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EXECUTIVE SUMMARY

Kiester Kafe, established in 2018, is a fairly new mobile coffee truck based outside Slippery Rock University campus. The truck stations regularly on Kiester Road in Slippery Rock but travels around the local area based on bookings. Kiester Kafe specializes in quality espresso drinks, classic coffees, lattes, frappuccinos, hot chocolate, teas, and fresh baked goods. Kiester Kafe hopes to be a source of joy, caffeine, and a little sweetness to fuel and satisfy the local community on wheels! Kiester Kafe will utilize social media for the brand because it is important to engage with consumers, build relationships with current and potential consumers, better market products and services, and create a more well-rounded brand identity.

We will use social media to actively engage with consumers by replying, reposting, sharing, and liking consumer content and comments relevant to the brand. This will then create a positive relationship between the brand and loyal consumers. This will also be another way to communicate customer service quickly and conveniently. Social media also allows for easy marketability of the brand by using different social media tools to better target audiences. Finally, the brand identity and voice can be better represented and developed through social media tools. All of these aspects will help drive positive sentiment about the brand, drive awareness, and increase profitability.

To create brand awareness for our coffee truck, we have created the #KoffeewithRocky campaign on our twitter platform, to get engagement from Slippery Rock University students. This campaign will increase engagement by sharing our hashtag and

including a raffle in our campaign for a chance to receive prizes, and to see SRU's mascot, Rocky.

COMPANY PROFILE

Company Description

Kiester Kafe, established in 2018, is a fairly new mobile coffee truck based outside Slippery Rock University campus. The truck stations regularly on Kiester Road in Slippery Rock but travels around the local area based on bookings. Kiester Kafe specializes in quality espresso drinks, classic coffees, lattes, frappuccinos, hot chocolate, teas, and fresh baked goods. Kiester Kafe hopes to be a source of joy, caffeine, and a little sweetness to fuel and satisfy the local community on wheels!

Mission and Vision Statements

Mission

Kiester Kafe's mission is to bring our customers the convenience of a coffee truck that offers delicious affordable coffee. Our mobile coffee truck will travel around campus to make getting coffee easier for SRU students, visitors, staff, and faculty.

Vision

Our vision is to be Slippery Rock University's favorite coffee! We want to energize staff and students alike year-round—and for special events.

MARKETING OBJECTIVES

1. Increase engagement among college students on social media
2. Increase engagement among faculty and staff members on social media
3. Improve brand awareness among local families
4. Increase brand awareness among Slippery Rock University (SRU) students and staff
5. Increase customer loyalty among target audiences
6. Increase video impressions on social media such as TikTok, Facebook, and Instagram
7. Optimize brand reputation with positive consumer social media posts
8. Increase foot traffic of university students
9. Increase online and in-store sales
10. Improve awareness of new seasonal products among college students
11. Develop brand identity on social media that is attractive to Slippery Rock students
12. Develop brand identity on social media that is targeted towards Slippery Rock local families and highschool students
13. Promote the brand's corporate responsibility initiatives
14. Increase awareness about the brands promotions and deals
15. Connect with surrounding organizations to increase travel locations

16. Create awareness about Keister Kafe's travel schedule
17. Make the brand products such as coffee beans and grounds more accessible by selling in local grocery stores and the website
18. Achieve a consistent amount of consumers / increase brand loyalty
19. Increase shares and tags on our social media posts
20. Increase likes and follows on our social media account to spread brand awareness

SOCIAL MEDIA AUDIT

Current State of Social Media Sector

Keister Kafe will use research from multiple local coffee shops to establish a campaign. Peet's Coffee, KLVN Coffee Lab, Bent Tree Coffee Roasters and Urban Trail Coffee are the companies we used in research for our campaign. We analyzed how these companies used similar and unordinary tactics to grow their social media following. By using this research we are able to get a scope on what similar brands are doing to brand themselves on social media.

