



# MEDIA PLAN

*Plan By: 2x2 Media*

*Megan Groathouse, Ellie Mattson,  
Calysta Longnecker, Allie Wyckoff*

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# LOCATION BREAKDOWN:

## *Westfield Topanga*

- *West of LA*
- *Mall food court*

## *Koreatown*

- *Stand alone (west of LA)*
- *Late-night scene, club, speakeasies, karaoke, theater and music venues*
- *Challenge: Traditional and authentic korean food*

## *Walnut Creek*

- *Stand alone (San Francisco East Bay Area)*
- *Mountain town with a nice downtown*
- *Downtown area with mall*
- *Urban/suburban areas with great schools, good food, and a good sense of community*
- *Lots of restaurants, coffee shops, and parks*

## *Westfield Oakridge*

- *Blossom valley San Jose*
- *Mall*

## *Silverlake*

- *LA eastside neighborhood*
- *stand alone*
- *Known for art/murals, and street art and performances*
- *Music*

# MEDIA MIX:

## Paid:

Social Media, OTT advertising, Google ads, and cable advertisements will be utilized for the campaign. Social Media and OTT advertising (Hulu) will be used at all five locations throughout each three-month advertising period. Google advertisements will be added to the campaign strategy at all five locations for the second and third months of the campaign period. Cable advertising will be used in addition to the other strategies in the LA area to promote the opening of the Koreatown location during the three-month campaign. Our messaging will be centralized around the idea that Shake Shack is a diverse, green, and modern company.

## Earned:

We will reach out to local media, local bloggers, travel bloggers, etc. about the openings, so that they will write about/talk about the new Shake Shacks and we will promote all positive reviews.

## Owned:

We will use the Shake Shack food truck to promote the food in the upcoming locations by having it parked near where the new location will be and serving food to the people in the area. We will also have signage surrounding the food truck that advertises the upcoming Shake Shack opening. The social media account will be utilized to promote upcoming openings (Shake Shack has 813K followers, but demographics are unknown).

# SWOT ANALYSIS:

## STRENGTHS:

- High quality products
- Affordable prices
- Self checkout kiosks
- Upscale storefronts

## WEAKNESSES :

- Fewer Locations
- Not a California native brand
- No drive throughs

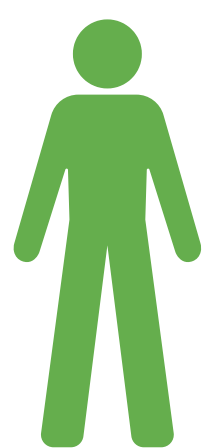
## OPPORTUNITIES:

- Relatively new to the locations (novelty)
- Consumers now the environment into mind with more of their purchases

