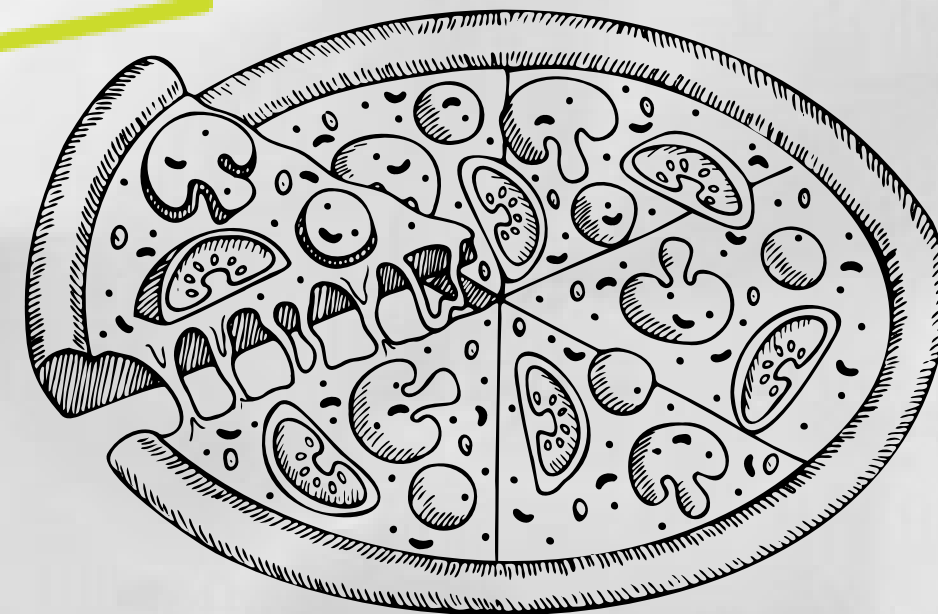


URBAN BRICKS

PIZZA CO.

ADV 3318

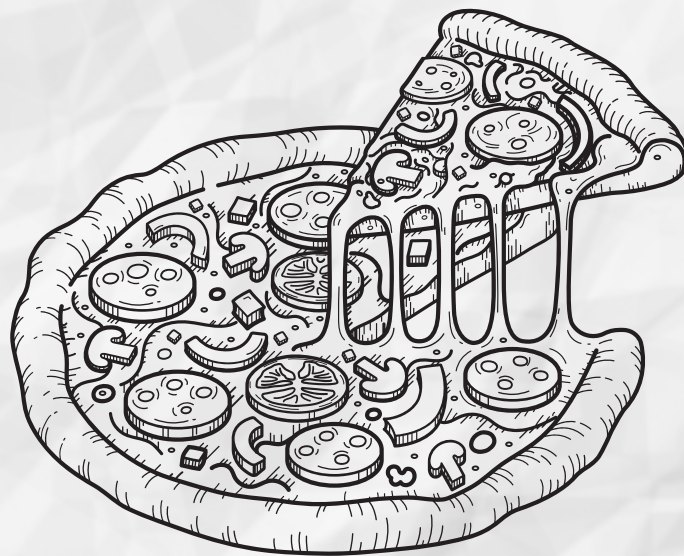
RESEARCH AND
CONSUMER INSIGHTS



Gabe Sedillo, Camry Franco, Brooke Gisler,
Quinn Gilleland, Santana Garcia

BRAND INTRODUCTION

- Specializes in Italian oven bricked pizza
- High-energy, Hip and friendly environment
- 30+ fresh ingredients
- Unlimited toppings for simple price
- Known for being "brickin fast"



