



MEET THE TEAM



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PLANNING



TEXAS SWEET TEA

TEXAN FOOD

WILDFLOWERS

SOUTHERN
HOSPITALITY

SCENERY

SITUATIONAL ANALYSIS

STRENGTHS

- AUTHENTIC AND HANDMADE IN TX.
- FIRST COMMERCIALY PRODUCED AMERICAN SOTOL.
- NATURAL INGREDIENTS.
- ATTENTION FROM TOP MEDIA OUTLETS.

OPPORTUNITIES

- URBANITES ARE EXPLORATORY DRINKERS.
- MARKETING AS A LOW-CALORIE DRINK OPTION WITH NATURAL INGREDIENTS.
- THE TEQUILA INDUSTRY HAS PROJECTED THAT PRODUCTION WILL BE LIMITED, WHICH GIVES SOTOL THE CHANCE IN THE SPOTLIGHT. ST
- CREATING UNIQUE EXPERIENCES FOR CONSUMERS IS TRENDING. ST

WEAKNESSES

- UNFAMILIARITY OF SOTOL.
- PERSONAL TASTE PREFERENCES.
- HIGH PRICE.
- OFTEN MISTAKEN FOR THE TEQUILA FAMILY.

THREATS

- WHISKEY IS THE FASTEST-GROWING TYPE OF SPIRIT. ²
- AMERICANS DRINK AT HOME MOST OFTEN.
- CANNABIS LEGALIZATION AND CBD INFUSED DRINKS.
- CHEAPER SPIRITS.

CHALLENGE

INCREASE BRAND AWARENESS IN NEW LOCATIONS ACROSS MULTIMEDIA PLATFORMS, OUT-OF-HOME ADVERTISING, AND EXPERIENTIAL EVENTS TO GENERATE BRAND BUZZ.

PROMOTE TEXAS HAPPY HOUR INDULGENCE AND LEVERAGE DESERT DOOR SOTOL'S NATURAL INGREDIENTS AND RICH HISTORY.

INCENTIVIZE CONSUMERS TO EXPERIMENT WITH AN EMERGING SPIRIT IN THE BEVERAGE INDUSTRY, SOTOL.

EXPERIENCE THE TEXAS HAPPY HOUR

MANY PEOPLE COME TO VISIT TEXAS FOR A VARIETY OF REASONS. IT MAY BE THE FOOD, THE PEOPLE, OR THE SCENERY, BUT IT'S REALLY ABOUT THE EXPERIENCE. WHETHER YOU LIVE IN TEXAS OR OUT-OF-THE STATE, EVERY INDIVIDUAL DESERVES TO INDULGE IN A TASTE OF TEXAS. PEOPLE HAVE NOT HEARD WHAT SOTOL IS AND DON'T SEE A DIFFERENCE OF QUALITY FROM OTHER DRINKING PRODUCTS. DESERT DOOR IS HERE TO HELP PEOPLE UNDERSTAND WHAT SOTOL IS THROUGH THE TASTE OF TEXAS HISTORY AND THE AWE INSPIRING DESERT. WITH EVERY SIP, DESERT DOOR TEXAS SOTOL DELIVERS QUALITY TASTE TO CONSUMERS AND AN OPPORTUNITY TO EXPERIENCE THEIR VERY OWN TEXAS HAPPY HOUR.

PRIMARY RESEARCH

“I LIKE THE IDEA THAT IT CAME FROM TEXAS, IT FEELS CLOSE TO HOME
AND I CAN RELATE TO THE PERSON THAT MADE IT”

“I LOOK FOR HIGH QUALITY AND PREFERABLY ORGANIC ALCOHOL.”

“I THINK OF THE QUALITY IS GOOD THEN THAT MAKES THE PRODUCT
WORTH IT.”

“I PREFER QUALITY AND TASTE OVER THE LOCATION OF WHERE THE
ALCOHOL WAS MADE”



SECONDARY RESEARCH

URBANITES ARE GENERALLY EXPLORATORY DRINKERS; THEY ENJOY TRYING OUT DIFFERENT DRINKS WHILE ON-PREMISE. THEY ARE MOTIVATED BY STAFF RECOMMENDATIONS AND SUGGESTED PAIRINGS AND ARE MOST RESPONSIVE TO LOCAL AND CRAFT CLAIMS.

THE SUBGROUP THAT IS MORE LIKELY THAN THE OVERALL SAMPLE TO AGREE WITH THE STATEMENT “I ALWAYS DRINK NEW DRINKS” IS CONSUMERS AGED 22 AND UP WHO ARE DRINKING ALCOHOLIC BEVERAGES AT RESTAURANTS OR BARS MORE OFTEN AND WHO LIVE IN URBAN AREAS.

