

SMP

Strategic Media Planner: 'SNEAKS' Coffee + Lounge

Advertising Goal

Increase foot traffic to 'SNEAKS' by 20% in the next six months and neighboring bars by proximity. Advertisements, promotions and targeted events will seek to create a mini-entertainment district where college students and other young professionals could spend an entire day or night.

Client: Key Facts

1. SNEAKS is based in Houston, TX and located on Travis St.
2. Third location, owned and operated by those who also run a sports bar/pickleball court '40 ALL' and nightclub 'PDA' on the same block.
3. First opened in December, 2024
4. Combines passion for coffee, streetwear, and '90s hip hop and R&B.
5. Coffee Shop by day, speakeasy lounge by night
6. Currently, mainly focused on those living in local, high-rise residents.

Product: Key Features

What is the Product?

1. 'Chill' atmosphere for people to drink coffee and grab a few light bites.

What is the purpose of the product?

1. Meant to be the starting place for a day spent in midtown. "Start with a coffee at Sneaks followed by some pickleball at 40 All, for example, or watch a game at 40 All then go to PDA for drinks."

What is the product made of?

1. The venue is adorned with sneakers, in the form of encased shoes, murals, and other themed installations.
2. The coffee and popular house made syrups, comes from 'Native Coffee', the Montrose shop one of the operates shares with his brother.

3. Will also feature a selection of bagel sandwiches named for different parts of Houston.

Who makes and distributes the Product?

1. Sneaks is a project from **Pouya Alavi, Eddie Massa, and Ash Tadghighi** – the team behind PDA cocktail and caviar lounge and 40 All pickleball sports bar, both in Midtown.

Target Audience: Demographics and Psychographics

Currently, the business targets those between 30 and 40 who live in nearby high-rise apartments. These are more likely established millennials with deeper pockets than the Gen Zs entering the workforce. Coffee, hip-hop, and good times are not mutually exclusive to that generation.

The problem with focusing on this demo, is that the established professionals are going to be at work for the majority of the weekday. Sure, they may stop for a coffee on the way to work, but it can only be a 'starting place' on the weekend or holiday.

Because of that, this campaign will target college students and locals in their mid-twenties living in the inner city. I think it's an opportunity to keep the room filled earlier in the day.

'SNEAKS' can provide a space to be productive and let off steam. As this younger generation grows into the working professionals, they'll already be familiar with SNEAKS and their affiliating social stops. This can further strengthen the miniature entertainment district the owners are looking for.

Though they may be strapped for cash, the most popular sneaker brands to Gen Z according to unidays (in order) are Nike, Adidas, New Balance, Converse, and Dr. Martens.

These tight pockets also cause "Gen Z to reach into the past and embrace vintage fashion, turning their backs on so much of the fast fashion that dominates the clothing landscape in 2023 – 83% have, or are open to, shopping for secondhand clothes." – Canvas8

Product Benefits

Provides the first stop, with local refreshments, to what could be an exciting and fulfilling day.

This can also be the destination for college students to focus and collaborate on work during the day, but transitions to a comfy hangout place during the evening. A college kid's 'home away from home' or 'third place' when they need to shake up their campus routine.

Direct Competitors and Brand Images

1. Double Trouble Caffeine & Cocktails
 - Similar concept; coffee by day, liquor by night in Midtown
 - Quite literally blends alcohol and coffee with spiked drinks
 - Stricter on their demographic, explicit 21+ on Instagram profile
 - Focuses heavy on nightlife with later opening
 - Young people not deterred from attending
 - More sophisticated atmosphere, possibly appeals more to young professionals
2. Un Caffè
 - Heavily passionate on coffee & coffee culture
 - Coffee shop and distributor
 - Vintage/rustic feel, Much more approachable atmosphere for college students self-conscious around professionals and those not passionate about sneakers
 - Available to order the night before for freshest roast possible
3. Simple coffee
 - Strong marketing – “it doesn’t have to be complicated” makes coffee in general more approachable, makes strong effort to connect to people
 - Also passionate about coffee and culture
 - Modern atmosphere
 - menu based on an emotional connection to our roots and experiences

Indirect Competitors and Brand Images

1. Campus
 - Why should college students leave campus? Especially if they've already got meal plans.
 - Even if they had means to spend money, do they have means to get to the lounge? How do we motivate them to make the trip?
2. Home
 - For those who commute, do they want to make an extra trip before going home? Again, how do we motivate them to make the trip?
 - Commuters can make coffee before leaving the house.
3. Starbucks, Dunkin', Dutch Bros
 - Well established and familiar brands
 - Reasonably affordable
 - Rewards programs offer benefits for frequent purchases

Product Brand Image: Current, Desired, and Challenge

- Current: This is a cool place to hang out, but only for a short time or, only if you're a certain age or tax bracket.
- Desired: Another stop on the block for a day of fun. A place where people can kickback over local pastries and coffee, and hopefully plan the rest of their day on Travis street at neighboring businesses.
- Challenge: Broaden to younger consumers. Convince them that 'SNEAKS' isn't only a place for the weekend or for big spenders.

