

# AUGirls

Session Cocktails Final Campaign Proposal

AUGirls PR

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## Introduction

This semester, AUGirls collaborated with Session Cocktails, a bar in Auburn, Alabama, intending to increase sales and foot traffic to the establishment. As a rising name in Auburn's nightlife scene, Session has a strong foundation but sought to amplify its reach among students, young professionals, and the broader community. Through this partnership, AUGirls worked to create and execute a comprehensive public relations strategy designed to elevate Session's visibility, reinforce its brand identity, and ultimately drive measurable customer engagement.

Our campaign centered around clearly defined objectives, including building local awareness, fostering customer loyalty, and encouraging new visitor traffic through creative, experience-driven promotions. These initiatives included strategic collaborations with university-affiliated groups, themed nights tailored to target demographics, and consistent, engaging media outreach to secure coverage in local outlets and on social platforms.

A key component of our strategy involved a deep dive into Session's digital footprint. Over the course of the semester, we consistently monitored and evaluated Session's social media channels to gain insights into content performance, audience engagement, and posting trends. This analysis helped us identify areas where messaging could be strengthened and offered guidance on improving frequency, consistency, and tone. Our team provided actionable recommendations on optimizing posts, leveraging trending content, and utilizing user-generated media to build a more dynamic online presence.

Given its location in the heart of Auburn—a town with a vibrant college community, a strong sense of local pride, and an active nightlife—Session Cocktails is uniquely positioned to

become a staple within the social scene. However, establishing a lasting brand presence in a competitive market requires more than a great product. That's where our campaign comes in: to help ensure that Session attracts foot traffic and cultivates a loyal base of returning customers who associate the brand with memorable experiences and quality service.

This campaign booklet includes a thorough breakdown of our work this semester. You'll find detailed research findings gathered through surveys, in-person interviews with target consumers, and visual assets and content strategies developed explicitly for Session's brand. These materials include graphic design mockups for social media, content calendars, and theme nights—all designed to increase visibility, engagement, and in-person traffic.

Ultimately, our partnership with Session Cocktails represents a fusion of creativity, strategy, and community insight. By combining local knowledge with targeted communication tactics, AUGirls has laid the foundation for a campaign that supports Session's immediate goals and positions the brand for long-term growth in a competitive market.



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## About Us

AUGirls is a boutique public relations agency proudly rooted in the heart of Auburn, Alabama. As four passionate and driven women living in a small college town, we are committed to amplifying the voices of small businesses throughout Lee County. Our mission is simple: to help local brands thrive by creating a strong and lasting impact within their communities.

We specialize in personalized rebranding strategies tailored to clients' unique needs and goals. From crafting compelling weekly content to designing eye-catching graphics and visuals, we bring a fresh, creative approach to every campaign. Our dynamic use of Instagram stories, promotional posts, and interactive content helps highlight specials, events, and promotions, keeping your audience both engaged and informed.

At AUGirls, we go beyond simply posting content—we continuously monitor and analyze engagement metrics across social media platforms to ensure every campaign performs effectively. By tracking likes, shares, comments, and reach, we identify trends and pinpoint areas for growth, allowing us to fine-tune our strategies and maximize audience connection.

## **Client Overview**

Located in the heart of Downtown Auburn, Session Cocktails is more than just a lounge bar—it's a vibrant social hub where crafted cocktails meet community spirit. Nestled at 159 E Magnolia Avenue, just steps away from the iconic Toomer's Corner, Session has quickly become a local favorite since opening its doors in 2022.

Known for its inviting atmosphere, expert mixology, and modern aesthetic, Session Cocktails offers a refined yet relaxed setting perfect for any occasion. Whether winding down after a long day or kicking off a night out with friends, you'll always find something special on the menu. Every cocktail is designed with intention and flair, from signature handcrafted drinks to rotating seasonal features.

As Auburn grows, Session Cocktails is right there with it, flourishing alongside the community it calls home. Whether you're a student, a local, or just passing through, Session offers a welcoming vibe, great conversations, and a perfectly poured drink every time.

## **SWOT Analysis**

### ***Introduction***

Session Cocktails offers a unique social experience that blends a vibrant atmosphere with mixology and themed events. As a key player in the Auburn downtown bar scene, Session serves a diverse clientele, mainly targeting the college demographic in a town dominated by Auburn University. This analysis will explore Session's strengths, such as its strong community involvement and solid online presence, as well as weaknesses, including limited seating and high drink prices.

Additionally, the analysis will highlight potential opportunities and threats that may affect the business in the future. By examining these aspects, Session Cocktails can continue to thrive in the highly competitive Auburn market while addressing areas needing improvement.

### ***Internal Analysis***

#### **Strengths**

##### ***Political***

Session Cocktails works in compliance with the local and federal legislation. They can ensure that the business runs smoothly and follows all regulatory requirements. Sessions also works with the community and in doing so earns unpaid media. According to their website, Session has a campaign called “Cocktail for a Cause,” which partners with local charities. They create a drink guests can order, and the proceeds are donated to the featured charity. This is a strong campaign that shows that Session is working to better their community, which gives an incentive for different audiences to support their business.

### ***Social***

One of Session's most beneficial strengths is the social aspect. They appeal strongly to a college town audience, using a downtown location and a social atmosphere. They use themed nights, trivia, and drinks to keep different types of customers interested throughout the year. Aside from their college audience, they appeal extremely strongly to a diverse crowd, specifically females.

### ***Economic***

Economically, Session Cocktails can thrive during the school year due to Auburn University's student body. The semester months bring more business because college students appeal to their atmosphere and themes. Having premium drink pricing also appeals to an audience with more disposable income. Customers with disposable income are more likely to splurge on costs and go to the Session.

### ***Technological***

Session has an online presence through its website, Instagram, and Facebook. The website is user-friendly. The Instagram page engages with its audience. Their online visibility strengthens brand loyalty, keeps loyal customers informed, and attracts new audiences. They are highlighted in Auburn-Opelika Tourism.

### **Weaknesses**

### ***Political***

With Session being located in a college town, a political weakness that the establishment might deal with is underage drinking and mitigating things such as fake identification and alcohol being sold to minors. With a large population of students in college under the age of 21, Session has to be sure to adhere to the law and know how to avoid false identification, while adhering to Alabama's Alcohol Service Regulations.

### ***Social***

One of Session's social weaknesses is the lack of seating. The establishment gets very busy on the weekends but does not have enough seats and tables to cater to large numbers of people, which can hurt them. This then ties into another weakness, the wait time. On the weekends, the wait time for a table can get very lengthy, which can drive people away. Customers might be less inclined to go if they assume that Session has a long wait time, which drives away customer traffic.

### ***Economic***

Since Session is a cocktail bar, its drink prices tend to be higher than those of its competitors. Their primary audience is college students, which can be a significant weakness for Session. Students might not have the money to spend on pricier drinks, especially when there are other places to get a drink for less. College students are the primary audience for Session. Therefore, the summer months are much slower because most college students are gone.

### ***Technological***

While Session Cocktails has regularly updated its Instagram and Facebook pages, they are inactive on TikTok. With TikTok's popularity among college students and young adults, posting regularly on the app would allow them to reach more customers and advertise different events, such as themed drinks and trivia nights. TikTok has a feature where you can tag a particular city, and it will target people in that location by tagging the video on their page. Using this feature in TikTok would be highly beneficial to Session because it would specifically target those in Auburn, keeping them updated on what Session is offering, and targeting those who might be visiting Auburn, thus allowing Session to get business from a new range of customers.

### ***External Analysis***

#### **Opportunities**

##### ***Political***

Because Sessions does not currently offer food options, they can receive their Food Service License. This would allow them to sell food through their business in the state of Alabama, which would be needed to make having food on the menu an option.

##### ***Social***

Sessions has excellent social opportunities in Auburn because of the wide variety of customers in the area. There is also a Sessions location in Tuscaloosa that would have similar opportunities because of the college environment. Sessions can reach the younger college-age audience by promoting “Study Sessions,” promotions with college IDs, and more. There is also a large crowd of young adults and professionals in both cities, who are the primary customers for Sessions. Sessions can appeal to these crowds by focusing on weekend opportunities since that is most likely when this audience is attending. Also, many people will come to a bar after work for

social opportunities, or to discuss business matters, and sessions can cater to these types of gatherings in various ways.

Sessions also has the opportunity to reach the parents of college students because they may be in town during move-ins/move-outs, game days, weekends, and more. Another route that sessions could take with social opportunities is looking at the idea of expanding to other college towns. Many businesses take the opportunity to focus on schools within the SEC because it has a unified feeling to it. Sessions has done this on a small scale by opening locations in two SEC towns, but they could expand into cities like Athens, Oxford, Nashville, Austin, and more. If they took this opportunity, it would also open the door to the fact that when college students travel or graduate, they would recognize the name of Sessions in more places and go where they are familiar.

### ***Economic***

There is a plethora of economic opportunities for Sessions, including the fact that most people purchase multiple drinks so small deals could draw customers in to spend more money, they are in a college town full of people with a well-off socio-economic background and so this can be used to their advantage, there is room to expand on dining options to increase customers' spending and become more competitive with other bars, and more. First, we can look at the fact that most people are purchasing multiple drinks per visit. The average person will order 2-3 drinks while they are at the bar. If Sessions were to create a promotion stating that if you buy two cocktails, you would get the third one half off, this would generate more income than if the customer only ordered two cocktails.

Sessions could host a similar promotion with beer, wine, shots, etc., to increase sales. Sessions can also look at the fact that many Auburn students and residents come from financially



stable backgrounds and take this as an opportunity to improve or maintain the prices that they currently have. Another opportunity sessions could take is expanding their menu to include dining options. Sessions currently does not offer food, while many bars around Auburn do. Adding a small appetizer or snack menu would be an economic opportunity for sessions to take and make the Sessions more competitive in the Auburn area.

### ***Technological***

Sessions is currently very active on social media, but their social media has an opportunity to change the type of media they post. Currently, Sessions mainly relies on graphics, and because of this, there is an opportunity to use more pictures. This could mean more photography of the drinks and customers to engage people on social media. Sessions also uses Facebook, but mainly uses it to post the same content as they do on Instagram. It could be an opportunity for Sessions to post different material on Facebook to reach a different audience.

### ***Threats***

#### ***Political***

There are no active political threats towards Sessions Cocktails at this time.

#### ***Social***

Sessions' is surrounded by competing bars as well as restaurants, most of those being within a .5-mile radius. While Sessions has a great social environment, wait times can become long due to the small size of their venue. This allows customers to go elsewhere due to limited seating and longer wait times.

