

Revised creative brief



Creative Brief: Canopy Street Market

Why are we communicating?

We want to help Canopy Street Market grow their audience in Lincoln and drive awareness of their store. We will do this by highlighting the things they offer, such as fresh Nebraska-grown produce, a meat counter, a large selection of alcoholic beverages, and hot-and-ready meals. A lot of people who live in downtown Lincoln or go to the University of Nebraska-Lincoln may not be aware of Canopy Street Market's offerings from their current social media efforts.

Who is our target audience?

Our target audience is residents or workers in or near the Haymarket. People who are interested in a local, small grocery option for grocery items, alcohol, and a friendly, local environment. Ages 20 - low 30's (20- 35); college age; recent alums; grad students. These people value health and wellness, supporting local businesses and sustainability. We especially want to target tailgaters, emphasizing that this is the spot to buy last-minute snacks or drinks and stock up on alcohol for a game day. People visiting and staying in nearby hotels, athletic teams visiting the city, fans and rival fans from Pinnacle Bank Arena, and possible rival team tailgaters visiting the city would also be a target audience for our product.

Given our reasoning for communicating, what's the single most important thing we know about our target audience?

We know that our audience values convenience and fresh options, a store they can walk to from their apartment or workplace downtown. Not only this, but a store with variety, whether it be a quick meal on a lunch break or grocery shopping for the week ahead.

What does our target audience currently think about our product?

Our target currently thinks our product is convenient due to location and services. Others in the area may not be aware of our product due to the lack of advertising.

What do we want our audience to think about our product?

We want our target audience to think of Canopy Street Market immediately when thinking of where to shop for groceries when downtown. We want them to feel that it is a good local option with a friendly environment and plenty to offer to meet people's needs, whether it be a convenient location to run a quick errand or a spot to help support local businesses. We want people to feel that Canopy Street Market is a convenient option, with hot and ready meals, and can appreciate the freshness of homegrown produce. We want our target audience to be aware of the catering options that they offer, making shopping here easy. Above all, we want this to be the number one spot our audience thinks of and shops at when they are looking for a place to satisfy the above needs and wants.

What basic promise addressing the target's self-interests can we make to guide our target to that new understanding of our product?

Canopy Street Market is a local Lincoln grocery store that supports Nebraska through their wide variety of handmade, gourmet food items from Nebraska business owners, distributing homegrown produce and convenient goods to the people of Lincoln that is especially great for tailgating purposes.

What evidence supports our basic promise?

- [Grow Nebraska](#)
- [About Canopy Street Market](#) - Emphasis on the variety of services they provide.
- [Le Quartier bakery](#) - Local bakery they support.
- [Downtown Lincoln Association member](#)
- [Article from Lincoln Journal Star](#)

What tactics and media should we use to communicate this information? Why?

- Print ad – With its location in the Haymarket, Canopy Street Market is around many other businesses and buildings in general that many young people or students/post grads/grad students walk around and see/pay attention to in their day to day lives. With a print ad, our business could paste these around the Haymarket and their own storefront and reach many people. They already are active on social media, so by taking a

different approach they could reach more people along with those who aren't following them on social media.

- Digital ad; social media (Ella) – Canopy Street Market is already active on social media; they could repost and vice versa; our target audience has media presence on social media and will be likely to see social media ads for local businesses; we could put together a Facebook group to ask questions, or post of updates on highlighted services and goods – owned PR.
 - Media pitch to influencer – our target audience is local, young Lincoln residents, many of which are Husker fans; our target audience has a media presence on social media like TikTok; having a Husker “celebrity” (athlete, announcer, previous influencer stand, etc.) give a review, or advocate for the Canopy Street Market on TikTok (etc.) would influence fans and locals to give it a try using paid advertising.
 - Influencer marketing; billboard -- our target audience is young, local Lincoln residents, many of which are Husker fans; our target audience has a media presence on social media like TikTok; having a Husker “celebrity” (athlete, announcer, previous influencer stand, etc.) use or advocate for the brand on a billboard would attract those driving by, or walking downtown during game days, who may not be as aware of local attractions than those who live here.
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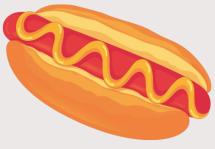
Tactics

1. Print Ad

GAME DAY JUST GOT
tastier

Don't miss the action. Find tailgating must-haves right in the heart of Lincoln

 *Select 6 packs of beer - only \$8.99*

8 packs of hotdogs, hamburgers, bratwursts - only \$12.99 

Score game day essentials at unbeatable prices at 140 Canopy St.

CANOPY STREET MARKET

2. Social Media

Facebook Post:

Canopy Street Market

YOUR GAMEDAY STARTS HERE

ALL TAILGATING NEEDS IN ONE STOP!

100 likes 100 Comments

Like Comment Share

Smartphone Screen:

GAMEDAY SPECIAL ALERT!

BUY ONE, GET ONE 50% OFF NEBRASKA CRAFT BEERS & WINES THIS WEEKEND ONLY AT CANOPY MARKET!

3. Media Pitch to Influencer

SUBJECT: Let's Team Up! -- Canopy Street Market x Harper Murray

Hi Harper!

The energy and dedication you bring to the court are inspiring. Nebraska Volleyball is lucky to have such a standout leader on their team, and it is clear your voice matters to fans and the Lincoln community.

