



Madison Made

SMAD 443

Mia Bonacorsi, Clara Campbell, Max Dinnhaupt, Alisa McGuire

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Primary Logo



Rationale

The branding for Madison Made reflects our agency’s values and roots and emphasizes our forward-thinking and dynamic approach to our work. Our name, Madison Made, is a nod to our school’s history and the institution’s role in the cultivation of our passions and skills. Our logo follows the brand’s color scheme, so it is seamless within our campaign book. The connection of the letters shows how our group works well together, while showcasing our creativity and dynamic capabilities.

Branding

Colors



CMYK: c72 m50 y94 k0 RGB: r101 g119 b70	CMYK: c38 m17 y87 k0 RGB: r170 g181 b78	CMYK: c16 m73 y89 k4 RGB: r202 g98 b54	CMYK: c12 m12 y69 k0 RGB: r228 g210 b111
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Fonts

Kensington Compressed Black

Kensington Compressed Bold

Gil Sans (500 weight)

Rationale

The colors are from The Friendly City Food Co-op’s brand guide. The main font, Kensington, presents our bold, strong messaging that we provide our clients. Gil Sans is used as a consistent body text for legibility and is derived from the Co-op’s brand guide. All these components together exhibit Madison Made’s commitment to distinct, quality work that provides our clients with a cohesive polished product.

Meet Madison Made



Mia Bonacorsi - Art Director

Mia is a senior at James Madison University, majoring in Creative Advertising with a minor in Italian. Born and raised in Newburyport, Massachusetts, Mia enjoys cooking for friends, skiing, horseback riding, traveling, and reading. She is a photographer for Scratchpad—a student-run advertising agency—and for The Bluestone Yearbook. She is a media coordinator for Dukes4Dogs, and a volunteer/foster at the RHspca. Mia hopes to work in art direction, copywriting, or photography in the advertising field.



Max Dinnhaupt - Account Planner

Max is a senior at James Madison University, studying creative advertising in the School of Media Arts and Design. Max is from Chatham, New Jersey and is involved on campus in JMU's ski and snowboard club, Boarderline. He has done graphic design work for the Chatham Historical Society and is looking to continue his work in creative design and copywriting.



Alisa McGuire - Strategist

Alisa is a senior at James Madison University, majoring in Creative Advertising with minors in English and Philosophy. Alisa was born in Seoul, South Korea and grew up in Fairfax County, Virginia. She is currently a social media marketing assistant for Tuner Galleria, a position held for nearly three years, and has completed study abroad programs at Yonsei University and Oxford University.



Clara Campbell - Copywriter

Clara is a senior Creative Advertising student at James Madison University with a minor in Educational Media. She is from Appomattox, Virginia, and is a member of JMU Give, a volunteer organization that focuses on sustainability in the local community. She has worked creatively in PR, and has a special interest in copywriting and editing, as well as account strategy and planning.



Situation Analysis

The Friendly City Food Co-op has been operating in Harrisonburg, VA for 14 years. In 2006, the idea was born, but timing and location were not ideal. Fast forward to 2011, they opened their doors to the public and have been growing and improving every year since.

The Co-op is a community-owned grocery store that focuses on providing high-quality local and organic products. They sell most items found at a typical grocery store, in addition to a weekly hot bar, bulk section, dry grocery, and a wide selection of craft beer and wine (Friendly City Food Co-op, n.d.). Patrons have the option of buying into the Co-op and receiving member benefits, but anyone is able to shop at the Co-op, regardless of member status.

Brand

Friendly City Food Co-op is a community owned grocery store that emphasizes local and organic products. Their departments include: produce, bulk, meat, dry grocery, beer + wine, dairy, frozen, deli + bakery, and wellness. There are over 175 local vendors from all across Virginia whose products are sold at the Co-op.

On Monday to Friday, they offer a hot bar with made-from-scratch foods using fresh, local, and organic ingredients. The Co-op offers extra perks for members that buy in. From dividends to owner appreciation days, buying in definitely pays off.

Price

To those unfamiliar with the Co-op, the common belief is that it is expensive. While that may be partially true, Friendly City Food Co-op focuses on delivering high quality, local, and fair-priced products. In an attempt to break the stigma, they have a 99 cent table with local produce for only 99 cents a pound. The bulk section allows shoppers to get only what they need at an unbeatable price; since you're packaging it yourself, you save money on the container, branding, and labor.

Place

Friendly City Food Co-op is located on E. Wolfe Street in Harrisonburg, VA. Upon walking in, you are greeted by an impressive produce section and a very natural, environment-focused interior. They offer convenient online ordering called Co-Go, where you can place your order, they'll shop for you, and bring it to your car. Their store is organized by department, for example, meat, dairy, and dry goods etc.

Promotions

The Co-op has a social media presence on Instagram (5,060 followers) and Facebook (10,000 followers). They post regular updates about products, events, menu changes, deals, and more. They promote events in the Daily News Record and sponsor ads in The Harrisonburg Citizen., among other places, like JMU sporting events. Word-of-mouth is an important mode of advertising for the co-op, as satisfied customers tend to spread the word with friends and family.

External Factors

Their produce stock is heavily dependent on local farms, and many of their other products are also locally sourced from smaller businesses. Their products are very sustainable and most don't need to travel far. The products in their store would mostly be seen as "needs" as they sell typical grocery items. The prices are dependent on the local community rather than the national supply chain, so they could be immune to national hardships and keep relatively steady prices, but also have less buying power so some prices might be higher than chains.

Indirect

Walmart

(Walmart, n.d.)

- 35% of internet users aged 18+ shopped at Walmart in the past 12 months and 31% primarily shop at Walmart (Mintel, 2024)
- Multiregional retail chain.
- Sought for brands.
- Wide product selection
- Lower prices comparatively.

Martin's

(Martin's Foods, n.d.)

- Regional supermarket chain (operating under The Giant Company).
- Hot bar food options that don't change often
- Offers a rewards program
- Self checkout
- Large selection and name brands

Food Lion

(Food Lion, n.d.)

- Regional supermarket chain
- Wide range of products and brands
- Affordability (Food Lion, 2025)
- Multiple locations in Harrisonburg

Direct

Massanutten Produce

(Massanutten Produce, n.d.)

- Specializes in locally grown fruits and vegetables, along with hanging baskets and flowers.
- Operates seasonally with offerings that are weather dependent.

Bridgewater Foods

(Bridgewater Foods, n.d.)

- Affordability initiatives and wide product range.
- Weekly Sale Flyer, "Pick 5" meat deals for \$19.99, products prices at \$0.88, value items featured in every aisle, numerous items with green and blue tags.

Sue's Super Nutrition, inc

(Sue's Super Nutrition, n.d.)

- Family owned business
- Offers a vast selection of quality vitamins, herbs, homeopathic remedies, all-natural skincare, and makeup products
- Emphasis on dietary accommodations

Audience Analysis

Audience

Professional transplants who moved to Harrisonburg for work in the past 6-9 months.

Demographic

AGE: 25-34
GENDER: Male and female
RACE: White, Black, Latino (U.S. Census, 2023)
INCOME: \$40,000-60,000
OCCUPATION: Education

Psychographic

SOCIETAL DIVISIONS: Movers and Shakers
LIFESTYLE: Innovators, most educated generation (Spotify Advertising, 2023), prioritize their spending
PERSONALITY: Ambitious, activist, economical
“Millennials value inclusion, with 77% saying their favorite brands demonstrate a commitment to unity and inclusivity” (Spotify Advertising, 2023).

Geographic

REGION: Harrisonburg, VA
POPULATION: 51,492 (Census Reporter, 2023)

Behavioristic

PURCHASE OCCASION: Rise in social commerce, groceries bought weekly, online shopping adds a level of convenience.
BENEFITS SOUGHT: Tend to be health conscious, prioritize high quality/local/organic products, quick and easy checkout, loyalty program
USER STATUS: Consumers are purchasing groceries once a week, each week
A majority of this audience finds grocery shopping pleasant (Statista, 2024).
LOYALTY STATUS: 57% of 25-34 year olds are loyalty program members
READINESS: Likely unaware but open and interested to learn.
MARKETING SENSITIVITY: Quality and price (high prices may deter). Consistent + timely communication, mobile shopping experience, audio advertising (radio + podcast)
“33% of millennials rely mostly on blog reviews before they make a purchase” (Marketing Strategy, 2019).

