

HUNGRY HUNT

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Product Overview

- A mobile app that allows people to find street food vendors such as trucks, and carts anytime, anywhere.

- This app is called



- Users can just search their near their location and the app will automatically show you the closest food vendor.
- This app is also for vendors who want to get their business known. They can partner up with Hungryhunt and have their business shown to anyone nearby that searches.
- Our slogan is “Happy hunting”

Product design & features

- HungryHunt is a unique app that can be used by anyone.
- It's a simple app that lets you type in any location and it will search for nearby vendors.
- Alternatively the user can simply press "use my location" and it will automatically search near you.
- It's a very simple app that requires no sign up or fees.
- It's a partner based app with a tracking feature that requires vendors to sign-up to have the location of their business shown up on the map.

Our Objective

Have you ever found yourself in the middle of Central Park during a scorching summer day with a sudden craving for ice cream, with no ice cream truck/cart to be found?

Have you ever found yourself leaving a bar or a club at 3 AM in the morning & the only food options you had were leftovers or McDonald's?

Huntsmen & Huntresses, your days of struggling to find a quality food cart are over!

Here at Hungry Hunt our goal is to Ensure customer satisfaction & to provide you with affordable and convenient alternatives versus having to find a restaurant or any other fast food establishment, all the tap of a button.

Our Appeal

HungryHunt's main appeal is convenience.

The hungry hunt app provides fast and convenient services for many commuters that do not have the time to dine in a restaurant, with the best selections of their choice and allowing our clients to happily feast on the go.

HungryHunt will allow users to quickly search for nearby locations for vendors and save time.

Our convenience is also aimed at vendors who look to increase their business. This app will help them gain traffic as well

Target Market

HungryHunt's main priority is to ensure that our app can be used by people of all ages, both men and women. That is why we are keeping it as simple as possible.

This app is intended to be used by customers in search of food trucks and food carts. Customers that might not have the time to wait in line at a restaurant.

- City Dwellers of all ages
- Travelers
- Commuters
- Food vendors
- students

Where and when Will we Advertise

HungryHunt plans on advertising in print and broadcast media, but our primary focus will be on social media and online media

Our main focus will be on social media because it is a great app that can be spread around by word of mouth marketing.

Big city dwellers and commuters are always on the run, and would love to spread the message about an app that lets them save time and gain more convenience.

Our 'when' will be determine by how many impressions we want to make.