Strategic Message: The Promise

Houston's new entertainment district has something for everybody.

Supporting Evidence: The Proof

1. SNEAKS currently has a minimal virtual presence. However, the affiliated bars have websites designed to attract their perspective demographics. If you didn't

know better, you wouldn't know that the bars are owned by the same people. Once a website is built it will cater to other demographics.

2. "Coffee consumption is starting at a younger age. A Mintel study found that while adults 35 years or older reported first drinking coffee somewhere between their 18th and 20th birthdays, younger consumers start much earlier: consumers currently aged 18-24 first start drinking coffee at an average age of 15." – Forbes

3. "Gen Z-ers and millennials are all too familiar with being Very Online while feeling Very Alone. What they both crave is community and a chance to foster new friendships. What they need is a "third place."" - Huffpost

Calendar

Social Media Assignment

Organization: SNEAKS Coffee & Lounge

Target Audience: Gen Zs & Millennials

Campaign Objective: Attract more Gen Z while maintaining millennial appeal. Create and grow a mini-entertainment district in midtown.

Social Media URL(s): <https://www.instagram.com/sneaks.htx/?hl=en>

<https://www.tiktok.com/discover/sneaks-coffee-lounge-houston>

April 2025						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
		Air Jordan 1s 40 th Birthday		Thrifted Thursday Hashtag		Artist Showcase Announcement and entry info
6	7	8	9	10	11	12
		Spill the Tea Tuesday Hashtag	Sneaker & Beverage Combo Post	Throwback Thursday Night		'Suits & Sneaks' Night
13	14	15	16	17	18	19
Coffee Kickback Post		Announce Easter Closure	Artist Showcase Reminder		Good Friday Post & Easter Closure Reminder	Morning Run & Brew Post
20	21	22	23	24	25	26
Easter Sunday	Study in Style Post	Earth Day			'Soul for Soles' Live Music Promo	Artist Showcase
27	28	29	30			
40 ALL Promo			High Tops Happy Hour'			

Twitter Posts

CONCEPT	DATE & TIME	SOCIAL MEDIA-READY CAPTION	MEDIA CONTENT
Air Jordan 40 th Birthday: Celebrate sneaker culture and the birth of an iconic sneaker.	Tuesday, April 1 st @ 11 am	Happy Birthday Air Jordan 1s from your friends at SNEAKS!	
40 ALL Promo: Increase awareness for both Coffee Bar, Sports Bar and mini-entertainment district.	Sunday April 27 th @ 8 am	If you start your day at SNEAKS in your Astro gear, get a voucher for a discounted appetizer at our sister bar 40 ALL. Don't forget to play a round of pickle ball during the 7 th inning stretch. GO STROS!	

Instagram Posts

CONCEPT	DATE & TIME	SOCIAL MEDIA-READY CAPTION	MEDIA CONTENT
Thrifty Thursday Post: Appeal to Gen Z consumers. Break perception that SNEAKS only appeals to 'high end' clients.	Thursday April 3 rd @ 10 am	Fashion doesn't have to be financed! Come in your favorite second hand threads. Post your drip and drink on your story with the hashtag #thrifty and get a small pastry on your next visit.	

Community Promo: Give friends a mellow environment to catch up on each other's weekend.	Tuesday, April 8 th @ 11 am	Catch up with your friends after a long weekend and spill your tea while sipping on some of ours. Post what you had with and who you had it with using the hashtag #spillthetea for a free small beverage on your next visit.	
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Facebook Posts

CONCEPT	DATE & TIME	SOCIAL MEDIA-READY CAPTION	MEDIA CONTENT
Art Showcase Promo: Share info for the art show event. Help expand the local community of young people and artists.	Saturday, April 6 th @ 9 am	We will be hosting an art showcase on April 26 th . If you're an aspiring artist waiting to be discovered, submit a portfolio to us at the link in bio. Winner will receive \$300, and their piece will become part of the decor of our space!	
Announcing closure on Easter Sunday	Tuesday, April 15 th @12pm	In recognition of Easter, we will be closed this Sunday April 20 th . Happy Egg hunting, and don't forget to wear your Sunday best!	

