

FMX492: NEW MEDIA PRODUCTION SENIOR PROJECT

The Tampa Bay Markets

THE UNIVERSITY
OF TAMPA

MAY • 2020



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SENIOR: GRADUATING MAY 2020

New Media Production

Art Concentration

Advertising and Public Relations

Creative Advertising Concentration

Presentation Outline

Background
SWOT Analysis
Creative Brief
Target Audience
Competitive Analysis
Survey
Logo
Tagline
Creative Concept
Creative Strategy
Recommendations
Conclusion

Background

Tampa Bay Markets is an organization that started ten years ago, that oversees seven Fresh Markets in the Tampa Bay Area.

04

Hyde Park Market

Greens and Gold Market at USF


Corey Avenue Sunday Market

Seminole Heights Sunday Morning Market

North Tampa Market

Dunedin Downtown Market

Fresh Market at the shops at Wiregrass



"To Support a locally-based food system that improves public health and well-being by increasing dietary intake of fresh fruits and vegetables.

To Improve access to fresh fruits and vegetables by all residents of the Tampa Bay area, specifically limited resource families, to enhance the capacity for sustainable food production, processing, and distribution by addressing the educational needs of producers.

To Support tourism and economic development in the region by providing a profitable retail outlet for local agriculture producers, artisans, crafters, food vendors and their goods.

To Strengthen the social fabric of the local community by increasing awareness and support of local agriculture and the arts."

SWOT Analysis

STRENGTHS

- Focuses on social change and healthier lifestyles
- Has good brand values
- Makes connections with the community

SAMPLES

OPPORTUNITIES

- It can be considered an "experience"
- Target audience of college students, since there is a university within 1 mile
- Once a month occurrence creates exclusivity and excitement

WEAKNESSES

- Hyde Park Market is only once a month
- Hours are limited to 10am-3pm
- The market can be confusing, based off where each stand is especially when there are crowds

THREATS

- Stores with a wider variety of products
- Wholesalers and supermarkets with lower prices
- There must be vendors interested in having stands there.

Creative Brief

Background:

Tampa Bay markets is an organization that oversees and puts together seven fresh markets in the Tampa Bay area with different grocers, farmers, artisans, crafters, food trucks, vendors, etc.

Objective:

Raise awareness of the fresh markets in all the different areas of Tampa Bay and get more people to come to them.

Promise:

Tampa Bay Market's Mission Statement.

Support for Promise:

All the vendors, grocers, food trucks, and artisans that take part in the different markets that Tampa Bay Markets puts on.

Key Message:

Goers of these markets should feel happy, refreshed, healthy, and involved in the Tampa Bay community after attending.

Tone of Voice:

friendly, family, playful, community, connecting

Target Audiences

For the Hyde Park Market

- **FAMILIES WITH OR WITHOUT CHILDREN THAT LIVE IN DOWNTOWN TAMPA AREA**
- **COUPLES**
- **UNIVERSITY OF TAMPA STUDENTS (CLOSE PROXIMITY TO CAMPUS)**

***WITH/WITHOUT PETS**
***ALL RACES, GENDERS, ETHNICITIES AND SEXUAL ORIENTATIONS**

Competitive Analysis

SUPERMARKETS

Strengths:

- Convenience
- Cheaper(depending)
- Samples
- Variety

Weaknesses:

- May not be local..
- In turn might not be the freshest
- Doesn't support local vendors/community
- Lack of customer service

RETAIL GIANTS

Strengths:

- Convenience
- More styles in products
- Sales/seasonal promotions

Weaknesses:

- Mainstream items
- Employees don't know specific detailed things about each product or what is in them
- Not made locally

RESTAURANTS/ FAST FOOD

Strengths:

- Proper sit down meal
- Drive thru and go to intended location
 - It's familiar
 - Can be local

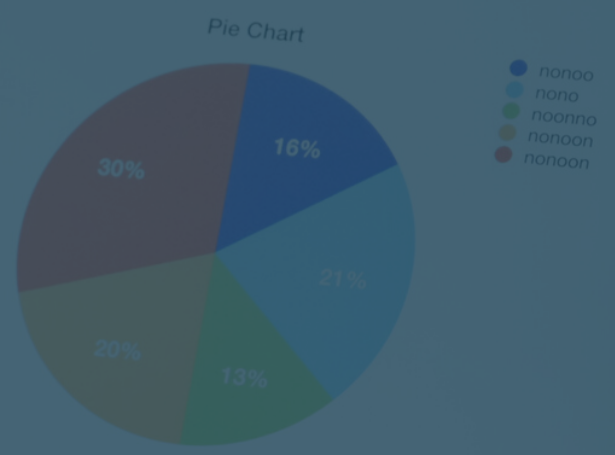
Weaknesses:

