

A Match Made in Heaven



a campaign for

# Heavenly Buffaloes

The Wing Joint You've Been Looking For

by team 3

chapel hill x heavenly buffaloes









INCLUSIVITY

AUTHENTICITY

QUALITY PEOPLE  
QUALITY FOOD



WHAT MAKES A MATCH HEAVENLY?

AWARENESS IS **STRONG**

WAFFLE FRIES **VS.** WINGS



WE HAVE TO MAKE IT **WORTH THE WALK**





# THE ANATOMY OF THE BUFF

ECLECTIC

CHILL

LAID BACK

INCLUSIVE



FUNKY FRESH

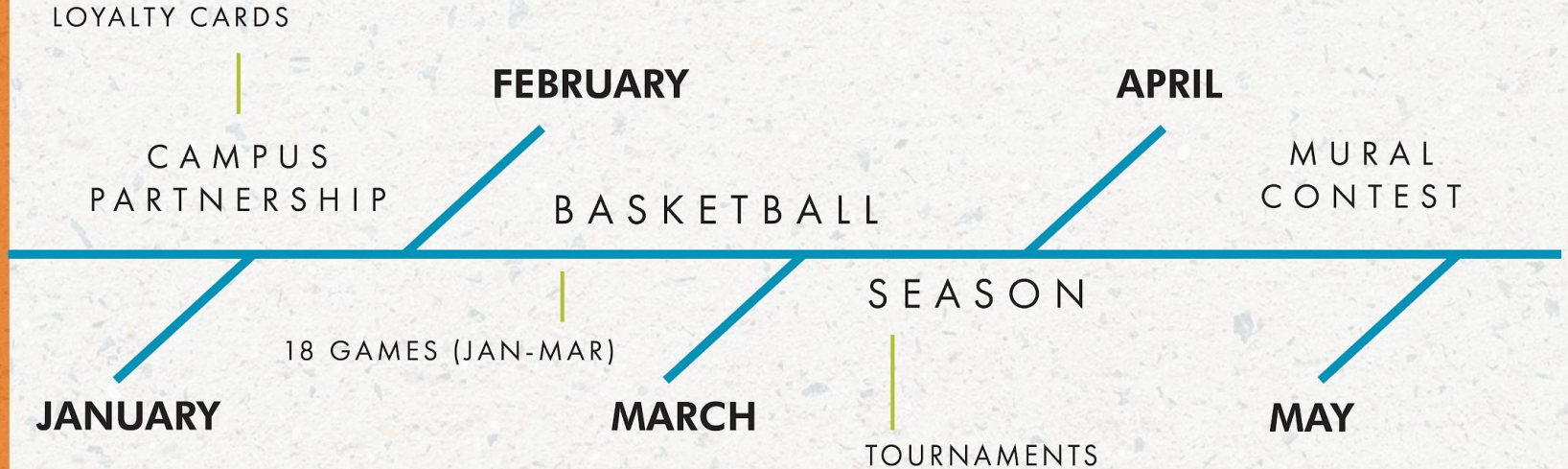
WELCOMING

SPORTS FAN

SPUNKY

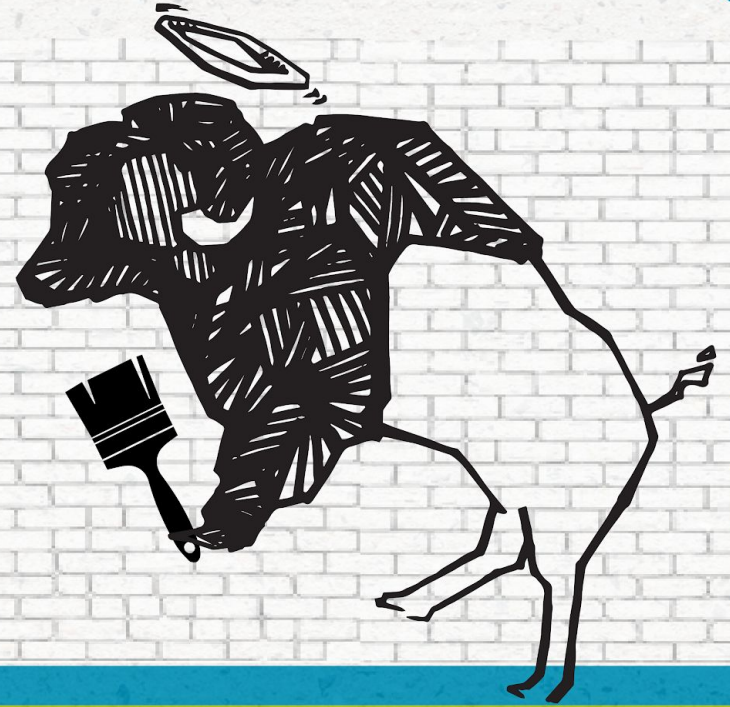


# STRATEGY TIMELINE





# PAINTING THE TOWN



Event Photo or Video



Event Name  23 / 64

Location

Description

Date/Time   EST

Cancel Event

# SOCIAL MEDIA







# ABOUT



*The good people of WRAL Out & About paid us a visit and here's the result. Check it out if you haven't already and get to know us a little bit better.*

## MEET THE BEARDS

### Dain Phelan and Mark Dundas

It all started in 2011.

Two guys, two beards. A love for chicken wings, beer, and hairy faces.

And so began the birth of a revolutionary wings joint for Chapel Hill and Durham locals forever.

As a family-oriented and health-conscious business model, Heavenly Buffaloes uses high-quality ingredients as the protein-base to make the freshest and tastiest wings with a wide variety of unique sauces.

Heavenly Buffaloes puts the customers first, emphasizing inclusivity and service to all as the top priority. The eclectic and down-to-earth atmosphere curates an open and welcoming space for all.

Not only do we offer local, farm-raised, steroid-free, and antibiotic-free chicken wings, but we also have delicious locally produced vegan soy nuggets and a chilled-out beach shack vibe.

Open late at night and offering delivery options, Heavenly Buffaloes is the wing joint that you've been looking for.

# MOVING FORWARD

