

**2017 Terry College  
of Business  
Digital Marketing  
Competition**



# Setlist

Insights

Strategy

Execution

Budget

Measuring Success

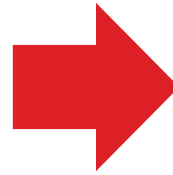
Looking Forward



# Insights

## THINK – FEEL – DO

People love Moe's food, but the *emotional* association is missing



## FEEL – THINK – DO

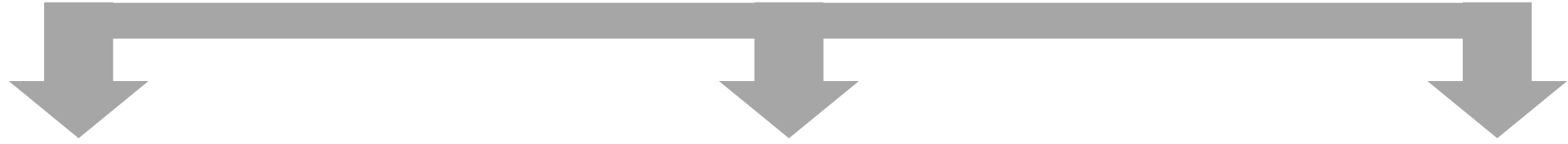
Align consumer personalities with brand personalities to form this *emotional* connection

# Strategy

Leverage Moe's roots to build an emotional connection with customers through three rebellious archetypes.



