





# **TABLE OF CONTENTS**

From the beginning, Izzo's has strived to satisfy every guest with high quality ingredients, quick and excellent service and countless options that cater to every personality and taste. Whether it's a vegetarian burrito or a quesadilla with three different types of meats and beans, people like having the ability to create their own, personalized meal. People know when they come to Izzo's, they will be getting a one-of-a-kind meal. The menu variety at Izzo's allows even the pickiest eaters to get exactly what they want, when they want it, whether it be in store or online.

Now, Izzo's wants to make the experience even better and more advanced than ever. If you crave it, Izzo's can create it, wherever you are.<sup>1</sup>

### CAMPAIGN OBJECTIVES:

- Provide a digital restaurant experience that is unparalleled.
- Reward loyal guests with a beneficial and attractive rewards program.
- Utilize the current technologies to entice new customers and gain repeat visits.
- Increase percentage in conversions from home screen to orders placed.<sup>1</sup>

Izzo's Illegal Burrito opened its doors in Baton Rouge, Louisiana just off of Louisiana State University's campus on July 23, 2001. Ozzie Fernandez, the co-founder, and his friend and business partner, Gary Kovacs, worked together to introduce a fast casual Mexican restaurant based off of Ozzie's authentic family recipes and passion for the culinary arts. The restaurant quickly became popular because of its delicious food and signature "Roll Your Own" concept. Izzo's Illegal Burrito now has 17 locations across Louisiana and Mississippi. Izzo's wants to "Roll You a Better Burrito" with its exceptional ingredients to create everyone's perfect masterpiece. Izzo's Illegal Burrito values our guests—whether you're a mom taking her kids for a bite to eat after soccer practice, a college student taking a study break with friends or a big family ordering take-out to eat at home.<sup>1</sup>

<sup>1</sup>Izzo's Illegal Burrito case study

## RESEARCH METHODS



### SURVEYS

653 participants



### INTERVIEWS

43 participants  
Ages: 18-54



### FOCUS GROUPS

3 sessions  
Ages: 19-54



### INTERCEPTS

19 in-store interviews  
120 interactive street board participants



### OBSERVATIONAL TRIPS

2 Izzo's location, Zippy's Fuzzy's, Qdoba, Chipotle



### CONCEPT TESTING INTERVIEWS

65 participants

**TOTAL: 912**



## MEET KAREN, 37 MOM

Karen is about to go pick up her young daughters from their after school practices. Karen and her family are always on-the-go so she often gets food from quick service restaurants, but still tries to feed them healthy and high quality food. The girls are usually very hungry after practice, so Karen decides to order Izzo's on her laptop before she leaves the house. Izzo's is always a good choice because of its huge portions that can satisfy the hungry kids, as well as all the options to satisfy them different days of the week. She gets a salad for herself and chicken and veggie quesadillas for the girls. Karen feels good about her decision to choose Izzo's because it is fresh, delicious, and can easily cater to her family's cravings.

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Izzo's serves guests from all ages, but our main target audience comes from the ages 18 to 54, more specifically moms, millennials and families.<sup>1</sup> Through primary and secondary research, we learned the characteristics and habits of this broad group of people and discovered two distinctive personalities. Meet Karen and Josh:

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## MEET JOSH, 24 MILLENNIAL

Josh is a laid-back college student who enjoys going to the movies and watching football on weekends with his friends. Before heading over to his friend's house to watch the football game, Joshua sees an Izzo's Facebook post and remembers all of the options the restaurant has to satisfy everyone in the group. Joshua downloads the Izzo's app and orders for everyone to pick up the meals on the way.

<sup>1</sup>Izzo's Illegal Burrito case study

# COMPETITORS

STREET BOARD INTERCEPTS | Graph 1



In order to find out how Izzo's can strengthen its position in the market, we conducted research on our top competitors and our target audience's perception of them. Izzo's top competitors in Baton Rouge are currently Chipotle, Zippy's and Fuzzy's.<sup>2</sup> Through street interactive boards, focus groups and interviews, we found that the majority of people saw Zippy's and Fuzzy's as the most "fun" and "social" places where college students frequent for late night bites and alcoholic drink deals.<sup>3</sup>

Outside of Baton Rouge market, Izzo's competes heavily with Chipotle. The chain dominates in the fast casual Mexican restaurant category nationally,<sup>4</sup> and competes with Izzo's in the Baton Rouge market for the same target audience. Seventy-six percent of our survey participants have been to Chipotle, overwhelmingly number one among the Izzo's competitive set. In our street board intercepts, Chipotle ranked high or top in the categories for "food quality," "speed," and "social atmosphere."

<sup>2</sup> Interviews and Focus Groups

<sup>3</sup> Street board intercepts

<sup>4</sup> QSR Magazine

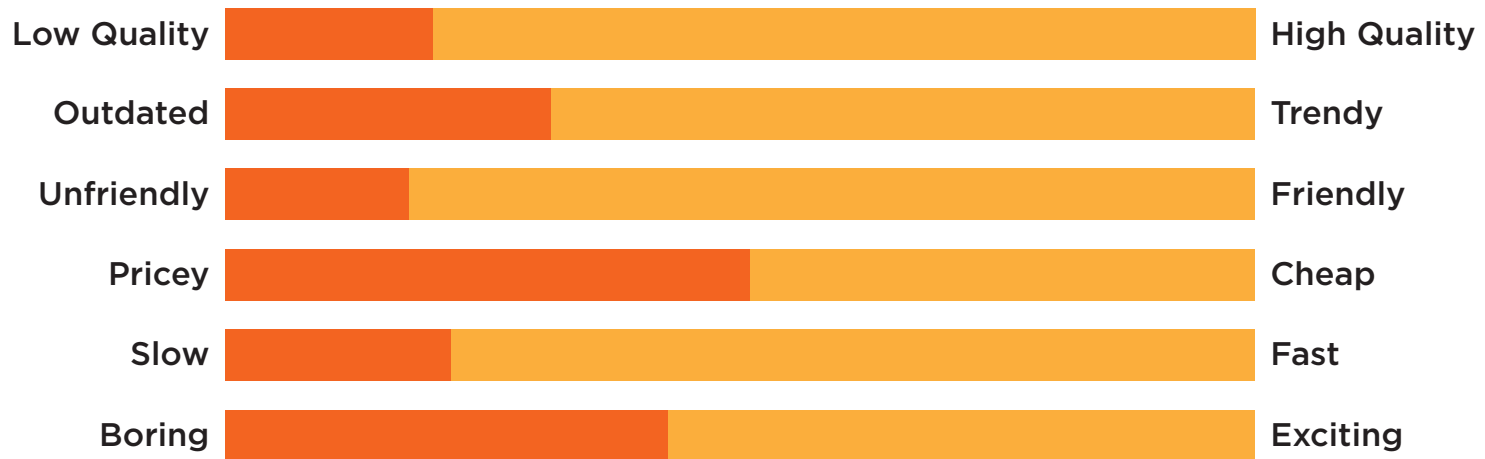
**BRAND PERCEPTION**

Izzo's has built a strong, successful brand in Louisiana and Mississippi area since being introduced to the market. The brand perception tests in our survey showed overall extremely positive results—people saw Izzo's as high quality, trendy, friendly, fast and exciting, as shown in graph 2.

