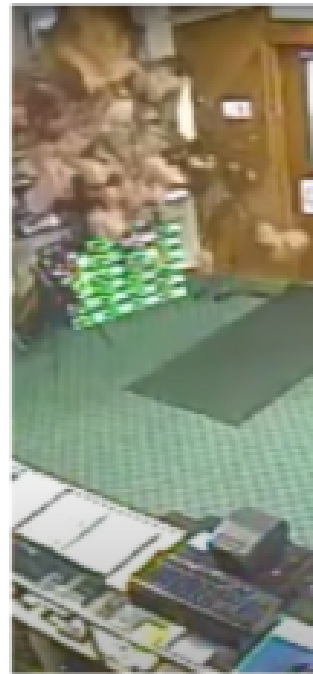
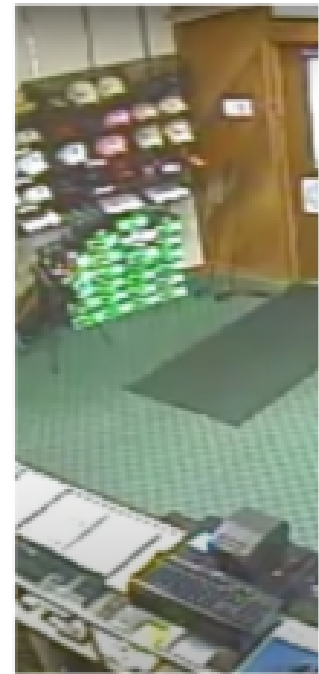
CHEESEBURGER BOBBY'S



INSTAGRAM VIDEOS

We have the intention to create Instagram videos through IGTV to express our concept “Always The Right Way.” These videos will derive from viral clips of people experiencing everyday circumstances going wrong with a reminder that at Cheeseburger Bobby’s customers can always have things go your way: the right way.

Our first video proposal features a man plummeting through a ceiling while at work.



WHEN THINGS
DON'T QUITE GO
YOUR WAY,



“HEY BILLY!”

“HEY RON.”

....JUST KNOW
THERE'S ALWAYS
A PLACE IT CAN

CHEESEBURGER
BOBBYS

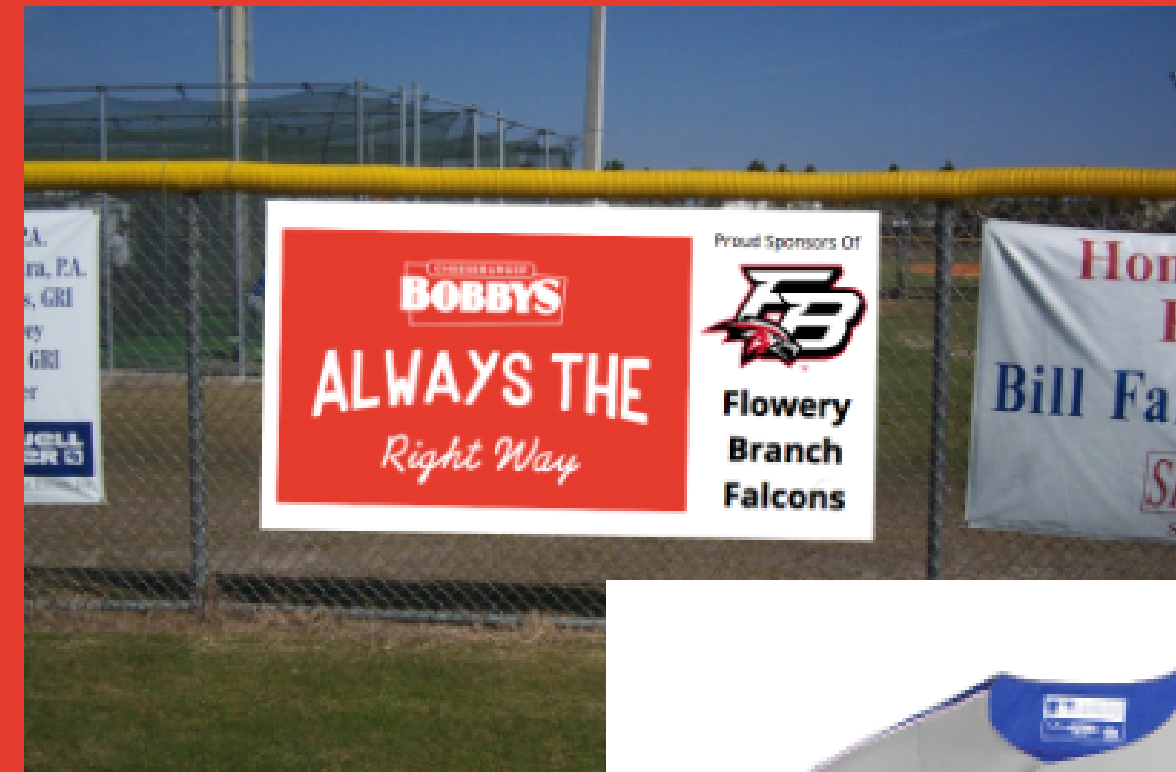
YOUR WAY IS

ALWAYS THE
Right Way

SPONSORSHIPS

Since our target audience often has children in different little-league sports, we want to be able to sponsor different teams in areas around our locations. With our sponsorships, we would like to offer a bundle that includes...