SWOT Analysis

Strengths

- Organic, high quality, unique, local products.
- Seasonal produce and products.
- Connection to community & community events.
- Community owned.
- Bulk department provides cheap options, only get what you need.
- Less cognitive dissonance for helping their community (less buyer's guilt/remorse).
- Options for different dietary restrictions.

Opportunities

- Emphasis on “better for us” messaging for both environment and health (Mintel, 2022)
- Store expansion/remodeling
- Increase hot food bar offerings, bakery items.
- Offer product samples.
- Supporting small business.
- Involvement with local universities (game-day partnerships).
- Offers space for new movers to get involved in the community
- Membership incentives.
- Walkable to people who live downtown
- Delivery service.

Weaknesses

- Affordability - “Affordability is the ultimate barrier to expanded natural and organic engagement” (Mintel, 2022).
- Environmental impact is not much of a motivator for consumers to buy organic products. - “Environmental impact may be a plus, but it won't move the needle” (Mintel, 2022).
- Less product variety (seasonal).
- Does not have the same recognition as supermarket chains.
- Perception of having higher prices than supermarket chains.
- Fewer affordability initiatives (discounts, deals, or rewards) than supermarket chains
- Lower buying power (limited stock on some items).
- Does not offer familiar, sought after brand names.

Threats

- Familiar regional supermarket chains.
- Delivery services (DoorDash).
- Prices and discounts.
- Only source from small local farms.
- Fewer product options.
- Preferred brands not available.
- Local food contamination.

First Impressions

Mia



The Co-op’s emphasis on seasonal, local, and organic produce sets it apart from other grocery stores. The produce section rotates seasonally and so do other sections of the store. The Co-op has a strong brand message and they choose not to carry brands that don’t align with their values, which is very admirable. A weakness is many residents having little knowledge of its existence.

Max



The Co-op’s biggest strength is its connection to the Harrisonburg community. Its commitment to local farmers and to customers gives them a strong community attachment, which makes them feel dependable. The biggest weakness is their perception of being a more expensive alternative to a traditional grocery store.

Alisa



The Co-op stands out for its commitment to delivering high quality, fresh, and locally sourced products. Their wide range of bulk ingredients offers a sustainable and cost-effective way for customers to purchase what they need. While the Co-op’s curated selection meant fewer options and less recognizable brands, this can be seen in alignment with its standards of quality and ethical sourcing. However, limited public awareness and misconceptions of their prices could pose a challenge.

Clara

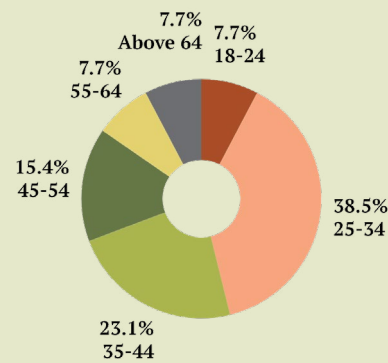


The Co-op has many strengths, which mostly stem from their uniqueness in the area. They sell local and organic products, they are a community-centered establishment, and have themes of mindful consumption and sustainability. Some potential weaknesses could be their smaller selection of items, and misconceptions about the Co-op or people not knowing about it.

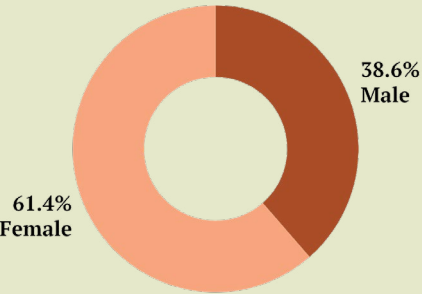
Primary Research Findings

Demographics

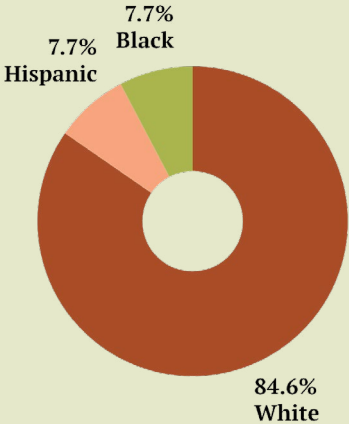
AGE



SEX



ETHNICITY



Rationale

Our research methods were survey, interview, and observational research. The observational research supplied us with general demographic data which sets a baseline for our insights and findings. The surveys provided a wide reach of potential customers to hear from, while the interviews allowed for further conversations in a more open forum. Together, these methods provide a well rounded look at consumer habits, and provide data on the demographics and psychographics of the target audience.

We did a lot of planning to select our exact procedures for each method. For the observational research, we had a member of our team sit outside the Co-Op and take notes on the type of people that shopped there. We took note of gender, age range, and what they walked out of the Co-op with. We wanted to find a good place to send our survey that would provide us with enough information to guide our campaign going forward. After locating potential members of our target audience, we sent out the survey via a JMU professor that had contact with new faculty members. We also conducted interviews with survey repondees that showed interest; they had insights into our target audience and the Co-Op itself. For the interview we created a general list of questions to guide our conversations and hit the points that we were looking for. This allowed us to get a more in-depth look at our target audience, what they are looking for, and how the Co-Op can improve.

After analyzing our results, we found that the majority of our target audience lies in the 25-44 age range and are mostly female, which reinforces our secondary research. We also found that price was the most important factor for respondents when choosing a grocery store, followed by quality, and convenience. While there is a lot of support for the Co-Op’s brand and mission, many still see price as a barrier from being consistent shoppers. People seem to see the Co-Op as more of a supplementary grocery store rather than the main option. Keeping this in mind as we continue with our campaign will allow us to make more informed choices about how we want to position the Co-op in order to effectively reach our target market.

Survey Findings

How Do You Connect with the Community?



Word of mouth



Social media



University/workplace networks

Profession



Education



Tech/Engineering

How Could the Co-op Improve?



Cheaper prices



More variety of meat + produce

Important Factors When Choosing Where to Shop



Price



Product quality



Convenience + location

Observational Research Findings

95

Total shoppers in one hour span on a Sunday afternoon

- Majority female
- Majority white
- Majority appeared to be 30-39 yo

Interview Findings

Elim Hernandez

Elim moved from Mexico City, Mexico two years ago for his job as an assistant professor of Media Arts and Design at James Madison University. He holds a Ph.D. in Communication and Media Studies from the University of Oregon.

“If I’m going to invest my money in organic produce, I want it to be quality”

Joey Fenimore

Joey grew up in Northern Virginia and moved to Madison, WI for work. In 2022, he moved to Harrisonburg to be closer to his family and to take a job as a design engineer at Leidos.

“The meat and produce sections...are the most important to me”

Adam Dohrenwend

Adam is an assistant professor of geography at James Madison University. He has studied at SUNY Geneseo, University of Kansas, and Louisiana State University. He enjoys attending community events and trying new cideries.

“I’m willing to pay more for higher quality groceries.. you’re paying for that quality”

Jennifer Aycock

Jennifer is an assistant professor of religion at James Madison University. She lived in Atlanta, GA and then moved to Salisbury, NC. Before moving to Harrisonburg for work, she heard positive things about the community.

“Just think of a Whole Foods that’s scaled down and more expensive”

Interview Quotes

PROS

“I like the idea of supporting local businesses, getting fresh seasonal goods, and the hot-bar has great options for lunch.”

“Affordable, good wine”.

CONS

“Friendly City is pretty expensive so I get specialty items there”

“I’d much rather go to a bigger, cheaper place like Costco or Kroger”

“I don’t feel like I’m a member, but I’m a member. Like I spend money there. They need to make [the membership] worth \$200.”

HABITS

“I make a list, and then I figure out what on that list needs to be shopped for where, based on price or specialty of items.”

“I’m a fan of the BOGO, buy one get one. If I’m cooking for a crowd, I’m usually looking for that kind of deal.”

“When I’m buying an apple, I want it to taste like an apple.”

SUGGESTIONS

“I would be interested in trying the hot bar food, right? Sunday, you know, eating, meeting people, hanging out for two hours and special events...because I have never tried that and I would be interested in meeting other new people who buy stuff there.”

“That porch area at the Friendly City Co-op could be really lovely. Or even, if brunch is their thing, a morning meet up for newcomers, like pastries and coffee, would be something I’d go to.”



Creative Brief

BRAND

Friendly City Food Co-op

CATEGORY

Grocery store

OBJECTIVE

Increase awareness of Friendly City Food Co-op to new residents by 25% in the next year by increasing media outreach and hosting more community-focused events that highlight the Co-op as a gathering place.

