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TGI Fridays x Glowup Intl.

History/Background

TGI Fridays is a classic American restaurant. However, in recent years, the chain is struggling to maintain a strong and consistent brand image, resulting in a low brand perception. The goal of our campaign is to improve the overall brand perception of TGI Fridays. We plan to do this with a 90 day campaign consisting of three phases: to expose, engage and excite the TGI Fridays customer.

When TGI Fridays opened its first restaurant in 1965 on the upper east side of New York City, the main focus was to encourage single people to come and drink. The founder, Alan Stillman, lived in a neighborhood amongst single people and wanted to create an atmosphere for people to mingle and meet while enjoying craft cocktails. At the time, it was rare to find a public place where singles could interact over drinks (Schonberger 2018). Although it is a common find now, TGI Fridays should take a look back at the roots that started it in the first place. Our goal is to ensure that our consumers *still* have a place to meet and be merry, accompanied by craft cocktails and good food.

Before deciding on what kind of campaign to create with our large budget of six million dollars, we need to have a better understanding of TGI Fridays' current positioning. We

conducted a SWOT analysis to identify their different strengths and opportunities (Appendix A). We looked at TGI Friday's website and recent advertising campaigns. Here is what we found: TGI Friday's heritage statement claims they are, "a bar that just happens to serve killer food in an environment that always feels like happy hour on a Friday afternoon." We found that the current advertising strategy is centered completely around food and pricing even though the website highlights the superior drinks and bar experience. We see this as a disconnect in messaging in terms of core competencies and what is being perceived by customers.

While the casual dining industry is growing in terms of dollars spent, the physical number of diners going out to eat has dramatically decreased (Appendix B). With the rise in meal delivery apps like UberEats, GrubHub and Postmates, people are choosing to order in more often than ever before. Based on that research it is apparent that we need to come up with a campaign that would get people in the door and coming back. The casual dining industry may be having a hard time maintaining a steady customer flow, but there is one thing that the new food delivery apps can't compete with: killer cocktails and in-store dining experience.

This is where our opportunity comes in to curate a custom campaign. We found that there is a place for TGI Fridays to shift the way people think about a night at the restaurant without causing harm to current regular patrons. By leaning into the strength of the bar and launching an effective promotional campaign, we believe the company can engage a previously untapped consumer segment in young professionals and millennials looking for a reliable place to get a drink. TGI Fridays crushes its competition in its bar capabilities. They pride themselves on their skilled bartenders and swanky cocktail atmosphere. We know we can use the lack of awareness of TGI Friday's as a cool bar to our advantage to create an ad campaign that

highlights the mastery. After the campaign is complete, we are certain that the overall brand perception will improve.

Primary Research

Before beginning the creative planning on our ninety day campaign, we conducted a survey to learn more about people's perception of TGI Fridays. We wanted to be sure that we were not making assumptions solely on our own perceptions because we are not frequent TGI Friday's customers. We asked questions to around 100 people to help us better understand their view of the restaurant and what the current brand perception is. 83% of respondents said they are open to trying TGI Fridays, 80% said they would go with friends, yet only 39% agreed they would go to TGI Fridays for drinks after work. The numbers indicate that people are willing to go to TGI Fridays with friends but they do not think of it as a quality bar, which is where we are going to instill change with our campaign. 46% of respondents agree that TGI Fridays is all about food, 68% were neutral to the statement, "TGI Fridays has great drinks" and 60% were neutral to the statement, "TGI Fridays has skilled bartenders." From our survey, we found that people don't have a strong negative view of the beverage service, they are simply unaware. We found that a lack of awareness is an avenue for exploration and our campaign.

After analyzing the survey results, we think it would be best to assign TGI Friday's a brand perception score. The current brand perception score is a 2.6 on a scale of 1-5. That score is the mean score of responds to the heritage statement, "TGI Fridays is a bar that just happens to serve killer food in an environment that always feels like happy hour on a Friday afternoon." We are confident that with our 90 day campaign, we will be able to expose, engage, and excite

customers to bring that score up to a 4.0. A 4.0 would indicate a shift from slightly negative to positive. Simply put, it would mean that the average of responses would be that people agree with the heritage statement. It is important that the customers agree with the heritage statement because that is the basis and core to the brand and its values. We want our consumers to not only agree, but relate to this statement in order to maintain a solid brand perception and customer loyalty.