Instagram

Kiester Kafe found that KLVN Coffee Lab, Bent Tree Coffee Roasters, Peet's Coffee, and Urban Trail Coffee all utilize Instagram to share photos regarding their brand. Instagram generally seems to be the most popular and consistently used platform by the brands researched. An example of posts made by these brands on their instagram pages would include photos of new drink products, menu items, promotional posts,

employee recognition, and photos of the shops. Peet's Coffee also utilized the reels tool on instagram which included videos of recipes. Kiester Kafe found that the brands used hashtags in their posts pertaining to the brand/ business sector of coffee to increase reach, impressions, and engagement.

Facebook

The company's mentioned above all utilize Facebook as a social media marketing tool. They all use Facebook almost as consistently as instagram. The brands post almost the identical posts from their instagram pages onto their Facebook to reach a different audience but using the same posts. There was little variation in the research we found. The brands would post actively about once or twice a week posting photos of weekly schedules, seasonal drink and food items, employee recognition, repost customer posts tagging the brands, and recipe videos.

Twitter

Through research we found that Peet's Coffee used Twitter to post informational and promotional content for their followers. They also utilized the polls tool to generate user engagement and gain more information for the brand and about their audiences. Twitter, though an incredibly useful tool, was not utilized much by the brands researched.

LinkedIn

Urban Trail Coffee was the only coffee establishment that utilizes LinkedIn as a marketing tactic. The brand would not post often on the platform but when they did it

would be inspirational content. The inspirational content would be more focused on business development, entrepreneurship, and small business owners. The company would also post any new job opportunities. LinkedIn was not the most popular platform for the business sector according to Kiester Kafe's research.

Pinterest

Pinterest was not a popular platform used among the brands researched. Urban Trail Coffee and Peet's Coffee used Pinterest as a tool to post aesthetically pleasing and beautiful photos of their coffee and other menu items to be liked and shared. The platform was not frequently posted on by the brands.

TikTok

Most of the brands mentioned above that were researched had TikTok profiles but did not post often or not at all. The accounts were inactive. Peet's Coffee on the other hand, utilized TikTok by participating in trends using employees to make videos, recipe videos, showcasing products, and an intro video regarding the brand and who they are and what they do.

AUDIENCE AND PERSONAS

Kesiter Kafe will utilize five target personas, these five personas will be the main focus for our food truck. These personas include college students, high school students, SRU faculty, parents of students and local residents. These five personas will be the center of

our social media campaign. The content we create will be tailored towards our personas to entice them to buy our products.

Audience 1: College Student

One of the most important audiences for Kiester Kafe are the SRU students ages 18-25, race and gender inclusive, and live in Slippery Rock, PA.

Key Characteristics

- These students are active, impatient, and extroverted.
- Beyond school activities they spend time being social, walking, using mobile and social media.
- Some interests of this group of students include sports, specifically American football, exercise

Audience 2: Highschool Student

High school students are one of the key audiences for Keister Kafe ranging in age from 15-18. They are of many races and genders, speak English, are single, and living in Slippery Rock.

Key Characteristics

- The highschool students tend to be excitable, insecure, curious, and brave.
- Frequent behaviors for this group include eating, shopping, studying, mobile phone and social media use.
- Some of the interests of high school students are listening to music or podcasts and video games.

Audience 3: SRU Faculty

A large group of customers Kiester Kafe needs to reach are the University's staff and faculty. SRU Faculty are ages 30-70, of all races and genders, and hold jobs as professors, management staff, and other faculty.

Key Characteristics

- These individuals are professional, humble, and trustworthy.
- Some hobbies of this group include cooking, reading, and travel.
- A common attitude shared by faculty is the importance of education in life

Audience 4: Parents of Students

Kiester Kafe is also interested in the parents of the students that attend SRU. These are 40-60 year old adults of all races and genders. Parents of students may live locally or not and have varying occupations. A portion of this group are married couples, as well as single or widowed parents.

Key Characteristics

- This group of adults hold positive attitudes for social environments.
 - Parents of students typically will pay more for quality products/services.
- They also visit their children in SR often.

- Potential interests of this group include travel, photography, and sports.
- Parents of students tend to support small businesses.