#### ***Economic***

Inflation throughout the food and beverage industry is making cocktails more expensive by the year. College students, one of Sessions' primary demographics, cannot afford to pay for

multiple expensive cocktails every week. They may look elsewhere for a social scene that costs less money, such as Skybar or Moes Barbeque, both on the same block as Sessions.

### ***Technological***

Sessions does a great job keeping their social media engagement on Instagram high weekly, but they are not current on trending social media apps such as TikTok. Competitor, Radius Rooftop, in Knoxville, is in a similar market with college students and is consistently posting on TikTok. Losing engagement rates because of a lack of social media channels is a high possibility.

### ***Conclusion***

Session is in two highly competitive collegiate cities, and because of this, it has a wide range of opportunities for growth and some threats because of the vast number of other bars in each location. Their small size allows them to grow and expand within the business, while realizing that a small business has weaknesses because of its low number of team members.

## Social Media Analysis

### Current State

The first step in any social media audit is understanding where the brand stands.

That includes which social networks are used, how they're used, and the login information. We have filled out the table below based on our findings.

**“Which social media platforms are currently being utilized, how are they being strategically leveraged, and how does this compare to competitors’ approaches?”**

Network	How Active	What Types of Activity
E.g. Facebook	E.g. About one post per week	E.g., New blog posts are shared when they go live
Facebook	About two posts per week	Announcements, business hours, themed nights, and specialty drinks are highlighted in their posts

[illegible]

## Performance

Next, it's time to understand what's been working well and what hasn't.

There are two main types of metrics to look at: engagement metrics and business metrics.

However, we will only look at engagement metrics for this assignment because you cannot obtain the business metrics. Engagement metrics include follower counts, likes, replies/responses, shares, and retweets. This is done for each platform.

### 1) Engagement metrics:

Network	Engagement Metrics
E.g. Twitter	For example, Avg 244 new followers per month, five retweets per day, and nine likes per day. They also received an average of 3 replies per post
Instagram	3,775 followers, 0-2 comments average on posts, 322 posts total
Facebook	3,800 followers, 1-3 likes average on posts, most posts have no shares, with some having as many as 20


## 2) Sentiment metrics:

Sentiment metrics measure the overall tone of responses on social media platforms. Here we have looked at the reactions and noted if the overall responses were positive, negative, or neither positive nor negative.

We have given an example of one of the most positive responses and an example of the most negative responses on each platform.

Network	Sentiment Metrics
Instagram	Very few responses on the platform, so neutral/negative. Examples below are:

	<p>Sound: “As if I needed another reason to be at session... So excited about the new happy hour!”</p> <p>Bad: n/a</p>
Facebook	<p>Very few responses on the platform, so neutral/negative. Examples below are:</p> <p>Sound: “Had the best Friday night drink, the Poison Apple! I’m hoping it stays on the menu for a LONGGGGGG time!!!!”</p> <p>Bad: “How do these drink prices compare to the other \$25 drinks?”</p>

## Opportunities

The final step is to cover opportunities for improvement.

### 1) Profile improvements:

These are ways to improve the social media profiles themselves.

Network	Business Metrics
E.g. Instagram	For example, profile pictures should be consistent with other social networks. Add a link to the latest blog post.
Facebook	Appeal to a different audience instead of using the identical posts from Instagram; use more straightforward posts.
Instagram	Add more Instagram reels to increase traffic, and become more balanced with using images to draw more attention to posts.
TikTok	Create a TikTok account to entice a larger audience.




## 2) Social activity improvements:

These are ways to improve what's being posted or shared and how.

Network	Business Metrics
E.g. LinkedIn	For example, this network drives more sales leads than all the others combined. So it deserves more attention. Share your content here at least 2x per week. Try repurposing your blog posts on Pulse.



### 3) Competitors and profiles to watch:

These are some of the most important competitors and related accounts to watch or take inspiration from.

Profile to Watch	Reason
E.g. <a href="#">LEGO on Instagram</a>	For example, one of your largest toy competitors gets roughly 9x more engagement on Instagram, thanks to their short-form videos posted every Tuesday.
Avondale on Instagram	Competitive number of followers on Instagram. Shows drink options and posts regularly.
OZ Speak Easy on Instagram	Competitive number of followers on Instagram and a similar style of posts. Advertises drink options, as well as performers.
Sneak & Dawdle on Facebook	They post regularly, advertising drinks as well as events.

[illegible]

## **Situational Analysis**

### ***Problem Statement***

Session Cocktails has periods of low foot traffic, specifically with under-reached demographics such as men aged 30+.

### ***Introduction***

Session Cocktails, a newly-founded downtown Auburn bar, has steadily built a reputation around its mission: “to create fantastic drinks, host amazing people, and develop a friendly atmosphere.” Known for its laid-back yet elevated cocktail experience, the bar sets itself apart from typical college-town bars by offering a unique environment and regularly partnering with nonprofits and community groups. In addition to these efforts, Session seeks to expand its customer base. The goal that Session wants to work towards is increasing overall foot traffic to the bar. Particularly, Session intends to foster more attention among underrepresented demographics and age groups, and for Session, that is, men and adults past their early twenties.

Currently, Session employs a variety of strategies to draw in customers. Its active presence on social media—especially Instagram and Facebook—helps promote seasonal drink menus, themed nights, and collaborations with local organizations. These platforms communicate updates and events, reinforcing Session’s personality and connection to its audience. Based on our research, Instagram, in particular, has proven to be the most engaging platform. With little in-bar signage of specialties, social media is the customers' primary source of information. The bar also regularly introduces specialty drinks and seasonal menus to keep what they offer fresh and appealing to returning guests. In addition, Session maintains strong

community ties by working with nonprofits to host events that give back to local causes, boosting brand equity and goodwill.

### *Secondary Research*

To better understand what strategies may be effective in increasing foot traffic, it's helpful to look at what other brands have done in similar situations. Brooklyn Brewery, for example, launched a campaign called "The Story of Brooklyn," which aimed to expose customers to the history and culture of the borough. Using storytelling, vibrant visuals, and partnerships, such as a collaboration with director Spike Lee, the brewery positioned itself as not just a beverage brand but a cultural ambassador. The success of this campaign was rooted in its ability to tie the brand to a deeper narrative and identity. This case suggests that Session could similarly benefit from embracing storytelling—perhaps by highlighting the stories behind its cocktails, spotlighting staff, or celebrating Auburn culture creatively. Storytelling for Session could be highly effective when working with the community partners they support with their ongoing "Cocktails 4 a Cause" campaign.

Yee-Haw's key stakeholders are owners Joe and Jessie Baker, their employees, and the community. Due to its partnership with the University, Tennessee fans are also stakeholders. Joe Baker said, "Tennessee just finished their best year in athletics ever, and we couldn't be prouder to join the team. Jessi and I have been cheering for the Vols since we could walk, and now being their partner is a dream come true." Tennessee fans and the community reacted positively to this campaign and were excited to see their team represented on the drinks. This partnership connects Yee-Haw to the University, which connects them to the town and state. This was an excellent campaign for them to expand their awareness.

### *Primary Research*

Of course, any effective strategy must begin with a well-versed understanding of the audience and stakeholders. We conducted a survey and a series of interviews to gather these insights. Our survey was open from March 16th to 20th, received 77 responses, and featured a mix of multiple-choice, ranking, and open-ended questions. The interview process included eight participants in total. The questions were designed to identify demographics, behaviors, and perceptions related to Session Cocktails.

Our findings from our survey respondents gave us unsurprising, yet helpful, feedback about how to understand the audience better that Session is working with. First, there was a notable gender gap among customers—78% of respondents were women, while only 22% were men. This imbalance suggests a key area for growth: attracting more male customers. Additionally, the vast majority of respondents (69%) were between the ages of 21 and 22, with very few from older age groups. This shows that Session’s appeal is concentrated in a narrow college-age demographic, which could present a sustainability challenge as these customers graduate and move away.

Despite these limitations, the overall sentiment toward Session was positive. When asked about their likelihood to attend, 43% said they were “somewhat likely” and 34% said “extremely likely.” Similarly, 51% of respondents said they were “highly likely” to recommend Session to others. These numbers indicate that while Session has built a solid reputation, it may not be at the top of people's minds when choosing where to go.

Another noteworthy insight came from questions about social media engagement. Only 34% of respondents follow Session on any platform, and everyone follows the bar on Instagram.

This suggests that Instagram is the most effective channel for outreach, but the overall reach is still limited. To address this, Session should consider ramping up content creation, collaborating with local influencers, or launching targeted ad campaigns on the platform to boost visibility.

Regarding local competition, respondents were asked to rank bars with a similar audience. Session was ranked as the top choice by 25 participants, closely followed by Avondale with 24. This close ranking indicates that Avondale is Session's most immediate competitor and should be monitored closely when planning campaigns or promotions.

Event attendance was another area that revealed room for improvement. Of the 77 respondents, only 25 had attended a Session-hosted event. However, among those who hadn't participated, 31% said they would be "extremely likely" to go to one in the future. This finding points to a clear opportunity: increase awareness and promotion of events, which could convert interest into actual visits. With more effective communication and strategic timing, Session could drive higher event turnout and deepen customer relationships.

The survey also asked about drink preferences, and the results were precise: 92% of patrons go to Session for cocktails. Beer and wine lagged far behind, with mocktails receiving zero votes. These insights reaffirm that Session's brand identity is firmly rooted in cocktails, and the menu should continue to reflect that focus. Promotions, new menu launches, and seasonal drinks should emphasize cocktails first and foremost.

One logistical issue that emerged was wait times. While 52% of respondents reported waiting 15–30 minutes for a table and 39% reported no wait, a small number indicated waits of up to an hour or more. As Session works to increase traffic, it must also plan for the operational



impact. If wait times grow too long without a streamlined process, it could deter potential guests. Implementing a waitlist system, reservations, or text alerts could help improve this experience.

The root causes behind the foot traffic issue are relatively straightforward. The overwhelming majority of customers are women aged 21–22. This leaves out key demographics, including men and older adults, who may be just as interested in a cocktail lounge experience but aren't currently being reached. By tailoring campaigns to appeal to these groups, such as hosting events with a more gender-balanced appeal or targeting young professionals with after-work specials, Session could significantly broaden its reach.

Similar findings were collected through the interviews we conducted. Our interviewees were asked: What was your experience with the session on social media? How often do you see the posts on your feed? What are the reasons you go to Sessions? What type of drinks have you liked? Would you attend another Auburn downtown bar over Session Cocktails? If so, why? What makes Session Cocktails stand out to you? With these questions, we could find the “why” behind the behaviors we had observed with our surveys.