In street interactive boards, Izzo's also rated high in categories such as fast, friendly, menu variety and food quality. While our competitors showed strength in some categories and not in others, Izzo's had positive responses in all categories.

In addition, many interview participants stated Izzo's is a clean, family-oriented restaurant, giving the restaurant an advantage over its competitors, specifically Zippy's and Fuzzy's, in attracting families.

**IZZO'S PERCEPTION | Graph 2**



# KEY FINDINGS

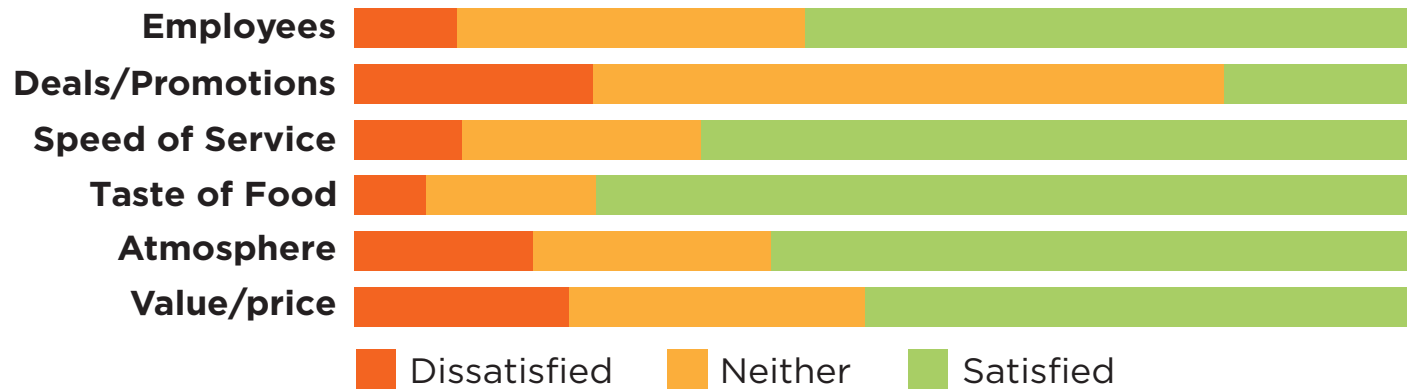


Focus group participants stated that the restaurant has large portions and a wide-variety of options that appeals to everyone. One participant even said, “It is the only place my child will eat.” The satisfaction levels in many aspects of the restaurant were also high, as shown in graph 3.

However, even though guests believe the brand is good, many chose Izzo’s simply because of location, rather than brand loyalty. Older participants stated that Izzo’s lacks good deals or promotions, which is a huge factor that draws in consumers.<sup>1</sup>

We also discovered Izzo’s can be intimidating to new guests because of its busy store presentation and all the menu options that are not clearly displayed.<sup>2</sup> In fact, an interviewee during an in-store intercept said “cluttered” and “overwhelming” come to mind when thinking of Izzo’s. Many people also expressed a need for one unified message from the brand to better position itself in the market.

**IZZO’S SATISFACTION LEVEL | Graph 3**



<sup>1</sup>Interviews

<sup>2</sup>Focus Groups

## DIGITAL ORDERING

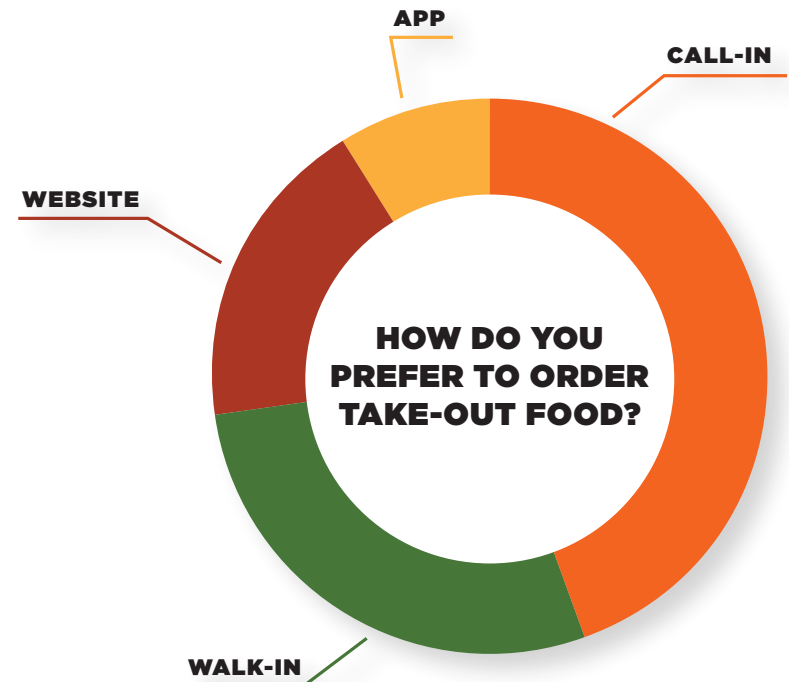
Digital options are clearly not on people's minds when choosing restaurants. Interview participants 18 to 24 years old enjoy going out to eat for social reasons and pick up food based on convenience. They see going out to eat as a way to get a specific flavor without having to take the time out of their busy schedules to cook.

People used digital ordering because it was convenient, but the same reason also discouraged others from choosing digital ordering. In our survey, people chose complicated app or website, speed and lack of customization as the top three problems they have experienced with digital ordering, as shown in graph 4. The lack of convenience in ordering digitally is usually a result of these problems and not trusting non-traditional methods of ordering<sup>1</sup>.

Through interviews, we found that people over the age of 25 generally go out to eat less than their younger counterparts, and they decide much more on convenience and ease than social aspects. Parents decide where to eat primarily on how kid-friendly the atmosphere and food are, which Izzo's ranks high in both.<sup>3</sup> Pick-up orders revolve around location and convenience, similar to millennials. These older participants also are generally hesitant to use digital ordering, except from restaurants with delivery services, like pizza chains<sup>1</sup>.

