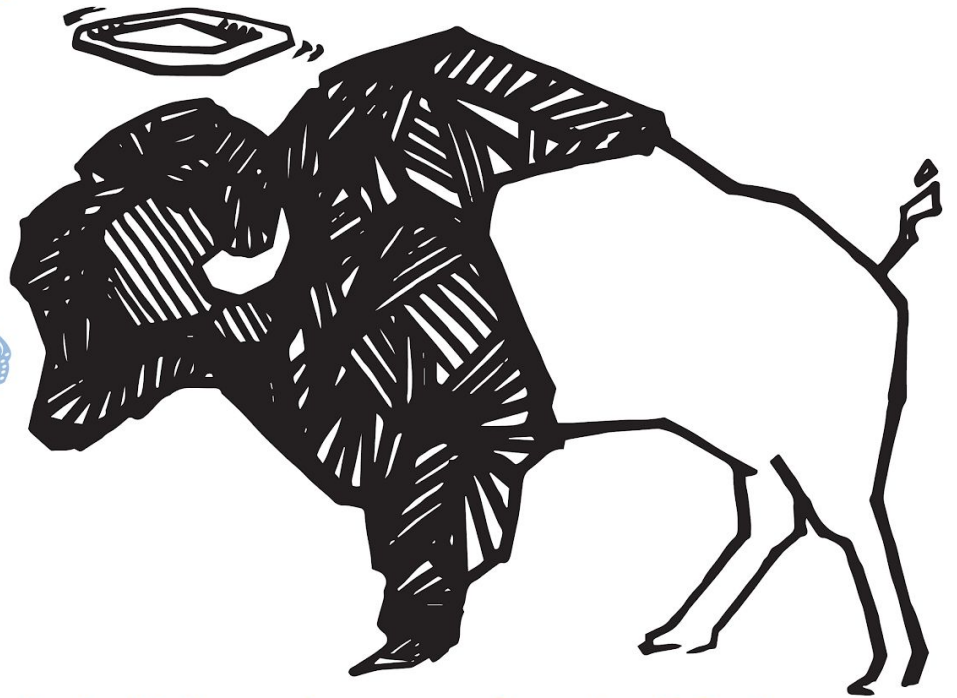


A Match Made in Heaven



chapel hill x heavenly buffaloes

a campaign for

# Heavenly Buffaloes

The Wing Joint You've Been Looking For

by team 3

# AUTHENTIC QUALITY INCLUSIVE

## MATCH MADE IN HEAVEN

This came from thinking about **WHO** the students of Chapel Hill are and how they **CONNECT** with Heavenly Buffaloes.

After a **1:00 a.m. run for wings**, we spoke to a lot of amazing customers and team members at the restaurant. Heavenly Buffaloes is **inclusive, authentic**, and high **quality**. They're the real deal.

The UNC culture is a mix of nerds, jocks, artists, and rebels. They work together and they stay true to their unique personalities. We're the cast of The Breakfast Club and Heavenly Buffaloes is our John Hughes.

Heavenly Buffaloes is **"funky fresh"** and a locally sourced wing place that serves both herbivores and omnivores. It's what this town full of pizza places truly needs.

It's the wing joint Chapel Hill has been looking for! Going forward, we want you to think: **INCLUSIVE! AUTHENTIC! QUALITY!**



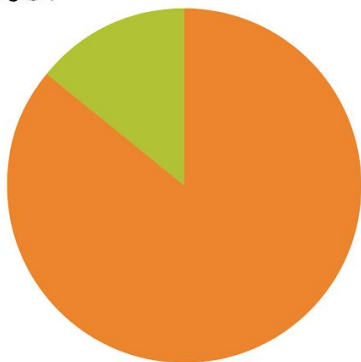
# MARKET RESEARCH

The target audience was identified to be UNC students and the University's campus as a whole. In order to gain insight into what awareness looked like for Heavenly Buffaloes, we created a survey surrounding the restaurant.