# REBEL



Musicians

*Timeless*



Outlaws

*Defiant*

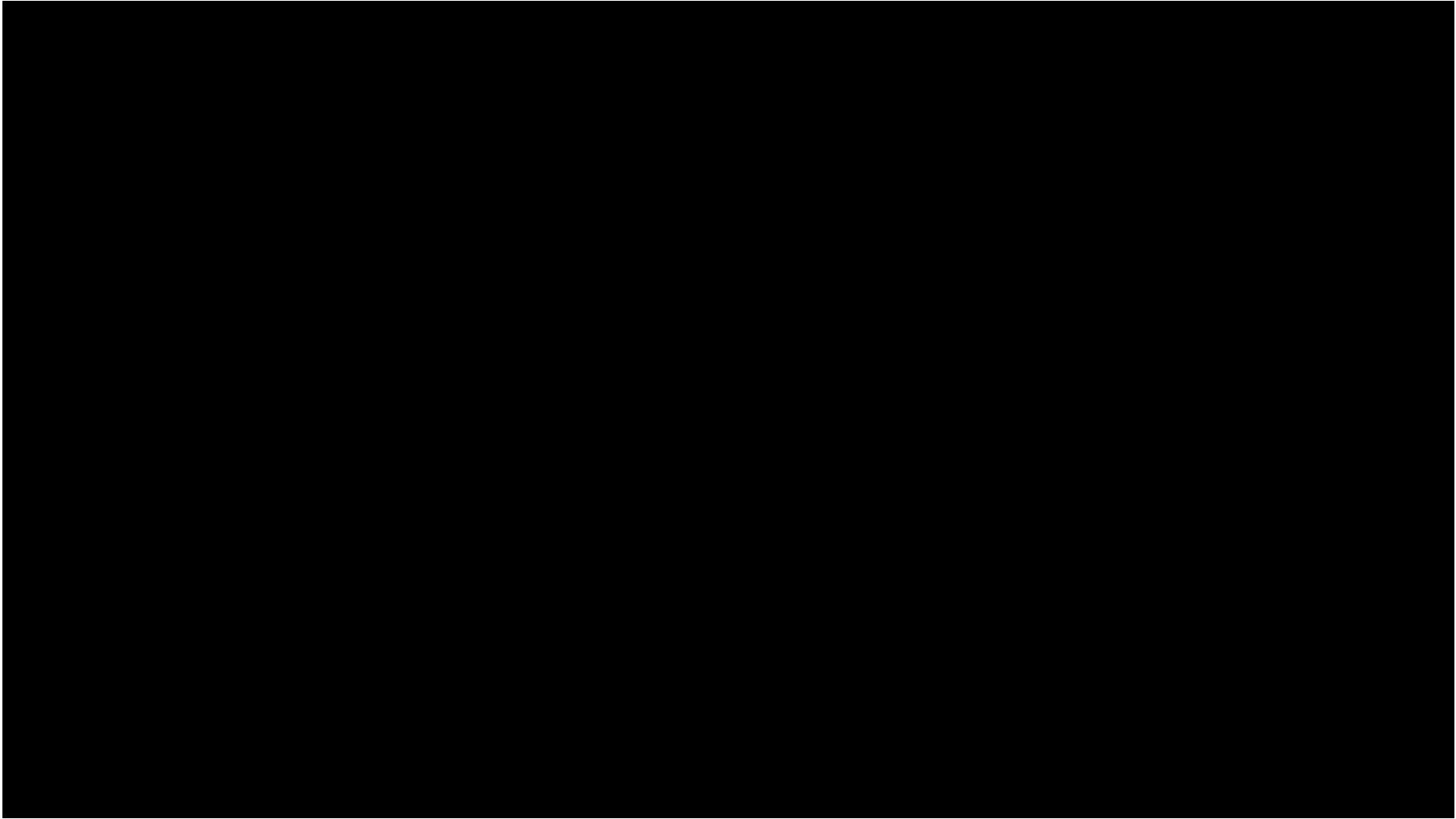


Entertainers

*Eccentric*



# Welcome the MOEs



# Making the MOEs work for Moe's

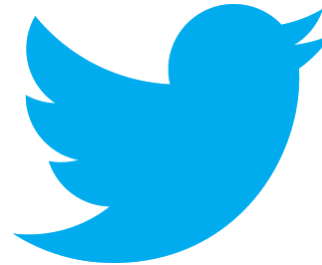
# Social Platforms



**FOCUS ON  
THE FOOD**



**POP CULTURE  
THROUGH PRODUCT**



**PEOPLE, PROMOTION,  
PRODUCT, & POPULAR NOW**



**FUN IN THE  
MOMENT**



# Digital Engagement: Campaign

September-December 2017

#MeetTheMOEs

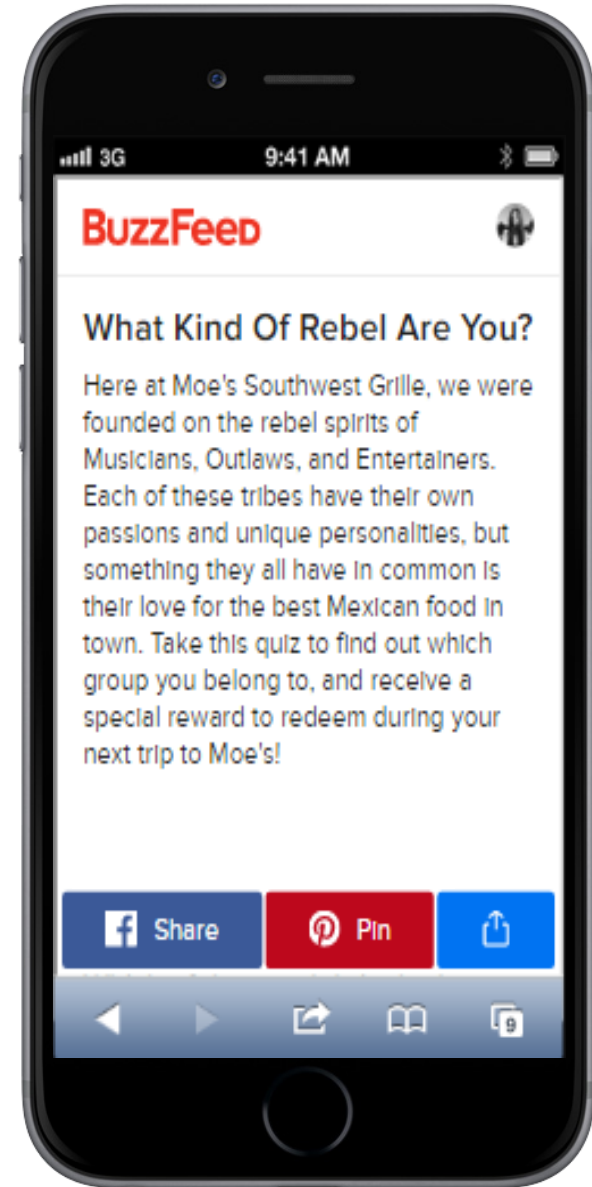
- Archetype Introductions
  - #MeetTheMusicians
  - #MeetTheOutlaws
  - #MeetTheEntertainers
- Influencers: utilize existing contracts



