



# DAILY GROCERIES CO-OP

## JRMC 7960: AD FOUNDATIONS

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# CREATIVE BRIEF



## PRODUCT

Daily Groceries Co-Op is an opportunity to experience Athens through a passionate community of people who enjoy intentionally sourced food and getting to know their neighbors.

## COMPETITION

**Direct:** Collective Harvest, Athens Farmers Market, Earth Fare, Trader Joe's

**Indirect:** Kroger, Aldi, Publix, Target, Fresh Market

## OBJECTIVE

The objective of the campaign is to increase consumer awareness, which will, ultimately, increase membership numbers of owner-members. Secondly, the campaign should distinguish Daily Co-Op as a place to experience the best Athens products and community values. We want to reposition Daily Co-Op away from their current communication of being a "one-stop shop" because it isn't for most consumers.

## TARGET MARKET

Our target market is established Athenians within the age range of 24 and 60 years old. These Athens residents are invested in Athens community-owned businesses and people in the area. They are health-conscious and desire fresh, local products with intentionality.

## CURRENT POSITIONING

Currently, the Co-Op markets itself as a "one-stop shop" for Athens residents within a welcoming, community-driven environment. The Co-Op attempts to compete with unrealistic competitors (like Kroger or Fresh Market) by trying to get consumers to "grocery shop" there, but the prices, location, and specificity of the Co-Op prevent the business as being a reliable alternative to larger chains.

## DESIRED POSITIONING

Daily Co-Op should be considered a unique, Athens-specific experience for both tourists and Athens residents with an emphasis on the pre-made food options and local products not offered elsewhere. The Co-Op should be a place to experience Athens through community and products, and Daily's online presence should be consistent and welcoming.

## KEY FEATURES & BENEFITS

**Features:** Pre-made and Athens-specific products, Athens only co-op, intentional food and people, community connection, unique offerings, involvement in community outreach (EBT/ SNAP); **Benefits:** Chance to explore Athens through products and people, opportunity for neighborly community, chance to try new things, preservation of an Athens business, opportunity to "own" a part of Athens

## BRAND MESSAGE

Daily dose of Athens

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# ABOUT

Daily Groceries Co-Op is a consumer-owned cooperative grocery store in Athens, Georgia, that seeks to provide high-quality, local products while creating a strong sense of community engagement. The store opened in 1992, and it is currently located at 532 Prince Avenue. Daily Groceries Co-Op offers a variety of locally sourced and produced goods as well as organic and vegan options. Athens-specific products such as bread from Independent Baking Company and beer from Creature Comforts can be found at Daily.

Daily Groceries Co-Op is the only cooperative grocery store in the Athens area, and shoppers can become owner-members of the store by contributing an equity payment of \$100. As a co-op, the store is owned by their customers, but you do not have to be a member to shop at the store.

Daily encourages community engagement among Athens residents through their various outreach programs. Daily's Daily Change program allows shoppers to round up their total at the register to support local and regional missions.

Daily Groceries Co-Op is an opportunity to experience Athens through a passionate community of people who enjoy intentionally sourced food and getting to know their neighbors.





# OVERVIEW

## PRODUCT

Daily Groceries Co-Op is a grocery store, but this campaign will highlight the experience that the store offers both Athens residents and tourists. The location of the store and the neighborhood feel of the store create an experience that sets it apart from other grocery stores. We want shoppers to choose Daily Groceries Co-Op as a place to leisurely browse unique products and to enjoy their time. We want Daily to be set apart from the somewhat stressful attitude our target market has toward grocery shopping. The experience of shopping at Daily Groceries Co-Op as well as the unique products found there will encourage our target market to take trips to Daily for a stress-free and pleasant time.

## TARGET MARKET

The target market of this campaign are established Athenians within the age range of 24 and 60 years old. These Athens residents are invested in Athens community-owned businesses and people in the area. They are health-conscious and desire fresh, local products with intentionality. The target audience lives busy lives, and their grocery shopping is heavily affected by price, proximity, and availability.

