

Proposal for Bean There, Done That Promotional Video Campaign

Client: Bean There, Done That Coffee Shop

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Project Definition

Objectives

This project will create a series of short promotional videos to increase brand awareness and foot traffic for Bean There, Done That Coffee Shop among local university students and young professionals, resulting in a 30% increase in daily customers within three months of campaign launch.

Needs Analysis

Bean There, Done That, a newly opened coffee shop near Centerville University, is facing several challenges:

- Low brand awareness in a competitive market with established chain coffee shops
- Difficulty attracting the student and young professional demographic despite offering an ideal study and work environment
- Lack of social media presence, resulting in missed opportunities to engage with the target audience

This project is needed to:

- Showcase the unique offerings and atmosphere of Bean There, Done That
- Highlight the shop's commitment to sustainability and ethical sourcing, which aligns with the values of the target audience
- Create shareable content that will increase the shop's visibility on social media platforms frequented by the target demographic
- Drive foot traffic by clearly communicating the shop's location, hours, and special offers

By addressing these needs, the project will bridge the gap between the shop's current low visibility and its potential as a popular local hangout for students and young professionals.

Audience Analysis

Primary Audience:

- Age: 18-25
- Gender: All genders (slightly skewed towards female, 60%)

- Ethnicity: Diverse, reflecting university demographics (45% White, 25% Asian, 15% Hispanic, 10% Black, 5% Other)
- Income: Low to medium (\$0-\$30,000 annually)
- Education level: Currently in college or recent graduates
- Occupation: Students, entry-level professionals, freelancers
- Personality traits: Socially conscious, tech-savvy, health-aware, value-driven
- Lifestyle: Busy, social, always connected, health-conscious
- Media use habits: Heavy social media users (4+ hours daily), prefer visual content
- Device preferences: Primarily smartphones (95% usage), some laptop use
- Relevant interests: Coffee culture, study spaces, sustainability, local businesses

Secondary Audience:

- Age: 26-40
- Gender: All genders (even split)
- Ethnicity: Diverse (similar to primary audience)
- Income: Medium (\$30,000-\$80,000 annually)
- Education level: College graduates, some postgraduate
- Occupation: Young professionals, academics, small business owners
- Personality traits: Discerning consumers, community-minded, career-focused
- Lifestyle: Work-life balance seekers, socially active, health-conscious
- Media use habits: Regular social media users (2-3 hours daily), engage with both visual and written content
- Device preferences: Mix of smartphones, tablets, and laptops
- Relevant interests: Specialty coffee, remote work spaces, networking, local economy

Goals

After engaging with the promotional video campaign:

1. 80% of viewers will be able to name at least two unique features of Bean There, Done That Coffee Shop (e.g., ethically sourced beans, study-friendly atmosphere).
2. 50% of viewers will follow Bean There, Done That on at least one social media platform within 24 hours of viewing a video.
3. 30% of viewers will be able to correctly state the coffee shop's location and operating hours.
4. 40% of viewers will express intent to visit the coffee shop within the next week, as measured by post-video surveys or comment analysis.

Comparative Research

Analysis of local competitors:

1. Starbucks (Central Ave. location)
 - Strengths: Strong brand recognition, consistent product quality
 - Weaknesses: Impersonal atmosphere, limited seating for studying
 - Lesson: Emphasize our personalized service and ample study space
2. The Grind (Independent coffee shop)
 - Strengths: Quirky atmosphere, loyal customer base
 - Weaknesses: Inconsistent hours, limited menu options
 - Lesson: Highlight our reliable hours and diverse menu
3. Campus Café (University-run coffee shop)
 - Strengths: Convenient location, student discounts
 - Weaknesses: Crowded, noisy environment
 - Lesson: Showcase our peaceful atmosphere and proximity to campus
4. Brewtopia (Local chain, 3 locations)
 - Strengths: Local brand recognition, quality coffee
 - Weaknesses: Limited seating, no emphasis on sustainability
 - Lesson: Emphasize our commitment to sustainability and comfortable seating options

5. Java Junction (Drive-through coffee stand)

- Strengths: Quick service, convenient for commuters
- Weaknesses: No sit-down option, limited menu
- Lesson: Highlight our "grab-and-go" options alongside our sit-down experience

Strategies

Media Selection

We will create a series of 30-60 second videos optimized for Instagram Reels, TikTok, and YouTube Shorts. This strategy is appropriate for our project because:

1. Short-form video aligns with the content consumption habits of our primary audience, who prefer quick, engaging visual content.
2. These platforms are the most used by our target demographic, ensuring maximum reach and engagement.
3. The vertical format is optimized for mobile viewing, catering to our audience's device preferences.
4. These platforms offer robust sharing features, increasing the potential for organic reach through user sharing.
5. Short videos allow for creating a series of themed content, each highlighting different aspects of the coffee shop.
6. The format allows for quick, attention-grabbing content that can effectively communicate key messages in a crowded digital space.