Communication Strategy

Currently, TGI Friday's target market is hard to identify. There are lots of mixed messaging with the current strategies, so we feel it is necessary to hone in on what we think will be the most successful to drive sales and increase brand perception. Our decision is derived from our market research and the core company values and beliefs. What TGI Fridays was founded on in the first place was crafty cocktails made well and an environment to hang out and meet new people. The best avenue for success, keeping all of that in mind, will be to target young professionals. Young professionals are an ideal avenue to enter because they are open to try new things and have a particular interest in great bars. We want TGI Fridays to be viewed as a place where they can meet after work for drinks, and even take their dates. As far as these young professionals go, specifically we are tapping into the 23-30 year olds who work 9-5 jobs. Millennials are a very socially driven generation, which we see as a positive opportunity.

Upon the development of our creative campaign, we feel the best way to approach our ideas is to chunk it up into three phases. Our three phases consist of TGI Fridays exposing their brand positioning to their target consumer, engaging directly with them, and exciting them. Our

overall campaign goal, achieved with these three steps, is to increase the overall brand perception of TGI Fridays. We want our consumers to not only recognize TGI Fridays as an option for food, but an exciting destination for beverage as well.

The timeline set for this campaign is about one quarter of the fiscal year, and the three distinct phases will best capitalize on different moments in the hierarchy of effects. We chose to divide the campaign into three different sections because we want to allow time to focus on different strategies to account for different levels of brand awareness and the imperative of changing brand perception amongst even those who regularly attend TGI Fridays restaurants.

Throughout the ninety days set for this campaign to run, our goal is to shift the current brand perception consumers currently hold when thinking about TGI Fridays. By the conclusion, we are hoping to sway the narrative from “Fridays is a family restaurant with okay food” to “Fridays is an excellent bar with amazing cocktails” amongst the previously mentioned key members of our target demographic. We are looking for longevity with this campaign, and for the brand perception to remain changed far beyond the ninety days of this campaign. If customers come in with a new vision of quality cocktails crafted by mixologists, it could forever add a new stream of revenue from a group of consumers previously unengaged at all in casual dining.

Shifting brand perception is crucial to the overall success of the TGI Friday's brand. Where we stand now, there is not much opportunity for growth. By shifting the focus from food to drinks, however, we are allowing a new avenue for consumers to see Friday's for all it is – including a swanky cocktail bar that serves killer drinks!

Marketing Plan

To execute our ad campaign we have created three phases to take place over 90 days. Each phase is meant to guide the consumer through the hierarchy of effects to eventually lead to the purchase decision. We also have created goals for each phase that apply to the SMART framework:

Specific: Change brand perception.

Measurable: Increase of bar sales / overall restaurant sales to reflect an increase

Also social media mentions

Achievable: Don't have to change much, just shift the advertising focus to the bar and to the style that will draw in our younger target consumers

Relevant: Survey results show that a shift in brand perception is needed in order to drive sales.

Timing: 90 day campaign

Phase 1: Expose [Day 1-30]

Phase 1 is the initial step where there is an opportunity to expose branding to a solidified consumer group. In this case, we are going to target young professionals interested in a swanky bar scene with quality drinks. This part of the campaign falls within the cognitive stage in the hierarchy of effects, with the goal of increasing awareness and knowledge of the strength of the bars found in TGI Fridays.

In developing our creative campaign ideas, there were a few parameters we had to keep in mind. First and foremost, all creative has to support the central idea of the campaign; that

the quality of Fridays' bar is a grade above its casual dining competitors and a point of strength that can be promoted to attract new consumers to its restaurants. This means, at least for the aforementioned Phase 1, all the imagery needs to look suave, elegant, and representative of an organization that prides itself on mastery at the bar. This raises the need to throw out the playbook and rethink the assets and messaging Fridays was previously using in creative.

We have landed on the idea of executing clean and confident images and videos that lean into mystique instead of campiness. The idea is to produce a series of compelling photos in the style of film noir to break through ad clutter and capture the masterful essence found at TGI Fridays bars. Our plan is to use fleeting attraction to create an emotional resonance with consumers, whether they desire a fun night out with friends, a place to take someone special, or simply a Manhattan made right.

