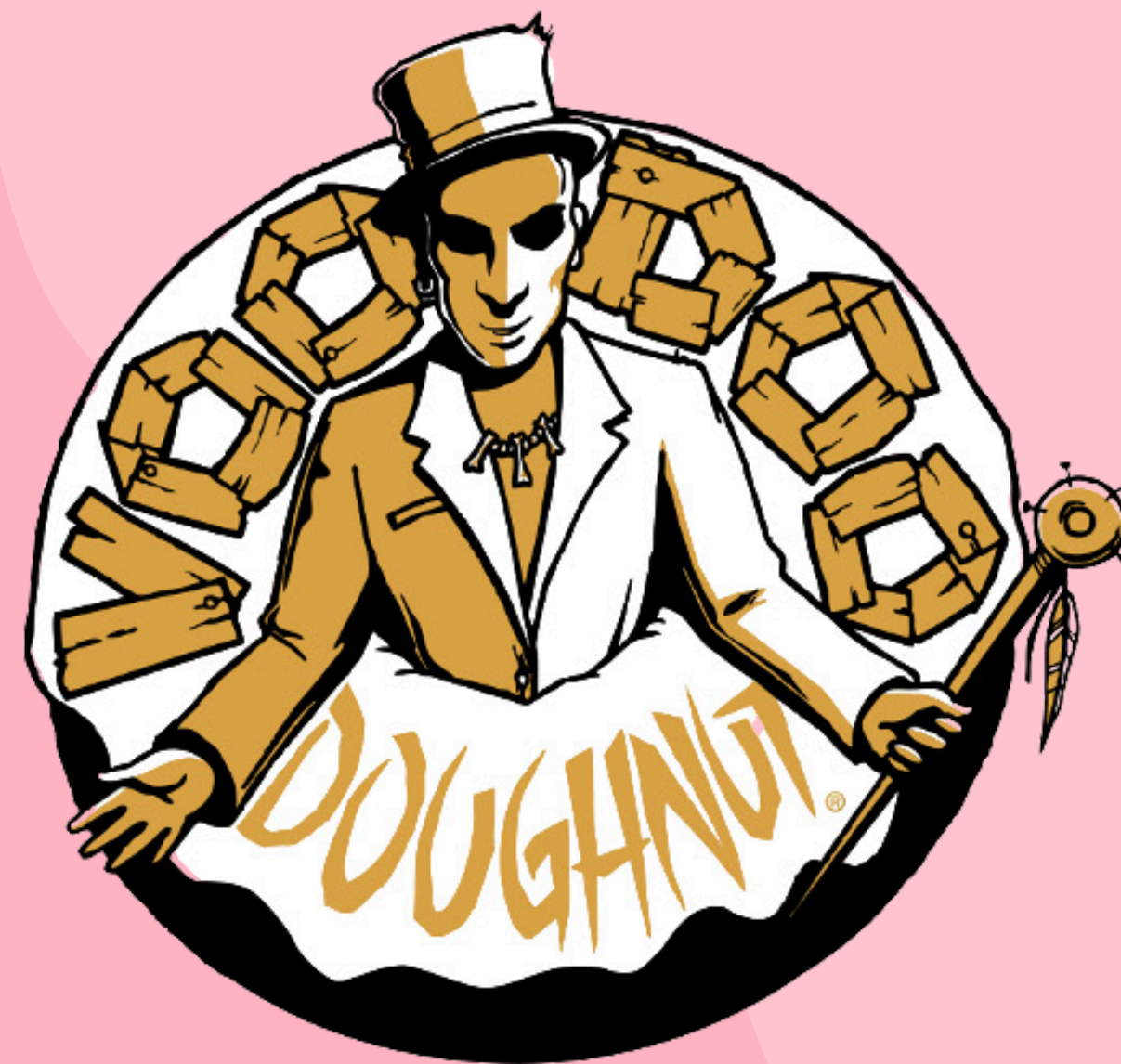


MEDIA PLAN



2025

PRESENTED BY :
Macy Smith

PRESENTED TO :
Voodoo Doughnut

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CAMPAIGN SCOPE



THE ASK:

Voodoo Doughnut, the cult-favorite Portland-born bakery known for its eccentric donuts and quirky culture, is launching its **first Tennessee location in The Gulch, Nashville, on Oct. 31, 2025.**

To build on the brand's successful expansion model, which relies heavily on **cultural relevance, unique guest experiences, and strong word-of-mouth**, the brand is seeking media strategy support from an Austin-based team to develop a research-backed, targeted campaign.