## OBJECTIVE

The objective of the campaign is to increase consumer's awareness of Daily, which will, ultimately, increase membership numbers of owner-members. Secondly, the campaign should distinguish Daily Co-Op as a place to experience the best Athens products and to engage with the Athens community. We want to reposition Daily Co-Op away from their current communication of being a “one-stop shop” because it is not for the target audience. Instead, Daily Groceries Co-Op should be seen as a place with unique products and high-quality goods that might not be found elsewhere.

# KEY FEATURES & BENEFITS

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## FEATURES



### PRE-MADE AND LOCAL PRODUCTS

Daily Groceries Co-Op makes packaged food items that are convenient and easily accessible in the store. They source their products from local suppliers, directly benefiting the local economy and environment.



### INTENTIONALLY-SELECTED ITEMS

Daily's products are intentionally selected to be fresh and high quality options. Daily also carries products that are vegan and organic.



### COMMUNITY CONNECTION & SUPPORT

Daily is active in the Athens community through their outreach programs and involvement with local and regional charities. They frequently make food and monetary donations to local charities.

## BENEFITS



### CHANCE TO EXPLORE & OWN ATHENS

Daily gives residents an opportunity to explore the Prince Avenue area of Athens as well as own a part of Athens by becoming an owner-member.



### PRESERVING AN ATHENS STAPLE FOR THE FUTURE

Daily opened in 1992 and has served the Athens community for 30 years. Shopping at Daily allows residents to give back to a local business that has given and continues to give so much to the community.



### FEELING COMMUNITY IN AN ISOLATED WORLD

Becoming an owner-member or a frequent shopper at Daily gives shoppers an opportunity to meet other Athenians and to become a part of the Athens community.



### ENJOYABLE SHOPPING

Daily Groceries Co-Op offers an experience unlike other grocery stores due to its local feel, location and unique selection of products.

# BRAND POSITIONING

04

## CURRENT

Currently, the Co-Op markets itself as a “one-stop shop” for Athens residents within a welcoming, community-driven environment. The Co-Op attempts to compete with unrealistic competitors (like Kroger or Fresh Market) by trying to get consumers to “grocery shop” there, but the prices, location, and specificity of the Co-Op prevent the business as being a reliable alternative to larger chains.

## DESIRED

Daily Co-Op should be considered a unique, Athens-specific experience for both tourists and Athens residents with an emphasis on the pre-made food options and local products not offered elsewhere. The Co-Op should be a place to experience Athens through community and products, and Daily's online presence should be consistent and welcoming.





# RESEARCH INSIGHTS



The largest issues aside from finances, are awareness and lack of convenience appeal, and lack of parking.



Community is of large importance to members. Members of the Daily team often describe the store as a community before they call it a grocery store. Most people want to become more involved with the community but don't know how.



The most important things to people when they are buying groceries are: price, proximity, and availability.



Undergraduate students should not be included in the target market, instead we should focus efforts toward the "Athens Townie" market.



The #1 goal should be to increase brand awareness and memberships.



# PERSONAS



Sarah is a 30 year old mom of 2. She has a 3 year old son, Leo, and a 10-month-old daughter, Olivia. She received her undergraduate degree from UGA and has recently moved back to Athens with her wife and kids to raise their family. Sarah and her family live on Boulevard and enjoy walking with their family around the area. She stumbled upon the Co-op while on a walk and was surprised to learn that it had been there while she was in college. She is interested in learning more about memberships at the Co-op.



Ava, a 27 year old credit analyst, was facing burnout from her NYC banking job. She found an open position at Classic City Bank in Athens and decided a small-town refresh was exactly what she needed to get back on track. She was referred to the Co-op when inquiring with a colleague about the best vegan options in Athens. After her first stop in the store, she realized that the Co-op was much more than a grocery store. She met a young professional like herself while in the store who encouraged her to purchase a membership.



