

AD PLAN

Sharkey's Rib and Wing Joint



Where Good Friends Go!

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Executive Summary

As an experienced agency, we are elated to be trusted with the opportunity to create an advertising plan for Sharkey's Rib and Wing Joint. Throughout this proposal, we will discuss our plan catered towards Sharkey's.

Sharkey's Rib and Wing Joint is located in both Blacksburg and Radford, Virginia, proudly serving the community since 1992¹. Better known as Sharkey's, they have developed a prominent presence in the New River Valley by serving high quality items such as burgers, wings, and wraps at an affordable price. In addition, Sharkey's acts as a place for friends in the evening, providing an enjoyable atmosphere for nightlife. Their brand prevalence throughout the local area has pointed them in the direction for elevating their market share.

Our primary objectives within this proposal are clear and precise: to increase monthly revenue, to increase happy hour sales, and to develop a larger social media audience. In completion of these goals, we aim to serve Sharkey's in a manner suited to their needs.

To legitimize our agency's set objectives, we have thoroughly planned a developed campaign that utilizes strategies that harp upon unique strengths of various platforms. We have allocated \$150,000 towards four main strategies that utilize both Google Ads and social media platforms. The primary vehicles in which we have selected for social media platforms are Facebook ads, Instagram ads, and YouTube TV.

The overarching purpose of our proposal and plan is to serve Sharkey's in a manner that develops a reputable and known brand. We plan to approach and support the goals and objectives listed through different lenses to embody the spirit of the New River Valley.



Creative Brief

Goals & Objectives

Goal 1: Increase monthly revenue on food items by 10% compared to previous years.

Goal 2: Increase happy hour sales by 10% compared to previous years.

Goal 3: Increase Instagram followers and engagement by 20%.

Strategies & Tactics

Strategy 1: Implement a Google Ads campaign highlighting menu options and weekly deals on food.

(Goal 1)

- Tactic: Segment keywords related to pub/bar food and lunch/dinner.
- Tactic: Include key messaging such as,
 - Half-off wraps every Wednesday
 - BOGO Burgers on Mondays
 - Bring the whole family!
 - Dine in or takeout!
 - Football Sunday lunch and dinner
 - Where Good Friends Go
- Tactic: Dedicate \$3,000 per month towards this campaign.
- Tactic: Link to website to ads for more information and tracking purposes.
- Tactic: Setup lead attribution tracking to measure performance, including:
 - Food sales on days advertised
 - Takeout sales
 - Click-through-rate to website and website views
- Tactic: Coordinate with client to measure revenue generated from leads.
- Tactic: Use images that embody the brand's personality
 - Professional, high-quality photos of things such as,
 - Food menu options
 - Daily food deals
 - Photos of waiters, waitresses and other staff
 - Photos of customers enjoying food and watching sporting events on TV's
- Pay-Per-Click Ads
 - Default keyword bid \$1
- Tactic: Target students and homeowners, age 18+, top 75 percentile household income in the Blacksburg-Radford Designated Marketing Area (including):
 - Montgomery County
 - Franklin County
 - Pulaski County
 - Lynchburg County
 - Roanoke County



Strategy 2: Implement a Google Ads campaign highlighting happy hour deals and specialty drinks. (Goal 2)

- Tactic: Segment keywords related to nightlife, drinks, alcohol
- Tactic: Include key messaging such as,
 - Join us for Happy Hour!
 - 4-8 p.m. everyday
 - Drink of the day schedule
 - Where Good Friends Go
 - See How Much You Can Save
- Tactic: Dedicate \$3,000 per month towards this campaign.
- Tactic: Link to website to ads for more information and tracking purposes.
- Tactic: Setup lead attribution tracking to measure performance, including:
 - Happy hour sales increase from same month in past years
 - Drink of the day sales increase from same month in past years
 - Measuring and comparing overall alcohol sales from the 6 months prior to the start of the campaign.
 - Monitor the number of customers that enter on the times that deals are present.
- Tactic: Coordinate with client to measure revenue generated from leads.
- Tactic: Use images that embody the brand's personality
 - Professional, high-quality photos of things such as,
 - Drink menu options
 - Daily drink specials and drink of the day
 - Photos of bartenders and other staff
 - Photos of customers enjoying happy hour
- Pay-Per-Click Ads
 - Default keyword bid \$1
- Tactic: Target students and homeowners, age 21+, top 75 percentile household income in the Blacksburg-Radford Designated Marketing Area (including):
 - Montgomery County
 - Franklin County
 - Pulaski County
 - Lynchburg County
 - Roanoke County