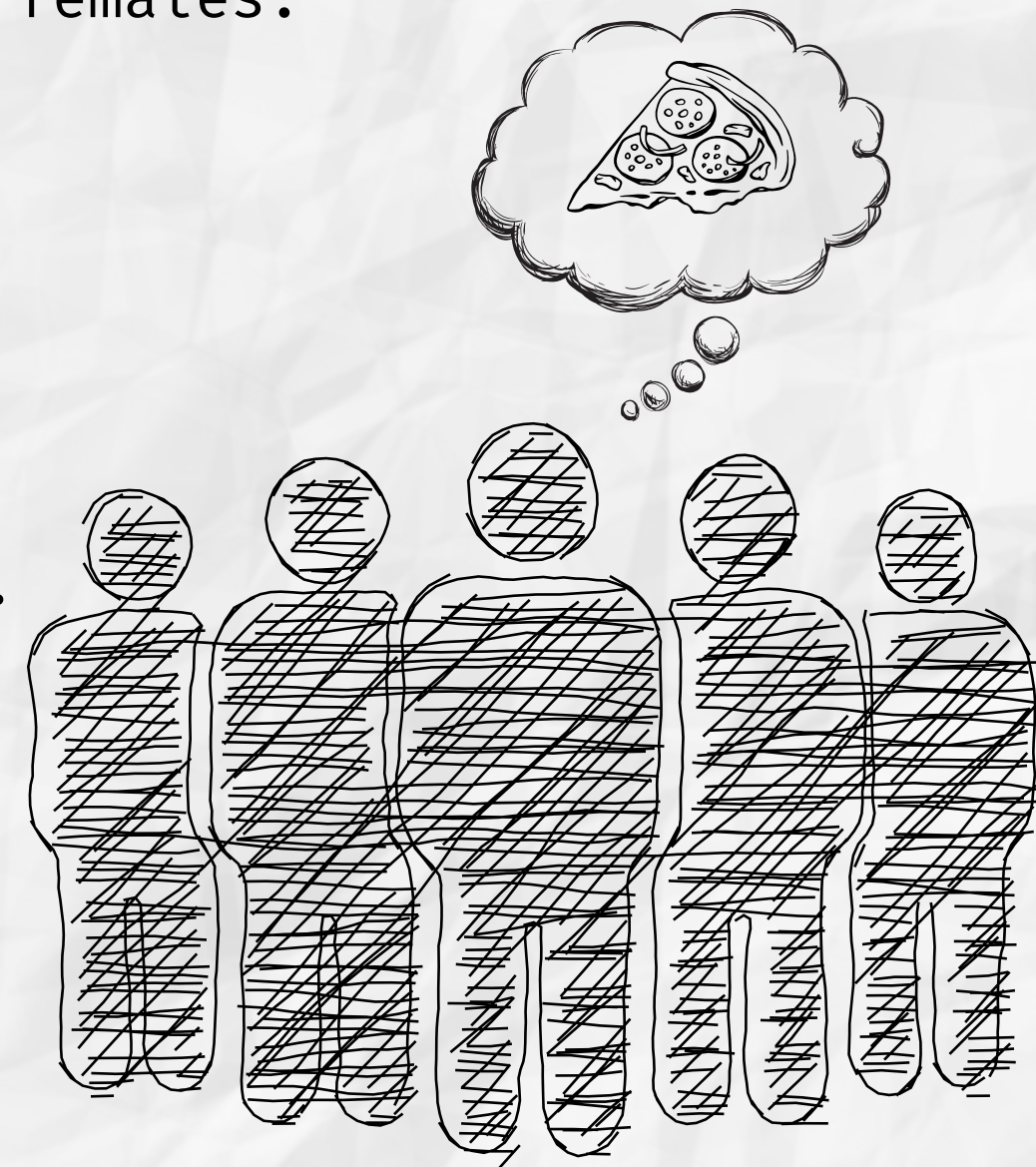
SITUATION ANALYSIS

- Company
 - Founded in San Antonio, TX in 2015. It was founded by Sammy Aldeeb who had owned several franchises before Urban Bricks. Within two months of opening, Aldeeb sold many of his other franchises to focus primarily on Urban Bricks which has 13 stores in Texas and Canada.
 - Position itself for many families and college students who consume pizza, Urban Bricks provides a new perspective on building your own fresh pizza.
 - USP: The whole experience of a fully customizable pizza and welcoming environment .



CONSUMER

- Demographics:
 - 93% of Americans are likely to consume pizza at home, and ages 2-19 are likely to consume pizza in general than those 20 and over.
 - 86.2% of males make up for pizza deliveries versus 13.8% of females.
 - The average household income of this consumer is \$58,197.
 - Target audience is college students and families.
- Psychographics
 - Money conscious individuals
 - Concerned about sharing and being social with other people.
 - Serves people of all backgrounds and being easily accessible.
- Awareness, Attitude & Usage
 - Desire for quick lunch/dinner that is customizable.
 - Rewards program that encourages to be frequent customers.