MARKETING OBJECTIVES

OBJECTIVE #1

Achieve **60% reach with 4+ exposures** per person

OBJECTIVE #2

Generate **40% brand and location aided recall**

OBJECTIVE #3

Drive a **50% spike in web traffic**, with **75%** of that from the Nashville area

OBJECTIVE #4

Attract **250+ people** to the grand opening

OBJECTIVE #5


Increase **local loyalty and word-of-mouth** through digital engagement, in-store activations, and UGC



CAMPAIGN RESEARCH & INSIGHTS



DONUT CATEGORY GROWTH



GROWING DONUT CATEGORY

The donut store industry in the U.S. experiences **steady growth** driven by indulgent consumer behavior, convenience culture, and rising interest in experiential dining. In 2023, the market size reached **\$8.9 billion**, up from \$8.64 billion in 2022, reflecting a **3.01% year-over-year growth**.

DEMAND DRIVEN BY YOUTH

This growth aligns with an overall **19.4% increase in donut consumption from 2011 to 2024**, indicating long-term upward momentum in demand. This growth is fueled by younger consumers who are drawn to novelty food items that are visually appealing and trend-worthy.

IMPLICATIONS FOR MEDIA

These trends justify investing in a media strategy focused on **visibility, shareability, and bold branding**. Showcasing Vodoo's unique visual appeal and distinct offerings will tap into a growing consumer desire for indulgent, photo-ready experiences.

GEOGRAPHIC INSIGHTS



MACRO

- **Tennessee claims only 1.3% of U.S. donut shops** despite rising tourism
- **883 donut establishments statewide**, signaling opportunity for further growth
- Tourism in Nashville continues to surge, signaling high potential for destination-worthy food concepts

MICRO

- The Gulch has approximately **3,400 residents** in a compact, walkable 91-acre neighborhood
- Known for high-end condos, street art, live music, and social media-friendly culture
- High foot traffic, especially on weekends and event nights

BRAND PROFILE

the brand

Founded in 2003, Voodoo Doughnut is a brand built on boldness, irreverence, and cultural relevance. What began as a local donut shop has evolved into a cult-favorite destination known as much for its personality as its product. Voodoo thrives at the intersection of **indulgence, counterculture, and community**, creating an experience that feels unexpected, playful, and unmistakably its own. From **legal in-store weddings to late-night hours and immersive retail environments**, Voodoo Doughnut positions itself as an experience rooted in novelty and self-expression.

the product

Voodoo's menu features a lineup of unconventional donut flavors such as **Churro Cheesecake** and the iconic **Voodoo Doll**, alongside **coffee and branded merchandise**. The product offering reinforces the brand's visual identity and shareability, with bold colors, exaggerated toppings, and recognizable designs. This distinct product strategy has helped Voodoo maintain **strong brand recognition and cultural relevance** across markets.

the future

As consumer interest continues to shift toward experiential dining and visually driven food culture, Voodoo Doughnut is well-positioned for sustained growth. The brand's emphasis on late-night indulgence, bold visuals, and culturally resonant experiences aligns with younger audiences seeking novelty and shareability. A media strategy that **amplifies Voodoo's unique personality, visual appeal, and experiential offerings** will strengthen visibility, deepen cultural relevance, and solidify its position as a destination brand within the growing donut category.

BRAND TRUTH

More than just a donut shop, Voodoo Doughnut is a *counter-culture hub* where *indulgence meets identity* and *novelty* is the standard.



The doughnut category is *highly fragmented*, with low startup barriers and a few national players

		BRAND	STRENGTH	DIFFERENTIATOR	PRESENCE
national chains	{	Krispy Kreme	National reach, celebrity partnerships	Classic, sweet-focused, low price	Owns 12.9% of total US Doughnut shop market share, 15 TN locations
		Dunkin'	Strong brand loyalty, low-price menu items, extensive mobile integration	Ubiquity and speed, 60% of sales come from coffee	13 Nashville locations, 137 TN locations
		Parlor Doughnuts	Located directly in The Gulch, diet-friendly options, unique interior environment	Best known for their famous layered donuts	1 storefront inside The Gulch, with 50+ national locations
well-loved local spots	{	Five Daughters Bakery	Quality sourcing, family-driven & community-centric, rotating seasonal flavors	Best known for their 100 Layer Donut, Use largely organic, non-GMO ingredients	5 Nashville Locations, 10 total across TN & GA
		Donut Distillery	Mini, sample-able donuts made to order, strong service, relaxed atmosphere	Boozy donuts paired with a variety of alcoholic beverage options	1 Nashville location, 1 MS location
		East Park Donuts	Strong community support, diverse dietary options	Brown Butter Donut voted best in TN, full sit-down service, elevated menu items	1 Nashville location

