

The loose change juice exchange

Presented by...

LONE STAR
ADVERTISING



Table of Contents

- 01- Cover page
- 02- Table of contents
- 03- Team Members
- 04- Executive Summary
- 05- Market Research
- 06- Situation Analysis
- 07- Compleitive Grid
- 08- SWOT Analysis
- 09- Target Audience
- 10- Advertising Objectives
- 11- Creative Strategy
- 12- Creative Example
- 13- KPI
- 14- Media Strategy
- 15- Group Contributions
- 16- Citations




Team Members

Jackson McClenagan- Campaign director in charge of overseeing the entire marketing campaign. Previous experience in developing ad strategies.

Sean Lewis- Creative Director in charge of developing the creative components of the ad including scripts, posters, and art designs. Previous experience in writing scripts and designing posters.

Ella white- Media Planner, in charge of determining media strategies and in addition to producing marketing materials. Previous experience with necessary software.

Peyton Lambuth- Copywriter, in charge of writing copy for the ad team. Previous experience in writing scripts.



Lonestar advertising takes pride in its ability to have a versatile team of associates that are equipped with the right tools and skillsets to reach your audience. Our core values of Respect, Dependability, and empathy are represented in each one of our members.

At Lone Star Advertising we are committed to providing our clients with quality service that will set them apart from the crowd. We are driven by a desire to stand out and help our partners achieve excellence through our marketing strategies. Our team consists of world-class artists, writers, producers and visionaries. Our qualified staff is ready to make your Brand stand out and shine as bright as The Lone Star State!

Executive Summary (Peyton)

This advertising campaign aims to establish Nécter Juice Bar as the go-to destination for fresh, healthy, and delicious juices, smoothies, and açai bowls in Lubbock, TX. With the launch of the new store at 8201 Quaker Ave, our primary objective is to create excitement around the grand opening and drive foot traffic to the location.

Our strategy includes a mix of digital marketing, local engagement, and experiential advertising to resonate with health-conscious consumers and active individuals in the Lubbock area. By leveraging social media, partnerships with local fitness and wellness influencers, and community events, we aim to build brand awareness and foster a loyal customer base.

Our **target audience** includes young professionals, students, fitness enthusiasts, and families seeking affordable and nutritious dining options.

The campaign expects to achieve the following outcomes:

Generate a 20% increase in foot traffic during the first month of the store's launch.

Build a strong social media presence with 2,000+ followers from the Lubbock area within three months.

Foster community engagement by hosting at least three launch-related events or partnerships.

This campaign reflects Nécter Juice Bar's mission to provide healthy options while connecting meaningfully with the Lubbock community.

Market Research

Age Distribution

- The average range of Lubbock age is around 29–33 years old. This area is a large student population which contributes to a preference for quick, healthy food options, particularly juices and smoothies that cater to busy lifestyles.
- Lubbock Tx has grown more over the years while also having a university, which contributes to its youthful demographic and vibrant economy. This is crucial as younger consumers are more inclined toward health –conscious eating and drinking which aligns well with Nektar Juice Bar's offerings.

Educational attainment

- Lubbock has a high level of educational attainment, with many residents holding college degrees. This demographic is generally more health conscious and willing to invest in products that promote wellness.
- The city is home to a diverse population, which can influence dietary preferences and create opportunities for tailored marketing strategies to attract various customer segments.



Jamba Juice mainly provides more health-conscious drinks and smoothies. Generally, they are centered around variety when it comes to their products.



Smoothie King- Similar to Jamba juice in how they lean into the health food aspect but with more emphasis on an active lifestyle.



Tropical Café- More focused on providing a brunch experience with numerous food options available in addition to



Taste the blendsation!

Keva Juice- Less emphasis on health with their products. Serves frozen yogurt in addition to smoothies and vegetable juice.

Situation Analysis

Competitive Grid

Local Businesses	Smoothie King	Keva Juice	Jamba Juice	Tropical Cafe
<i>Price</i>	3	4	3	5
<i>Customer Service</i>	5	4	5	4
<i>Location</i>	3	3	5	4
<i>Variety</i>	2	3	3	5

Strengths

- large number of locations (200+)
- Products featuring zero processed sugars or artificial flavors
- Total Ingredient Transparency
- Offers Detox Products

Weaknesses

- Premium Pricing structure
- Oversaturated market
- lack of food items outside of bowls
- Vegan Stigma/Reputation

Opportunities

- Needs a slogan of some sort to create lasting consumer impression
- limited store locations in the Midwest
- Bakery style items could be included on the menu

Threats

- Older brands such as Jamba that have more of a reputation
- Juicers and other home appliances
- Smoothie/Juice options at traditional restaurants

SWOT (Jackson)

Target Audience (Jackson)

Our target market consists of younger millennials and older Gen Z shoppers who are looking for a fun way to incorporate fresh produce into their diet. For the most part, they tend to be more psychically active than the average young adult and tend to gravitate towards foods with more natural ingredients. Moreover, they tend to be drawn towards establishments with faster service.

