

Final Intern Project

By: Brooke Lewis



Presenting...

A**B****C**'s

Austin Restaurants By Alphabet

Background Information

- a. 1 - 1 ½ long campaign
 - b. Highlight four letters at a time (because of this, the last group of letters which will only be two letters)
 - c. The editorial will be focused on a variety of cuisines from different restaurants in Austin represented through the letters of the alphabet.
- For example, Letters A-D would be American Food, letters E-H would be Italian food, etc.

Branding

Why this makes sense for Do512?

- The restaurant industry in Austin is growing constantly every day. With a variety of restaurants that serve different dishes from all over the world, it's very necessary to try out these different places.
- We have to find a way to attract those who are looking for restaurants in Austin that serve popular cuisines from different parts of the world.
- Do512 has produced many editorials such as coffee spots in Austin, the best wine bars in Austin, etc., so why not one about different restaurants that showcase different cuisines in Austin centered around the letters of the alphabets?

Presenting...

A **B** **C**'s

Austin Restaurants By Alphabet

Editorial Component

Editorial Component

Editorial Ideas:

- Push separate editions for each group of letters.
- a. Since they will come out in editions, once they are all out we will create a landing page that links out to every edition.
- b. When the editorial is finished, we could paste it all onto one page and push it as a roundup so that it can have a wrap-up.
- Start pushing on a Friday because people eat out on the weekends more than during the week. There is more engagement on Friday's and we would push every week.
- The title of the separate editorials would be:
 - a. Austin Restaurants by Alphabet: A-D (correlating with the letters of that group)
- The title of the landing page would be:
 - a. Austin Restaurants by Alphabet

Example Of a Sponsored Editorial Proposal

Editorial Component Cont.

SPONSORS




- We would be the ones reaching out to potential clients, they would be companies who Do512 has worked with before.
- There would be a different brand for each theme/group of letters for the restaurant.
- The companies will be local brands from the Austin area so that it can bring more awareness to their company and Do512 and it'll be centered around the theme of the restaurant.
- We could have a giveaway where the brand has its featured email where it describes what you could win if you vote on your favorite restaurant in that group to bring awareness to the editorial and to that company.
- This project is sellable and could be paired easily. We could even sell placements to the restaurants and they can pay to be on this list.

Do512 DO AWESOME STUFF IN AUSTIN **Austin Restaurants by Alphabet: A-D Sponsorship**

Do512 is "What to Do in Austin", reaching more adults 21+ in town on a daily basis than any other local digital media property. With 340,000 daily email subscribers, 500,000+ monthly website visitors, and 450,000+ social media followers, Do512 helps launch brands with innovative ideas and programs that cut through the clutter and make a big impact in Austin.

Do512 MEDIA ASSETS

Do512 Traffic 310,000+ monthly visits 285,000+ monthly pageviews	Daily Top Picks Emails 340,000+ subscribers
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 120,000+ likes  194,000+ followers  131,000+ followers

Do512 DEMOGRAPHICS

92% have an alcoholic beverage at least 3x/month	82% go see live music at least once a month	68% do not have kids
73% have college degrees or higher	51% make \$50k+/year	20% make \$100k+/year
52% female	48% male	50% of users are Adults 25-34

Do512 DO AWESOME STUFF IN AUSTIN **Austin Restaurants by Alphabet: A-D Sponsorship**

Austin Restaurants by Alphabet: A-D Sponsored Feature

Karbach Brewery will be the exclusive sponsor of Do512's "Austin Restaurants by Alphabet: A-D" page. Editorial will be "Powered by Karbach Brewery" and include an introduction on the company atop the page, 100% SOV of ads on the editorial page, logo inclusion, as well as tags on all social posts. Additional promotion will include:

- (1) **Do512 Top Picks Email Sponsorship.** Email will include Logo in Leaderboard, (1) Content Block and (1) Additional Premium ad unit.
- (1) **Dedicated Email Blast** prior to the first push of the editorial series to make our audience aware of the giveaway (sent to the entire Do512 email list).
- **Boosted Social Media**
 - ☐ (1) Do512 Facebook Post, boosted for \$50
 - ☐ (1) Do512 Instagram Post, boosted for \$50 ; (2) Do512 Instagram Story, boosted for \$30 each.
 - ☐ (2) Do512 Twitter Posts boosted for \$30 each.
 - ☐ (1) Do512 TikTok Post boosted for \$35.

Cost = \$9,000 (Price includes \$195 boosted social posts)

Separate Edition Editorial Example

Separate Edition Example:

<https://do512.com/p/austin-restaurants-by-alphabet-a-d>




When asked your favorite food, is your answer burgers, tacos, pizza, french fries, or all of the above?

Obviously the answer should be all of it. And we've got some opinions about American Food in Austin. This is our *Austin Restaurant by Alphabet Series: A-D*.