# Digital Engagement: BuzzFeed

## Reveal Your Rebel

- Archetype quiz
- Push through paid social
- Influencer assignments
- Promo code → Rockin' Rewards



# MOEs meets Event Days

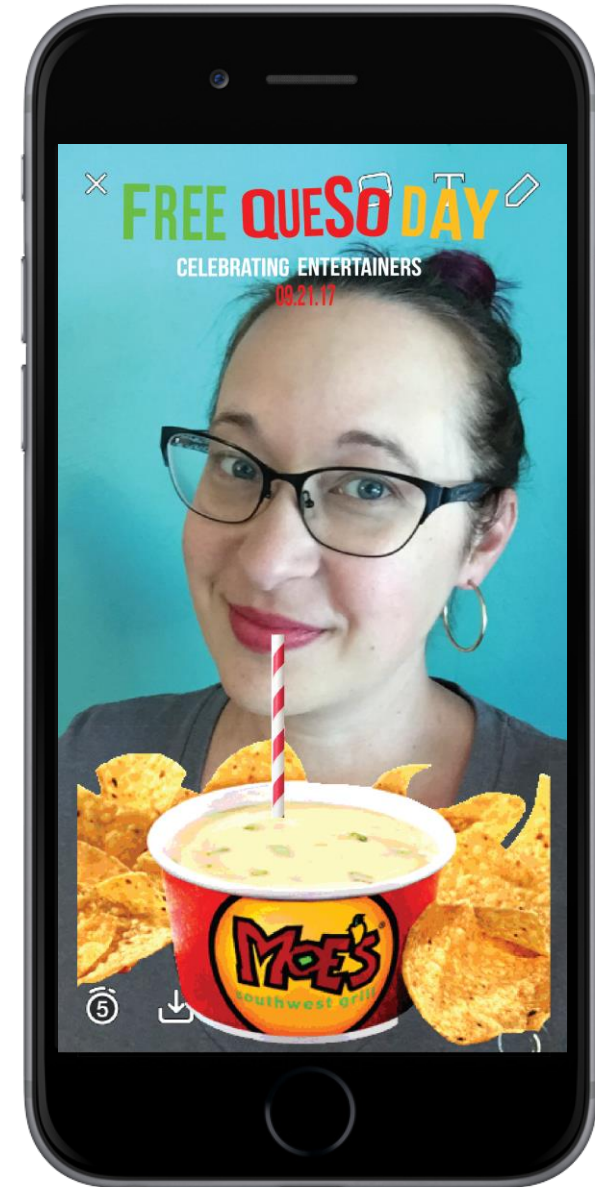
# Event Days: Cinco de Moe's

- Musicians
- Focus: the Classics
- Influencers: @highdiveheart
  - Pop duo from Los Angeles
- Snapchat geofilter
- Exclusive Musician swag