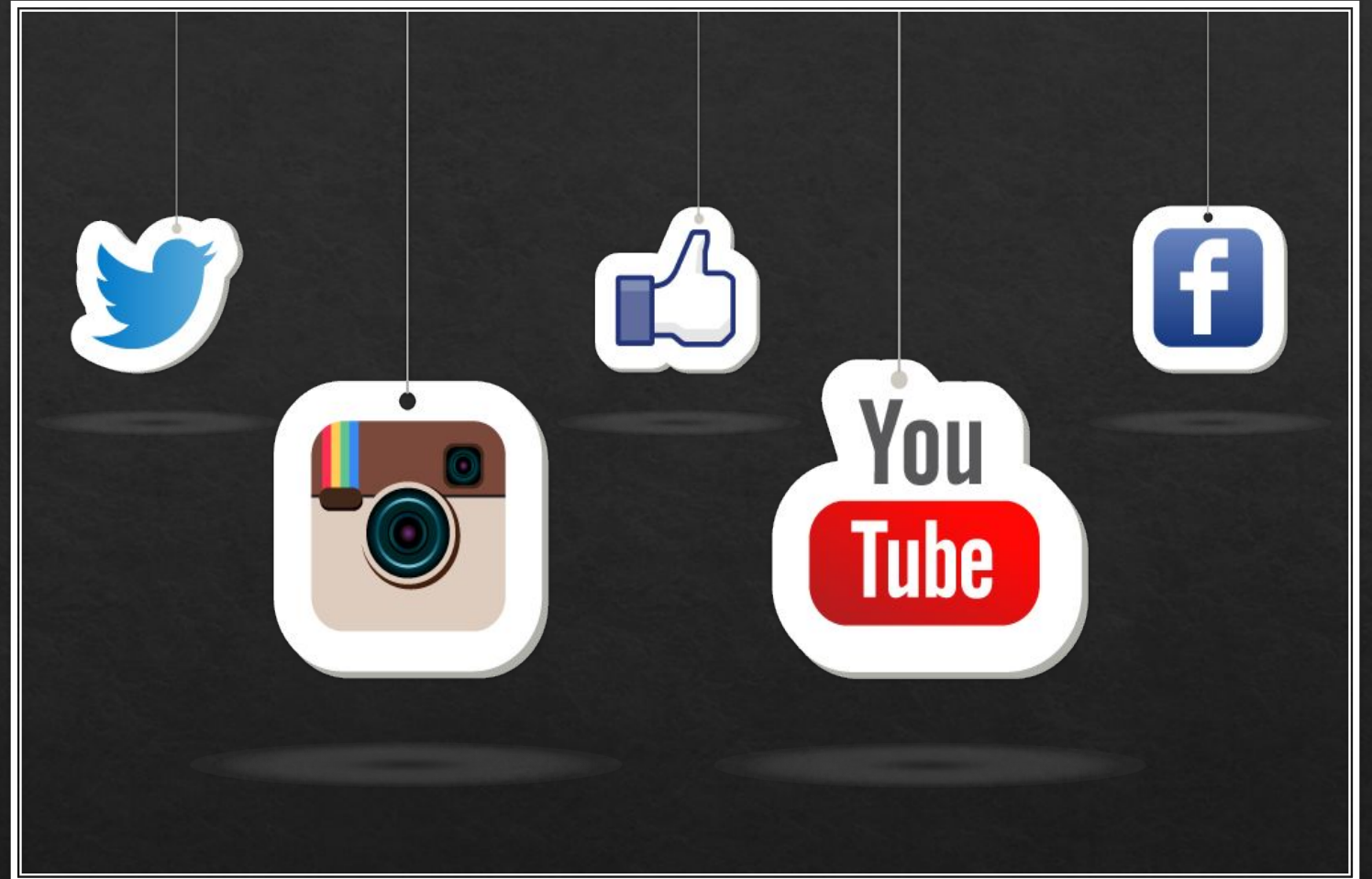
Types of Media

HUNGRY HUNT plans on using

- ◆ Social media
- ◆ Online media
- ◆ Magazines
- ◆ TV stations
- ◆ Partner apps

Social Media

After looking through all the possible social media sites we could promote in, we decided that Twitter, Instagram, YouTube, and Facebook were the one's that met our needs. We came to this conclusion by narrowing it down to the most common and easy to use social platforms that people use.



Types of Media continued

Magazines

There were a lot of food related magazines to choose from, but *taste of home*, *bon appétit*, and the *food network magazine* were the best in the bunch. These 3 magazines are in the hands of food lovers everywhere, and those are the people we're aiming for.



*food network
magazine*



bon appétit



taste of home

Types of Media continued

TV Stations

Travel Channel, FOX, and the food network are the 3 TV stations we all agreed on using to promote our app. We chose these 3 because of all the different food-related shows that air on these stations.

The logo for Travel Channel, featuring the word "travel" in a bold, blue, lowercase sans-serif font, with "CHANNEL" in a smaller, blue, uppercase sans-serif font below it.

- *Food Paradise*
- *Man vs. Food*
- *Andrew Zimmern's Driven by Food*
- *Bizarre Foods*

The logo for FOX, featuring the word "FOX" in a bold, blue, uppercase sans-serif font.

- *Master Chef*
- *Hell's Kitchen*

The logo for Food Network, featuring the word "food" in a white, lowercase, cursive font, with "network" in a smaller, white, lowercase, sans-serif font below it, all set against a red circular background.

Partner Apps

Another great way in which we will promote our app is to partner up with *yelp*, *grubHub*, and *seamless*. We decided to do this because it's what's best for business, plus it helps out everyone in the long run because *HungryHunt* is not a *GRUBHUB* clone. They're two totally different apps with different purposes.



seamless

grubHub[®]
happy eating

Advertisement Budget (monthly)

This is the monthly budget we set aside for the different channels of advertisement

| Medium | Cost Expected | Actual Cost |
|--------------------------------|------------------|------------------|
| Bus Exteriors | \$20,000 | \$15,000 |
| Train Interior Vertical Ads | \$5,000 | \$3,750 |
| Radio Advertisements | \$ 10,000 | \$5,300 |
| YouTube In-Stream Ads | \$2,000 | \$530 |
| Facebook | \$1,000 | \$128 |
| Web Content Marketing Campaign | \$1,500 | free |
| National TV Advertisements | \$75,000 | \$57,000 |
| Magazine Advertisements | \$25,000 | \$41,600 |
| Total Cost: | \$139,500 | \$123,308 |

Budget Cont.