In our survey, 60 percent of the participants chose convenience as the number one reason why they use digital ordering. However, although the purpose of digital ordering is supposed to be convenience, more than half of the survey participants preferred to either call-in or walk-in to order take-out food, as shown in graph 5.

When we walked our focus group participants through Izzo's digital ordering process online and on the app, participants had an overall positive experience with the feature, but stated there is a lack of customization that they enjoy when ordering in-person at Izzo's. For example, participants stated there were no options to add extra toppings or write-in customization notes to the Izzo's team.



Graph 4

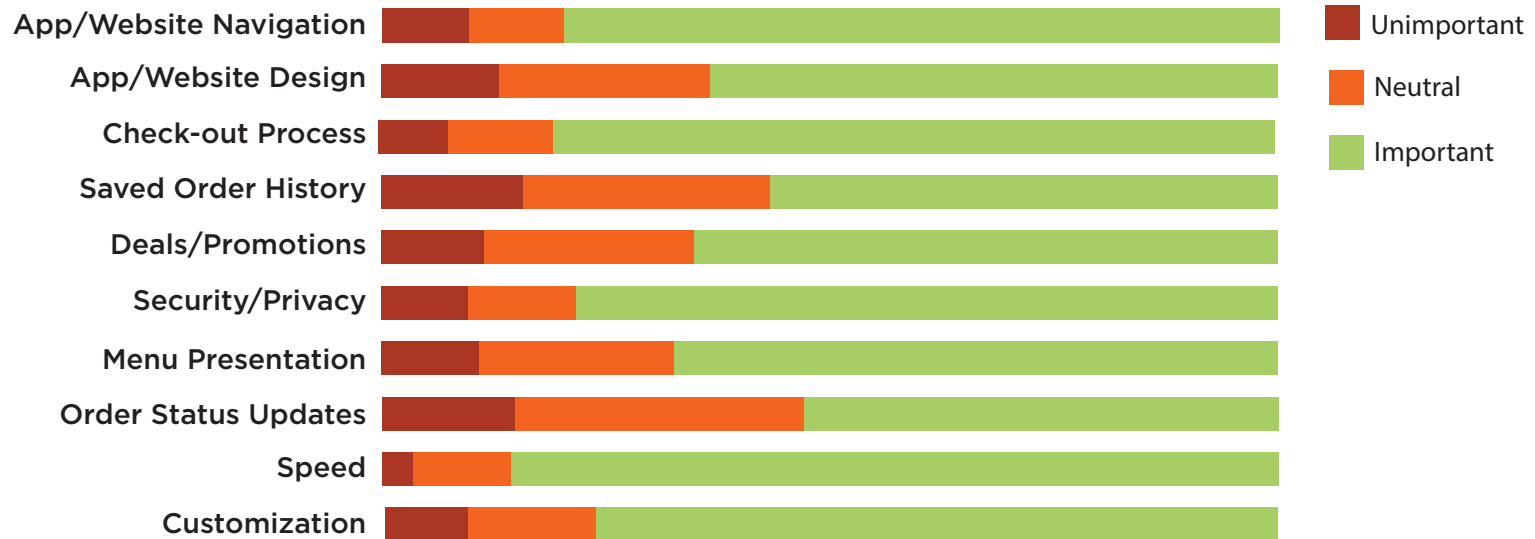
## TOP THREE PROBLEMS WITH DIGITAL ORDERING | Graph 5



<sup>1</sup>Interviews <sup>3</sup>Street Board Intercepts <sup>5</sup>Survey



## IMPORTANT DIGITAL ORDERING FEATURES | Graph 6



The features for specialty orders are lacking, and guests do not trust the digital ordering platforms to produce the same order as a team member would in the store. Izzo's offers a highly customizable and unique experience that stands out in the market, and this provides an extra challenge to convince guests to choose digital. Participants said the experience of ordering is part of the enjoyment of eating at Izzo's.

Once in the restaurant, digital is still not on the minds of our guests. Ninety-nine percent of survey participants have never used the Flok app for Izzo's before, and all agreed that app-based programs are generally not convenient.

People do not want loyalty program apps to take up extra space on their smartphones, and would rather use traditional methods, such as giving phone numbers and punch-cards, to participate in loyalty programs.<sup>1</sup> Furthermore, Izzo's is not a top-of-mind restaurant when thinking of promotions and deals when compared to its competitors.<sup>2</sup>

One participant said, "I would order digitally more if there was an incentive like deals and promotions."

Overall, people have a good perception of Izzo's as a brand, but what they value in Izzo's the most, like customization, quality and speediness, are not being utilized in its current message.

Furthermore, it is hard for guests to see these qualities in digital ordering because they are either not aware of the features or feel digital ordering does not allow for customization. Even with these characteristics being synonymous with the brand as a whole, research participants do not believe that ordering online is equally customizable or faster than calling-in or ordering in-store.

<sup>1</sup> Interviews    <sup>2</sup> Focus Groups

# KEY CONCEPT

After analyzing all the research and key findings, we came up with five message statements that both defined Izzo's as a brand and communicated the idea that digital ordering could improve the said aspect of Izzo's. We then tested all concepts through interviews with 65 people.

Two concepts stood out the most: **"Izzo's is filling"** and **"Izzo's offers customization."** Out of the five tested, these two had the most **brand relevance, believability and favorability.** However, one was a clear winner in the way it could be applied to digital ordering aspect of the campaign.

## "Izzo's offers customization."

The customization concept resonated with people because of the diverse menu selection that Izzo's offers. Everyone is different and so are their tastes—some go to Izzo's for the queso, some go for the spinach tortilla and some go for multiple sauce options. People are aware of the choices they have when they go to Izzo's and see that as what sets Izzo's apart from its main competitors. People are aware of the choices they have when they go to Izzo's and see that as what sets Izzo's apart from our main competitors.

**"THIS CONCEPT IS GOOD BECAUSE IT REALLY DOES FOCUS ON ONE OF IZZO'S BIGGEST STRENGTHS—THEIR MENU SELECTION."**  
-KAYSEY, 22

**"I LOVE TO CUSTOMIZE. IT'S WHY I LOVE IZZO'S. IT'S INTERESTING AND NOT THE SAME EVERY TIME."**  
-CHRIS, 33

**"IZZO'S PARTICULAR VARIATION IS ONE OF THE REASONS I PREFER THEM OVER THEIR DIRECT COMPETITORS LIKE CHIPOTLE."**  
-JARED, 25

People also felt the customization concept could be best applied to our objective of enhancing the digital ordering experience. We found that Izzo's digital ordering feature is already good in terms of functionality, but guests do not feel the need to use it. So what would make people want to use it? What is something that digital ordering can do that traditional means of ordering take-out cannot do?



