




# ***SOCIAL MEDIA CAMPAIGN PROPOSAL***

Presented by... THE LOUISVILLE FOODIES

## Our Mission

All of us a part of *The Louisville Foodies Inc.* strive to provide local Louisville business entities and organizations with unique and innovative social media marketing strategies. We creatively establish a genuine connection between a brand and its customers, by our willingness and ambition to always strive to *Innovate, Create, and Educate*. This mission exemplifies the core values that hold our team accountable to its genuine inspiration for creation of content and promotion.



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## CLIENT OVERVIEW



**Gathan Borden**

*Louisville Convention & Visitors Bureau  
Director of Brand Marketing & Advertising*

Gathan is currently the Director of Brand Marketing and Advertising for the Louisville Convention & Visitors Bureau. He is responsible for the overall advertising, branding and marketing strategies for the city of Louisville in the tourism sector. Gathan graduated from the University of Kentucky in 2001 with a Bachelor of Business Administration and a double major in Business Marketing and Business Administration. He went on to get his Master of Business Administration from Webster University in 2009.

Gathan is often called upon by local professionals for public speaking seminars, as well as conferences and classrooms to discuss a wide arrange of topics. These subjects range from the city of Louisville, branding, marketing, social media, and the tourism industry which he specializes in. Gathan has a deep passion for his work along with everything that falls under the umbrella of the marketing industry. <sup>(See reference 10)</sup>

## INDUSTRY OVERVIEW

### *Louisville Convention & Visitors Bureau (LCVB)*

Since its birth in 1968, LCVB's central mission is to enhance the city's economy through tourism. The LCVB is seemingly divided into five entities that ultimately work together to drive tourists and people from across the country to the city of Louisville. This has been accomplished by selling the Louisville community worldwide for its conventions, trade shows, corporate meetings, group tours, and individual leisure travel by partnering with the public and other private sectors. These drives ultimately generate the increase of visitor spending, local tax receipts and job development. (See Reference 6)



The LCVB's vision encompasses the essential growth in leisure travel as it transitions from a destination-marketing organization to a leadership position in destination management. In full pursuit to establish itself as a destination brand through the workings of a fully integrated marketing team and investment strategies that target specific key audiences.

### *Culinary Tourism*

The LCVB strives to provide the basic principles of culinary tourism, which highlights its pursuit for unique and authentic dining and drinking experiences. Today, Louisville has now earned the reputation for being, "one of the best foodie small towns in America" with the help of the increased interest in the bourbon experience, craft beers, the Hot Brown, and other regional specialties. (See Reference 5)



LCVB's vision for its culinary tourism is to motivate travelers to come to Louisville to experience its enriched and rising culinary popularity across the country. The growth of southern cuisine has fueled Louisville's national notoriety, establishing itself as the culinary capital of bourbon country. It has reached out to new boundaries with the innovation of southern cuisine by adding Korean, Vietnamese, French and Italian influences; and most importantly, bourbon. (See Reference 5)

### *External Environment*

The travel and tourism industry is expected to rise once again in overall economic output and spending in the US over the next year. In 2014, the spending on leisure travel as well as tax revenue, both increased from the previous year. Statistics show that visiting relatives is the number one leisure travel activity for domestic travelers, with shopping a close second, and fine dining short behind as fourth on the list.

By the end of the next decade, the amount of air travel is expected to grow from 756 million enplanements to almost 927 million per year. <sup>(See Reference 12)</sup> This in turn will add \$243 billion in yearly travel spending and accumulate 850,000 new American jobs. Where this highlights the incredible opportunity for growth in US travel and tourism, there are still underlying threats to this progress. Three major threats include a decline in airline competition, an aging airport infrastructure, and an outdated navigation system. These will all have a ripple effect that results in higher prices, greater congestion at large airports, and billions in lost revenue (to name a few). <sup>(See Reference 12)</sup>

One group of individuals, which will be highlighted throughout this proposal, to heavily focus on for the long haul in the travel and tourism industry is *millennials*. Millennials are more prone to book shorter trips compared to Baby Boomers and family travelers. <sup>(See Reference 14)</sup> They exhibit more loyal tendencies to brands they trust, while spending more and engaging others through heavy use of social media. Now is the time to gear future campaign ideas for LCVB that not only target convention-goers and family travelers, but the up-and-coming Generation Y; otherwise known as millennials.