national chains

well-loved local spots

BRAND	BRAND PERSONALITY	PRICE POINT	MENU INNOVATION	LATE NIGHT HOURS	BEVERAGE OFFERINGS	SOCIAL MEDIA
Krispy Kreme	Traditional, nostalgic	Affordable	Tried and true, classic	Late-night, 11PM closing time	Strong national coffee program	2M Instagram Followers
Dunkin'	Functional, mainstream	Very affordable	Standard offerings	Moderate, 9PM closing time	Extensive - 60% of sales from coffee	2.8M Instagram Followers
Parlor Doughnuts	Boutique, Indulgent	Premium	Famous Layered Doughnuts	Daytime only 2:30PM closing time	Hot, Iced & Blended coffee, Energizers, Refreshers, Teas	70K Instagram Followers
Five Daughters Bakery	Artisanal, Family-focused	Premium	Signature "100 Layer Donut"	Moderate, 10PM closing time	Five Daughters Bakery Signature Coffee Roast	214K Instagram Followers
Donut Distillery	Hip, Boozy, Experimental	Mid-high	Alcohol-infused mini donuts	Moderate, 8PM closing time	Coffee, Milkshakes, Full bar (cocktails, wine, craft beer, etc)	21.1K Instagram Followers
East Park Donuts	Casual, wellness-inspired	Mid-range	Savory donut sandwiches	Daytime only 4PM closing time	House Brew, Cold Brew, Speciality Lattes, Teas, Frappes	12.4K Instagram Followers

PRIMARY PERSONA:

“NIGHT OWLS OF THE GULCH”

PSYCHOGRAPHICS

- Chronic social media sharers with high TikTok and Instagram usage
- Spend on experience, not just food
- Seek unique, show-offable activities to do or try
- Respond to word-of-mouth, influencer recommendations, and community-driven content

OVERVIEW

Aged 22–38, mostly renters or young professionals living around The Gulch. They value Instagrammable moments, local flavor, and late-night convenience. Nightlife, music events, and walkable food spots define their daily routines.

MEDIA BEHAVIORS

- Constant mobile use, especially during late-night hours
- Trust peer and influencer reviews more than ads
- Consume entertainment via streaming and social media
- Use event discovery platforms like Do615 and Instagram

MEET TAYLOR

Taylor Reyes, 27, is a social media manager living in The Gulch who thrives on late nights, local culture, and experiences worth sharing. Always on the hunt for the next Instagrammable moment, Taylor values **originality, social currency, and authenticity** in the brands she supports.

She often discover new spots through TikTok, Instagram, or event platforms like Do615, and prefers **word-of-mouth or influencer recommendations** over traditional ads. With a fast-paced lifestyle centered around music and nightlife, Voodoo fits seamlessly into her world as a late-night ritual and share-worthy experience.



ADVERTISING OBJECTIVES

DRIVING SUSTAINED REACH

To reach an average of **69%** of the target audience at an average frequency of 3.7 times per month, totaling **3,110 GRPs** (Gross Rating Points) between **September 1, 2024 and August 31, 2025**. This will be achieved using a **pulsing continuity pattern**, with heavy emphasis on October (the grand opening), and sustained support during holiday months and summer music festival season (June - August) to align with key cultural moments and foot traffic trends.

JUSTIFICATION

Reach and frequency were calculated using **Ostrow's Model of Effective Frequency**, which recommends a minimum of **3+ exposures per month** to achieve effective brand recall. Our plan exceeds this benchmark, with an average **reach of 68.75%** and **frequency of 3.7**. A **pulsing continuity pattern** was selected to balance long-term visibility with bursts of media during high-impact periods. September builds anticipation, while October receives the highest traffic and awareness around the Grand Opening.

The campaign stays strong through December's holiday season, tapers slightly during the slower winter months, and ramps up again in summer to align with festivals, tourism, and peak foot traffic. With a total of **3,110 GRPs**, the campaign is structured to support both brand discovery and consumer action. Budget allocations and GRP levels directly align with media priorities and consumer behavior patterns, ensuring every dollar works toward achieving key communication and business objectives.

Month	Reach	Frequency	GRP	Percent of Budget %	Budget Allocations
September	70	4	280	9.69%	\$14,533.90
October	85	5	425	14.71%	\$22,058.25
November	70	4	280	9.69%	\$14,533.90
December	75	5	375	12.98%	\$19,467.34
January	55	3	165	5.71%	\$8,566.61
February	55	3	165	5.71%	\$8,566.61
March	65	3	195	6.75%	\$10,199.03
April	55	2	110	3.81%	\$5,711.41
May	65	3	195	6.75%	\$10,119.03
June	70	4	280	9.69%	\$14,533.90
July	80	4	320	11.07%	\$16,610.54
August	80	4	320	11.07%	\$16,610.54
Total/Average	68.75	3.7	3110	100%	\$150,000

MEDIA REACH, FREQUENCY & FLIGHTING STRATEGY

To reach an average of **69%** of the target audience at an average frequency of 3.7 times per month, totaling **3,110 GRPs** between **September 1, 2024 and August 31, 2025**. This will be achieved using a **pulsing continuity pattern**, with heavy emphasis on October (the grand opening), and sustained support during holiday months and summer music festival season (June - August) to align with key cultural moments and foot traffic trends.