# KEY CONCEPT

By connecting the dots on key findings, we concluded that customization through digital ordering would add value to Izzo's digital ordering system.

## People agreed.

**"THE DIGITAL INTERFACE IS BEST REPRESENTED WITH THIS CONCEPT."  
-ASHLEY, 21**

**"I LIKE THAT IT PRESENTS THE POINT ABOUT BEING ABLE TO SEE OPTIONS THAT A CONSUMER MAY HAVE NOT KNOWN ABOUT BEFORE...THAT'S DEFINITELY A REAL PETTY PAIN IN THE BUTT."  
-LAURA, 23**

**"I LIKE HOW RELATABLE IT IS. I'M A PICKY PERSON AND I GET OVERWHELMED BY OPTIONS WHEN I'M IN STORE. YOU CAN EASILY SEE TRANSITIONS INTO HOW TO ORDER ONLINE."  
-KAITLIN, 21**

People already know and like the options Izzo's offers and enjoy the freedom to customize. However, sometimes people are overwhelmed in the store because of so many options. Digital ordering could eliminate this negative perception by presenting the options in a simple, organized and user-friendly way. In addition, customization would appeal to our wide target audience—being able to customize and make the most unique meal means anyone would have something to enjoy.

**"I THINK THIS CONCEPT COULD BE VERY APPEALING TO A WIDE RANGE OF PEOPLE, BECAUSE AT THE END OF THE DAY WE'RE ALL PICKY IN OUR OWN WAY AND WE ALL WANT THE FOOD THAT WE PAY FOR TO BE EXACTLY THE WAY WE WANT IT."  
-JOHN, 55**

We broke down the insights gained from research and concept testing to the single most important thought:  
**Create what you crave at Izzo's.**



# THE BIG IDEA

Izzo's gives the power back to its guests. You always have the ability to pick and choose exactly what makes up your perfect meal, whether you're ordering in-store or on the app. We know that our guests are diverse and have different preferences, so with Izzo's, they can create whatever they want to satisfy their particular tastes. And through digital ordering, they can make the most unique, perfectly customized meal easier than ever. With Izzo's, you have the ability to... CREATE WHAT YOU CRAVE

"Create What You Crave" is a bold concept that embodies the idea of having the power to make what YOU most desire. For the mom that likes a cayenne quesadilla to spice up her day or the boy who wants extra queso with his cheese quesadilla, Izzo's offers something unique and special to each guest. The word "create" stands out as a way to express the freedom of ordering and "crave" illustrates the intensity of the guests' desire for a delicious meal. "Create What You Crave" directly communicates the idea of customization by allowing you to order exactly what your stomach is begging for. Our theme translates to digital usage, including online ordering and the loyalty program.

The tone of the campaign reflects the comfortable, fun atmosphere Izzo's provides for the guests. The ads not only inform, but also entertain viewers with a comedic, light tone that allows viewers to personally associate with the people portrayed in the ads.

**CREATE WHAT  
YOU CRAVE**



# OUT OF HOME

Our billboard uses visual representations of Izzo's guests, bright colors and short copy to grab people's attention and quickly communicate our message.

Each guest has his or her own unique order. A little kid might be scared of every ingredient except cheese. A health-conscious millennial might want every green ingredient possible in his spinach burrito. Using these personalized, quirky orders will communicate our message of Create What You Crave in a fast and efficient way for an outdoor billboard.



# RADIO

The radio ads provide relatable scenarios where people customize their orders online and come to pick up their orders, with a twist. What makes the ads enjoyable are the personalities portrayed in the ads, such as a millennial seeking comfort food after watching the finale to their Netflix binge TV show, or a teenager hitting a growth spurt and wanting to eat a bit more than usual.

## Radio Ad #2

**Izzo's Employee:** "Hi! Welcome to Izzo's!.. Is everything okay? You look like you've been crying?"

**Becca:** "Yeah... I just finished the show I've been bingeing for the past month. I didn't expect it to end the way it did.."

**Izzo's Employee:** "Oh, I'm sorry to hear that..."

**Becca:** "Yeah, I ordered my dinner to be ready by the time I finished the finale episode. I even added an extra order of chips and queso just in case I'd need extra comfort food. My online order is under 'Becca'"

**Izzo's Employee:** "Okay, Becca! So your online order is.. 3 orders of chips and queso?"

**Becca:** "Yep, that's me!"

**Narrator:** "Izzo's: Create What You Crave, in-store or through the Izzo's app. "

## Radio Ad #1

**Mom:** "Hi! We have an online order for pick up for Debbie."

**Izzo's Employee:** "Oh hi Debbie! Nice to see you again. Wait.. is this your son you came in with last week? It looks like he's grown a whole foot taller?!"

**Mom:** \*laughs\* "Yes, he's in that growing stage in his life. He had a major growth spurt recently."

**Izzo's Employee:** "That's so crazy! Well, to confirm your order, you had a misdemeanor burrito with just veggies and then three illegal burritos with twice the meat on each?"

**Mom:** "Woah.. three illegal burritos?! Adam?!"

**Adam:** \*voice cracks\* "It's what I wanted!"

**Narrator:** "Izzo's: Create What You Crave, in-store or through the Izzo's app. "

# MOVIE COMMERCIAL

The Izzo's video ads will be fun, 30-second shareable videos on social media and pre-roll ads in movie theaters. The video emphasizes the variety of guests Izzo's caters to, and how people's orders reflect their unique cravings, whether they fit their perceived personality or not.



Reinforcing the ability to order online, the video begins with two guests picking up their Izzo's.



When a pick up order for "Taylor" is called, two people walk up to the counter: a grungy teenage girl and a man, wearing workout clothes and coming from the gym.



The Izzo's employee realizes the two guests have the same name, so she reads off their online orders. She begins to hand the meal that says "A salad with only veggies" to the girl and "An illegal burrito with extra steak and guac" to the man.



The customers then reach for the opposite bag they were given, showing that the Izzo's employee accidentally mixed up their order.



They both walk away—the man mumbling something about it being "shredding season"—and then the video cuts to Izzo's logo with the caption "Create What You Crave."





To make our digital ads entertaining, we created simple gifs that list out possible long orders that can be made at Izzo's. The ads are non-invasive, but make it fun for the viewer to follow along with the long order to see how the gif will end. The punchline at the end of the order features the guest's name along with a quirky fact to explain their unique order.

These digital ads not only keep viewers' attention but also reinforce the idea that our guests can create what they crave easily through the app. The gifs will be featured on popular sites for both moms and millennials, such as social media and and local publication sites.