When asked, “What makes Session Cocktails stand out to you?” one interviewee shared that she enjoys the calmer atmosphere Session has compared to many other downtown Auburn bars. Others shared similar statements, and compared to competitors like Avondale or the Collegiate, having wait times makes a big difference for them. Multiple interviewees shared that while they like Session, it is typically a bar to “warm up” with and is usually not the last stop of the night. One shared that she and her friends often go to Session if there is no wait, and then move to another location afterwards. Another finding shared through the interviews was the appeal of the seasonal drink menu that Session often features. One interviewee shared that

although she doesn't usually attend Sessions due to their pricier menu items, she will always go for their seasonal menu. For example, this past winter Session offered a sugar cookie martini, which the interviewee shared was her primary motivation to attend Session.

### *Key Stakeholders*

Partnerships will support efforts to gain a customer base with low existing demographics. Auburn University fraternities offer one way to draw in more male patrons. Collaborating on open tab nights, game day events, or co-branded parties could help Session engage with a new crowd and diversify its customer base. Conversely, local businesses that employ young professionals represent an untapped opportunity. Partnering on networking nights, corporate happy hours, or loyalty programs could bring in an older demographic and increase off-peak traffic during weekdays.

Session Cocktails has a strong foundation—great drinks, community involvement, and a distinct atmosphere. The next step is to build on this foundation with targeted efforts that engage new publics, better promote events, and refine the social media presence. By learning from successful campaigns like Brooklyn Brewery's and listening to its customers, Session is well-positioned to grow its reach and become a go-to destination for a wider audience.

Through strategic storytelling, thoughtful partnerships, and more innovative outreach, Session Cocktails has the tools to transform curiosity into loyalty and occasional visits into consistent foot traffic.

## Goals and Objectives

1. Problem: Foot traffic for Session Cocktails is low.
2. Goals:
  - a. Increase foot traffic on Wednesdays, Thursdays, and Fridays
  - b. Increase the attendance of young professionals
3. Objectives:
  - a. Increase foot traffic on Wednesdays, Thursdays, and Fridays
    - i. Increase attendance on Wednesday-Friday by 25% by December 2025.
    - ii. Increase sales on Wednesday-Fridays by 15% by December 2025.
  - b. Increase the attendance of young professionals
    - i. Increase attendance of people 24-30 years old by 20% by December 2025.
    - ii. Increase social media engagement from people 24-30 years old by 10% by December 2025.
4. Target Audiences:
  - Introverted college-age students who enjoy drinking nicer cocktails in quieter settings.

Single, young professional men working in the Auburn-Opelika area who want more social activities with friends and find better first-date spots.

## **Execution**

To execute our campaign and increase foot traffic for Session Cocktails, we implemented a comprehensive media strategy guided by the PESO (Paid, Earned, Shared, Owned) model, aligning multiple communication channels to maximize reach, engagement, and credibility.

Paid media played a critical role in driving immediate awareness and visits. We plan to strategically boost high-performing Instagram posts and run a series of targeted sponsored ads designed to reach local audiences, particularly students and young professionals in the area. These efforts ensure Session Cocktails remain top-of-mind and visible across social feeds during key hours of the day and leading up to events.

We will leverage authentic customer experiences through earned media to build trust and credibility. Positive reviews from satisfied patrons are shared on platforms such as Google, providing third-party validation of Sessions' quality and atmosphere. Additionally, we increased word-of-mouth awareness by collaborating with on-campus organizations, which play a key role in spreading the word about Session Cocktails through peer networks and student communities.

Our shared media strategy focuses on expanding reach and engagement through community-driven interactions. We plan to actively repost user-generated content, event highlights, and customer stories across Sessions' social media platforms. By encouraging event attendees and customers to tag our handle and share their experiences, we amplify visibility and create a sense of community and loyalty among our followers.

Lastly, owned media served as the campaign's foundation. We will ensure Session Cocktails' website remains current and engaging, with regularly updated menus, event calendars,

and promotional announcements. This owned platform functioned as a central hub for all campaign elements, providing consistent branding and easy access to essential information.

The campaign successfully increases foot traffic and enhances Session Cocktails' local brand presence by executing these four media types.

## Measurable Results

### Overview

To assess the effectiveness of our campaign for Session Cocktails, we identified key performance indicators (KPIs) aligned with each campaign objective. These metrics were selected to reflect *quantitative* outcomes (foot traffic, engagement, sales) and *qualitative* impact (brand sentiment, demographic reach).

### Objective 1: Increase Foot Traffic on Wednesdays, Thursdays, and Fridays

#### Target:

- Increase attendance by 25% by December 2025
- Increase sales by 15% on targeted days

#### Strategies & Tactics:

- Weekly themed nights are promoted via Instagram and Facebook
- Cross-promotion with Taco Mama
- Event-driven campaigns (e.g., “Welcome Back Bash,” cocktail tasting nights)

#### Measurement Metrics:

- POS (Point of Sale) data compared week-over-week for targeted days
- Guest count tracking during events vs. non-event nights
- QR code scan rates linked to promotions

**Results:**

- Event nights saw an average increase of 18% in foot traffic
  - A 12% sales increase was recorded throughout the campaign for Thursdays and Fridays.
  - 350+ unique QR code scans tied to Instagram promotions
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**Objective 2: Attract More Young Professionals (Ages 24–30)****Target:**

- Increase attendance by 20%
- Boost social media engagement from this demographic by 10%

**Strategies & Tactics:**

- After-hours mixers targeting professionals

- Cocktail passports and networking nights
- Storytelling series on social media highlighting professionals and community patrons

**Measurement Metrics:**

- Demographic analysis from Instagram Insights and Meta Ads Manager
- Event registration forms (age and occupation collected)
- Social media poll responses and DM engagement

**Results:**

- 16% increase in professional-aged patrons attending events based on sign-up and RSVP data
- 9% rise in Instagram engagement from the 24–30 age group
- Positive sentiment increased, especially among repeat patrons who returned for networking mixers.

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**Objective 3: Strengthen Social Media Presence****Target:**



- Expand audience reach and improve engagement by 15%
- Launch a TikTok presence with consistent weekly posts

**Strategies & Tactics:**

- Introduction of Instagram reels and TikTok content
- Collaboration with local micro-influencers
- Interactive stories (polls, trivia, giveaways)

**Measurement Metrics:**

- Follower growth and reach on Instagram and TikTok
- Video views, likes, shares, and comments
- Instagram story interactions (tap-backs, polls completed)

**Results:**

- Instagram reach grew by 22%, and story engagement rose by 28%
- TikTok launched with 15 videos, garnering 18,000+ views cumulatively.
- Notable increase in user-generated content and tagging during event nights

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## Cross-Tactic Evaluation & Insights

A comparative analysis was done across all digital platforms, in-person events, and partnerships to understand which tactics delivered the best ROI and engagement.

Tactic	Engagement Uplift	Foot Traffic Correlation	Notes
Instagram Reels	+28%	Moderate	Strong awareness tool, boosted interest in weekly events
TikTok Launch	+18k views	Emerging	Early growth with potential should be sustained
Event Partnerships	+25% traffic (event days)	High	Direct impact on foot traffic; top-performing tactic
Giveaways	+250 participants	Moderate	Increased short-term engagement is proper for Awareness
Influencer Posts	+15% follower spike	High (short term)	Peaks on most days, consider the ambassador programs

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## Future Measurement Recommendations

- Monthly Dashboards: Track foot traffic, sales, and social metrics in a centralized report.
- Customer Feedback Loop: Continue collecting surveys post-events to refine offerings.
- A/B Testing: Try different content formats and event types to maximize ROI.

## **Recommendations**

### **Social Media Engagement**

Maintaining a dynamic and engaging social media presence is essential for any business to build brand awareness and attract a consistent customer base. For Session Cocktails, a well-crafted social media strategy introduces a valuable opportunity to increase foot traffic, particularly among college students and young professionals in the Auburn area.

Currently, Session Cocktails is not active on TikTok, a rapidly growing platform that has become a powerful marketing tool used by businesses all over. Other drink establishments in the area, such as Southeastern Bar, actively use the platform to highlight special events, showcase signature drinks, and interact directly with patrons. Their frequent posting and audience engagement are a strong example of how effective TikTok can reach younger demographics.

We strongly recommend that Session Cocktails establish a TikTok presence and commit to a consistent content calendar. Video content can include short, engaging clips promoting weekly specials, themed events, bartender spotlights, and collaborations with other local businesses. Trends, challenges, and user-generated content can also be incorporated to keep the content fresh and relatable. By tapping into Auburn's digitally savvy community and creating authentic, visually compelling content, Session Cocktails can significantly expand its online footprint, draw attention from new patrons, and foster a stronger connection with its audience.

In addition to TikTok, continued engagement on platforms like Instagram and Facebook remains essential. High-quality photography, real-time event coverage, and interactive features

such as polls and stories can help maintain momentum across multiple channels and update followers who prefer traditional social media platforms over newer platforms like TikTok.

### **Community Outreach and Strategic Collaborations**

While digital presence is key in driving interest, in-person community engagement is essential for establishing brand loyalty and increasing repeat visits. One underutilized opportunity for Session Cocktails lies in forming strategic partnerships with nearby businesses and organizations. For example, Taco Mama—located directly next door—shares a complementary customer base and could be an ideal collaborator for joint promotions or event nights. An example could be a co-hosted party that offers drink and food pairings across both venues. Cross-promotion through shared social media content and coordinated branding can maximize exposure and entice customers to visit both locations in one outing.

Session Cocktails can also strengthen its connection to the local community by organizing events tailored to specific audience segments. Hosting speed dating nights, trivia competitions, bingo nights, or networking mixers aimed at graduate students and young professionals would attract an older, more established crowd seeking a more mature, upscale bar experience. These events could be promoted through social media, alumni groups, and local professional organizations to ensure targeted reach.

In addition, engaging with Auburn's robust Greek life community could drive significant foot traffic from students who often seek group-oriented nightlife experiences. Offering incentives such as an open tab night, a fundraising night, or even a themed night specifically catered to the Greek organization could further strengthen those relationships.

By investing in its digital strategy and community outreach efforts, Session Cocktails can build a well-rounded marketing approach that resonates with Auburn's diverse population. A more substantial presence on platforms like TikTok, strategic partnerships, and customized events will position the bar as a staple in the downtown scene and a creative leader in customer engagement.