## SITUATIONAL ANALYSIS

### *Social Media Accounts*

Over the fiscal year from 2013-2014, social media has grown exponentially across each platform. The number of impressions nearly quadrupled from 2013 along with their total number of interactions being tripled as well. Overall, Instagram had the largest growth (by far) which shows how effective visual content is when it comes to engaging with potential travelers. <sup>(See Appendix A)</sup>

There is still plenty of room for improvement. There are avenues to consider, especially on YouTube, which appears absent of any culinary themed videos or projects. Strategic implications can be set to increase the engagement and followers on Instagram by gearing a lot of posts towards the visuals of local cuisines to dine at and the unique meals Louisville has to offer (to name a few). It's evident that LCVB has reaped a tremendous amount of reward with their social media channels over past year, but fortunate enough, there are more avenues to be considered taking for continued success.

### *Competitor Analysis*

#### *Charleston, South Carolina*

Charleston was voted #20 on the list of "Top 100 cities with strongest arts, entertainment, recreation, accommodation and food services industries" with a minimum 50,000 population. It has 393 "full service" restaurants. It is also evident that Charleston has a prolific track record when it comes to their food, where you can even book a tour to see the most talented chefs in the city. <sup>(See Reference 1)</sup>

Their social media account on Twitter (@ChsWineandFood) does exceptionally well with over 13,000 followers. They typically post "how to" videos and use a lot of visual content of food. It is very interactive and undoubtedly emphasizes their value for the culinary experience.

## *Nashville, Tennessee*

Aside from their extraordinary success in culinary tourism, their social media accounts produce a lot of interactive with their audience and followers. Their Instagram account (@NashOrginials) which is a coalition of Nashville original eateries that is guaranteed to instantly make your mouth water. (See Appendix F)

@NashFoodtrucks allows you to get a first-hand look on Nashville Food trucks to experience the culinary delights without traveling all the way to a restaurant. @NashForFree aides and centers heavily on college students (millennials) by finding and posting any free activities that happen within the city. Overall, their social media accounts are by far some of the most interactive and engaging accounts in culinary tourism. (See Appendix G)

*(Other competing cities to note: Indianapolis, Cincinnati, and Atlanta)*

## *Audience Analysis*

### *Millennials*

**DEMOGRAPHICS:** Their most common and widely accepted age group ranges from 18-28 years old (born after 1980 and before 2000s). Millennials are more educated and diverse than previous generations. This is highlighted by an overwhelming 88% of millennials who are interested in trying new foods. Millennials are also one of the first generations that doesn't need assistance from higher authorities to seek and find information, when they can look up most of what they're seeking through their smartphones. (See reference 4)

**BEHAVIORS:** Millennials spend 14% more time on their cell phones than any other generation which explains why 60% of them follow brands of their interests on social media as well. (See reference 7) Their smartphones are essentially the gateway to the world around them. On average, millennials check their cell phones 43 times a day and 80% percent of them sleep next to their cell phones at night. (See reference 11) Their phones are their "life support", whereas social media is the one thing they use to consume information, as though it were vital to "staying alive".



When deciding where to eat, 68% will ask a friend before selecting a restaurant. Their options are not limited by prices either, whereas 87% of millennials will splurge on a nice meal even if their financial situation says otherwise. <sup>(See reference 3)</sup>

**INTERESTS:** According to the Center for Culinary Development, millennials prefer the unique, intense texture and flavors of global foods. This goes with how millennial view food as “fun” and a source of entertainment. <sup>(See reference 4)</sup> They enjoy anything that gives them self-gratification and the opportunity to express themselves. Seven out of ten millennials are compelled by things that give them that gratification. Hobbies that include sports, cooking, and food are also popular interests. <sup>(See Reference 9)</sup>

One exponentially growing interest amongst millennials is the desire for healthy diets. They prefer whole foods over processed as well as being more willing to spend money on “ethically stored meats” and “farm-to-table” experiences. 30% of Millennials eat foods that are “certified organic” compared to Generation X (21%) and Baby Boomers (15%). It only makes sense that 80% of Millennials want to know more about the food they’re eating and where it’s grown. Realize that it’s not just the nutrition they care about. They view food as a source of entertainment and self-expression. <sup>(See Reference 3)</sup>

**NEEDS:** Millennials desire and need self-expression and self-gratification, through the daily consumption of “snackable” content that they can find on their handheld devices. This need can relatively connect them with their core values which are family, friends, and their desire to be independent. Although, they still like to be engaged, whether that be in social gatherings or online. It’s imperative to provide millennial-gear social media strategies that genuinely embed these core values, otherwise they will seek to fulfill these needs elsewhere. Time is very limited and highly scarce when attempting to engage with millennial audience.