John, 65, has lived in Athens his whole life. Aside from his four years at Auburn University, Athens has been a place to call home throughout all stages of his life. His daughters have their own families in Atlanta, and John and his wife Maria are adjusting to the leisure of retired life. John has been a member at the Co-op since it opened in 1997, but has recently been going more often to grab a sandwich with his buddies or grab a coffee before his morning stroll. He wants to be more involved with the Co-op, so he regularly attends the board meetings and gives input on what to stock at the store.

# MAIN MESSAGE

We wanted to combine the funky, whimsical feel of Athens with the uniqueness of the Daily Co-Op. We are marketing it as an Athens staple for tourists and community members alike. Just like Athens, the Daily Co-Op is authentic and colorful.



*"Daily Dose of Athens"*





# THUMBNAIL SKETCHES

08

1.



DAILY DOSE OF ATHENS



2.

# PITCH

## Media Type

Dynamic Media

## Characters

- Ava: one of our personas, 27 years old, who recently moved to Athens from NYC. A colleague referred her to the co-op when she asked about places with the best vegan options
- Co-op characters: fun way that Daily's represent its welcoming and whimsical environment. The cartoons appear in many ads for the co-op

## Character Choice

Ava is the prime target for Daily Groceries. She had a steady job that provides stable income, she is new to Athens, and is interested in vegan products. She will most likely have the drive to meet new people and create community in her new city. She has the finances, curiosity and product interest for Daily Groceries Co-op.

## Description of Video

The ad begins showing Ava unpacking in her new apartment in Athens. The tint is black and white as Ava stacks boxes upon boxes. The next day a co-worker tells her about the co-op and color begins to return to the ad. Additional colors are added when she sees one of the daily characters on her way home. She follows the character all the way to the co-op, where it opens the door for her into the colorful, comforting and almost oversaturated environment of Daily's.

## Key Features & Benefits

- Chance to explore Athens
- Chance to try new things
- Community connection

## Headline

Daily Dose of Athens

## Subheadline

Your Daily dose, even if you don't know it yet :)

Exhausted, Ava unpacks her new apartment in Athens. She misses her friends in NYC.



Ava asked a co-worker for vegan recs in Athens and they suggested Daily Groceries Co-op



Ava follows a co-op character down Prince Avenue





More color begins to appear as Ava gets closer to Daily Groceries Co-op



One of the co-op characters opens the door to the co-op



Ava enters the warm, oversaturated and comforting environment of the co-op



A slide shows the sub  
headline for the  
advertisement

Your Daily dose, even if you  
don't know it yet :)



# STORY

## Media Type

Dynamic Media

## Characters

- John and Beth: Athens locals who have been married for 40 years. They grew up in Athens, raised a family and are now retired. Both John and Beth fit well into the older target audience
- The additional characters are John and Beth's daughter and granddaughter Jenny and Lizzie

## Setting

All of the story takes place in Athens, GA

## Situation

John and Beth are high school sweethearts who are now retired in Athens. When Beth passes away John has to cope with doing everything they did together by himself. He tries running their same routine by it's not the same without Beth.

## STASIS

John and Beth's daily routine around Athens. They are retired and spend most of their time together. They take walks, attend community events and shop at Daily Groceries Co-op. Their lives revolve around what they do together.

## STASIS UPSET

Beth passes away after 40 years of marriage together. John is devastated and attempts to their routine without her. He goes through the motions and does not feel the same joy doing tasks that he felt when Beth was by his side.

## STASIS RESTORED

John and Beth's daughter and granddaughter, Jenny and Lizzie visit Athens. The three travel around Athens doing activities John and Beth always did together. John feels restored after making new memories in his familiar places.



John and Beth complete  
their routine stops  
around Athens. One  
being the Daily Groceries  
Co-op



John and Beth  
completing another stop  
on their list with a walk  
around the  
neighborhood

Beth gets sick and passes  
away



John is devastated and attempts to navigate life without Beth



John's daughter and granddaughter come to visit. They lift John's spirit as they run through his old routine.



