Buffalo Advertising 2021 WTAMU TEAM



Executive Summary

The world as we know it, is changing. The last year is our greatest testament to that change. Stores closed, restaurants shut their doors, and for a little while, things were extraordinarily, well, different. Technology became even more important, as digital connections were the only connections we could make for weeks and months. But one thing remained the same: convenience stores. In fact, convenience stores saw an increase in business during this time, proving their reliability and importance. Convenience stores were always there. Whether it was 2 PM or 2 AM, these establishments took care of their customers no matter what.

Pak-A-Sak is no different. With over 40 years of family-centered, local involvement, Pak-A-Sak knows their community like no one else. With each generation, Pak-A-Sak has made changes, but they have never strayed from their neighborly kindness, local mindset, and family-based values.

Pak-A-Sak is there when you need them the most. Some would say Pak-A-Sak is their saving grace, their go-to, their back-up.

We say Pak-A-Sak Has Your Back.

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To see larger versions of the visuals in the plansbook, click on this icon that is placed throughout the plansbook

Brand History

Pak-A-Sak is a Panhandle born-and-bred business. Two generations of the McKee family made Pak-A-Sak a household name in the community, leaving the third generation with "big gas tanks to fill." This is a rarity in any business, much less a convenience store.

Along with their strong family roots, Pak-A-Sak is an award winning company. Most notably, they have been named the Amarillo Globe News Media "Best of Amarillo" for more than 15 years. This is an especially meaningful award, as it is voted on by the communities they serve, even beyond Amarillo.

Part of what makes Pak-A-Sak so well-known in communities across the Panhandle are their partnerships with local businesses. These businesses range across the board in products and include:











The partnerships don't stop with local eats, either. Pak-A-Sak also partners with Happy State Bank and West Texas A&M University, which only adds to the locality and community-centered nature of the brand.

Locality makes Pak-A-Sak a community favorite, but partnering with national brands keeps them rolling with the times. Pak-A-Sak diversifies their product line with the inclusion of these national brands:







Other major points of interest include their expansion into Lubbock, Texas where one store has recently opened. Pak-A-Sak's brand personality matches their store culture of neighborliness and loyalty. This attitude is not only seen in employees, but is also mirrored in customer relationships. The Pak-A-Sak slogan epitomizes this underlying spirit:

"Our employees make the difference. Our customers make us proud."

The Challenge

With their firm foundation in the Texas Panhandle, Pak-A-Sak has never shied away from serving their communities through innovation. This is seen in countless ways, including building new stores with a modern feel, taking a novel approach to the convenience store drive-thru and introducing the Pak Perks + Pak Pay app.

To meet consumer wants and to stay relevant with technology, Pak-A-Sak aims to improve the convenience store experience with an innovative app and customizable fresh food.





Research Methods and Impressions

C-Store Knowledge and App Survey:

The market is crowded with rewards programs and apps in the grocery and convenience store industries. To understand the target audience's attitudes and behaviors regarding grocery store and convenience store apps, we conducted a survey to gain a better understanding. Survey participants were quick to point out their favorite features in apps and shared an overwhelming positive perception for rewards discounts. However, many participants were not signed up for a rewards program with a convenience store, revealing a gap in consumer awareness.

Brand Perception Interviews:

In addition to the convenience store knowledge and app survey, 68 in-depth individual interviews were conducted with the target market. The goal of the interviews was to gain a thorough understanding of consumer attitudes about convenience stores and Pak-A-Sak brand perception. Of the 68 interviewees, almost 90% were unaware if the convenience store they frequented offered a rewards program. Furthermore, only 3 participants said they were familiar with the Pak-A-Sak app. On a more positive note, almost all participants had a favorable perception of the Pak-A-Sak brand.

App Audit:

While the app market is oversaturated, there is also the overwhelming amount of features consumers must navigate. To identify features most applicable to a meaningful customer experience, 27 unique convenience store apps were audited. The features ranged from personalized rewards and food customization to gamified content, in-store payment options, and exclusive discounts.

Media Consumption Survey:

To pinpoint our target market's media consumption habits, a second survey was launched to better understand their media preferences. Results of the 282 responses indicated the target market subscribe to streaming services for music and television, are Instagram loyalists who prefer photo advertisements and occasionally click on social media advertisements.

This survey solidified our understanding of the target market. In another survey early in the campaign process, participants showed similar media preferences. Overall, this target market is visually driven and avoids ads as much as possible.