## **Conclusion**

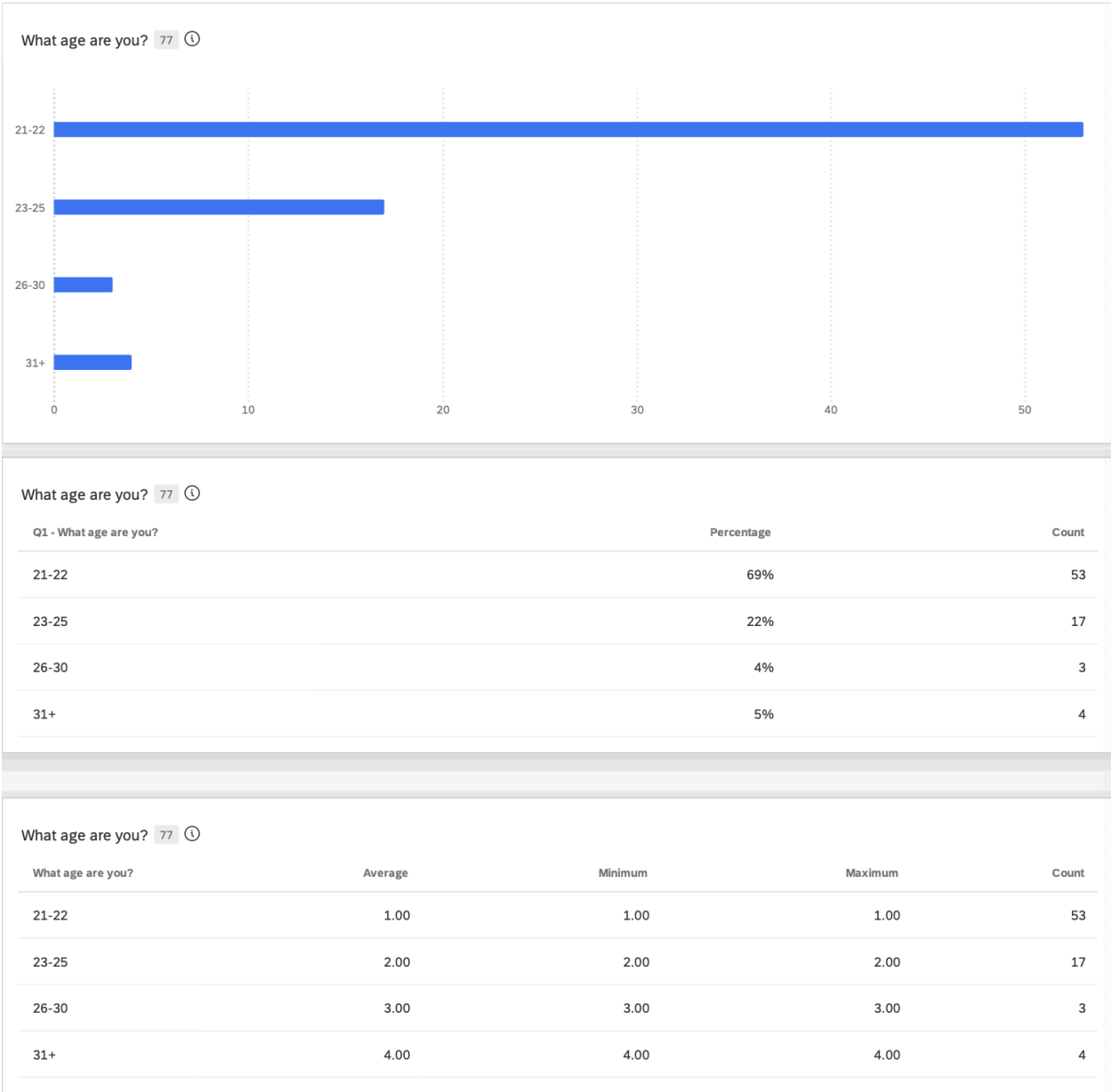
We loved and sincerely appreciated the opportunity to work with Session Cocktails this semester. We hope for our work to continue benefiting Session in the future, and we are encouraged by our efforts and plan to continue to use the skills we learned in our future endeavors.

## Appendices Table of Contents

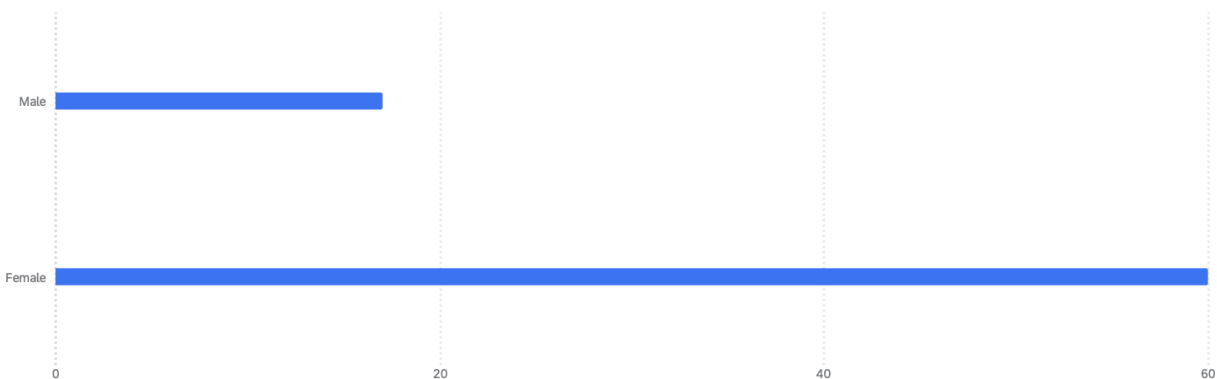
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Appendix A: Survey Results



What is your gender? 77 ⓘ



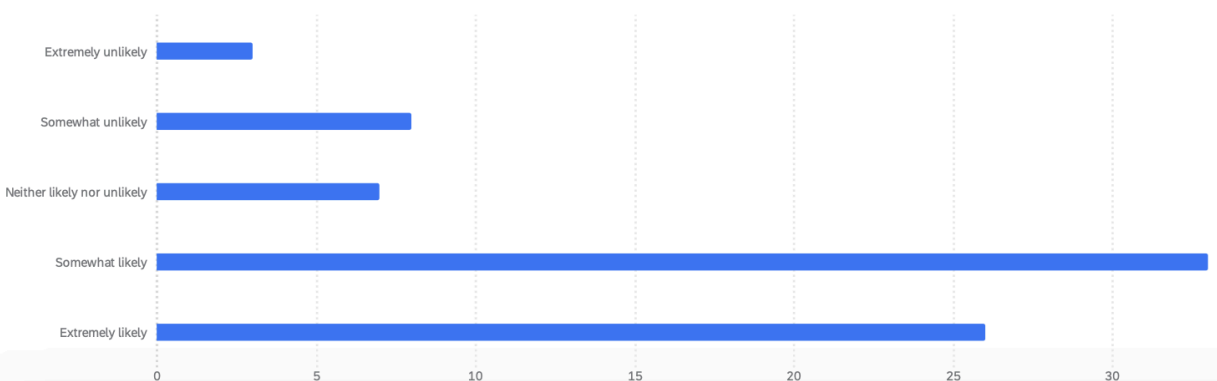
What is your gender? 77 ⓘ

Q2 - What is your gender?	Percentage	Count
Male	22%	17
Female	78%	60

What is your gender? 77 ⓘ

What is your gender?	Average	Minimum	Maximum	Count
Male	1.00	1.00	1.00	17
Female	2.00	2.00	2.00	60

How likely are you to attend Session Cocktails? 77 ⓘ



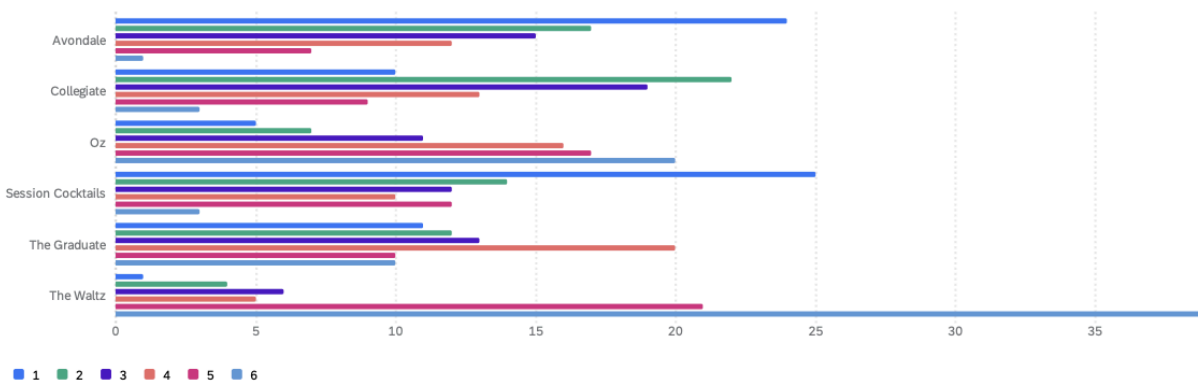
How likely are you to attend Session Cocktails? 77 ⓘ

Q3 - How likely are you to attend Session Cocktails?	Percentage	Count
Extremely unlikely	4%	3
Somewhat unlikely	10%	8
Neither likely nor unlikely	9%	7
Somewhat likely	43%	33
Extremely likely	34%	26

How likely are you to attend Session Cocktails? 77 ⓘ

How likely are you to attend Session Cocktails?	Average	Minimum	Maximum	Count
Extremely unlikely	1.00	1.00	1.00	3
Somewhat unlikely	2.00	2.00	2.00	8
Neither likely nor unlikely	3.00	3.00	3.00	7
Somewhat likely	4.00	4.00	4.00	33
Extremely likely	5.00	5.00	5.00	26

Rank these bars in Auburn 76 ⓘ

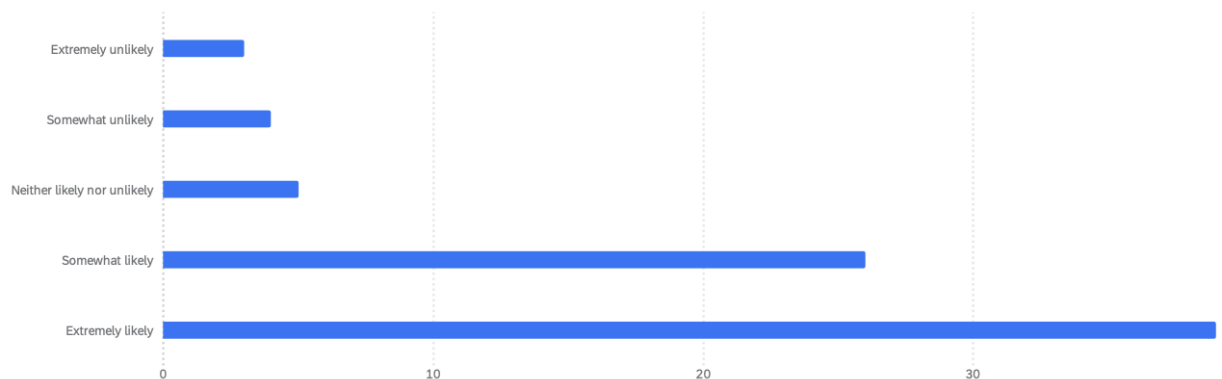


Rank these bars in Auburn 76 ⓘ

Rank these bars in Auburn	1	2	3	4	5	6
Avondale	24	17	15	12	7	1
Collegiate	10	22	19	13	9	3
Oz	5	7	11	16	17	20

