

SMOKEY BONES

BRING THE HEAT

BRONWYN, RAMIRO, DEVIN & AARON



MEET THE TEAM



Ramiro Martinez



Bronwyn Hyland



Devin Wang



Aaron Hall

01

BIG IDEA

02

ISSUE

03

SOLUTION

04

TARGET AUDIENCE

05

MARKETING AND SALES STRATEGY

06

COMPETITIVE EDGE

07

WHY YOU, WHY NOW

08

WHAT WE HOPE TO ACHIEVE

AGENDA

SMOKEY BONES

THE PREMISE

- **SMOKEY BONES IS A DOMINATING FORCE IN THE BBQ INDUSTRY, BUT WE WANT TO SET YOU APART FROM YOUR COMPETITORS WITH A STRONG NEW MARKETING STRATEGY.**
- **THINK BIG, BOLD AND UNFORGETTABLE WITH THE “BRING THE HEAT” SMOKEY BONES CHALLENGE.**

BIG IDEA

PICTURE THIS:

- **IT'S GAME DAY** AT THE UNIVERSITY OF GEORGIA, THE **MUSIC IS BLASTING** AS **YOUNG COLLEGE STUDENTS** BEGIN TO GATHER IN FRONT OF THE FOOTBALL STADIUM.
- SUDDENLY, A FIRETRUCK APPEARS BUT IT ISN'T YOUR AVERAGE FIRETRUCK. INSTEAD IT IS THE **SMOKEY BONES WINGTRUCK**, READY TO **"BRING THE HEAT."**
- WE'RE BRINGING SMOKEY BONES DIRECTLY TO GEN Z AND MILLENNIAL FOOD LOVERS THROUGH AN UNFORGETTABLE, ON-THE-GO EXPERIENCE. **IT'S NOT JUST A TRUCK, IT'S A SPECTACLE.**

WHY DOES THIS MATTER?:

- **EVERYTHING** TODAY **REVOLVES AROUND EXPERIENCE**. GEN Z **CONSUMERS** **CARE** MORE ABOUT **MEMORABLE MOMENTS** THAN MATERIAL PIECES. **A FIRETRUCK SERVING WINGS? NOW THAT'S A STORY TO REMEMBER.**
- ADDITIONALLY, CHALLENGE CULTURE IS EXPANDING. FROM TIKTOK TO YOUTUBE CHALLENGES, OUR CAMPAIGN TAPS INTO THIS WITH A PHYSICAL EXPERIENCE LIKE NO OTHER.



CHANGING THE GAME

THIS ISN'T YOUR AVERAGE MARKETING CAMPAIGN, INSTEAD THIS IS A FULL ONE OF A KIND EXPERIENTIAL OPPORTUNITY THAT WILL LEAVE THE CROWD BUZZING.

THIS IS AN OPPORTUNITY TO ALIGN THE BRAND'S BOLD IMAGE, WITH AN UNEXPECTED, BOLD MARKETING STRATEGY THAT IS DESIGNED TO HELP SMOKEY BONES STAND OUT AMONG COMPETITORS AND IGNITE A NEW GENERATION OF FANS.

BRING THE HEAT, WILL DRAW MORE SOCIAL MEDIA BUZZ AS THE CAMPAIGN IS BUILT FOR CONTENT.



PROBLEM

Smokey bones has the flavor, but it's not resonating with Gen Z consumers.

- SMOKEY BONES HAS **LOW BRAND AWARENESS AND RELEVANCE** AMONG YOUNGER AUDIENCES BECAUSE IT ISN'T A TOP OF MIND BRAND.
- **YOUNG CONSUMERS ARE ALWAYS ON THE MOVE**, BUT SMOKEY BONES **OFFERS A SIT-DOWN/ DINE IN** EXPERIENCE INSTEAD OF **TAPPING INTO THE FAST MOVING PACE** OF COLLEGE STUDENTS.
- **COMPETITORS** SUCH AS WING STOP AND BUFFALO WILD WINGS, **TAP INTO THE "ON THE GO" LIFESTYLE** AND THEREFORE ARE MORE CONVENIENT.



MARKET GAP: WHAT'S MISSING?