We then plan to plaster these images across urban centers, as well as on organic and paid social channels, and in publications such as *Bartender Magazine* and *Business Insider* with the hopes of achieving the mere exposure effect. The content can be easily adjusted to fit these different mediums, a nice bonus given the expense that will be incurred through this media strategy. It is also important that we target a broad audience with our most expensive advertising purchases to increase exposure, but also do more focused media placements to ensure we are reaching our key demographics.

Additionally, we will be buying a 30 second advertisement slot in ABC's prime time slot of *This is Us*. This show works best based on our target demographic. The show has a whopping 10.3 million total viewers, and it is the highest rated series, outside of sports, for 18-49 year olds (Poggi 2018). The scene for the commercial would look something like this: *The camera*

pans in from the night to reveal a cocktail lounge aglow. The viewer thinks to themselves, "Is that the Hemingway?" No. That's a TGI Friday's. The camera then cuts to a lively scene inside the restaurant. Friends are laughing at the bar. Lovers are exchanging flirtatious glances. And bartenders are crafting cocktails, divine in their perfection. Is this not the first place you'd want to go for drinks? Cut to logo." The video commercial, like the static photos used throughout the campaign, will be chic and represent a class at the bar not typically associated with TGI Fridays' restaurants. Through this portrayal, this new light we hope to cast on what a night at Fridays could be, we hope to begin the shift in outlook needed to change brand perception. We believe this campaign will present target consumers with the necessary exposure to add Fridays to their consideration, and prepare us nicely for Phase 2 of our promotional strategy.

Phase 2: Engage [Day 30-60]

After re-familiarizing our consumers with the restaurant with new creative branding, we proceed to Phase Two. This second phase is all about engaging directly with our consumers. It still falls within the cognitive stage of the hierarchy of effects, as it attempts to grow the target audience's knowledge of TGI Fridays, but by the end it is anticipated users would be in the affective stage as they begin to develop a preference for the brand.

It is important to maintain a strong relationship with our customers to generate value, so we want the second phase to be built on the idea of speaking to consumers at a more direct level. The promotional avenue we have chosen to achieve this comes in the form of an invitation for consumers to put our bartenders to the test.

The promotion will essentially manifest in the form of a variety of commercials and social collateral inviting would-be bar patrons to come into a Friday's, order any drink off the menu, and wait for it to be made perfectly. The leverage point comes as a gamified incentive; if the bartender doesn't make the drink perfectly, the next one is on Fridays. We can't really picture a scenario in which many people cash in on the free drink, but we do see this promotion as a great way to get people into TGI Friday's and to try out a bar they otherwise may not have.

The storyboard copy for our ad would be something similar to what follows here: *"We have done research on the best drinks, and industry pioneers' staples, in order to curate a strong list of 100 for customers to refer to when ordering. To prove the skills of our bartenders and that we have some of the best, we want our customers to order anything they like off of that list and make sure it is absolutely satisfactory. If our bartenders are unable to make a drink that is on the list we curated, the next one will be on us guaranteed."*

In this stage of the campaign our customers are now being exposed to the strengths and skills of our bartenders and what we do best. This is another way to move the needle on brand perception to shift and convince our desired consumers that Fridays is a place they can come to enjoy quality cocktails, made right every single time.

Phase 3: Excite [Day 60-90]

By the time we arrive at phase three, we are assuming that our previous media strategy has been well executed and that our target consumers have seen promotions from the previous two phases. In addition to a basic level of familiarity, we are also hopeful that our ads have been effective in laying the groundwork in changing the way young professionals and other

members of our target market see the bar. While phases one and two were focused on exposing the offerings of the Friday's bar and engaging consumers enough to come in for a drink, respectively, phase three is all about excitement.

The main goal of phase three is to excite consumers and make them want to engage with the TGI Fridays brand. This is, without a doubt, the conative stage of the campaign. Our goal is to have consumers develop a preference for TGI Fridays, or better yet, conviction in making the business their bar of choice for all occasions. If executed correctly, they will also patronize Fridays, spread positive messages through WOF, create invaluable user generated content, and help spread the campaign through organic social media. Getting people excited to come into the restaurant is what builds loyal customers, so phase three will be pivotal in cementing the new perception of TGI Fridays that we hope our target market to have.

While the dividends of phase three will be seen largely on social and earned media, we plan to execute this part of the campaign through fairly traditional promotional strategies. The mediums we intend to use are television commercials and point-of-sale material found in the restaurant.

