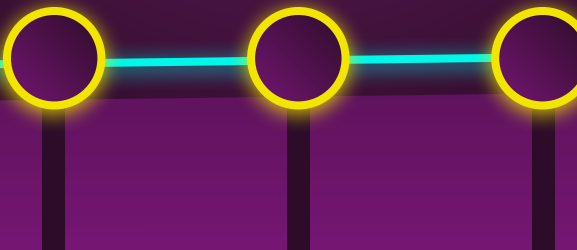


THE BAR BUS

Milledgeville, GA

OPEN FROM 12am-3am

The party never stops at The Bar Bus!



NAMES:

Zoe Pantin, Giuli Rossi, Reese
Zickafoose, Grace Tuggle, Reagan
Reed



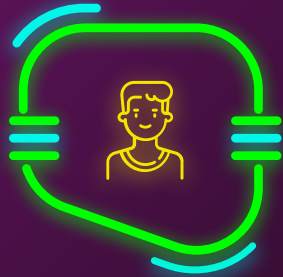
18 + year old college students that have a low income
but enjoy going out with friends and staying up late.
They enjoy cheap comfort food.



OUR BRAND PERSONALITY

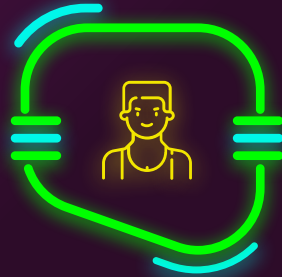
We want to invite these customers with the vibrant energy, familiar faces, and new late night memories!

THREE KEY MESSAGES



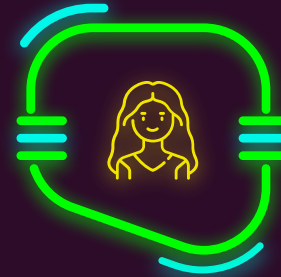
FAST

We want the customers to receive their food in a timely manner.



FUN

We only hire people with good energy to make the experience enjoyable.



LATE NIGHTS

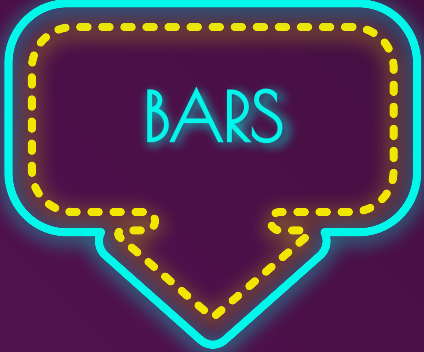
We want people to come after the bar and leave full and satisfied.



THE BAR BUS

Submit a photo of you and your meal to receive a free t-shirt and a \$25 dollar gift card to the bar of your choice!

WHERE WE WOULD ADVERTISE



BARS

We would set up flyers at the local bars to encourage college students to stop by and grab a meal post part.



SOCIAL
MEDIA

We would posts updates as to where the bus is and deals that change every week.



THE BAR
BUS

take a picture in front of our neon sign
and tag us on instagram @thebarbus.

EARNED MEDIA



GRAND OPENING PRESS RELEASE

This would get sent to the bar and restaurant
owners in downtown Milledgeville.

SOCIAL MEDIA POST



THANKS!!

COME TO THE BAR BUS!!!



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