Production Script

Video	Audio
CAMERA FOCUSED ON ‘SNEAKS’ SIGN ABOVE ENTRANCE. QUICKLY PANS DOWN TO HOST. CAMERA BEGINS TO FOLLOW HOST INSIDE THE BAR/LOUNGE CUTAWAY: FOLLOWING THE HOST FROM THE SIDE WALKING THROUGH THE BAR/LOUNGE	HI THERE! WELCOME TO SNEAKS, COFFEE BAR AND LOUNGE, MIDTOWN HOUSTON’S HOTTEST SPOT FOR COFFEE, COCKTAILS, AND KICKS! IN JUST A FEW WEEKS, WE WILL BE HAVING OUR SECOND ANNUAL ARTIST SHOWCASE SHOWDOWN! AS A TRIBUTE TO OUR LOCAL ASPIRING ARTISTS WE HAD A CONTEST LAST YEAR THAT WAS SO BIG, WE HAD TO BRING IT BACK.

CONTINUE FOLLOWING HOST MAKING THEIR WAY TO THE BAR. THEY GRAB A ‘COCKTAIL’ SERVED BY THE BARTENDER. HOST TAKES SWIG OF DRINK	JUST LIKE LAST YEAR, IF YOU FANCY YOURSELF A PAINTER, SCULPTER, OR STREET ARTIST, OR ARTIST OF ANY KIND, WE WANT TO SEE WHAT YOU’VE GOT.
CUTAWAY: CUTAWAY: HOST IN FRONT OF VELVET RED DRAPES ON THE WALL. THEY PULL A ROPE AND THE DRAPES REVEAL A BLANK WALL	JUST LIKE LAST YEAR, THE WINNER WILL GET THEIR ENTERED PIECE FEATURED AND DISPLAYED IN SNEAKS, BUT THIS TIME IT WILL BE FOR AN ENTIRE YEAR UNTIL THEY ARE DETHRONED!

CUTAWAY: CLOSE UP OF PREVIOUS WINNER TAKING A SIP OF COFFEE IN THE MORNING. THEY THEN MAKE A SMUG FACE TOWARDS CAMERA AND SMIRK.

CUTAWAY: FOLLOW HOST WALKING TOWARDS CAMERA IN BETWEEN TWO GROUPS OF PEOPLE. ONE IS DRESSED IN FANCY EVENING ATTIRE, THE OTHER IS DRESSED IN CASUAL

CONTINUE FOLLOWING HOST UNTIL THEY TAKE A SEAT IN AN OPEN LOUNGE BOOTH SURROUNDED BY

AS REIGNING CHAMP, THE WINNER ALSO GETS ONE FREE COFFEE EVERY MORNING ON US!

AND DON'T WORRY. WHETHER YOU'RE A RUNNER UP OR A SPECTATOR, THERE WILL BE PLENTY OF OPPORTUNITIES TO WIN OTHER PRIZES.

PRIZES LIKE CERTIFICATES TO NOT JUST SNEAKS, BUT TO OUR SPORTS BAR '40 ALL', OR OUR NIGHTCLUB 'PDA'.

AND LASTLY, YOU KNOW WE GOTTA GIVE AWAY A PAIR OF SNEAKS. IF YOU WANT TO ENTER, CLICK THE LINK BELOW FOR INSTRUCTIONS ON HOW TO SUBMIT YOUR PORTFOLIO.

PEOPLE. THEY PICK UP A SNEAKER BOX AND GESTURES TO CAMERA	
CUTAWAY: WE FOLLOW THE HOST ONCE AGAIN. THIS TIME THEY ARE WALKING IN THE OPPOSITE WAY THEY ORIGINALLY CAME.	SPECTATORS AND PARTICIPANTS WILL BE CHARGES \$30 AT THE DOOR. 20% FROM THE PROCEEDS OF THE EVENT WILL BE DONATED TO ‘SHOES THAT FIT’ A NON-PROFIT THAT IS DEDICATED TO GETTING KIDS IN NEED, NEW ATHLETIC SHOES THAT THEY COULD WEAR WITH DIGNITY AND JOY, SO THEY CAN LEARN PLAY AND THRIVE.
HOST ENDS AT THE PLACE THEY STARTED THE ‘TOUR’ AND VIDEO. PAN BACK UP AT SNEAKS SIGN AND FADE.	PLEASE COME OUT TO SNEAKS LATER THIS MONTH. GOOD VIBES, GOOD ART, GOOD CAUSE AND HOPEFULLY GOOD FRIENDS AS WELL. SEE YOU THERE!!

