

# HAMMONTREE'S



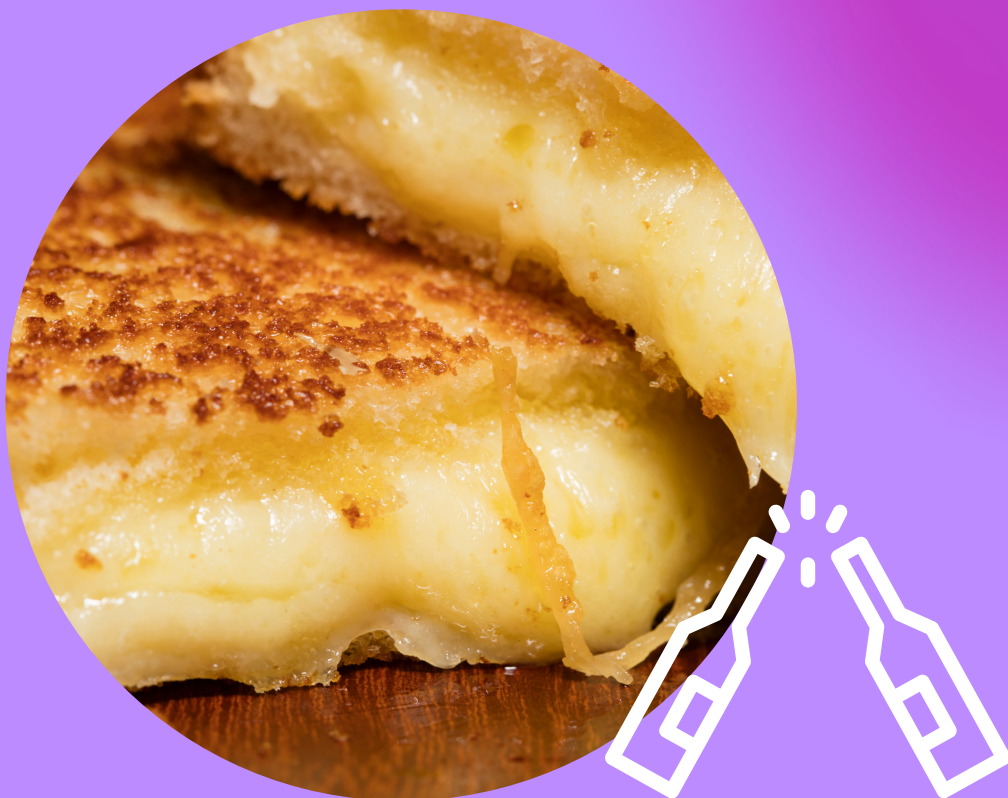
C R E A T I V E   S O L U T I O N S



**Proposal By :** Cameron Davis

# INTRO

This is the full client book for the small business, Hammontree's. The purpose of compiling this client book is to gain an in-depth understanding of Hammontree's current position in the market so that we can develop a full-fledged creative strategy for their advertising and brand. In this book, you will find comprehensive research, analysis, and creative content for Hammontree's.



# CLIENT RESEARCH

Hammontree's Grilled Cheese is located in central Fayetteville just off Dickson Street.

This is their only location where they provide specialty grilled cheese combinations you can't get anywhere else. Their location is great for students who are walking distance away as well as residents of Fayetteville who enjoy Dickson's atmosphere of shops, art, restaurants, and bars. Opening in their current location in 2010, owners Alison and Chad Hammontree created a unique restaurant that uses local foods when possible, such as breads, sausages, and even herbs and veggies.

They also serve alcohol such as craft brews and other drinks to pair with their meals adding a bar flair to the atmosphere.

As a local business they have a lot of support from the community and usually have wait times on tables.

Currently I haven't seen much or any advertising for Hammontree's and believe their social media needs some help and could be a strong way to reach new audiences. Creating an advertising strategy that matches their brand's atmosphere is my goal. Their Instagram lacks cohesion and aesthetic appeal unlike the restaurant itself which has lots of personality. Hammontree's is a local fan favorite but with a new strategy of advertising they could reach new audiences.