*(Other audiences to consider: Generation X “Baby Boomers”, Generation Z, and Convention Go-ers)*

*S.W.O.T. Analysis (see Appendix J)*

## Strengths:

- Iconic traditional local dishes (i.e. Hot Brown)
- A variety of healthy food options that can attract our target audience
- High quality local restaurants in Louisville
- Flexible prices
- Exposure of festivals (i.e. WorldFest)

## Weaknesses:

- Little local awareness for local restaurants, festivals, and healthy food choices
- Excessive traveling
- Snapchat and Vine nonexistent
- Lack of engagement with followers on Twitter
- Lacks content that appeals to the millennial audience

## Opportunities:

- Craft beer and bourbon popularity
- Spread awareness in efforts to bring the community closer
- Getting millennials to come to Louisville's culinary scene (i.e. Festivals, Culinary diversity, Bardstown Road)
- Utilize millennials' desire for self-expression and gratification with mentions, favorites, retweets (etc.)
- Provide information on the healthy and high quality food local restaurants have to offer

## Threats:

- Competition with cities that have established superiority in culinary tourism (i.e. Nashville, Charleston, Indianapolis, and Atlanta)
- The cost of traveling

## PRIMARY RESEARCH

### *Methodology*

To conduct our primary quantitative research, we used the University of Louisville's campus as our primary audience. Surveys were distributed online as well as on campus. Our objective was to learn about the spending habits, social media usage, and overall awareness of Louisville's diverse culinary scene of millennials. We used multiple choice questions, open-ended questions, and rankings. (See Appendix G)

### *Primary Research Findings*

- Our survey had 52 participants that were all taken in Louisville area.
- 74.51% of respondents fell in the age range of 18-21. (See Appendix H)
- Only 13.73% of respondents were well informed of Louisville's diverse culinary scene. (See Appendix I)
- 70.83% of respondents would recommend Bardstown Road as a destination for someone who was traveling to Louisville to eat. (See Appendix J)
- Among the respondents, Italian cuisines were the most popular (30.77%) with American at 26.92%. (Appendix K)

## OBJECTIVES

- Educate travelers and Louisville residents about the diverse culinary scene in Louisville.
- Increase the awareness of Louisville's wide variety of healthy restaurant options for food conscious consumers.
- Educate the uninformed about the popular rise of the bourbon scene and craft beer.
- Increase the engagements and mentions on the @CulinaryLou and @justaddbourbon account with more visual content.

## STRATEGIES & TACTICS

### Strategy One: Create a virtual community centered within Louisville's culinary scene.

*Louisville Bourbon Boy: On a mission to taste every bourbon in the state of Kentucky, then USA, then the world. (#bourbonfamily)*

Establish an online community through the @justaddbourbon social media account (via Twitter OR Instagram) that engages those who show an interest in bourbon. An anonymous voice whose identity will be referred to as the *Louisville Bourbon Boy*. Followers can engage with the #bourbonfamily, #LouisvilleBourbonBoy, and #LouisvilleBourbonGirl hashtags as well as others who share a love for bourbon as well. Visual content will be vital with attracting an audience's attention and interest. Each day would be more centered on bourbon that will incorporate its history, types (colors), ages, while educating them on bourbon education and etiquette. The common goal is to create a virtual community of those interested in bourbon, and promote the city of Louisville as the bourbon capital for the bourbon experience. We can provide them with T-Shirts (both for males and females) as a way to create a sense of community and to publicly express their bourbon interest.

# #Bourbonfamily



*Louisville Food Girl: Follow her on a journey experiencing Louisville's rich and diverse culinary scene. (#louiefoodies)*

An anonymous voice whose identity will be referred to as the *Louisville Food Girl*, and posts content (pictures, blogs, etc.) that highlights the various different restaurants and culinary aspects that exemplifies Louisville's unique and diverse culinary scene. Followers can also engage with the #louiefoodie, and the #LouisvilleFoodGirl hashtags to keep up with the *Louisville Food Girl's* journey.