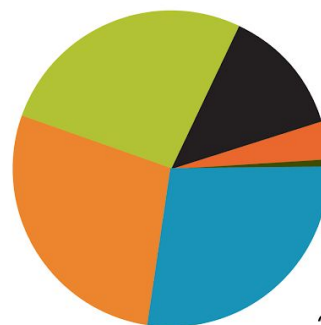
Have you heard of Heavenly Buffaloes?

**86% YES**

**14% NO**



How often do you go to Heavenly Buffaloes?



**27.5% "Only been once"**  
**28.2% "has never been"**

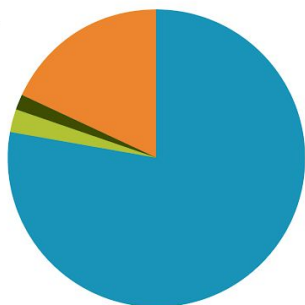
Where did you hear about Heavenly Buffaloes

**78% Word of Mouth**

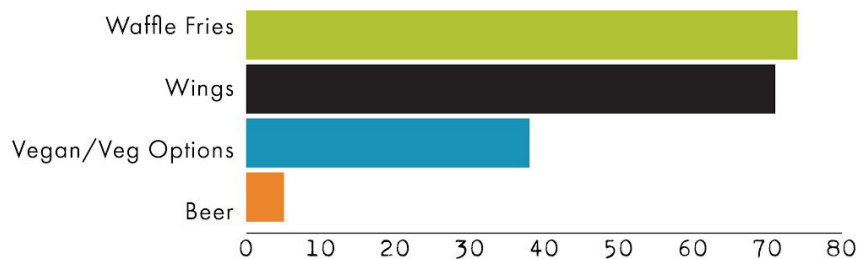
2.4% Flyers

1.6% Walking Past

18% OTHER (DTH, Social Media, etc.)

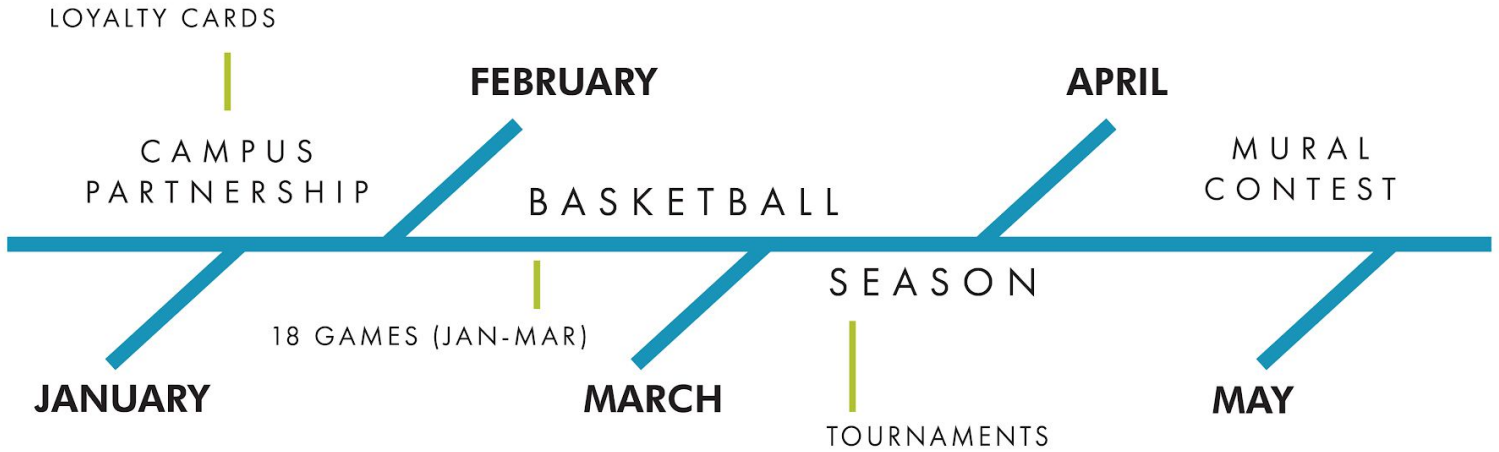


What is your favorite menu item(s)?