John's mood lifts as he creates new memories with his family and fondly remembers Beth's memories



A final slide shows  
Daily's headline

A Daily dose to remember  
those cherished memories



# MONTAGE

## Media Type

Dynamic Media

## Characters

- Ava: one of our personas, 27 years old, who recently moved to Athens from NYC. A colleague referred her to the co-op when she asked about places with the best vegan options
- Co-op characters: fun way that Daily's represent its welcoming and whimsical environment. The cartoons appear in many ads for the co-op

## Music Choice

The accompanying music for this ad would be a piece that starts somewhat slow and downtrodden that gradually transitions to a more uplifting and happy melody. This would match well with the visual effect of the gradual addition of color in to imagery. Stylized covers of "Count on Me" by Bruno Mars or "We're Going to Be Friends" by the White Stripes would be fitting.

## Description of Video

This montage advertisement follows Ava through a hard day at her job. As she is faced with several disheartening problems, a Daily Co-op character helps solve her problems while also providing a little more joy and color in her life. The goal is to showcase the different needs that the Daily Co-op can provide for; from a pick-me-up (such as coffee or popsicles) to meal solutions such as pre-made deli items for quick fix lunches, or ingredients for full meals. It also highlights the warm, feel-good nature of the Daily community and the creativity in the current branding.

## Key Features & Benefits

- Opportunity to belong to community
- Solutions to day-to-day needs

## Headline

Your Daily Dose of Athens

## Subheadline

When you need it most



# MONTAGE



- A tired woman at work reaches for her mug and realizes she's out of coffee.



- As she goes to put the mug down, a small colorful hand gives her a cup of Jittery Joes' coffee.
- She is surprised and looks down to see one of our whimsical Daily characters smiling at her.

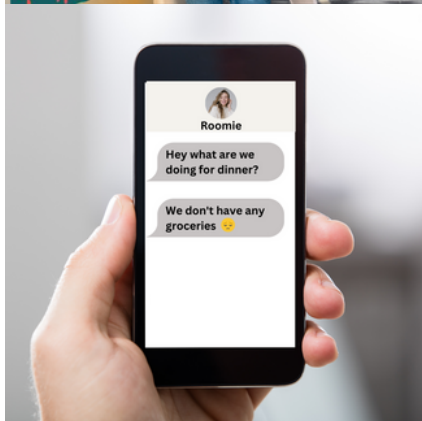


- Flash forward to lunch where she goes to get her lunch from the fridge to find it stolen.



- Her Daily friend gives her a Daily Grinder sandwich which she thanks them for and enjoys as her lunch.

# MONTAGE



- Time jumps to her leaving for work, only to trip as she leaves her building. (Music abruptly cuts) She sits on the ground embarrassed.
- Her Daily friend helps her up. (The shot is relatively dramatic and high emotion as the music swells and transitions back to its full force.).
- It then gives her a King of Pops popsicle to help her feel better and joins her on her walk.
- As she walks home, she gets a text from her roommate asking about dinner and reminding her that they don't have any groceries.

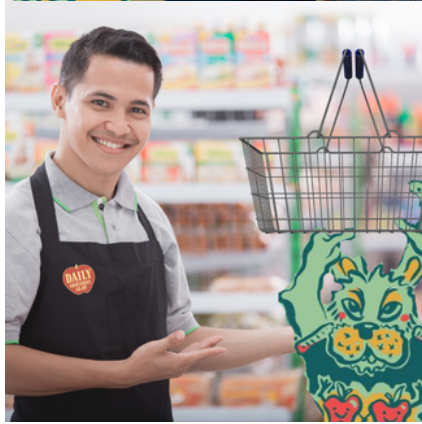
# MONTAGE



- Her Daily friend tugs on her blazer to lead her into the Daily Co-op.



- She enters the Co-op to find several (diverse) people shopping and talking along with their own Daily friends.



- A Daily worker approaches her to talk and welcome her in along with another Daily character.



