



Sunrise & Spread

By: Emilyanne, Cecelia, Dayanna, Sofia

“Sunshine ☺ Spread —the
bagel shop everyone’s
talking about.”

Business Overview

We are a Bagel + Sandwich Shop in Winter Park, FL

- **Mission:** Serve fresh breakfast food to our community while establishing ourselves as the #1 local cafe that people call *home*
- **Vision:** To be the most talked-about bagel shop in Central Florida.
- **Branding:** Playful, witty, retro-modern style



Target Audience

- Ages 25–40
- Foodies, commuters, young professionals
- Active on Instagram and Yelp
- Love clever branding & “tag-worthy” content
- Want to find a sense of community and new friends



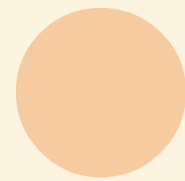


SWOT
Analysis

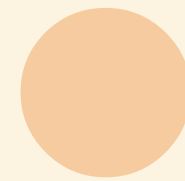
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Strengths Weaknesses Opportunities Threats

- **Local businesses are able to better interact with local communities compared to bigger competitors**

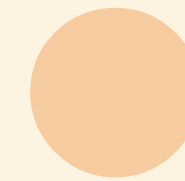
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Strengths

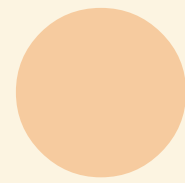
Weaknesses

Opportunities

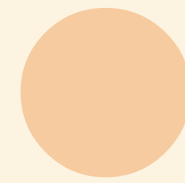
Threats

- Heavy competition from national chains
- No strong name recognition to fall back on
- No established engagement strategy or video content to build off of

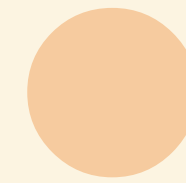
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Strengths

Weaknesses

Opportunities

Threats

- Improve brand visibility through user-generated content
- Grow a consistent online presence that drive reviews & orders
- Create a sense of community by attracting local traffic to engage in events

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Strengths

Weaknesses

Opportunities

Threats

Competitors such as *Einstein Bros. Bagels*, *Panera Bread*, and *Starbucks* have

- Strong brand recognition
- Established customer loyalty
- Consistent quality standards.

Audience & Competitor Analysis

Audience behaviors

Commuters

Morning bagel runs

Instagram Users

Food pics / Reels

Competitors

Panera Bread



Einstein Bros



Starbucks



Dunkin' Donuts



+ Trendy local cafés

Gap: Big chains lack playful, cheeky personality → opportunity for witty content

Big chains lack a sense of community and humanity → opportunity for a local brand presence



Did you know?

Over two thirds of 25-34 year olds post restaurant food images “always” or “very often.”