Audience 5: Local Resident

The local Slippery Rock residents are between the ages of 25 and 70 and include many races, genders, and occupations.

Key Characteristics

- Among the local residents are skeptics but overall they are generally trusting and realistic.
- Local Slippery Rock residents enjoy eating out at restaurants often and for special events.
- Some popular interests of people in this area are beer and sports.
- Slippery Rock values staying local

ONLINE BRAND PERSONA & VOICE

How we plan to approach our brand voice

★ Trendy -

- We chose trendy because we want our coffee truck to be trendy amongst students via our social platforms, in order to get the word out about our coffee truck. We also want to follow trends students will be familiar with to create engagement.

★ Energetic -

- We chose energetic because we want our truck to be a very uplifting environment for students, and other customers to start their day with, or for them to enjoy on their breaks. By being energetic we hope to motivate and be a way to brighten their day.

★ Genuine -

- We chose genuine because we want our truck to be a very down to earth atmosphere, where customers feel comfortable. By creating a genuine setting, we hope that it can encourage more customers to come to a place that they trust, and can rely on.

★ Consistent -

- We chose consistency because we want our customers to think of our brand as a place they can always come to . By being out everyday for our consumers, we want to be a reliable source.

★ Efficient -

- We chose efficient because we want to strive to have the best ingredients, as well as getting our customers their items in a timely manner, to fit their needs. Another reason we chose efficient is because we want to be efficient in every category of our coffee truck to provide the best service to our customers.

SOCIAL MEDIA STRATEGIES & TACTICS

It's important for Kiester Kafe to utilize social media in order to establish deeper connections with the company's audience/customers. Creating content that resonates with the brand's audience is important and social media allows Kiester Kafe to frequently connect with customers using this content. Kiester Kafe will utilize posts on the brand's social media platforms to convey the brand's voice: trendy, energetic, genuine, consistent and efficient. Kiester Kafe will have brand accounts on Twitter, Instagram, Tik Tok and Facebook. These accounts will promote seasonal products with videos and photos.

Twitter (@Kiesterkafe)

Twitter would be an effective tool for our brand to use because of its popularity, audience engagement and conversational- like structure. The majority of users on

Twitter are college age individuals who we are trying to target with our brand. Users and our brand are able to easily engage with each other due to the short, conversational-like style of the platform and interactive features.

Platform Profile Set Up

The platform profile for Twitter will be set up consistently with the brand's other platforms to create consistency, be recognizable, and develop a strong brand voice and identity. First, the profile photo will feature the brand's logo which includes the brands colors; green, brown, and white. The background header/ cover art will be a photo of Kiester Kafe's coffee truck parked on SRU's campus in the quad. The bio section will then include the company name, Kiester Kafe, the slogan "Your favorite coffee spot, on the go!", main location tagged (Slippery Rock, PA), and finally the website link (www.KiesterKafe.com).

Additionally, the profile will feature a pinned tweet that includes a short video introduction of the owners outside of the shop introducing the brand and what they do. This short, concise video pinned right at the top of the profile will give the audience a chance to get a quick overview of the brand right as they click on the profile.

Twitter Content Strategy

To better connect with the brand's target audience of college students and staff, Twitter's purpose will be to reach this audience. Publics that use Twitter are around 25-

35 years of age. Kiester Kafe hopes to utilize Twitter to better connect with this age group to spread awareness and promote the brand and services on the platform. Because of Twitter's conversational and brief structure, the brand will keep the content under the 280 character limit. The content will be eye catching, brief, and simple. The brand will firstly develop its' brand identity through Twitter by using humor and uplifting language in the tweets. The content will also include weekly schedules, promotions, employee shout outs, new menu items, holiday drinks, and the truck in different locations for followers to easily find the cafe. The brand will also make sure to retweet and quote tweets any relevant tweets made by users to increase engagement. They will reply to tweets regarding the brand or any customer service matter. The majority of the content will fall under two categories:

Shared Content:

Photos

- *Post pictures of coffee and pastries from our food truck.*
- *Share photos of weekly location schedule*
- *Post photos of Kiester Kafe products, new menu items, featured holiday and popular menu items*
- *Employee appreciation posts*