CATEGORY



- Industry

- The pizza industry market share in the United States reached over 48 billion dollars in 2019. It is a huge market with over 75,117 pizza restaurants in the US in 2021
- Media spending for the pizza industry is a little hard to come by. Overall, according to UConn Rudd Center, for the food and restaurant industry on average they spend almost \$14 billion per year on advertising



COMMUNICATION

- Past and current advertising campaigns are shared and seen throughout social media. The main platforms that are used for advertising campaigns include Facebook and Instagram
- They advertise in many ways to keep their targeted audience engage and is always changing when it comes to their promotions
- The franchises Instagram account for all Urban Bricks is @urbanbrickskitchen, and has a following of 54.8 thousand, as well as 984 posts

SWOT

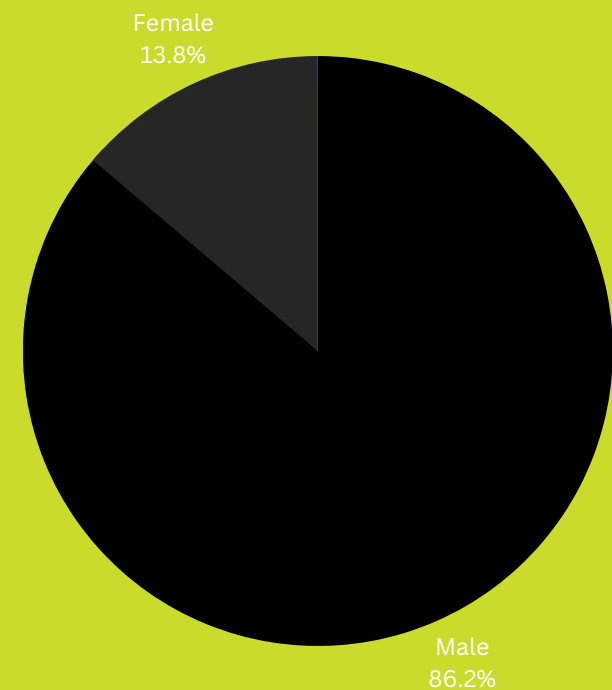
Urban bricks I wouldn't say it's your average pizza joint. This is not a small or local company with about 13 other locations making it somewhat of a chain restaurant. This company shows a lot of strengths, however, it has some flaws, as every place does. Nonetheless, the authenticity provided by this establishment is amazing, offering the open style of the kitchen that allows customers to see and customize the pizza to perfection.

This style of kitchen also gives a modern aesthetic to the place rather than some chain restaurant that has the same decor. The lobby inside is quite average sized for those who would rather dine in, but not to worry for anyone who might not have the time they deliver as well off their website.

Most of the reviews on this place are good, however some of them complain about the managers being rude and undercooked pizzas, these are easy solutions for any owners who want their establishment to thrive. After looking over the menu gives me most of the uniqueness of this place, upon opening the online menu one can see the different deals they offer here such as The Cheap Date, a heart-shaped pizza, and a whole dessert pie for only 14.99, particularly good for us college students living on a budget.

SECONDARY RESEARCH

Pizza Deliveries by Gender



Customer Experience Benchmarks



According to the American Customer Satisfactor Index, the two most important benchmarks were

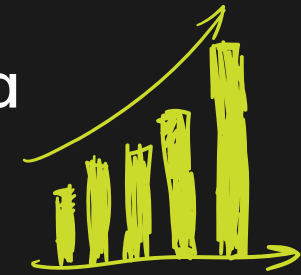
- Accuracy of Food Order
- Quality of Mobile App

How Often do People Eat Pizza



An article published by Food Network conducted a survey of 1000 respondents concluding that 1/3 of them consumed pizza at least once a week!

Frozen Pizza Sales are increasing!