COMMUNICATION PLATFORMS



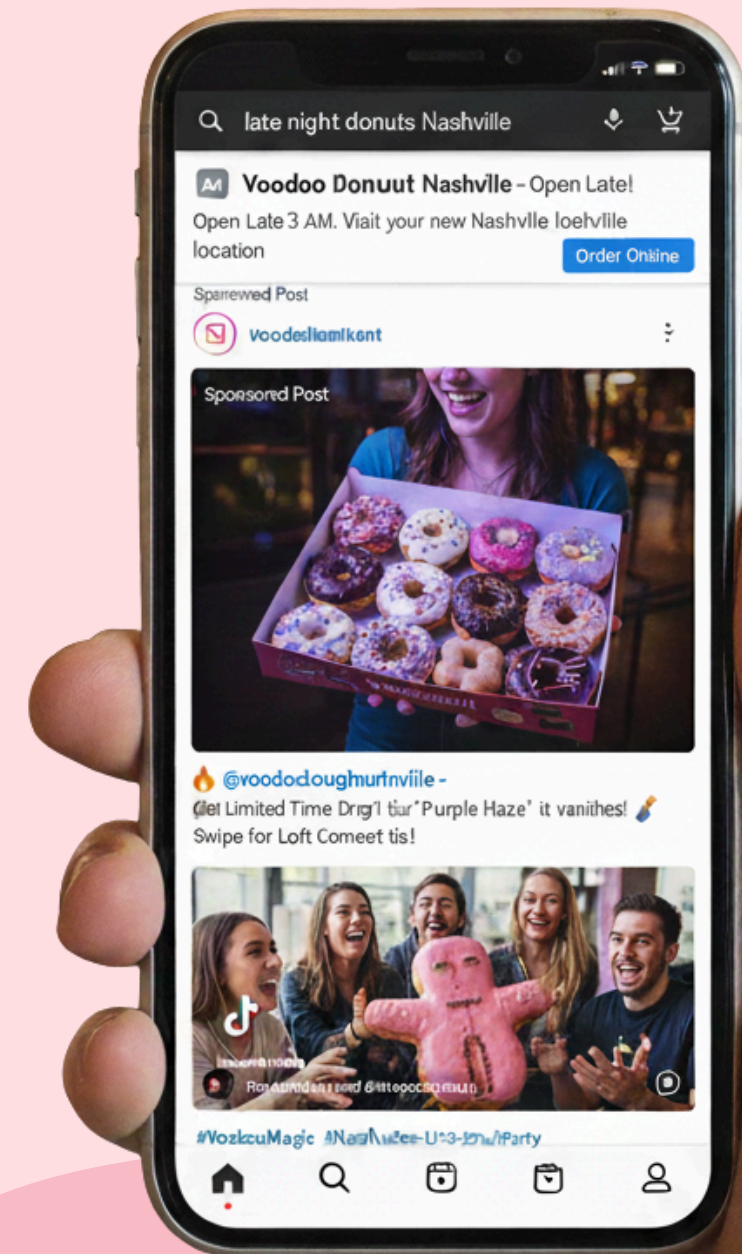
DIGITAL MEDIA

PAID SOCIAL ADS, SEARCH ADS & SPONSORED POSTS

To meet our web traffic and involvement goals, digital media will receive the **largest share of the budget at 45% (\$67,500)**. This includes targeted paid social ads on Instagram and Facebook, Google search ads, and sponsored posts with local media outlets like Eater Nashville and Nashville Scene.

Paid social content will be tailored to our 22–38-year-old target audience with snackable, scroll-stopping ads featuring limited-time donuts, UGC content, and upcoming Loft Concerts.

Google Ads will target high-intent searches for donuts and late-night food, while local sponsored posts will legitimize the brand and create buzz within the Nashville foodie community. These are high-reach tools to build awareness, drive website visits, and encourage increased foot-traffic in-store.



OUT-OF-HOME ADVERTISING

\$30,000 (20%) of the total budget will be allocated toward traditional out-of-home advertising, specifically **billboards and WeGo Public Transit** placements. These will provide consistent physical visibility in and around The Gulch, tapping into Nashville's heavy foot traffic and nightlife. The messaging will **rotate to promote key moments** like the store opening, the Nashville Legends Donut Lineup, Loft Concerts, and exclusive incentives.