# S.W.O.T. ANALYSIS



*S.W.O.T. analysis aims to identify Hammontree's strengths, weaknesses, opportunities, and threats so that we have a clear perspective on where to emphasize and improve.*

## Strengths

- Unique atmosphere
- Specialty grilled cheeses (products)
- Local with local products
- Not saturated market



## Weakness

- Lots of competition in area
- Lack of social media presence/cohesion
- Branding across multiple platforms

## Opportunities

- New audience attraction
- Opening multiple locations
- Coming up with new products (grilled cheese of month)

## Threats

- Competition of multiple bars and restaurants in area
- Cost of having someone do social media presence
- Underprepared with staff with added cliental

# CONSUMER PERSONA

Lydia is a current student at the University of Arkansas with plans on completing her psychology degree. She enjoys nights out with her friends, exploring Fayetteville's culture, art and restaurants.



## BRANDS SHE ENJOYS:



## MEET LYDIA GREENBURG!

### DEMOGRAPHICS:

22

African American  
from Austin TX

Undergraduate in Fulbright

### EDUCATION:

Psychology

GPA - 3.9

Honors Student

Fellowship Scholarship

### CHARACTERISTICS:

spontaneous

enjoys posting

artistic

social and charismatic

intelligent

### INTERESTS:

live music

traveling with friends

alternative music

spends most money on

nightout and music

# ADVERTISING STRATEGY

## IDENTIFYING CONSUMER NEEDS

### NEEDS + SELLING STATEMENTS

**Novelty :** Hammontree's offers creative grilled cheeses with a multitude of local cheeses and toppings you wouldn't find at other places. They have a wide selection of foods well as a unique art and architecture offering an atmosphere unlike anywhere in Fayetteville.

## "Rethink Grilled Cheese"

**Affiliation :** Being a local restaurant Hammontree's has local flavor other chains lack. Hammontree's connects Fayetteville residents and students on a common ground to connect with each other over good food with local flavors. Hammontree's shows a more authentic side of Fayetteville.

**"Connect. Consume. Repeat."**



# STRATEGIC APPROACHES

**Generic Claim:** The ad will feature the grilled cheeses filling a hunger need. The grilled cheese will be featured up close in a multitude of their flavor options, it will be being pulled apart in a quick video flash of all the flavors and then it will say “cheese that satisfies anytime” and the Hammontrees logo and crucial info will pop up. All the hands holding the grilled cheese will be different of all races, ages, and genders to represent an inclusive environment. The mood of the video will be mouthwatering and upbeat/unique. The overall goal is to satisfy the basic need of hunger.



**Product Feature:** This ad will highlight the local sources that Hammontree’s uses in their ingredients. The ad will be of the local farmers that Hammontrees uses and descriptions of products they buy. Not only does this position Hammontrees positively for actively engaging with other local businesses but shows the consumer that the products are fresh and they as a small business invest in Fayetteville by using other locals. The ad will have the Hammontrees logo in the middle with the owners and descriptions of products around it.

**Unique Selling Proposition:** This approach I think will be very effective for Hammontrees because they have grilled cheeses you can’t find anywhere else. This ad will show the variety of grilled cheese combinations with soups and beers. The ingredients will be listed on each part and the screen will read “Unique Combinations with Local Flavors only at Hammontrees”. This ad will accomplish meeting multiple taste pallets and showing the novelty of their grilled cheeses. The mood is a bit alternative and works with intergalactic imagery to stay true to the brands theme.

# STRATEGIC APPROACHES *continued..*

**Brand Image:** For a brand image ad we would enhance the atmosphere of Hammontree's because it is unique and not something you see every day. It would feature the inside of Hammontrees and adults and locals with us somewhat alternative vibe would be dining drinking and laughing. That'll show the uniqueness of the area as well as close cuts of the sandwiches with unique flavors. It'll be filmed in the evening in feature that outdoor seating in the hustle and bustle of the bars nearby. It'll be at somewhat chaotic environment with lots of laughter. That would show all the sci-fi memorabilia and pinball machines that make the place unique, and end put the address in Hammontree's logo.

**Lifestyle:** This will add will show multiple young couples of different sexualities entering Hammontrees to go on a date and having fun with drinks and grilled cheeses. This shows inclusivity as well as local people enjoying local restaurants in one of the most happening areas in Fayetteville. It'll show people that look like our target market that are youthful and unique like the brand itself. The overall feel will be fun and again tap into the unique novelty perspective of the Hammontree's restaurant.