A survey conducted by IRL and Published by Snack Food & Wholesale Bakery, Frozen Pizza sales have seen a steady Increase

2020 - \$5.47 Billion
2021 - \$6.06 Billion

PRIMARY RESEARCH

Factors

SURVEY

RESEARCH TIME FRAME | SURVEY

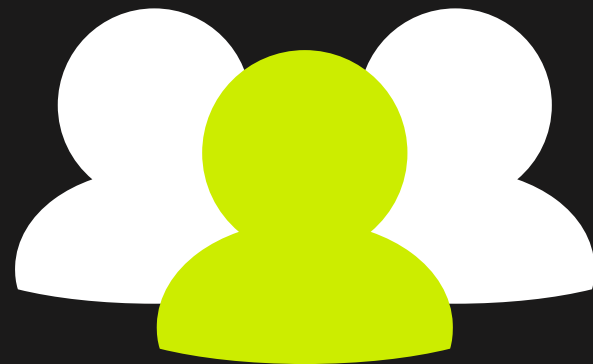
Two Weeks

AGE | SURVEY

18-54

SURVEY RESPONDENT CAP | SURVEY

100 Target Audience Survey
Respondents



FOCUS GROUP

RESEARCH TIME FRAME | FOCUS GROUP

45 - 60 Minutes

AGE | FOCUS GROUP

18-54 Year Old Parents

OBJECTIVE | FOCUS GROUP

1. Take a deep dive into the thought process and motivations of our target audience when talking about pizza.
2. Understand what consumers prioritize when dining in restaurants.
3. Gain knowledge on the ideal setting to enjoy pizza.

IN-DEPTH INTERVIEW

RESEARCH TIME FRAME | IDI

45-60 Minutes

AGE | IDI

15-54 Year Old Parents

STRATEGY | IDI

1. Ask open and yes/no questions.
2. These questions will allow us to understand why the interviewee chooses certain decisions and their reasoning.
3. These questions allow us to discover demographics, We want to understand who is eating pizza the most and how often.