# APP IMPROVEMENTS



The app is created and organized to make it easier than ever to customize Izzo's order. The app has dynamic textures, translucent overlays and a clear layout for a powerful design with easy readability.

When using the Izzo's app, guests can see all that Izzo's has to offer on-the-go or from the comfort of their home. Seeing Izzo's offerings listed out helps guests know all of their options, go through

everything at their own speed, and maybe see choices they usually miss in the store.

We added a tab for users to easily access their customer profile and the loyalty program, Repeat Offenders. To show personalization, the user's picture and name will be featured at the top using a eye catching green bar against a dark background. The buttons feature different ideas

of customization: Take A Chance, Customize It, and Saved Orders. The new loyalty program is added to the app to further emphasize customization. Repeat Offenders embodies Izzo's with both its name and its features. This feature has an abundance of information and the down played yellow color will not draw attention away from the content. The Repeat Offenders' page will show the user his or her tier status, current and cumulative

amount of points, the deals offered and other such features to help the user have a clear understanding of their loyalty status.

The other pages give the user various options. Each stream follows the original color scheme from the button on the home page and will be clear and easy to understand.

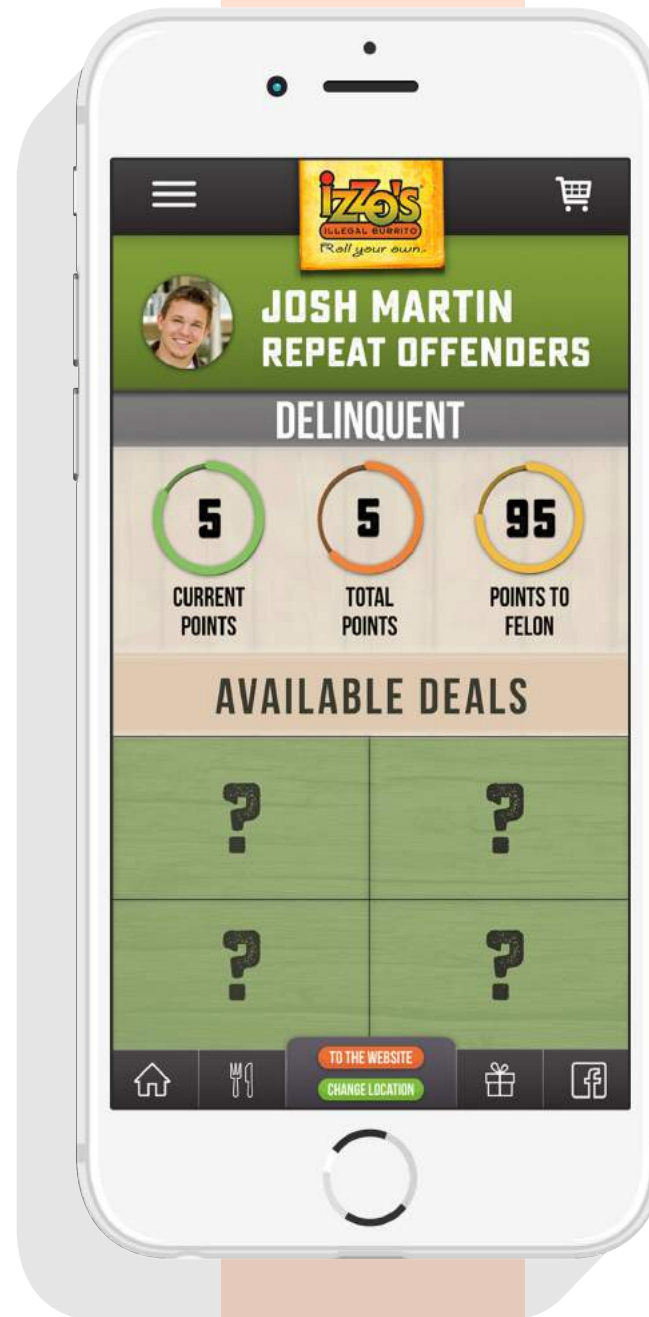
# REPEAT OFFENDERS

**W**e want to inspire every Izzo's guest to create whatever they're craving, and with Repeat Offenders, we intend to reward guests for doing just that. Simply by creating a digital ordering account, either online or in-app, guests automatically become a member of this new loyalty program, exclusive to Izzo's digital platforms.

For every order placed digitally, guests receive 5 points. For every 25 points earned, guests are eligible to unlock a promotion. Promotions will be generated at random, and will have a 30-day expiration date. Guests never know what deals they could receive, creating a gamification aspect within the program and garnering continual digital usage in order to gain the rewards they want.

If a guest does not use their deal within the first 25 days, they will receive either a push or email notification, reminding them of the promotion's impending expiration.

The quality of the promotions will be based upon a two-tier model. By establishing different status levels, guests are encouraged to achieve a superior status and gain access to higher quality deals.



