

HUNGRY

**Marketing
Recommendations**

Social Media

- All social media handles should be the same for easier brand recognition
 - Consistent posts across all social media platforms
- Incentivize employees of companies to follow HUNGRY on social media.
 - Hand out promo cards with all social media handles on it.
 - Create a link on HUNGRY's website that can allow people to make post on their social media about the company, linking directly to on HUNGRY's website.
- Customer repost post/ promotions on their page to enter contest.
 - To win HUNGRY free swag items, t-shirts, HUNGRY APRONS, and pens.
 - JAK PRINTS
 - Private Winner's Dinner (contest)
 - Special Promotions, only posted on the Social Media Accounts
- Tagging HUNGRY in each post
 - Food Giveaway
 - #AmiraTriedHUNGRY #ITriedHUNGRY

Social Media

- Post mixture of promotional pictures
- Chef Highlights
- Video showing food prep
- Testimonials

Instagram Ad Campaign

Google Ad Search



THE FOLKS OVER AT HUNGRY
DEFINITELY
GET IT DONE RIGHT!
ORDERING FROM
THEM WAS EXTREMELY
STRESS FREE

– **JERRY WESTIN**
LEGG MASON, ASSISTANT MANAGER

Instagram Ad Campaign

Creating your audience

1. Settings- Ad Creation
2. Choose Objective:
 - a. Brand awareness
 - b. Reach
 - c. Traffic
3. Add a campaign name
4. Create an Audience

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE ▾

Locations ⓘ **Everyone in this location** ▾

United States

United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Age ⓘ **18** ▾ - **65+** ▾

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...

More Demographics ▾

Interests ⓘ Search interests | Suggestions | Browse


Behaviors ⓘ Search behaviors | Browse

More Categories ⓘ Choose a category | Browse

Connections ⓘ **Add a connection type** ▾

Save this audience

Audience Definition

 Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 186,000,000 people

Instagram Ad

5. Set Budget and Schedule

How much do you want to spend?

Budget ⓘ **Per day** ▼ \$5.00 USD

Schedule ⓘ **Per day** continuously starting today
 Lifetime Budget 3 date

Optimize For ⓘ **Post Engagement** ▼

Pricing ⓘ Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

- Get the most engagements for your post at the best price - You'll be charged for impressions
- Set the amount a post engagement is worth to you

The remaining steps entail naming the ad, captioning the ad, setting an age preference, and tying it to your business profile

How much do you want to spend?

Budget ⓘ **Lifetime Budget** ▼ \$350.00 USD

Schedule ⓘ

Start 4/10/2015 11:50 PM

End 5/10/2015 11:50 PM
(Pacific Time)

Your ad will run until **Sunday, May 10, 2015**.
You'll spend up to **\$350.00** total.

Optimize For ⓘ **Clicks to Website** ▼


Pricing ⓘ Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.


- Get the most website clicks at the best price - You'll be charged for impressions
- Set the amount a click to your website is worth to you

Ad Scheduling ⓘ **Run ads all the time**
 Run ads on a schedule
Ad scheduling only works with lifetime budgets.

Instagram Ad Samples

Instagram

 tryhungry Sponsored




Dan Klueger
CEO, TENANT AGENCY


[Learn More](#)

♥ 1K likes

tryhungry Office executives are loving how HUNGRY's catering promotes a strong corporate culture in their workspaces #DanTriedHungry

Instagram

 tryhungry Sponsored



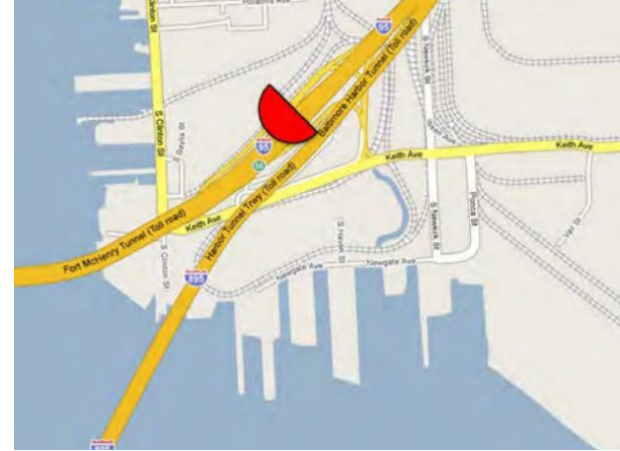
[Learn More](#)

♥ 1.2K likes

tryhungry Tired of bland and unhealthy office lunches? Let HUNGRY's awarding winning chefs cater your office lunch #TryHUNGRY

Capitol Outdoor

- Rotating digital billboard
- 10 second interval
- Located on I-95 southbound to Baltimore
- Typically \$15,000/4 weeks, negotiated down to \$10,000/4 weeks



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Fax (202) 298-6605

Blue Line Media

Large Billboard (Bulletin - 48' wide x 14' high):

- \$2,950* per location per 4 weeks. Production and installation: \$500 per location.
- Recommend no. of locations to reach 25% of the population on a daily basis: 4 locations per 4 weeks.

Large Billboard, HIGHWAY (Bulletin - 48' wide x 14' high):

- \$4,950* per location per 4 weeks. Production and installation: \$500 per location.
- Recommend no. of locations to reach 25% of the population on a daily basis: 4 locations per 4 weeks.