INTENDED AUDIENCE

Age: 25-44 years old

Gender: Male and Female

Income: \$40,000-\$80,000

Education: Bachelor's Degree

Marital Status: Single

Location: Harrisonburg; moved within the last year

Psychographics: Ambitious go-getters that strive for excellence and enjoy new experiences

Media Habits: Active on Instagram, Facebook, and Pinterest

CURRENT PERCEPTIONS

The Co-op offers local, organic options but at a higher price than a typical grocery store. The Co-op is not a main grocery store choice, but a secondary option to grab only a few items, specifically produce.

CREATIVE CONSIDERATION

Use Friendly City Food Co-op's brand colors, typefaces, logos, and iconography. The campaign will emphasize their brand statement "Good food. Good community. Good planet."

BRAND VOICE

- Down-to-earth
- Empathetic
- Welcoming
- Honest



BIG IDEA

Showing Harrisonburg newcomers that Friendly City Food Co-op is where fresh, local food connects neighbors, supports local businesses, and creates a welcoming space for new residents to feel a sense of community.

DESIRED RESPONSE

The audience should believe Friendly City Food Co-op is a community-focused grocery store that puts the consumer first by offering high quality, local, and organic products.

SUPPORT/EVIDENCE

Friendly City Food Co-op emphasizes quality over quantity. Consumers may not find a lot of brands they've heard of, but they're sure to find high quality local and sustainable goods in each category. Friendly City Food Co-op sells organic groceries from a variety of local farms and businesses. They also have a bulk section, self-service hot food bar, and a cafe area with outdoor seating available.

They host events often to get the community involved; making it a great place to find new friends.

Persona

Jessica Lavigne

Age: 32

Gender: Female

Income: \$65,000

Occupation: Geography professor at James Madison University

Relationship Status: Single

Location: Harrisonburg, VA



ABOUT

Jessica moved to Harrisonburg, VA after getting her Ph.D. in Geography at the University of Wisconsin to pursue her career. Since moving, she has made efforts to get more involved in the community by attending events and exploring the city, but doesn't quite feel at home. Jessica enjoys hosting dinner parties for friends and family, finding new wineries, crafting jewelry for her Etsy business, hiking with her dog, and tending to her plants. She doesn't like businesses or people who don't put in an effort to be sustainable or have a lack of transparency. She tries to avoid big corporations and busy grocery stores. She primarily uses Instagram, Facebook, and Pinterest. She wants to stay active and eat healthy, while supporting local businesses when possible. She likes to cook and meal prep, so she likes to buy some things in bulk. She budgets for her shopping needs, but is willing to splurge for quality items.



FINAL CREATIVE

Print Ads

Headlines + Taglines

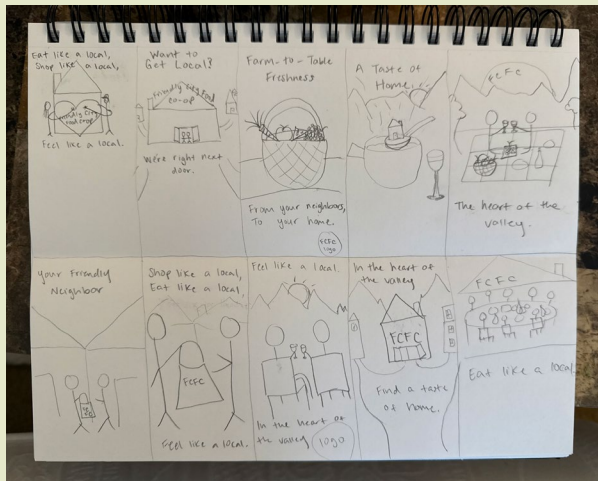
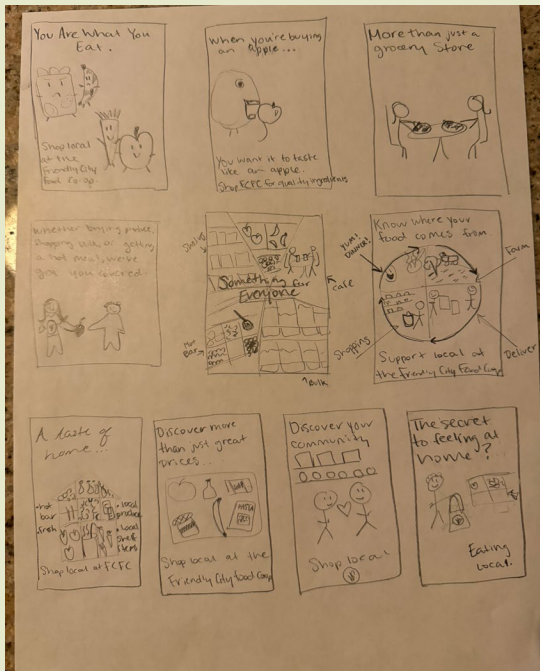
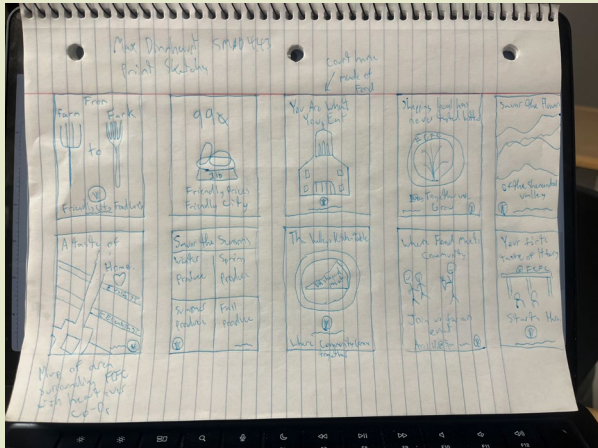
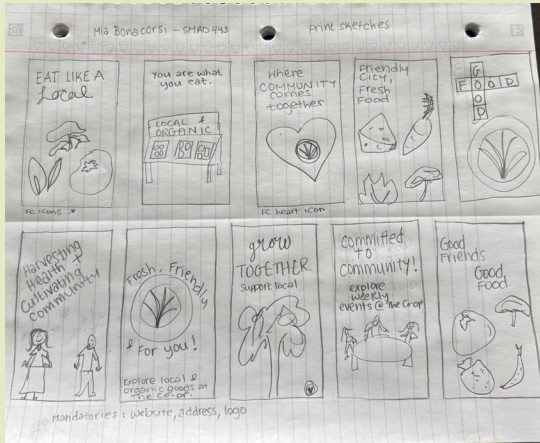
Headlines

Your one stop shop for food + community
You may be new, but we have been waiting for you
Eat like a local
Discover local, organic goods at The Co-op
Getting settled? Stock up at The Friendly City Food Co-op!
Support local, support The Co-op
Harvesting health + cultivating community
Where all are welcome
Fresh, Friendly & For you
Share a meal and a laugh at The Co-op
Savoring the flavors of the Shenandoah Valley
It's more than a grocery store
Where shopping feels like home
Fresh food and friendly places
Something for everyone
Discover your community, shop local ingredients at the co-op
Get to know your home better, one bite at a time
The best of Harrisonburg, right in your basket
Meet your new favorite grocery store
Welcome to the neighborhood, from your new favorite grocery store
Find fresh food and friendly faces at the friendly City Food Co-op
Good food tastes better with good community
Your first taste of Harrisonburg starts here
The secret to feeling at home? Eating local
Local flavors, fresh start
Fueled by community
The friendliest place to shop
Settle in, one ingredient at a time
The freshest way to feel at home
Supporting local has never tasted better