Strategy 3: Implement an Instagram/Facebook campaign advertising happy hour. (Goal 2 & 3)

- Tactic: Segment keywords related to nightlife, drinks, alcohol
- Tactic: Include key messaging such as,
 - Join us for Happy Hour!
 - 4-8 p.m. everyday
 - Where Good Friends Go
 - See How Much You Can Save
- Tactic: Dedicate \$4,167 per month towards this campaign.



- Tactic: Link website to ads for more information and tracking purposes.
- Tactic: Setup lead attribution tracking to measure performance, including:
 - Happy hour sales increase
 - Meta engagement such as likes, comments, shares, saves
 - Click-through-rate to website and website views
- Tactic: Coordinate with client to measure revenue generated from leads.
- Tactic: Target students and homeowners, age 21+, top 75 percentile household income in the Blacksburg-Radford Designated Marketing Area (including):
 - Montgomery County
 - Franklin County
 - Pulaski County
 - Lynchburg County
 - Roanoke County
- Tactic: Use images that embody the brand's personality
 - Professional, high-quality photos of things such as,
 - Drink menu options
 - Daily drink specials and drink of the day
 - Photos of bartenders and other staff
 - Photos of customers enjoying happy hour
- **Dimensions and Requirements**
 - Instagram Image Feed Ad:
 - Design Standards:
 - Ratio: 1:1
 - File Type: JPG or PNG
 - Resolution: 1080 x 1080 or better
 - Primary Text: 125 characters
 - Headline: 40 characters
 - Hashtags: 30 or less
 - Technical Standards:
 - File Size: 30 MB or less
 - Width: 500 px or more
 - Aspect Ratio Tolerance: 1%
 - Instagram Story Ad
 - Design Standards:
 - Ratio: 9:16
 - File Type: JPG or PNG
 - Resolution: 1080 x 1080 or better
 - Primary Text: 125 characters
 - Technical Standards:
 - File Size: 30 MB or less
 - Width: 500 px or more



- Facebook Image Feed Ad:
 - Design Standards:
 - Ratio: 1.91:1 to 1:1
 - File Type: JPG or PNG
 - Resolution: 1080 x 1080 or better
 - Primary Text: 125 characters
 - Link Description: 27 characters
 - Technical Standards:
 - File Size: 30 MB or less
 - Width: 600 px or more
 - Height: 400 px or more
 - Aspect Ratio Tolerance: 3%

Strategy 4: Implement a 17-second (Non-Skippable) YouTube campaign advertising happy hour and food deals. (Goal 1 & 2)

- Tactic: Segment keywords related to nightlife, drinks, alcohol.
- Tactic: Include key messaging such as,
 - Join us for Happy Hour!
 - 4-8 p.m. everyday
 - Where Good Friends Go
 - See How Much You Can Save
- Tactic: Dedicate \$2,333 per month towards this campaign.
- Tactic: Link to website at end of video for more information and tracking purposes.
- Tactic: Setup lead attribution tracking to measure performance, including:
 - Happy hour sales increase from same month in past years
 - YouTube engagements such as views, click-through-rate (CTR), view rate
 - Click-through-rate to website and website views
- Tactic: Coordinate with client to measure revenue generated from leads.
- Tactic: Target students and homeowners, age 21+, top 75 percentile household income in the Blacksburg-Radford Designated Marketing Area (including):
 - Montgomery County
 - Franklin County
 - Pulaski County
 - Lynchburg County
 - Roanoke County
- Tactic: Use images that embody the brand's personality
 - Professional, high-quality photos of things such as,
 - Drink menu options
 - Daily drink specials and drink of the day
 - Photos of bartenders and other staff
 - Photos of customers enjoying happy hour
- **Dimensions and Requirements**