- The camera shot pulls out to a roadside view of the Co-op as the end card reads "Your Daily Dose of Athens when you need it most".



# INSTALLATION

## Form

Mobile & Location based

## Setting

Iconic Athens landmarks and staples (i.e. The Arch, Prince Ave, Mama's Boy, Five Points, etc.)

## Timing

This initiative would best be done near the end of summer when families are still active and upper class college students have begun returning to Athens.

## Situation

This installation involves creating a game app that people access through various Daily Co-op branded stickers with QR codes. There are 3-5 unique QR codes that go to different games. Each game is associated with a different Daily character and a different local farm/producer that works with Daily. The games are kept simple so they are easily playable by many.

## What Users Do...

User's scan the QR code to play the game. These are simple games with common mechanics. The overall challenge is to find and play all of the games that are scattered around Athens.

## How It Connects...

This game connects to our 'Daily Dose of Athens' by connecting Daily with iconic Athens locations in a quick, fun, and creative way. While also highlighting the local producers they work with. All of which, connect to our goal of increasing awareness of Daily and what they stand for.

## Virality...

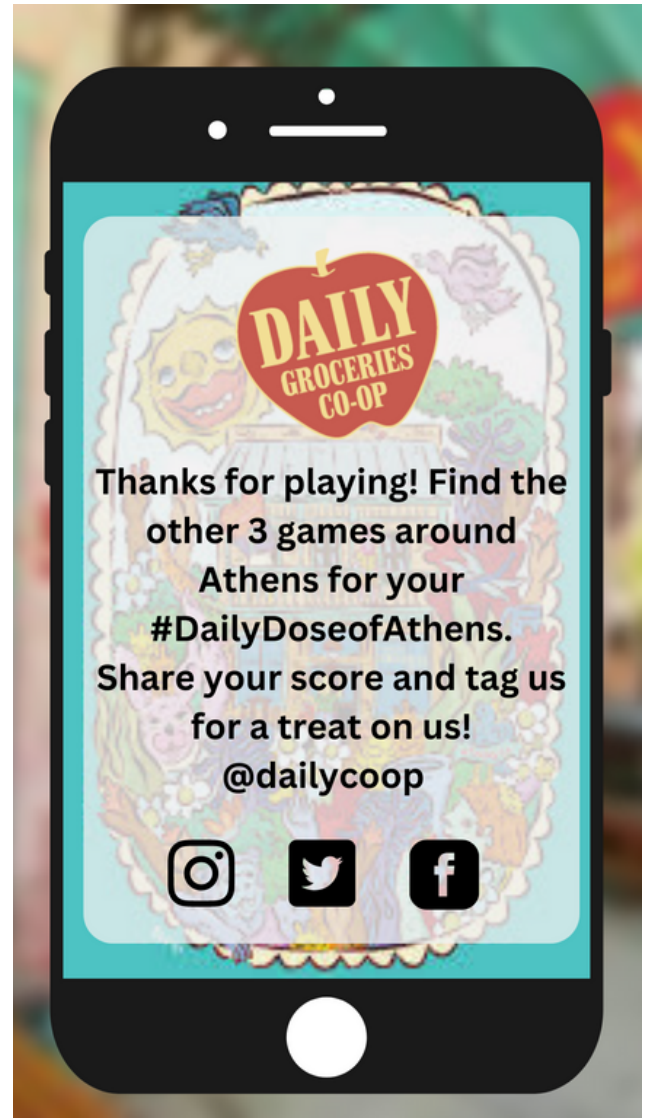
Users can receive exclusive coupons for Daily by sharing their scores, encouraging sharing. A grand prize of a membership could be given to the user that plays and shares all of the games first and/or the player with the highest scores at the end of the campaign.

# INSTALLATION



## Sticker Mock Up

Example sticker design for the initiative. The stickers would feature the different characters associated with the games to make it easier for users to identify the different games.