PRIMARY RESEARCH

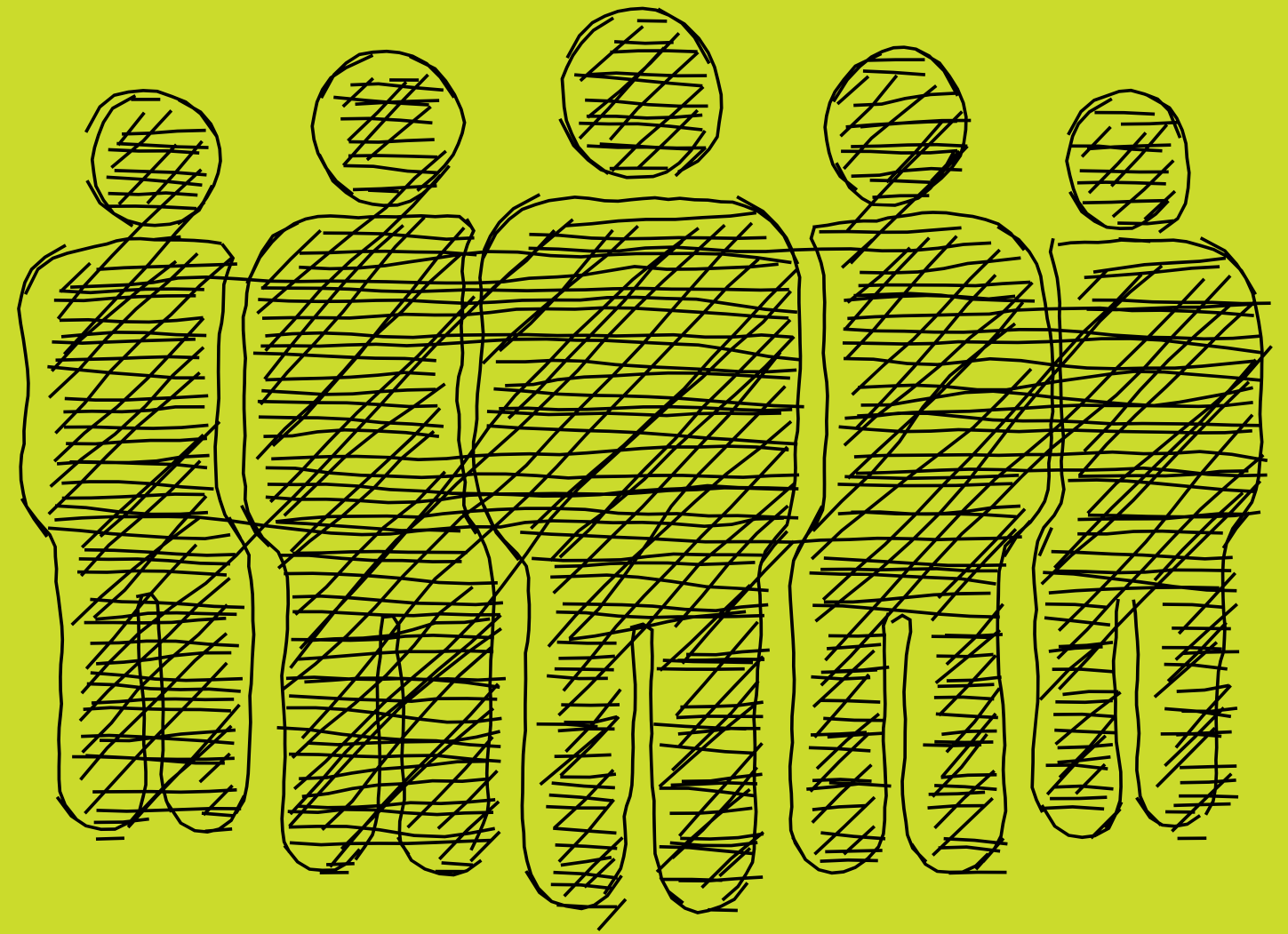
Target Audience

Demographics

- Male
- 18-54
- Parent/Family
- Caucasian/Non-Hispanic
- Income: \$58,000

Psychographics

- Budget conscious individuals
- Concerned about sharing and being social with other people.
- Desires quick, customizable, and on-the-go options



PRIMARY RESEARCH

Overview



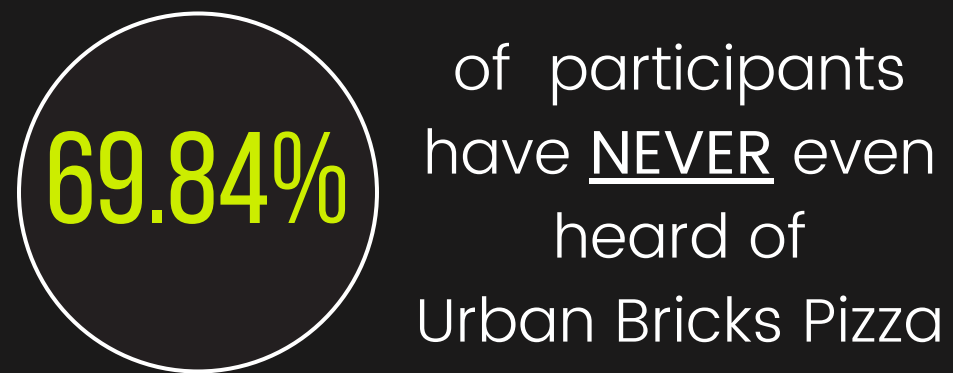
- **Conducted primary research to better understand eating habits, decision-making process, and other relevant information.**
- **Performed five different studies correlated to Urban Bricks Pizza: a survey, a focus group, mystery shopper, and two in-depth interviews.**
- **When it comes to a family lifestyle, we found that convivence, customization, and various options are important with our audience.**
- **Through each of our studies we gained in-depth knowledge around multiple perspectives when it comes to Urban Bricks Pizza and their consumers.**