1119 Total Impressions



200 secondary research articles



26 days-in-the-life media consumption surveys



68 one-on-one interviews



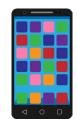
469 convenience store knowledge and app surveys



282 media consumption survey responses



20 taste test participants



27 c-store apps audited



27 Pak-A-Sak store observations

Market Analysis

Core Audience:

The target market of Gen Z and Millenials, with a spending power of nearly \$3 trillion, are set to be the biggest and most powerful spenders in the country.

But Gen Z and Millenials aren't exactly similar when it comes to purchasing habits. Based on demographics, psychographics, and behavioristics, two kinds of shoppers emerged: PAS Pioneers and PAS Planners.

PAS Pioneers: With bold personalities, strong values, and an adventurous spirit, this group makes up the Pak-A-Sak Pioneers:

- Mostly Gen Z buyers (18-24-year-olds)
- Typically have low to no income
- Spend their money with leisure and at random
- First to try new things
- Desire food they can customize
- Value-oriented experience seekers

PAS Planners: These family-oriented, on-the-go shoppers are convenience store loyalists who can always count on the c-store, making them a Pak-A-Sak Planner:

- Consist of mostly Millennials (25-34-year-olds)
- Value family, consistency and a strong brand
- Loyal to brands that deliver the service they desire
- Often last-minute shoppers
- Stop at convenience stores multiple times
- Spends between 3-4 minutes in store



With bold personalities, strong values, and an adventurous spirit, this group makes up the Pak-A-Sak Pioneers.



These family-oriented, on-the-go shoppers are convenience store loyalists who can always count on the c-store, making them a Pak-A-Sak Planner.

Industry Overview

A strong rewards program has become an essential part of retail. With more than 90% of businesses offering some sort of loyalty program, that number is growing. Convenience stores are no exception to this growing trend, with rivaling stores such as Toot-n-Totum, Allsups, and CEFCO offering their own unique rewards programs and apps.

Although these convenience stores, including Pak-A-Sak, have rewards programs in place, the target market is largely unaware of these opportunities. Additionally, respondents stated complex sign-up processes, spam emails and lack of value as the primary reasons they did not utilize rewards or loyalty programs.

As Pak-A-Sak strives to stand out while standing firm in their brand truths, it's important to understand just what sets them apart and evaluate where there's room to grow.

S

- Well-liked and well-known in the community
- Founded in the Texas Panhandle area
- Committed to the community

W

- Current marketing strategy is limited
- Minimal social media presence
- Limited app features and small pool of rewards

0

- Reach new demographics
- Change with the ever-evolving convenience store industry
- Upgraded app; become more tech savvy



- Convenience store competition
- Minimal loyalty to convenience stores
- Consumers hesitation towards convenience store rewards program
- Numerous rewards programs
- Indecisive target market



Creative Strategy

Time and again, research shows consumers across generations are attracted to businesses that operate with them in mind. In fact, 96% of consumers crave meaningful experiences from local businesses. Pak-A-Sak embodies these qualities, from their feel-good motto all the way to their purposeful store placements in neighborhoods. To showcase the customer-first, personalized and intentional service present in every Pak-A-Sak store, the campaign big idea is:

Pak-A-Sak Has Your Back

There's no doubt that Pak-A-Sak has consumers' backs, and the big idea reminds them of just that. The dedication to the community, innovation and ultimately, customers, are all encompassed by *Pak-A-Sak Has Your Back* and taps into consumer desire to have meaningful connections with local businesses. Overall, this memorable tagline positions Pak-A-Sak as the go-to neighborhood convenience store, the reliable last minute stop, the late night saving grace, the friend that always has your back. Furthermore, because Pak-A-Sak has been in this community for so long, they can further assert that no one understands the needs of the consumer quite like they do.

Campaign traits:

- Positions Pak-A-Sak as an authentic and trustworthy community convenience store
- Illustrates Pak-A-Sak's unique ability to solve everyday needs and unexpected situations
- Creates a meaningful, memorable connection with target market that craves convenience and helpfulness

Behavior: Friendly, engaging, community-centered

Persona: Local, neighborly

Tone: Helpful, energetic, thoughtful

Campaign Strategy



- Boost consumer interest in a product
- Benefit phrases and storytelling peaks consumer interest
- Help consumers understand why the product would be a good fit or helpful
- Accomplished by pointing out specific, relatable benefits
- Consumers decide to take the action needed to become a customer
- ·Buying the product, signing up for an app,or registering for rewards happens here

Awareness (May - Aug.)