**Attitude:** For this ad I think a loud demanding voice talking about the grilled cheeses and what's good about them would be an interesting take. The ad would just feature close ups of the grilled cheese is themselves almost like an Arby's ad but in space. The voice would be like that of Morgan Freeman's relating to the space theme of the restaurant and then there would be a space planet grilled cheese. He would narrate the unique and delicious grilled cheese. The overarching themes would be funny unique and having a big name announce would spread awareness.

**Positioning:** This ad will show a plain grilled cheese versus a Hammontree's grilled cheese and it'll be an interview and you'll let the college student pick which one they want. You would go up on the campus and hear first-hand student testimonials with a taste test and use quotes in this ad that shows that unique monthly grilled cheeses and how they appeal to students. The ad would be upbeat and create trust with the audience through these unique testimonials.

# CREATIVE BRIEF

## **Summary of Key Facts:**

Our client Hammontrees offers specialty grilled cheese with local products while curating a unique atmosphere. Although their market is not saturated there is lots of competition in the area as well as a lack of social media and branding. Obstacles include competition of other bars and restaurants in the area, cost of social media, as well as understaffed however with this comes many opportunities like new audience attraction of our target market of young intellectuals, coming up with new grilled cheeses, and even opening new locations.

## **Advertising Problem:**

The two needs met are novelty and affiliation. Hammontrees offers creative grilled cheeses with a multitude of local cheeses and toppings you won't find at other places, have a wide a selection of food, unique art, and an atmosphere unlike anywhere in Fayetteville. Being a local restaurant Hammontrees has local flavor other chains lack and can connect Fayetteville residents and students with authentic food with local flavors. Our advertising aims to compete with surrounding competitors to attract our target market and increase revenue.

## **Communication Objective:**

Our advertising will make the target audience have a unique visual experience that showcases quality aspects of Hammontrees to make them feel novelty and inspire them to choose Hammontree's to dine at.

## **Key consumer benefit :**

The key benefit offered by Hammontrees is succorance nutritional needs through a novelty dining experience with local products and off beat atmosphere.

## **Reason Why:**

Hammontree's is covered in old sci-fi and music memorabilia curating a unique environment that also includes outdoor dining and even fun games to play at the front. The grilled cheeses each have a creative flair that changes the flavor profile through different elements you can choose from. The products used to make the grilled cheese are local when available and give back to the Fayetteville

*The advertising for Hammontrees will target creative, young, intellectuals who desire a unique dining experience with novelty food. Utilizing bright colors and psychedelia design will present Hammontrees as funky, groovy, and offbeat which will heighten their atmosphere of sci-fi and music memorabilia. These concepts will convince youths looking to experience something different to try unique grilled cheeses and enjoy the atmosphere.*

## **Target Market:**

Our consumer will be young intellectuals ages 21-28 who enjoy a social and intellectual lifestyle and are seekers of new experiences. They purchase from places such as Nomads and Fayetteville Funky Yard Sale and feel a strong connection to the Fayetteville community. Our target consists of residents and students from all backgrounds who enjoy novelty foods and environments. Our target segment gets most of their information of social media and is very active on multiple platforms.

## **Identification of your Primary Competition:**

Our client is located just off Dickson Street in Fayetteville. Dickson is a hub for restaurants and bars so there is a lot of competition such as Picklemans, JJs, and Grubs to name a few. Emphasizing the novelty food and atmosphere and dine in experience will set Hammontrees apart from traditional sports bars. Overcoming drink deals other bars offer will be combated with the intellectual unique food and setting Hammontrees provides.

## **Tone Statement:**

The tone will be humorous and upbeat with bright eye-catching visuals. Use inspiration from the psychedelia era to create witty, edgy, and conversational designs. Use the grilled cheeses in some of your designs in unique ways based on their flavor profiles to create a hunger in the target segment.

## **Mandatories and Limitations:**

Some mandatories include the inclusion of the logo as well as Instagram handle on all content. Follow inspiration from the psychedelia era to create these visuals, the logo is already made. Work with bright color pallet and typography choices as seen in the mood board attached.