PRIMARY RESEARCH

Key Findings

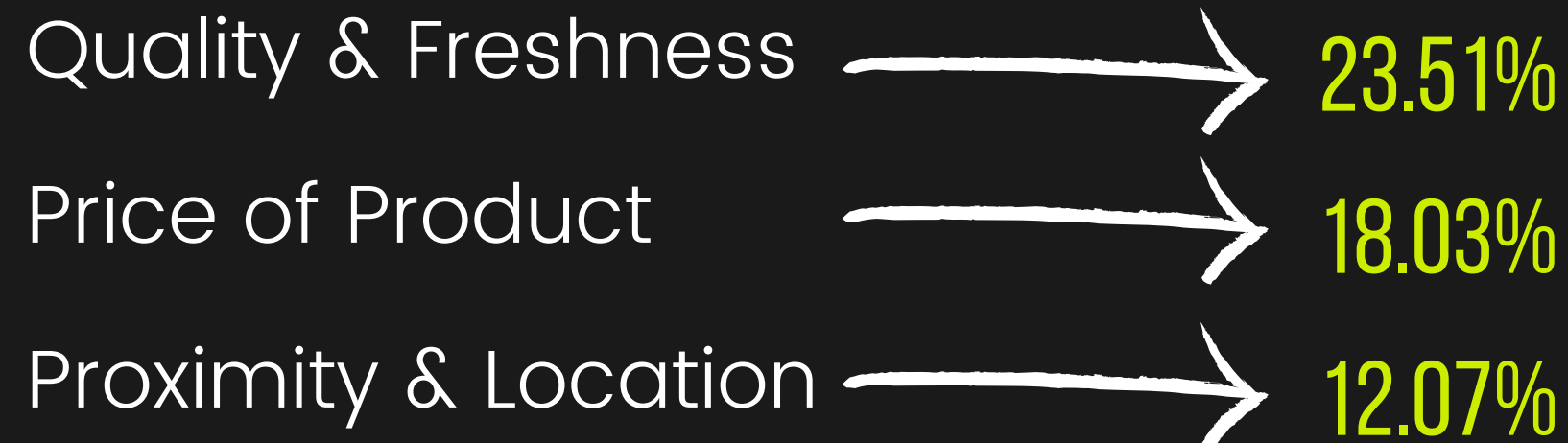


86.17% HAVE NEVER EATEN URBAN BRICKS PIZZA

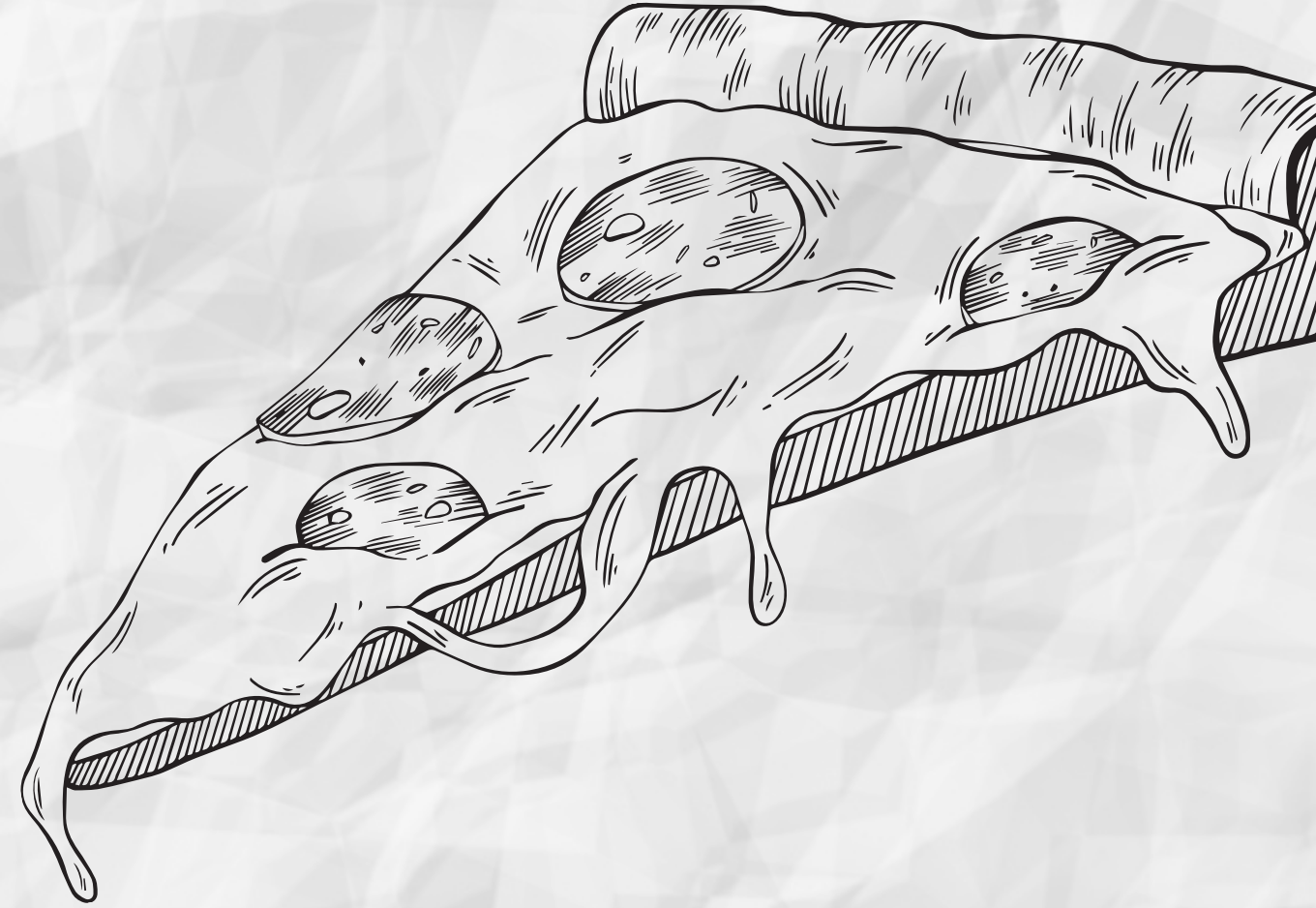


CUSTOMIZATION PLAYS A LARGE ROLE IN
ORDERING PIZZA

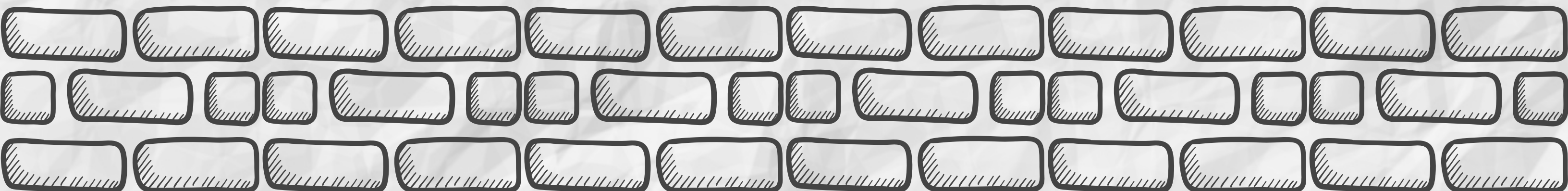
TOP 3 FACTORS:



79.37% OF PARTICIPANTS
PREFER A **SHARABLE**
PIZZA RATHER THAN A **PERSONAL**
PIZZA.



**"A SLICE OF BRICKIN'
GOODNESS"**



CREATIVE BRIEF

**URBAN
BRICKS**
— BRICKIN' FAST —

BY: CAMRY FRANCO



THE AUDIENCE

Targeted audience includes adults from ages 25-54, these individuals may have families who are constantly on the go. When choosing a meal these individuals want the best quality, convenience, prices and options.

OUR INSIGHT

Urban Bricks pizza is a pizza chain that was founded in Texas. There are now 13 stores throughout Texas. Building Urban Bricks brand awareness is our key insight.



THE PROBLEM

Urban Bricks is fairly new to the pizza industry therefore, the company is still building their reputation as well as brand awareness.

OBJECTIVE

Become a recognizable brand while building brand awareness. As well as maintaining a reputation that is known for satisfying the audience's wants and needs.



THE FACTS