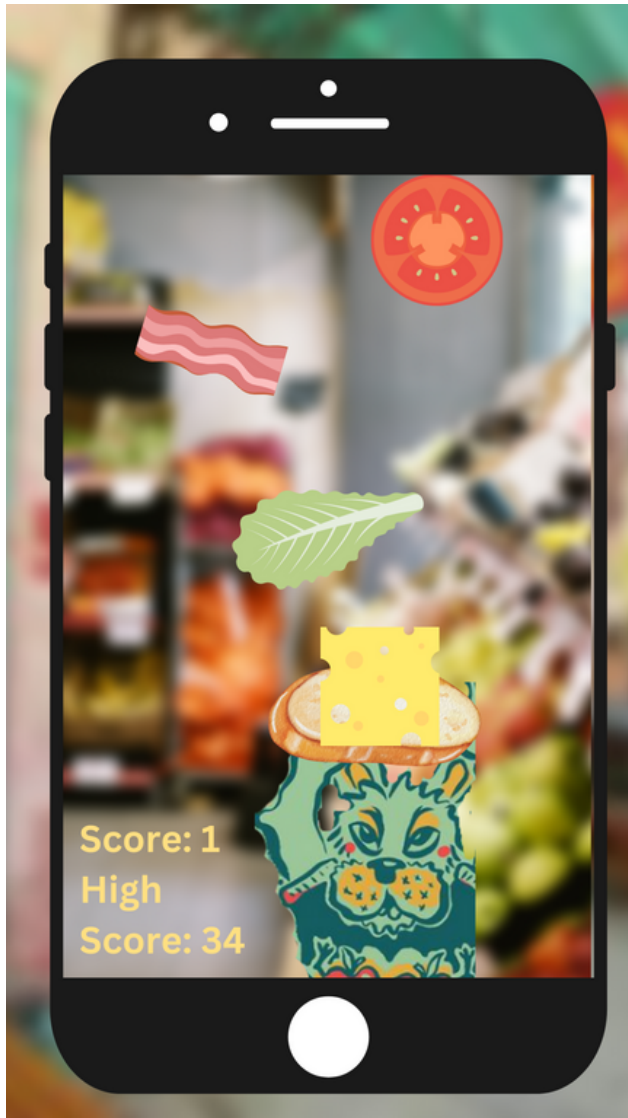


## Game End Screen

This is an example of the game end screen. It would tell users about the campaign and how to share their score for a prize. This is also where we would feature partner producers.

# INSTALLATION

## Game Mock Ups



### Sandwich Stacker

This is a simple game where users tilt their phones to help the character stack the tallest sandwich possible. The mechanics are similar to Doodle Jump.



