



MEDIA PLAN

▶ Expansion to Atlanta, GA PT. 2 ◀

COMFORT
FOOD WITH
TEXAS SOUL



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Meet the Team



BRIANA MEDINA
Communications
Director
Pop culture aficionado
and chronic queso
consumer



JENNA MILLION
Creative Director
Indie music head with a
passion for concert
photography



ANTONIO SALMERON
Account Planner
Film buff and meme
connoisseur



SIERRA DOLL
Research Analyst
Free-spirited dancer
and nature explorer



ERIN CURRAN
Account Manager
Professional pug
wrangler and part-time
quiler



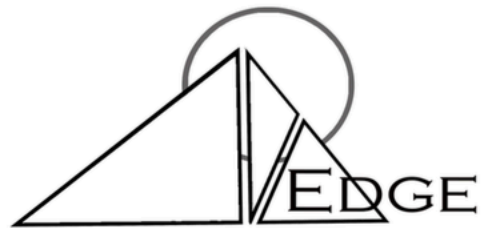
AMANDA HERNANDEZ
Company Analyst
Avid anime watcher
and hip-hop enthusiast

The Risk-Takers of Edge Media

The Edge team consists of media mountaineers dedicated to building bonds between brands and humans. Our core belief is that each interaction a person makes with a brand should be an experience.

Edge is a full-service advertising agency that partners with small businesses to help them transform passive consumers to activist loyalists.

Let Edge Media guide your ascent to the peak; we aren't afraid to look over the edge.



Executive Summary

Edge Media is excited to guide Hoover's in their pursuit to becoming an icon of Atlanta's food scene and culture. Edge recommends that Hoover's take an approach that will depend on customer relationships and word-of-mouth marketing. In addition to establishing repeat purchasers, building a relationship with customers is the foundation of inspiring loyalists, who are more likely to share the Hoover's brand.

Leading up to the grand opening, Edge will help Hoover's develop momentum by generating buzz through social media and local publications, direct mail flyers and some out-of-home advertising, to direct experiential traffic to the event. After generating awareness of the grand opening, we will open conversations with customers, who will be encouraged to share their experience on social media. This goodwill from consumers' personal accounts will catch the attention of anyone in their networks, which provides a path to new consumers and word-of-mouth marketing. During the event, there will be live music and raffles with Hoover's merchandise and other prizes, proving Hoover's enthusiasm to join the community and incentivizing consumers to return.

Partnering with Ponce City Farmer's Market during the summer is the next step to solidifying Hoover's place in the community. By now, the target market has already engaged with Hoover's, so we are reinforcing Hoover's farm-to-table spirit, while increasing a sense of brand loyalty

with the primary target. This loyalty will translate into word-of-mouth marketing that has the possibility to trickle down into our secondary target market when they ask, "what's a good local restaurant?"

To reach the target markets in their workplaces, Hoover's will offer monthly catering to local businesses. The goal is to create unique contact points by intersecting the social mover and shaker in their normal routines and promote direct purchase with coupons redeemable in store. Building relationships with local businesses will allow Hoover's to spread their name in the community and build credibility among the target audience. This will lead to a heavy-up period in May, in which Hoover's will cater the Digital Summit Atlanta conference that hosts 1,400 professionals from local and national markets. This event will also direct traffic to Hoover's by handing out a free item ticket redeemable in store.

Finally, we will have semi-continuous media, including ads in local lifestyle magazines, ads and discounts on apps such as Postmates and Fat Appetite, and ads placed on hotel key cards, to support Hoover's year-round. We will also hire a social media intern to promote Hoover's across all social media platforms and monitor online buzz.



Communication Platform



Media Objectives

Inform:

Hoover's will reach out to 50% of the intended target following the restaurants 12-week launch period. We will generate awareness with the Social Mover and Shaker and the Professional Globetrotter by placing Hoover's in multiple environments throughout the local community including a farmers market and technology businesses. This will lead to direct purchase and help establish customer loyalty. Edge's target audience relies heavily on social media and online reviews for suggestions. By integrating Hoover's social media channels into the media strategy, consumers will learn more about Hoover's dedication to locally-sourced ingredients, heartwarming environment and passion for the community. Customers will be encouraged to leave Yelp reviews and feedback on Facebook to aid in informing new customers and creating organic conversations.