To kick off the campaign, *Pak-A-Sak Has Your Back* messaging will appear through all forms of media including retail signage, billboards, audio spots, over-the-top TV and social media. The goal of this infiltration of advertisements is to build awareness through repetition and introduce *Pak-A-Sak Has Your Back* to the target market. After a couple months of the target market familiarizing themselves with the campaign messaging, the *Pak-A-Sak Has Your Back* campaign will go big.

Birthday Celebration:

A party will be thrown in celebration of Pak-A-Sak's 43rd birthday and everyone who has the rewards app is invited! To get everyone excited, Pak-A-Sak will use social media ads to spread the word. Paid social media ads have shown to be the most effective way to reach our target audience, making this the perfect space to promote the birthday celebration.

At the same time, Pak-A-Sak will conduct a word-of-mouth competition among employees to see who can get the most people signed up for the rewards program leading up to the July birthday party. The target market trusts recommendations over typical advertisements, so customers will be more willing to download the app based on a Pak-A-Sak employee's recommendation.

As a final push for consumers to download the app and incur more points, employees will also distribute invitations with party details.



Upset kids?



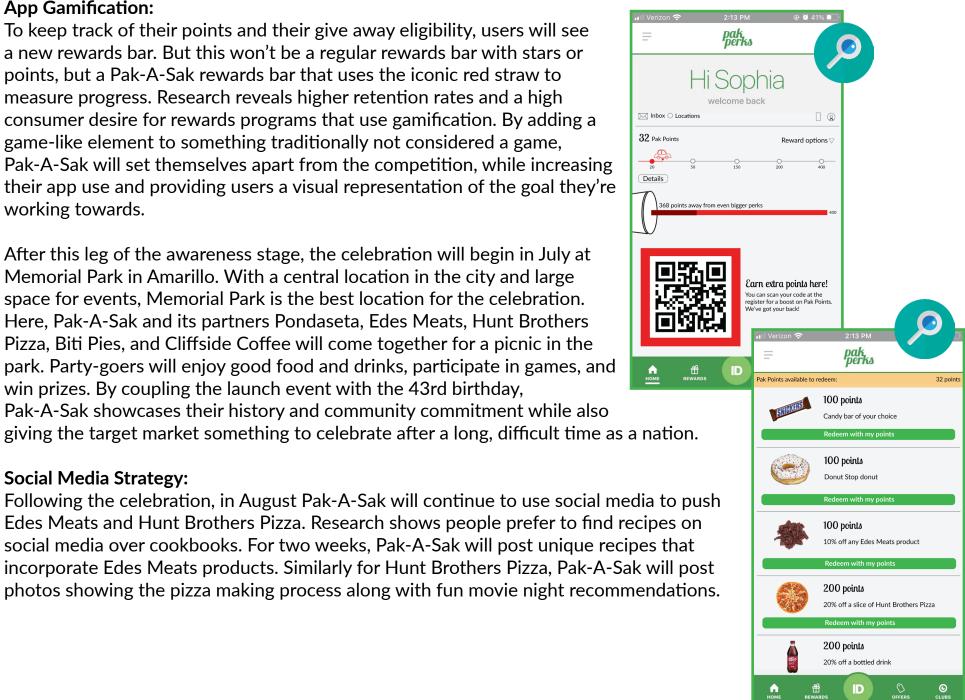
App Gamification:

To keep track of their points and their give away eligibility, users will see a new rewards bar. But this won't be a regular rewards bar with stars or points, but a Pak-A-Sak rewards bar that uses the iconic red straw to measure progress. Research reveals higher retention rates and a high consumer desire for rewards programs that use gamification. By adding a game-like element to something traditionally not considered a game, Pak-A-Sak will set themselves apart from the competition, while increasing their app use and providing users a visual representation of the goal they're working towards.

After this leg of the awareness stage, the celebration will begin in July at Memorial Park in Amarillo. With a central location in the city and large space for events, Memorial Park is the best location for the celebration. Here, Pak-A-Sak and its partners Pondaseta, Edes Meats, Hunt Brothers Pizza, Biti Pies, and Cliffside Coffee will come together for a picnic in the park. Party-goers will enjoy good food and drinks, participate in games, and win prizes. By coupling the launch event with the 43rd birthday, Pak-A-Sak showcases their history and community commitment while also

Social Media Strategy:

Following the celebration, in August Pak-A-Sak will continue to use social media to push Edes Meats and Hunt Brothers Pizza. Research shows people prefer to find recipes on social media over cookbooks. For two weeks, Pak-A-Sak will post unique recipes that incorporate Edes Meats products. Similarly for Hunt Brothers Pizza, Pak-A-Sak will post photos showing the pizza making process along with fun movie night recommendations.