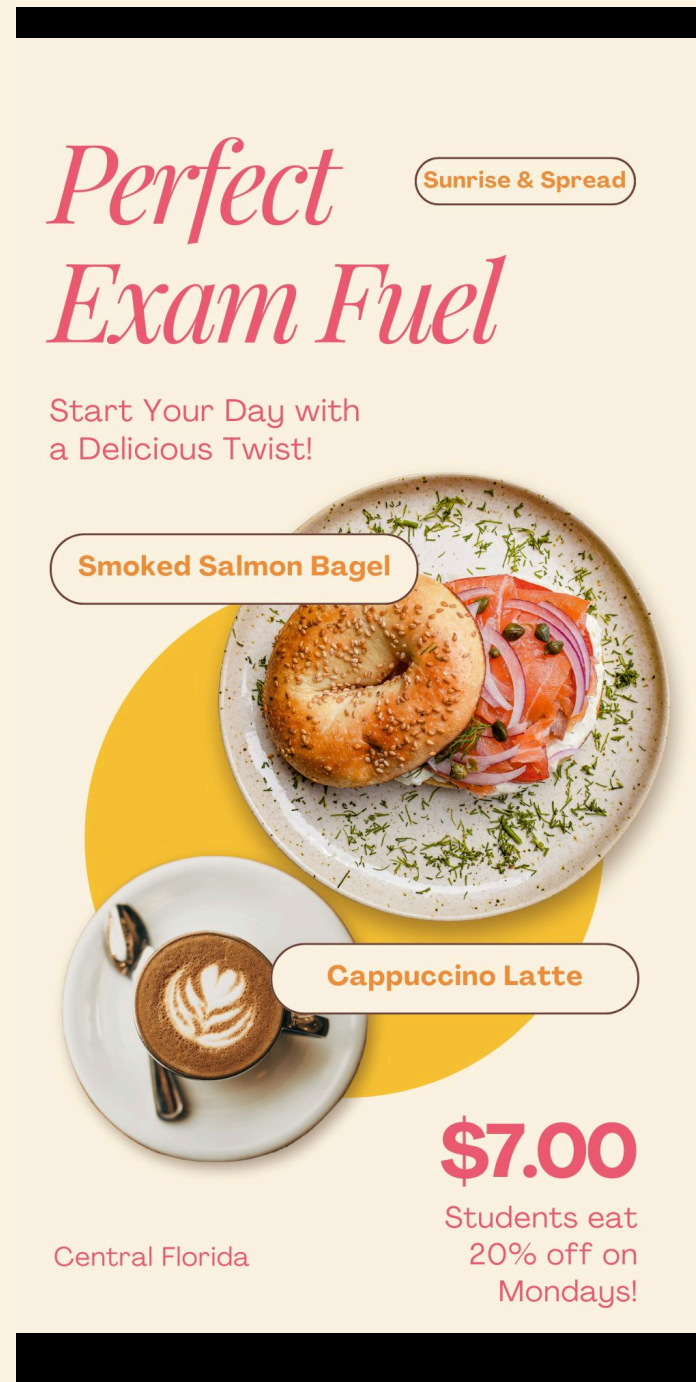
National Library of Medicine
National Center for Biotechnology Information