# Event Days: Free Queso Day

- Entertainers
- Focus: Treat Yo'self
- Influencers: @KevinDevineTwit
  - Music festival fanatic from Brooklyn
- Snapchat geofilter
- Exclusive Entertainer swag



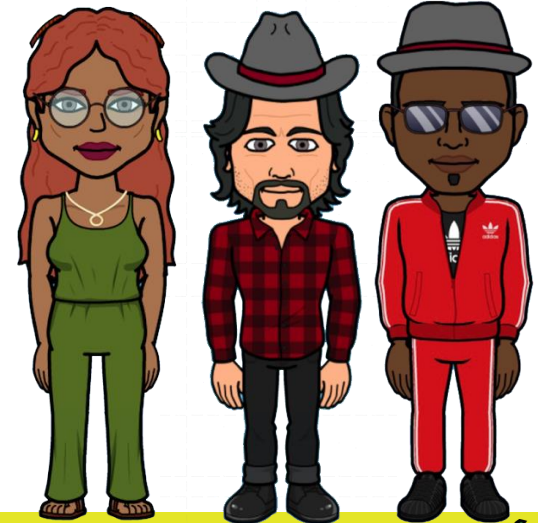
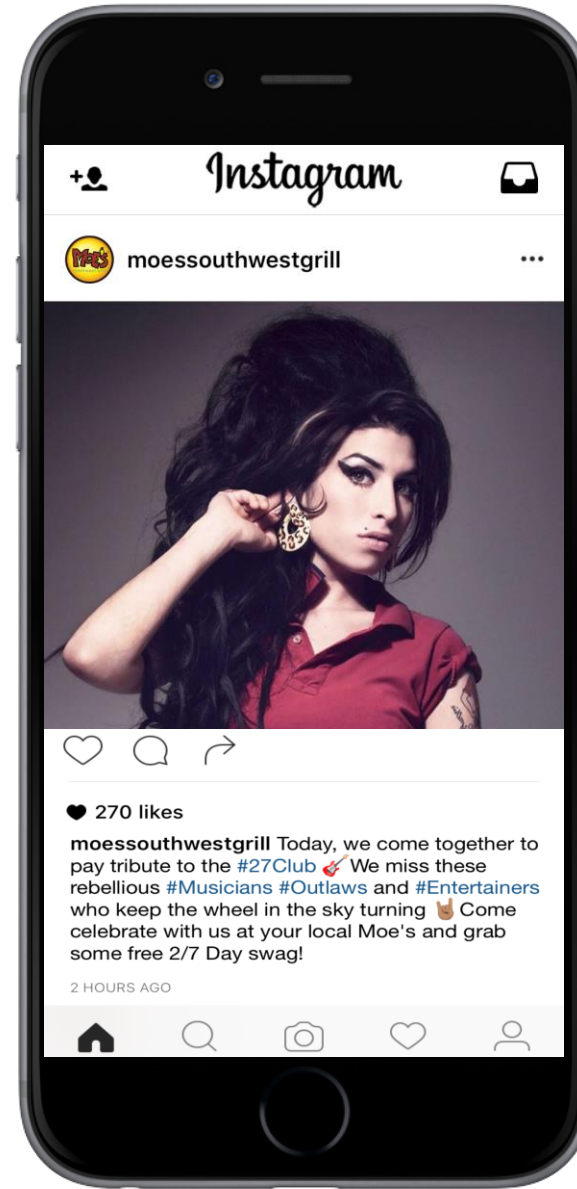
# Event Days: National Nacho Day

- Outlaws
- Focus: Dare to be Different
- Influencers: @iCrazyTeddy
  - YouTube star and gamer
- Snapchat geofilter
- Exclusive Outlaw swag



# Event Days: 2/7

- Musicians, Outlaws, and Entertainers come together
- Assign archetypes to 27 Club members
- All Moe's influencers promote and pay tribute to the 27 Club
- Snapchat geofilter