Instagram



## Summary

The theme of the story behind the *Louisville Bourbon Boy* and *Louisville Food Girl* is whether or not the perfect meal and the perfect drink will ever find each other. It will engage and encourage followers to embark with them on their journey with glimpses of the tasteful delights both personas will promulgate. The anonymity will encourage viewers that they themselves can be ambassadors for the *Louisville Bourbon Boy* and *Louisville Food Girl* which ultimately establishes a community of foodies and bourbon-lovers, embodied in Louisville; the heart of the culinary capital of bourbon country.



**“There’s a Bourbon Boy and a Food Girl in all of us--- come bring them out in the culinary capital of bourbon country.”**





## Strategy Two: Provide an online audience with more engaging visual content of Louisville's culinary scene.

*The Louisville Foodies are declaring war in the kitchen. Get ready... for the Battle of the Louisville Chefs! (#BattleoftheLouChefs)*

Why not star Louisville's best chefs in a live streaming event, that consists of two Louisville chefs preparing their own signature dishes (paired with a signature drink) and allow viewers to comment and decide which one they like the best? *Battle of the Louisville Chefs* will be a fun and interactive way that will showcase Louisville's best kept secret in the kitchen that these chefs are dying to reveal. Twitter will be the home of all the interaction, where followers can engage with the *#BattleoftheLouChefs* hashtag. The event will be streamed on the live-streaming app *Periscope*.

### *Periscope*

Periscope is a live streaming app that lets you broadcast live video to the world. Going live will notify all of your followers and provide a link for them to stream the video as well as comment and send you hearts; all in real time. The more hearts you get, the higher they flutter on the screen. (See reference 13)

### *Other features...*

**Hearts** – Keep track of how many hearts you get from viewers. The more hearts, the higher you get in the “Most Loved” list.

**Twitter** – Share broadcast on Twitter by tapping the bird icon before starting your broadcast. (Can be viewed on the web or in the app)

**Replay** – Viewers can replay your broadcast with comments and hearts to relive the full experience for up to 24 hours.

**Private** – Broadcast can be geared to specific people by press a lock icon before going live and choosing who you want to invite to your broadcast.



**Strategy Two: Provide an online audience with more engaging visual content of Louisville's culinary scene.**

No longer than 4-5 minutes— a short YouTube video series that stars a team of food ambassadors visiting health-conscious restaurants while highlighting dishes, unique healthy food options, and healthy eating habits. With traffic geared to YouTube, establishing a media team that highlights restaurants in Louisville who strive to provide their visitors with fresh, organic, and farm-to-table foods that big chain companies refuse to provide. There are a majority of individuals that exhibit health-conscious eating habits amongst the millennial audience. (See Reference 3)



*“Not only are we foodies... We are food ambassadors.”*





# CALENDAR

*(Refer to Appendix L)*

KEY	
Months for implementing each tactic	
Evaluation (at the end of the month)	

## Strategy One: Tactic One – Louisville Bourbon Boy & Food Girl

**Daily content posted.** (See Appendix M1, M2) Content will be scheduled to post daily per week and will run throughout the entire year.

**Evaluation.** After each month, it will be evaluated on how successful it was, in regards to which specific metrics were measured. (12 times/year)

## Strategy Two: Tactic One – Battle of the Louisville Chefs

**Event streamed 1-2 times a month.** (6 months/year)

**Evaluation.** After each month, it will be evaluated on how successful it was, in regards to which specific metrics were measured. (6 times/year)

## Strategy Two: Tactic Two – Food Ambassadors

**Video posted 1-2 times a month.** (4 months/year)

**Evaluation.** After each month, it will be evaluated on how successful it was, in regards to which specific metric(s) were measured. (4 times/year)

## EVALUATION

### Louisville Bourbon Boy & Louisville Food Girl

*Daily content posted for a 12-month span  
Evaluated after every months (12 times/year)*

Monitoring Tool(s) to suggest:

- *Commun.it (\$39/month) – geared towards Twitter*
- *Curalate – geared towards Instagram*
- *Sprout Social*



Metrics to consider measuring:

- Impressions
- Shares
- Activity
- Engagements



### Battle of the Louisville Chefs

*Video streamed 1-2 times a month (6 months/year)  
Evaluate after each month (6 times/year)*

- Evaluate the key metrics that show how many people were watching the live stream, how many viewers pressed the “heart” icon on the Periscope app, and how much followers engage with the hashtag.