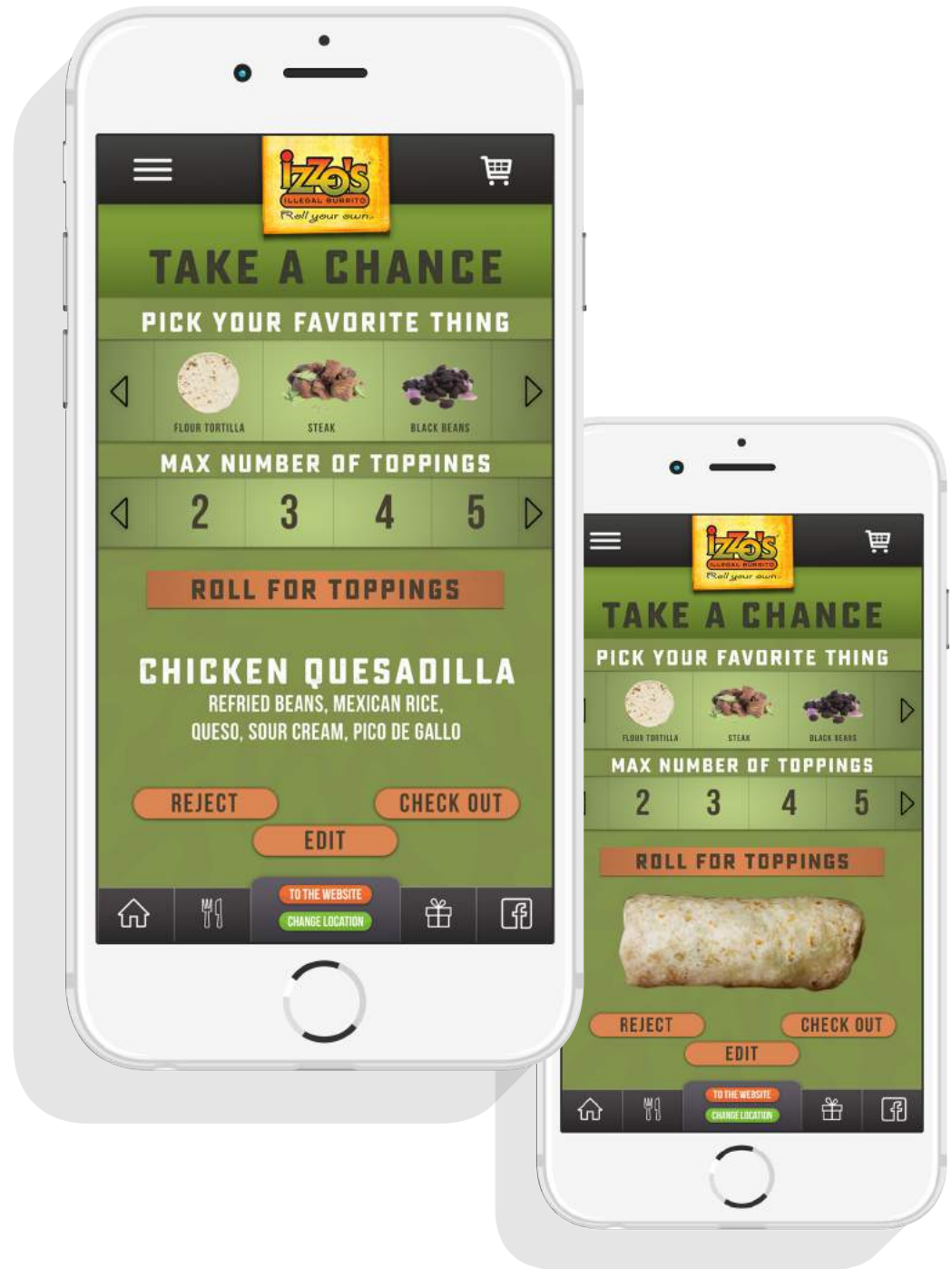
Upon creating an account, guests are automatically enrolled in an entry-level tier. Tying back into the theme rooted in Izzo's namesake, these entry level users are referred to as "delinquents." Promotions in the Delinquent tier are lower level deals; for example, 10% off of their order, a free drink or a free premium add-on. Once earning 100 points, guests enter the "Felon" level—these consumers are consistently loyal, and we want to reward their continued brand loyalty above entry-level users.

Promotions in the Felon tier would consist of 20% off of their order, a free meal deal or a free menu item. To remain in the Felon tier, guests will need to gain an additional 50 points within 6 months from the time of entry, totalling a minimum of 10 additional digital orders.

Guests will not be able to apply promotions through an order completed in-store, driving them to order digitally in order to receive perks. Before sending their order, guests will be able to apply a deal directly to their order within the cart screen interface. Both online and in the app, guests can easily track their current points, cumulative points and tier status.

# TAKE A CHANCE

“Take A Chance” is an in-app feature that randomly creates a meal based on the guest’s favorite, must-have Izzo’s ingredient. Guests are able to set their preferences on the base ingredient, such as a cayenne tortilla or seasoned dark chicken, and the feature will randomly roll to create new combinations with their favorite ingredient. If they like the meal generated, they can swipe right and have it added to the cart directly. If not, swipe left and keep creating! Guests will also be able to edit the order if they want to add something or take one of the ingredients out. This feature will give the guests a chance to be introduced to more options that Izzo’s offers, while still keeping the meal personalized for each person.



**T**wo-by-three foot chalkboards will be installed at 11 Izzo's locations along the order line wall, which feature illustrations done by local artists. Guests will be instructed to snap a photo of the drawing on the board and to Izzo-fy the drawing via Snapchat. Once done, guests can send in their masterpiece to Izzo's Snapchat. The most creative drawings will be featured on social media and in-store. The "Izzo-fy This" boards give an opportunity for guests to be creative and customize, creating strong associations between Izzo's and digital use.

The partial drawings on the boards will change designs six times throughout the year. Jan-Feb will be Mardi Gras themed, March-April will be Spring/Easter themed, May-July will be summer themed, Aug-Sept will be back to school themed, October will be Halloween themed, and Nov-Dec will be holiday/Christmas themed.

## The 11 stores will be:

**Hattiesburg**

**Baton Rouge (Burbank)**

**Lafayette (Ambassador)**

**Lake Charles**

**Bossier**

**Metairie**

**New Orleans (Magazine)**

**Gonzales/Prairieville**

**Hammond**

**Covington**

**Flowood**



# IN-STORE APP ORDERING



**Y**ou are a young mother of two—your baby is getting fussy, while your toddler is impatiently waiting with you in line. By the time you get to order, your child cannot decide what he wants, and the baby is crying. Now imagine that you are a millennial behind her. This is a nightmare scenario.

In-store app ordering helps everyone—cutting down wait time by giving Izzo's guests the option of ordering at the table, and having their name being called

when ready. In-store app ordering will be promoted through video social ads and in-store signage: table tents and posters. A feature in the app would allow guests to "order in." In doing this, guests can see the full menu and all the options they never knew they had.



# STOP MOTION SNAPS

These stop motion style videos will showcase how Izzo's meals are created using construction paper cutouts that represent different ingredients. One video series will show a burrito being rolled together and all the ingredients added. In a stop-motion animation style, the videos will be featured on Snapchat Stories and Instagram Stories, and posted to other social media sites, like Facebook and Twitter.



# CONTENT BUCKETS

**F**acebook has a larger audience and reaches our crucial older target audience. The platform offers benefits, like coupon codes and easy shareability, for our mothers and older millennials. We also want to emphasize the convenience of in-store app ordering, especially to mothers who have younger children.

Twitter, Instagram and Snapchat offer ways to engage with the brand, particularly for millennials. Josh sees food as a part of stress eating, study snacks, and socializing—so posts will feature more relatable humor and GIFs to connect with this audience. On Twitter, guests can interact directly with the brand. Izzo's can continue responding to praise and guest concerns.

Instagram provides visually appealing posts, and the Stories feature on both Instagram and Snapchat entertains guests and invites them to actionable tasks like Izzo-fy This. This provides a way for Izzo's to share the art that people are creating for them.





## MEDIA OBJECTIVE

**Reach 75 percent of the target audience 3-5 times per week on average.**

Through research, we found which media our target audience utilizes the most, allowing for the highest visibility for our campaign and thus fulfilling our objectives.