# Social Platforms



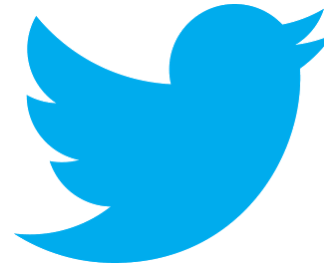
## FOCUS ON THE FOOD

- Paid reach vehicle
- Targeted audience
- Push BuzzFeed quiz to reveal archetype
- Inform users about M.O.E. archetypes and form a connection with their food



## POP CULTURE THROUGH PRODUCT

- Connect rebel audience to Moe's through food lens
- Entice consumers with beautiful product shots
- Connect menu items to M.O.E. archetypes and encourage UGC, repost exceptional content



## PEOPLE, PROMOTION, PRODUCT, & POPULAR NOW

- Share “off-the-cuff” + rebel voice in tweets
- Influencers engage with #MeetTheMoes, promote their archetype, and build event day traffic
- #TBTs to highlight dead M.O.E. celebrities



## FUN IN THE MOMENT

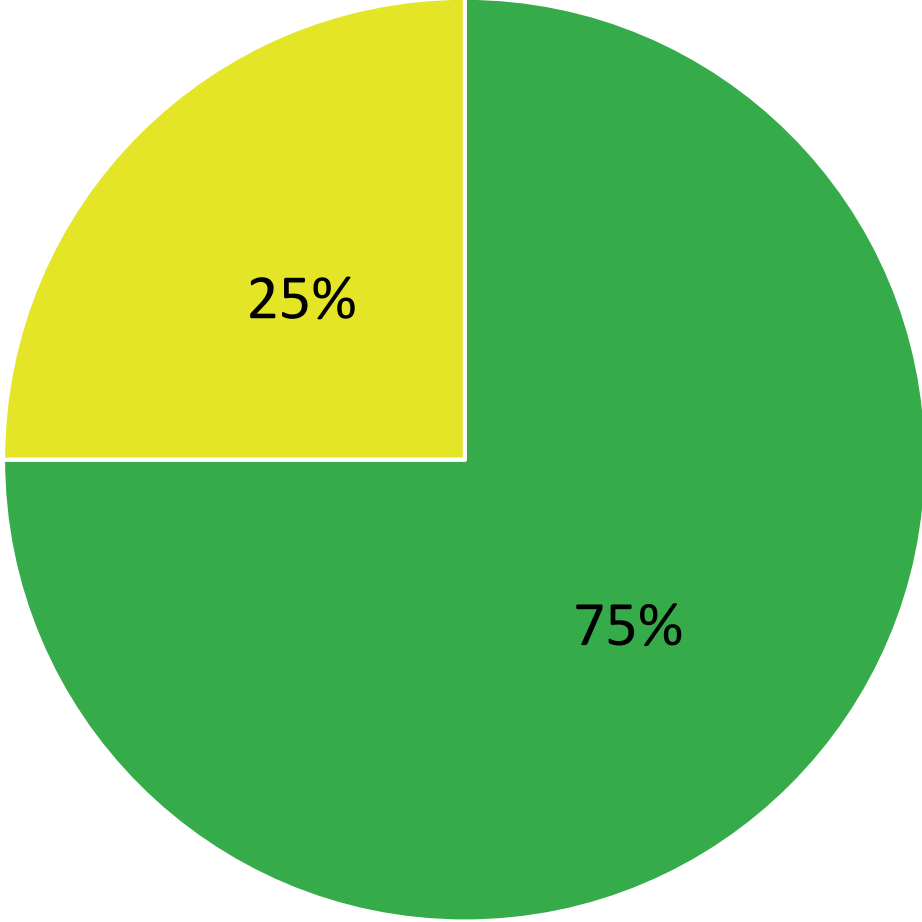
- Direct connection with customers
- Event day filters
- Moe's HQ stories: hype up archetypes and give sneak-peaks to what's new