- Cheaper ingredients
- Can be expensive
- One specific kind of food
 - Chains



Survey Results

PARTICIPANT	UNITS SOLD
nanoo	11
nano	15
naonno	9
nanoon	14
nanoon	21



“

SOMETHING TO THINK ABOUT

**82.4% of survey
participants that have
heard of the Hyde Park
Market, have not heard of
the Tampa Bay Markets**

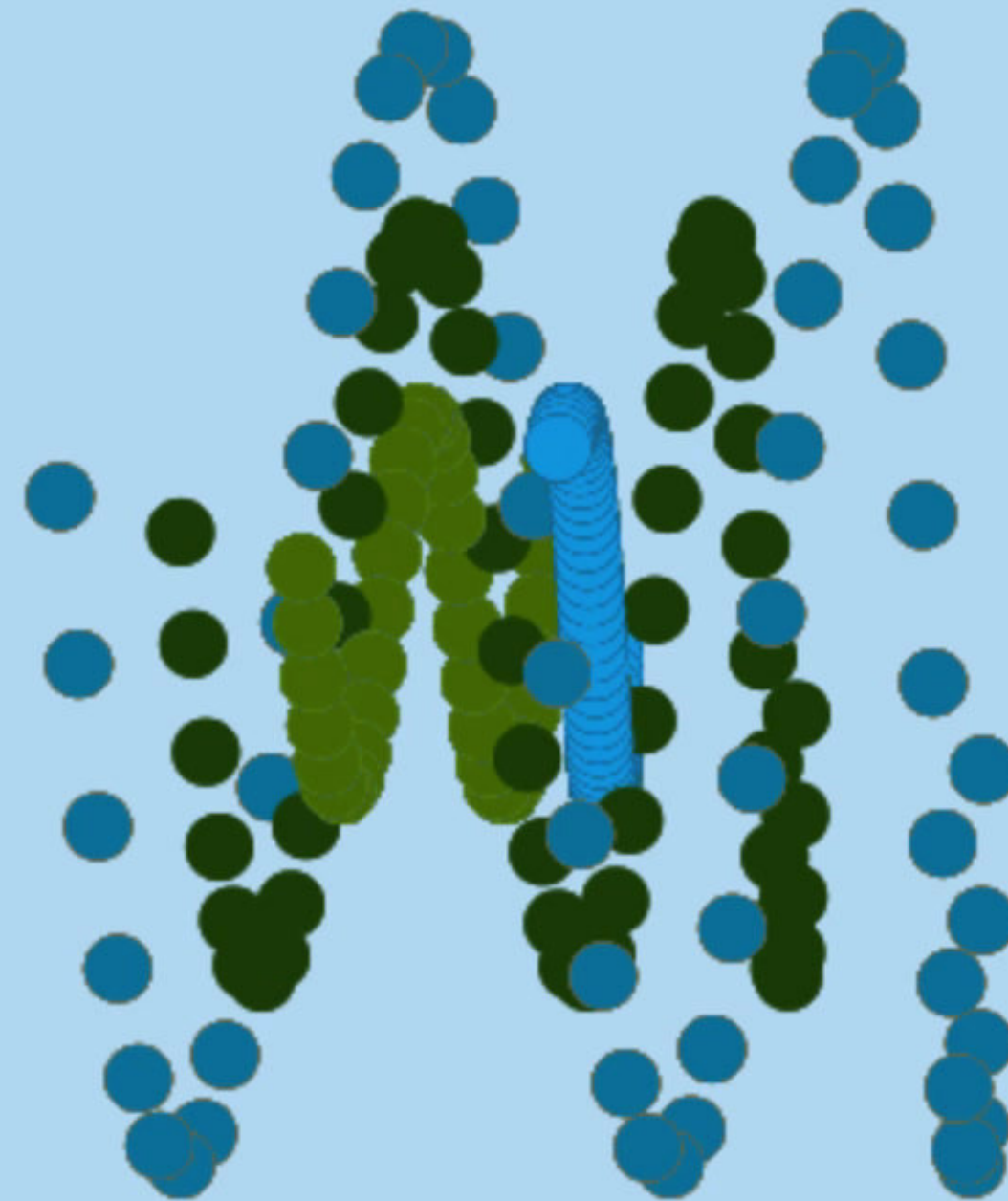
Survey

Key:

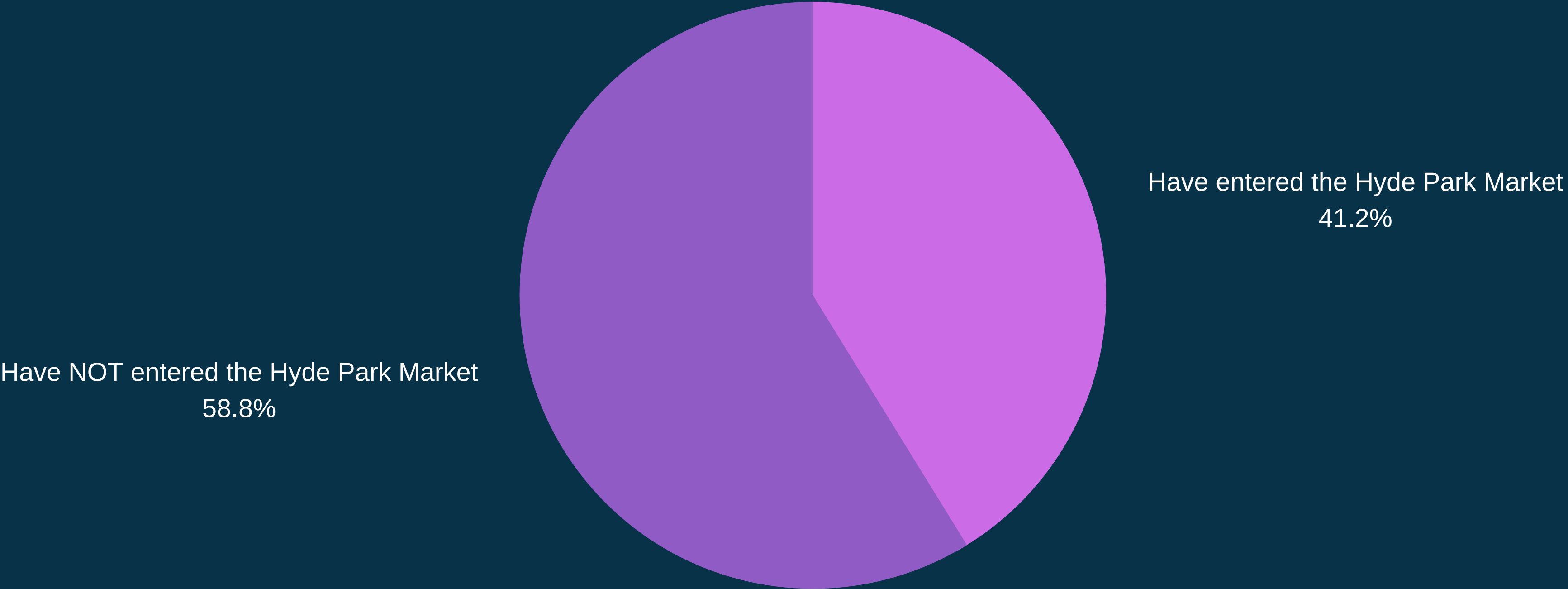
Have you heard of the Tampa Bay Markets? (size of the balls)

Have you heard of the Hyde Park Market? (how high the balls go)