Interest (Sept. - Nov.)



For the interest stage, Pak-A-Sak will retain people's attention by giving consumers the opportunity to both donate and win.

Athlete of the Week:

Starting in September to correspond with the football and volleyball seasons, the *Pak-A-Sak Has Your Back* Athletes of the Week program will be introduced. Each week a football player and volleyball player will be featured as the *Pak-A-Sak Has Your Back* Athletes of the Week. These athletes will appear in the app with their favorite snacks and drinks. Consumers who purchase these items from Pak-A-Sak are not only supporting their favorite athlete, but are also supporting local schools, as Pak-A-Sak will donate a portion of the proceeds back to the athletes' school.

Customizeable Food Contests:

At the same time, Pak-A-Sak will engage the target market by holding the Pak-A-Plate and Pak-A-Pizza contest. Tapping into an ever growing trend, for 3 months Pak-A-Sak consumers can create their own charcuterie board, or Pak-A-Plate, using Edes Meats products along with anything else they find in-store. Then, they will post their Pak-A-Plate on social media

using the hashtag #pakaplate and tagging Pak-A-Sak. Similarly, Pak-A-Sak customers can create a personalized Hunt Brothers Pizza, or Pak-A-Pizza, and post their unique creation on social media using #pakapizza. The winners of these contests will be featured in-store as items available for purchase such as "The Tiffany" Pak-A-Plate or "The Gary" Pak-A-Pizza.

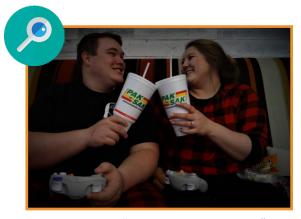
This will not only reach the target market but also play into their preference of word-of-mouth recommendations.



Desire (Dec. - Feb.)

To keep Pak-A-Sak consumers wanting more, a slate of deals and perks from December to February will be offered.

During this phase, store signage will change and a new commercial will air. Both tactics will focus on the specific ways Pak-A-Sak has the consumers back, featuring everyday needs and providing solutions only available at Pak-A-Sak.



View the "PAS Has Your Back" commercial storyboard here

Gas Discount Perks:

Starting in December, Pak-A-Sak will unveil their best perk yet with A "25 Days of Christmas" gas discount. Research indicates one of the most favored features in a rewards program is discounts. For the 25 days leading up to Christmas, all app users who have signed up for the Pak Pay feature are eligible for a 25¢ discount on gas, up to 25 gallons. This generous special offer comes just in time for the holiday season, and shows consumers yet again that Pak-A-Sak has their back.





Cup Stickers:

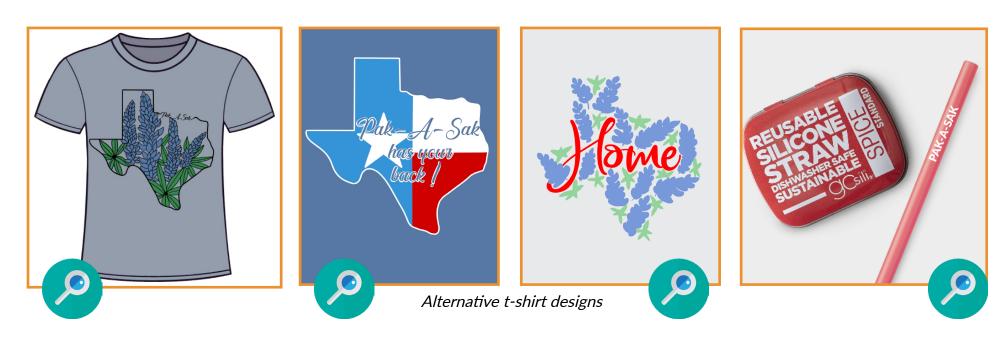
Pak-A-Sak will also roll out an interactive discount with peel-off stickers on cups. The stickers will either reward the person with a discount that can be redeemed through the app or they'll discover a cool fact that pertains to the savings or benefits of using the Pak Perks+Pay Pay app. Research indicates people are big fans of peel-off coupons, so this incentive will not only be popular but also increase app downloads.

Personalized Discounts:

The app discounts won't stop there either. From January through February, Pak-A-Sak will begin to offer app users personalized discounts. This will tap into the target market's desire for a more personalized service. One in five consumers list personalized offers as a leading benefit, making this a key tactic to keep them engaged long after the campaign ends. By sending app users unique, personalized discounts for items they frequently purchase, Pak-A-Sak is showing customers they know them, their likes, and have their back when they buy that product again.