# Budget Allocation

- \$300,000 = Paid Promotions on Social Media for the Meet the MOEs Campaign
- \$100,000 = Event Day Promotions on Social Media

**Total Spending = \$400,000**



# Budget: Meet the MOEs Campaign

## Facebook and Instagram

- \$200,000
- 720,000 Daily impressions

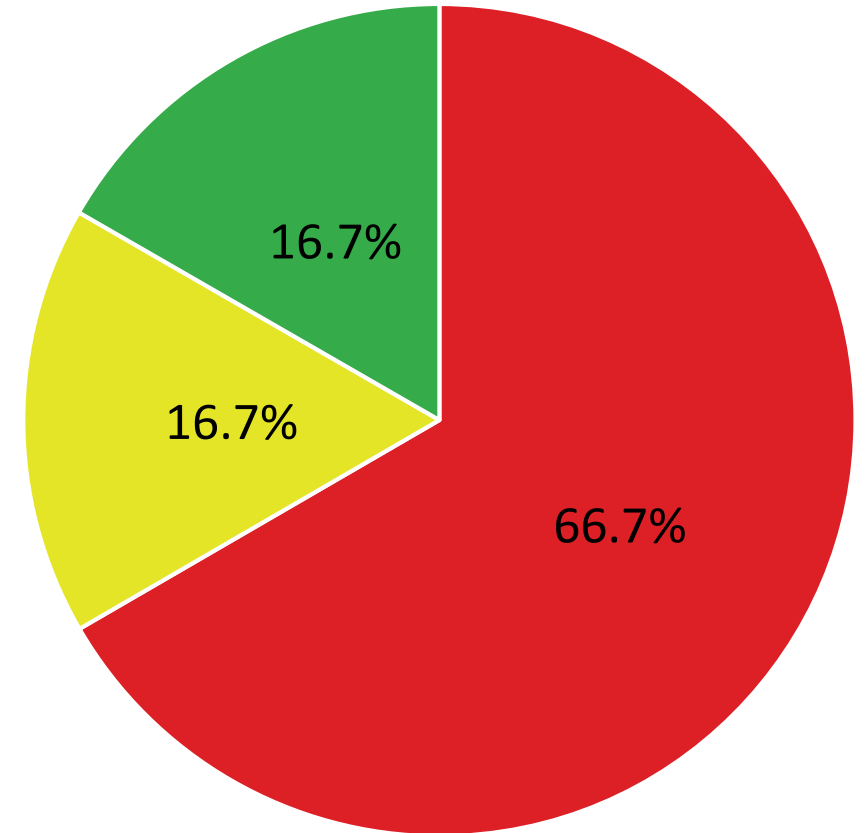
## Twitter

- \$50,000
- 7,215,000 impressions ( $\$50,000 / \$6.93(\text{CPM}) \times 1000$ )

## Spotify

- \$50,000
- 6,250,000 impressions ( $\$50,000 / \$8(\text{CPM}) \times 1000$ )