To start off our restaurant alphabet series, we've compiled a list of some very popular American Food restaurants in the area. The end goal is to leave you hungry because, after making this list, our mouths were

The Best Fishing Spots in Austin



Able's On The Lake
3825 Lake Austin Blvd.

Great views, great beverages, and great food? It can't get much better than that at **Able's On The Lake**. Start off with some tasty appetizers such as chips and queso or mozzarella sticks and then choose between a soup or a salad, burgers or sandwiches, or an entree of your choice. But hold on a second! But hold on a second! Save some room for dessert. Check out their **menu** for prices and what you can stuff your face with.

LOVELL DOWSTREAM
Reactive, bold, creative, socially
distinct, table flow

HAUTESPOT
SERIES PART 1X

LATEST FROM DO512

AUSTIN'S MARIJUANA POLICIES:
EXPLAINED


HOW TO CELEBRATE 420 IN AUSTIN

THE BEST SPOTS TO GET SUN IN AUSTIN

DO512 EXPLAINS: THE CONGRESS BRIDGE
BATS

WHERE TO RENT KAYAKS, CANOES, AND
STAND UP PADDLEBOARDS

VIEW ALL



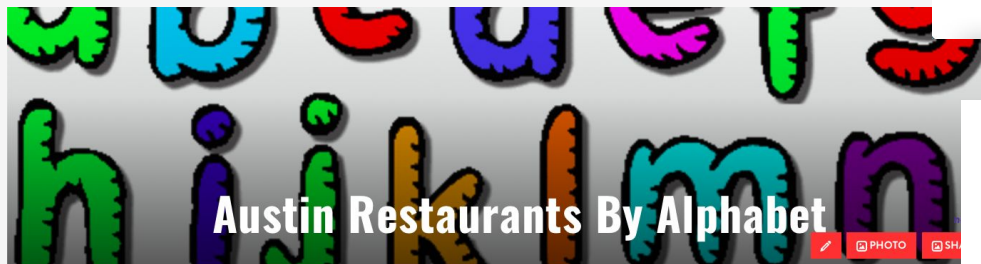
Billy's on Burnet
2105 Hancock Dr

Your local neighborhood restaurant just got ten times better. **Billy's on Burnet** is a beer and burger joint perfect for hanging out with your friends, enjoying a nice beer while watching a game, and challenging your peers to a little pool table competition. Enjoy a variety of meals and the menu even includes vegetarian options for those who need it. There's something for everyone at Billy's on Burnet!

Landing Page Editorial Example

Separate Edition Example:

<https://do512.com/p/austin-restaurants-by-alphabet>



Austin is full of restaurants with delicious meals from different cuisines. But you already knew that, right?

If you didn't (or if you're just looking to try something new), we decided to start a new series where we go through every letter in the alphabet and find a cool restaurant for you to try. Each edition is broken up by cuisine so you're sure to always find something unique. This is *Austin Restaurants by Alphabet*.

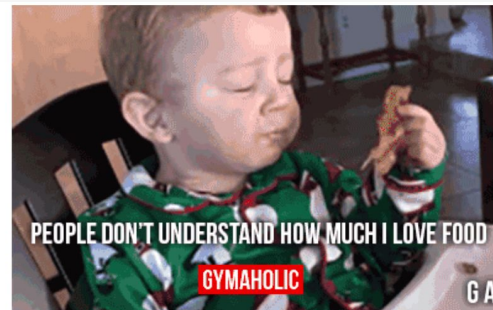
After reminiscing on the letters of the alphabet in a new and more interesting way, we hope that you'll find a newfound love for trying out new things. Don't remember what your favorite restaurant was from the Japanese or American food list? No worries, we've gathered every list of every restaurant chosen to make it easier for you foodies to enjoy a new meal! Here are all the editions of our *Austin Restaurants by Alphabet Series*.

CONTRIBUTED BY BROOKE LEWIS

The Best Hiking Spots
in Austin



Do512



AUSTIN RESTAURANTS BY ALPHABET

Edition 1: A-D

The best American Food restaurants in Austin!

FEATURED

LATEST FROM DO512

AUSTIN'S MARIJUANA POLICIES:
EXPLAINED

HOW TO CELEBRATE 420 IN AUSTIN

Edition 2: E-H

This time we tackled Italian food.

Edition 3: I-L

Next, we focused on Mexican restaurants.

Edition 4: M-P

Here it comes! Let's talk about some Japanese restaurants.

Edition 5: Q-T

Now, discover your new favorite Greek restaurant.

Edition 6: U-X

Don't worry, we didn't miss it. Next, we focused on Chinese food.

Edition 7: Y&Z

Last but definitely not least, we took on discovering some delicious Soul Food restaurants.

Presenting...