Branded Merch:

Throughout this phase, Pak-A-Sak will also unveil a line of merchandise for Pak-A-Sak loyalists. Along with t-shirts, hats, and stickers, there will be a Pak-A-Sak reusable red straw available for purchase. Reusable straws are a growing trend and are here to stay. Pak-A-Sak's involvement with the "going green" trend will be a sure fire hit with our target market, as they are environmentally conscious consumers.



Action (March - May)

The action phase is all about encouraging loyalty with the Pak-A-Sak consumer base. To do this, Pak-A-Sak will target loyal customers with exclusive and meaningful rewards.

Pak-A-Sak Employee Features:

First, Pak-A-Sak will send loyal customers a direct mail piece featuring one of their neighborhood Pak-A-Sak employees. This "get to know you" piece will also include a recipe that utilizes Pak-A-Sak products and offers an exclusive coupon for those products. Direct mail is still a popular and effective way to get consumers to act, so this will no doubt appeal to Pak-A-Sak's loyal guests.



Gas Pump Signage:

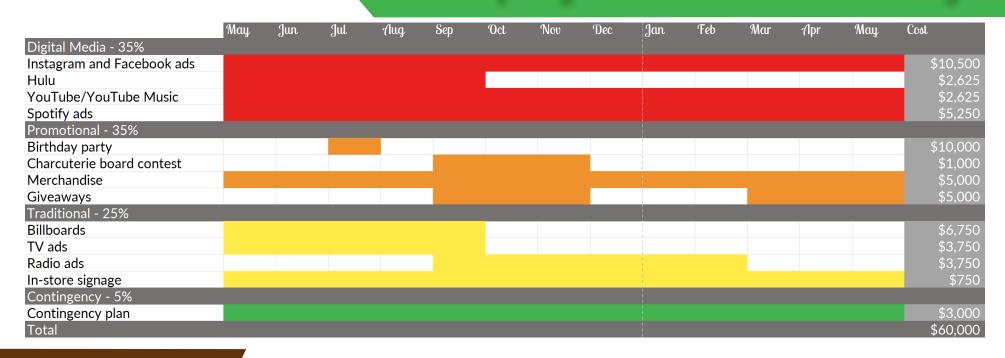
But it doesn't stop there. To top off the phase,

Pak-A-Sak will roll out a new set of gas pump ads. These ads will become the "refer a friend" program of the *Pak-A-Sak Has Your Back* campaign, as they will feature brand loyal customers and their Pak-A-Sak testimony. Their friendly faces paired with an automatic reward for downloading the app using the "Tanner Referral", consumers will see yet again, Pak-A-Sak has their back. Throughout this phase Pak-A-Sak will also continue to push social media ads to further spread awareness of the app and its features.

WORDS FROM A VALUED EMPLOYEE.

Meet Beck!

Campaign Calendar and Budget



Measurements

Awareness:

- Number of birthday invitations distributed
- Number of birthday party attendees
- Number of social media ad impressions

Interest:

- Number of #pakaplate posts/entries
- Number of #pakapizza posts/entries
- Number of Athlete of the Week purchases
- Number of Edes Meats and Hunt Brothers Pizza purchases

Desire:

- Number of social media ad impressions
- Number of app downloads from the peel off stickers
- Number of app downloads through the gas discounts

Action:

- Number of social media ad impressions
- Number of app downloads via the referral program

Conclusion

Young consumers want, well, a lot. Personalization, technology, and convenience matter to them. They also want that human touch, the experience, the comfort of a place they trust. Convenience stores have the ability to give them all of these with their diverse food options, mobile technology, and a multitude of locations. But, not every convenience store has that "thing" that sets them apart, the people.

With Pak-A-Sak, consumers get everything they want, and by the end of the campaign, there will be no question that Pak-A-Sak has their back.







We're thankful for the Pak-A-Sak employees for allowing the use of their stores for content and always lending a helpful hand and smiling face.



Back Row: Joel Beanes, Hannah Franklin, Madison Kast, Cali Kimberling, Gloria Torres, William Frobe, Sydney Frye, Abby Morris, Brooke Moore, Tyler Griffeth, Sophia Britto, Mason Curry, Emily Merrill, Mallory Grimm, Dani Williams, Ramey Walther **Front Row:** Alaina Africano, Dr. Brooks

Not Pictured: Rachel Widder

Special thanks to: *Dr. Jessica Mallard, Dr. Emily Kinsky, Dr. Trudy Hanson, Randy Ray, Johnny Story, Dane Glenn, Dr. Mike McFarland, Connie McKee, and the entire Department of Communication faculty.*