Monitoring Tool(s) to suggest:

- *Commun.it (\$39/month)*
- *Periscope (Free)*

Metrics to consider measuring:

- Engagements/Impressions/Reach (with the link post on Twitter)
- How long someone stayed on the link

## **Food Ambassadors**

*Videos posted 1-2 times a month (4 months/year)*

*Evaluate at the end of the month (4 times/year)*

- Track how many views there were for each video as well as how long they spent viewing.

Monitoring Tool(s) to suggest:

- *YouTube analytics*

Metrics to consider measuring:

- Impressions
- Reach
- How long someone stayed watching the videos

## BUDGET

We customized an infographic that presents an overall budget if you were to hire as your team of social media specialists to implement our campaign ideas for the upcoming fiscal year. Although these are only estimations, we wanted to incorporate the amount of time and money that will be needed to invest in putting the plan into action as well as evaluating its success, if you were to go about this campaign without our supervision and direct guidance.



## CONCLUSION

In conclusion, The Louisville Foodies hope that you foresee the future success to come from implementing these ideas in your next social media campaign. Our overall goal was to provide your organization with a complete overview of the millennial audience, and strategies that will not only engage them virtually but encourage them to come experience Louisville's culinary brilliance in person.

By evaluating our strategies and measurements, you can begin to connect the dots that will bring you right back to our overall goals and objectives. Remember Innovation, Creation and Education are key to a successful campaign when targeting the millennial audience. We wish you nothing but success for the years to come. All of us a part of The Louisville Foodies

## MEET THE FOODIES



**ALAN BRANCH (TEAM LEADER)** @alanjeffery10

Alan is a junior at the University of Louisville. He majors in Communication with a minor in Sports Administration. Alan aspires to work in sports, preferably Media Relations or Television Broadcasting/Journalism. He currently works as a server at the Louisville Downtown Marriott and interns with the Athletic Department on campus. He loves to cook, draw, meet new people, and spend time socializing with friends.



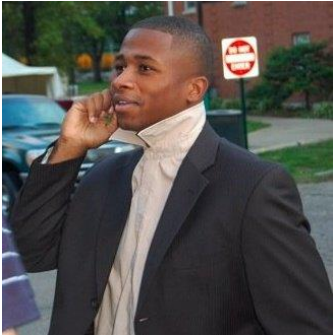
**HANNAH DUQUE** @Hannahduque01

Hannah is a senior at the University of Louisville. She majors in both Communication and Spanish. She aspires to have a career in International Communication. A fun fact about her is she surfed at Shark Pit in Maui, Hawaii.



**CATHERINE GORDON** @catherine\_g\_8

Catherine Gordon is a senior at the University of Louisville. This spring, she will receive her B.A. in Communication with a Minor in Russian Studies. She is a member of both the U of L Division I lacrosse team and the Chi Alpha Sigma- National College Athlete Honor Society. Last semester she was an External Relations intern at Volunteers of America of Kentucky. You can reach her at csgord03@louisville.edu or on twitter at @catherine\_g\_8.



**NICHOLAS MARSHALL @Darkstar1223**

Nicholas is a senior at University of Louisville. He majors in Communication. Nicholas has aspirations to work in the field of Public Relations, Advertisement, and Marketing. One of his goals is to be in a position to educate and inspire other individuals around the world. A fun fact about Nicholas is he used to be Louie the Card (Cardinal bird mascot).



**ASHLEY SMITH @AshJacSmith**

Ashley Smith is a junior at the University of Louisville pursuing a Communication degree. Ashley aspires to work in Public Relations after graduating. In her free time, Ashley likes to try new local restaurants in Louisville with good friends and family.

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# APPENDIX

## SOCIAL MEDIA YEAR IN REVIEW

Social media is an ever-growing presence in the tourism industry, and destinations now have the ability to connect and influence the potential traveler at the beginning of the travel planning cycle. Here is a snapshot of the year-to-year social media performance of the Louisville Convention & Visitors Bureau.