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News Release

NEWS RELEASE

FOR IMMEDIATE RELEASE

Apr. 10th, 2025

MEDIA CONTACT

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‘SNEAKS’ Gives Back and Looks Good doing it

Houston, TX – As their newest speakeasy and coffee bar ‘SNEAKS’ becomes the next addition to their midtown, hangout venture, owners Eddie Massa, Pouya Alavi, and Ash Tadghighi. decided it was time to give back. .

Not only do the beans for the coffee come from Alavi’s coffee shop, ‘The Native’, but the sneakers that are displayed floating on the wall inside of ‘SNEAKS’ are actually from Tadghighi’s personal collection. In keeping up with their trend of sourcing locally, there was an idea. “There’s a reason we’re doing this in Houston. Since we’re already sourcing locally; the coffee, the baked goods, and even the shoes. We thought, why stop there?” Tadghighi said.

This idea birthed “SNEAKS’ first artist showcase/competition. The idea was to welcome and challenge local artists to create a piece of art (painting, sculpture, or otherwise) that could encapsulate the spirit of ‘SNEAKS’. The hook was that the winner’s piece would be showcased in the speakeasy. The winner was Devona Stimpson, a local artist best known for her large elaborate and colorful murals.

The event brought local communities together and celebrated one another while showcasing the various beverage offerings of ‘SNEAKS’. If all of this wasn’t enough for midtown, the owners took it a step further.

They announced that not only will they make the showcase an annual event, but they are going to make it a fundraiser for ‘Shoes that Fit’, a non-profit organization whose mission it is to bring kids in need new athletic shoes that they could wear with dignity and joy, so they can learn, play and thrive.

To demonstrate their dedication to the cause, the owners announced that they will be donating \$10,000 to the organization. Tadghighi said, "We hope making this an annual event will let us continue to display artists and give to a good cause. It's a good chance to give back to Houston and then some."

'SNEAKS' speakeasy and coffee bar opened in December of 2024 with the goal to combine the owners' passions of coffee, streetwear, and nightlife into a spot alongside their existing sports bar, 40 ALL and their nightclub, PDA. All three locations can be located on the same block on Travis street in downtown Houston. You can see what they're all about on their various instagram accounts.

Business Email

SNEAKS

COFFEE + LOUNGE

3030 TRAVIS ST - HOUSTON, TX - @sneaks.htx

August 21st, 2025

Mrs. Samantha Alvarez
Retail Manager
Third Gen Coffee
25136 Grogans Park DR
The Woodlands, TX 77380

Dear Mrs. Alvarez:

Thank you so much for reaching out and presenting us with the opportunity to use Third Gen Coffee as a provider of beans and coffee. We agree that our interests overlap and our shared goal of providing Houston with Houston could lead to a mutually beneficial collaboration.

However, due to our previous and ongoing commitment with our current vendor, we are unable to represent any other brand of coffee here. At the same time, SNEAKS is committed to highlighting the best of Houston and we are willing to consider other collaborations, features, or future proposals you may have.

We would once again like to thank you for your interest in providing for SNEAKS and we would be open to discuss other business opportunities with you should they present themselves again.

Sincerely,

Averie Rivera

Averie Rivera
Café Supervisor

Reflection

Looking back at how I first viewed my campaign, I can agree it was ambitious. I was trying to target the very specific demographic, Gen Z and didn't even set a specific goal. With feedback and adjustments the campaign began to evolve into something that can hopefully reach more people, and achieve the goal of increased revenue.

Things really began to take off with the social media calendar. Having a client/business that already had other operating businesses in close proximity really worked in my favor. Creating events and posts that elevated and supported one another, showed me that I would have ignored the broader demographic of Local Houstons. It was my job to highlight what was unique about the client in fun and exciting ways. To appeal to Gen Z alone wouldn't be true to the brand.

I was pleasantly surprised to see how specific a campaign needs to be. I like structure. I think this is the first time that I got to see how creativity can be strategic. Everything that was created and adjusted was done so with the intent of the goal set and that made the campaign feel alive.