Incentivize:

After informing the target audiences, direct purchase will be generated through the use of discounts, coupons and giveaways, also encouraging repeat purchase among Hoover's customers. We intend to average 375 visitors per day from Monday to Friday lunch to close and 500 visitors per day on the weekends from breakfast to close.

Inspire:

Our target market of young, tech-savvy professionals desire authentic relationships. Hoover's core values of local sourcing, community and passion will be present in every aspect of the media plan. We are not here just to generate purchases, but to create a community around Hoover's of loyal customers. Repeat purchasers will quickly turn into loyalists, after being embraced with Hoover's values and quality customer service from Hoover's staff and social media. Loyalists will help promote Hoover's via word of mouth and online buzz during the twelve week launch period. The goal is for loyal consumers to like, share and positively review the restaurant across Facebook, Twitter and Instagram. Within the first 12 week we will have 2,000 likes on Facebook, 1,500 followers on Twitter and on Instagram, and a 4.8 or higher rating on Facebook. We will measure this by looking at social media analytics and tracking impressions and engagement on each post to understand what content is generating success and how to drive more engagement.



Flight One

The Grand Opening

Flight one will establish awareness and direct traffic to Hoover's Cooking during the grand opening.

Direct Experiential Traffic

The Hartsfield-Jackson Atlanta International Airport greets an average of 260,000 daily passengers, guaranteeing exposure. Edge Media will place a billboard advertisement on the highway from the airport going into town announcing the opening of Hoover's Cooking in Midtown. This will reach out-of-town professionals and locals returning from business trips, creating brand awareness for Hoover's. This source of media will be a semi-continuous effort.

To direct experiential traffic to the grand opening, we will send direct mailers to every resident in the 30308 zip code two weeks before the event. We will follow up with targeted Facebook and online display ads in the week before the event. We will also place a magazine ad in Points North Atlanta, Atlanta INtown Newspaper and Creative Loafing. Radio spots will be run during the week of the grand opening to create awareness and drive traffic. We will run 12 spots on two radio stations, 90.1 WABE and 88.5 WRAS, during evening radio.

Grand Opening

Hoover's will host a Grand Opening celebration on-site to premiere their menu and welcome Atlantans into the Hoover's Cooking family. On the day of the event, we will hire a local band to play and a local artist to paint a mural on the side of Hoover's building to attract attention of passer bys and welcome attendees with a sense of community. The event will feature a spin-the-wheel game that can only be spun after visitors provide their email address and phone number. The wheel will determine a prize for the contender, with prizes to include t-shirts, pens, cups, and coupons. Raffle prizes will be given away hourly and will require winners to be present in order to claim the prize. Raffle prizes will include ten \$50 gift cards to Hoover's, a \$100 gift card to the Fox Theatre, two Atlanta Hawks basketball tickets and two passes to Music Midtown. Visitors will be encouraged to tweet, instagram, and facebook any photos taken at the event using the hashtag (#HooversAtlanta) and use the custom Hoover's Grand Opening geo-filter on snapchat. This will present Hoover's as a social eatery meant for connecting with others. The happy-hour (4 p.m. to 5 p.m.) profit will be donated to the local food bank to showcase Hoover's commitment to the community and help build relationships with Atlanta.

Flight Two

Farmer's Market

Flight two will inform the target audience of Hoover's dedication to being a locally-sourced, farm-to-table eatery and help develop relationships with the local community.

Ponce City Farmer's Market

Hoover's will feature a booth at Ponce City Farmer's Market, located a few blocks away at Piedmont Park, every Saturday for a 12-week period during the summer. Hoover's will generate unique contact points by reaching the social mover and shaker at the local farmer's market, which attracts people with higher income who have extra time and money to spend. Involvement with the farmer's market will create engagement with consumers and other local businesses, and form relationships within the community. This participating can be continued every year. From this, we will foster buzz on social media with consumers. Additionally, Edge will invite local food bloggers to the farmer's market to sample items for potential online features. Hoover's will offer special take-home options such as Hoover's hot sausage, jalapeno cream spinach, and spinach and artichoke dip. There will also be fresh food available for purchase while consumers walk the market. Options include the New Orleans Muffaletta, Bella Muffaletta, mac and cheese, and coleslaw. Consumers will be given a card that tells them where Hoover is located and how to follow them on Facebook, Twitter and Instagram. We will also incentivize consumers to visit the store by handing out Hoover's merchandise.



