

Agency Briefing: Hot Lips Pizza



Company Background

Hot Lips Pizza is a family-owned pizzeria that was founded in Portland, Oregon in 1984. We currently have six locations in the Portland area and are opening our seventh location in Eugene, Oregon in early fall of this year. Our mission at Hot Lips is “to preserve culture and celebrate humanity through our rich culinary traditions and by joining with others in finding new, sustainable ways of doing business.” We pride ourselves on our sustainable practices from the start of making our pizzas to delivering our pizzas to our customers by using ingredients from local farmers, using extra energy produced from our pizza ovens to heat water, and delivering our fresh and yummy pizzas in electric cars. Our menu boasts a variety of options for everyone to enjoy, including vegan and gluten free options, which are our specialties. As our company has grown over the years, we have branched out with our products and introduced our fresh fruit soda in 2005 made from fruits and berries from our local farmers and expanded our business outside of the store with our 16-foot pizza producing mobile food unit for catering events.

Project Summary

Because Hot Lips is opening up a new location in a new city, we want to spread the word about Hot Lips Pizza, their grand opening, and what they deliver as a company, as well as bring in more foot traffic to the new location. Eugene is a sprawling college town as well, so we want to spread the word about Hot Lips Pizza to the University of Oregon campus to acquire a new group of clientele.

Objectives

Our objectives are to increase Hot Lips Pizza’s brand awareness in the city of Eugene and on the University of Oregon campus, create awareness of the new location opening and what hot lips offers its customers, and promote our pizza and other products through sales tactics that drive consumers to buy.

Target Audience

Our target audience as a company is wide in age, as the love of pizza has no age limit. Overall, our target audience tends to be people who value sustainable business practices and high quality, locally sourced ingredients. They are also predominantly eco-friendly and health-conscious individuals. In addition, they have a range of eating habits and dietary restrictions as we offer not just regular meat and cheese pizzas, but also vegan and gluten-free options as well.

Deliverables

The deliverables we are asking for are market research in the city of Eugene, a campaign advertising plans for both the city of Eugene in general and the University of Oregon campus, print and visual media, and promotion of our location’s grand opening event.

Competition

In Portland, there are a variety of small to midsize pizza chains that offer vegan and gluten-free pizzas to their customers, such as Sizzle Pie, Pizza Schmizza, Virtuous Pie, and Boxcar Pizza. In Eugene, there are also a variety of pizza places offering vegan and gluten free pizzas, such as Pegasus Pizza, Track Town Pizza, Sizzle Pie, Mezza Luna Pizzeria, and Hey Neighbor! Pizza House. Overall, big pizza chains such as MOD Pizza, Pieology, Pizza Hut, and Papa John's are also considered competition for Hot Lips Pizza because of their vegan and gluten-free options. As for competition in regards to the use of locally grown ingredients, Please Louise, Ken's Artisan Pizza, and Dove Vivi stand as Hot Lips Pizza's biggest competition in Portland. However, what sets Hot Lips Pizza apart is their focus and commitment to sustainability and social responsibility.

Tone, Message, and Style

The tone of the Hot Lips Pizza brand is fun, easy-going, quirky, and friendly. We want to create a family atmosphere within each of our pizzerias. Our tone on social media is very playful and humorous, as we like to include silly pizza edits throughout our social media feeds. The message we aim to send to our customers is that we can make delicious, quality pizza and help save our planet all at the same time. Our core values are pleasure, culture, rigor, beauty and responsibility and we live out these values through keeping our dollars local, working with local and family farmers, and doing our part to improve our environment. We care about our community and work every day to make it better for us and our customers through our fundraising efforts with local schools and organizations. Our style is very eclectic, lively, inviting, and playful. Our brand label hints at our quirkiness with its fun and bold design and lettering. Each location's personality shines through with its eclectic furniture and fun murals on the walls.

Timing

With this project, we expect all of the deliverables to be completed and printed or ready to implement by each of their deadlines. The deadlines for each of the deliverables are as follows:

Market Research: June 10th

Campaign Plan for Hot Lips Pizza - Eugene (general): June 30th

Campaign Plan for Hot Lips Pizza - Eugene (University of Oregon campus): July 20th

Print and Visual Media: August 31st

Grand Opening Consumer Attendance Plan: September 7th

Budget

Our budget for this project is \$35,000. This does not include any agency fees, only the creating and implementation of all of our deliverables. We would like to stick close to this budget, but if any contingencies arise, our buffer in the budget is \$5,000, totaling \$40,000 all together spent on deliverables. The percentage of the total spend that the agency decides on will be tacked on to the total budget. This portion will be paid out gradually in percentages as the deliverables are due.

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