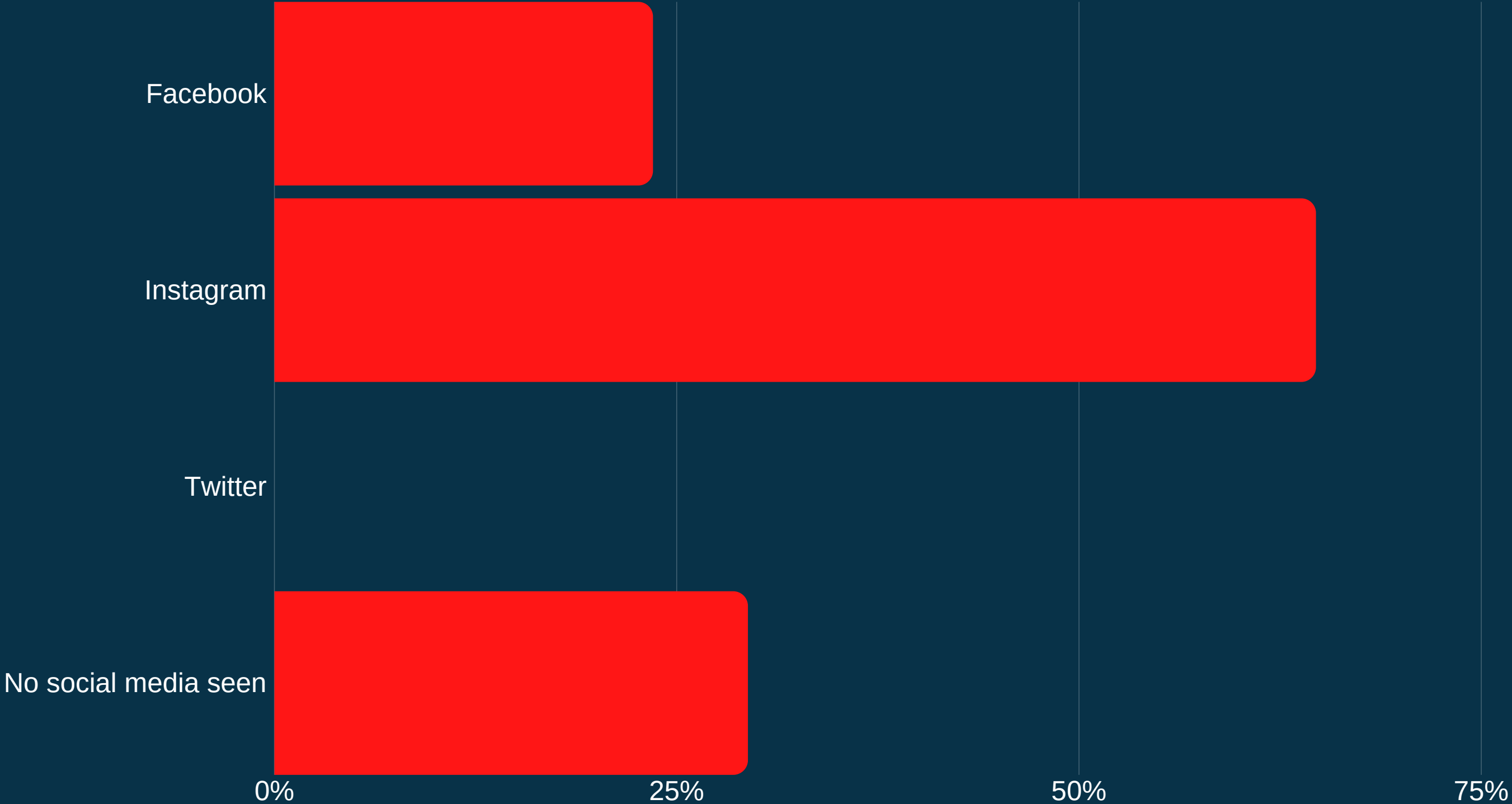
Have you entered Hyde Park Market (waveform)



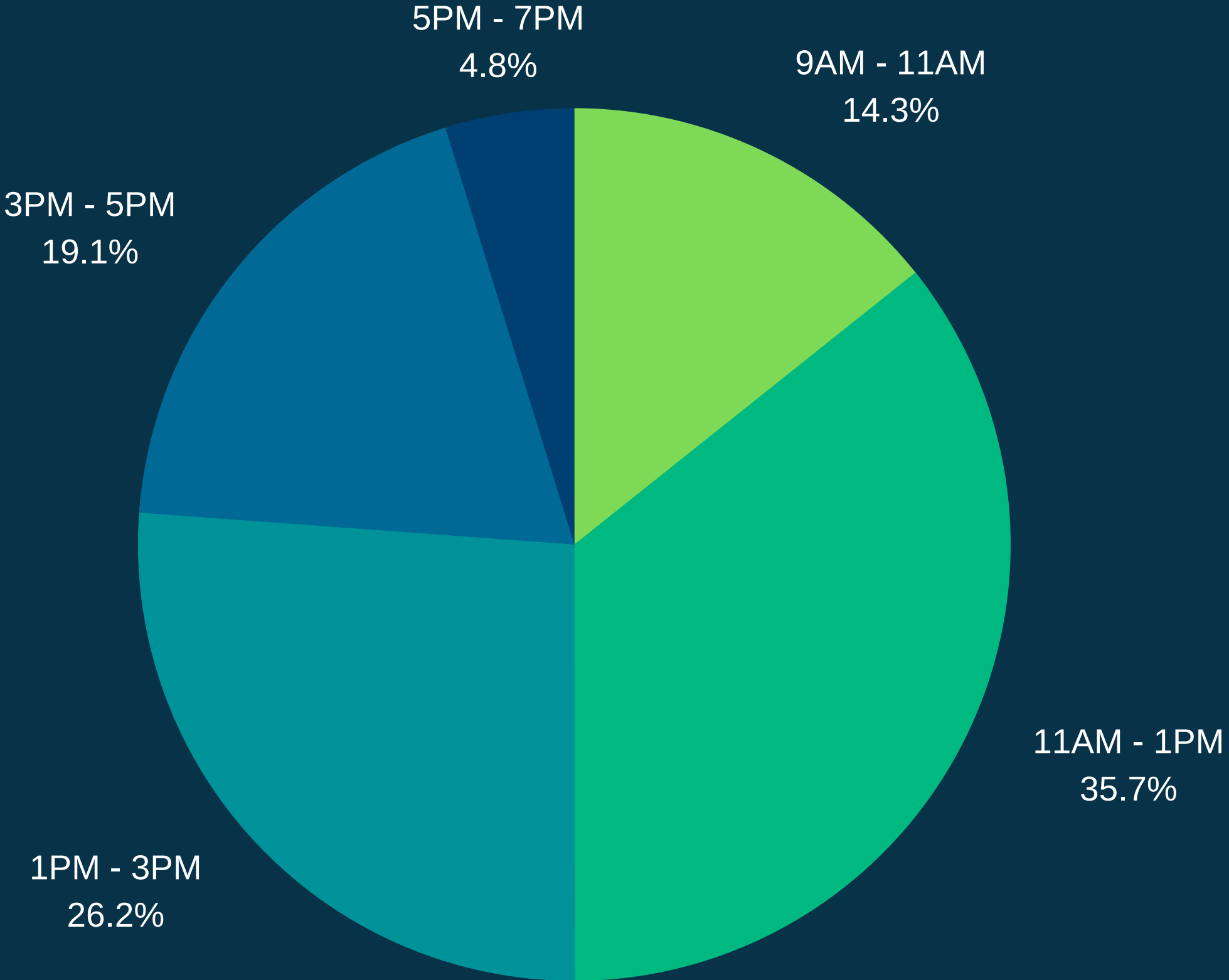
OF THE 70.8% OF THE SURVEY PARTICIPANTS
THAT HAVE HEARD OF THE HYDE PARK MARKET...