We admire your leadership and authentic connection with your fans, and that is why we think you would be a perfect partner for us!

We'd love to invite you to be part of our team. Canopy Street Market – located in Lincoln's most beloved area, the Haymarket – is a local grocery store that supports local businesses, values sustainability, and proudly backs the Huskers.

We'd love for you to share biweekly TikTok and Instagram Reels posts highlighting how Canopy fuels students like you. Whether it's fresh produce, quick and easy meals, or game-day favorites, we've got what Huskers need.

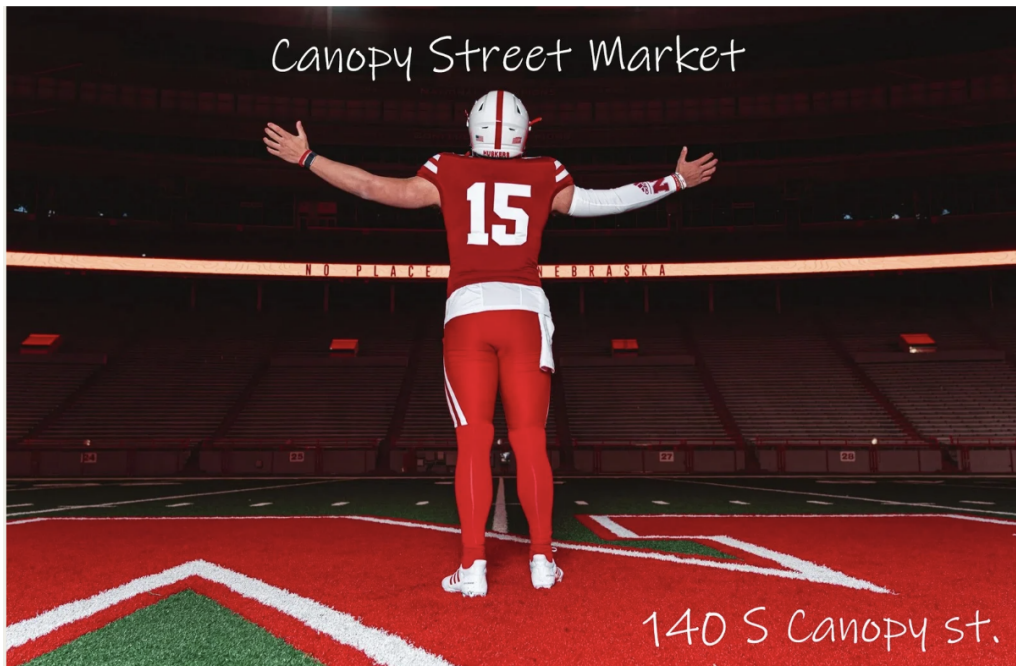
We would plan to compensate \$100 per post, shared between Aug. 1 and Oct. 31. We would work closely with you to ensure each post feels authentic to your voice and aligns with our brand.

Let us know what you think — we're excited about the potential to work together and create something great!

Best,

Canopy Street Market

4. Billboard



Letter to the client

Canopy Street Market,

We are so fortunate to have worked with such a great, local business for this campaign. We hope that you are satisfied with the deliverables we have created for you, and we would like to give a bit of context on why we approached each one and how they worked together to achieve our strategy.

We compiled these tactics in order to ensure that college students, recent alums and grad students that live, work or visit the Haymarket knows that Canopy Street Market is a local Lincoln grocery store that supports Nebraska through their wide variety of handmade, gourmet food items from Nebraska business owners, distributing homegrown produce and convenient goods to the people of Lincoln that is especially great for tailgating purposes.

We created four deliverables for your business, including two social media ads, a print ad, a billboard with Nebraska Football's quarterback's endorsement and a social media collaboration with Nebraska Volleyball's well-known outside hitter, Harper Murray.

Seeing as you already have a great online presence, the introduction of two new Facebook and Instagram ads was something we thought could perform well and reach the wide audience you already have. We wanted to highlight how convenient your store is to grab last-minute tailgating products as we know during football season there are many tailgates being held around your storefront.

As for our print ad, we wanted to keep this tailgating theme going because we think this can be a large driving force behind steady business for the market. Since you have already established such a great online presence, we thought that taking our advertisement to the physical medium could reach a wider range of people who do not follow your social media pages.

Similarly, we had the same thought for our billboard, but chose to include an endorsement from Nebraska's very own Dylan Raiola. With such a big name endorsing your store, Husker fans will want to check out what you offer. Additionally, we think the association travelers will make between your business and Nebraska Football could encourage them to visit your store for tailgating needs.

On the same note, we chose to do a social media sponsorship with Harper Murray, who is a household name in many Nebraskans homes and already has a large and established fanbase and online presence. Again, we hope that associating Nebraska sports with your business will bring in more tailgaters. Also seeing as our target audience falls between the ages of 20 and 35, we think a popular social media influencer would encourage many to check out your services.

We think that the combination of all four of these tactics will establish Canopy Street Market as the go-to place to shop for both tailgating and life needs. We wanted to really stress the great location of your storefront along with all of the great, Nebraska-grown and owned products you offer.

We hope that you are happy with the results, and if not, please reach out to our team as soon as possible. We would also love to collaborate on future campaigns! If you ever have the need for a marketing and advertising campaign, you have our contact information.

Best,
UNL campaign group