OOH serves to facilitate brand awareness, driving mass reach and reinforcing Voodoo's brand attributes. These placements will also include **QR codes to drive users directly to the website**, supporting our goal of increased digital engagement.



IN-STORE PROMOTIONS

\$18,000 (12%) of the budget will be dedicated to in-store experiences and promotions that encourage repeat visits, product trial, and merchandise sales. The **Punch Card Loyalty Program** offers a free coffee after five donut purchases, helping turn first-time visitors into repeat customers.

We'll also launch a **Nashville Legends Donut Lineup**, featuring limited-edition donuts inspired by local music icons. Guests who buy all four will receive 30% off one Voodoo merch item, increasing merch revenue and turning customers into walking billboards.

This budget covers signage, packaging, point-of-sale materials, and in-store **QR codes** that direct consumers to upcoming Loft Concerts & online features.



GUERRILLA MARKETING

To generate communal excitement and curiosity, **\$12,000 (8%)** will be allotted for guerrilla marketing tactics.

The focal point will be a **Giant Donut Statue installation in The Gulch**, positioned as a photo-worthy teaser ahead of the grand opening. The statue will include a scannable QR code linking to the website and Loft Concert schedule.

We'll also use a **Voodoo food truck or branded pop-up booth** at concerts and festivals, offering punch cards and samples to concertgoers and tourists. This approach allows us to disrupt the everyday routine of our audience with unexpected, shareable moments that encourage digital engagement and in-store visits.



COLLABORATIONS

\$7,500 (5%) of the budget will go toward a strategic partnership with The Underground Donut Tour, ensuring Voodoo is included as a featured stop among other Nashville competitors.

This collaboration taps into a **ready-made community of donut enthusiasts, foodie influencers, and out-of-town guests** looking for unique culinary experiences.

The budget covers **participation fees, sample products, branded materials, and digital cross-promotion** via the tour's website and social media channels. This partnership helps build credibility, increase brand awareness, and drive trial among new customers who are primed to engage.



EVENTS & ACTIVATIONS

\$9,000 (6%) will support Voodoo's signature experiential campaign: the **Loft Concert Series**. Kicking off with the Opening Night Loft Concert on Halloween, this ongoing monthly series will tap into social sharing and Nashville's passionate music fanbase as they host monthly concerts in the establishment's loft.

We'll host a **UGC Giveaway** tied to the concerts. Guests who share a photo of their doughnut using a custom hashtag will be entered to win backstage passes, a meet-and-greet with the band, or exclusive merch.

This activation builds sustained community engagement and encourages fans to visit the website frequently to see concert lineups and promotions, supporting both web traffic and long-term brand affinity. Funds will go toward **local venue fees, talent booking, light production, giveaway items, and promotional content**.



