

Marketing executive summary

[Business](#), [Marketing](#)



Executive summary I am doing the advertising for Elevate coffee Company. This business is located at the Shops at Northern 2530 W. Happy Valley Rd. Suite 1273 (Next to Harking) Phoenix, AZ 85085. The hours are Monday - Friday 6: AM - 10: pm Saturday 7: AM - 10: pm Sunday 8: 00 am - 10: pm. The business offers six different types of coffee, along with a wide variety of pastries, and breakfast items.

The target audience is college students looking for a boost (Generation Y) and older people trying to get pepped up before work (Generation X). We have a great open area for relaxing and drinking coffee. Also we have frequent performances and events for people who are trying to have a good time. The focus of the ad campaign is to keep the entertainment going and to keep serving the best coffee. It targets the same people for the cafe. I choose transit and outdoor advertising.

I choose this because people will be outside traveling to work or driving somewhere and will see the advertisements. I choose the transit because as someone is getting on the bus or walking on the sidewalk they will see the ad on the bus. Furthermore I choose the billboard so when people are driving on the highway they will see this ad and start to think about delicious coffee and how tired they are. The advantages of these ads are where these ads are going to be placed it is very populated.