

Final Project Summary

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Following Five Guys' report their strategy makes them different from other competitors such as McDonalds and Burger King. Five Guys gives their customers an experience that provides quality raw materials and fresh delicious burgers to fast food lovers. Notice they do not keep frozen food, like other fast food chains or think about health conscious advertisements. Their only focus is making sure "They're the best go-to burger place" for burger lovers by making the product in front of their consumers and giving them whatever they feel like, such as any toppings, adding extra condiments or specifying not wanting certain items on their food.

Who is my target market ? The target market for Five Guys are millennials. They're the young adults generation group born in the mid 1990's and want to have the fresh and most delicious fast food possible. Over the course of years, since I attended City Tech after class, the ratio of people who eat at Five Guys are college students. Also the line is usually filled with groups that share the same interest in fast food. Five Guys is definitely a go-to place with friends and family because they provide excellent and best quality burgers. They provide the best customer service for their consumers. Although they charge a bit more for their products, it is reasonable for the quality you received.

Social media platforms have become today's most favored means of publicity. As more and more people are spending a lot of their time online. Brand & Consumer trust, ratings and reviews establish a sense of trust in the consumer and makes the purchasing aspect easier. Ratings and reviews also establish a sense of communication between the brand and the customer. The interaction and communication are built between the customer and the brand executive through customer support. Also, customers interact with each other on social media while reviewing and discussing a product. The media mediums that ive chosen are twitter,

instagram, facebook and youtube why? Because mostly millennials are on these social media platforms. This will allow consumers to know about Five Guys because their common weakness is Low advertising spend on mainstream media. Five Guys will also use promotion to inform and persuade the target market. As a result, promotion will help with advertising, sales revenue and social media marketing. To reach potential customers; also I will be using TV Commercials, banners, posters in the cities, etc. to advertise.

Marketing is the process of bringing an idea, product or service in front of a buying audience. Marketing focuses on a customer's wants and needs so companies can identify who might purchase their product to attract those customers to the business. A marketing strategy appeals to the customer and aims to make them want to learn more about the business or its products. To appeal to the customer, a business needs to understand who the customer is and how they make purchasing decisions. Also I would like to use the AIDAR model. As a result of the AIDAR Strategy “Awareness: The act of creating attention for the brand or service through various mediums. Interest: The step of generating interest to encourage buyers to want to know more. Desire: Creating an emotional connection to the buyer so they want the product or like the brand. Action: The step when the buyer picks up a brochure, calls to learn more or makes a purchase. Retention: Once someone becomes a customer, the business turns its focus to satisfy the customer so they return and perhaps refer the company to friends and family.” Marketing strategies inform the marketing plan and generally have longer lifespans because they contain value propositions and brand dynamics that don't change much over time. Strategies cover a range of mediums and venues where a business might find the people it appeals to and define how the business might convert that person to a customer.