INFLUENCER PROGRAM

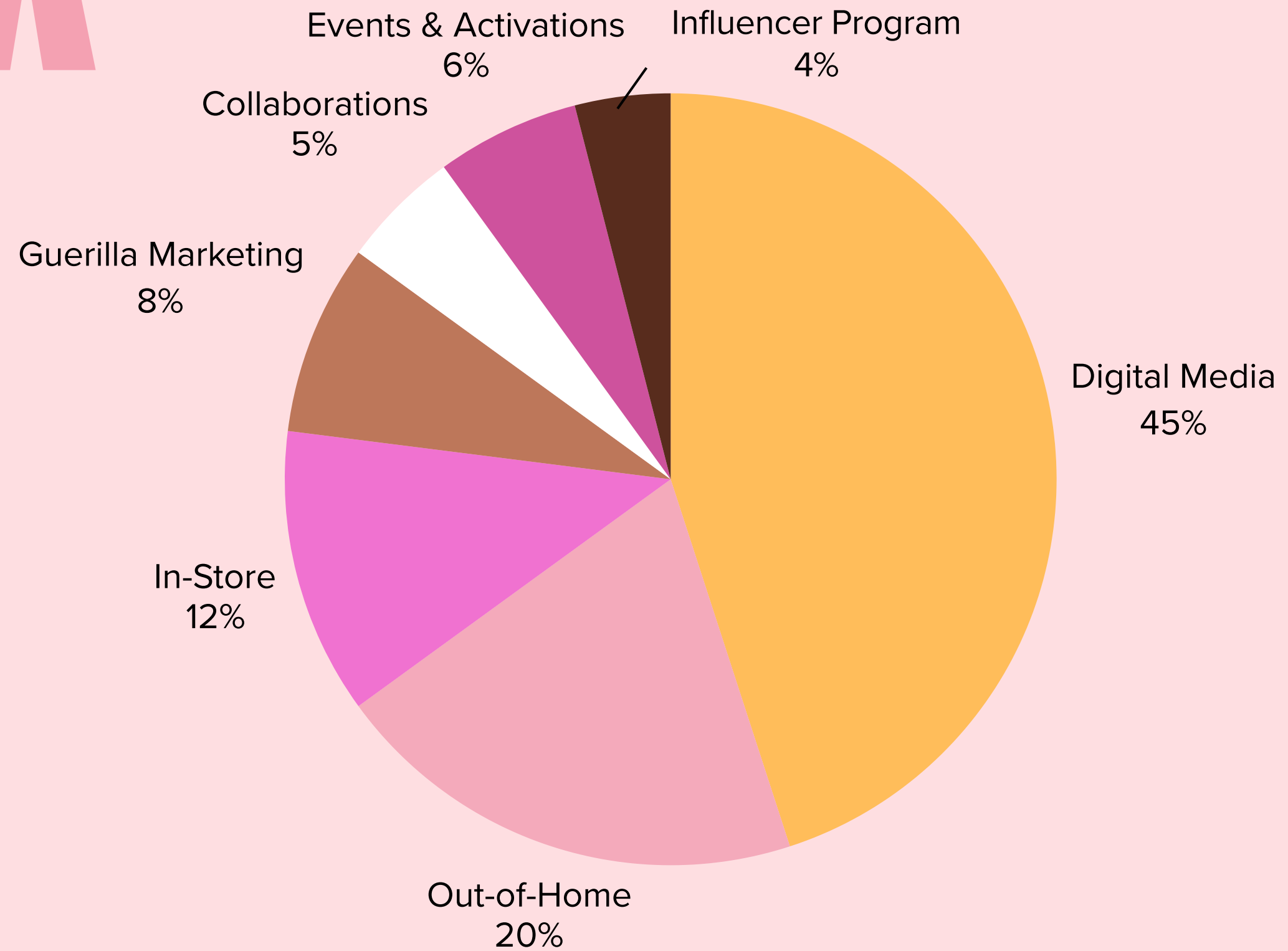
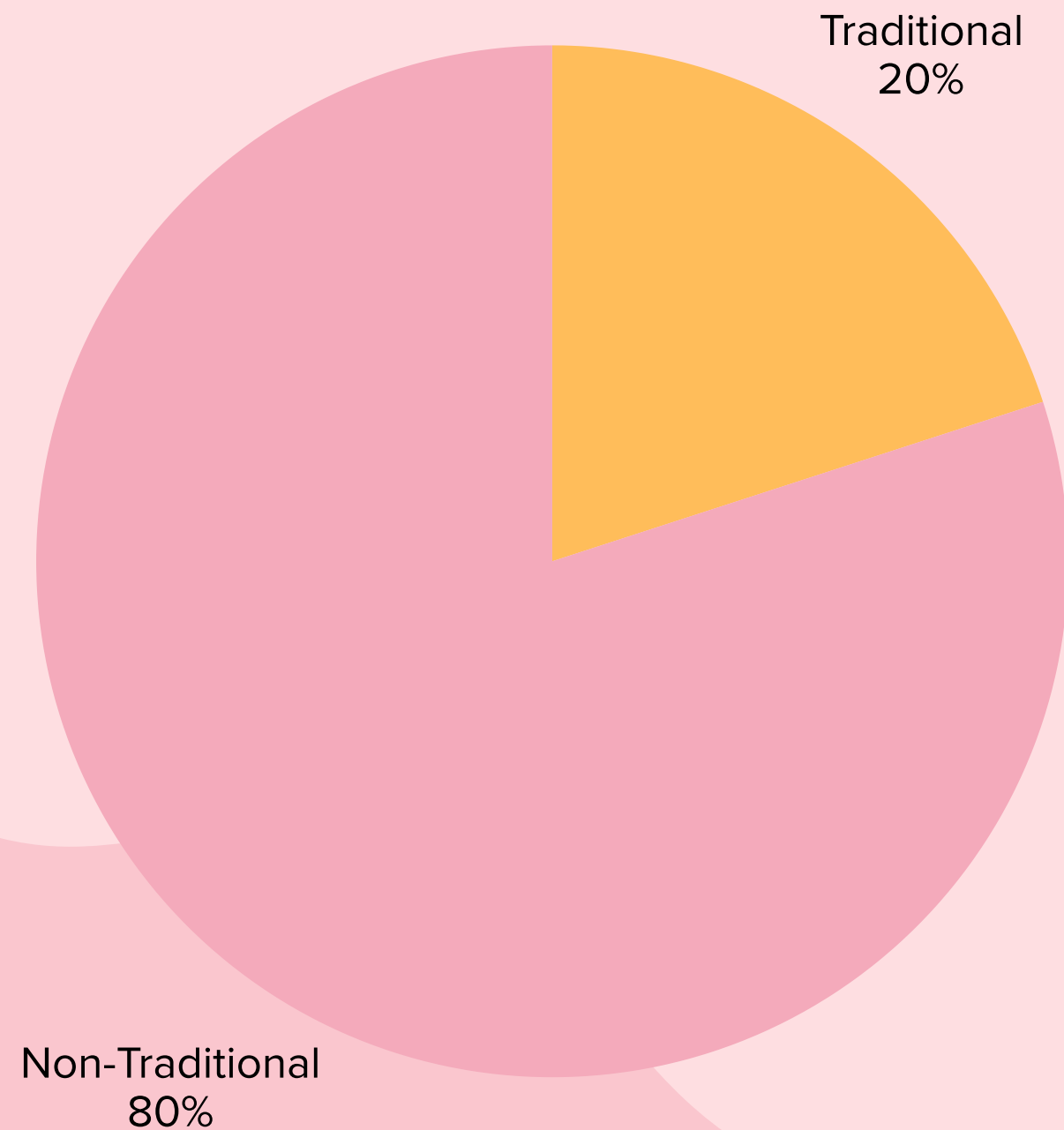
\$9,000 (6%) is allocated to an influencer engagement strategy focused on **micro and nano influencers** within the Nashville food, music, and lifestyle space. This budget will cover influencer gifting (donuts & merch), fees for paid posts, and early invites to the Loft Concerts.