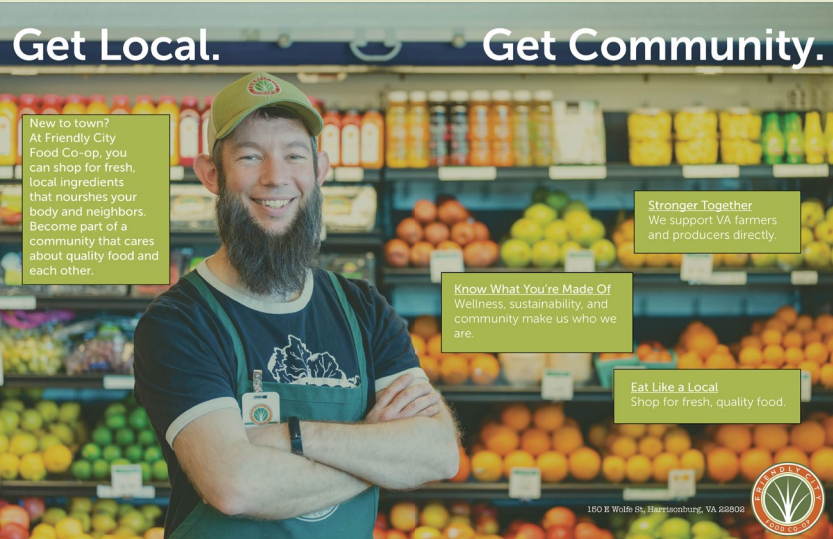
Taglines

Good food. Good friends.
The Valley's Kitchen Table
Share Farm to Table Freshness With Your Neighbors
Fresh Food, Friendly City
Friendly City, Fresh Food
Where community comes together
Where food meets community
Together we grow
You are what you eat
Make yourself at home
Good food for all
Committed to community
Grow Together—Support local
Where food and community meet
The Friendly City Food Co-op: Where food meets community
Savor the Seasons
Rooted in community, grown with care
Fueling the community one bite at a time
Naturally better together
It's more than a market
You belong.
A taste of home
From neighbors, for neighbors
For the community, from the community
Every bite counts
Sustainably Sourced, Community Powered
Cultivating Community Through Food.
From Local Farms to Your Fork.
Your Co-op, your community
Friendly City, Friendly Prices

Thumbnail Sketches



Ads



Mockups

Rationale



Our three print advertisements serve as key touchpoints in our campaign aimed at introducing Friendly City Food Co-op to recent transplants in Harrisonburg. Strategically placed in *Blue Ridge Outdoors Magazine*, these ads speak directly to our target audience of health-conscious, environmentally aware professionals looking to root themselves in a new community. Each ad carries our campaign’s call to action: Eat like a local. By highlighting fresh produce, sustainability, and real members of the Co-op community, the ads reinforce the Co-op’s core values: good food, good community, good planet. The style of copy used mimics the concise phrasing of these values.

Ad #1: “Locally Grown. Community Owned”: This visually bold full page spread features two hands holding a freshly sliced peach, symbolizing transparency of the products sold at the Co-op, and its openness to welcoming newcomers. The headline reinforces the Co-op’s mission to support regional farmers and community.

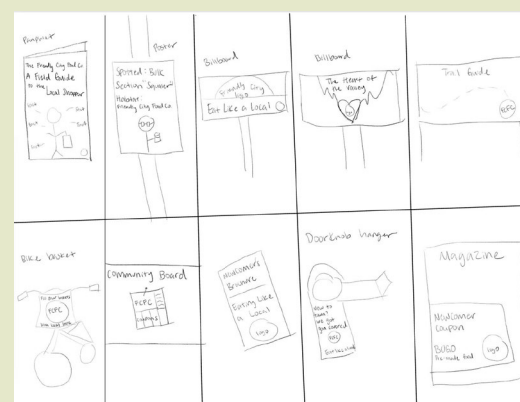
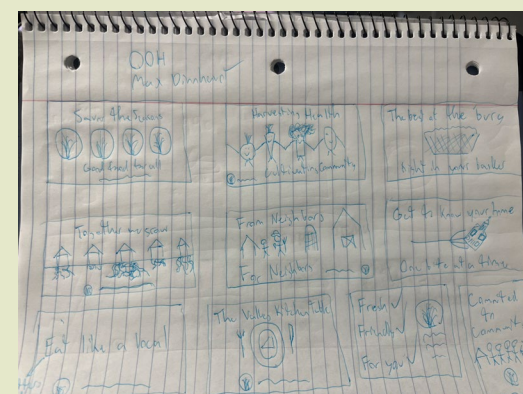
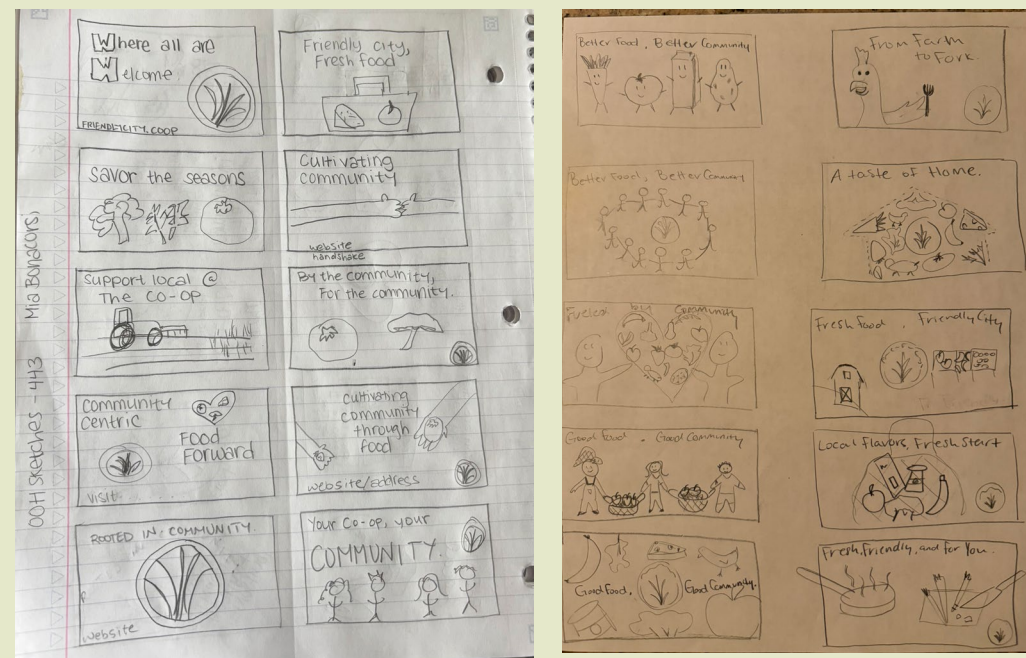
Ad #2: “Grow Together. Eat Like a Local”: This full page spread showcases two Co-op farmers standing in front of a local field, offering real human faces to messages that highlight fresh food, local impact, and shared values. The ad reinforces that shopping at the Co-op is an authentic and meaningful way to grow alongside community, and uses the brand’s signature green color to emphasize quality, organic products (as identified in the branding guidelines).

Ad #3: “Get Local. Get Community”: This full page spread brings the newcomer into the store itself with a friendly Co-op employee in front, ready to offer encouraging words. The Co-op light green color is used, per branding guidelines, to support the ad as a “sampling” and “general” brand visual.

Out-of-Home

Ads

Thumbnail Sketches



Rationale

We created a billboard and pole banners for our out-of-home ads. A billboard could be placed on I-81 near the exit for Harrisonburg to easily direct consumers to the Co-op. The pole banners could be placed downtown or on JMU's campus; pole banners are a common ad seen in downtown Harrisonburg.

We wanted to keep them simple and readable because people will be driving by them and have little time to process the message.

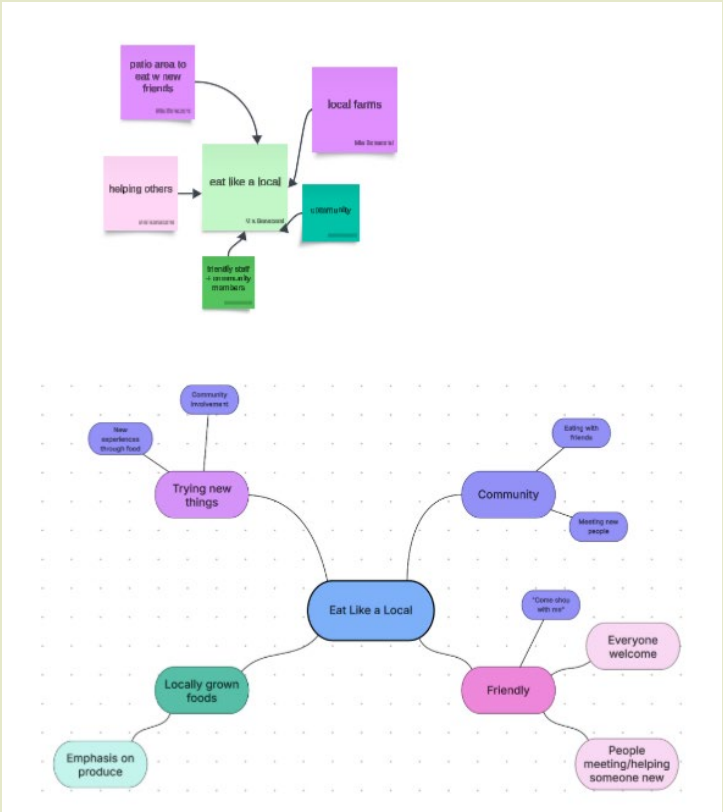
To connect with our target audience we made the main focus of the billboard our campaign tagline “Eat like a local.” This encourages these professional transplants to connect with their new home through food, and there’s no better place to do that than at the Friendly City Food Co-Op. The colors and design match the company’s branding and the large letters make it easy to read when driving by. The pole banners utilize our tagline in a different way by emphasizing the welcoming nature of the Co-op, especially for new community members.