TARGET AUDIENCE: THE ADVENTURE SEEKER

THE ADVENTURE SEEKERS CONSIST OF MILLENNIALS IN URBAN AND SUBURBAN AREAS, AGES 25 TO 39 YEARS OLD. THEY EARN AN AVERAGE MEDIAN INCOME OF \$69,000 AND ARE WILLING TO SPEND MORE ON AFFORDABLE LUXURIES.ST SOME OF THEIR INTERESTS INCLUDE TRAVEL, MUSIC AND THE CULINARY SCENE. ADVENTURE SEEKERS ARE EAGER TO LEARN ABOUT AUTHENTIC PRODUCTS, THE FARM TO TABLE MOVEMENT, UP-AND-COMING TRENDS AND OFTEN GRAVITATE TOWARD LOCAL AND CRAFT CLAIMS. SEVERAL ADVENTURE SEEKERS ARE ON ALTERNATIVE DIETS SUCH AS PALEO AND KETOGENIC, WHICH LIMITS THEIR CONSUMPTION OPTIONS. THESE CONSUMERS ARE EXTREMELY HEALTH CONSCIOUS AND ON THE LOOKOUT FOR HEALTHIER, ORGANIC DRINK CHOICES. THEY ARE EXPLORATORY DRINKERS AND RESPOND WELL TO UNIQUE CONSUMER EXPERIENCES AND LOCAL BRANDS WITH A HISTORY WHEN TRYING NEW BRANDS. THIS SEGMENT IS DIGITAL SAVVY AND CONSUMES MEDIA THROUGH CHANNELS SUCH AS INSTAGRAM, FACEBOOK, SNAPCHAT AND TWITTER. THEY ARE HEAVILY INFLUENCED BY PEER RECOMMENDATIONS AND ADVERTISING THEY SEE THROUGHOUT SOCIAL MEDIA.

JOHN FERGUSON



HAPPINESS IS ONLY REAL
WHEN SHARED. -
CHRISTOPHER McCANDLESS

AGE: 29
WORK: FINANCIAL ANALYST
FAMILY: MARRIED, 1 CHILD
LOCATION: NASHVILLE, TN
TIER: THE FREQUENT TRAVELER

PERSONALITY



GOALS

- KEEP BUSINESS UP-TO-DATE IN CHANGING WORLD
- ROAD TRIP ACROSS UNITED STATES
- OR AN EXPERIENCE TO BE FELT

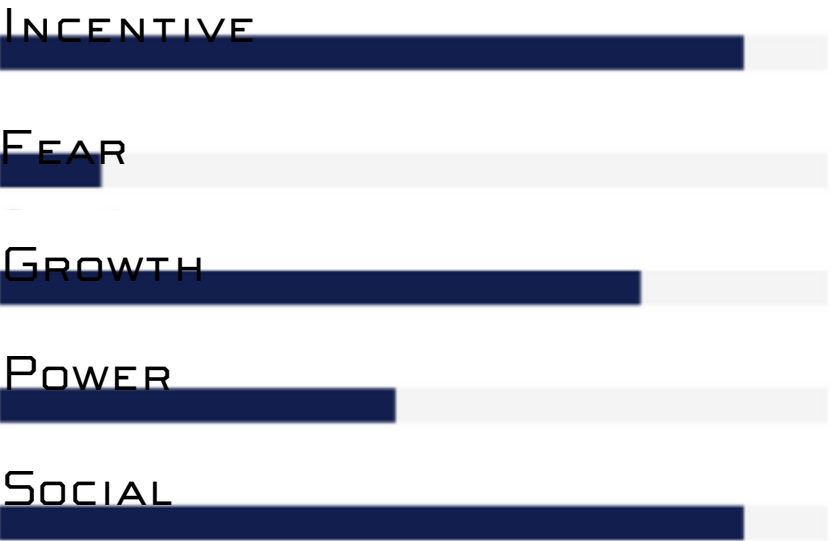
FRUSTRATIONS

MAKING BAD PURCHASING DECISIONS
INABILITY TO QUICKLY FIND PROBLEM AREAS

Bio

JOHN IS A FINANCIAL ANALYST BASES IN NASHVILLE WHO TRAVELS OFTEN FOR BUSINESS, AND ENJOYS TRAVEL FOR LEISURE AS WELL. HIS LEISURELY TRAVEL INVOLVES VISITING NATIONAL PARKS AND FISHING DESTINATIONS. JOHN SEEKS LOCAL HISTORIC RESTAURANTS AND BRANDS WHEN TRAVELING. ALTHOUGH HE SPENDS A LOT OF TIME IN THE OFFICE CRAMMING NUMBERS, JOHN FINDS TRANQUILITY IN THE OUTDOORS.