**4 month campaign = \$300,000**



# Budget: Event Days

## Facebook and Instagram

- \$14,000
- 720,000 daily impressions

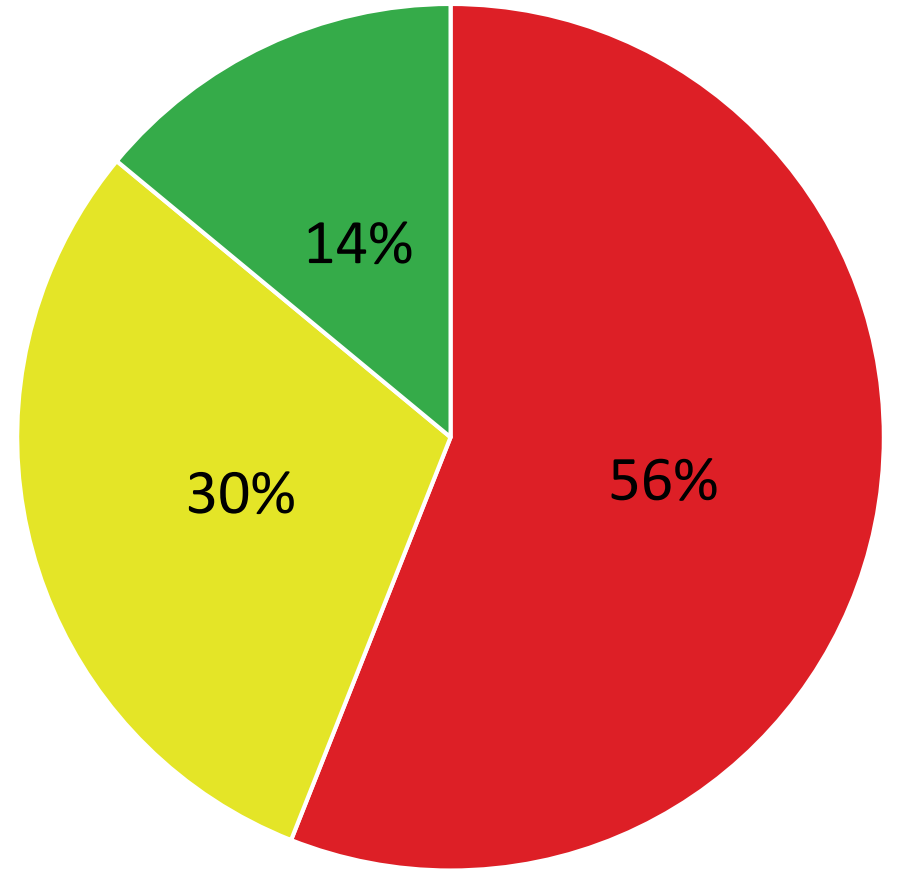
## Twitter

- \$7,500
- 1,082,251 Impressions ( $\$7500 / \$6.93(\text{CPM}) \times 1000$ )

## Snapchat

- \$3500 (\$5/store x 700 locations)

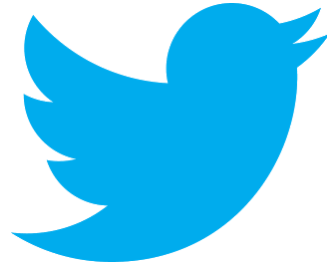
**\$25,000 per event day (x4) = \$100,000**



# Measuring Success



- Increase impressions
- Increase engagement
- Increase users taking M.O.E. archetype personality quiz



- Increase Impressions
- Increase engagement
- Increase use of M.O.E. hashtags by followers



- Increase Impressions
- Conduct pre- and post-execution surveys to gauge playlist success



- Increase views
- Increase screenshots
- Increase friends
- Use of filters and user applying filters on Event Days

# Looking Forward

# MOEji Experience + Rockin' Rewards

### MOE'S FAMOUS QUESO

side \$1.00 cup \$3.00 bowl \$5.00

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### FAJITAS

All fajitas served with flour or whole grain tortilla, peppers and onions, shredded cheese, pico de gallo and lettuce.

chicken / taco / qt. beef	steak / pork
<b>FAT SAM</b> with sour cream and guacamole	\$8.49 \$9.49
<b>ALFREDO GARCIA</b> with any of our fresh, free ingredients	\$7.49 \$8.49

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### QUESADILLAS

All quesadillas served on flour or whole grain tortilla, with shredded cheese, a side of pico de gallo and sour cream.

chicken / taco / qt. beef	steak / pork
<b>JOHN COCTOSTAN</b> with any of our fresh, free ingredients	\$6.39 \$6.89
<b>CHICKEN CLUB</b> add bacon, lettuce, tomato, chipotle ranch	\$7.49
<b>SUPER KINGPIN</b> vegetarian quesadilla	\$4.49