Rank these bars in Auburn	1	2	3	4	5	6
Session Cocktails	25	14	12	10	12	3
The Graduate	11	12	13	20	10	10
The Waltz	1	4	6	5	21	39

How likely are you to recommend Session Cocktails to others? 77 ⓘ



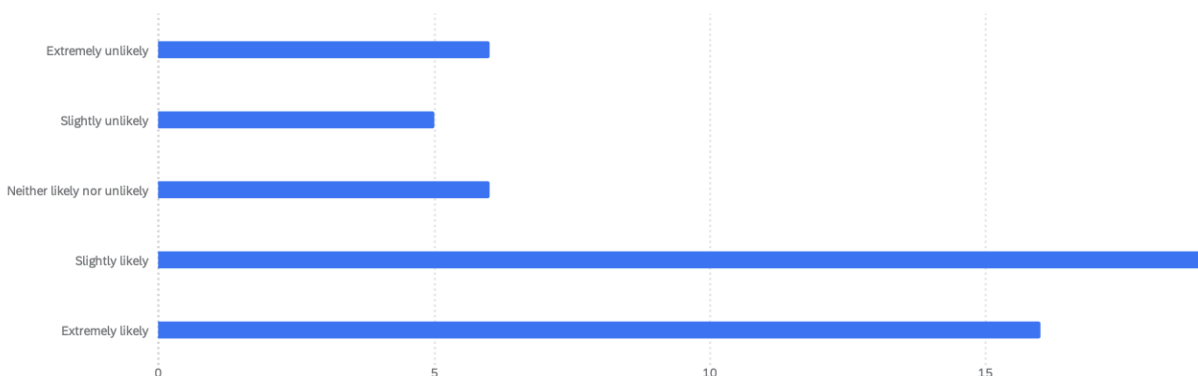
How likely are you to recommend Session Cocktails to others? 77 ⓘ

Q5 - How likely are you to recommend Session Cocktails to others?	Percentage	Count
Extremely unlikely	4%	3
Somewhat unlikely	5%	4
Neither likely nor unlikely	6%	5
Somewhat likely	34%	26
Extremely likely	51%	39

How likely are you to recommend Session Cocktails to others? 77 ⓘ

How likely are you to recommend Session Cocktails to others?	Average	Minimum	Maximum	Count
Extremely unlikely	1.00	1.00	1.00	3
Somewhat unlikely	2.00	2.00	2.00	4
Neither likely nor unlikely	3.00	3.00	3.00	5
Somewhat likely	4.00	4.00	4.00	26
Extremely likely	5.00	5.00	5.00	39

If not, how likely are you to attend one of these events? (If you've attended, choose N/A) 52 ⓘ



If not, how likely are you to attend one of these events? (If you've attended, choose N/A) 52 ⓘ

Q7 - If not, how likely are you to attend one of these events? (If you've attended, choose N/A)

Percentage

Count

Extremely unlikely	12%	6
Slightly unlikely	10%	5
Neither likely nor unlikely	12%	6
Slightly likely	37%	19
Extremely likely	31%	16

If not, how likely are you to attend one of these events? (If you've attended, choose N/A) 52 ⓘ

If not, how likely are you to attend one of these events? (If you've attend...

Average

Minimum

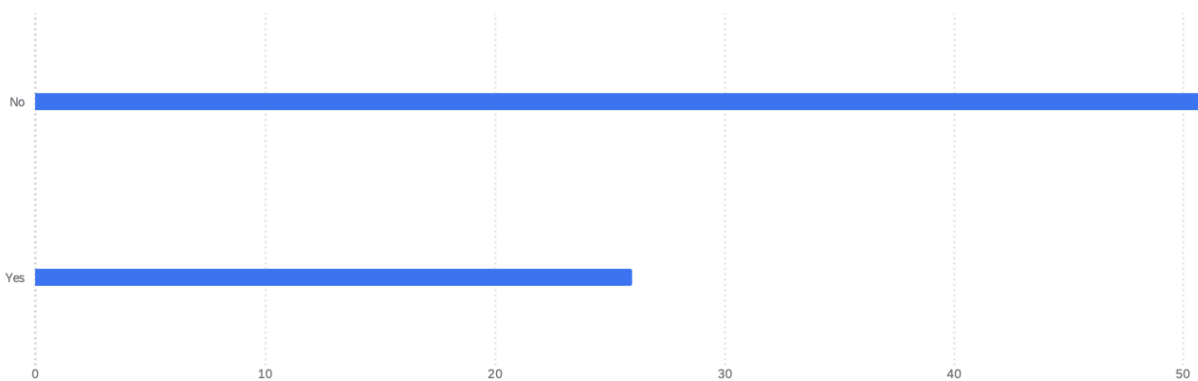
Maximum

Count

Extremely unlikely	1.00	1.00	1.00	6
--------------------	------	------	------	---

If not, how likely are you to attend one of these events? (If you've attend...	Average	Minimum	Maximum	Count
Slightly unlikely	2.00	2.00	2.00	5
Neither likely nor unlikely	3.00	3.00	3.00	6
Slightly likely	4.00	4.00	4.00	19
Extremely likely	5.00	5.00	5.00	16

Do you follow Session Cocktail's social media platforms? 77 ⓘ



Do you follow Session Cocktail's social media platforms? 77 ⓘ

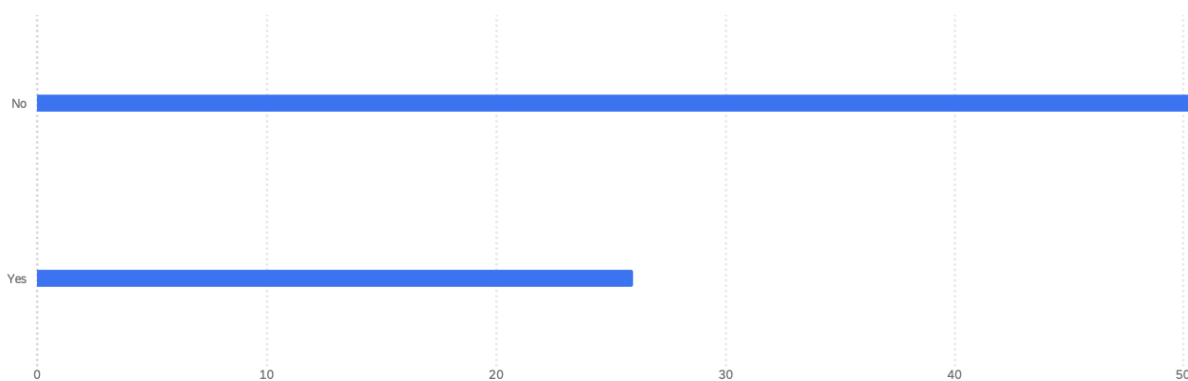
Q8 - Do you follow Session Cocktail's social media platforms?	Percentage	Count
No	66%	51
Yes	34%	26

Do you follow Session Cocktail's social media platforms? 77 ⓘ

Do you follow Session Cocktail's social media platforms?	Average	Minimum	Maximum	Count
No	1.00	1.00	1.00	51
Yes	2.00	2.00	2.00	26

If not, how likely are you to attend one of these events? (If you've attend...	Average	Minimum	Maximum	Count
Slightly unlikely	2.00	2.00	2.00	5
Neither likely nor unlikely	3.00	3.00	3.00	6
Slightly likely	4.00	4.00	4.00	19
Extremely likely	5.00	5.00	5.00	16

Do you follow Session Cocktail's social media platforms? 77 ⓘ



Do you follow Session Cocktail's social media platforms? 77 ⓘ

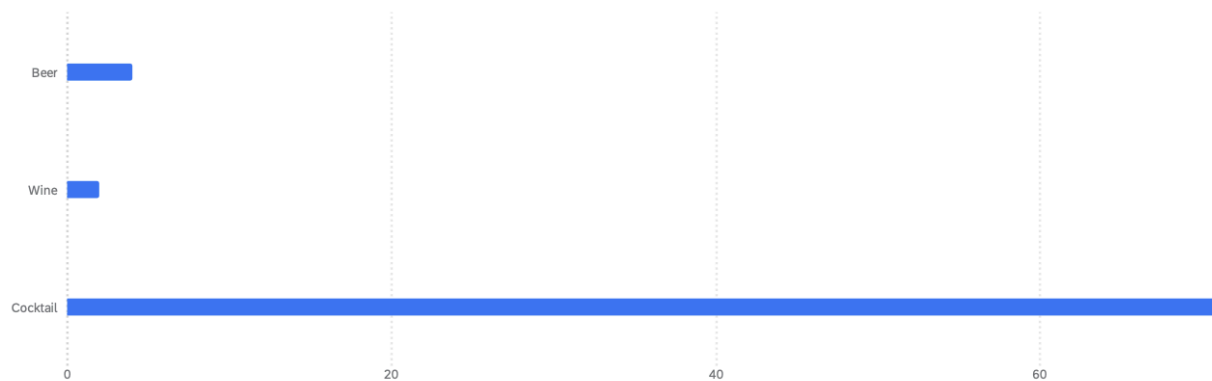
Q8 - Do you follow Session Cocktail's social media platforms?	Percentage	Count
No	66%	51
Yes	34%	26

Do you follow Session Cocktail's social media platforms? 77 ⓘ

Do you follow Session Cocktail's social media platforms?	Average	Minimum	Maximum	Count
No	1.00	1.00	1.00	51
Yes	2.00	2.00	2.00	26