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NOTE: SURVEY PARTICIPANTS FIND ONE OF THE MOST CONVENIENT TIMES FOR THE MARKET TO TAKE PLACE FROM 3-5PM, ALTHOUGH THE MARKET CLOSSES AT 3PM



Tampa Bay Markets

community sourced, locally produced



Creative Concept

Themes

COMMUNITY

FRESH

HAPPINESS

Key Phrases

FRESH MARKET

LOCALLY PRODUCED

CREATING AWARENESS

Color Palette

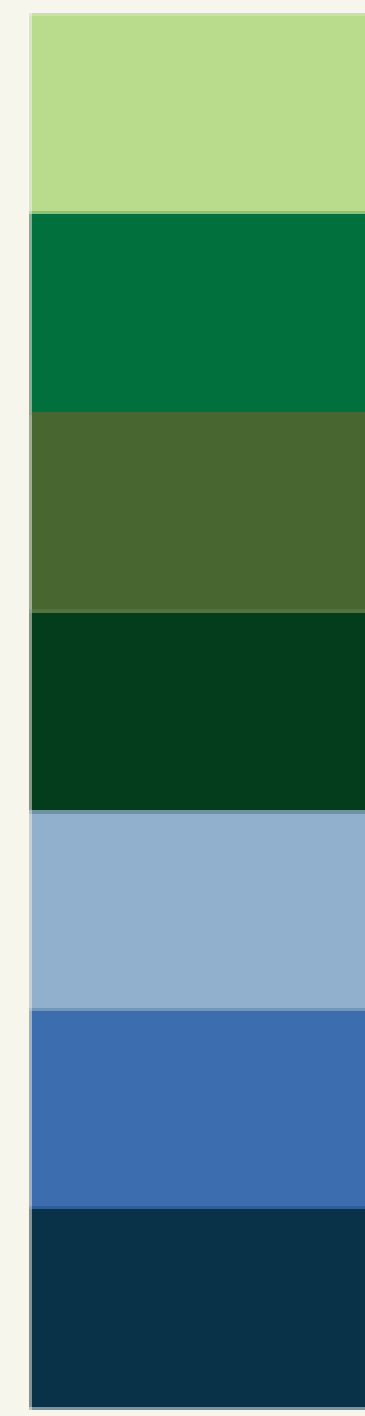
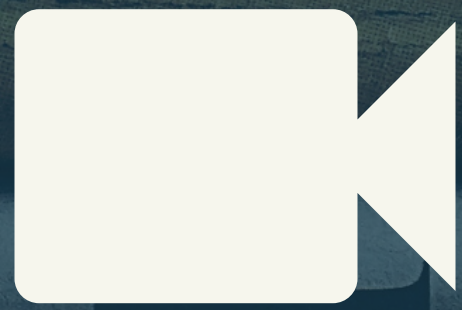


Image Gallery





Traditional Media

- **RADIO AUDIENCE HAS REACHED OVER 235 MILLION LISTENERS.**
- **OVER 92 % OF AMERICANS OLDER THAN 12 YEARS OLD CONSUME RADIO WEEKLY IN SOME FORM**
- **LINEAR TV CONSUMPTION IS ROUGHLY OVER 4 HOURS A DAY PER PERSON.**
- **61% OF PEOPLE TRUST NEWSPAPERS ADS WHEREAS ONLY 42% CONSIDER ONLINE CREDIBLE.**



Print Media



STRATEGY

Use mass broadcasting through posters to raise awareness of the Tampa Bay Markets as well as the Hyde Park Market.

BENEFITS

Posters can quickly catch attention and can be transported as well.

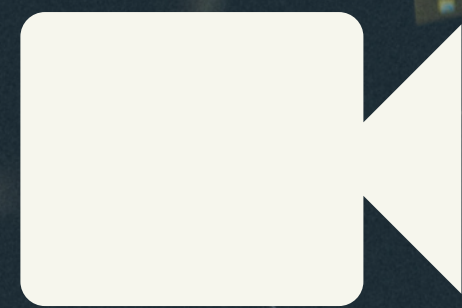
Tampa Bay Markets
presents



The 1st Sunday of every month.







Media Plan



TV Spot

STRATEGY

Create a news package to be aired on local television. This package can be sent out for stations to use in "local events" segments, it highlights the seven markets around Tampa area or it can highlight one market in particular.

BENEFITS

This a low cost but highly effective way to reach local Tampa Residents in mass communication without using or needing a large budget for a commercial.

Radio Ad

SCRIPT:

SFX: UPBEAT POP MUSIC WITH NATURE SOUNDS

SFX: MUSIC SOFTENS

FVO: LOOKING FOR FUN, FOOD, AND FRESH PRODUCE? HYDE PARK IS HOLDING THEIR FRESH MARKET ON THE FIRST OF THIS MONTH, ALL THANKS TO THE ORGANIZATION THE TAMPA BAY MARKETS, WHICH PUTS ON SEVEN FRESH MARKETS ALL THROUGHOUT THE TAMPA BAY AREA. FOR LOCAL TAMPA MADE ART, FRESH PRODUCE AND AN ENJOYABLE EXPERIENCE COME JOIN US! MENTION "MAGIC 94.9 " AND RECEIVE 15% OFF ANY STORE IN HYDE PARK VILLAGE. FOR MORE INFORMATION VISIT TAMPA BAY MARKETS DOT COM, THATS TAMPA BAY MARKETS DOT COM