- **FEW FOOD BRANDS ARE TAKING AN EXPERIENTIAL APPROACH** WHEN IT COMES TO DRAW IN CONSUMERS IN STORE/INTO RESTAURANTS.
- **BBQ BRANDS ARE STATIC**, YOU CAN FIND WINGS ALMOST ANYWHERE, SO **WHAT MAKES SMOKEY BONES SPECIAL?**
- **BBQ BRANDS ARE VERY CASUAL** AND AREN'T TAPPING INTO THE GEN Z LIFESTYLE.



OUR SOLUTION

- THE IDEA IS TO **TRANSFORM A FIRETRUCK INTO A MOBILE WING TRUCK** THAT WILL PULL UP TO TAILGATES, FESTIVALS AND OTHER LARGE CROWDS **TO HOLD A SPICY WINGS CHALLENGE. THIS WILL TAKE SMOKEY BONES OUT OF THE RESTAURANT AND INTO THE MARKET.**
- FANS AND NEW POTENTIAL CONSUMERS WILL PARTICIPATE IN A CHALLENGE THAT WILL GRASP ATTENTION, **INCREASE VISIBILITY AND INCREASE SOCIAL MEDIA COVERAGE.**
- WHAT MAKES US UNIQUE IS THAT WE ARE **CREATING A HYPE-DRIVEN EXPERIENCE** THAT WILL TURN EVERY BITE INTO A **MOMENT WORTH SHARING ONLINE.**





TYLER “TY” MASON

NAME: TYLER “TY” MASON

AGE: 21

SCHOOL: UNIVERSITY OF GEORGIA (SEC SCHOOL)

MAJOR: SPORTS MANAGEMENT

LOCATION: ATHENS, GA

FRATERNITY: SIGMA ALPHA EPSILON

MONTHLY BUDGET: \$600/MONTH FROM PARENTS

ABOUT TYLER

TY IS THE GUY WHO *BRINGS THE PARTY AND THE PLATE*. HE’S A FRAT BROTHER, SELF-PROCLAIMED “BBQ SNOB,” AND FULLY LIVES FOR TAILGATE SEASON. FOR HIM, BBQ ISN’T JUST FOOD, IT’S PART OF HIS SOUTHERN IDENTITY. HE’S PLUGGED INTO MEME CULTURE, LOVES ANYTHING BOLD AND OFFBEAT, AND NEVER MISSES A BARSTOOL VIDEO OR AN EPISODE OF “PARDON MY TAKE.”

HIS WEEKENDS ARE PACKED WITH FOOTBALL GAMES, WING CHALLENGES, GYM SELFIES, AND MUSIC FESTIVALS. HE THRIVES IN LOUD, HIGH-ENERGY ENVIRONMENTS WHERE HE CAN STAND OUT AND CREATE CONTENT FOR HIS INSTAGRAM OR TIKTOK. HE’S GOT THAT LOUD TANK TOP ENERGY, ALWAYS HUNTING FOR SOMETHING SPICY ON HIS PLATE AND IN LIFE.

MORE ABOUT TYLER

PSYCHOGRAPHICS & BEHAVIORS:

- **INDEPENDENT & EXPERIENCE-SEEKING:** LIVES FOR WILD STORIES, DARING CHALLENGES, AND BOLD BRAND MOMENTS
- **PLUGGED IN:** REGULARLY ENGAGES WITH VIRAL CONTENT, SPICY FOOD TRENDS, AND SOCIAL MEDIA CHALLENGES
- **SOCIAL-DRIVEN:** OBSESSED WITH MAKING MEMORIES AND CAPTURING THEM FOR THE 'GRAM OR HIS FRAT'S GROUP CHAT
- **FOODIE:** THINKS FLAVOR IS A FLEX; CONSTANTLY ON THE HUNT FOR "FIRE" MEALS (LITERALLY AND CULTURALLY)
- **FITNESS-ORIENTED:** GYM GUY WITH A SOFT SPOT FOR CHEAT-DAY BBQ AND SPICY WING DARES
- **CULTURAL CONNECTORS:** WATCHES SEC FOOTBALL LIKE IT'S RELIGION AND TREATS TAILGATES LIKE COACHELLA