We will also create adaptations of these videos for Facebook and LinkedIn to reach our secondary audience of young professionals.

Limitations of this approach include the challenge of conveying complex information in a short timeframe and the need for frequent content creation to maintain visibility. We'll address these by:

- Using clear, concise messaging and strong visual storytelling
- Developing a content calendar to ensure consistent posting
- Complementing videos with text posts and static images for more detailed information

Best Practice Media Research

Name of the Best Practice	URL of the Example	Why is this a best practice for this kind of project?	How will you apply this to your project?
Storytelling through episodic content	https://www.example.com/episodic-content	Creates a narrative arc that encourages continued engagement and builds brand familiarity	We'll create a series of videos following a "day in the life" of different customer personas, showcasing various aspects of the coffee shop
User-generated content integration	https://www.example.com/ugc-integration	Increases authenticity and relatability, encouraging audience trust and engagement	We'll feature real customer testimonials and encourage customers to share their own Bean There, Done That experiences using a branded hashtag
Clear call-to-action in every video	https://www.example.com/video-cta	Drives measurable actions from viewers, increasing conversion rates	Each video will end with a specific CTA (e.g., "Visit us for student discount hour from 2-4 PM daily!")

Creative Approach

Our video series will employ a warm, inviting visual style that reflects Bean There, Done That's cozy yet modern atmosphere. The overall tone will be friendly, energetic, and slightly humorous, appealing to our young adult target audience.

Visual Elements:

- Color scheme: Rich browns, warm creams, and pops of green to reflect the coffee theme and sustainability focus
- Imagery: A mix of wide shots showcasing the spacious, welcoming interior and close-ups of high-quality coffee drinks and happy customers
- Graphics: Clean, minimalist overlays for key information (e.g., address, hours) using a modern sans-serif font in white or light green

Audio Elements:

- Music: Upbeat, acoustic-based tracks that create a lively yet relaxed atmosphere
- Sound effects: Subtle coffee shop ambience (e.g., espresso machine, gentle chatter) to enhance the immersive feel
- Voiceover: Used sparingly, with a friendly, conversational tone when needed for clarity

Content Structure:

1. Hook (0-3 seconds): Attention-grabbing visuals or statement to stop the scroll
2. Problem introduction (3-10 seconds): Relatable scenario (e.g., stressed student looking for study spot)
3. Solution showcase (10-20 seconds): How Bean There, Done That addresses the problem
4. Feature highlight (20-25 seconds): Focus on a unique selling point (e.g., ethically sourced beans, ample outlets for devices)
5. Customer testimonial (25-30 seconds): Brief quote or reaction from a satisfied customer
6. Call-to-action (Last 3-5 seconds): Clear instruction for next steps (e.g., "Visit us today!" with address)

Interactive Elements:

- For Instagram and TikTok, we'll use platform-specific features like polls or quizzes to boost engagement
- We'll include a branded hashtag (#BeanThereSipThat) to encourage user-generated content

This creative approach aligns with our project goals by:

- Creating visually appealing content that stands out in social media feeds
- Highlighting the unique features of Bean There, Done That that appeal to our target audience
- Using relatable scenarios to connect emotionally with viewers
- Providing clear, memorable information about the coffee shop's location and offerings

We'll adapt the Bean There, Done That logo and existing brand colors into our visual style to maintain brand consistency across all videos.

Scope

Task List

[A detailed task list would be inserted here, including all phases from pre-production to distribution and analysis]

Client Contact

Name	Role (Client, SME, etc.)	Phone	Email
Sarah Bean	Owner/Client	555-123-4567	sarah@beantheredonethat.com
Mike Grind	Manager/SME	555-987-6543	mike@beantheredonethat.com

Team Members

Name	Role	Phone	Email
Jane Doe	Project Manager	555-111-2222	jane.doe@email.com
John Smith	Videographer/Editor	555-333-4444	john.smith@email.com
Emily Brown	Content Strategist	555-555-6666	emily.brown@email.com

Production Documents

- Storyboards for each video in the series
- Shooting script

- Location scouting report for in-store filming
- Interview questions for customer testimonials
- Content release calendar
- Social media post templates for video sharing

[Note: These documents would be attached separately in a real project brief]

Glossary

- SME: Subject Matter Expert
- UGC: User-Generated Content
- CTA: Call to Action
- Branded hashtag: A unique hashtag created for a specific brand or campaign to categorize content and increase discoverability