Medium Billboard (30 Sheet Poster; a/k/a Poster - 23' wide x 11' high):

- \$950 per location per 4 weeks. Production and installation: \$200 per location.
- Recommend no. of locations to reach 25% of the population on a daily basis: 10 locations per 4 weeks.

Danny Pouladian
Blue Line Media LLC
800-807-0360 x 700
800-807-0065 (fax)
DannyP@BlueLineMedia.com
www.BlueLineMedia.com



READY TO EXPERIENCE SOMETHING NEW?
TRYHUNGRY.COM







Julian Phillips:

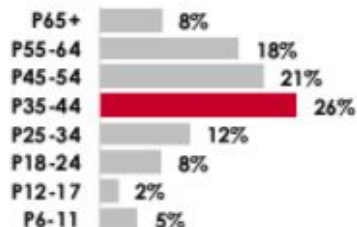
- Account Executive
- julianphillips@iheartmedia.com
- Office: (727) 310 - 2572

WQSR-FM | Format: Adult Hits

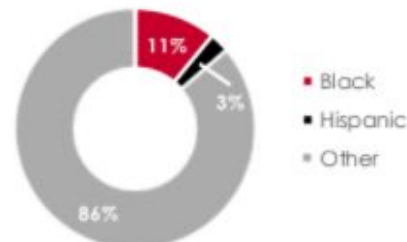
CONSUMER PROFILE



AGE COMPOSITION



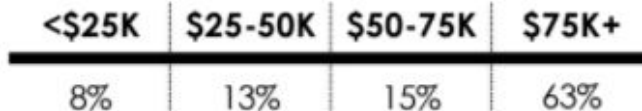
ETHNIC COMPOSITION



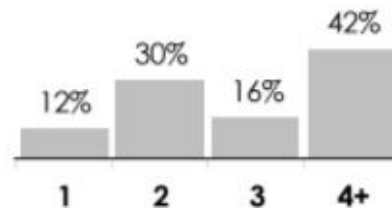
MONTHLY REACH

978,800	BROADCAST
14,900	MOBILE STREAMING
8,000	1027JACKFM.COM

HOUSEHOLD INCOME PROFILE



PERSONS IN HOUSEHOLD

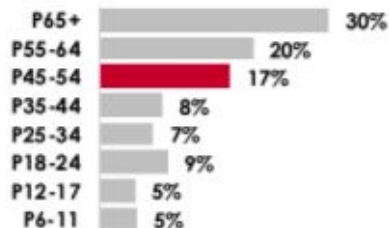


WPOC-FM | Format: Country

CONSUMER PROFILE



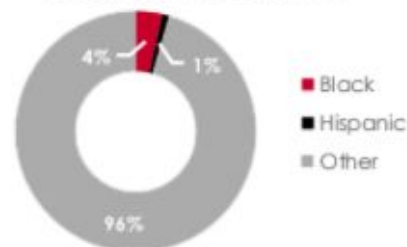
AGE COMPOSITION



Median Age

54

ETHNIC COMPOSITION

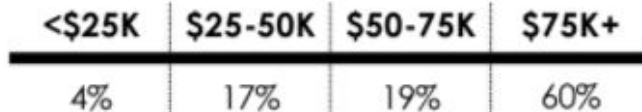


■ Black
■ Hispanic
■ Other

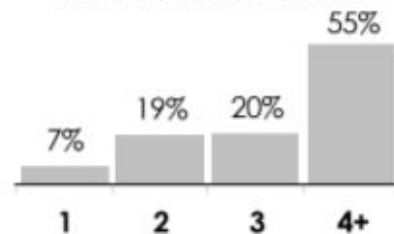
MONTHLY REACH

794,000	BROADCAST
64,700	MOBILE STREAMING
87,600	WPOC.COM

HOUSEHOLD INCOME PROFILE



PERSONS IN HOUSEHOLD



iHeartMedia

1 Month Recommended Package:

- 143 total spots (Monday- Friday) WPOC number 1 country station
- 15 per week 5 a day playing in prime time hours 6am-10am, 10am-3pm, 3pm-7pm (your commercial will play once during each one of these time frames every day.) So 3 commercials a day 5 days a week during the times above.
- 13 every Saturday: 6am-10am, 10am-3pm, 3pm-7pm (every hour your commercial will be heard on Saturday from 6am to 7pm prime time)
- 4 spots every Sunday: 3pm-7pm (every hour you will be heard on Sunday during this time frame)
- Your message will reach 108,400 different people in your target demographic 34-54, you will also have listeners outside your demo that will hear your message too
- Each one of those 108,400 will hear your message at least 5X each during this one month period bring the total number of your message being heard to 575,900
- Total investment \$10,130 all rates are good for 48hrs I will get an extension on the rates due to you not having your meeting with your team members until Tuesday

iHeartMedia

3 Month Package:

- 130 total spots (Monday- Friday) WPOC number 1 country station
- 5 per week 1 a day playing in prime time hours 6am-10am,.) So 1 commercial a day 5 days a week during the times above.
- 5 every Saturday: 10am-3pm, (every hour your commercial will be heard on Saturday)
- Your message will reach 88,000 different people in your target demographic 34-54, you will also have listeners outside your demo that will hear your message too
- Each one of those 88,000 will hear your message at least 6X each during this 3 month period bring the total number of your message being heard to 565,500
- Total investment \$10,075 all rates are good for 48hrs I will get an extension on the rates due to you not having your meeting with your team members until Tuesday