



Constellation Cat Cafe

# NEW SPACE



Advertising Strategy Guide





# OVERVIEW

**Why, who, and what we are working with.**

## **Objectives of Promotion:**

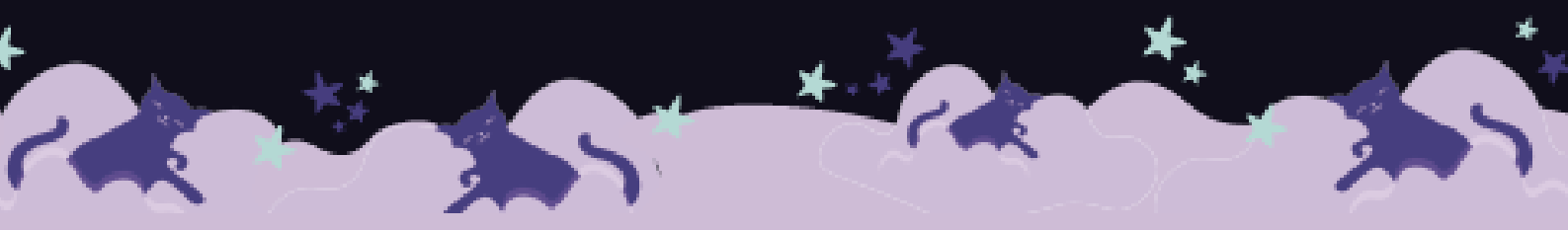
- ★ Inform audience that a space relocation is happening
- ★ Inform audience when and where it is happening
- ★ Get audience interested in the new space
- ★ Cultivate our brand identity within the promotion of the new space

## **Our Audience:**

- ★ Those looking to adopt
- ★ Students (MSU, ELCC)
- ★ LGBTQUIA+ community
- ★ Animal lovers
- ★ Those looking for a new experience

## **Our Budget:**

- ★ \$2000



# METHODS

The channels we will use to advertise.

## Print (Pg. 6):

- ★ General advertising posters (pg. 8, 9)
- ★ Move / relocation posters (pg. 7, 10)
- ★ Coupon pulls (pg. 8)

### Display locations:

- ★ Bus stops Elevators
- ★ Bathroom stalls
- ★ Dining entrances
- ★ Light poles
- ★ Study areas
- ★ Vet area
- ★ Campus buildings

## In-house Additives (Pg. 11):

- ★ Straw Buddy (pg. 10, 11)
- ★ Coffee sleeve slip (pg. 12-16)





# METHODS

**More methods we will use to advertise.**

## **Social Media:**

★ Relocation posts -> "We're moving!"

Channels: Facebook, Insta (In-Feed, Stories, Reels) & TikTok

Content: new address, move date, all contact info

★ Grand opening event posts -> "Celebrate with us!"

Channels: Facebook, Insta (In-Feed, Stories, Reels) & TikTok

Content: new address, event date + time, promotions

★ Raffle giveaway -> "Swing by for a chance to win!"

Channels: Facebook, Insta (In-Feed, Stories)

Content: prizes, new address, event date + time

★ Promotions & special menu -> "One weekend only!"

Channels: Instagram (Stories)

Content: promotions, menu items, event date + time

★ Progress update posts -> "BTS of our new space!"

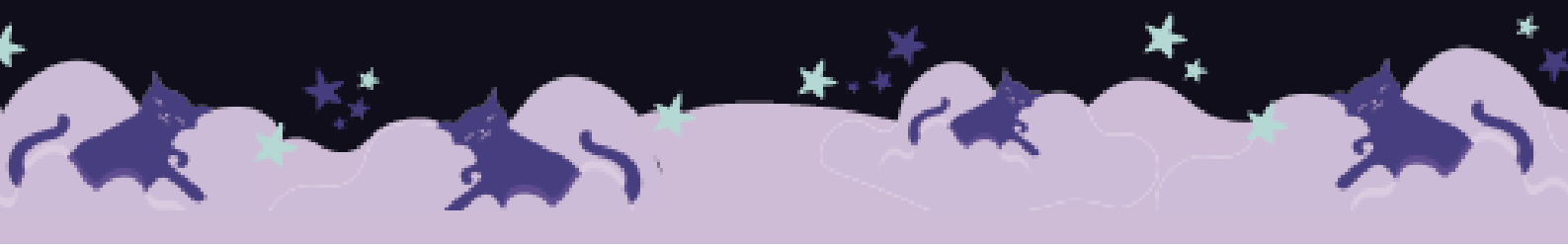
Channels: Facebook, Insta (In-Feed, Stories, Reels) & TikTok

Content: progress photos/videos, move date

★ Collaboration posts -> "Support a local nonprofit!"

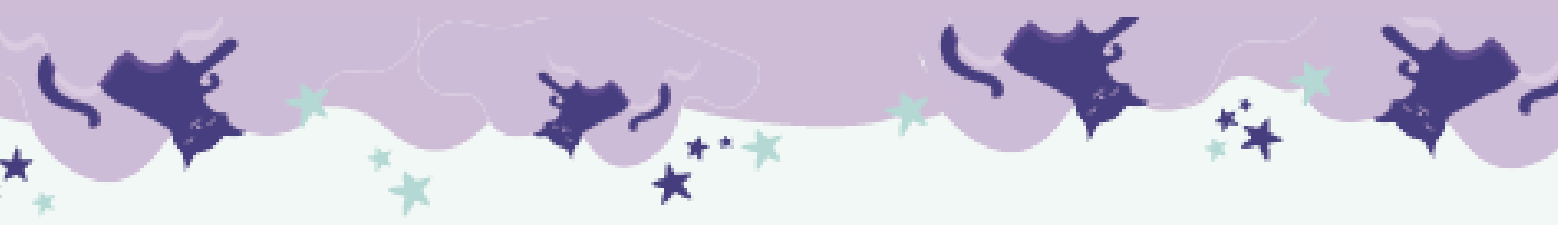
Channels: MSU RSO's Instagram (Stories) & email list

Content: new address, event date + time, promotions w/ ID



# TIMELINE

Timing is everything.



