

# Atlanta Joint Marketing Plan

Radio One Tailgate Campaign	\$3,000
Text Messaging Component	\$1,200
Cy Man Endorsement	\$1,400
Comcast Spotlight	\$6,500
<b>TOTAL</b>	<b>\$12,100</b>
Total Monthly Expenditures	\$4,033
Monthly BP Contribution	\$1,008.33

**Radio One Tailgate** - Brand will host and sponsor a tailgate party for all Atlanta Falcons home games. This promotion will run from August - December . As a part of this effort BP's will be expected to provide food for 200 guests. Each BP must provide 2 and a half cases of wings/boneless product.

**Text Messaging** - Text messages will be sent to pushed to more than 12k unique numbers and all Fishbowl signups weekly. This campaign will run from September - December. It will assist in getting out the word on events and specials and driving additional traffic to the Fishbowl eClub system.

**Local Celebrity Endorsement** - The group will receive a product endorsement by popular Radio Personality Cy Man on Hot 97.5 FM Radio. Talent will provide a :60 LIVE on-air endorsement every other week for a total of \$350 per month (2x monthly)

**Comcast Spotlight** - Television being a visual medium allows potential and current guests to see the product. This schedule would run every other week from September - November, complementing the national cable and broadcast campaign.

## Atlanta Joint Marketing Sales Results

	Q2	Q3	Q4
Store 1	77364	65460	96310
Store 2	51600	62212	88510
Store 3	117780	125412	158568
<b>TOTALS</b>	246744	253084	343388
Increase		<b>2.57%</b>	<b>35.65%</b>