Figure A



Figure B1



Figure B2



Figure C1



Figure C2



Figure D1



Figure D2



Figure E



Figure F

Figure G

**Millennial Survey**

**The Louisville Foodies**

*This survey will be used for academic research on the demographic, psychographic, and geographic information on a millennial traveler.*

**1. How old are you?**

- Under 18
- 18-21
- 22-25
- 26-30
- 30+

**2. Are you from Louisville?**

- Yes
- No

**3. If yes, where would you recommend someone who was not from Louisville to go eat?**

- Frankfort Avenue
- 4th Street Level
- Bardstown Road
- Outer Loop
- Other (please specify)

**4. Which social media channel do you use MOST often?**

- Facebook
- Twitter
- Instagram
- Tumblr
- Snapchat
- I don't have any social media accounts
- Other (please specify)

5. Rank which time of day you regularly check your social media from MOST often to LEAST often. (ex. 1= Most Often; 4= Least Often)

<input type="checkbox"/> Morning
<input type="checkbox"/> Afternoon
<input type="checkbox"/> Evening
<input type="checkbox"/> Night

6. How informed are you about the diverse culinary scene you can experience here in Louisville at local restaurants?

- Very informed
- Somewhat informed
- Hardly informed
- Not informed at all

7. Rank which is essential for a typical dining experience from MOST important to LEAST important. (ex. 1= Most important; 4= Least important)

<input type="checkbox"/> Overall quality of food
<input type="checkbox"/> Overall quality of service
<input type="checkbox"/> Atmosphere of restaurant
<input type="checkbox"/> Reasonable prices

8. How much are you willing to spend on a worthwhile dining experience for two?

- \$10-\$20
- \$20-\$30
- \$40+
- Not more than \$10

9. How much are you willing to spend on a worthwhile dining experience for yourself?

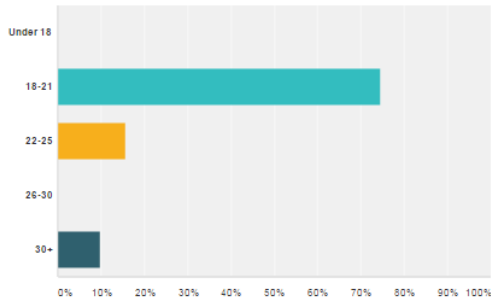
- \$10-\$20
- \$20-\$30
- \$40+
- Not more than \$10

10. Which restaurant cuisine do you prefer the MOST?

- American
- Asian
- Indian
- Italian
- Mexican/Hispanic
- Other (please specify)

How old are you?

Answered: 51 Skipped: 1

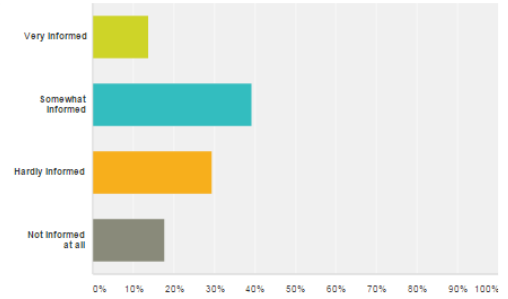


Answer Choices	Responses	Count
Under 18	0.00%	0
18-21	74.51%	38
22-25	15.69%	8
26-30	0.00%	0
30+	9.80%	5
<b>Total</b>		<b>51</b>

Figure H

How informed are you about the diverse culinary scene you can experience here in Louisville at local restaurants?

Answered: 51 Skipped: 1

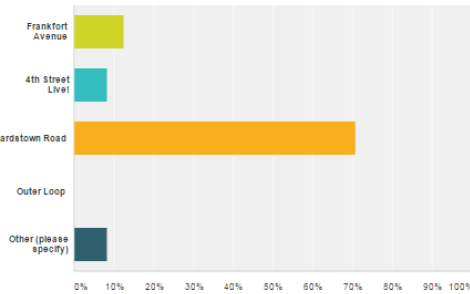


Answer Choices	Responses	Count
Very Informed	13.73%	7
Somewhat Informed	39.22%	20
Hardly Informed	29.41%	15
Not informed at all	17.65%	9
<b>Total</b>		<b>51</b>

Figure I

If yes, where would you recommend someone who was not from Louisville to go eat?

Answered: 24 Skipped: 28

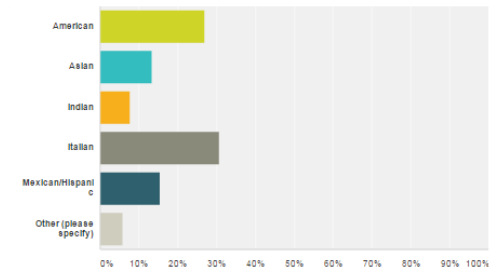


Answer Choices	Responses	Count
Frankfort Avenue	12.50%	3
4th Street Live!	8.33%	2
Bardstown Road	70.83%	17
Outer Loop	0.00%	0
Other (please specify)	8.33%	2
<b>Total</b>		<b>24</b>

Figure J

Which restaurant cuisine do you prefer the MOST?