Mockups



TV Commercial

Brainstorm



Scripted Storyboard

SCRIPTED STORYBOARD

VIDEO TITLE: tv commercial

GROUP MEMBERS: MIA, MAX, ALISA, CLARA

CLIENT'S NAME: THE FRIENDLY CITY FOOD CO-OP

DURATION: 30 SEC

DATE: APRIL 14, 2025

SHOT # 1

DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): ALISA WALKING INTO CO-OP
WIDE SHOT

DIALOGUE: VO: THE FCFC IS LOCATED IN DOWNTOWN HARRISONBURG + THEY OFFER LOCAL, ORGANIC GOODS FROM VENDORS ALL OVER VIRGINIA. FROM PRODUCE TO SKINCARE, THERE'S SOMETHING FOR EVERYONE!

FX: UPBEAT MUSIC

SHOT # 2

DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): MID SHOT OF ALISA GETTING A CART, WALKING INTO THE STORE, SHOW THE WELCOME SIGN

DIALOGUE: VO: EVERYONE IS WELCOME AT THE CO-OP. WHETHER YOU'RE PICKING UP ALL YOUR GROCERIES OR JUST A FEW ITEMS, THE CO-OP HAS WHAT YOU NEED

FX: UPBEAT MUSIC

SHOT # 3

DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): WIDE/MID SHOT OF ALISA LOOKING AT THE PRODUCE AND PICKING UP A LOCAL ITEM, SHE PLACES IT IN HER CART

DIALOGUE: VO: THE CO-OP PRIES ITSELF ON OFFERING ONLY THE HIGHEST QUALITY PRODUCE FROM LOCAL FARMERS, EVERYTHING IS SOURCED WITH THE UTMOST CARE + WITH THE CUSTOMER IN MIND

FX: UPBEAT MUSIC

SCRIPTED STORYBOARD

VIDEO TITLE: TV COMMERCIAL

GROUP MEMBERS: MIA, MAX, ALISA, CLARA

CLIENT'S NAME: THE FRIENDLY CITY FOOD CO-OP

DURATION: 30 SEC

DATE: APRIL 14, 2025

SHOT # 4

DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): MEDIUM SHOT OF ALISA WALKING UP TO THE HOT BAR, SHE GRABS A BOX, AND ASKS MIA FOR HELP. MIA SHOWS HER HOW THE HOT BAR WORKS

DIALOGUE: VO: THE HOT BAR IS A GREAT OPTION FOR THOSE THAT DON'T HAVE TIME TO COOK A MEAL. THE HOT BAR IS SURE TO MEET NEW FRIENDS EVEN WHILE SHOPPING FOR GROCERIES

FX: UPBEAT MUSIC

SHOT # 5

DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): ALISA EXITS THE CO-OP WITH HER FOOD. MIA SEES HER AND WAVES HER OVER TO SIT WITH HER. THEY TALK + LAUGH.

DIALOGUE: VO: THE CO-OP IS A GREAT PLACE TO CONNECT W/ YOUR COMMUNITY. NAMED AFTER THE FRIENDLY CITY, YOU'RE SURE TO MEET NEW FRIENDS EVEN WHILE SHOPPING FOR GROCERIES

FX: UPBEAT MUSIC

SHOT # 6BBB

DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): ALISA SEES HER FRIEND MAX + INVITES HIM TO SIT W/ THEM. ALISA INTRODUCES MAX TO MIA. THEY CONVERSE HAPPILY

DIALOGUE: VO: THE FRIENDLY CITY CO-OP WHERE YOU CAN EAT LIKE A LOCAL WHILE CONNECTING WITH YOUR COMMUNITY.

FX: UPBEAT MUSIC

Casting + Location Specs

Cast

Mia Bonacorsi + Alisa McGuire

Mia and Alisa were chosen because of their willingness to execute their group’s vision. They provided helpful feedback to make the commercial the best it could be.

April 14, 2025

Scene 1: Friendly City Food Co-op
Location: Friendly City Food Co-op, 150 E. Wolfe St.

- SHOT1:** Camera hides to follow local shopper looking at the produce section.
- SHOT2:** Camera hides and zooms in to the local shopper in aisle 3 placing a product in her basket.
- SHOT3:** Wide shot of two locals chatting at a picnic table outside the Co-op.
- SHOT4:** Fade to white with the Co-op logo and our tagline “Eat like a local.”

Key Frame



Rationale

The big idea for our TV commercial came from our tagline ‘Eat like a local’. It follows a new shopper around the store, imitating a National Geographic documentary. The TV commercial serves as a reminder to the viewer that the Co-op is a place where they can make connections and find community, all while shopping for quality groceries. The shopper is seen visiting popular sections of the store, while seeking help from customers. After shopping, the new shopper is seen sitting with another shopper (they met at the Hot Bar), reinforcing how the Co-op is an ideal place to connect with the Harrisonburg community.

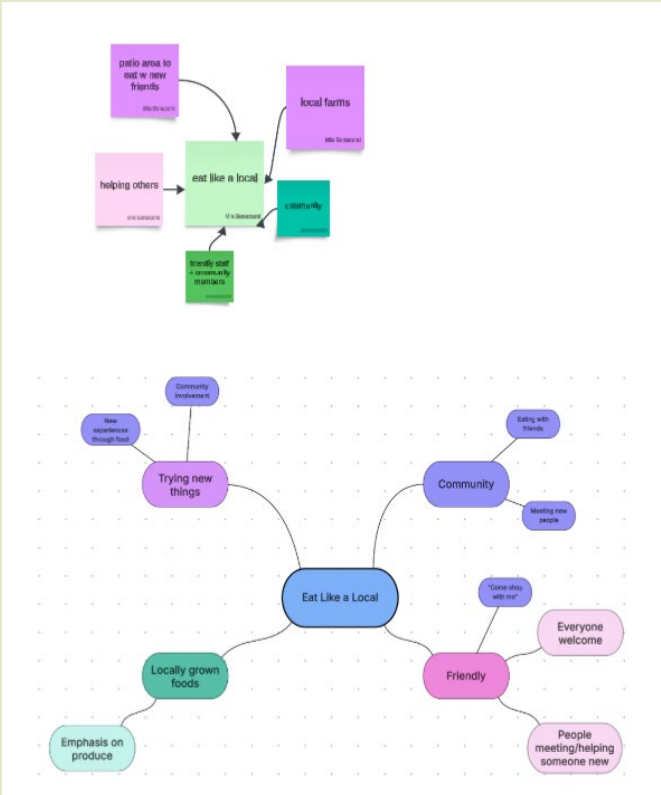
We chose this key frame because it conveys our big idea to our target audience. The Co-op is not only a place to shop local, it is a place to connect with your community and “Eat like a local.”

Link to Commercial

<https://youtu.be/DeOg8P9jfoM>

Viral Video

Brainstorm



Scripted Storyboard

SCRIPTED STORYBOARD

VIDEO TITLE: TV COMMERCIAL DURATION: 30 SEC
GROUP MEMBERS: MIA, MAX, ALISA, CLARA DATE: APRIL 14, 2025
CLIENT'S NAME: THE FRIENDLY CITY FOOD CO-OP

SHOT #	SHOT #	SHOT #
4	5	6
HOT BAR	PATIO	INTO
DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS). MIA, MAX, ALISA, CLARA. MIA SHOWS HER HOW THE HOT BAR WORKS.	DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS). ALISA ENTERS THE CO-OP WITH HER FOOD. MIA SEEKS HER AND INTRODUCES HER OVER TO ST WITH HER. THEY TALK & LAUGH.	DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS). ALISA ENTERS THE CO-OP WITH HER FOOD. MIA SEEKS HER AND INTRODUCES HER OVER TO ST WITH HER. THEY TALK & LAUGH.
DIALOGUE: VO: THE HOT BAR IS A GREAT OPTION FOR THOSE THAT DON'T HAVE TIME TO COOK A MEAL. THE HOT BAR IS MONDAY THROUGH SATURDAY WITH BRUNCH ON SANDWICHES.	DIALOGUE: VO: THE CO-OP IS A GREAT PLACE TO CONNECT WITH YOUR COMMUNITY. NAMED AFTER THE FRIENDLY CITY, YOU'RE SURE TO MEET NEW FRIENDS EVEN WHILE SHOPPING FOR GROCERIES.	DIALOGUE: VO: THE FRIENDLY CITY CO-OP WHERE YOU CAN EAT LIKE A LOCAL WHILE CONNECTING WITH YOUR COMMUNITY.
FX: UPBEAT MUSIC	FX: UPBEAT MUSIC	FX: UPBEAT MUSIC

Casting + Location Specs

Cast

Max Dinnhaupt

Max was cast for the viral video because of his enthusiastic attitude toward our client, Friendly City Food Co-op. He brought a positive attitude while filming and provided creative ideas for the shoot.