# MOOD BOARD



THINK OF ONE PERSON WHO  
DOESN'T LIKE CHEESE



## Hammontree's

**UNIQUE  
LOCAL  
CREATIVE**

# Aa

# CLIENT STORY

**MORE THAN YOUR AVERAGE GRILLED  
CHEESE...**

**A COMMUNITY OF UNIQUE INDIVIDUALS  
LOCAL PRODUCTS, CRAFT BEER  
MORE THAN A RESTAURANT  
A PLACE TO CULTIVATE RELATIONSHIPS...**

# Hammontree's



# HEADLINES AND VISUALS



ADVERTISING IS CHEESEY  
WE'D RATHER YOU JUST  
EAT IT

ADVERTISING IS CHEESEY  
WE'D RATHER YOU JUST EAT  
IT

# HEADLINES AND VISUALS



**NOT YOUR MOMS  
GRILLED CHEESE**

**NOT YOUR MOMS  
GRILLED CHEESE**

# HEADLINES AND VISUALS

**Pair the best  
two kinds  
of wheats**



**Pair the best two kinds  
of wheats**

# HEADLINES AND VISUALS



THINK OF ONE  
PERSON WHO DOESN'T  
LIKE CHEESE

# HEADLINES AND VISUALS



Local flavors are worth the calories

# DESIGN SOLUTIONS

## PRINT POSTCARD



# DESIGN SOLUTIONS

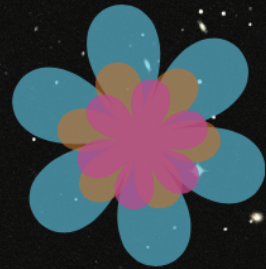
## POSTCARD MOCKUP



# DESIGN SOLUTIONS

## MAGAZINE AD

# LOCAL FLAVORS ARE WORTH THE TRIP



More than your average grilled cheese...  
A community of unique individuals  
Local products, craft beer  
More than a restaurant  
A place to cultivate relationships....



326 N West Ave 8th Fayetteville, AR

# DESIGN SOLUTIONS MAGAZINE MOCKUP



# DESIGN SOLUTIONS

## SOCIAL MEDIA



Facebook



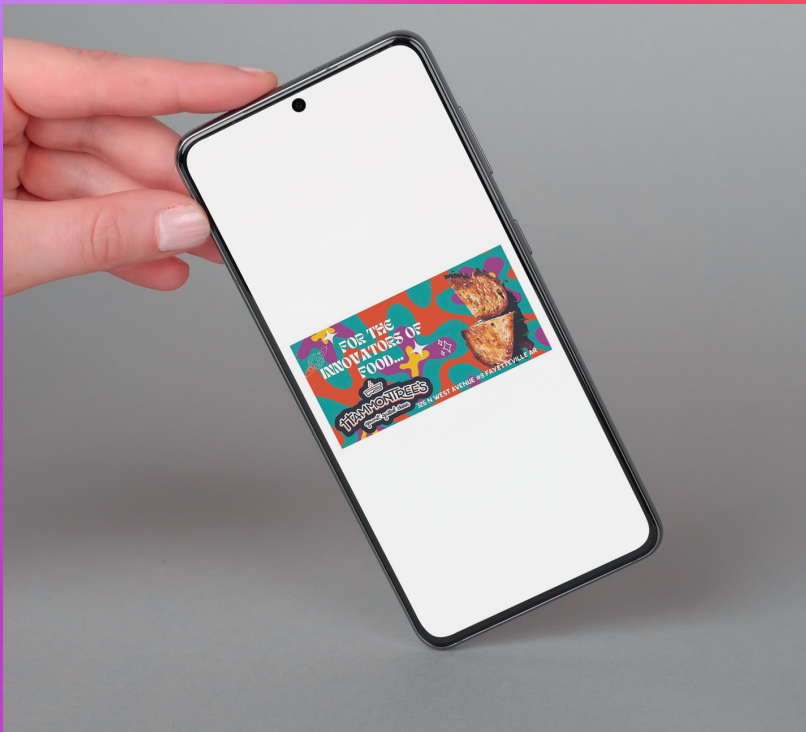
Instagram



Twitter

# DESIGN SOLUTIONS

## SOCIAL MEDIA MOCKUP



# DESIGN SOLUTIONS

## BILLBOARD



ADVERTISING IS CHEESEY,  
WE'D RATHER YOU  
JUST EAT IT

# DESIGN SOLUTIONS

## BILLBOARD MOCKUP



# FINAL THOUGHTS

With these techniques implemented Hammontree's will attract more customers than ever who value unique food and connection within their community. These techniques will increase sales and start making Hammontree's the hot place to meet your friends on a night out.