From Primary Research Survey, When choosing a pizza restaurant the three factors that matter to consumer the most are quality and freshness, price, and proximity/location.

23% **QUALITY & FRESHNESS.**

18% **PRICE OF PRODUCT.**

12% **PROXIMITY/LOCATION.**

A SLICE OF BRICKIN GOODNESS



WHAT DO THEY CURRENTLY THINK & DO?

There are other pizza restaurants that fit their accommodations.

WHAT DO WE WANT THEM TO THINK & DO?

Choose Urban Bricks because we have unlimited options, customizations, quality, and convenience. As well as being affordable. We want them to know there is a meal for everyone at UBP.

THE GUIDELINE

WHAT IS THE IDEA THAT WILL GET THEM TO/ THINK THAT WAY

Connect to the customers, give them insight on our company and show them what we have to offer. Advertise promotions, pizza, pasta, and salads on social media platforms to grow brand awareness through videos, pictures, and graphics.

WHAT TONE DO WE WANT TO MAKE?

We want to be hip, in a high-energy environment while serving authentic Italian oven brick pizza.

WHAT ARE THE BEST WAYS TO CONNECT THE IDEA TO THE CONSUMER?

Through social media, and customer service. Building brand awareness through socials will help connect to the consumer. Customer service is where we may lack, so building that high-energy environment is a part of this success.

HOW WILL WE MEASURE SUCCESS?