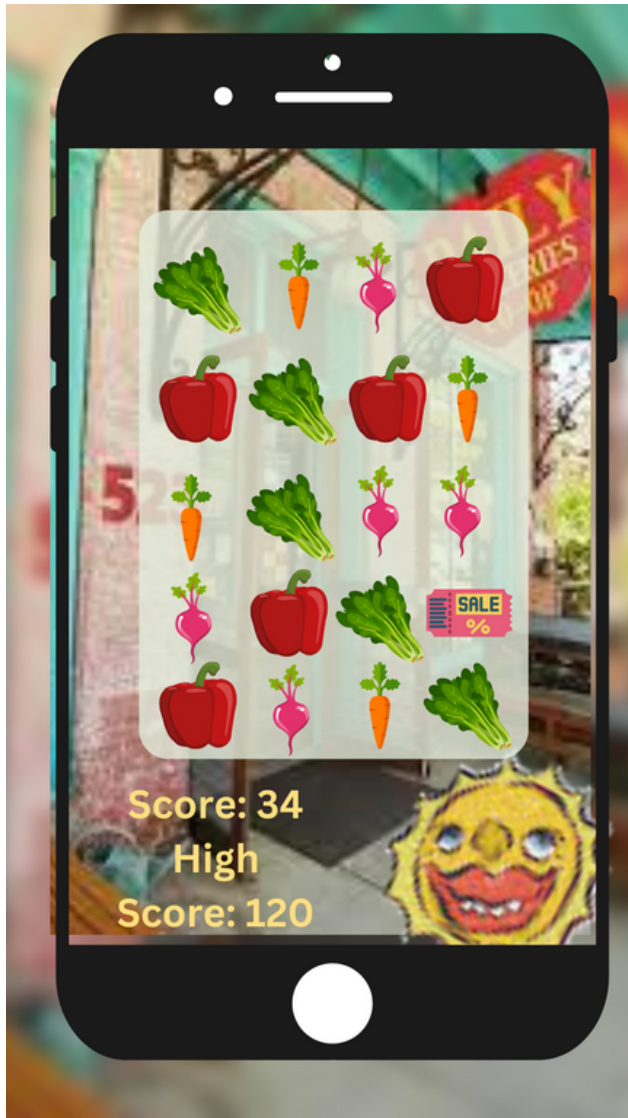
### Product Finder

This is an AR game where users help their character find all the Daily items hidden in their surroundings. This game would use their camera, similar to Snapchat games.



# INSTALLATION

## Game Mock Ups



### Produce Match & Pack

This game has the user match produce items and power ups to help the Daily character pack produce order. The mechanics are similar to Candy Crush.



### Tic Tac Toe

The user plays a Daily character in a classic game of tic tac toe. While this game doesn't directly feature Daily products it is an opportunity to highlight the brand's emphasis on community.

# INFLUENCERS

## @allthingsathens

All Things Athens is a page that posts meals from restaurants across Athens. They don't share opinions or give reviews but rather suggestions and what they chose at a certain place. The page is run by and targets a young professional living in Athens. The page has 4,451 followers but has lower engagement on their posts. This partnership would be a good first step for Daily Groceries Co-op to expand its social media presence and increase brand awareness.