WHAT HE CARES ABOUT

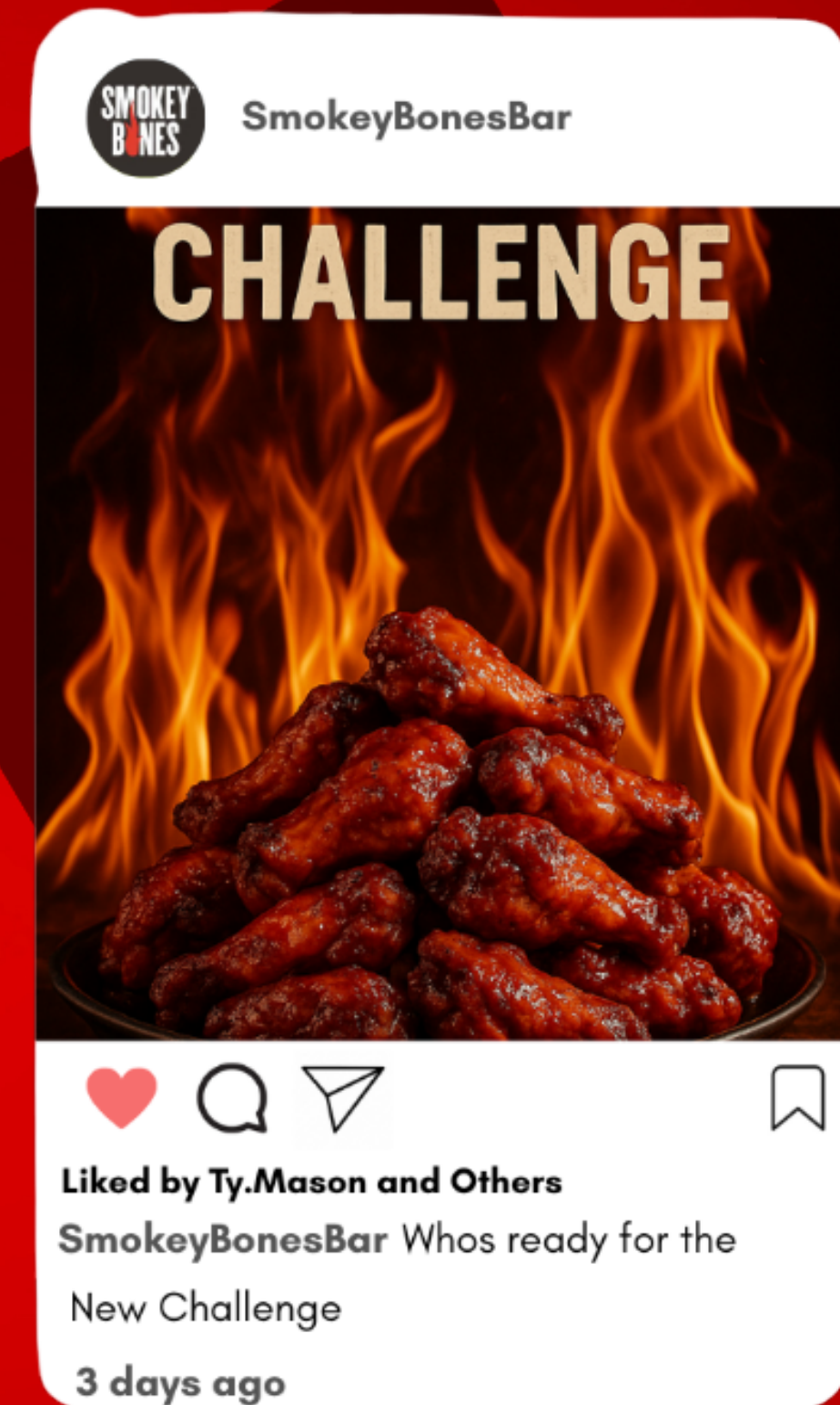
- BRANDS THAT DON'T TAKE THEMSELVES TOO SERIOUSLY
- SHARE-WORTHY MOMENTS (SPICY CHALLENGES, MERCH, MEMES)
- FREE STUFF THAT MAKES HIM LOOK COOL ON SOCIALS
- BEING THE GUY WHO "WENT THE HARDEST" AT THE TAILGATE OR FOOD TRUCK
- AUTHENTIC SOUTHERN BBQ WITH A CULTURAL TWIST