TGI Fridays does already take advantage of the cheap advertising enabled through point-of-sale material. From table tents to menus to signage to coasters, there are many opportunities to message to consumers who already have familiarity with and possess at least a small affection for the brand. Our plan is to invest in point-of-sale pieces that start a dialogue with the consumer. At this point in the hierarchy of effects, we know customers have had a good experience on TGI Fridays. Now, we want them to feel like they have a trusted relationship with the brand, so much so that they wanted to share this excitement with others.

The task of consumers in this campaign is simple: share photos of themselves having fun at the Fridays bar on social media. Using the hashtag, “This Is How We Fridays,” patrons will be encouraged to post photos of their night out on their social media accounts. Those who participate by posting will be entered for the chance to have the TGI Fridays crew host their next event. This could be anything; an office meeting, BBQ, Bar Mitzvah, birthday, etc. The beauty of this promotion is that it provides value on two fronts. For one, it gives consumers a real incentive to post about Fridays on social media. Many people are often hesitant to spend their social capital promoting brands on Instagram, but with a great enough incentive they often acquiesce to do so, if not with enthusiasm. This user generated content and earned media will be incredibly valuable in continuing to spread the word about Fridays’ bars. Secondly, the promotion is also yet another opportunity for the Fridays bartending crew to show their skills. Given that the entire campaign is focused on showing the world how exceptional the bars at TGI Fridays are, it would stand to reason that every opportunity to exemplify this is one worth taking. Thus, when a winner is selected to receive the prize of having Fridays host their event, it will be an opportunity to showcase mixology and bar mastery across earned and organic media.

We will also be doing one final media buy, again purchasing a 30-second spot during prime time programming on ABC. After this initial run, we will post the video to social media to execute an integrated marketing campaign around this video and extend its effect through paid reach and the organic content posted by participants in the contest. Our belief is that the “#ThisIsHowWeFridays” campaign will foster an environment of excitement, and catalyze the

posting of invaluable user generated content that continues to attract new business long after the promotion has formally ended.

TGI Fridays already has great drinks and bartenders, the crux of the issue is making sure consumers know. As outlined above, the entire focus of the campaign is to expose customers to how amazing the TGI Fridays experience is, particularly at the bar. Through this campaign, we guide customers through each phase of the hierarchy of effects. It will drive people in the door and get them to try the product out for themselves. Through this, they will develop a preference towards TGI Friday's, resulting in a more positive view of the brand overall as well as increase customer retention. The concept is visionary yet measurable, and easily articulated.

Media Strategy

All this being said, in order to plan and implement our campaign, we need a robust media strategy. We conducted adequate research in order to decide how to split up our allocated budget of six million dollars, breaking down the budget in the best way we see fit for each phase. Phase 1 accommodated for 28% of the budget, phase 2 accommodated for 33% of the budget, and phase 3 accommodated for 36% of the budget.

For phase one, we decided to go with a television advertisement that would play during *This is Us* on ABC, magazine advertisements, subway and bus shelter advertisements, and we accounted for the video production. Based on our research into advertising, it will cost \$433,866 and magazine advertisements will cost \$30,000 (Poggi 2018). The rest of the budget for phase one is more tedious as it is divided up by the five major cities we want to target and the costs differ between the cities (Appendix c). In phase 2, the costs went towards HULU and

Youtube Ads, as well as influencers to share organic material on their social media. Phase three's budget went towards another television advertisement that would play during *This is Us*, point of sale material, as well as social media material.

We found that there is still a large audience who watches television and the most popularly watched show is *This is Us* on ABC. *This is Us* is the most highly watched show amongst our target market. We wanted to raise awareness across five major cities by plastering our advertisements everywhere. That is how we made the decision to choose subway platforms, subway entrances, backlit posters, and bus shelters across the cities as a focal point for our campaign. We averaged the amounts and costs based on the amount of subway stations and bus shelters we want to cover. Plastering the advertisements and playing a TV advertisement will help us succeed in our phase one goal of exposure. The Hulu and Youtube advertisements, as well as the money going to the influencers in phase two, will help us to engage with our customers through the introduction of our bartender challenge. Young professionals have shown an increase in watching through streaming services which is why we feel we can reach them through Hulu and Youtube. Finally, our phase three media strategy will help us excite the customers to post about the fun they are having at TGI Fridays. We are hoping that phase 3 will introduce user generated content that will keep awareness high even after the 90 days are over.