Videos

- *Post introduction videos of employees while there making drinks.*
- *Post videos of employees making pastries and creating drinks*
- *Share videos of recipes*

- *Share videos of employees taking part in drink making challenges catering to trends*
- *Share videos of customers at the truck and interviews with customers*

Tweets

- *Tweet out weekly sales or promotions for customers.*
- *Tweet about current trends in the coffee industry using the brand voice*
- *Share tweets about upcoming promotions and sales*
- *Share tweets utilizing the hashtag “KiesterKafe”*
- *Participate in trending hashtags such as #coffeeoftheday
#wakeupwithKiesterKafe #holidaydrinks*
- *Share polls comparing best truck locations*
- *Share polls comparing new holiday drinks Generate conversation by polling opinions on coffee drinks and “coffee culture”,compare flavor preferences, iced v. hot, and when is it too late in the day to drink coffee*

Engagement:

- *Share polls comparing new holiday drinks Generate conversation by polling opinions on coffee drinks and “coffee culture”,compare flavor preferences, iced v. hot, and when is it too late in the day to drink coffee and comparing best truck locations*
- *Retweet user posts tagging the brand’s account*
- *Quote tweet user posts mentioning the brand*
- *Comment on coffee related tweets promoting the brand*

- *Reply to user tweets regarding the brand to offer any positive comment, helpful information, or customer service help*

Instagram (@KiesterKafe)

Instagram would be an effective tool for marketing Kiester Kafe due to its visual nature. The platform will allow our brand to show off the aesthetic designs, beautiful cups of coffee, fun recipes, the diverse and unique locations the truck will be stationed, and college students and professors enjoying their Kiester Kafe experience. The majority of Instagram users are millennial and gen z individuals which is one of our main audiences we hope to reach. The use of Instagram's photo and video sharing tools will allow our brand to show off all of those photos and designs that will help connect to our target audience.

Instagram Platform Profile Set Up

For Instagram, the account will be named Kiester Kafe and the profile image will be its logo. The type of account will be a business profile in the cafe category. In the bio section it should include the slogan "Slippery Rock University's favorite coffee spot!", our website link (www.KiesterKafe.com), a call to action button that reads "Book", as well as email address (kiestrerkafe@gmail.com) and phone number (724-787-1203).

Instagram Content Strategy:

Kiester Kafe's Instagram page should focus photos on customers with their purchases and tag their accounts and employees performing different tasks, or portraits/selfies. The account should share videos of employees preparing drinks and introducing themselves. Reels on this account should be utilized to showcase separate product categories. The Highlights tabs will be to archive stories for seasonal drinks, customer mentions, and locations which would feature story posts of the truck in different areas it has been booked. The story posts, then, should be polls for students and other consumers to interact with such as choosing between two coffee beverages and rating which one they like best. Additionally will be photos of featured menu items, and photos and videos of customers visiting the truck

Mentions/ Tagged photos

- Repost appropriate and relevant story mentions on our story and reposting tagged photos in a gallery with a caption appreciating the support from our customers.

TikTok (@ KiesterKafe)

TikTok will be an effective tool for marketing Kiester Kafe due to the popularity of the app, and the features that come with the app. Tiktok will give us a platform to take videos up to three minutes of our business, and our products. Tiktok users are mainly high schoolers- mid 20's. Therefore, this platform will allow us to post content that

reaches that audience, such as videos of our new products, and videos involving the experience of Kiester Kafe.

TikTok Profile Set Up

The TikTok page will be set up as a recognizable account that engages our audience. We will do this by using our earth tones, and metallic colors in our logo, making it easily identifiable. Our bio will include our slogan “Slippery Rock University’s Favorite Coffee Spot”. Underneath our slogan will be our location which is Slippery Rock, however our map of spots we will be at will be listed on our website that will be linked in the bio as well. Next in our bio we will be our phone number, and our email address, (kiesterkafe@gmail.com). Last, will be the link to our website, @ kiesterkafe.com.