- Signage at the sports teams' fields with
- Cheeseburger Bobby's logo
- Cheeseburger Bobby's logo displayed on team uniforms
- Offer "Sponsorship Nights" at Cheeseburger Bobby's locations to help raise money for the teams
- Customized Cheeseburger Bobby's T-Shirts that promote sponsorship of the team



TWITTER POSTS



 **Cheeseburger Bobby's**
@CheeseburgerBobbys Following

Have you ever had a day that went SO wrong? Tell us about it! Tag us and use [#ALWAYSTHERIGHTWAY](#), since eating with us will never go wrong.

1:00 PM - 5 Apr 2020

8 Retweets 40 Likes

30 8 40

 **Samantha**
@sammyburger Follow

I went on a first date last weekend where I stepped in dog poo on our way to dinner, and then my clean shoe BROKE after we ate [@CheeseburgerBobbys](#) [#ALWAYSTHERIGHTWAY](#)

5:00 PM - 6 Apr 2020

1 Retweets 12 Likes

2 1 12

 **Alexandra Payne**
@PAYNEGAME Follow

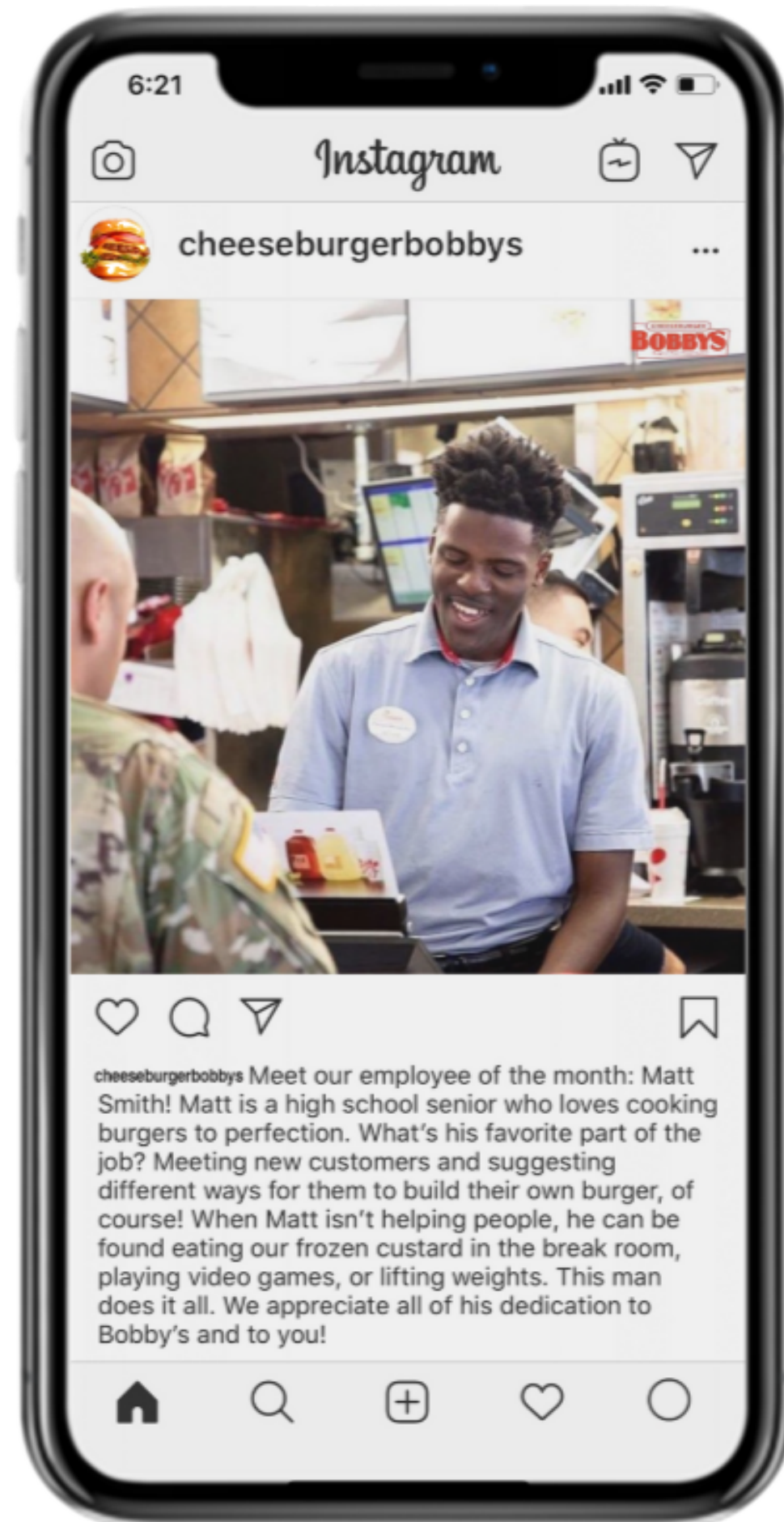
Woke up this morning to find that my dog had torn apart my NEW couch. Got a ticket for running a stop sign on my way to work (sorry mom). Computer crashed at work and I lost 3/4ths of a project. Had to get [@CheeseburgerBobbys](#) for lunch to be able to cope.
[#ALWAYSTHERIGHTWAY](#)