Campaign Evaluation

To measure results we plan to send out a second survey after the 90 days to see how much brand perception has changed. We will ask people to either agree or disagree with the same statements from the first survey. If we can successfully improve the brand perception score of TGI Fridays we can help them to reach a whole new audience and bring in a younger demographic. This will help them to stay consistent in their messaging as well as return to their core competencies of being a public cocktail party.

We can measure the success of our campaign through a few different channels. First, we can compare responses and see how they changed in the follow up survey. In some ways, this will be the best measurement tool as it will directly compare and contrast initial responses with those that followed after the campaign. Another performance indicator that would be worth looking into are bar sales. A substantial increase in generated revenue, especially that which occurred at the bars could almost certainly be attributed to the efficacy of our campaign.

Finally, we can measure success by examining social engagement, mentions, and user generated content. Changes in the digital presence and following of TGI Fridays are more easily trackable, and the data derived from these metrics can paint a clear picture as to what aspects of the campaign were most successful. Broadly, though, the more engagement and content we have will directly correlate with the success of the campaign.

Conclusion

Today, TGI Fridays is a household name, known across America as a solid casual dining choice. It's roots, however, are in the suave world of cocktail lounges, and that is where we

intend to return, albeit only as an addendum to the cash cow of endless apps, in this campaign. Friday's heritage statement claims they are, "a bar that just happens to serve killer food in an environment that always feels like happy hour on a Friday afternoon." By the end of our campaign, consumers will have come to believe this as well.

Our research identified opportunities within Fridays' marketing strategy, and the three phases of promotions outlined in our campaign capitalizes upon them. In leveraging the strength of the bars found in TGI Fridays restaurants, we see the chance to fundamentally change the way an entire demographic views the establishment, and, in turn, shift them from skeptics to loyal and frequent patrons.

Our campaign is backed by top tier creative, with the numbers and media plan to back up our strategic decisions and ensure Fridays is in the best position to succeed with this campaign. We fuse tested and traditional marketing tactics with surprising twists and incentives to get consumers excited about coming out to a restaurant, walking them through every stage of the hierarchy of effects. Described in this plan, is an integrated promotional campaign that exists across platforms. Described in this plan, is what it means to have a partnership with Glowup INTL.

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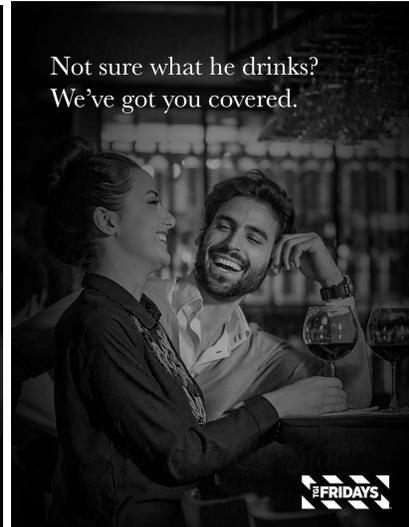
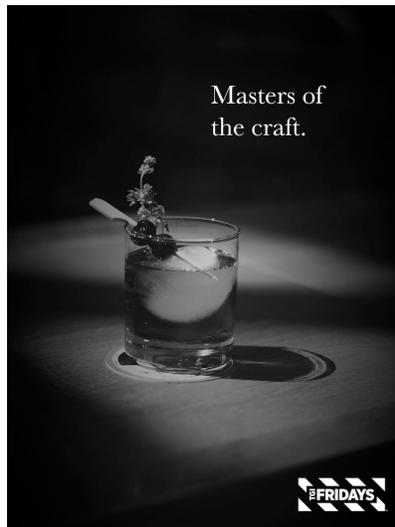
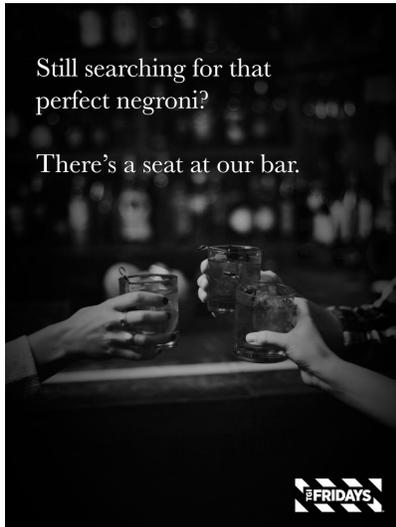
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Appendices:

Phase 1 Visuals (A):



Phase 2 Visuals (B):



The entrees.