# WE NEED TO PUT WINGS IN THEIR MOUTH

# STRATEGY OUTLINE



# LOYALTY CARDS

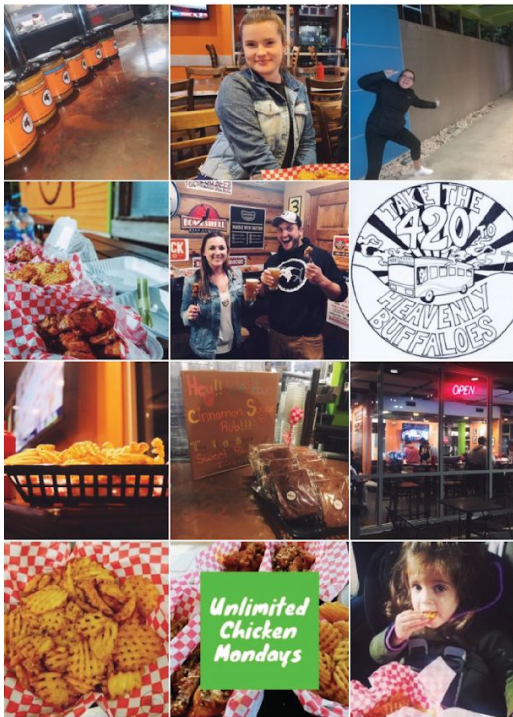




# SOCIAL MEDIA COORDINATOR PROGRAM: KEEPING IT FUNKY AND FRESH

## Goals: UNC Edition

- BE INTENTIONAL WITH SOCIAL MEDIA: SCRAP THE TWITTER ACCOUNT,
- INCREASE basic social media METRICS, such as IMPRESSIONS, FOLLOWERS, INTERACTIONS.
- Make sure the event PROMOTION in the Durham and Chapel Hill Locations are DILIBERATE.



### SOCIAL MEDIA COORDINATOR:

RECRUIT A Hussman STUDENT TO MANAGE THE SOCIAL MEDIA presence of the Heavenly Buffaloes brand. They will coordinate the timeline events by representing HB on Campus and frequenting the location to create dynamic and engaging content.

### Instagram Stories: 24 Hours Impressions

- Use Humor (Ex: Ask customers a question while they eat wings)
- Build Loyalty (Ex: Customer photos)
- Originality: (Ex: Blind Taste Test Competition)
- Highlights: Keep an archive of the past