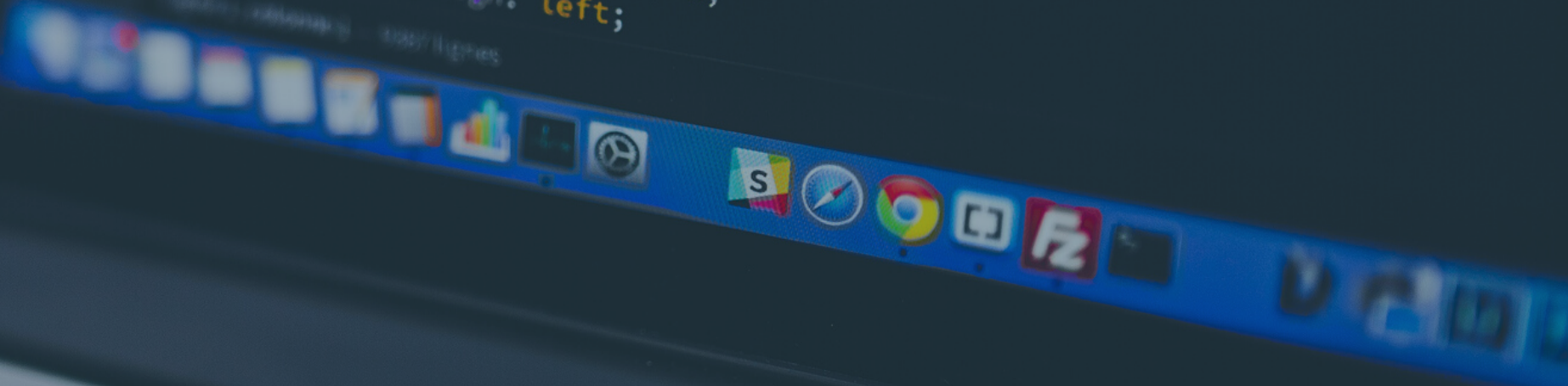
SFX: UPBEAT POP MUSIC

SFX: MUSIC FADES OUT



NewMedia

```
350
351
352 /* =Menu
353 -----
354
355 #access {
356     display: inline-block;
357     height: 69px;
358     float: right;
359     margin: 11px 28px 0px 0px;
360     max-width: 800px;
361 }
362
363 #access ul {
364     font-size: 13px;
365     list-style: none;
366     margin: 0 0 0 -0.8125em;
367     padding-left: 0;
368     z-index: 99999;
369     text-align: right;
370 }
371
372 #access li {
373     display: inline-block;
374     text-align: left;
```



- **GATHER CONSUMER DATA: NEW MEDIA HELPS COMPANIES GATHER DETAIL ABOUT THEIR TARGET CUSTOMERS USING ALGORITHMS**
- **BUILD RELATIONSHIPS: SINCE MOST CUSTOMERS GUIDE THEMSELVES THROUGH THE SALES PROCESS, COMPANIES NEED TO ESTABLISH A RELATIONSHIP WITH THEM**
- **BY CONTINUALLY UPDATING YOUR WEBSITE WITH FRESH, INFORMATIVE CONTENT, YOUR BUSINESS WILL SEE PROGRESSIVE GAINS IN RANKING ON PAGE 1 OF SEARCH ENGINE RESULTS**

App Creation

STRATEGY

Create an app for The Tampa Bay Markets that goes of each Market will be able to use, for an experience that is more convenient.

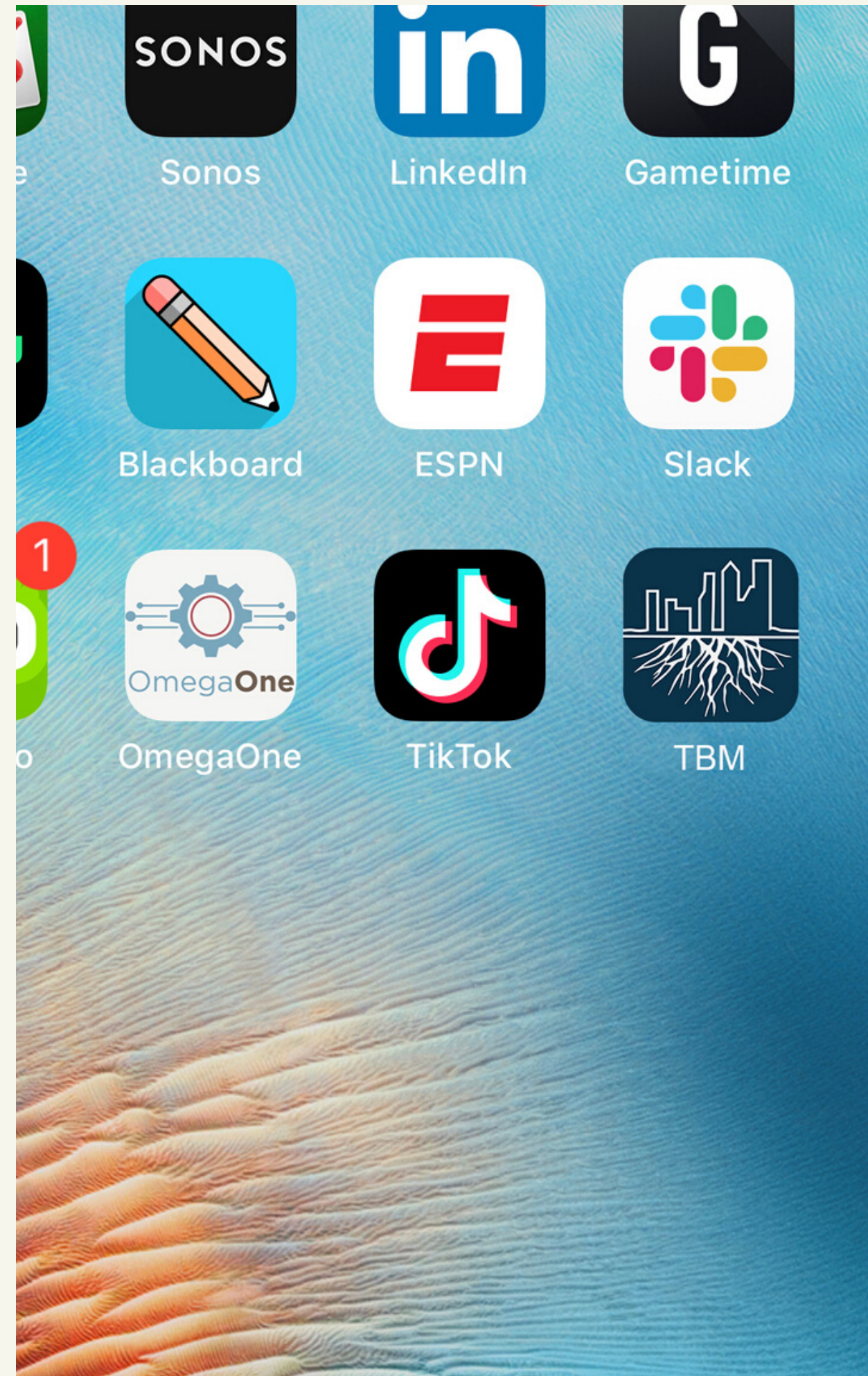
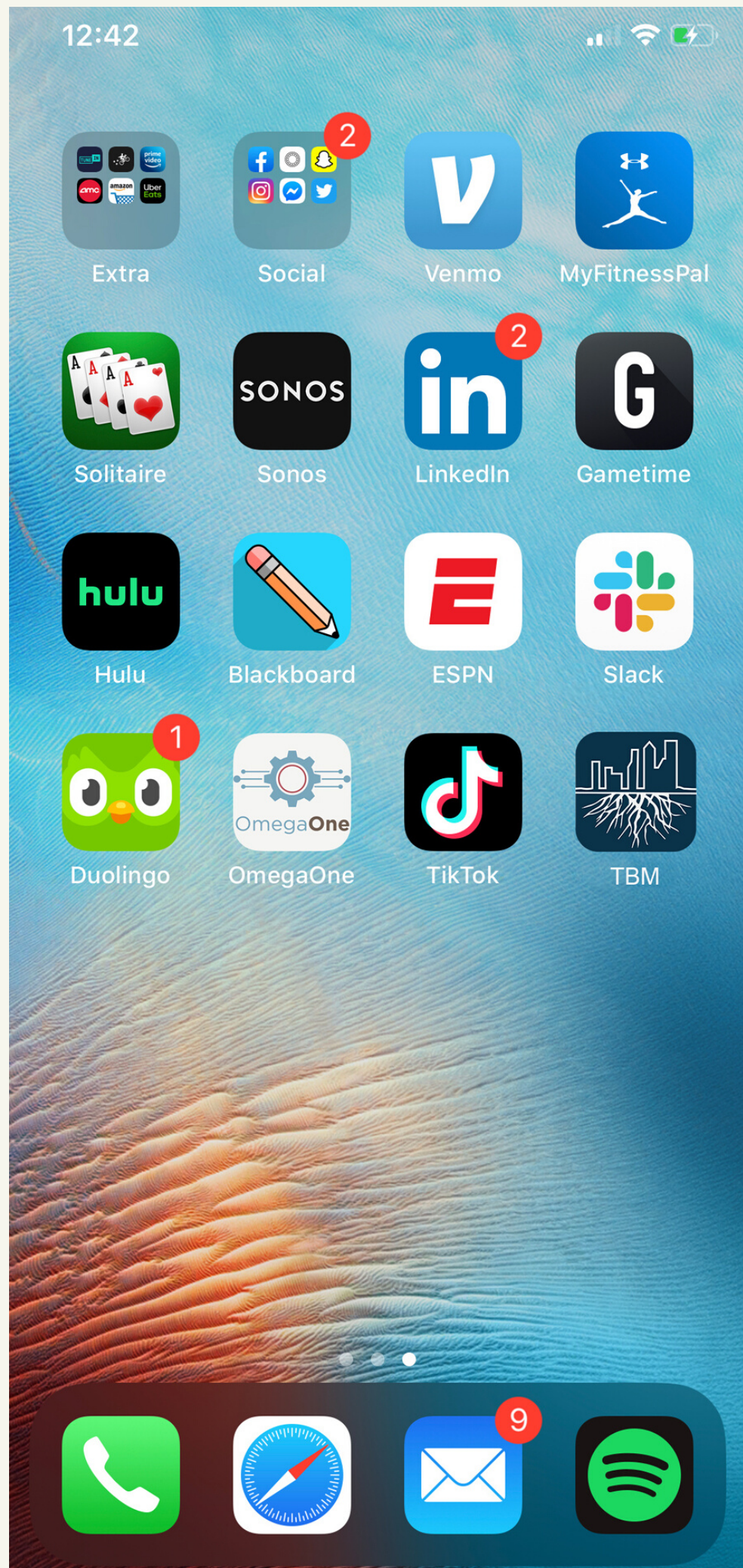
BENEFITS