Influencers will be chosen based on their authentic engagement with Nashville's cultural and culinary scene, with a **focus on generating credible earned media, UGC, and product placement** on TikTok and Instagram.

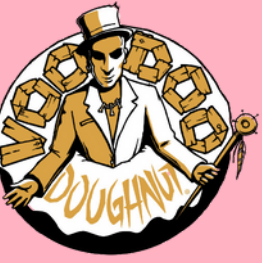
Influencer content will amplify our objectives by giving the brand a trusted voice within the local community.



MEDIA MIX



KEY PERFORMANCE INDICATORS





KPIs

Tactic	KPI	Measurement Method	Justification
Meta Ads (\$33,750)	Achieve a CTR of 1.5–2% and at least 500,000 total impressions throughout the campaign.	Meta Ads Manager: CTR, Impressions, Geo-targeted Reach	For paid social, a CTR above 1% is strong. With targeting focused on 22–38-year-olds in Nashville (esp. The Gulch + surrounding areas), we expect high engagement through Instagram Stories, Reels, and boosted posts.
Google Search Ads (\$13,500)	Maintain a CTR of 3% or higher and generate at least 6,000 landing page visits across the campaign.	Google Ads Console: CTR, Conversions, Geo-heatmaps	CTR benchmarks for high-intent food/local search campaigns average 3–5%. Targeting “late night food,” “Nashville donuts,” etc. will attract actively searching locals and tourists.
Sponsored Posts (\$20,250)	Reach a combined 25,000+ readers per post, with a minimum of 1,500 shares or comments across both platforms.	UTM tracking, Publisher reports, Social share metrics	These outlets reach 22–38-year-old urban dwellers. Sponsored content will position Voodoo as a “must-visit” launch. Engagement reflects relevance and brand credibility.
OOH (Billboards + Transit) (\$30,000)	Generate 12 million total impressions , track at least 10,000 QR code scans , and encourage 1,000+ hashtag uses on social media.	QR analytics, geo-tagging, social monitoring tools	Nashville's foot + vehicle traffic is high. Gulch billboards + transit placements offer mass visibility and social media virality. QR + hashtag integration makes this measurable.
In-Store Promotion (\$18,000)	Distribute and redeem at least 2,500 punch cards , increase merch sales by 15% , and drive repeat visits from 30% of customers.	POS tracking, QR scan-to-promo metrics, purchase history	Loyalty cards incentivize return visits. This is realistic given strong foot traffic + experiential appeal of the brand.
Guerilla Activations (\$12,000)	Attract 1,000+ direct engagements per month, 2,500 QR code scans , and 3,000 social media posts tagged with the event hashtag.	QR tracking, social listening, field team counts	These tactics target curiosity + foot traffic. A quirky, photo-worthy statue in The Gulch will organically generate online buzz.
Underground Donut Tour Collaboration (\$7,500)	Serve 5,000 samples , earn 500+ social tags or reviews , and become a top-rated stop on the tour site.	Tour partner reports, Yelp/TripAdvisor/social reviews	This is a high-ROI tactic with an existing audience of food tourists and influencers.
Events (UGC Loft Series) (\$9,000)	Attract 5,000 attendees across 10–12 monthly events, generate 1,500 tagged photos , and grow the email list by 1,000+ subscribers .	Event RSVPs, photo contest submissions, QR/email signups	Regular live music aligns with brand and local culture. Participation and tagging ensure long-term brand lift.
Influencer Program (\$9,000)	Generate at least 100 UGC posts/month , totaling 1,200 influencer-generated posts and a reach of 300,000+ over 12 months .	Creator analytics, branded hashtag monitoring, UGC reposts	Focus on micro/nano influencers with high engagement. These are attainable and scalable results in a niche market like Nashville.