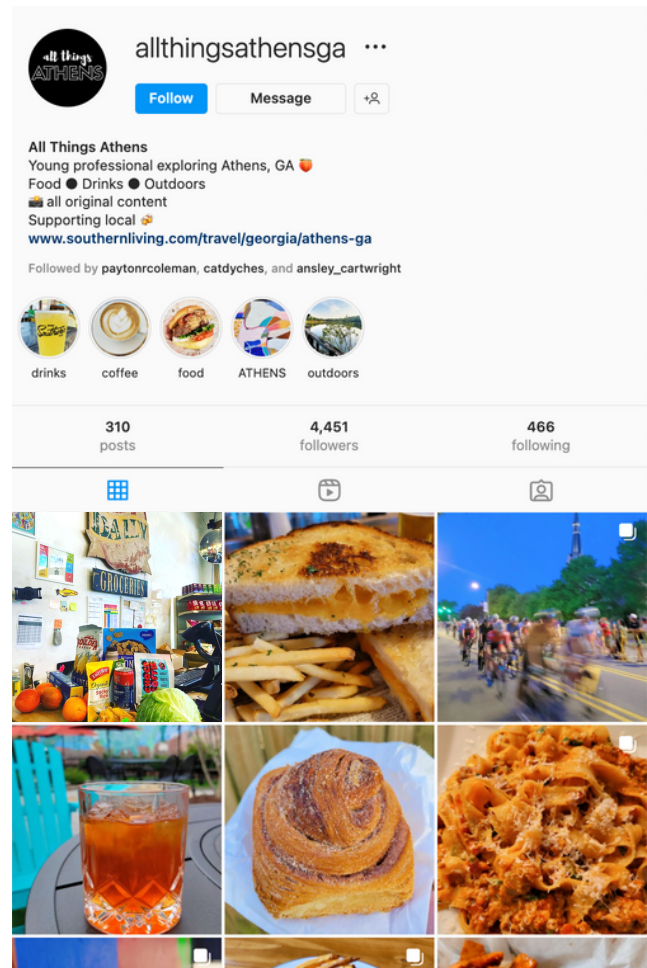
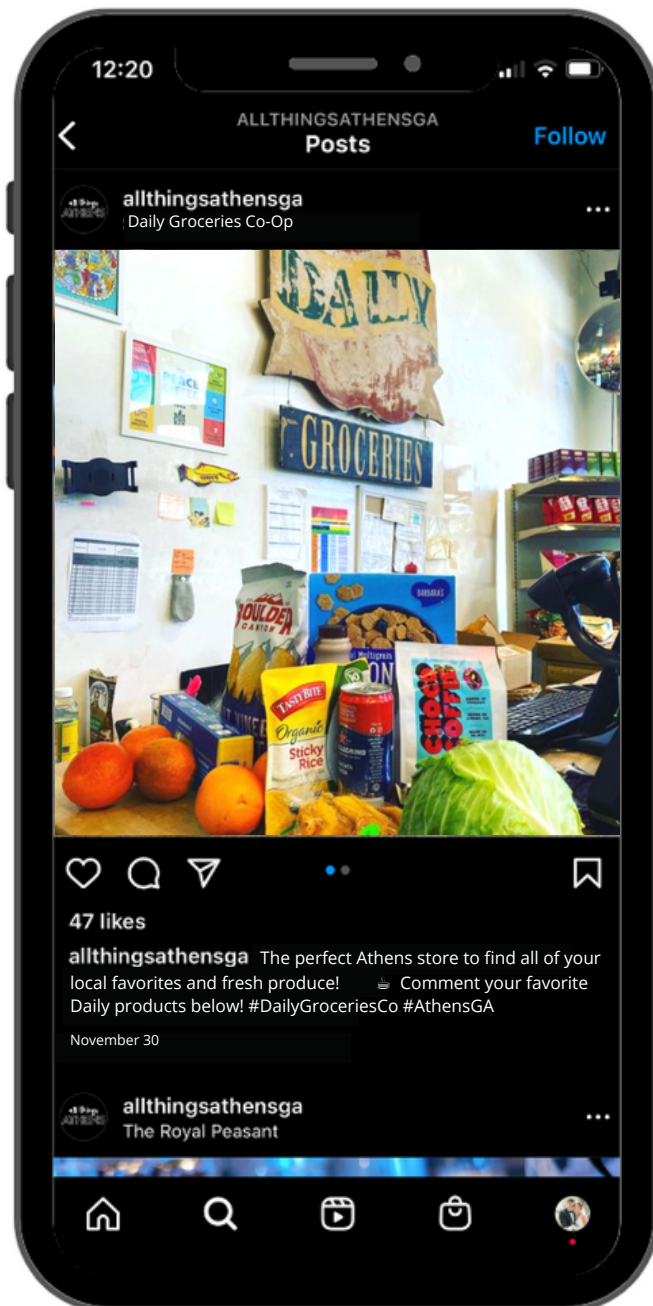


# INFLUENCERS



## @allthingsathens social media post

The post will feature an image of items from Daily Groceries Co-Op to keep consistent with the Instagram theme. The caption will highlight that Daily offers specific and unique products as well as ask the followers to comment their favorite Daily products on the post. This will increase engagement and share Daily products with other followers to hopefully cause more people to try different items.





# INFLUENCERS

## @envision\_athens

Envision Athens is a "20 year community and economic development plan." The group is dedicated to creating a brighter future for Athens. They plan to achieve this through an action plan with 103 different goals. Envision and Daily Groceries both have the same focus around community and all things sourced locally. A partnership would be mutually beneficial for both parties. It would help push Envision's agenda and help the co-op's mission to give back to Athens.



# INFLUENCERS

## @envision\_athens social media post

The post will be a graphic and image to match the theme of Envision's existing Instagram account. To remain consistent with Envision's brand, the same color green and similar hands graphics are used. The post will consist of two images. The first is the one with the hands, and the second is the image of the front of the store. The caption inspires the followers to go to Daily, so the image of the storefront and address will help followers find the location.