Answered: 52 Skipped: 0



Answer Choices	Responses	Count
American	26.92%	14
Asian	13.46%	7
Indian	7.69%	4
Italian	30.77%	16
Mexican/Hispanic	15.38%	8
Other (please specify)	5.77%	3
<b>Total</b>		<b>52</b>

Figure K

Figure L

Strategy One	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May
Tactic One												
Evaluation												
Strategy Two												
Tactic One												
Evaluation												
Tactic Two												
Evaluation												

Appendix M1

# Louisville Bourbon Boy: Four Roses Via Twitter

Sponsored by: **Louisville Foodies**

	Monday	Tuesday	Wednesday	Thursday	Friday
Theme	<b>Manhattan Mondays</b>	<b>Hot Toddy Tuesday</b>	<b>Wednesday-Old Fashions/History</b>	<b>Throw Back Thursday</b>	<b>Fleet Friday's or Field Trip Friday's</b>
Time					
12:00-1pm	Announcement of Bourbon of the Week and cocktails will follow	Bourbon Facts with bourbon of week; Annouement of Hot Toddy Recipes coming	Some history of the bourbon: Straight Bourbon drinks	More history on the Bourbon of the Week	Annoucmnt of times will be visiting Distiller of the Bourbon of the Week
	Interactive	Interactive	Interactive	Interactive	Interactive (Using MeerKat or Periscope)
2pm-3pm	Where to find a good Manhattan in Louisville with Four Roses	Where to find a good Hot Todday in Louisville with Four Roses	Picture of Four Roses on the rocks and how drink bourbon straight	Cheap verison of Four Roses	Be at the distiller by this time.
	Q & A (Interactive)	Q & A (Interactive)	Q & A (Interactive)	Q & A (Interactive)	Q & A (Interactive)
5pm-6pm	Videos of Making Your Own Manhattan with Four Roses with Bartender from Louisillve	Video of Making your own Hot Toddy with Four Roses from a Bartender in Louisville	Video of Four Roses Pouring in a glass	Small video of the bottles & changing of the brand throw the years	Video Recap of the tour



	Q & A with bartender from local bar and call to action to visit the bar and taste (Interactive)	Q & A with bartender from local bar and call to action to visit the bar and taste (Interactive)	Q & A (Interactive)	Q & A with possible distiller company person and a call to action join us tomorrow (Interactive)	Q & A with distiller owner (Interactive)
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Appendix M2

## Louisville Food Girl: Sliver Dollar via Twitter

Sponsored by: **Louisville Foodies**

	Monday	Tuesday	Wednesday	Thursday	Friday
Theme	<b>Margarita Monday's</b>	<b>Take Out Tuesday</b>	<b>Wine Down Wednesdays</b>	<b>Throw Back Thursday</b>	<b>Feed Me Friday's or Field Trip Friday's</b>
12pm-1pm	Announcement of Restaurant of the Week	Facts about the Restaurant or cooking of the Week and Signature Dishes	Pairing of Wine and dishes, with discount bottles of wine	Pictures of History of restaurant of the Week: Free Meal of the Night Contest	We actually go behind the scenes with the chefs: Plus Free Meal for the night Winner
	Interactive	Interactive	Interactive	Interactive (Heavy interactions and also rules explained)	Interactive
2pm-3pm	What types of Margaritas will be on sale and pictures: A video from bartender on how to make one.	We check with the restaurant to see if there is a takeout menu or we bring the dinner. Video on how to cook a dish.	Series of Interactive pictures that get our customers ready for the contest and Mid-Week Meals with Wine	Introduction of Free Meal Friday's Contest	Announcing Winners of Contest:
	Interactive	Interactive	Interactive	Interactive	Interactive

<p><b>5pm-7pm</b></p>	<p>Pictures of Dinner served with a margaritas</p>	<p>Picture of Take Out Menu and sales</p>	<p>Pictures of Food Pairings with wine and also discount inserted</p>	<p>Small video of the changes the restaurant might have went through</p>	<p>Behind the scenes of the winners with the chef, as well as how meal prepared and also follow up review from the winners</p>
	<p><i>Interactive</i></p>	<p><i>Interactive</i></p>	<p><i>Interactive</i></p>	<p><i>Interactive</i></p>	<p><i>Interactive</i></p>

*\*All contest and prizes will be explained and winners will know how to claim there prizes.*