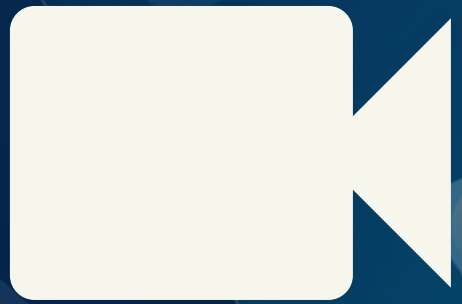
This creates an experience out of the Markets, and helps consumers check off places on their lists. This idea coincides with any theme park or fairground that shows goes everything that place offers.

App Creation



- **GPS MAPPING TO EACH MARKET-
IF THE USER TURNS ON THEIR
LOCATION**
- **EACH MARKET HAS THEIR OWN
MAP, WITH VENDORS, FOOD
TRUCKS, AND CHILDREN PLAY
AREAS**
- **EACH VENDOR HAS A FULL LIST
OF WHAT THEY SELL, THEIR
PRICES, AS WELL AS
PICTURES(THIS WILL BE UP TO
THE VENDOR TO UPDATE)**





Social Media

- **3.5 BILLION PEOPLE USE SOCIAL MEDIA - 45% OF THE POPULATION**
- **3 HOURS A DAY IS USED ON SOCIAL MEDIA AND MESSAGING**
- **91% OF SOCIAL MEDIA USERS USE MOBILE DEVICES TO ACCESS SOCIAL MEDIA**
- **73% OF MARKETERS BELIEVE SOCIAL MEDIA MARKETING IS "SOMEWHAT" OR "VERY" EFFECTIVE FOR THEIR BUSINESS**