To ensure every media investment directly contributes to business goals, each tactic in this campaign is paired with a specific, measurable KPI.

These indicators track **awareness, engagement, action, and advocacy** in alignment with campaign objectives. All metrics were selected based on industry benchmarks, platform norms, and realistic expectations given the size of The Gulch, the broader Nashville DMA, and Voodoo’s brand positioning.

We’ve outlined the tools and goals used to measure success to offer clarity on **how each dollar delivers both reach and impact.**

BUDGET & TIMING



BUDGET

This budget reflects a **gross spend of \$146,000**, leaving \$4,000 in reserve for overage, optimization, or unanticipated spend (e.g., new influencer content, extra QR code tracking, or boosting high-performing media).

This total allocates **90% to paid media** and **10% to earned/owned/event-based efforts**.

Media Spend: \$135K Activities/Experimental: \$15K			
Media Channel	Flight	Months Active	Budget
Meta Ads	Always-On Digital	Sept - Aug	\$33,750
Google Search Ads	Always-On Search Intent	Sept - Aug	\$13,500
Sponsored Posts (Eater Nashville)	Buzz-Building & Holiday	Sept, Oct, Nov, June	\$10,125
Sponsored Posts (Nashville Scene)	Buzz-Building & Holiday	Sept, Oct, Nov, June	\$10,125
OOH (Billboards + Transit)	Launch + Holiday + Summer Push	Sept - Dec, June - Aug	\$30,000
In-Store Promotion	Opening + Holiday + Summer	Oct - Dec, June - Aug	\$18,000
Activations (Food Truck + Giant Doughnut)	Grand Opening + Spring/Summer	Oct, Mar, May, July	\$12,000
Collaborations (Underground Donut Tour)	Tourism-Heavy Months	Sept, Oct, June, July	\$7,500
Events & Activations (Loft Concert, UGC)	Monthly Series	Oct - Aug	\$9,000
Influencer Program	Launch + Summer	Oct - Aug	\$2,000
Total			\$146,000

TIMING

This media flowchart illustrates the full 12-month **pulsing continuity strategy** for Voodoo Doughnut’s Nashville launch.

Media investments are strategically timed to align with **cultural moments, tourism spikes, and brand-relevant experiences.**

Paid and owned media efforts are layered monthly to support our communication objectives of driving discovery, involvement, action, and sharing. The calendar reflects a mix of consistent digital presence, seasonal OOH, and high-impact experiential bursts.

Tactic	Objective	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug
Meta Ads (\$33,750)	Involvement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google Search Ads (\$13,500)	Involvement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsored Posts (\$20,250)	Discovery	✓	✓	✓							✓		
OOH (Billboards + Transit) (\$30,000)	Discovery	✓	✓	✓	✓						✓	✓	✓
In-Store Promotion (\$18,000)	Action		✓	✓	✓						✓	✓	✓
Guerilla Activations (\$12,000)	Discovery		✓					✓		✓		✓	
Underground Donut Tour Collaboration (\$7,500)	Action	✓	✓								✓	✓	
Events (UGC Loft Series) (\$9,000)	Share		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Influencer Program (\$2,000)	Share		✓		✓			✓			✓	✓	✓
Monthly Spend		11.5K	24.5K	9.75K	9.75k	6.25k	6.25k	6.25k	6.25k	5K	8.25K	8.25K	8.25K

CALL TO ACTION



Voodoo Doughnut is a place where people come for the flavor but **stay for the culture, the experience, and the story.** With this campaign, we've built a media strategy that reflects exactly that: **a layered, intentional approach that meets your audience where they are**, whether they're scrolling Instagram at midnight, exploring local music, or looking for something new to tell their friends about.

Our plan blends high-visibility media with grassroots experiences to introduce Voodoo to Nashville in a way that feels both fresh and authentic. We've prioritized tactics that not only generate reach and awareness, but also **spark curiosity, drive foot traffic, and build long-term loyalty** through in-store moments and ongoing social engagement. Every element is grounded in audience behavior, aligned with your business goals, and designed to maximize impact with every dollar spent.

We believe this launch can set the tone for future store openings and create a blueprint that blends media efficiency with cultural relevance. We're excited about what's possible and would love the opportunity to help **bring this next chapter of Voodoo Doughnut to life.**

THANK YOU



2025

PRESENTED BY :
Macy Smith

PRESENTED TO :
Voodoo Doughnut