Platform Recommendations

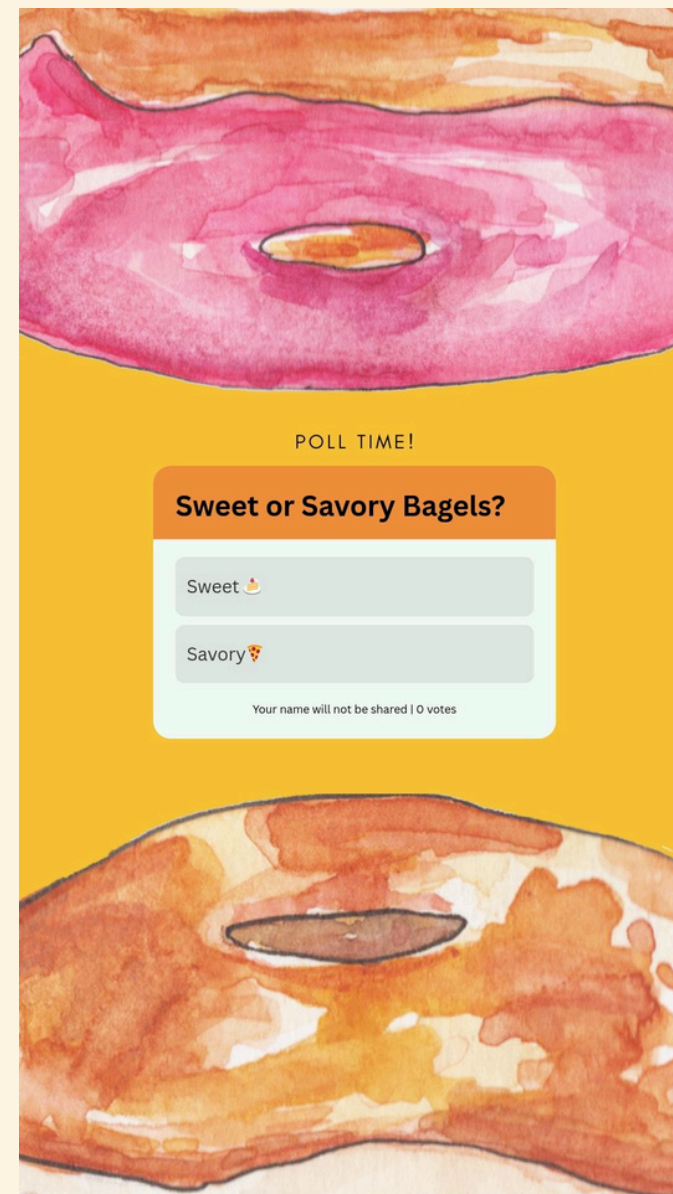
Instagram


Visual storytelling + reels



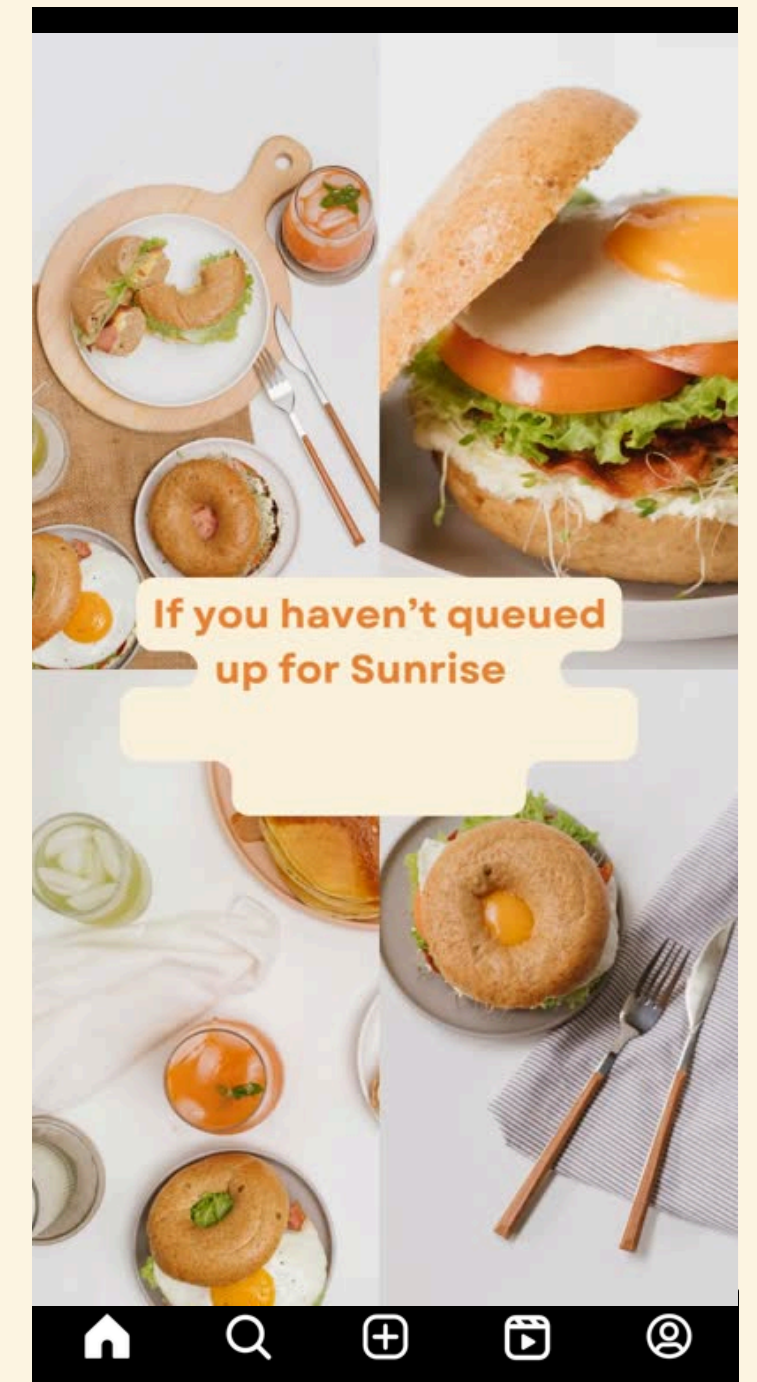
 Instagram Post
Student Discount
Announcement

