Media Recommendation for 2013

Primary Target Demo: A25-54 HHI $50- $75,000
Secondary Target Demo: M 25-34 HHI $50- $75,000

Spend Breakout:

Tourist Print $XXXXXX
Tourist Outdoor $XXXXXX
Inland Empire $XXXXXX
Sirius $XXXX
National $XXXXX
Internet $XXXXXX

Objective: To make the Hooters Casino brand relevant in the tourist market and to establish market share in the Southern California area.

Strategy: Place media in the Inland Empire, primarily in the San Bernardino area. Focus on the primary target audience to establish presence while maintaining effective buys. Establish an ROI by using direct response paired with branding messages.

Tactics:
Use OOH as the base to build frequency with guerilla marketing; ads in bars and gyms, coffee sleeves, sports radio, traffic, with some print.

Mediums:
OOH: Poster boards along major arteries in the San Bernardino area. Utilize a series of creatives that highlight the various offerings of Hooters in a lighthearted, kitschy manner.

Guerilla Efforts: Place ads with direct response messages, i.e. Facebook followers, special offers or prizes in local bars and gyms that fit within the target audience. Use coffee sleeves in a similar manner; we can use a QR code and track responses to trivia with a prize offering.

Sports Radio: Target the male audience through various live game broadcasts. This audience is a deeply loyal audience and fits in our secondary target.

Traffic: Ten second live reads during peak traffic times in the Inland Empire area.

Print: Use community newspapers to showcase a room rate. Paired with the frequency building of the other elements, this would be used to drive them to visit our site and book.