And the apps of course!



You all know TGI Fridays. You love TGI Fridays!



You love the atmosphere.



But we want to talk to you about our drinks.



We make a lottt of drinks!



Our bartenders are highly skilled and can hang with the best of them. We got you.



In fact, we're so confident in our mixologists that we searched the globe...



Asking influencers, thought leaders, and experts
for their favorite drink recipes.



FRENCH MONTANA

Artist/Producer • *Rum Swizzle*

We got a lot of unique answers...

PAUL DUFFY

CEO Absolut • *Moscow Mule*



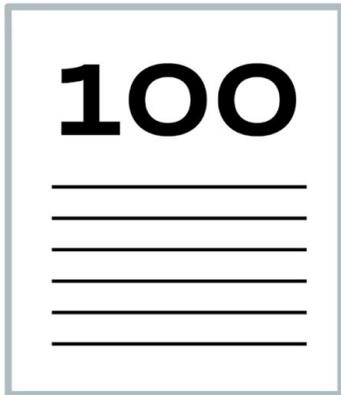
From industry pioneers...



C PHILIP

Nail the Cocktail • *Dirty Shirley*

And wrote them down on a big list.



Then we put 100 of them on our menu.



We knew our crew could handle it.



So come down to Fridays and take a look.
You'll find something you like.



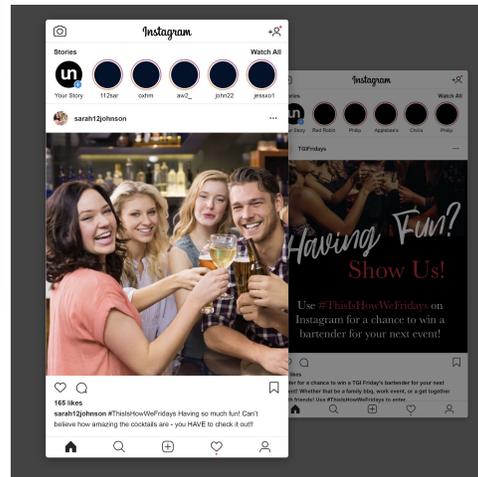
And we're confident our bartenders - excuse me
- artists, will make you that drink perfectly.



Or the next one's on us.



Phase 3 Visuals (C):



On a scale from 0-10, how likely are you to recommend TGI Friday's to a friend or colleague?

Not at all likely

Extremely likely

0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>										

If you were to go to TGI Fridays, who are you most likely to bring with you?

- A date
- Colleagues
- Friends
- Family
- Other

Please select what days you are most likely to go for happy hour drinks? (can select more than 1)

Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/>				

To what extent do you agree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
"TGI Fridays is a bar that just happens to serve killer food in an environment that always feels like happy hour on a Friday afternoon."	<input type="radio"/>				
I would go to TGI Friday's after work to grab a drink.	<input type="radio"/>				
TGI Fridays has skilled bartenders	<input type="radio"/>				
Drink prices play a big role in where I choose to go.	<input type="radio"/>				

Which of the following statement do you identify the most with?

- I will never go to TGI Fridays
- I am open to trying TGI Fridays
- I always go to TGI Fridays

How old are you?