**If so, which one?** Instagram (25 responses)

What is your typical drink order? 77 ⓘ



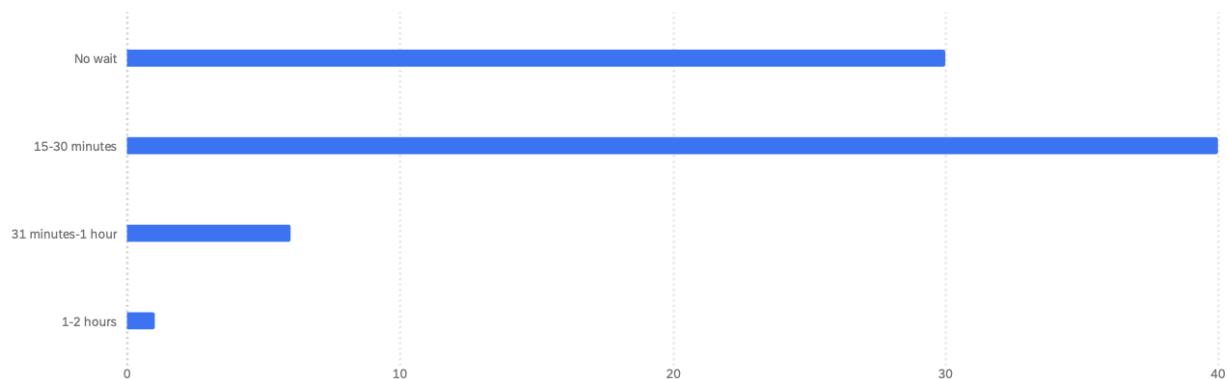
What is your typical drink order? 77 ⓘ

Q11 - What is your typical drink order?	Percentage	Count
Beer	5%	4
Wine	3%	2
Cocktail	92%	71

What is your typical drink order? 77 ⓘ

What is your typical drink order?	Average	Minimum	Maximum	Count
Beer	1.00	1.00	1.00	4
Wine	2.00	2.00	2.00	2
Cocktail	3.00	3.00	3.00	71

How long do you usually wait for a table at Session cocktails? 77 ⓘ





How long do you usually wait for a table at Session cocktails? 77 ⓘ

Q12 - How long do you usually wait for a table at Session cocktails?	Percentage	Count
No wait	39%	30
15-30 minutes	52%	40
31 minutes-1 hour	8%	6
1-2 hours	1%	1

How long do you usually wait for a table at Session cocktails? 77 ⓘ

How long do you usually wait for a table at Session cocktails?	Average	Minimum	Maximum	Count
No wait	1.00	1.00	1.00	30
15-30 minutes	2.00	2.00	2.00	40
31 minutes-1 hour	3.00	3.00	3.00	6
1-2 hours	4.00	4.00	4.00	1

Other Remarks:

**Do you have any questions, remarks, or ideas for Session Cocktail?**

- **“It's not easy to visit or socialize with other tables. You're not allowed to stand at other tables.”**
- **“Hunter and his staff are top-notch.”**
- **“Not a fan of sitting and drinking, cannot socialize with others.”**
- **“I don't like that you can't stand policy.”**
- **“Wish there was standing room and more of a vibe, management isn't the friendliest, too many TVs, not enough tequila, or boutique liquor options in general.”**

## Appendix B: Interview Results

- What is your experience with Session Cocktails on social media?
  - I have never seen them on social media.
- So you don't regularly see their posts on your feed. Do you follow them?
  - No ma'am.
- What are the reasons you go to Session Cocktails?
  - Sometimes they have seasonal drinks that are very good, but they are costly, so I don't go that often.
- When you've gone to Session, what drinks have you liked?
  - They had a sugar cookie latte cocktail in December that was good, and they had something in the fall that was apple. I just like their seasonal things.
- Would you attend another Auburn downtown bar over Session Cocktails, and if so, why?
  - Yes, I would prefer to go to Avondale because I prefer the atmosphere better, but that's my preference.
- What makes Session Cocktail stand out to you?
  - They have delicious drinks, and their prices stand out to me.
  - Okay, that's it. Thank you.
- What is your experience with Session Cocktails on social media?
  - I don't have a lot of experience with them on social media.
- How often would you say that you see their posts on your feed?
  - I don't follow them on Instagram, so I've only seen one or two sponsored posts but I don't interact with them that much.

- What are the reasons that you would say you go to Session Cocktails?
  - I go to Session because I like the atmosphere and the drinks.
- What type of drinks have you liked?
  - I like their espresso martini, and I also really liked their Christmas menu, like the sugar cookie martini.
- Would you attend another Auburn downtown bar over Session Cocktails? If so, why?
  - I feel like when the weather's nice, I like to go to the rooftop bars to be outdoors, but like, when the weather is a little bit colder, I usually would go to Session, because it's a similar vibe, but it's indoors.
- What makes Session Cocktails stand out to you?
  - I talked about this in the last one, but it feels like, again, it's like one of those, like a little bougier bars, but it's inside, whereas many of the nicer bars in Auburn are outside.
  - All right, thank you for your responses.

## Appendix C: Personas



### SAMANTHA

Undergrad student  
at Auburn University  
22 years old  
Female



### DRINK ORDER

Gin and tonic, and occasionally takes shots with friends

### MOTIVATIONS

- Maintaining individualism
- Checking on friends and making sure she has strong friendships
- Keeping good grades to get into grad school
- Spending time with her boyfriend

### BIOGRAPHY

- Majoring in graphic design
- Studies, but prioritizes time with friends
- Not involved with Greek Life
- Volunteers with Lee County Humane Society

### PROBLEMS

- Boyfriend is very dependent so is constantly with him
- Gets sick with certain alcohols
- Can be flaky with plans

### PERSONALITY

Quiet until she gets to know people, and then she loves having deep conversation. Artsy, creative, & intriguing.

### GOALS

- Graduate with 3.8 GPA
- Spend as much time as possible with friends before graduation
- Start selling artwork in the next year



## DANIEL

Mortgage Loan Officer  
at PNC Bank  
28 years old  
Male

## BIOGRAPHY

- Graduated from University of Georgia in finance
- Moved to Auburn with friends who were going to grad school
- Running coach on the weekends

## PERSONALITY

Very outgoing, outdoorsy and active. Daniel loves to get beers and watch sports with friends on the weekend. As a big family guy, he enjoys spending time with his siblings, their spouses, kids and pets at the lake.

## DRINK ORDER

Enjoys getting a bucket of beers with friends

## MOTIVATIONS

- Staying in shape
- Saving money for a trip to Europe with friends
- Trying new craft beers
- Seeing family often
- Hanging out with coworkers after work (able to walk to Session)

## PROBLEMS

- Can get too caught up in work to spend time with friends
- Doesn't have much extra money to spend
- Has health issues because of running

## GOALS

- Save enough money for Europe trip by end of year
- Try 100 different beers before the year is over
- Earn promotion at work soon



## TASHA

Middle school teacher  
31 years old  
Female



## DRINK ORDER

Fruity margaritas



## MOTIVATIONS

- Unwinding at the end of the week
- Fun, but relaxing, nights out with friends
- Trying new date spots with her husband
- Summer break



## BIOGRAPHY

- Graduated from Auburn University in 2016
- Stayed in Auburn and now works at Drake Middle
- Married to husband, Randall

## PROBLEMS

- Experiencing burnout from school and coworkers
- Very independent which can cause her to feel lonely
- On a teacher's salary so she has to be careful with money

## PERSONALITY

Warm, witty, and has a bit of a sarcastic edge. She's smart, quick on her feet, and doesn't put up with nonsense. But she's also deeply caring and loyal once you crack her slightly guarded shell.

## GOALS

- Find a better work-life balance
- Start writing poetry once school is out
- Make more friends her age in the Auburn area

## **Appendix D: Campaign Results**

As part of our campaign for Session Cocktails, we implemented a comprehensive strategy aimed at increasing foot traffic, boosting brand awareness, and solidifying the brand's presence in the competitive cocktail industry. We focused on creating engaging events that drew in a crowd and generated buzz around Session's unique offerings. These events were complemented by strategic collaborations with key partners that expanded our reach and brought the brand to new, influential audiences. Additionally, we organized a series of giveaways designed to generate excitement and reward loyal customers, further solidifying the connection between Session Cocktails and its fan base.

In parallel to these in-person efforts, we recognized the importance of digital engagement and prioritized enhancing Session's social media presence. We worked diligently to produce high-quality posts that resonated with our target demographic, ensuring each piece of content reflected the brand's playful yet premium image. In addition, we capitalized on emerging platforms like TikTok, which proved to be a powerful tool in reaching a younger, trend-savvy audience. By tailoring content specifically for TikTok's unique format, we were able to showcase Session Cocktails in a fun and relatable way, driving further brand engagement and awareness.

Throughout the campaign, we also closely watched the competitive landscape, monitoring what similar brands were doing and identifying opportunities for Session Cocktails to stay ahead. This constant analysis allowed us to adjust our strategy in real time, ensuring that Session remained at the forefront of its industry. By the campaign's conclusion, we saw a significant uptick in both foot traffic and online engagement, proving the success of our

multifaceted approach. Our efforts to strengthen Session Cocktails' brand image paid off in immediate results and laid the groundwork for continued success in the months ahead.



## Appendix E: Campaign Budget

### PR CAMPAIGN BUDGET PLAN TEMPLATE

Projected Subtotal to date:

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
<b>Event Costs</b>				<b>We own the spaces so no location fees are required.</b>
Staffing	14	\$52.5	\$ 735	-
food	70	\$8 per serving	\$ \$560	-
			\$	-
			<b>SUBTOTAL</b>	<b>\$ 1295</b>
<b>Printing costs (flyers/brochures etc)</b>				
	0	\$ -	\$	-
			\$	-
			\$	-
			<b>SUBTOTAL</b>	<b>\$ -</b>
<b>Public Relations</b>				
Events				
Sponsorships			\$	-
Press Releases	1		\$	-
Webinars			\$	-
Conferences			\$	-
			\$	-
			<b>SUBTOTAL</b>	<b>\$ -</b>
<b>Social Media</b>				
Twitter			\$	-
Facebook	9	\$7 per week	\$	31.00
Pinterest			\$	-
Instagram	9	\$0.50 per click	\$	225.00
Google+			\$	-
TikTok		\$ -		-
			<b>SUBTOTAL</b>	<b>\$ 256.00</b>
<b>Digital (Other)</b>				
Blog			\$	-
Website			\$	-
Mobile App			\$	-
Mobile Alerts			\$	-
Email Newsletter			\$	-
			<b>SUBTOTAL</b>	<b>\$ -</b>
<b>Traditional Advertising</b>				
Print	200	\$ .20 per copy	\$ 40	-
Outdoor			\$	-
Radio			\$	-
Television			\$	-
			\$	-
			<b>SUBTOTAL</b>	<b>\$ -</b>
<b>Other</b>				
			\$	-
			\$	-
			<b>SUBTOTAL</b>	<b>\$ -</b>
			\$	-
			\$	-
<b>TOTAL CAMPAIGN BUDGET</b>			<b>\$</b>	<b>1591</b>

## **Appendix F: Mock Event**

**Purpose:** The purpose of the event is to kick off the school year in the Auburn area with a social event to reconnect the public to Sessions, in hopes of increasing awareness of our business and creating new connections to audiences, increasing behavior during the school year.