Our campaign is more frequency-based, because while brand awareness is already high in Louisiana and Mississippi, brand loyalty is low. We need to continually remind our guests of Izzo's and the delicious opportunities to Create What You Crave.

## CONSUMER MEDIA HABITS

Louisiana's audience is generally older, with the younger population congregating in larger cities.<sup>6</sup> The heaviest Louisiana parishes for women and families are East Baton Rouge, Jefferson, and Orleans. Flowood, MS is largely a mixed age demographic, while Hattiesburg, MS is older.<sup>7</sup>

For psychographics, our target segments share many interests and consumer habits. According to Simmons OneView, 22 percent of moms say fast food fits their busy lifestyles, while 30 percent of millennials say that fast food fits their busy lifestyle. Fifty percent of millennials and 56 percent of mothers enjoy trying out new food items.

<sup>6</sup> Simmons OneView <sup>7</sup> Wolfram Alpha

## MILLENNIALS

## MOMS

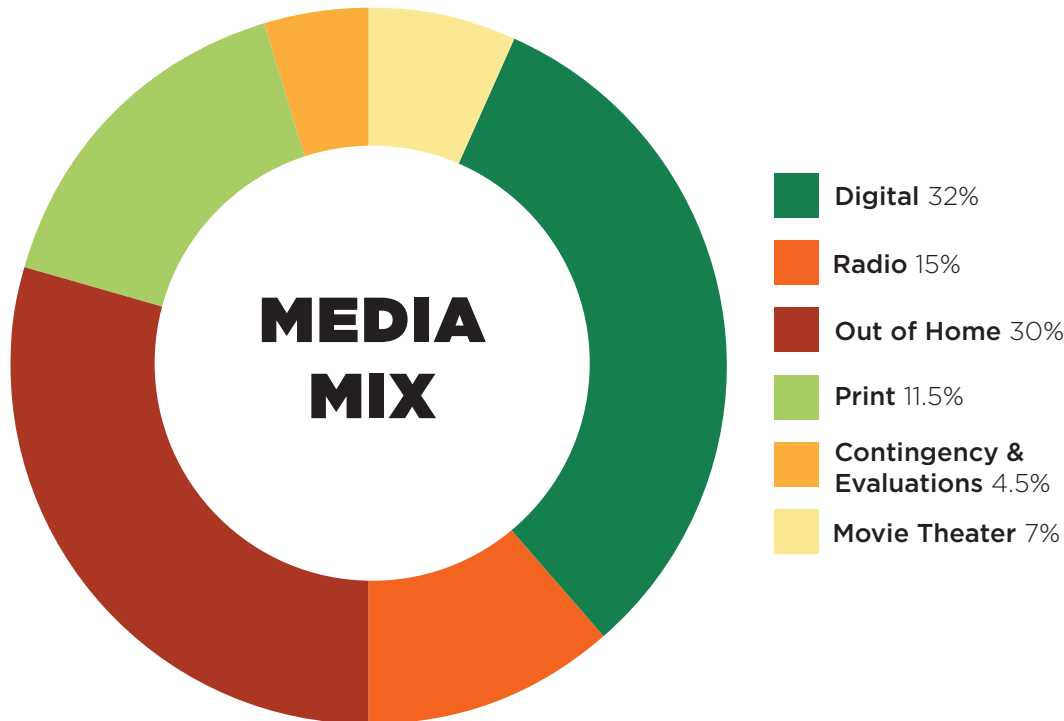
22%	Favors smartphones to laptops	12%
22%	Favors magazines	12%
7%	Enjoys advertisements in magazines	3%
26%	Frequents movie theaters	21%
22%	Enjoys radio as a form of entertainment	16%
4%	Hates TV commercials and like to skip them	8%
8%	Does not prefer Cable when watching television	10%
4%	Expects advertising to be entertaining	4%

The data indicated for Izzo's not to use newspaper advertisements and instead to focus on magazines. The cable-cutting trend in the data and skipping commercials on TV discouraged us from having a traditional TV commercial. Instead, a movie theater commercial during the summer would be more likely to be seen by Izzo's guests. Understanding that our target highly values entertaining advertising made it crucial for the overall campaign to be crafted with a sense of humor and a story.

### Scheduling Strategy

Our media schedule will be based on continuous, flighting and pulsing strategies to best utilize the peak times our campaign will be seen by the target demographic.

Graph 7 | MEDIA MIX | \$200,000

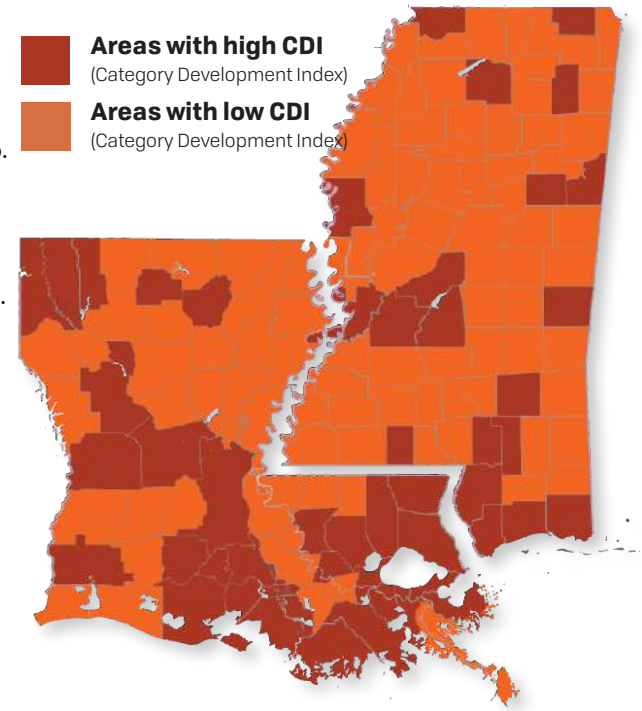


### Budget

We have selected \$191,000 of our \$200,000 to be allocated across OOH, digital, a movie commercial, print, and radio. This will allow us to frequently push our message to our audience. The remaining \$9,000 will be for contingency fees, evaluations and app modification updates. Our budget breakdown is shown in graph 7. Our medium selection came from research

### Medium Selection

of Izzo's reach on social media platforms and Simmons OneView data on our targets. We also considered Izzo's traditions, such as certain seasonal promotions, long-standing media placements, and tone in advertisements.



### Out-of-Home

We allocated 30 percent of our total budget toward keeping the long-standing Izzo's poster billboard located outside of LSU's campus, as well as other outdoor ads located around Baton Rouge, Bossier City and Jackson.