Flight Three

Catering to Businesses

Flight three will continue to generate brand awareness and encourage direct and repeat purchase.

The Digital Summit Atlanta Conference

Hoover's will cater The Digital Summit Atlanta conference, May 24–25, which provides lunch for the attendees. Hoover's will place a bid of 25% off the order. This event expects 1,400 attendees from Atlanta and national markets, giving Hoover's an opportunity to engage with the professional globetrotter. The meal will include a coupon redeemable for a free alcoholic beverage (with proof of ID) or appetizer of equal or lesser value, valid the same week of the event. The coupon is an incentive to encourage the professional globetrotter to visit Hoover's and make a direct purchase.

Catering to Technology Businesses

To support the conference, Hoover's will cater to local business on a monthly basis. Any business interested in working with Hoover's for catering will be offered 20% off their first order. To begin this process and build credibility, we will target two local businesses, Advanced Technology Development Center at Georgia Tech and Techsquare Labs, located within a few blocks of Hoover's. This will create brand awareness with the social mover and shaker and encourage repeat purchase after employees try Hoover's food at their workplace. Menus and 10%-off coupons will be handed out, providing consumers with extra incentive to visit Hoover's. Partnering with local businesses such as these will open doors to form relationships with other businesses and conference events in Atlanta. This will result in an average of 25 meals carted per week.

Continuous Media

These media efforts will be present continuously throughout the strategic plan to help increase consumer engagement and establish customer loyalty.

Social Media Intern

Hoover's will have a social media intern year-round to promote the brand across all platforms, ensuring that content is consistent and woven in to Hoover's paid media, and to look for opportunities to join the conversation in the online Atlanta community. The social media intern will be in charge of scheduling content on a weekly basis, Facebook ads, responding to all consumer comments, and brainstorming ideas for branded content and blogging opportunities. Other duties will include monitoring buzz and media coverage of Hoover's events and compiling reports and analytics data surrounding each event. Questions, comments and concerns will be responded to as quickly as possible in order to establish goodwill and open the conversation between Hoover's and its customers.

SEMI-CONTINUOUS MEDIA

These media efforts will be present throughout the strategic plan but will be launched and ceased at times when they will be most effective.

Hotel Key Card

Hoover's will partner with Hotel Indigo to create awareness and encourage direct purchase by placing a message directly in the hands of their audience. An advertisement will be placed on each hotel key card, informing guests that if they bring in their key card to Hoover's, they will receive a free appetizer. Guests use their key cards multiple times a day, so as they look for convenient places to visit during their stay, Hoover's will be top-of-mind and within walking distance. The key cards provided to the hotel will be reusable.

Print

Edge Media's insight confirms that advertising in local magazines will bring in new customers for Hoover's. Half-page advertisements will appear in Points North Atlanta magazine, Creative Loafing, and Atlanta INtown Newspaper. In addition to promoting Hoover's mouthwatering menu, Edge will promote their catering services by adding the message "Hoover's caters to you!" on these ads. Following the ad launches, Edge will reach out to businesses and companies in the Atlanta Tech area to offer discounted partnership opportunities.

Online Display

We will use Facebook ads and boosted posts, as well as Instagram ads that will be semi-continuous and support each of the events. Several delivery service applications, such as Postmates and Fat Appetite, will be utilized to provide our Social Mover and Shaker with a convenient way to get food during their busy schedules. By leveraging the most popular takeout and delivery apps, Hoover's visibility and profits will be increased. Once listed in these local food apps, they will be presented to users who are unaware Hoover's exists. Handbills will be offered with every delivery that include a twitter handle, Facebook page and a Yelp page, where customers can share their experience.