April 28, 2025

Scene 1: Food Lion

Location: Food Lion, 85 S. Carlton St

SHOT1: Pan of cereal aisle.

SHOT2: Cut to pan of pre-packaged fruit.

SHOT3: Cut to pan of prepared foods.

SHOT4: Cut to pan of wine. Max is shaking his head in disappointment

Scene 2: Friendly City Food Co-op

Location: Friendly City Food Co-op, 150 E. Wolfe St.

SHOT1: Quick pan of cereal aisle.

SHOT2: Pan of strawberries and rhubarb.

SHOT3: Pan of produce section.

SHOT4: Max is juggling oranges.

SHOT5: Pan of the bulk goods section.

SHOT6: Pan of the hot bar offerings.

SHOT7: Max reads the wine label, smiles, and shows it to the camera.

SHOT8: Max skips happily down aisle 3.

SHOT9: Max makes a heart symbol in front of the 'Local Love' sign.

SHOT10: Max skips happily out of the Co-op.

SHOT11: Fade to green background with logo, tagline, and call to action.

Key Frame



Rationale

Our big idea behind the viral video was to entice consumers simply by showing them aspects the Co-op. The 'Before discovering the Co-op' shows a typical grocery store with too many options and little thought of the consumer. The 'After discovering the Co-op' highlights various areas of the Co-op that are cherished by customers and are waiting to be explored by new community members. The clips of the typical grocery store are desaturated and feature slower music to show a mundane shopping experience. The Co-op clips are saturated and feature upbeat music to invoke positive emotion and curiosity.

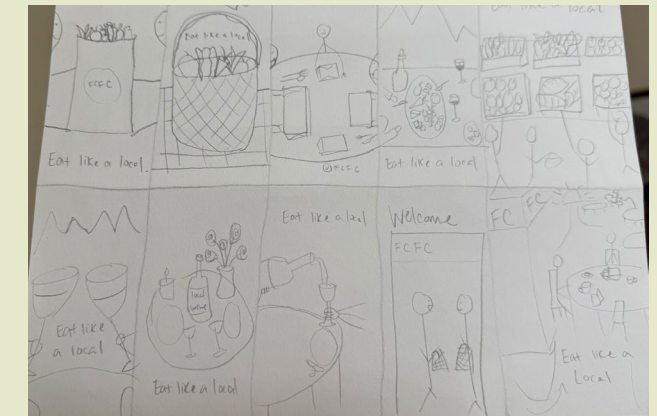
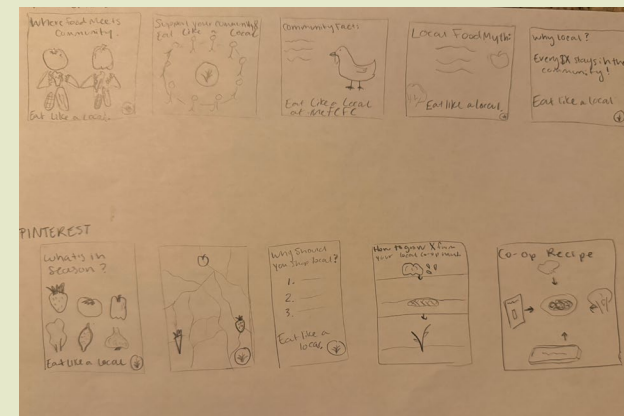
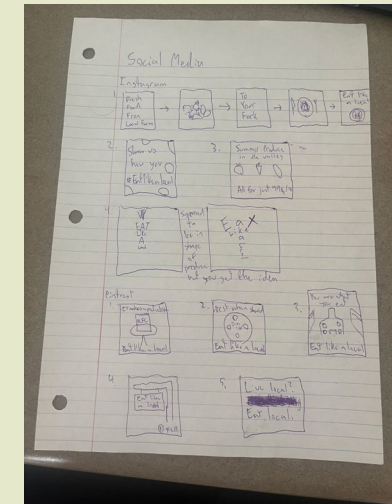
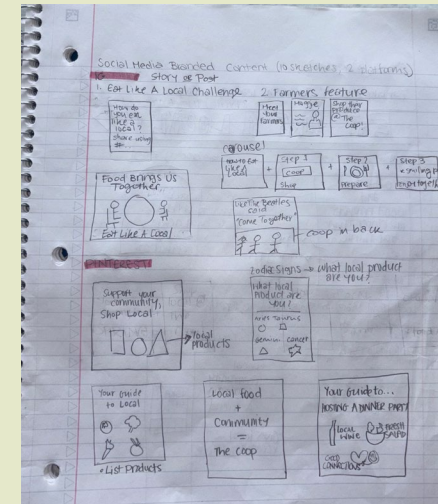
We chose this key frame of Max juggling the oranges because it encapsulates the joy a new customer can feel when shopping at the Co-op and getting involved with their community. The Co-op offers high-quality, organic, and local products that are sure to fit anyone's basket.

Link to Video

<https://youtube.com/shorts/LnaLIU0SCK0?feature=share>

Social Media

Thumbnail Sketches



Rationale

We chose to showcase our ads on Instagram and Pinterest. According to our primary research, our target audience spends a lot of time scrolling through Instagram. As for the lesser known social media, we chose Pinterest, because it is commonly used to find inspiration and highlight aesthetic content. Pinterest is highly visual and our ads tell a visual story to entice viewers to learn more about the Co-op.

Our ads use a mix of graphics and photography. The Co-op often uses photos in their ads, but we also wanted to add graphics to catch the eye of the audience. The colors and fonts align with the Co-op's brand guidelines. Our tagline 'Eat like a local' is prominently featured in the posts. These ads are simple yet effective, as they convey the importance of community and eating like a local.

Interactive posts, such as the 'Local Bingo' and 'What Local Product Are You?' engage the audience by having them do something. This is more likely to make an impression on them and have them do something, like visit the Co-op's website. The Pinterest ads use native advertising to seamlessly fit into the feed; this a practice commonly seen on Pinterest. Some ads are informative to break common stereotypes about the Co-op and encourage new shoppers to stop by. We wanted to promote seasonal, ethical shopping and support for local businesses.

Ads

Instagram

Downtown Bingo

Shop at the Friendly City Food Co-op	Attend a downtown trivia night	Have a slice of pizza at Benny Sorrentino's
Have weekend brunch at Maggie Diner		Get ice cream at Klines Dairy Bar
Try locally roasted coffee at Broad Porch	Visit the Harrisonburg Farmer's Market	Grab lunch from the Co-op hot bar

Eat like a local.

Your Guide to LOCAL





Route 11 Potato Chips
Mt. Jackson, VA

James River Chocolate
Charlottesville, VA

Showalter's Orchard
Timberville, VA





Broad Porch Coffee Co.
Harrisonburg, VA

Mill Song Bakery
Rockingham, VA

Pale Fire Brewing Co.
Harrisonburg, VA

Eat like a local.



Community Fun Fact:

Rockingham County is known for its poultry industry, and has a statue to commemorate its title of "Turkey Capital of the World"



Eat like a local.



Carousel

Which Local Product are You?




Broad Porch Coffee



Full of life

Well traveled

Bold character

Always told they smell good



Pale Fire Beer



Hops on board for any adventure

Crisp style

Night owl

Boisterous personality



Mill Song Bread



Loves DIYs

Has a big heart

Enjoys hiking with friends

Hosts weekly dinner parties



Route 11 Chips



Loves romance novels

Old soul

Avid meme sharer

Enjoys trying new restaurants



Why Shop Local?