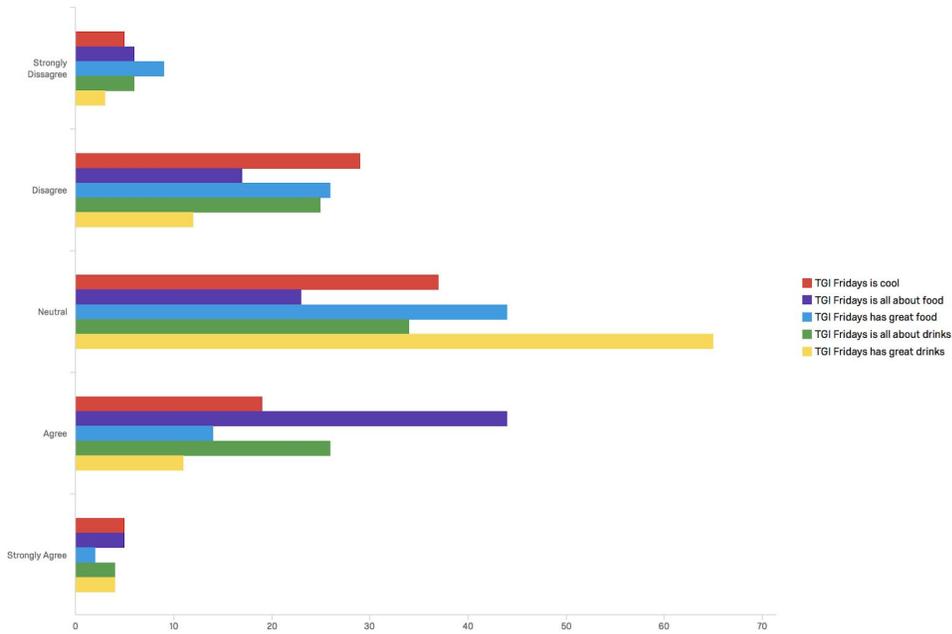
- 16-18
- 19-21
- 22-24
- 25+

What gender do you identify with?

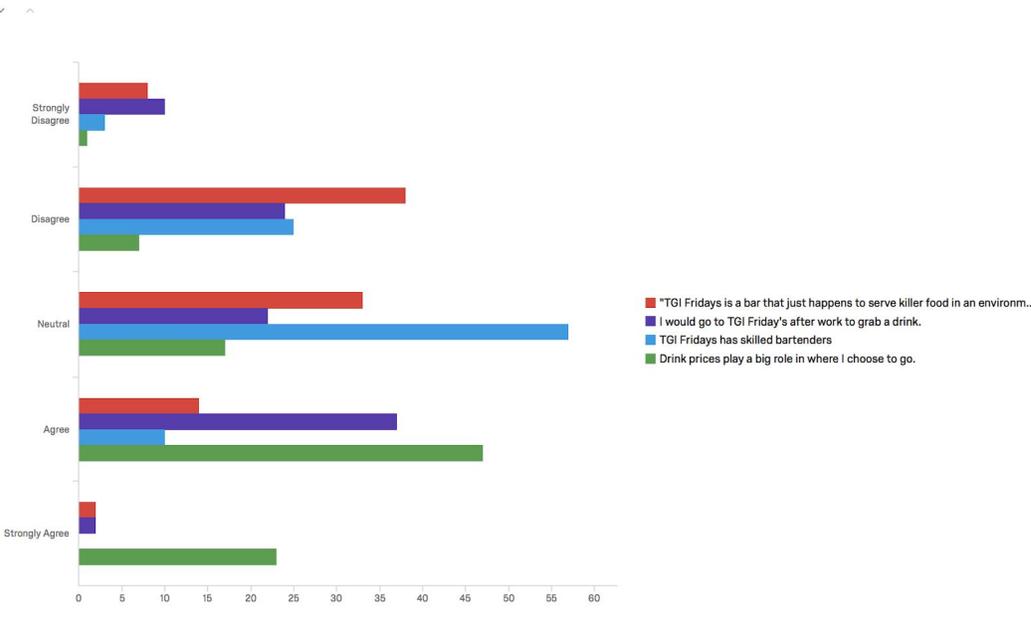
- Male
- Female
- Prefer not to say
- Other

Thank you for taking the time to fill out this survey!

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#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	TGI Fridays is cool	1.00	5.00	2.89	0.96	0.92	95
2	TGI Fridays is all about food	1.00	5.00	3.26	1.02	1.04	95
3	TGI Fridays has great food	1.00	5.00	2.73	0.90	0.81	95
4	TGI Fridays is all about drinks	1.00	5.00	2.97	0.98	0.96	95
5	TGI Fridays has great drinks	1.00	5.00	3.01	0.73	0.54	95