Snapchat

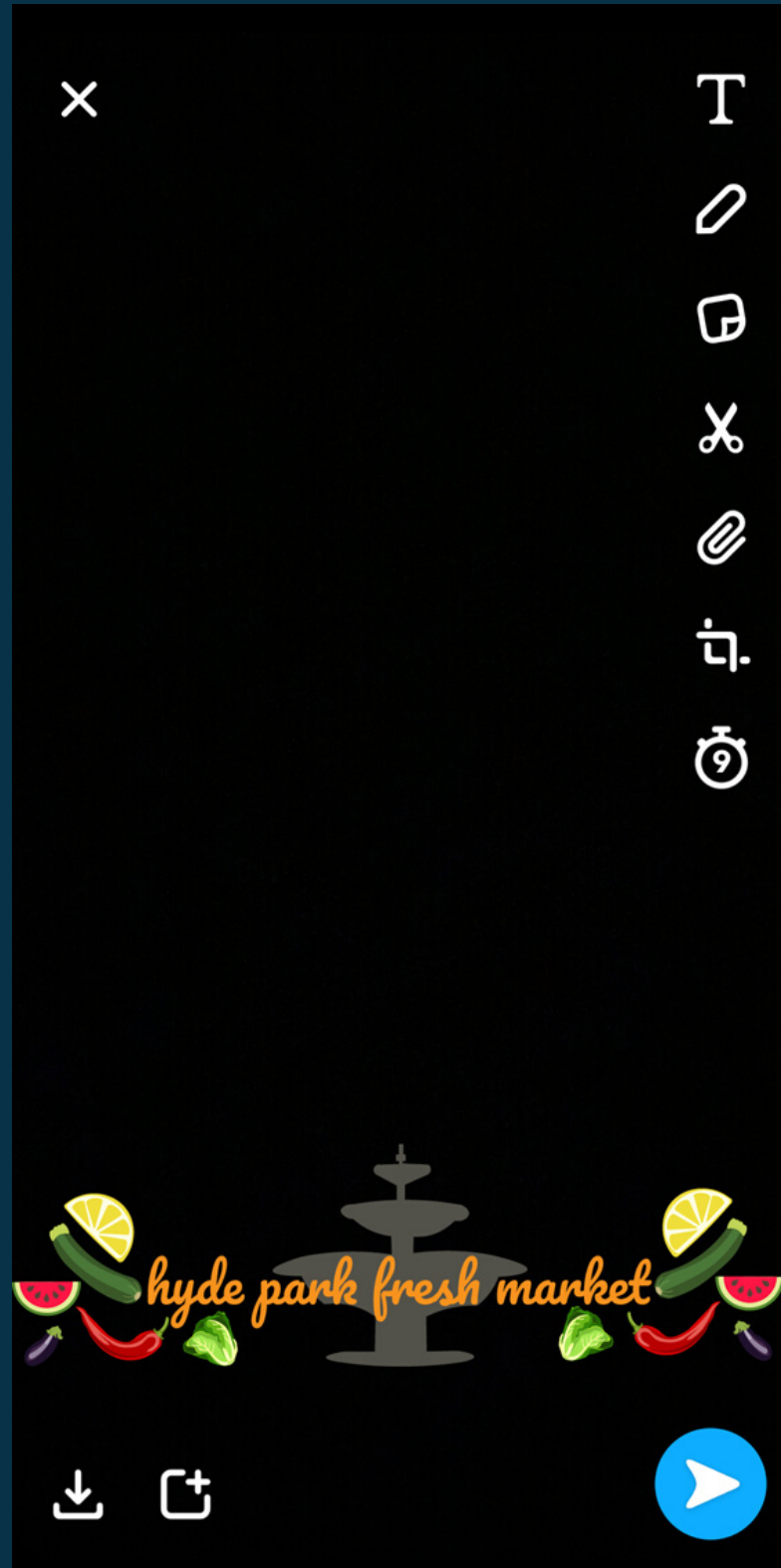
STRATEGY

Create a geo-tag that can be used while people are in the vicinity of Hyde Park. This would only be available on days where the Hyde Park Fresh Market is taking place, so the first Sunday of every month. Goers of the fresh market can use this to share where they are and what they are doing.

BENEFITS

Create and spread awareness the day that the fresh market is taking place. This strategy appeals to the younger target audiences, through "snaps" and "stories", which is inexpensive through the Snapchat app.

Snapchat



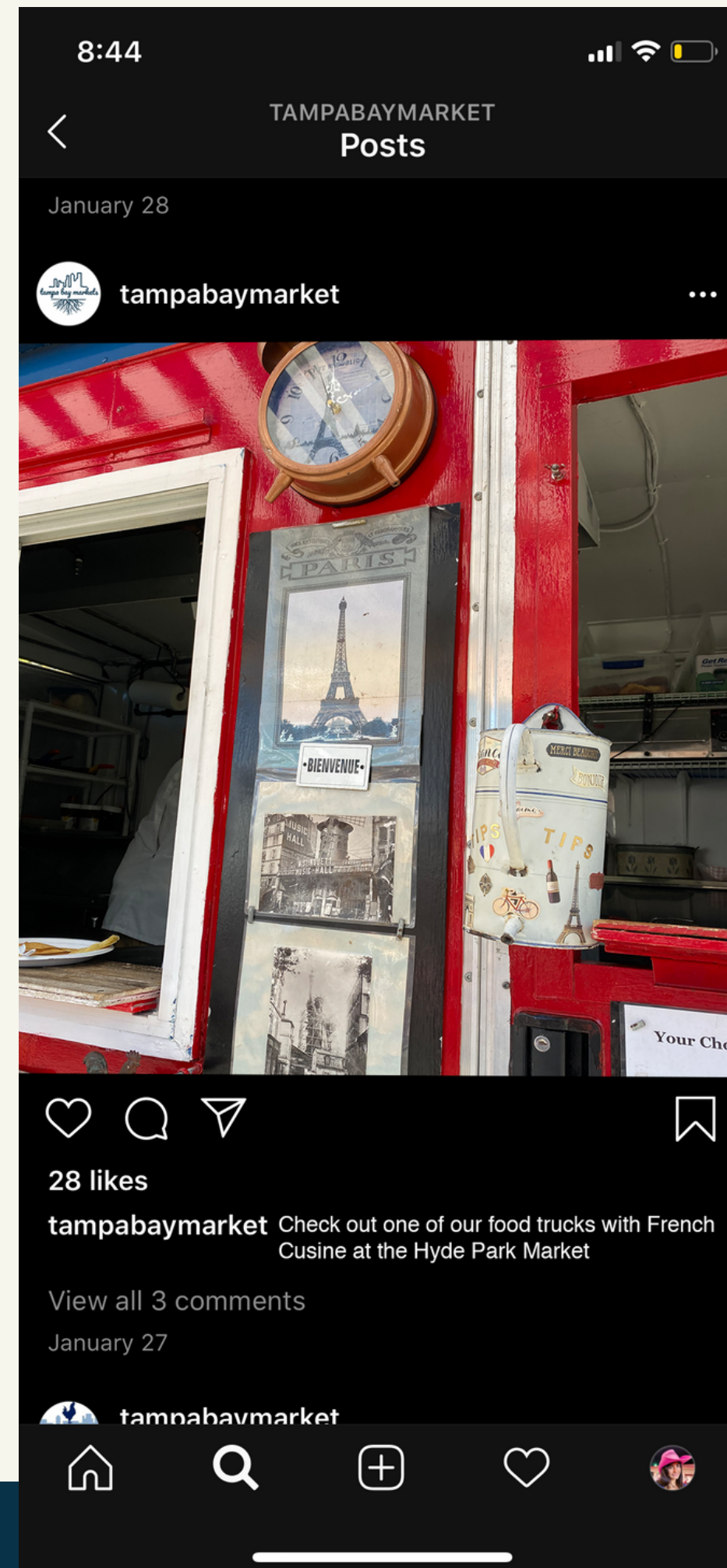
Instagram

STRATEGY

Use this social media platform to mass appeal to a younger target audience. A target audience that looks up places on Instagram sometimes before even google.