Media Menu



Magazine							
Publication Title							
Atlanta Magazine	Monthly	Circulation: 71,048					
		1 8	3 8	6 8	12 8		
	4-Color:						
	1 page	\$13,315	\$12,345	\$11,395	\$10,915		
	2/3 page	\$11,075	\$10,195	\$9,155	\$8,930		
	1/2 page	\$9,165	\$8,440	\$7,610	\$7,395		
	1/3 page	\$7,400	\$6,810	\$6,140	\$5,625		
Points North Atlanta	Monthly	Circulation: 68,297					
		1 8	3 8	6 8	12 8		
	4-Color:						
	Spread	\$7,395	\$7,195	\$6,995	\$6,895		
	1 page	\$3,995	\$3,795	\$3,595	\$3,495		
	1/2 page	\$2,395	\$2,195	\$1,995	\$1,895		
	1/3 page	\$1,695	\$1,695	\$1,595	\$1,395		
Atlanta Tribune: The Magazine	11 times a year	Circulation: 35,000					
		1 mo.	3 mos.	6 mos.	12 mos.		
	4-Color:						
	1 page	\$5,000	\$4,500	\$4,200	\$4,000		
	2/3 page	\$3,600	\$3,300	\$3,000	\$2,800		
	1/2 page	\$3,000	\$2,800	\$2,500	\$2,400		
	1/3 page	\$2,000	\$1,600	\$1,500	\$1,400		
1/8 page	\$908	\$800	\$700	\$600			
Newspaper							
Publication Title							
Creative Loafing	Weekly	Circulation: 57,889					
		1x	6x	8x	12x	20x	
	B/W						
	Full pg	\$4,752	\$3,821	\$3,728	\$3,620	\$3,419	
	3/4 pg	\$3,942	\$2,809	\$2,739	\$2,691	\$2,513	
	1/2 pg	\$2,471	\$1,987	\$1,937	\$1,883	\$1,778	
	1/3 pg	\$1,478	\$1,271	\$1,239	\$1,204	\$1,137	
	1/4 pg	\$1,145	\$1,085	\$970	\$919	\$869	
	1/8 pg	\$789	\$650	\$633	\$615	\$581	
	1/8 pg	\$592	\$488	\$475	\$462	\$436	
	1/12 pg	\$449	\$357	\$348	\$339	\$320	
	1/16 pg	\$395	\$293	\$293	\$276	\$261	
	*For color, use b/w rate plus the following applicable costs: b/w 4 c - Extra 1,100.00						
	Atlanta InTown Newspaper	Monthly	Circulation: 37,000				
		Open	3x	6x	12x		
B/W							
Full page		\$1,995	\$1,830	\$1,665	\$1,530		
Half pg		\$1,160	\$1,070	\$980	\$895		
Third pg		\$925	\$850	\$775	\$700		
Quarter pg		\$745	\$675	\$615	\$560		
Sixth pg		\$590	\$530	\$470	\$390		
Eighth pg	\$445	\$405	\$365	\$330			
*For color, use b/w rates plus the following applicable costs: b/w 4 c - Extra per insertion: 105.00							
Television							
Daypart	2nd Qtr, 2016						
Prime Access	415						
Prime	1182						
Late News	523						
Late Fringe	300						
Radio							
Daypart	2Q16						
AM	493						
Day	325						
PM	452						
Evening	173						
Out-of-Home							
Billboard							
	Size	Location	Cost	Total			
	10 ft x 36 ft	I-75 Airport Area	\$750 per 4 weeks				
Train							
	Interior Display (Vertical Format)	\$75 - \$150 per ad per 4 week period					
	Interior Display (Horizontal Format)	\$50 - \$100 per ad per 4 week period					
	Backlit Diorama	\$400 - \$1,950 per ad per 4 week period					
	*Minimum of 30 to 1,000 rail advertisements						
Farmer's Market							
	\$100 application fee						
	\$35 weekly fee						
	\$2000 supplies						

SDRS, 2015: <http://next.srds.com/nmp/datacard/show/79/4>
 SQAD Inc. 2016: <http://sqad.com/>
 outdoorbillboard.com, 2014: <http://www.outdoorbillboard.com/>
 bluelinemedia.com, 2016: <http://www.bluelinemedia.com/train-rail-advertising#rates>
 atlantamailservices.com, 2015: <http://www.atlantamailservices.com/mailling-services/every-door-direct-mail/>
 Google AdWords, 2016: <https://www.google.com/adwords/>
 Groupon, 2016: <https://www.groupon.com/local/atlanta>
 Grubhub, 2016: <https://www.grubhub.com/delivery/ga-atlanta>
 EatStreet, 2015: <https://eatstreet.com/support>
 UberEATS, 2015: <https://ubereats.com/atlanta/>