1:22 PM - 08 Apr 2020

6 Likes

6

To stay active on social media, we will implement a Twitter campaign centered around [#ALWAYSTHERIGHTWAY](#). We'll pull user-generated content about how though you could be having a day where everything goes wrong, everything is always the right way at Cheeseburger Bobby's. [Buzzfeed Quiz](#)



EMPLOYEE SPOTLIGHT

We want to showcase the amazing employees that work at Cheeseburger Bobby's by highlighting them on our social media channels. By putting a spotlight on different employees and showing off their personalities, we're giving our customers the opportunity to connect with these workers on a personal level. This execution is also used in hopes of boosting moral within locations and encouraging great customer service.



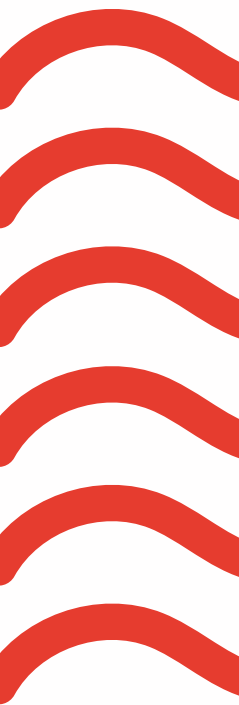
T-SHIRTS

Our primary research findings revealed through our surveys that our target market is likely to purchase merchandising from a restaurant brand; our first creative tactic is to sell three variations of Cheeseburger Bobby's T-Shirts. These would be available to purchase on both in-store and online.



The t-shirt design will display Cheeseburger Bobby's logo on the front pocket. The back of the t-shirt's design will feature a custard cartoon named "Custard D." as well as our campaign's slogan, "ALWAYS THE RIGHT WAY".

Cartoon of a burger stacked with ingredients, fries, and a custard. Slogan: "Always the Right Way" on the back. This option would be good to pair with sports teams for sponsorship opportunities etc.



SPOTIFY PLAYLIST

A playlist centered around our campaign's theme of "ALWAYS THE RIGHT WAY" will be created for both consumers of Cheeseburger Bobby's and music-lovers. Featuring top hits like "I Want It That Way" and "Cheeseburger in Paradise," our playlist will feature a mix of both old and new, spunky and groovy, and more to create a well-rounded, versatile mix of music that will drive home the idea that any way to jam is the right way.



BUZZFEED QUIZ

The BuzzFeed Quiz offer a fun way for users to interact with the Cheeseburger Bobby's brand. By going through the quiz, users learn how they can build the ultimate meal that best fits their personality. They also have the opportunity to share their results on social media, creating user-generated content and encouraging others to come and engage with the brand.



What's your favorite part of a meal?

Entrée Sides

Dessert

Do you prefer sweet or salty?

Sweet Salty


(1) Which Cheeseburger Bobby's Menu Item Are You? Retake

Jumbo Beef Hot Dog

You get along with all types of people and are loved by many, but you tend to get along best with kids! Some people come to you when they need a change, but your best friends are extremely loyal. You love putting a smile on people's faces!

Photo By: Tiana Arcene on Unsplash

[Share](#) [Tweet](#) [Copy link](#)




(1) Which Cheeseburger Bobby's Menu Item Are You? Retake

Classic Cheeseburger

You're classic! Although you like to stick with what you know and love, you aren't afraid to dress up and stand out. You prefer to have things your way, but your friends know they can always count on you.

Image: Cheeseburger Bobby's via [cheeseburgerbobbys.com](#)

[Share](#) [Tweet](#) [Copy link](#)




(1) Which Cheeseburger Bobby's Menu Item Are You? Retake

Oreo Sundae

You're sweet! You're the life of the party and the person that everyone looks forward to seeing. You bring excitement to people's lives all around you, and without you, life would be boring.