When you shop at Friendly City Food Co-op, you're not only supporting local business owners, but you also stimulate the local economy!



Eat like a local.



Pinterest

Friendly City Picnic Must-Haves:



Eat like a local.

Which local product is for you?



Find out by shopping local at the Friendly City Food Co-op!

Eat like a local.

Summer Produce Guide


Tomatoes


Squash


Garlic


Corn


Avocados


Peaches


Bell Peppers


Strawberries


Eggplant

Eat like a local.

You were invited to a picnic! What are you bringing? (local foods edition)

1



2



3



A



B



C



#



%



?



Eat like a local.

Come for the food, stay for the community.



Eat like a local.

38

Mockups

Your Guide to LOCAL


Route 11 Chips
Mt. Jackson, VA


Broad Porch Coffee
Harrisonburg, VA


Pale Fire Beer
Harrisonburg, VA


Broad Porch Coffee
Harrisonburg, VA


Broad Porch Coffee
Harrisonburg, VA


Pale Fire Beer
Harrisonburg, VA

Eat like a local.

Downtown Bingo

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Try locally roasted coffee at Broad Porch

Visit the Harrisonburg Farmer's Market

Grab lunch from the Co-op hot bar

Eat like a local.

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Community Fun Fact:

Rockingham County is known for its poultry industry, and has a statue to commemorate its title of "Turkey Capital of the World"



Eat like a local.

Which Local Product are You?



friendlcityfoodcoop Swipe to find out what local product you are based on your personality! #EatLikeALocal

Broad Porch Coffee

Full of life

Well traveled

Bold character

Always told they smell good

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Hops on board for any adventure

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Route 11 Chips

Loves romance novels

Old soul

Avid meme sharer

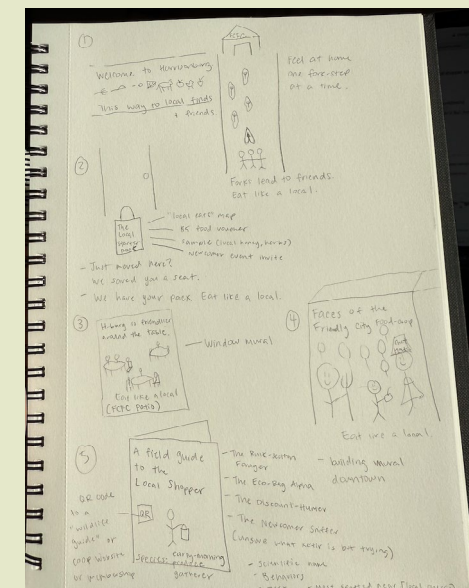
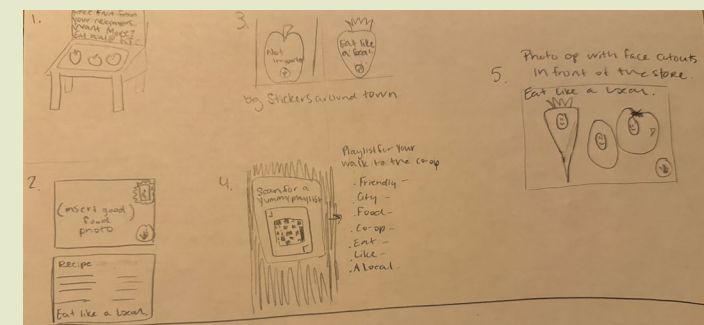
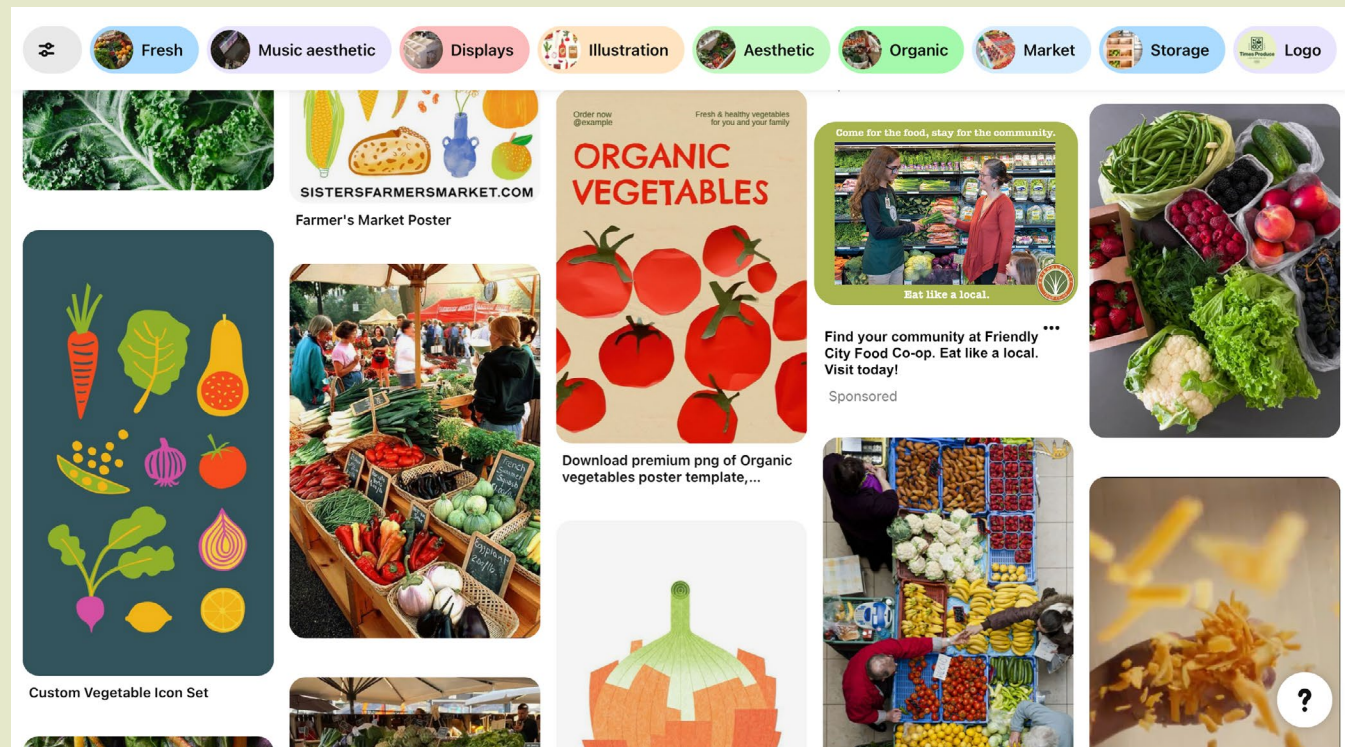
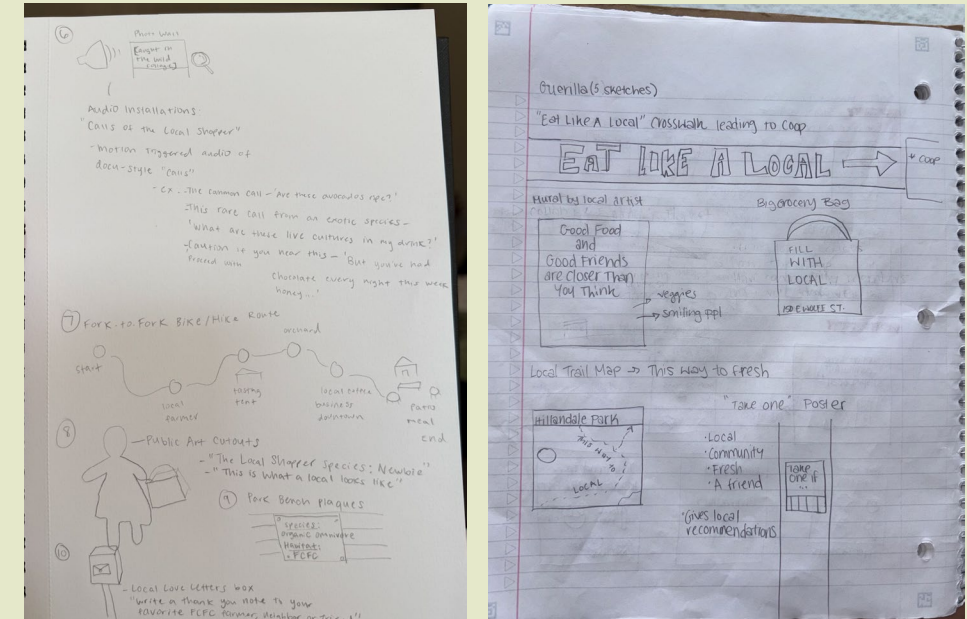
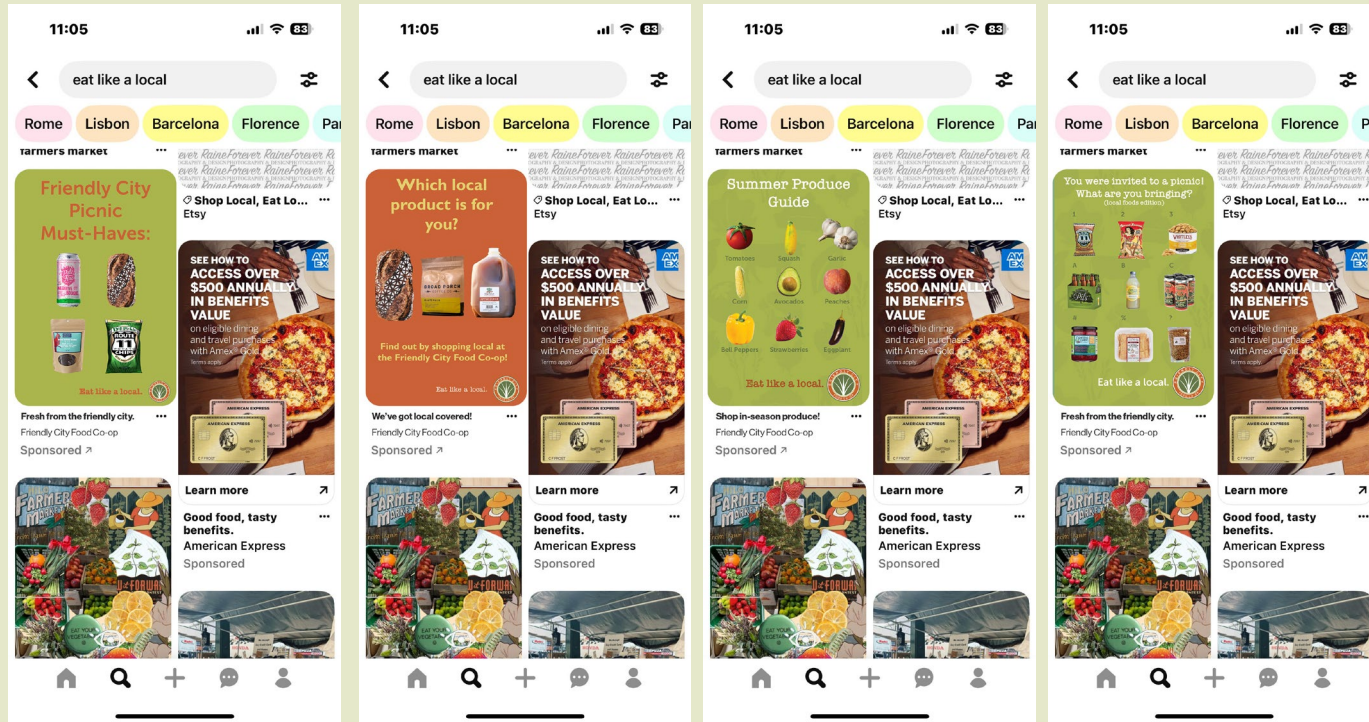
Enjoys trying new restaurants

