

**ASSIGNMENT SHEET & RUBRIC
STRATEGIC BRIEF (100 points)**

ASSIGNMENT

Based on our classroom discussions and the examples, write a strategic brief using the template in the supplemental materials module. For this assignment, you are to work in groups of two. You must state a goal, at least two objectives, a media strategy, a messaging strategy, and a list of tactics and action items. You may use the prompt below as the background portion of the brief.

Prompt: Braum’s, a regional fast food brand with more than 300 locations in Oklahoma, Kansas, Texas, Missouri, and Arkansas, wants to increase awareness of its Fresh Market among 18-to-24-year-olds. Conduct social listening and observation research as you complete a strategic brief using the template in Canvas. This assignment will scaffold into your ad package assignment next week.

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| BACKGROUND |
|--|
| <i>Relevant information about client, market category, or any other issues that may be relevant.</i> |
| Braum’s is an American chain of ice cream and fast food restaurants. Based in Oklahoma City, Braum’s was founded in 1968 by William Henry Braum (Bill). As of September 2023, 58% of its audience are women, and about 41% of them are men. About 29% of their visitors are between the ages of 25-34. |

| GOAL |
|--|
| <i>What do we ultimately want to achieve for this client?</i> |
| Increase awareness of Braum’s Fresh Market among 18-to-24-year-olds. |

| TARGET AUDIENCE |
|---|
| <i>Who they are; age grouping; where do they live?</i> |
| The target audience is 18-24-year-old men and women who live near Braum’s. The observed group will be those living in a college town, either actively going to school or having recently graduated. |

CONSUMER INSIGHT

What are the demographic, physiographic, social, or economic factors that motivate your TA?

The consumer is going to more than likely be college students or recent college graduates who want a cheap meal or who want cheap ice cream. They are not going to want to pay a lot for groceries and so Braum's would be the ideal spot to grab any essential item.

The Fresh Market is open the same hours as the restaurant, making it easy for a late-night run to grab milk or butter. Many consumers this age have inconsistent schedules because of classes at various times of the day. The hours of the Fresh Market make it easy to stop at almost any time of day when it's convenient.

Grocery pick-up through the app also makes it convenient for a stop on the way home from school/work and saves time by having someone else do the shopping for you.

COMMUNICATION PROBLEM

What can we affect with strategic communication that works toward the goal?

Currently, Braum's has profiles on Tik Tok, Facebook, Instagram and Twitter (X), but a low presence and does not keep up with posting regularly to stay consistent with the algorithms. Braum's needs to advertise more of the items that are in the Fresh Market as well as the fact that you can get your favorite ice cream in a tub to take home and enjoy anytime you want. To reach the target audience, we need to use social media to our advantage to post about what the Fresh Market has to offer. [Currently, Instagram, Tik Tok are Twitter \(X\) are the most popular among 18-24-year-olds.](#)

OBJECTIVES

How do we break this down into measurable steps? Objectives for: Communication, Media

PR Objectives:

To increase a positive Braum's brand awareness among college-aged students and recent graduates by the beginning of 2024. Measure of Success: increased followers and interactions with social posts on targeted platforms.

Media Objectives:

To increase presence by 25% on all social media platforms by the beginning of 2024 and have over 150 daily interactions on posts. Measure of Success: higher weekly post average, with increased average interactions on each post.

MEDIA STRATEGY

Based on research, how you will deliver the message? You need to know how your TA uses media to answer this.

Promote Braum's Fresh Market on social media platforms using influencers/microinfluencers that the age demographic follows..

Create a creative/ trendy hashtag that grabs the demographics' attention. #farmfreshfrombraums

Find 15 college-aged social media influencers to partner with to promote Braum's to different audiences by Nov. 10

Develop 30 to 60-second video promotion ads to use on platforms such as TikTok and Instagram.

Expose 25,000 students/people to Braum's Fresh Market through branded advertisements around campus whether it be on a screen in the student union or a flyer on a wall.