### Digital

Digital was the top medium for Izzo's guests, so 32 percent of our budget is allocated for digital tactics. Both targets also favor smartphones to laptops.

# MEDIUM SELECTION

Digital tactics include social media boosted posts and online offers, along with app modifications. These will also include ads on the websites of print publications like DIG, which has high online readership (22,000+ online readers). We also recommend taking advantage of Izzo's reach on Facebook, Instagram, Twitter and Snapchat. For mothers, we recommend employing Facebook. For millennials, we recommend Twitter, Instagram and Snapchat.

The scheduling strategy will be continuous due to both demographics' heavy use of social media. According to Media Quintile data, mothers spent more time on a digital platform at an index of 129, while millennials favored it at an index of 180 (Simmons OneView).

## Movie Commercial

Our movie commercial is seven percent of our budget. Research shows women in our target audience, regardless of age, love going to the movies. The summer months are peak periods for movie-watching, and so our Create What You Crave commercial will receive its maximum exposure if played during this time. That is why we propose an advertisement to be on a flighting schedule and be placed at the AMC theater located in the Mall of Louisiana shopping center.

## Print

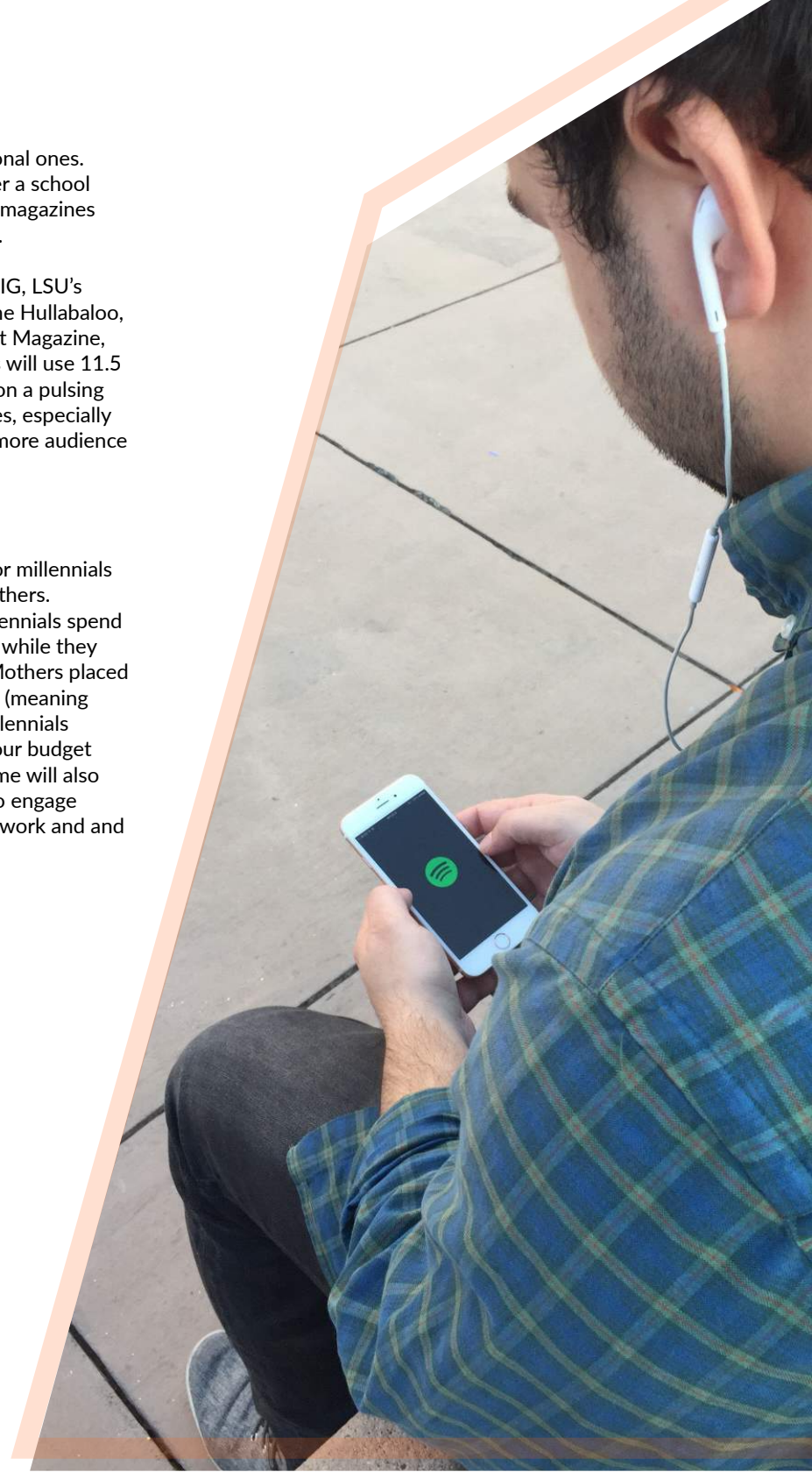
Both demographics enjoyed magazines, but disregarded print media like newspapers. Magazines came second to radio as a form of entertainment in Simmons data. Not only this, but both demographics said they enjoyed magazine ads. We will use local

magazines as opposed to national ones. Most colleges in Louisiana offer a school publication and racks for local magazines that allow for more readership.

Our recommendations: 225, DIG, LSU's LEGACY Magazine, Tulane's The Hullabaloo, UL's The Vermillion, Where Y'at Magazine, and Mississippi Magazine. This will use 11.5 percent of our budget and be on a pulsing strategy because the magazines, especially the school publications, have more audience during the school year.

## Radio

We emphasize using Spotify for millennials and local radio stations for mothers. Quintile data showed that millennials spend less time listening to the radio while they are driving than mothers do. Mothers placed in the first and second quintile (meaning they used radio more) than millennials did. We placed 15 percent of our budget on radio. Radio and out-of-home will also follow a continuous strategy to engage those commuting to and from work and school year-round.



# FLOWCHART

MEDIUM	JAN	FEB	MARCH	APRIL	MAY	JUNE
Movie Theater \$14,000   7%					25%	25%
Digital/PR \$64,000   32%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%
Print \$23,000   11.5%	10%	10%	10%	10%	6%	6%
Outdoor \$60,000   30%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%
Radio \$30,000   15%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%
Contingency & Evaluations \$9,000   4.5%						

MEDIUM	JULY	AUG	SEPT	OCT	NOV	DEC
Movie Theater	25%	25%				
Digital/PR	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%
Print	6%	10%	10%	10%	6%	6%
Outdoor	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%
Radio	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%
Contingency & Evaluations						100%

# CONCLUSION

# MEET THE SQUAD

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