Demographics

- **Comprised of both men and women**
- **Age range is 19-33**
- **Income: \$45,020-\$83,209**

Psychographics

- **Enjoys trying new things**
- **Comfortable paying a premium**
- **Likes to fit in with the crowd**

Behaviors

- **Makes impulsive purchases on a regular basis**
- **Regularly exercises**
- **Stays up to date with trends**

Advertising Objectives

With so many juice establishments on the market, a newcomer to Lubbock like Neker will need all the exposure it can get. That's where we come in. Our primary goal is to get the word out and help create a buzz around the health centric position that Neker takes with all its products. Our objectives will mainly be tailored around increasing awareness of the brand through social and local media to ensure that Neker not only has a great launch, but also leaves a lasting impact on the Lubbock community.

Objectives

- Launch on February 23rd and continue through May 7th Budget: \$45,000
- Gain at least 2,000 new followers on Instagram and Facebook the before grand opening
- Increase website impressions by 20%
- Get featured on KCBD news
- Increase out the door sales revenue by 15% within the first month of opening

Creative Strategy (sean)

- Nekter Juice Bar ads will center around the themes of health, vitality, and community. Campaigns will feature vibrant visuals of fresh ingredients, enticing product shots, and relatable messaging that resonates with our target audience.
- The tone will be uplifting, motivational, and inclusive, encouraging consumers to embrace a healthier lifestyle while enjoying the delicious offerings of Nekter Juice.

Market Category

- Fresh juice and smoothie, specializing in organic, plant-based beverages and wellness products.
- Highlight the freshness of ingredients and the care that goes into every product, reinforcing our commitment to quality.
- Communicate the health benefits of our offerings, positioning Nekter as a go-to destination for nutritious choices that fuel an active lifestyle.
- Emphasize the ease of obtaining our products through convenient locations, catering and online ordering for when you're on the go! Lifestyle of our consumers.



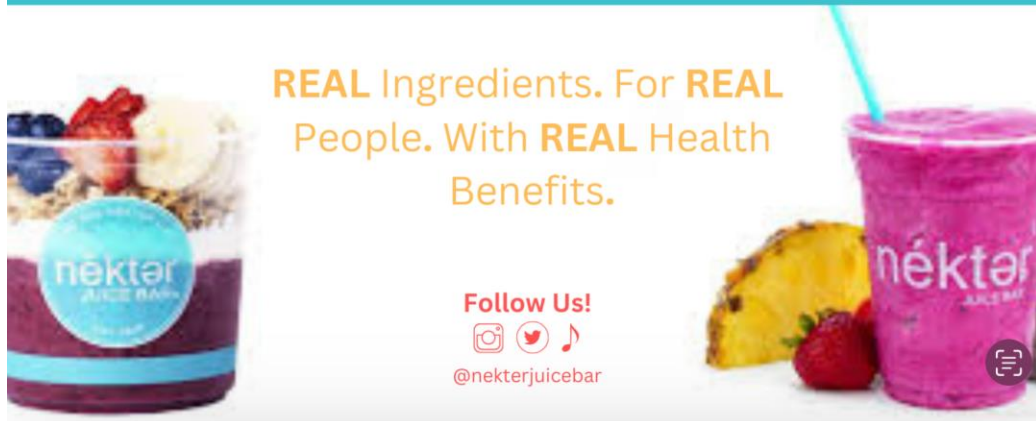
COMING SOON!

February 23, 2025

8201 Quaker Ave Lubbock, TX

Download the app, become a member,
and get a free smoothie or juice!

Creative Strategy Cont. (Ella)



Key Performance Indicators

Social Media Engagement

- Track usage of #Nekter on Instagram and compare with other similar brands to get an average
- Check for increased number of followers on Instagram and Twitter
- Track total number of Nekter app downloads in the app store

Store Data

- Number of sales made each day compared against other Nekter establishments
- Measure the total number of online sales to see if people are using the app

Internet Metrics

- Number of impressions on Google for Nekter
- Assess current Yelp reviews to get an idea of what consumers have to say
- Keep track of daily visits to the official Nekter Website

Media Strategy

Print Media

Hang posters in high-traffic areas such as college campuses, grocery stores, and gyms—places frequented by health-conscious individuals who are more likely to visit your smoothie shop.

Social Media

Instagram, TikTok, and Facebook are platforms most used by our demographic, and we will use visual content to attract and engage an audience. Lubbock-specific accounts will be created on each platform to build a local following, as well as posts on the company's main accounts. The posts should be aesthetic photo and video carousels, giveaways, polls and questions, and behind-the-scenes videos to effectively engage viewers. Interacting with messages, comments, and customers who use #BetterWithNekter will encourage engagement and create a community. We will use sponsored posts to expand our reach and attract more local users. By utilizing platform insights, we can track the impact of our efforts and refine our strategy as needed.

Media Strategy Cont.

Television

A feature or ad on KCBD news about the new location opening would help boost visibility and reach a wider audience. Pitching the station for a small feature of the store's opening event would not only enhance social media exposure but also engage a demographic less active on social media. This strategy would be especially effective in connecting with those who are new to their health journey or curious in starting.

Search Engines

Use SEM to bid for Nektar to appear in search results when users search for terms like "smoothies near me," "healthy food near me," "lunch," "juices near me," and similar queries.

Group Contributions

Jackson- Team members page, Situation Analysis, Grid, SWOT, Target Audience, Ad Objectives, KPI

Sean- Market Research, Creative Strategy

Ella- Creative Strategy, Media Strategy

Peyton- Executive Summary, Media Strategy

Citations

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