Image: Cheeseburger Bobby's via [cheeseburgerbobbys.com](#)

[Share](#) [Tweet](#) [Copy link](#)





WEBSITE REDESIGN

The current website for Cheeseburger Bobby's is outdated, especially when compared to its social media platforms. A new site design with updated imagery and graphic elements would create consistency throughout the brand. The current website does not link to Instagram, which is the brand's most active platform. Recommendations for the website include: embedding current Instagram posts to add imagery while also promoting the account; writing new blog posts and adding images to the gallery; shifting all menu items onto one page for ease of access; including photos of some of the menu items; and adding a downloadable PDF of the menu.

BILLBOARDS



Catering to our findings about consumers frequently paying attention to billboards, we have created three separate iterations of Cheeseburger Bobby's customizable menu. Each billboard features a classic Cheeseburger Bobby's favorite, but customized in the way the consumer would like it. So whether you like 17 pickles on your burger or cheese AND barbecue fries, Cheeseburger Bobby's is where you can find that.





Media Plan

Objectives

Increase brand awareness for Cheeseburger Bobbys among millennials and retirees in the metro Atlanta area.

Use Twitter, Instagram, Spotify, and Billboards to reach our target audiences

Use BuzzFeed quizzes and Twitter campaign to increase user-generated content

Increase Sales

Implement new line of merchandise in stores and online to increase foot traffic

Introduce sponsorships to encourage in-store purchases



Strategy

The #ALWAYSTHERIGHTWAY campaign will run from June to November on a consistent schedule. Both the primary and secondary target audience will be targeted through social media executions as well as out of home advertising, merchandise sales, and sponsorship packages.

The social media portion of the campaign will be conducted on Twitter, Instagram, Spotify, and BuzzFeed. Posts will be made in a cohesive fashion and will feature various pop culture references. User-generated content will also be shared as it is created. Our research findings indicated that these social media platforms are frequently used by our target audiences, and that they (especially our primary audience) appreciate brands that are relatable and up to date on current trends.

The visual merchandising portion will consist of t-shirts in three different designs and will be available in all Cheeseburger Bobbys locations. Our primary research findings support this venture, as our target audience expressed interest in purchasing merchandise from brands they like.

The only execution that will run differently than the rest is the push for sponsorships. This will pulse during the months of June, the start of the recruiting season for fall sports, then in August, the start of the fall sports season, and finally November, the start of the recruiting season for winter sports.

A red spiral graphic consisting of several curved lines that spiral inward from the top and outward from the bottom, framing a central red rectangular box.

Rationale

Our primary research findings revealed that our target market is likely to purchase merchandise from a restaurant brand.

Sports team members and their families will support Cheeseburger Bobby's and thus spread positive word-of-mouth around their community. Sports sponsorships will ensure a high level of fan interactivity and promote Cheeseburger Bobby's as a "local hometown hero." Through sponsorships, the Cheeseburger Bobby's logo will be displayed on team uniforms, their merchandise will be sold at sporting events, and our efforts and support will be promoted vigorously to the press.

Employee spotlights will serve as an incentive for Cheeseburger Bobby's employees to provide excellent customer service and will thus eventually lead to an outstanding reputation for the chain in terms of customer satisfaction. This tactic will be executed in an effort to improve the restaurant's customer service, general atmosphere, and consumer feedback which all contribute greatly to a business's success.

Featuring top hits like “I Want It That Way” and “Cheeseburger in Paradise,” our Spotify playlist will feature a mix of both old and new, spunky and groovy, and more to create a well-rounded, versatile mix of music that will drive home the idea that any way to jam is the right way.

With an outdated website that provides no direct links to their robust social media pages, Cheeseburger Bobby’s needed an updated, cohesive website that would serve as a centerpiece for the brand’s online presence.

Video Pitch: Our first video proposal features a man plummeting through a ceiling while at work.

We also found in our research that respondents appreciate when a brand relates to pop culture in their postings, so we plan to do this on the Cheeseburger Bobbys Twitter and Instagram. Our retiree audience primarily uses Facebook, so we will run digital ads and videos on this platform since our research shows that commercials resonate with this age group.



Rationale



Evaluation

For this six month campaign, our goal is to increase brand awareness among our target audiences and increase sales. At the end of each month, we will evaluate these metrics:

- Social Media Business Insights
 - Spotify Playlist Followers and Listens
 - BuzzFeed Quiz Completions
 - Billboard Impressions
 - Shirt sales
 - In-store sales
 - Sponsorships (at the end of each pulsing month)
- 

Appendix



- Social Media Business Insights
- Spotify Playlist Followers and Listens
- BuzzFeed Quiz Completions
- Billboard Impressions
- Shirt sales
- In-store sales
- Sponsorships (at the end of each pulsing month)



CHEESEBURGER

BOBBY'S

Burgers • Fries • Frozen Custard

Thank You.