Above our website link it will say “Visit Our Website” with an arrow pointing to our link, to engage consumers to our site where they will receive more details on hours of operation, location map, information about our brand, our menu, and job opportunities.

Stories

Tiktok stories will be used to update consumers on locations, as well as any updates on KiesterKafe. Updates will include new menu items, weekly sales, and polls that consumers will be able to vote on.

TikTok Direct Message

Those who visit our TikTok will be able to message us via the app to ask questions, or give us feedback.

TikTok Content Strategy

Kiester Kafe's TikTok will show content through video posts, stitch, and stories. Our TikTok page will be used to get our company out there as well as videos that include more information regarding our coffee truck. Our content will contain aspects of shared content and engagement.

Shared Content:

- Showing employees of Kieste Kafe participating in TikTok trends
- Sharing videos of the day in the life of a Keister Kafe employee/ our daily routine which will include (making drinks, setting up the Kafe, and serving our customers.)
- Stories of Videos of our products and updates on new items (showing how we make the drinks, explaining new products we added to the menu including their ingredients)
- Videos of seasonal products (showing how we make our new seasonal drinks, making recipes that customers can try at home) these videos will be step by step tutorials

Engagement:

- Q & A for customers to ask employees regarding our Kafe (new flavor ideas, location, deals of the week, questions regarding days/times we are open)

- Tagging consumers in our posts whenever they tag our brand or shout us out.
- Posting polls on our story for users to vote on
- Posting deals of the week and sales to engage consumers
- Campaign posts/participation posts

Facebook (@KiesterKafe)

Facebook will be an effective tool for marketing Kiester Kafe due to the large audience active on the platform. Facebook will help our company target our older personas that are more active on Facebook compared to other socials. Using photos and videos our company hopes to increase foot traffic at our coffee truck. Posting our weekly drinks and seasonal drinks on Facebook will also allow our customers to stay up to date on our products. Facebook will be a great tool to help reach a larger audience for Kiester Kafe.

Facebook Profile Setup

Kiester Kafe's Facebook page will be designed for easy customer navigation. The page will sport the Kiester Kafe logo as the profile picture, and the cover image will be switched on a monthly basis using photos of staff and/or customers. This cover image changing will be a fun aspect that keeps customers coming back to check the Kiester Kafe Facebook page. Our bio will contain links to other Kiester Kafe social media accounts, as well as the company's slogan: "Slippery Rock University's favorite coffee spot!".

The Kiester Kafe Facebook page will also utilize an optimized toolbar with different sections and tools aimed to aid consumers in their process of obtaining information about our business. The Kiester Kafe Facebook toolbar will include:

About Kiester Kafe: Kiester Kafe is a locally owned coffee truck, serving up cups of happiness all over the Slippery Rock area daily. Our small business on wheels travels from various different locations in and around Slippery Rock, and is available to book for any event. The Kiester Kafe menu truly has something to offer for everyone, from specialty coffees and teas, to freshly baked treats and sandwiches. Visit our location schedule to find out where the Kiester Kafe truck will be today!

Menu: This tab will contain the links to the full Kiester Kafe menu on the company's website.

Order Now: This tab on the toolbar will include a link for consumers who want to order their Kiester Kafe ahead of getting to our truck. This 'mobile/online ordering' option on the Kiester Kafe website will be convenient for those who are in a time crunch or just do not like to wait in lines.

Location Schedule: The location schedule for the Kiester Kafe truck will always be up-to-date and easily located from the company Facebook page on the toolbar. Here, consumers can view a full calendar that clearly maps out where the Kiester Kafe truck will be parked, on what dates and at what times.

Reviews: Here will be the place on the company Facebook page where all Kiester Kafe consumers are welcome to leave us reviews on what they thought about our business. All reviews will be displayed, good and bad. We will also be replying to all reviews from the brand account.

Community: The community tab will be designated for company posts that highlight stories going on in and around the Slippery Rock community that are lighthearted and connect with Kiester Kafe brand values.