Media Menu

Continuation

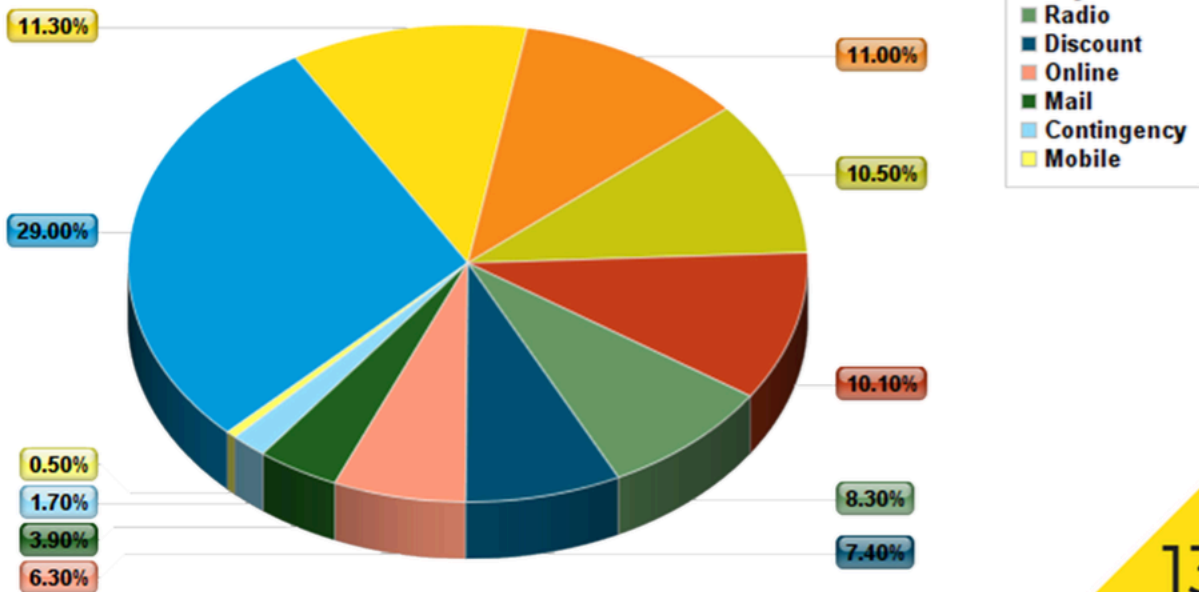
Direct Mail									
Every Door									
	Size	1000	2500	5000					
	7x9	0.45 each	0.49 each	0.52 each					
	6.5x11	0.34 each	0.36 each	0.39 each					
	8.5x11	0.29 each	0.31 each	0.34 each					
Residential Direct Mail (5.5x8.5)									
	Quantity	Design	Printing	List	Addressing	Setup/Deliv	Postage	Total	Unit
	1,000	\$50	\$165	\$40	\$50	\$45	\$160	\$510	\$0.51
	3,000	\$50	\$270	\$60	\$150	\$45	\$480	\$1,055	\$0.35
	5,000	\$50	\$355	\$100	\$250	\$45	\$800	\$1,600	\$0.32
	10,000	\$50	\$555	\$200	\$450	\$45	\$1,600	\$2,900	\$0.29
	20,000	\$50	\$1,085	\$360	\$650	\$55	\$3,200	\$5,380	\$0.27
	25,000	\$50	\$1,285	\$450	\$750	\$65	\$4,000	\$6,580	\$0.26
	50,000	\$50	\$2,285	\$700	\$1,000	\$75	\$8,000	\$12,090	\$0.24
Search Engine Marketing									
Google AdWords	southern food								
	comfort food								
	soul food								
	atlanta + dinner								
	atlanta + lunch								
	atlanta + breakfast								
	atlanta + happy hour								
	atlanta + catering								
									Average CPP \$1.50
Mobile Marketing									
Groupm	0.05% per transaction								
Grubhub	0.05% per transaction								
EatStreet	0.05% per transaction								
UberEATS	0.05% per transaction								
Postmates	0.05% per transaction								
Fat Appetite	0.05% per transaction								
Payroll									
Social Media	Intern		\$12/hr						
Farmer's Market	Hoover's employee		\$12/hr						
Murat	Artist		\$1,500						
Grand Opening Music	Jazz Band		\$1,000						
Social Media									
Facebook Advertising	\$20 per day								
Instagram Advertising	\$5 per day								
Snapchat Geofilter	\$12.70/day								
Promotional Products									
Wheel Items									
Spin-the-Wheel Rental	\$250 first day		\$125 each day after						
T-Shirts									
	\$25 screen print set-up		\$79.11 shipping						
	Quantity	12-35	36-71	72-143	144-287	288-575	576+		
	Price Per Item	\$2.95	\$2.66	\$2.46	\$2.26	\$2.10	\$1.95		
Pens									
	\$50 screen print set-up		\$20.41 shipping						
	Quantity	100-2499	2500-4999	5000-9999	10000+				
	Price per item	\$0.82	\$0.80	\$0.76	\$0.72				
Cups									
	\$50 screen print set-up		\$66.85 shipping						
	Quantity	150-699	700-1249	1250-1999	2000-2499	2500+			
	Price per item	\$2.09	\$2.02	\$1.92	\$1.83	\$1.76			
Raffle Prizes									
Tickets (Atlanta Hawks)	\$120 each								
Tickets (Music Midtown Passes)	\$125 each								
Tickets (Fox Theatre Gift Card)	\$100 each								
Hoover's Gift Cards	\$50 each								
Discounts									
Hotel Key Card									
	Printing	Quantity	Total	Per Card					
		300	\$163.53	\$0.55					
		500	\$174.05	\$0.35					
		1000	\$253.60	\$0.25					
	Subsidization		\$10 (avg.)						
Free Drink Ticket									
	Printing		\$0.21 per item						
	Subsidization		\$8 (avg.)						
10% Off Coupon									
	Printing		\$0.21 per item						
	Subsidization		10% of \$40 bill (avg.)						
20% First-Time Off Catering									
	Printing		\$0.21 per item						
	Subsidization		20% off \$1000 (avg.)						
Catering - 25% Off Digital Sumo	Subsidization		25% off \$14,000	\$3,500					