MESSAGE/CREATIVE STRATEGY

Based on research, how you will craft the message for your audience? Based on your insights, what will be most persuasive to your TA based on your objectives

Position Braum's Fresh Market as the preferred place to buy dairy in OK, TX, AR, KS and MO.

Show Braum's Fresh Market as a unique selling point with a market inside a restaurant with curbside pickup availability, and fresh items from the Braum's farm.

TACTICS

What do you need to do to execute your strategies?

Utilize existing social media accounts for weekly content that promotes Fresh Market items and deals. Have schedule through the end of 2023 by Oct. 20.

Create day in the life TikToks with influencers based on shopping at the fresh market by Nov. 10.

Offer coupons in drive-thru orders for a free ice cream pint with any fresh market purchase for the whole month of November.

Promote the coupons mentioned above on social media, and offer extra coupons when they show they are following Braum's socials for the whole month of November.

Offer coupons mentioned above at college campuses during the month of November, along with a QR code linked to Braum's new app for grocery pick-up.

Create hashtag #farmfreshfrombraums for customers to use and share their experiences from the Fresh Market. Use hashtags in future posts about the market. Implement this by Nov. 1.

BENEFIT

What does your audience receive from this campaign? Why should they care?

As a student in college or a recent college graduate, money can be tight and Braum's Fresh Market is the ideal solution to help you save money. With fresh products, farm-to-table eating has never been easier. Located right next to Braum's restaurant, it makes it a convenient stop for weekly groceries and a quick lunch, dinner or treat. Students in a rush will be able to grab any necessities or their favorite Braum's ice cream at the click of a button. Our generation likes things to be as simple as they can be, so this new drive-up feature will give them the opportunity to visit the Fresh Market without even having to leave their vehicle.

UNIQUE SELLING PROPOSITION

What do people need to know about your client that makes them stand out?

Braum's Fresh Market is food that you know will come fresh from the local farm where it is grown and harvested. You are never guaranteed farm fresh products at your local chain grocery store like you are at Braum's. All stores are within eight hours of the store, which guarantees maximum freshness as items can be delivered within a day of being made. While Braum's is a chain, it is local to the area around their farm to help guarantee freshness. Purchases made at Braum's Fresh Market help support dairy farmers who are more local to the area, appealing more to those who want to support smaller businesses or local workers.

TAGLINE(S)

Is there an existing tagline(s)?

From our family to yours

One tagline suggestion for our campaign is Farm Fresh from Braum's. Works as a social media tag as well, #farmfreshfrombraums

TONE OF VOICE, BRAND PERSONALITY:

How does the copy sound? What tone will connect our brand and this product with this audience?

Client's brand voice would be young, upbeat and positive

Sample Message: Easy as one, two, three. With just a click of a button, you can get affordable farm-fresh groceries and your favorite Braum's ice cream delivered curbside into your front seat. Drive through the drive-thru after your pickup to grab an ice cream treat on the way home. Download today and use code *FRESH10* for \$10 off your next \$25 purchase.

CAMPAIGN NARRATIVE

Tell the story that combines your client's goals and the emotions, experiences, and facts that embody their relationship with the TA.

Being a college student or a recent college graduate can be tough. Money is tight and you are trying to navigate life. But at Braum's, we believe that food should be farm-fresh and affordable. Let us introduce you to Braum's Fresh Market, with a variety of foods from milk to fruits and vegetables that come straight from the farm, priced low for your enjoyment. Getting fresh food has never been easier with our new mobile pickup option. On those busy days, let us do the shopping for you without even having to leave your vehicle. Just place your order on the app, pull into the designated parking spot and we will bring your food out to you.



braums_ok

15 min



Why drink regular milk when you can have Braum's A2 milk?
#braumsdairy #freshmarket #notyouraverage #oklahomadairy