Photo Albums:

- Menu Items: This album will contain photos of Kiester Kafe menu items.
- Team Kiester: This album will have photos of the Kiester Kafe staff/employees.
- Kiester Customers: This album will be made of Kiester Kafe customer photos, those taken by our team and reposts of those that customers take and post themselves.
- Events: This album will consist of photos taken at events that Kiester Kafe has attended/worked.

Contact Information: This tab on the toolbar will contain all contact information for the Kiester Kafe team, including email address, phone number and website link.

Facebook Content Strategy

The content posted on the Kiester Kafe Facebook account will align with the brand's voice and persona. Typical timeline posts will always be upbeat and eye-catching, using welcoming photos of the Kiester team, truck, menu items and customers, accompanied by captions that are clear, concise and informative. These posts will be used to introduce new Kiester Kafe menu items, announce upcoming/ongoing promotions and deals, and advertise other items and goods that Kiester Kafe has to offer.

Shared Content:

- Utilize Facebook's 'Stories' featured to conduct Q&As, asking followers/customers for their opinions and feedback regarding Kiester Kafe.
- Reels depicting seasonal and regular menu items; posted to spread awareness of new products among followers and target personas.
- Photo posts depicting seasonal and regular menu items; utilized with text posted to spread awareness of new products among followers and target personas.
- Facebook stories utilizing different videos, photos and graphics to spread awareness of discounts and upcoming sales.
- Utilize Facebook's 'Call Now' feature on the Kiester Kafe profile page for Facebook users to be able to quickly and easily contact us.
- Monthly posts for Kiester Kafe employee of the month spotlight; posts will include a picture of the employee and a short caption sharing a little bit about them and their accomplishments with the company.
- Repost Kiester Kafe customer posts.

Engagement:

- Commenting on Kiester Kafe customer posts.
- Actively answering direct messages from consumers who may have comments, questions or are reaching out for any other reason.
- Tagging/mentioning the university (SRU) to increase awareness and traffic of staff and students.
- Broadcasting events that the Kiester Kafe truck attends on Facebook live.

KIESTER KAFE WEBSITE (www.KiesterKafe.com)

The website will be an online hub for consumers to go to to find all information about the company and its products and services. The website will feature multiple pages, links, photos, and videos for consumers to browse and learn more about the brand and its values. It will be easy to navigate and contain all information relevant to consumers regarding the Kiester Kafe brand.

Home Page

The home page will feature a button for applying to be hired, a weekly schedule, new seasonal drinks, our mission statement, social media pages, and many photos.

Our Story/ About Us

This page will feature a summary of how Kiester Kafe came to be and why. This will allow users to better understand the company, our goals, and values.

Join Our Team

Users can find this page to join the Kiester Kafe business. The page will allow users to submit their email and job applications to potentially be hired with the company.

Menu

This page will simply lay out all the menu items we offer for users to find easily. Under the menu, there will be a button where users may download the menu for quick access.

Where to find Us

The page will feature a monthly calendar schedule where users can easily find where our coffee truck will be.

Rewards Program

The page will thoroughly explain our rewards program to users, how it works, and how to participate. Under this tab will be a button for users to click and sign up to track their points.

How to Book Us

This page allows users to locate the steps to book our coffee truck for local special events or activities. There would be a button that takes the user straight to a form that they will fill out and submit to book us.

Shop

On this page of the website, users will be able to locate and shop for Kiester Kafe products online. Kiester Kafe's specialty merch, coffee beans, ground coffee, and flavored creams and syrups will all be available for online purchase under this tab.

Order Now

For customers who want to order their Kiester Kafe ahead of getting to our truck. This 'mobile/online ordering' option on the Kiester Kafe website will be convenient for those who are in a time crunch or just do not like to wait in lines