Media Mix

Medium	Rate	Quantity	Total
PRINT			\$21,717
Points North Atlanta	\$2195 per 1/2 page	3 insertions	\$6,585
Atlanta INtown Newspaper	\$1,070 per 1/2 page	3 insertions	\$3,210
Creative Loafing	\$1,987 per 1/2 page	6 insertions	\$11,922
RADIO			\$6,228
90.1 WABE	\$259.50 per :60 (Evening)	12 spots	\$3,114
88.5 WRAS	\$259.50 per :60 (Evening)	12 spots	\$3,114
OUT OF HOME			\$8,250
Billboard	\$750 per 4 weeks	44 weeks	\$8,250
DIRECT MAIL			\$2,900
Residential Direct Mail (5.5x8.5)	\$0.29 per unit	10,000 units	\$2,900
ONLINE			\$4,725
Search Engine Marketing			
Google AdWords	\$15 per day	315 days	\$4,725
SOCIAL MEDIA			\$7,887.79
Facebook Advertising	\$20 per day	315 days	\$6,300
Instagram Advertising	\$5 per day	315 days	\$1,575
Snapchat Geofilter	\$12.79 per day	1 day	\$12.79
MOBILE MARKETING			\$400
Postmates	0.05% per transaction (\$20 avg.)	50 per week (40 \$200)	
Fat Appetite	0.05% per transaction (\$20 avg.)	50 per week (40 \$200)	
PAYROLL			\$7,576
Social Media Intern	\$12 per hour - 10 hours per week	45 weeks	\$4,500
Farmer's Market Employee	\$12 per hour - 4 hours per week	12 weeks	\$576
Mural Artist	\$1,500	1 time	\$1,500
Grand Opening Music - Jazz Band	\$1,000	1 time	\$1,000