MOTIVATION



BRANDS & INFLUENCERS



TRADITIONAL ADS

ONLINE & SOCIAL MEDIA

REFERRAL

GUERRILLA EFFORTS & PR

MEDIA MIX

SOCIAL

SPONSORED ARTICLES ABOUT OUR SPEAKEASY SALOONS

SPEAKEASY SALOONS

OOH

TASTY THEMED VIDEOS

OOH CREATIVE





SOCIAL CREATIVE

**Desert Door**
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Texas Happy Hour is coming to Atlanta. Can you find the Desert Door to our speakeasy? Desert Door Shares the spirit of Texas with you. Live music, food, and signature sotol for your enjoyment. Follow us & click to find out the secret password so you can attend Texas Happy Hour Atlanta. [#ExperienceTexasHappyHour](#) [#Atlanta](#) [#DesertDoor](#)



Atlanta Happy Hour
Find the Secret Password

[HTTPS://WWW.DESERTDOOR.COM/](https://www.desertdoor.com/)

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524 likes

Desert Door Grab your friends and Experience Texas Happy Hour. Desert Door brings the Spirit of Sotol to you. [#TexasHappyHour](#)

FLOWCHART

<u>Media Timeline</u>			
	Flight 1	Flight 2	Flight 3
	5/1-6/31	7/1-8/31	9/1-10/31
Facebook/IG			
Sponsored Articles			
OOH			
Speakeasy Saloons			

ONLINE BUDGET

Online						
Vehicle		Length	Unit Cost	Spend	Impressions	% of Budget
Facebook/IG		6 months	\$4 CPM	\$10,000	40,000,000	10.0%
303 Magazine - Denver		2 months	\$2,700	\$5,400	6,480,742	5.4%
Culturemap Austin Sponsored Article		2 months	\$2,250	\$4,500	7,000,000	4.5%
Atlanta Magazine Sponsored Article		2 months	\$2,800	\$5,600	1,358,000	5.6%
TN Magazine Sponsored Article		2 months	\$3,200	\$6,400	1,100,000	6.4%
				\$31,900.00	55,938,742	31.9%