Watching social media engagements, likes, comments, shares, followers. Monitor reviews, sales, and customer loyalty through rewards program.



CREATIVE BRIEF FOR

**URBAN
BRICKS**
— PIZZA CO. —

GABRIEL SEDILLO

THE OBJECTIVE

Increase Brand Awareness for Urban Bricks Pizza Co. & stay on top of consumers minds when choosing a pizza restaurant



OUR INSIGHT

With only 12 locations mainly spread across Texas, Urban Bricks lacks brand awareness and loses consumers against large pizza corporations. UBP provides wants to meet all consumer needs along with an authentic yet trendy, industrial yet convenient feel. We came up with the saying

A SLICE OF BRICKIN GOODNESS



THE GUIDELINE

Connect to Consumers

Becoming more active on social media platforms like Facebook, Instagram, and TikTok will grow our brand awareness.

Measurable - YES

With an increase in traffic and sales at the Lubbock Store, you will know that consumers are well aware of Urban Bricks.

What Do They Think?

There are other pizza restaurants that better fit my family lifestyle.

What Should They Think?

Urban Bricks Pizza is the only option when it comes to choosing a pizza restaurant, they provide convenience, customization and good quality pizza.

Why Choose Us?

Urban Bricks has pizza, pasta, salads, and endless customization options. With an industrial feel and an imported Italian oven we are the authentic on-the-go pizza spot.

THE PROBLEM

Urban Bricks is a newly established pizza company that has not yet gained brand awareness.

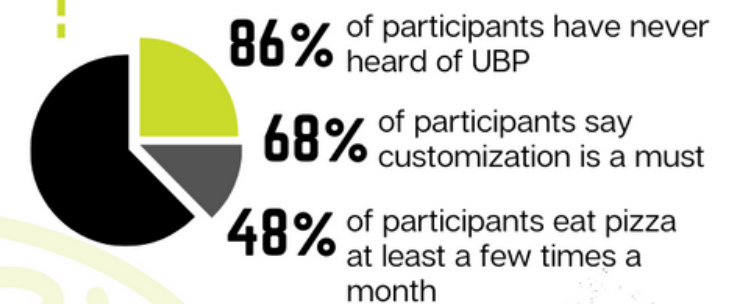


THE AUDIENCE

Targeting Adults 25-54, we know that convenience, customization, and quality are important to them. The family lifestyle is on-the-go, and a quick dinner choice has to meet the needs of all.

QUICK FACTS

From Primary Research Survey



CREATIVE BRIEF EXECUTIONS



1

Social Media Giveaways

Urban bricks can post a giveaway that will include their followers to tag and engage in their content. This will help build their platform as well as giving back. The giveaway will include a \$20 gift card.

2

Social Media Revamp

Urban Bricks currently has Instagram and Facebook but don't post frequently. They also need better content, this could be ongoing promotions or just following trends.

3

Brickin' Pizza Party's

A perfect way to get Urban Bricks name out their, it would be a promotional discount if you order pizza in bulk. Perfect for lunch meetings, birthday parties, and more.

4

Friday Family Pizza Night

Every Friday from 6pm-10pm Urban Bricks can get their name out by hosting a promo for \$6 pizza box nights. The promotion would include any large pizza with 2 toppings for \$6. Perfect for families on the go, and affordable for a Friday night pizza party with your family!

5

DIY Brickin Good Pizza

Urban Bricks will partner with Hello Fresh to create Brickin' Good pizza at home with the family. Rather than going out you can stay in with the family and build your own pizza.

6

Review & Recieve

Take the time to fill out a review on your Urban Bricks experience and receive half off your next pizza. This will hopefully bring in more reviews and awareness of the brand.

7

Create Seasonal Pizza Options

Use all different holidays throughout the year to come up with a seasonal pizza to match it. This will get consumers excited for whats upcoming.

8

Customizable Pizza Messages

This is a personalizable message spelt out of their favorite pizza toppings to match any occasion or event the consumer wants. Great for birthdays, anniversaries and much more!

9

Brickin' Merch

Having Urban Brick merch that is trendy and fun can help build brand awareness as well as be more inclusive with customers.

10

Say Cheese Promo

When a customer post a picture of their pizza or even a selfie and tags Urban Bricks with the hashtag #asliceofbrickingoodness they will get 10% of their next purchase.