DISCOUNT			\$5,567.53
Hotel Key Card			
Printing	\$0.545 per unit	Qty: 300	\$163.53
Subsidation	\$10 per appetizer	Qty: 150	\$1,500
Free Drink Ticket			
Printing	\$0.21 per item	Qty: 1400	\$294
Subsidation	\$8 per drink	Qty: 200	\$1,600
10% Off Coupon			
Printing	\$0.21 per item	Qty: 1000	\$210
Subsidation	\$4 per bill	Qty: 200	\$800
20% First-Time Off Catering			
Subsidation	\$200 per cater	Qty: 5	\$1,000
EVENTS			\$8,498.67
Event 1			\$2,478.67
Spin-the-Wheel Rental			\$250
T-Shirts	\$2.78 per unit	Qty: 200	\$556.11
Pens	\$1.52 per unit	Qty: 100	\$152.41
Cups	\$2.87 per unit	Qty: 150	\$430.15
Tickets (Atlanta Hawks)	\$120 per unit	Qty: 2	\$240.00
Tickets (Music Midtown Passes)	\$125 per unit	Qty: 2	\$250.00
Tickets (Fox Theatre Gift Card)	\$100 per unit	Qty: 1	\$100.00
Hoover's Gift Cards	\$50 per unit	Qty: 10	\$500.00
Event 2			\$2,520
Farmer's Market Application Fee	\$100	1 time	\$100
Farmer's Market	\$35 per week	12 weeks	\$420
Farmer's Market Supplies	\$2,000	1 time	\$2,000
Event 3			\$3,500
Catering - 25% Off Digital Summit	25% off \$14,000	1 time	\$3,500
CONTINGENCY			\$1,250



Flowchart

Month		February	March	April	May	June	July	August	September	October	November	December	
Week		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	1 2 3 4	1 2 3 4	
Medium													Grand Total: \$73,751
PRINT													\$21,717
Points North Atlanta	Total Circulation: 68,297												
Atlanta InTown Newspaper	Circulation: 37,000												
Creative Loafing	Circulation: 134,113												
RADIO	Total Impressions: 274,996												\$6,228
90.1 WABE	Impressions: 137,498												
88.5 WRAS	Impressions: 137,498												
OUT OF HOME													\$8,250
Billboard	Impressions: 260,000												
DIRECT MAIL													\$2,900
Residential Direct Mail (5.5x8.5)	Impressions: 10,000												
ONLINE													\$4,725
Google AdWords	Clicks: 11,000												
SOCIAL MEDIA													\$7,888
Facebook Advertising	Reach: 16,578												
Instagram Advertising	Reach: 7,875												
Snapchat Geofilter	Reach: 3,000												
MOBILE MARKETING													\$400
Postmates	Reach: 2,000												
Fat Appetite	Reach: 2,000												
PAYROLL													\$7,576
Social Media Intern													
Farmer's Market Employee													
Mural Artist													
Grand Opening Music - Jazz Band													
DISCOUNT													\$5,568
Hotel Key Card	Impressions: 4,500												
Free Drink Ticket	Impressions: 1,400												
10% Off Coupon	Impressions: 1,000												
20% First-Time Off Catering	Impressions: 5												
EVENTS													\$8,499
Event 1 (Grand Opening)	Impressions: 3,000												
Event 2 (Farmer's Market)	Impressions: 7,000												
Event 3 (Digital Summit)	Impressions: 1,400												



Call to Action

We know that opening a new restaurant in an unfamiliar location is a big and exciting change. We at Edge Media are here to spread the word, so that you and your company can focus on continuing to do what you love-- cooking soul food and serving it up with southern hospitality. Bringing a bit of Texas to Georgia is a big feat to take on, but soon Atlanta will learn everything's bigger in Texas, especially our spirit.



Date _____

I, _____, have read in detail and fully understand the media plan designed by Edge Media specifically for the launch of Hoover's Cooking new location in Atlanta, Georgia. By signing this contract, I hereby authorize the complete implementation of Edge Media's proposed media plan and give them the authority to take any and all necessary steps in order to promote the best interest of Hoover's Cooking.

Hoover's Cooking Representative Date

Edge Media Representative Date