A B C's

Austin Restaurants By Alphabet

Social Media Component

Social Media Component

- *To start, we will have one push on each social platform and will be released in the afternoon or around lunch time (Facebook, Instagram *and a story*, Twitter, and Tiktok).*

Instagram

- One push a week because a new edition will be released every Friday.
- Depending on popularity, we might have to push once every two weeks.
- First push on Instagram story will promote the editorial and link out to it. Since Instagram stories have a short lifespan, we would push another story earlier in the week (possibly Monday or Tuesday).

Twitter

- One push a week because a new edition will be released every Friday.
- First push on Twitter will promote the editorial and link out to it. Since Tweets also have a short lifespan, we would push another tweet earlier in the week (possibly Monday or Tuesday).

Facebook

- One push a week because a new edition will be released every Friday.

TikTok

- One push a week because a new edition will be released every Friday.
- Could be a multi-part series where we actually go to the restaurants and video a meal and the outside of it with a little copy about the what the restaurant offers and the address of it.

Social Media Content Calendar

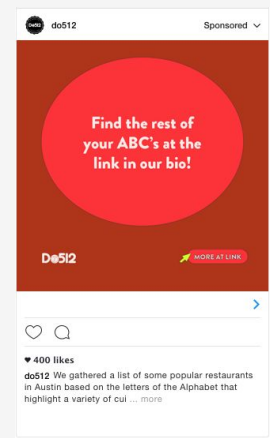
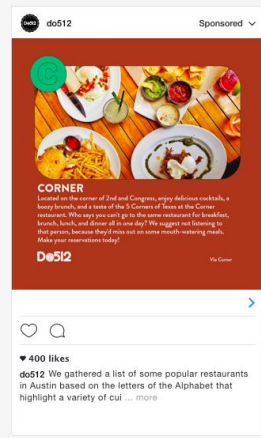
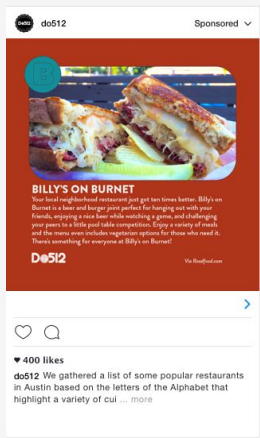
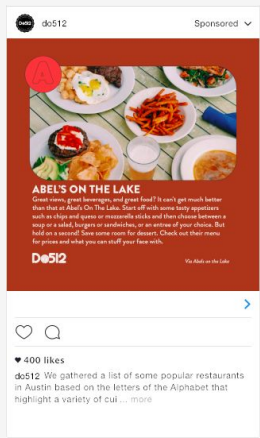
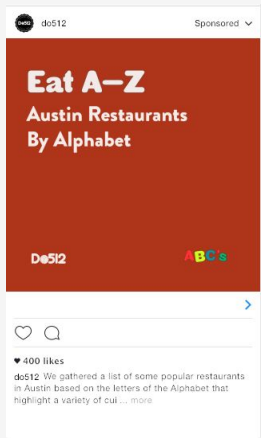
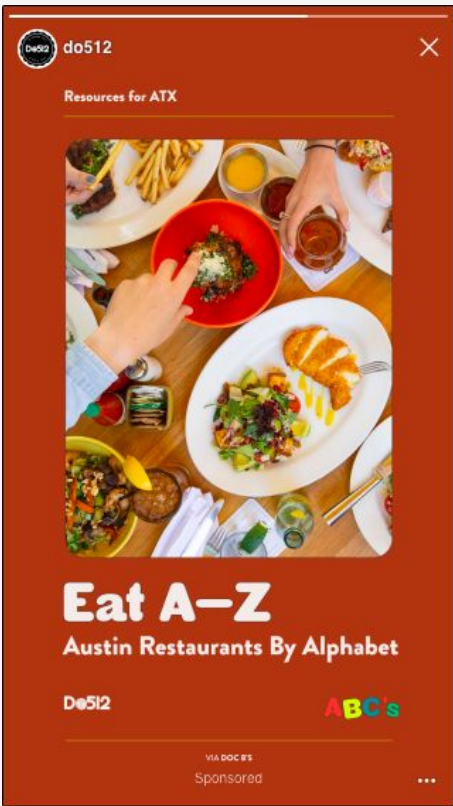
date / ads	INSTAGRAM				FACEBOOK				TWITTER				TIKTOK			
	Time	Copy	Sponsor	Link	Time	Copy	Sponsor	Link	Time	Copy	Sponsor	Link	Time	Copy	Sponsor	Link
4/2/2021		We gathered a list of some of the most popular restaurants in Austin based on the letters of the Alphabet that highlights a variety of cuisines. For our first set of letters, discover a new tasty way to remember letters A-D with American Food!				Are you looking to expand your taste buds and at the same time do it in a productive way? For letters A-D from the alphabet, discover Austin's best				Are you looking to expand your taste buds and at the same time do it in a productive way? For letters A-D from the alphabet, discover Austin's best						
	12:00 p.m	Food! LINK IN BIO.	Karbach	Post	12:00 p.m	American Food Restaurants.	Karbach	Post	12:00 p.m	American Food Restaurants.	Karbach	Tweet	12:00 p.m	Austin Restaurants by Alphabet: A-D	Karbach	Video
	NA	Austin Restaurants by Alphabet: A-D	Karbach	Story												
4/5/2021										Are you looking to expand your taste buds and at the same time do it in a productive way? For letters A-D from the alphabet, discover Austin's best						
	NA	Austin Restaurants by Alphabet: A-D	Karbach	Story					12:00 p.m	American Food Restaurants.	Karbach	Tweet				
4/9/2021						Are you looking to expand your taste buds and at the same time do it in a productive way? For letters E-H from the alphabet, discover Austin's best Italian Food!				Are you looking to expand your taste buds and at the same time do it in a productive way? For letters E-H from the alphabet, discover Austin's best Italian Food!						
	12:00 p.m	Up next on our restaurants in Austin based on the letters of the Alphabet, we are highlighting letters E-H with Italian Food! LINK IN BIO.	William Chris Vineyards	Post	12:00 p.m	Food Restaurants.	William Chris Vineyards	Post	12:00 p.m	Food Restaurants.	William Chris Vineyards	Tweet	12:00 p.m	Austin Restaurants by Alphabet: E-H	William Chris Vineyards	Video
	NA	Austin Restaurants by Alphabet: E-H	William Chris Vineyards	Story												
4/12/2021										Are you looking to expand your taste buds and at the same time do it in a productive way? For letters E-H from the alphabet, discover Austin's best Italian Food!						
	NA	Austin Restaurants by Alphabet: E-H	William Chris Vineyards	Story					12:00 p.m	Food Restaurants.	William Chris Vineyards	Tweet				