BENEFITS

Instagram is a relatively inexpensive platform that can highlight businesses and put them in an attractive light, with good quality photos, a theme, and a consistent posting schedule.



Instagram

500 million daily active
Instagram stories are
uploaded worldwide

- Develop a consistent posting schedule
- Retain the quality of pictures and captions in each post

Facebook

Facebook is the most widely used social media platform where 86% of US adults use the platform

STRATEGY

Create videos spotlighting different vendors and how they they connect with the community.

BENEFITS

Builds a community with viewers, who will primarily be adults in the target audience, and create a virtual community through Facebook.



Digital Media

Animated Posters

STRATEGY

Create moving art to capture the attention of people online.



BENEFIT

This content can be liked and shared online to increase awareness of the The Hyde Park Market and The Tampa Bay Markets



Looking to spice your life up with diverse food selections?



Animated Billboard

STRATEGY

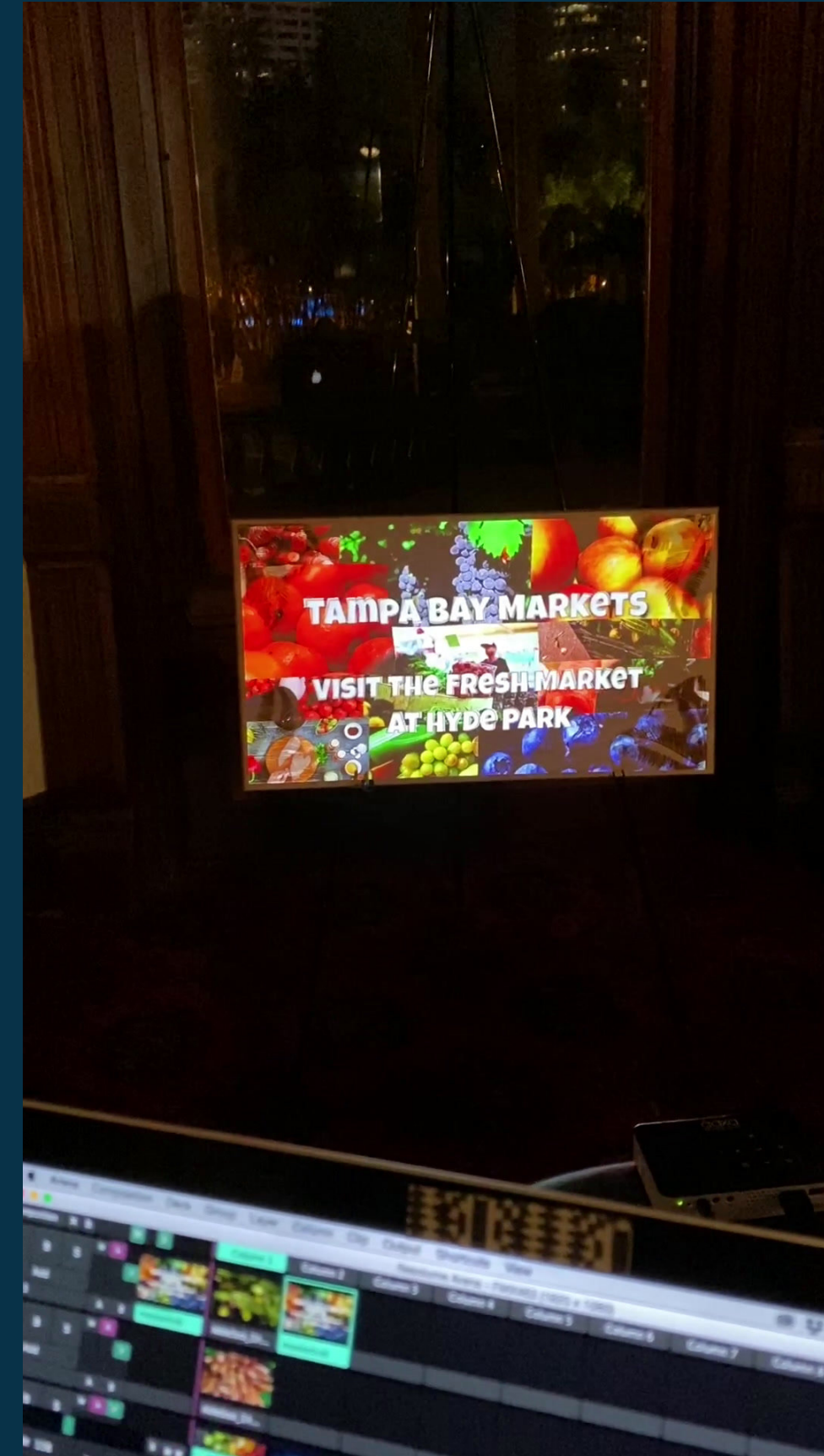
Create a multi-media installation billboard with projection mapping of the Tampa Bay Markets Logo.



BENEFIT

Tap into a market of young adults that are fully immersed into New Media culture.

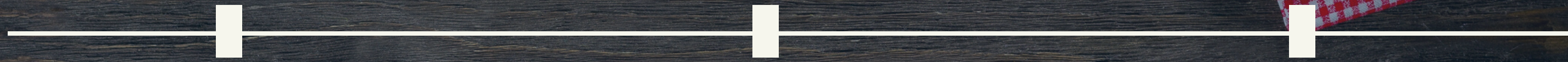
Animated Billboard



Animated Billboard



Recomendations



PROMOTE THE
MISSION
THROUGH
CONSISTENT
PROMINENT
BRANDING

USE ALL TYPES OF
MEDIA TO REACH
THE VAST TARGET
AUDIENCE OF THE
TAMPA BAY
MARKETS

INCREASE
BRAND REACH
THROUGH THE
TAMPA BAY
COMMUNITY

community sourced, locally produced



bensound.com

Connolly, C., & Klaiber, H.A. (2015). Competition in Local Food Markets.

Felix, All, F., Felix, Felix, & GUEDDOUH, R. (2020, January 29). Social Media vs Traditional Media Statistics. Retrieved from <https://topmediadvertising.co.uk/social-media-vs-traditional-media-statistics/>

Mohsin, M., Mohsin, M., Mohsin, M., Mohsin, M., Mohsin, M., & Mohsin, M. (2020, April 30). 10 Social Media Statistics You Need to Know in 2020 [Infographic]. Retrieved from <https://www.oberlo.com/blog/social-media-marketing-statistics>

What is new media marketing? Connecting with a modern audience. (2020, May 6). Retrieved from <https://www.bigcommerce.com/ecommerce-answers/what-is-new-media-marketing/>