FOOD



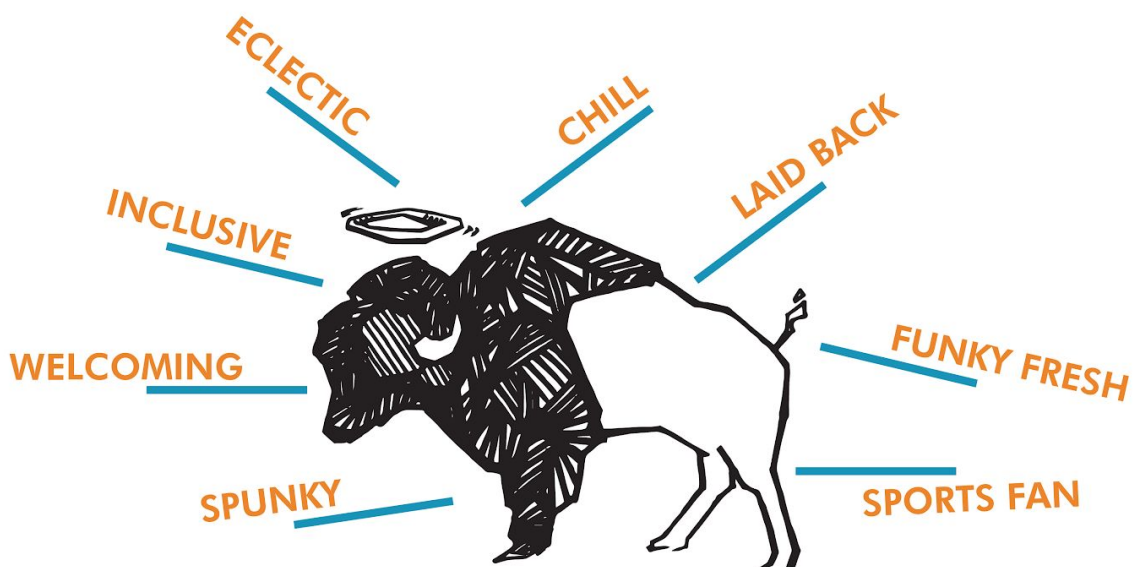
THE HERD



CUSTOMERS



OUR PLACE

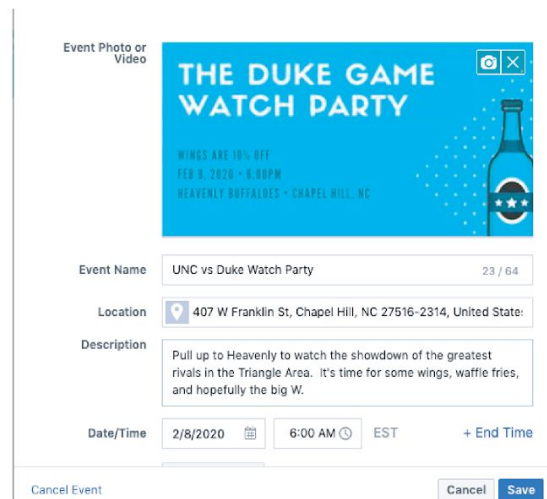


# A MATCH MADE IN HEAVEN



## Social Media Competition:

Reach out to art organizations at UNC such as ArtsEverywhere, or the Studio Art Department at UNC and the top 3 artists with the most impressive mural ideas will be chosen and promoted on the HB Chapel Hill Instagram where STUDENTS can vote. The prize can vary, because the publicity for the artist is an effective incentive for up and coming artists.



## Facebook Advertising:

UNC is a Facebook campus. Most students find out important information and their friends and relevant social circles. BUZZ AND ENTERTAINMENT events are a huge part of this, and creating RELEVANCE before sports events would make the Chapel Hill location a destination for Sports fans.

# EVALUATION

Maintain the Instagram Business Profile and create a clear system for keeping up with analytics.

- Number of **Page Views**
- Number of **Likes and Impressions** on Posts
- Number of **Views** on Stories

Determine whether event promotion actually led to projected increase in number of customers and periodically send out surveys to determine the overall brand perception at UNC!

# HEAVENLY BUFFALOES STYLE GUIDE

## BRAND FONTS

Menu font: PiratesBay

**HEADER FONT: HEADLINER NO.45**

Subheader Font: Kingthings Typewriter

Subheader 2 Font - Futura Heavy BT

Primary Body Font - Futura PT

## COLOR PALETTE

## VISUAL ASSETS

Written Logo

**Heavenly  
Buffaloes**  
The Wing Joint You've Been Looking For

Circle Logo



Combined Logo



**Heavenly  
Buffaloes**  
The Wing Joint You've Been Looking For

Solo Buffalo



Border



# MEET THE TEAM



**CAROLINE NORTON**  
LEAD CREATIVE



**MIRANDA VEAL**  
LEAD MARKET STRATEGIST



**CECILIA TAYLOR**  
LEAD SOCIAL MEDIA STRATEGIST



**ANNA SOUTHWELL**  
LEAD COMMUNICATIONS MANAGER



**CHRIS OCANA**  
LEAD VIDEOGRAPHER