WHY SMOKEY BONES WINS HIM OVER:

- BOLD, SPICY, AND IN-YOUR-FACE EXPERIENCES MADE FOR THE FEED
- A FIRETRUCK POP-UP AND HOT WING CHALLENGE? INSTA GOLD.
- BBQ THAT FEELS PERSONAL, SOUTHERN, AND WAY MORE FUN THAN BASIC BAR FOOD
- MERCH THAT SCREAMS FRAT ENERGY ("MY MEAT ROCKS," "SIZE MATTERS")
- A BRAND THAT *GETS* WHAT IT'S LIKE TO LIVE IN THE GYM, ON THE FIELD, AND ONLINE

MARKETING AND SALES

- **INCREASE GEN Z/MILLENNIAL TRAFFIC TO SMOKEY BONES LOCATIONS DURING THE CAMPAIGN WINDOW.**
- **GENERATE AT LEAST 5 MILLION IMPRESSIONS ON TIKTOK, INSTAGRAM, AND YOUTUBE SHORTS THROUGH USER-GENERATED CONTENT, INFLUENCER POSTS, AND BRAND-LED VIDEOS.**
- **DRIVE A INCREASE IN SOCIAL MENTIONS AND TAGGED POSTS USING THE CAMPAIGN HASHTAG #BRINGTHEHEAT.**
- **POSITION SMOKEY BONES AS A TOP-OF-MIND BBQ BRAND FOR GEN Z.**



COMPETITIVE EDGE

- **Built for Social Media:** Smokey Bones is Fully digital-native with “Hot Cam” content, influencer collabs, and memeable challenges. Designed for Reels, TikTok, YouTube Shorts.
- **Gen-Z target and Cultural Relevance:** Smokey Bones taps into Gen Z culture with frat-themed merch, festival pop-ups, and gym takeovers.
- **Bold merch and brand voice:** Smokey Bones leverages edgy humor, limited-edition drops, and NSFW-style merch to build brand loyalty and have bold merchandise.
- **Brand takeover’s in social scenes:** Smokey Bones: Shows up at tailgates, gyms, and music festivals which create emotional ties with key Gen Z moments (cheat meals, festivals, frat parties).
- **Experience Driven:** Smokey Bones sets itself apart from Wingstop and Buffalo Wild Wings by transforming wings into a full-blown cultural experience.

WHY US ?

The target market is essentially us! As Gen Z creatives ourselves, we understand the best ways to connect with our proposed audience, because **we live their lifestyle**. We know what's worth sharing, what's worth showing up for, and what's worth talking about. As a team, we're extremely **culturally fluent** and tapped into what's current and relevant. Through strategic thinking and brand storytelling, we believe we're the best team to create meaningful experiences that **generate brand love**. Overall, we bring **fresh energy, unique ideas, and authentic insight** that set us apart.

WHY NOW?

The timing couldn't be better. **Football season is just around the corner**, a prime cultural moment where food, fun, and fandom collide. **Gen Z is craving unique, high-energy experiences that break boundaries and spark buzz.** Currently, Smokey Bones has low relevance and limited connection with our target audience. This campaign bridges that gap. **"Bring the Heat" transforms Smokey Bones into a lifestyle brand that Gen Z can relate to, bold, mobile, and built for share-worthy moments.** With competitors already dominating the fast-casual space, now is the perfect opportunity to redefine what BBQ means to a new generation.

This isn't just a campaign, it's a chance to make Smokey Bones unforgettable.

SMOKEY BONES



WHAT WE HOPE TO ACHIEVE

- **Create a diverse experience** that **turns** Smokey Bones **into a brand** not just for heat but **for hype**.
- **Drive brand relevance** and create **brand loyalty** among Gen Z and Millennial consumers.
- **Increase visibility** among consumers through increased share ability **across media platforms**.

ANY QUESTIONS?