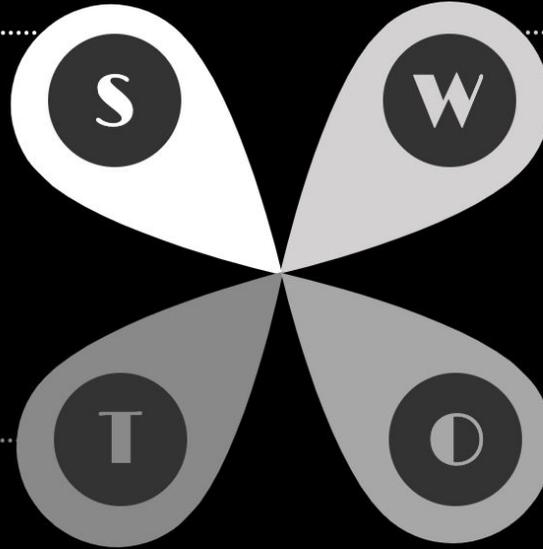


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	"TGI Fridays is a bar that just happens to serve killer food in an environment that always feels like happy hour on a Friday afternoon."	1.00	5.00	2.62	0.91	0.82	95
2	I would go to TGI Friday's after work to grab a drink.	1.00	5.00	2.97	1.07	1.15	95
3	TGI Fridays has skilled bartenders	1.00	4.00	2.78	0.67	0.45	95
4	Drink prices play a big role in where I choose to go.	1.00	5.00	3.88	0.89	0.80	95

TGI FRIDAYS SWOT ANALYSIS

Strengths

- Brand recognition
- TGIF has nearly 1000 locations worldwide
- High Satisfaction
- Price point + Quality
- Brand loyalty
- Bartending



Weaknesses

- Limited T.G.I. Fridays advertising compared to competitors
- Disconnect between advertising and core competencies
- Focus on target market is scattered
- Inconsistent branding
- Low Brand Perception

THREATS

- Rise in health-conscious consumers
- Volatile costs of raw materials
- High competition
- High buyer power

Opportunities

- Increase general advertising
- Target new audience (expand into untapped market)
- Return to core competencies
- Use the bar as a competitive advantage

Cost Analysis Spreadsheet (Appendix c):

PHASE 1				
TV Advertisement during This is Us	\$433,866.00			
Magazine Ads	\$30,000.00			
NEW YORK/ NEW JERSEY			DALLAS	
Subway Platforms (for 4 weeks in 200 stations)	\$40,000.00		Metro Stations (for 4 weeks in 30 stations)	\$6,000.00
Subway Entrance (10 at \$3000 per station)	\$30,000.00		Backlit Posters (10 at \$1500 per poster)	\$15,000.00
Backlit Posters (10 at \$1500 per poster)	\$15,000.00		Bus Shelters (50 at \$3000 each)	\$150,000.00
Bus Shelters (50 at \$3000 each)	\$150,000.00		TOTAL	\$171,000.00
TOTAL	\$235,000.00		ORLANDO	
CHICAGO			Metro Stations (for 4 weeks in 10 stations)	\$2,000.00
Subway Platforms (for 4 weeks in 100 stations)	\$20,000.00		Backlit Posters (10 at \$1500 per poster)	\$15,000.00
Subways Entrances (5 at \$3000 per station)	\$15,000.00		Bus Shelters (50 at \$2000 each)	\$100,000.00
Backlit Posters (5 at \$1300 per poster)	\$6,500.00		TOTAL	\$117,000.00
Bus Shelters (30 at \$3000 each)	\$90,000.00		PHASE 1 TOTAL	\$1,255,866.00
TOTAL	\$131,500.00			
LOS ANGELES			VIDEO PRODUCTION TOTAL	\$1,500,000.00
Metro Stations (for 4 weeks in 50 stations)	\$10,000.00		3 Videos (one for each phase)	
Backlit Posters (10 at \$1500 per poster)	\$15,000.00			
Bus Shelters (75 at \$1500 each for 4 weeks)	\$112,500.00			
TOTAL	\$137,500.00			
			Total Budget	\$6,000,000.00
PHASE 2			Total Spend	\$5,989,732.00
\$500,000 for both HULU and Youtube	\$1,000,000.00		Surplus	\$10,268.00
\$500,000 for influencers to share organic social	\$500,000.00			
PHASE 2 TOTAL	\$1,500,000.00			
PHASE 3				
TV Advertisement during This is Us	\$433,866.00			
Point of Sale and Social	\$1,300,000.00			
PHASE 3 TOTAL	\$1,733,866.00			