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### NACHOS

All nachos served with beans, queso, pico de gallo, jalapeños and black olives.

chicken / taco / qt. beef	steak / pork
<b>BILLY BAROU</b> with any of our fresh, free ingredients	\$6.49 \$6.99
<b>RUPRICT</b> vegetarian nachos	\$5.49

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**FREE CHIPS & SALSA ALWAYS**

## FEED THE MOEMENT™




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### BURRITOS

All burritos served with beans, seasoned rice, shredded cheese, pico de gallo and choice of flour or whole grain tortilla.

	chicken / taco / qt. beef	steak / pork
<b>HOMEWRECKER</b> all our cream and guacamole	\$7.19	\$7.69
<b>JOEY BAG OF DONUTS</b> with any of our fresh, free ingredients	\$6.19	\$6.69
<b>JOEY JR.</b> with any of our fresh, free ingredients	\$5.19	\$5.69
<b>ART VANDALAY</b> vegetarian burrito with sour cream and guacamole	\$5.99	

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### MAKE IT A MEAL

22 oz. DRINK + ONE SIDE  
ADD TO YOUR ENTREE ONLY \$2.29




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### FRESH, FREE INGREDIENTS TO CUSTOMIZE YOUR ORDER

RICE	GRILLED MUSHROOMS	FRESH JALAPEÑOS	SLICED LIMES
BLACK BEANS	SHREDDED CHEESE	PICKLED JALAPEÑOS	SOUR CREAM
PINTO BEANS	SHREDDED LETTUCE	DICED ONIONS	SOUTHWEST VINAIGRETTE
GRILLED BELL PEPPERS	PICO DE GALLO	BLACK OLIVES	CHIPOTLE RANCH
GRILLED ONIONS	DICED TOMATOES	CUCUMBERS	HARD ROCK N ROLL SAUCE

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### EXTRAS

DOUBLE MEAT \$2.00	BACON \$1.00	GUACAMOLE \$1.00	QUESO \$1.00
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VEGETARIAN ITEM

### SALADS

All salads served with lettuce, beans, shredded cheese, pico de gallo, cucumbers and black olives.

chicken / taco / qt. beef	steak / pork
<b>CLOSE TALKER</b> with any of our fresh, free ingredients	\$6.69 \$6.99
<b>PERSONAL TRAINER</b> vegetarian salad	\$5.49

HOMEMADE DRESSINGS: SOUTHWESTERN VINAIGRETTE CHIPOTLE RANCH

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### TACOS

All tacos served with flour tortilla or hard corn shell, beans, shredded cheese, pico de gallo and lettuce.

chicken / taco / qt. beef	steak / pork
<b>OVERACHIEVER</b> all our cream and guacamole	\$3.19 \$3.49
<b>FUNK MEAT</b> with any of our fresh, free ingredients	\$2.79 \$3.09
<b>UNANIMOUS</b> vegetarian	\$2.79

BUY 2 TACOS AND SAVE \$0.50  
BUY 3 TACOS AND SAVE \$1.00

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### RICE BOWLS

<b>CHICKEN BOWL</b> seasoned rice, black beans, tomatoes, chicken, grilled mushrooms and peppers, pico de gallo, shredded cheese and chipotle ranch	\$6.99
<b>PORK BOWL</b> seasoned rice, black beans, pulled pork, grilled onions, pico de gallo, shredded cheese, Mo's famous queso and fresh cilantro	\$6.99
<b>TOFU BOWL</b> seasoned rice, black beans, marinated tofu, grilled mushrooms and peppers, pico de gallo, shredded cheese, queso and fresh cilantro	\$6.99

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### FRILLS

Coca-Cola products or iced tea	regular	large
	\$1.89	\$1.99
Bottled water	\$1.89	\$1.99



# Classic



**CONNOR'S  
ANGELS**