- ❖ For an average, at minimum king ad (ads that are displayed on the side of a bus) for an MTA bus cost around \$150, per ad, for a 4 week period. We chose 200 ads per 4 week period and calculated that it would cost us \$90,000 over the 3 month schedule.
- ❖ For subways we chose the minimum again. An average train ad costs about \$75 per ad, for a 4 week period. We chose to do 100 ads per 4 weeks, over 6 months and calculated that it would cost us \$45,000
- ❖ We also chose to do the bus exteriors during late spring, early summer because outside temperatures start to rise and more people would want to walk. Tourism during this time in big cities also peaks, allowing more people to see the ads.

Our creative strategy 3 Ad Campaign

Ad 1 – targeted TO ATTRACTING NEW USERS

HUNGRY HUNT

FIND FOOD CARTS AND FOOD TRUCKS FAST WITH HUNGRYHUNT!

JUST ENTER YOUR LOCATION OR 'USE MY LOCATION' AND TAP SEARCH!

HUNGRYHUNT WILL AUTOMATICALLY SEARCH THE NEAREST FOOD VENDOR AND GIVE YOU A LOCATION!

HAPPY HUNTING!

q w e r t y u i o p
a s d g h j k l
z x b n m

GET IT ON Google Play

Download on the App Store

*Data charges may apply, check you rmobile carrier for data use.

Our creative strategy 3 Ad Campaign

Ad 2 – PARTNER PROMOTION



HUNGRY
HUNT



HUNGRYHUNT IS A PROUD PARTNER OF GRUBHUB AND SEAMLESS

ENTER THE PROMOCODE "HUNGRYHUNT" ON SEAMLESS OR GRUBHUB AND GET 15% OFF YOUR NEXT ORDER



grubHub[®]
happy eating



seamlessSM

*SIGN-UP REQUIRED FOR GRUBHUB AND SEAMLESS.

*PROMOTION CODE ONLY APPLIES TO ORDERS OF \$25 OR MORE

*DELIVERY CHARGES ARE SEPARATE



GET IT ON
Google Play

Download on the
App Store

*Data charges may apply, check you rmobile carrier for data use.

Our creative strategy 3 Ad Campaign

Ad 3 – targeted to vendors



HUNGRY HUNT

ARE YOU A VENDOR?

JOIN HUNGRYHUNT TODAY AND RECEIVE 3 MONTHS PROMOTION FOR FREE!

WHEN YOU BECOME A PARTNER WITH HUNGRY-HUNT YOUR FOOD TRUCK OR FOOD CART WILL SHOW UP ON A MAP WHEN PEOPLE SEARCH THROUGH HUNGRYHUNT!

HOT INDIAN FOODS

TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH HUNGRYHUNT

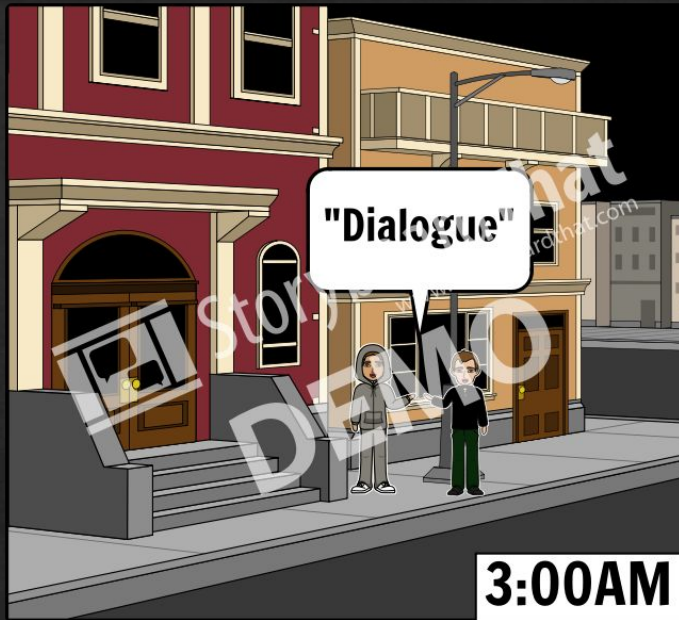
Facebook and Twitter icons

GET IT ON Google Play

Download on the App Store

*First 3 months are free for vendors during the promotional period. regular fees are \$15/month.
*Data charges may apply, check your mobile carrier for data use.

Commercial Storyboard



Our Commercial

<https://youtu.be/57ZxSrGwuqs>

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