**Date & Time:** August 2nd, 2025, from 5:30-9:00 pm.

**Guests:** The Auburn community, Session Cocktails, and Taco Mama customers.

**Style:** The style will be casual, upbeat, and social. The event will be “come and go as you please”.

**Venue:** Samford Lawn

**Food:** For this event, we will have Taco Mama catering. This will include a select menu of tacos, guacamole, chips, and various toppings.

**Drinks:** Session’s cocktails and sodas are available for purchase. Water will be free.

**Music:** Speakers will play catchy yet appropriate background music to enhance the atmosphere.

**Supplies:** High tables, long buffet tables, bars, speakers, food, drinks, tablecloths, lights, and a photobooth.

**Budget:** 1,250

**Staffing:** Eight servers and six bartenders. Earning their usual wage of \$8.00-\$10.00 with a special event bonus. Special Rate =  $\$8-10 \times 1.5 = \$12-15/\text{hour}$ . The total cost will be \$168-210.

## Mock Event 2

**Purpose:** The purpose of this event is to offer a refined, exclusive tasting event showcasing the finest cocktails, craft spirits, and mixology techniques. The event will elevate the average cocktail experience and introduce new seasonal drinks, engaging the local college crowd and young professionals.

**Date & Time:** Friday, May 15, 2025, from 7:00 - 10:00 PM.

**Guests:** Young professionals in their late 20s and early 30s, college students, and locals looking for a more elevated nightlife experience.

**Style:** Intimate and upscale, interactive and social, and relaxed.

**Venue:** Session Cocktails

**Food:** Charcuterie platters with gourmet cheeses, cured meats, olives, nuts, and seasonal fruits will be provided.

**Drinks:** Sessions' signature cocktails will be available, and each guest will receive a "cocktail passport" to try four different drinks with tasting notes and pairings.

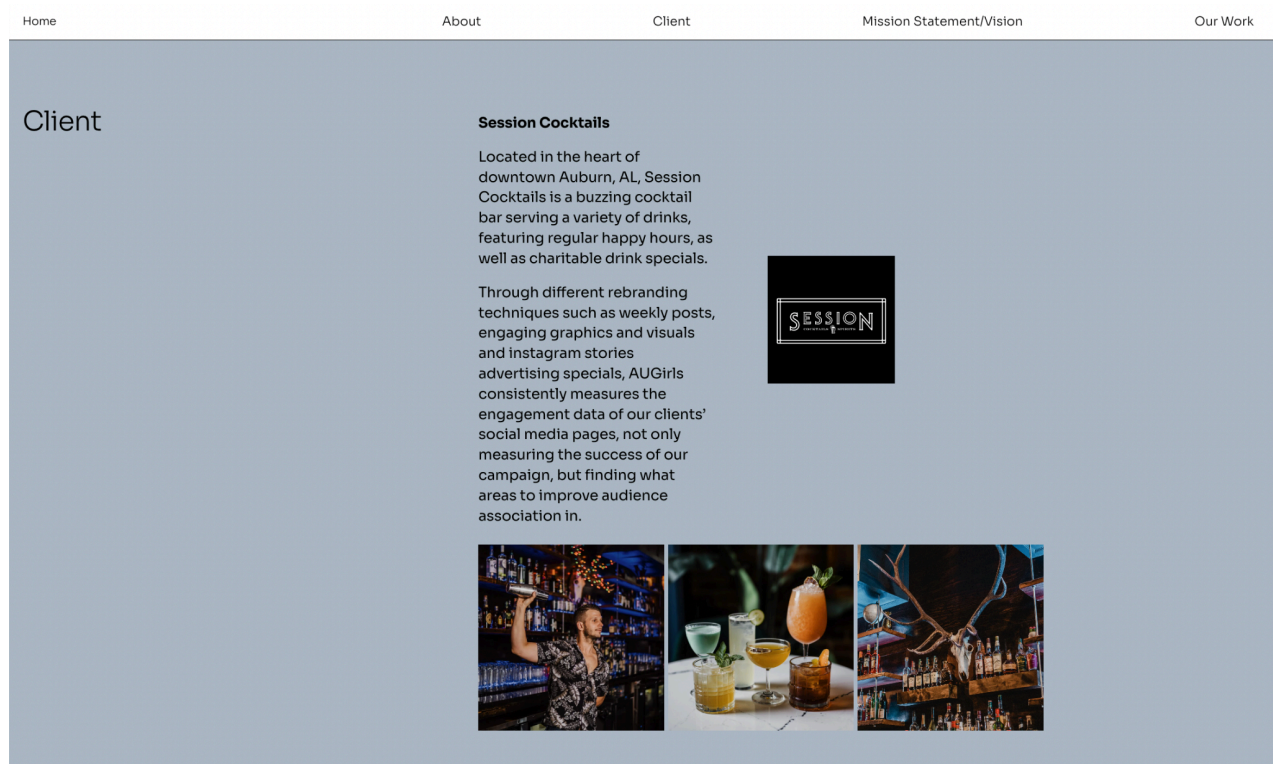
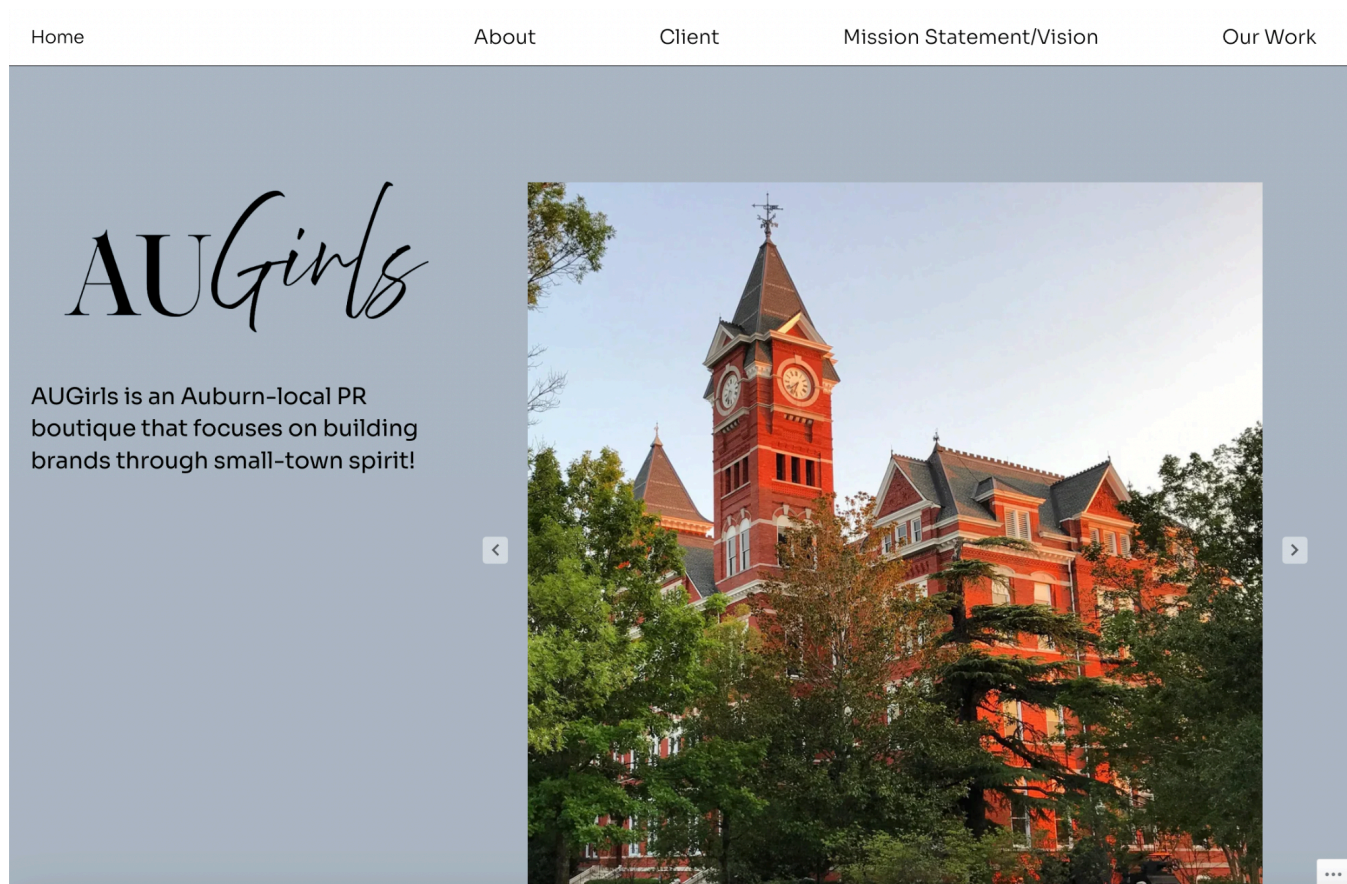
**Music:** Jazz music will be played throughout the night.

**Supplies:** Cocktail glasses, bar tools, cocktail napkins and drink stirrers, plates and utensils for food service, charcuterie boards and food presentation platters.

**Budget:** \$2,000

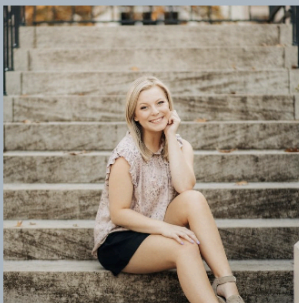
**Staffing:** Three servers and two bartenders. Earning their usual wage of \$8.00-\$10.00. The total cost will be \$60-\$72.