Social Media Content Calendar

APRIL 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 First Edition Editorial Push First Social Push (Instagram, Facebook, TikTok, Twitter) First Email Push	3
4	5 Second Push for Instagram Stories, and Tweets for first edition	6	7	8	9 Second Edition Editorial Push Second Edition Social Push (Instagram, Facebook, TikTok, Twitter) Second Edition Email Push	10
11	12 Second Push for Instagram Stories, and Tweets for second edition	13	14	15	16 Third Edition Editorial Push Third Edition Social Push (Instagram, Facebook, TikTok, Twitter) Third Edition Email Push	17
18	19 Second Push for Instagram Stories, and Tweets for third edition	20	21	22	23 Fourth Edition Editorial Push Fourth Edition Social Push (Instagram, Facebook, TikTok, Twitter) Fourth Edition Email Push	24

Social Media Mock Posts & Stories



Instagram Carousel Mockup Post

Instagram Story MockUp

Presenting...

A B C's

Austin Restaurants By Alphabet

Email Component

Email Component

- Push the editorial for the first time on email the day the editorial goes out (on a Friday).
 - Since they will come out every Friday, they will be placed in the content block section of the email because it's something new every week.
 - Once the series is done, it could be pushed in the recs section of the email as kind of a wrap up.
 - Creative will be bright, appealing and different every time to keep the audience engaged and interested in what is coming next.
-
- Email Timeline:
 - a. Flight dates: 4/2/2021-5/7/2021 (pushes would come out for almost a month and a half)
 - b. We would release them every Friday because that is when the new edition of the editorial will come out.
 - c. Each separate push for the individual editorials will get one content block inclusion (total 7 inclusions) and then after the series is complete, the landing page will get one rec inclusion (total 1 inclusion).

Email Example



[Day Trips for Fall](#)

You don't need to leave Texas to have a great road trip.

[more →](#)



[ABC's Food Style](#)

Alphabets and food? It can't get better than that.

[more →](#)




[Pumpkin-Flavored](#)

You know what time it is. Spice up your life, yall!

[more →](#)


Editorial Landing Page Email Inclusion in Rec #2

View this email in your browser

De512 

[LOCAL JOB OPENINGS](#) [COVID-19 VACCINE INFO](#) [DONATE STUFF](#) [RAINY DAY FUN](#) [COVID-19 TESTING](#)

Austin Restaurants ABC's Style



VIA CORNER

Are you craving a big juicy burger, cheesy nachos, or tacos packed with your favorite fish or meat. For letters A-D, check out our list of some of Austin's most popular [American food](#) restaurants that serve these mouth-watering meals.

[DISCOVER AMERICAN FOOD FOR LETTERS A-D →](#)

Separate Editorial Page Email Inclusion CB #1

D  512

THANK YOU!!

If there's any questions or concerns PLEASE let me know :)

I'm open for feedback, comments!



ABC's

Austin Restaurants By Alphabet