	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Out of house Activity	(Day of Announcement) All details about move officially released	(4 weeks to G.O.) Casual reminders	(2 weeks to G.O.) Urgent reminders and call to action	(Day before G.O.) Day before grand opening, call to action	(Day of G.O.) Move complete, call to action	After the move Inside new location
In-house	Poster print placed in all locations		Poster print advertising the grand opening event placed in all locations	Replace print with promotions including NEW location ONLY		General poster print to align new branding with new space
Social Media	Poster print displayed throughout store	Introduce interactive promotions in store (In-house additives)	Continue interactive promotions, introduce the grand opening event	Last day in this space promotional activities	Last day in this space promotional activities	General poster print to align new branding with new spac
	Official announcement on all socials and the website with a POST	Promote with creative digital content to grab attention	Promote with more digital content Promote grand opening event	Social media pushing grand open and closure of old space	Post about grand opening and new space Cont. posting content about the new space and its location	Continue posting content about the new space and its location





# Print.

After altering the text to your liking, print these posters (pg x-x) to advertise.



**These cats need  
more space.**



**You do, too.**

Coming 08/20/23

Address.

# CUDDLES. COFFEE. COMFORT.



ADD COUPON HERE

ADD COUPON HERE

ADD COUPON HERE

ADD COUPON HERE

ADD COUPON HERE

ADD COUPON HERE


ADD COUPON HERE



Cuddles.  
Coffee.



**Our place.**  
Address here.



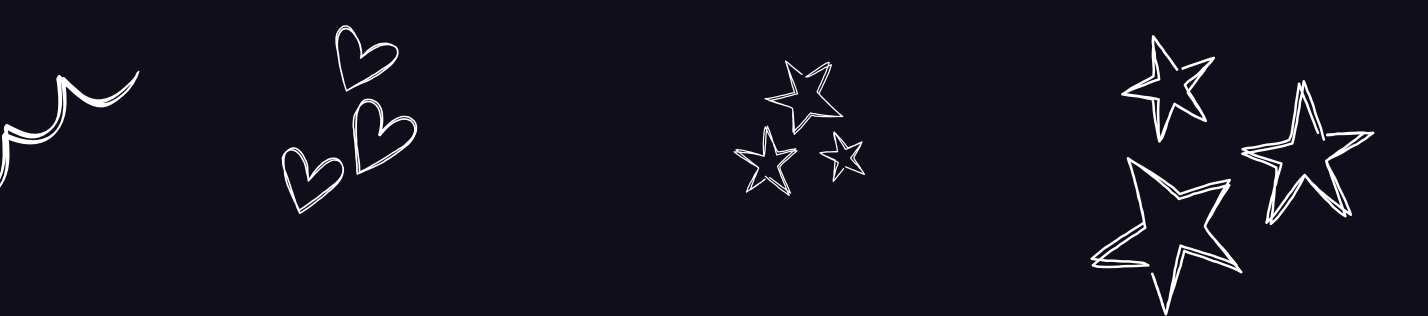

**Dreaming of  
NEW horizons...**

**Constellation  
Cat Cafe**  
New location: here



## In-house additives

After altering the text to your liking, print these interactive slips (pg 12-18) to notify guests about the move.



# IN-HOUSE ADDITIVES

## STRAW BUDDIES FOR ADVERTISING THE NEW MOVE

**Prepare for  
blast off!**

we are moving locations

**08/08/23**

**address here**





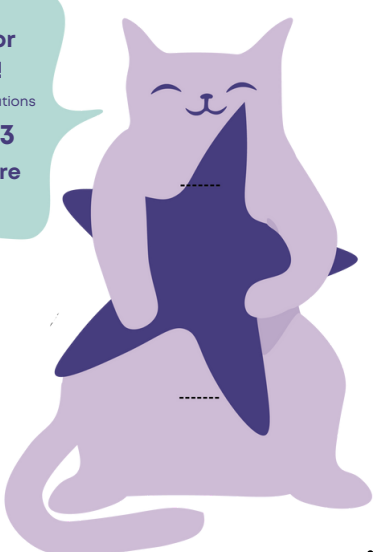
Prepare for  
blast off!  
we are moving locations  
**08/08/23**  
address here



Prepare for  
blast off!  
we are moving locations  
**08/08/23**  
address here



Prepare for  
blast off!  
we are moving locations  
**08/08/23**  
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Prepare for  
blast off!  
we are moving locations  
**08/08/23**  
address here



# IN-HOUSE ADDITIVES

SLEEVE SLIPS FOR  
ADVERTISING THE MOVE



## WE'RE MOVING!

THIS PLANET IS GETTING OVERPOPULATED

**08/08/23**

ADDRESS HERE



## GRAND OPENING!

JOIN US AT OUR NEW LOCATION

**08/08/23**

ADDRESS HERE



# WE'RE MOVING!

THIS PLANET IS GETTING OVERPOPULATED

08/08/23

ADDRESS HERE



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08/08/23

ADDRESS HERE





# GRAND OPENING!

JOIN US AT OUR NEW LOCATION

**08/08/23**

ADDRESS HERE



# GRAND OPENING!

JOIN US AT OUR NEW LOCATION

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