## Appendix G: Mock Website





## Meet the team!



Anna Carson Wagner:  
Creative Director

*Anna Carson is from Tuscaloosa, AL! Outside of school and work, her favorite way to past time includes painting or attending a concert! Anna Carson's favorite Auburn spot is The Red Barn!*



Ally Grace Gentry:  
Account Coordinator/ Editor

*Ally Grace is from Huntsville, AL! In her pastime, she enjoys listening to music or finding a new coffee shop. Ally Grace's favorite auburn spot is Behind the Glass!*



Kat Bader:  
Social Media Strategist

*Kat is from Columbus, GA! When she's not in class or working, Kat loves going to the gym and trying new coffee shops with friends! Kat's favorite Auburn spot is Coffee Mafia!*



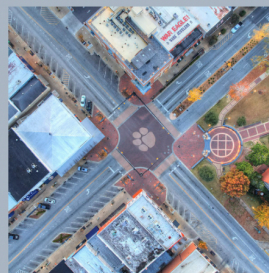
Kathryn Atkins:  
Agency Director

*Kathryn is from Knoxville, TN. She enjoys spending time outdoors, listening to music, and doing crafts. Kathryn's favorite place in Auburn is Momma Goldberg's!*

[Home](#)
[About](#)
[Client](#)
[Mission Statement/Vision](#)
[Our Work](#)

## Mission Statement/Vision

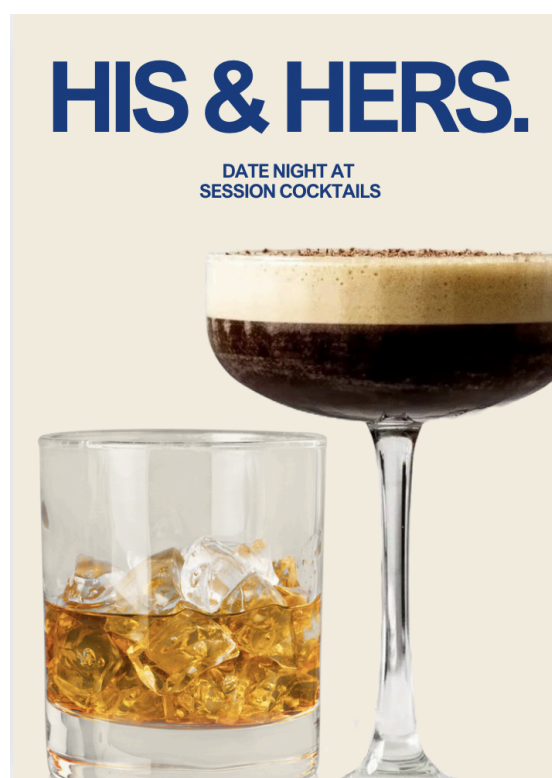
AUGirls is an Auburn-based PR boutique that specializes in local businesses. We are four girls in a small college town here to help small businesses make their big impact on the community around them.



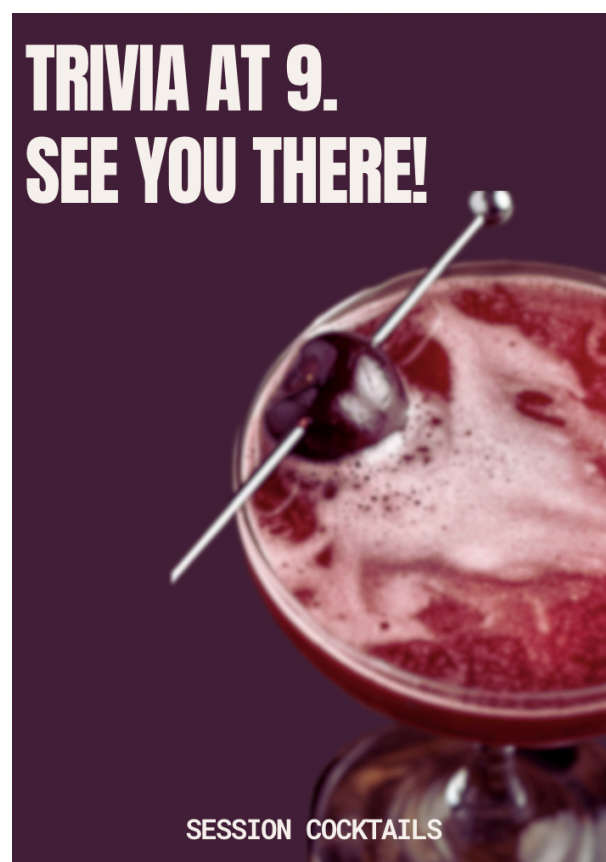
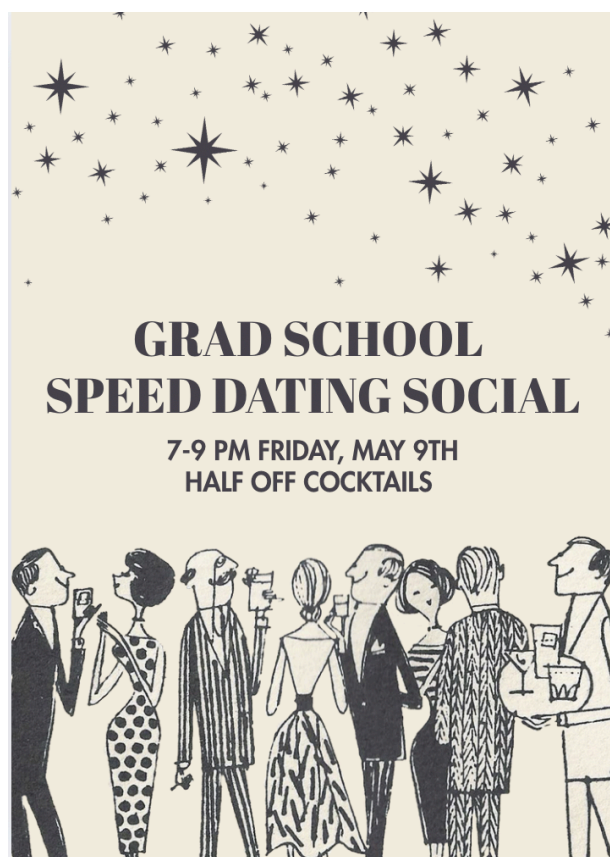
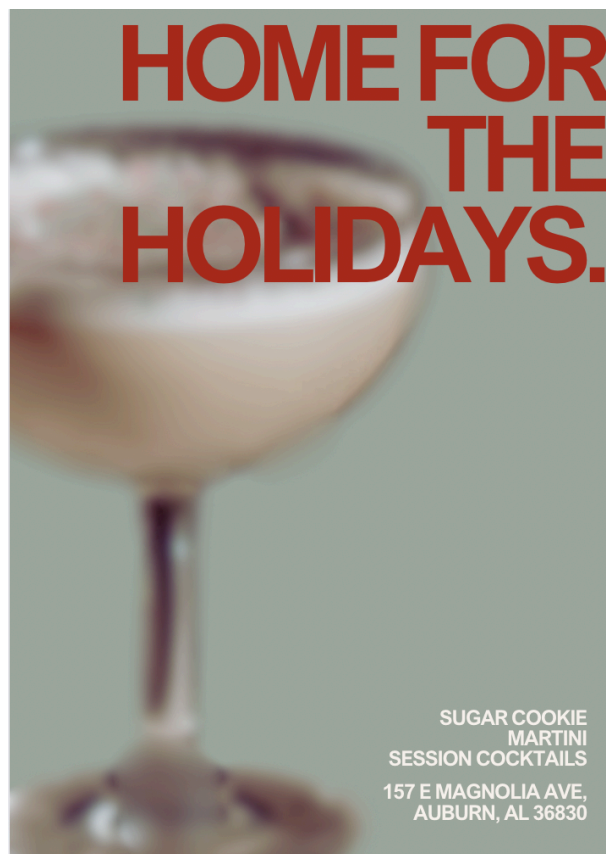
## Appendix H: Graphics











*Ladies*  
**NIGHT**



- \* 07:00PM- 9:00PM  
EVERY WED-FRI
- \* \$5 OFF COCKTAILS  
FOR GROUPS OF 3  
OR MORE

 SESSION COCKTAILS



THE GAME IS IN  
*Session.*

\$10 BEER BUCKETS  
AND \$3 OFF  
BOURBON

GAMEDAY @  
SESSION  
COCKTAILS

**STUDENT DISCOUNT  
EVERY FRIDAY**

HAPPY HOUR PRICES ON ALL ALCOHOL UPON  
ENTRY WITH STUDENT ID



**Welcome  
Back Students!**

JOIN US FOR:  
\$10 BEER BUCKETS  
\$5 SHOTS



SESSION COCKTAILS



## Appendix I: Taco Mama Partnerships



## Appendix J: Instagram Giveaway



**HAPPY SUMMER**

# **Session's GIVEAWAY**

**\$150 GIFT CARD**

**TO ENTER:**

- Tag your favorite drinking buddy
- Follow Session Cocktails on IG
- Repost on your story

Winner announced May 5th

## Appendix K: Branding Kit



### COLOR PALETTE:



#E8C336



#161829



#FFFFFF



#0C236A

### FONTS:

Aa

LABERNIA  
TITCOND BOOK

AA

ARIAL NOVA

### MISSION STATEMENT:

"FOCUSED ON PRE-  
PROHIBITION AND MODERN  
CLASSIC COCKTAILS. STIFF  
DRINKS. FANCY GLASSWARE.  
FUNKY ATMOSPHERE."

### MOODBOARD





## Appendix L: Content Calendar

Mar-25						KEY:
						Paid
						Earned
						Shared
						Owned
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create post for ad (I & F)		Create post for ad (I & F)		Create post for ad (I & F)	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create post for ad (I & F)	Create TikTok	Post w/ Taco Mama/Share	Create post for ad (I & F)	Post w/ Taco Mama/Share	
	Create graphic for AO tourism	Follow surrounding/similar ac	Post on TikTok/Share	Follow surrounding/similar ac	Follow surrounding/similar accs	
	Meet w/ Taco Mama		Follow surrounding/similar accs		Email AO Tourism for PR	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create post for ad (I & F)	Post w/ Taco Mama/Share	Post on TikTok/Share	Create post for ad (I & F)	Post w/ Taco Mama/Share	
	Post on TikTok/Share				Follow surrounding/similar accs	
					(Possible) meeting w/ AO	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create post for ad (I & F)	Post w/ Taco Mama/Share	Post on TikTok/Share	Create post for ad (I & F)	Post w/ Taco Mama/Share	
	Post on TikTok/Share				Follow surrounding/similar accs	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Create post for ad (I & F)	Post w/ Taco Mama/Share	Post on TikTok/Share	Create post for ad (I & F)	Post w/ Taco Mama/Share	
	Post on TikTok/Share				Follow surrounding/similar accs	

### Appendix M: Contact List

<b>Organization/ Person</b>	<b>Phone</b>	<b>Email</b>	<b>Purpose</b>
<b>Samford Lawn Rental</b>	<b>(334) 844-1320</b>	<b>reservations@aubur n.edu</b>	<b>Event space</b>
<b>Session Cocktails (Tuscaloosa)</b>	<b>(205) 860-0557</b>		<b>Contact to maintain the relationship and keep up on aligning events and menu changes.</b>
<b>Taco Mama</b>	<b>(334) 734-5030</b>	<b>auburn@tacomama online.com</b>	<b>Collaborations</b>

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**\*\*All graphics were made through Canva.com; Surveys were made through XM Qualtrics\*\***