## THREATS:

- In-n-Out Locations
- Mcdonalds Locations

## WHO IS SHAKE SHACK?



People-first  
culture



Enriching  
neighborhoods



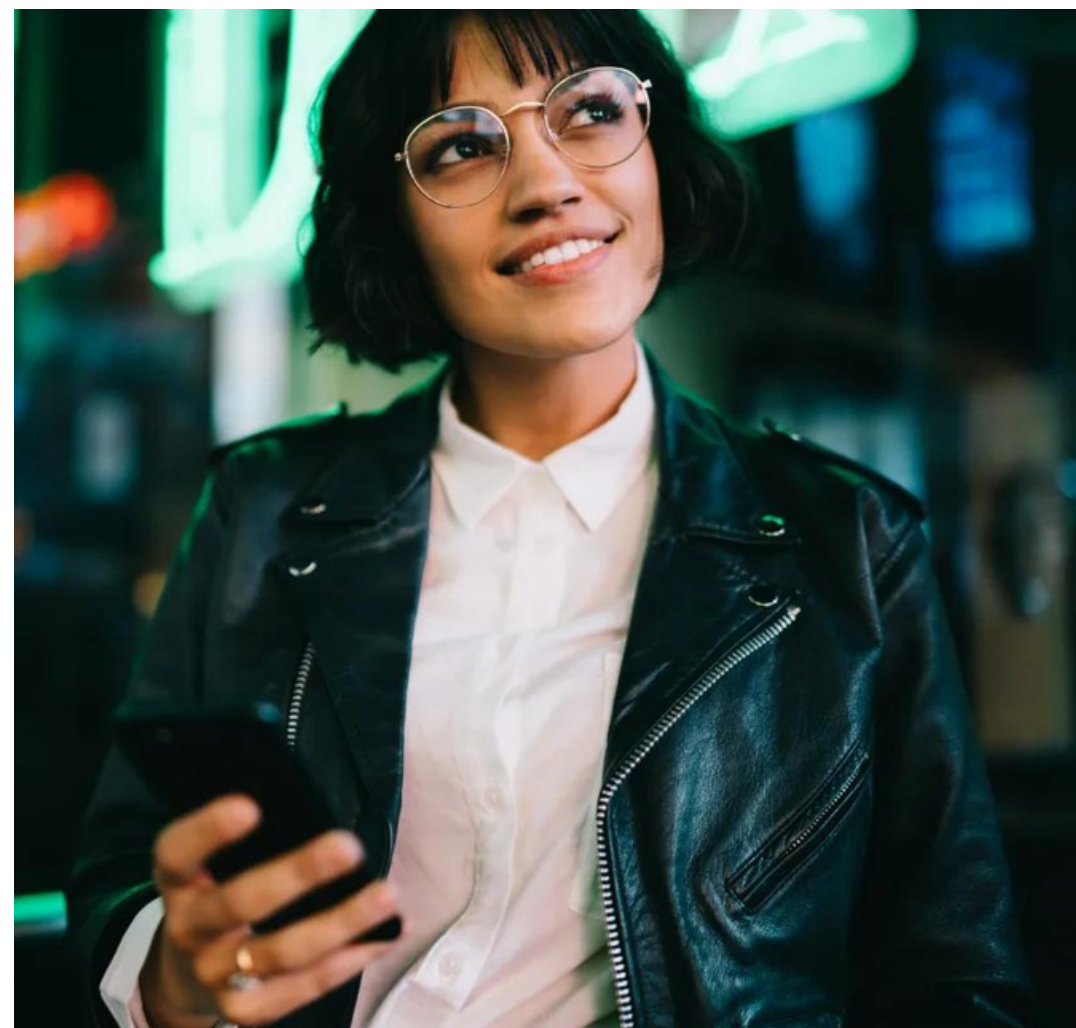
Hold themselves  
accountable



# AUDIENCE PERSONA:

## Meet Jen: The Local.

- Jen is 26 years old
- Passionate about her work, leads a busy life
- Wants to do her part to help the environment
- Wants to know the companies she supports are ethical



## Meet Jack: The Tourist.



- Jack is 35 years old
- Traveling to LA with his wife and young daughter
- Wants a quick dining experience, but still wants a quality meal
- Needs to find restaurants his whole family can enjoy

# BUDGET BREAKDOWN:

TOTAL BUDGET: \$4.5 MILLION

GRPS: ~ 7,300

AVERAGE  
REACH: ~ 70

## BUDGET BREAKDOWN BY LOCATION:

WESTFIELD TOPANGA: \$450,000

WALNUT CREEK: \$900,000

WESTFIELD OAKRIDGE: \$450,000

KOREATOWN: \$1,350,000

SILVERLAKE: \$900,000

# MONTHLY BREAKDOWN (LA):



## JUNE

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)

AD SPEND: \$184,900  
REACH: 50  
AVG. FREQ: 4



## JULY

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)
- GOOGLE ADVERTISING

AD SPEND: \$113,000  
REACH: 43  
AVG. FREQ: 3



## AUGUST

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)
- GOOGLE ADVERTISING
- CABLE ADVERTISING

AD SPEND: \$1,143,300  
REACH: 79  
AVG. FREQ: 15



## SEPTEMBER

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)
- GOOGLE ADVERTISING
- CABLE ADVERTISING

AD SPEND: \$629,900  
REACH: 72  
AVG. FREQ: 8.5



## OCTOBER

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)
- GOOGLE ADVERTISING
- CABLE ADVERTISING

AD SPEND: \$854,100  
REACH: 77  
AVG. FREQ: 12.5



# MONTHLY BREAKDOWN (SAN FRANCISCO AREA):



JULY

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)

AD SPEND: \$629,000

REACH: 76

AVG. FREQ: 22



AUGUST

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)
- GOOGLE ADVERTISING

AD SPEND: \$383,000

REACH: 71

AVG. FREQ: 14.5



SEPTEMBER

- SOCIAL MEDIA
- OTT ADVERTISING (HULU)
- GOOGLE ADVERTISING

AD SPEND: \$562,000

REACH: 75

AVG. FREQ: 20

APPROXIMATE REACH AND AVERAGE FREQUENCY  
CALCULATED USING MEDIA FLIGHT PLAN.

AUDIENCE: ADULTS 18-49

SPOT MARKETS: LA AND SAN FRANCISCO GENERAL AREA