SOCIAL MEDIA CAMPAIGN DESCRIPTION

To draw consumers to Keister Kafe, we started the #KoffeewithRocky campaign. This campaign is directed to target Slippery Rock students, to receive loyal engagement from them. This campaign will encourage user engagement by having Rocky be at our truck for select days as a way to engage SRU students. Our campaign will be promoted on Twitter by posting a photo of our schedule with the days Rocky will be there with the

caption who wants to enjoy their #KoffeewithRocky? To get our hashtag shared we will choose a few winners to get a free coffee and Kiester Kafe shirts if they win the Twitter raffle. To participate they will have to repost our tweet, be following our Twitter, and add the caption #KoffeewithRocky to be entered in the raffle. Once we have chosen the winner we will post them on Twitter. The reason to do this campaign is to get students to come to our truck to see the SRU mascot, as well as get a chance to win prizes in order to increase awareness of our brand. We want our cafe truck to be very upbeat and exciting to come to. Therefore, having Rocky be there to spread joy would be the perfect way to spread awareness of Kiester Kafe to SRU students and more.

Pre Campaign Activities -

- Create a hashtag for campaign (#KoffeewithRocky)
- Establish an audience/target market (Slippery Rock Students)
- Define campaign goals
- Develop content market calendar
- Define a platform to share the campaign on (Twitter)
- Establish possible prizes/outcomes of the campaign
- Figure out social media posts for campaign
- Set rules/ regulations/terms of service

During Campaign Activities:

- Monitoring engagement with campaign posts
- Replying to user engagement

- Define where the campaign is lacking
- Analyze overall mentions and shares of campaign / see if goals were reached

Post Campaign Activities:

- Announce winners
- Collect data/analytics of the campaign
- Define how the campaign could have been more effective

RULES AND REGULATIONS

1. **Eligibility:** This campaign is only open to Slippery Rock University students and faculty.
2. **Campaign period:** Entries will be accepted starting 12/1/22 to 12/31/22. All entries must be entered by 12/31/22.
3. **How to enter:** To enter the campaign you must repost our tweet for our campaign, with the caption #KoffeewithRocky. You also must be following our Twitter account to be entered in our raffle. You may not enter more than once.
4. **Prizes:** The winner(s) of the campaign will win a free any size/flavor coffee, as well as a t-shirt with our logo on the front, and #KoffeewithRocky on the back.
5. **Winner Selection and Notification:** Winner(s) will be randomly selected after they have completed the requirements of the campaign. The winner will be notified of their selection by Kiester Kafe twitter tagging their twitter username in

a campaign post. If the prize has failed to be claimed within 14 days, another winner will be selected.

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APPENDICES



WEEKLY SCHEDULE

Kiestor Kafe

| | |
|-------|--|
| MON | 119 Kiestor Rd, Slippery Rock 7:00am-noon |
| TUES | Slippery Rock University Quad 7:00am-noon |
| WED | 119 Kiestor Rd, Slippery Rock 7:00am-noon |
| THURS | Slippery Rock University Quad 7:00am-noon |
| FRI | 1911 Leesburg Grove City Rd, Grove City 7:00am-noon |
| SAT | 184 Alameda Park Rd, Butler 7:00am-noon |



Fall Favorites

Coffee Menu

| | |
|---------------------------|-----|
| Pumpkin Cream Cold Brew | \$2 |
| Caramel Apple Latte | \$5 |
| Pumpkin Spice Latte | \$6 |
| Apple Cinnamon Cappuccino | \$7 |
| Pumpkin Crunch Frappe | \$6 |
| Maple Spice Macchiato | \$7 |

TEAM MEMBERS PAGE

Bea Brown

I'm a junior studying strategic media communications. Kiester Kafe has been a group effort from the start, but personally I'm proud of helping to create the name, colors, style, and formatting.

Corey Dinger

I am a junior integrated marketing major. My contribution to this project was personas and summaries. I also completed all my individual work while doing my group work also.

Katie Mosqueda

I am a junior integrated marketing major. I completed the Facebook profile setup and content strategy, contributed to portions of the website, objectives and content calendar, and completed individual assignments for all modules.

Marissa Manz

I am a junior integrated marketing major. I created the campaign #KoffeewithRocky for the Keister Kafe. I also developed the content strategies for our TikTok account. Lastly, I contributed to all modules of our brand individually and as a group.

Gabriella Palmer

I am a junior integrated marketing communication major graduating in May 2024. My contribution to this project was the logo, the visuals, and completing each module individually and as a group.