

Budget: \$10,000

Flight Length: 45 days

Daily Budget: \$222

Brand Safety Guidelines:

Placement Exclusions:

- Extreme Politics sites
- Topic: Fast Food (i.e. McDonald's, Whataburger, etc)
- Topic: Weight Loss
- Topic: Gluten Free
- Addiction Recovery
- Fantasy / Horror

Example Exclusions
horrornews.net
spirit-halloween.fandom.com
fantasticfiction.com
fastfoodmenuprices.com
dragonball.fandom.com

Placement Inclusions:

- Cooking / Food Blogs
- Home Decor
- Mommy / Parenting Blogs
- Fitness
- Local media (Houston)

Example Placements
texasmonthly.com
countryliving.com
outsideonline.com
cottagelife.com
moderndogmagazine.com
tasteofhome.com
afar.com
delish.com
myrecipes.com
simplyrecipes.com
elledecor.com
realsimple.com
sunset.com

Demographics:

Age: 25-54 (and unknown)

Gender: All

Parental Status: exclude “not a parent” from AG1

Household income: 11% – 50%; exclude top 10% and bottom 50% from AG1

Audience Targeting:

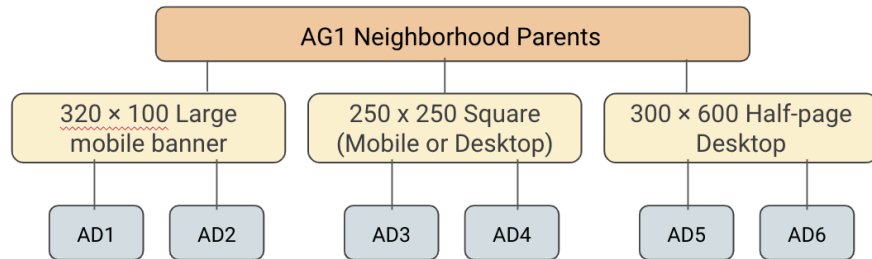
“AG1 - Neighborhood Parents”

Audience	Type
Homeowners	Detailed demographics
Married	Detailed demographics
Mobile Phone Service Providers	In-market audience
Home & Garden	In-market audience
Baby & Children's Apparel	In-market audience
Strollers & Baby Carriages	In-market audience
Child Car Seats	In-market audience
Employment	In-market audience
Beauty & Personal Care	In-market audience
Childcare & Education	In-market audience
Seasonal Shopping	In-market audience
Internet Service Providers	In-market audience
Cable & Satellite TV Providers	In-market audience
Family-Focused	Affinity audience
Health & Fitness Buffs	Affinity audience
Frequently Eats Dinner Out	Affinity audience
Coffee Shop Regulars	Affinity audience
Frequently Eats Lunch Out	Affinity audience
Foodies	Affinity audience
Frequently Dines Out	Affinity audience
Cooking Enthusiasts	Affinity audience

Part 2: Creative Brief

OBJECTIVE(S)	<p>(What is this campaign working to achieve?)</p> <p>Gain Brand Awareness of Betsy's all day cafe through XX viewable impressions per day during the campaign period.</p> <p>Display Campaign Period: Aug 31 – Oct 14, 2020 (45 days)</p>
CAMPAIGN SUMMARY	<p>(What are the key details about your company and the product/service you are promoting in this campaign?)</p> <p>Betsy's provides sumptuous All-American healthy comfort food in a comfortable outdoor setting. Our bestsellers make us stand out:</p> <ul style="list-style-type: none">• Burger and fries with cold can of local beer• Sharable wood-fired pizzas and mimosa pitchers• Espresso Drinks and drip coffee• Green Smoothie• Wine, meat and cheese board• Soft serve ice cream
TARGET AUDIENCE	<p>1. "AG1 - Neighborhood Parents"</p> <p>Parent age 30 – 49</p> <p>Busy mornings, may have a break midday btw 10am to 3pm</p> <p>Health conscious</p> <p>Kids age 2 – 16, involved in after school sports, activities</p> <p>May be professional, home by 6:30</p> <p>Too busy or tired to prepare meals, or it's too messy</p> <p>Seeks a way to entertain kids, family, gather together</p> <p>Often grabs dinner with other parents, kids' friends or sports teammates after practice or games.</p> <p>Subscribes to Disney Plus</p>
ATTITUDE	<p>(What is the overarching tone and style of the campaign?)</p> <p>Relaxed and Comfortable but not stuffy or un-hip. Wholesome, Family Friendly.</p>
MESSAGING	<p>(What is the key message audiences should take away?)</p> <p>Takeaway: <i>Betsy's looks like an easy and relaxed spot to take my family. And the food is the main draw.</i></p>
DELIVERABLES	<p>(How many assets are needed? In what format are they needed (video/image/HTML5/Gif)? What specs should each asset adhere to (reference IAB and YouTube guidelines for aspect ratio, file size, and</p>

audio)? What copy should be included on each asset?)



Ad #1:

- 1 JPG or PNG
 - **Max file size:** 150KB
 - **Size:** 320 x 100 pixels
 - **Headline:** You deserve a break
 - **Headline 2:** We'll make it delicious
 - **CTA:** See the Menu

Ad #2:


- 1 JPG or PNG
 - **Max file size:** 150KB
 - **Size:** 320 x 100 pixels
 - **Headline:** Food, Friends, and Fun
 - **Headline 2:** Parkside bites for every eater
 - **CTA:** See the Menu

Ad #3:

- 1 JPG or PNG
 - **Max file size:** 150KB
 - **Size:** 250 x 250 pixels
 - **Headline:** We offer To Go
 - **Headline 2:** but you might decide to stay
 - **CTA:** See the Menu

Ad #4:

- 1 JPG or PNG
 - **Max file size:** 150KB
 - **Size:** 250 x 250 pixels
 - **Headline:** Perfect Pairings
 - **Headline 2:** Wine or Sangria hits the right note
 - **CTA:** See the Menu

	<p>Ad #5:</p> <ul style="list-style-type: none"> • 1 JPG or PNG <ul style="list-style-type: none"> ○ Max file size: 150KB ○ Size: 300 x 600 pixels ○ Headline: Always be prepared ○ Headline 2: To feed the whole gang ○ CTA: See the Menu <p>Ad #6:</p> <ul style="list-style-type: none"> • 1 JPG or PNG <ul style="list-style-type: none"> ○ Max file size: 150KB ○ Size: 300 x 600 pixels ○ Headline: Score a Foodie Goal ○ Headline 2: Before or after the game ○ CTA: See the Menu
<p>VISUAL CONSIDERATIONS</p>	<p>(What kind of imagery should be included or considered for inspiration? What branding elements such as logos should be included?)</p> <p>Food Images:</p> 



Yellow color - from the house

Betsy's

Script logo with green color