- **Video Standards:**
 - Resolution: 1080p (Full HD)
 - Recommended Pixels: 1920 x 1080 px horizontal
 - Aspect Ratio: 16:19 horizontal
 - File Format: .MPG (MPEG-2 or MPEG-4)
 - File Size: less than or equal to 256 GB
 - Length: 15-17 seconds for non-skippable
- **Thumbnail Standards:**
 - Resolution: 1280 x 720 px
 - Aspect Ratio: 16:9
 - File Format: .JPG, .GIF, or .PNG
 - File Size: less than 2MB
- Companion Banners (for desktop only)
 - Dimensions: 300 x 60
 - File Format: JPEG, GIF, PNG
 - File Size: 150kb maximum



Brand Guidelines

Colors:

Primary Color: #FFF016

Secondary Color: #FE3436

Additional Colors: #EE5329, #F5F5F5

Color Usage: Primary and secondary colors should dominate the ad creative, with the additional colors being more subtle and supporting.

Logos:

Primary Logo:



Secondary Logo:



Photography Style:

- High-quality images of food and drink menu options.
- Images showcasing Sharkey's dining room, televisions, games, and customers.

Iconography:

- Use licensed images that align with brand values

Photo Usage Guidelines:

- Maintain consistency in image style and quality
- Ensure images reflect brand values, professionalism, and competence

Brand Personality:

- Fun
- Friendly
- Community

Tone of Voice:

- Casual
- Entertaining
- Welcoming

Dos:

- Do use the phrase: "Where Good Friends Go"



- Do use accent colors with primary and secondary colors in a gradient
- Do use the primary logo and the secondary logo

Don'ts:

- Do not use only the secondary logo
- Encourage underage drinking or excessive drinking;
- Be lewd or obscene;
- Mention the intoxicating effects of alcohol; or
- Be false or misleading or imply any therapeutic effects from drinking²



Ad Plan & Budget

Campaign	Placement	Monthly Budget	Annual Budget	Segment
Sharkey's Lunch and Dinner Options and Deals	Google Ads	3,000	36,000	Geofence: Blacksburg and Roanoke DMA Audience: 18+ students and homeowners Keywords: Bar food, burgers near me, dinner, food near me, lunch, lunch near me, pub food, restaurants near me, ribs near me, wings
Sharkey's Nightlife, Drinks, & Happy Hour	Google Ads	3,000	36,000	Geofence: Blacksburg and Roanoke DMA Audience: 21+ students and homeowners Keywords: Bars, Drinks near me, pubs, billiards near me, pool table, cheap drinks, best bars
Sharkey's Happy Hour Awareness	Instagram/Facebook	\$4,167	\$50,000	Geofence: Blacksburg and Roanoke DMA Audience: 21+ students and residents
Commercial – Sharkey's Happy Hour Awareness 17-second Spot	YouTube	\$2,333	\$28,000	Geofence: Blacksburg and Roanoke DMA Audience: 21+ students and residents
		\$12,500	150,000	



Performance Review Statements

Please rate our performance on a scale from Strongly Agree to Strongly Disagree.

1. The Google Ads Lunch and Dinner campaign is generating a return-on-investment.

Strongly Agree Agree Neither Disagree or Agree Disagree Strongly Disagree

2. The Google Ads Drinks and Happy Hour campaign is generating a return-on-investment.

Strongly Agree Agree Neither Disagree or Agree Disagree Strongly Disagree

3. The Facebook/Instagram Happy Hour campaign is generating a return-on-investment.

Strongly Agree Agree Neither Disagree or Agree Disagree Strongly Disagree

4. The YouTube Happy Hour campaign is generating a return-on-investment.

Strongly Agree Agree Neither Disagree or Agree Disagree Strongly Disagree

5. The Facebook/Instagram ads increased followers and engagement.

Strongly Agree Agree Neither Disagree or Agree Disagree Strongly Disagree



Citations

1. *Welcome*. Sharkey's Wing & Rib Joint. (n.d.). <http://www.sharkeyswingandribjoint.com/> [Page 1&2]
2. *Advertising*. Virginia ABC. (n.d.). <https://www.abc.virginia.gov/licenses/retail-resources/advertising> [Page 9]