TERRRESTRIAL BUDGET

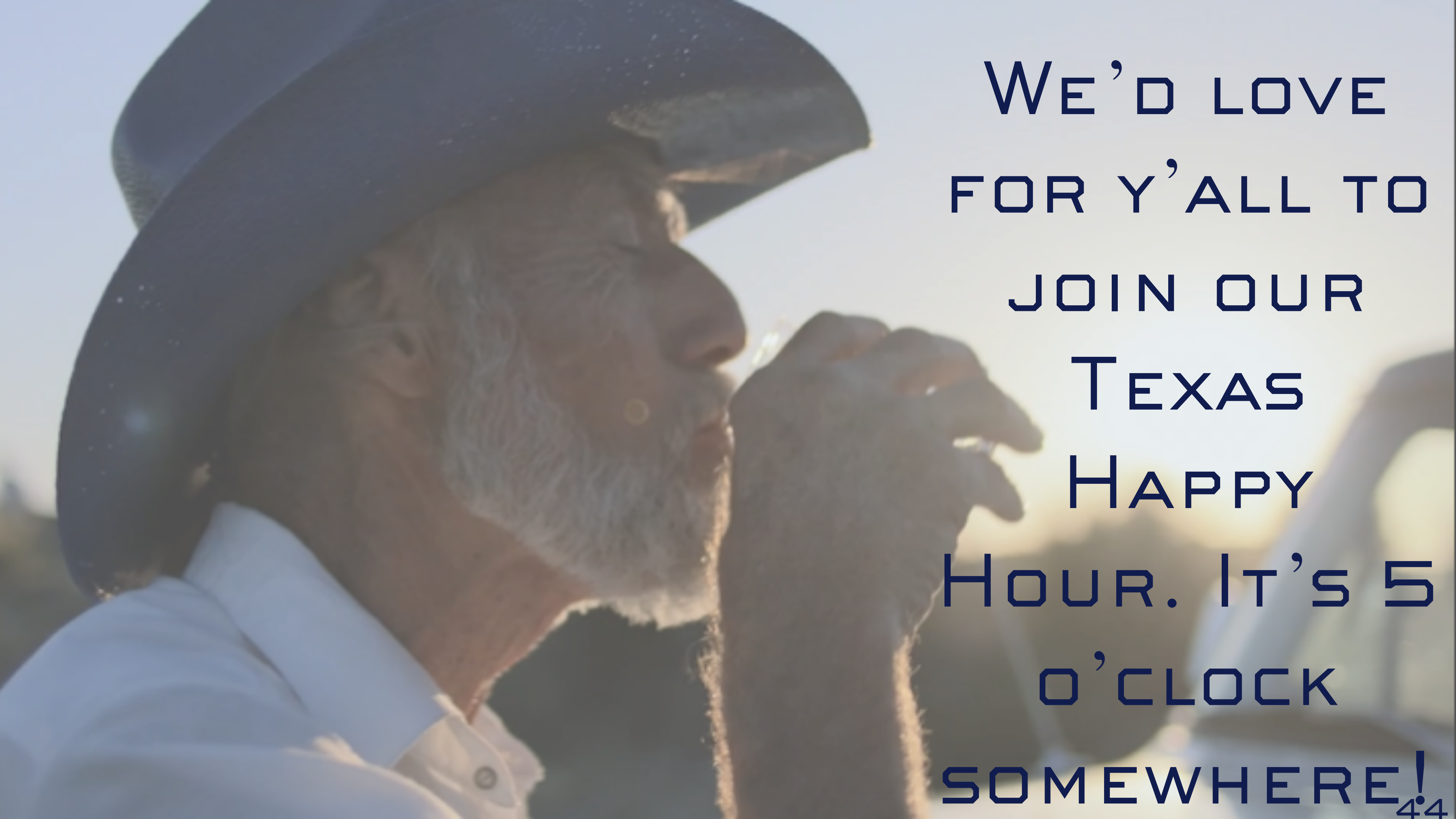
Terrestrial						
Vehicle		Length	Unit Cost	Spend	Impressions	% of Budget
OOH - Atlanta		4 months	\$2,425	\$9,700	12,942,608	9.7%
OOH - Austin		4 months	\$2,335	\$9,340	24,574,028	9.3%
OOH - Denver		4 months	\$2,016	\$8,064	18,498,212	8.1%
OOH - Nashville		4 months	\$2,328	\$9,312	17,861,692	9.3%
Speakeasy Nashville		June 19th 20th		\$9,189.24	50,000	9.2%
Speakeasy Denver		July 10th & 11th		\$12,240.43	50,000	12.2%
Speakeasy Atlanta		July 31st & August 1st		\$9,087.97	25,000	9.1%
Custom Neon Sign		3 Months		\$314	0.0%	0.3%
				\$67,248	74,001,540	67%

MEASUREMENT

WHILE MOST OF THE CAMPAIGN USES VEHICLES THAT ARE AWARENESS-BASED, WE ALSO HAVE MEDIA IN PLACE THAT FOCUSES ON QUALITY ENGAGEMENTS RATHER THAN QUALITY. BASED ON OUR RESEARCH, DESERT DOOR'S BIGGEST CHALLENGE IS EDUCATING CONSUMERS ON WHAT SOTOL IS FIRST. SINCE THERE IS NOT MUCH KNOWLEDGE ON THE CATEGORY, IT WAS NOT AS IMPORTANT TO SEPARATE DESERT DOOR FROM THEIR COMPETITORS, WHICH EVEN THERE ARE SLIM.

THEREFORE, THE CAMPAIGN'S SUCCESS WILL BE BASED PRIMARILY ON AWARENESS OVER SALES, AND WITH OVER 120 MILLION ENGAGEMENTS THROUGHOUT THE 6-MONTH CAMPAIGN, DESERT DOOR AS WELL AS THE SOTOL CATEGORY IS SURE TO GAIN BUZZ AMONG THOSE WHO WOULD BE THE MOST LIKELY TO SEEK OUT SOTOL OUT OF THEIR HOMES AND AT HOME.



A close-up, profile shot of a man with a full grey beard and mustache, wearing a dark cowboy hat and a light blue button-down shirt. He is holding a glass to his lips, and a thin stream of liquid is visible dripping from his chin. The background is a soft, warm sunset or sunrise sky with blurred lights from other people in the distance.

WE'D LOVE
FOR Y'ALL TO
JOIN OUR
TEXAS
HAPPY
HOUR. IT'S 5
O'CLOCK
SOMEWHERE!