friendlcityfoodcoop Swipe to find out what local product you are based on your personality! #EatLikeALocal

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Guerrilla

Thumbnail Sketches



Guerilla Mockup



Rationale

This guerilla advertisement is meant to draw eyes to the Friendly City Food Co-Op by encouraging people to come and take pictures at the Co-Op. The words "Smile, you're a local" provide a sense of pride in community involvement. The ad is strategically made to be low-cost, and effective for reaching an audience who prefer walking or biking around the downtown area outdoors. Dually, this ad reaches a new-mover's audience by providing a space for shareable social media content to be created that highlight the Co-op, and appear in their online searches for local community gems.

Sponsored Event

Name + Description

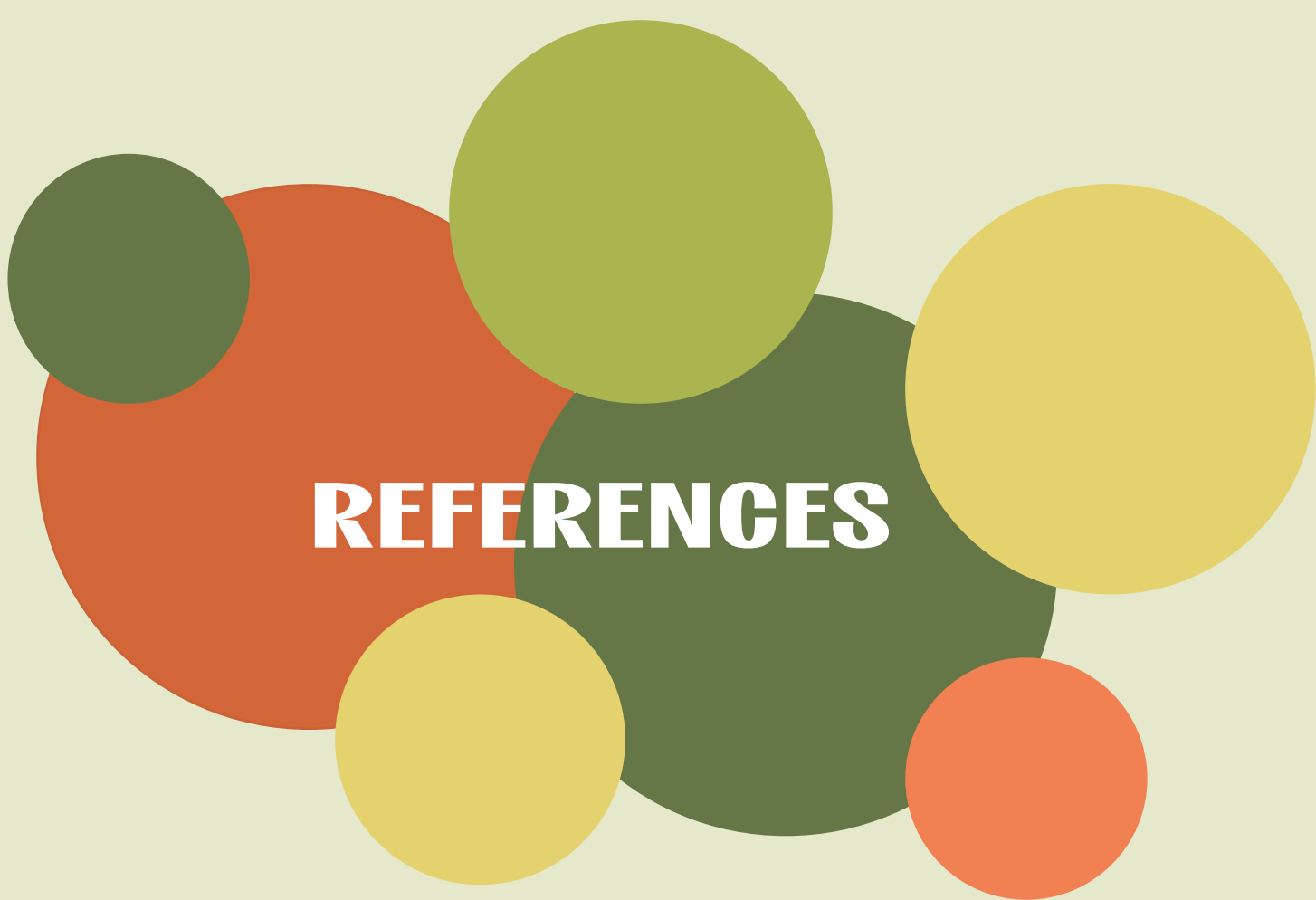
Friendly City Flavor Trail

A guided food trail through downtown Harrisonburg that ends at the Friendly City Food Co-op.

Rationale

Our sponsored event, the "Friendly City Flavor Trail," is designed to target professional transplants by introducing them to the local food scene through a guided tasting experience. By partnering with Rocktown Kitchen, Local Chop and Grill House, the Co-Op will be able to highlight restaurant quality foods made with ingredients from local farms. It guides them to the Friendly City Food Co-Op, which has products from many of the same farms. This encourages participants to explore, connect, and feel at home in their new community by being involved in the foods made in their new home.





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