Like



Comment



Share



braums_ok

Stillwater, Oklahoma



♥ 532 Likes

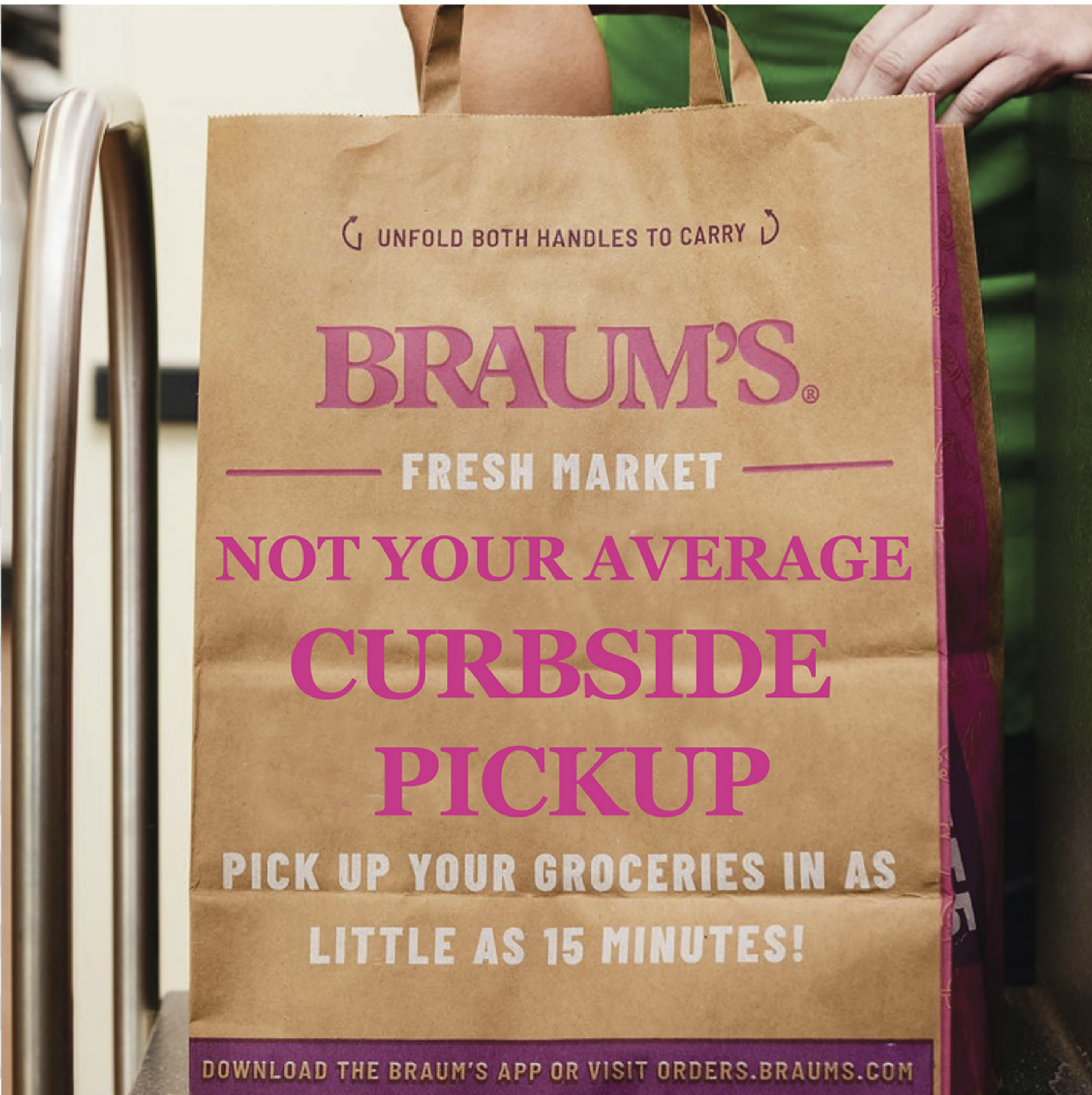
braums_ok Make the best milkshakes at home with Braum's dairy from our Fresh Market.

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Stillwater, Oklahoma



♥ 532 Likes

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Stillwater, Oklahoma



♥ 532 Likes

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Advertisement

Braum's Fresh Market



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- 1:00