Food
ASMR



 Instagram Story
Sweet vs Savory
Bagel poll

Behind-the-Scenes Baking



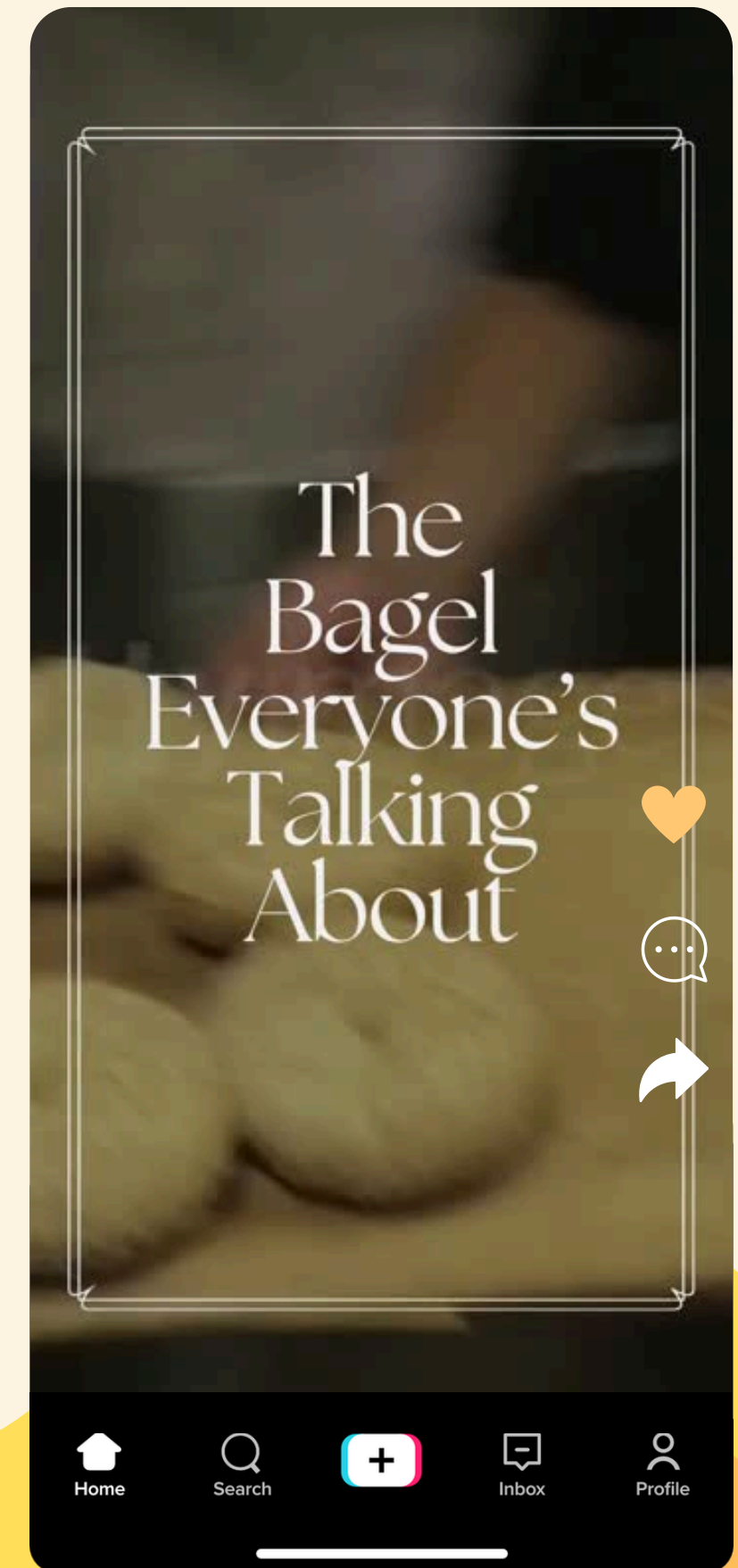
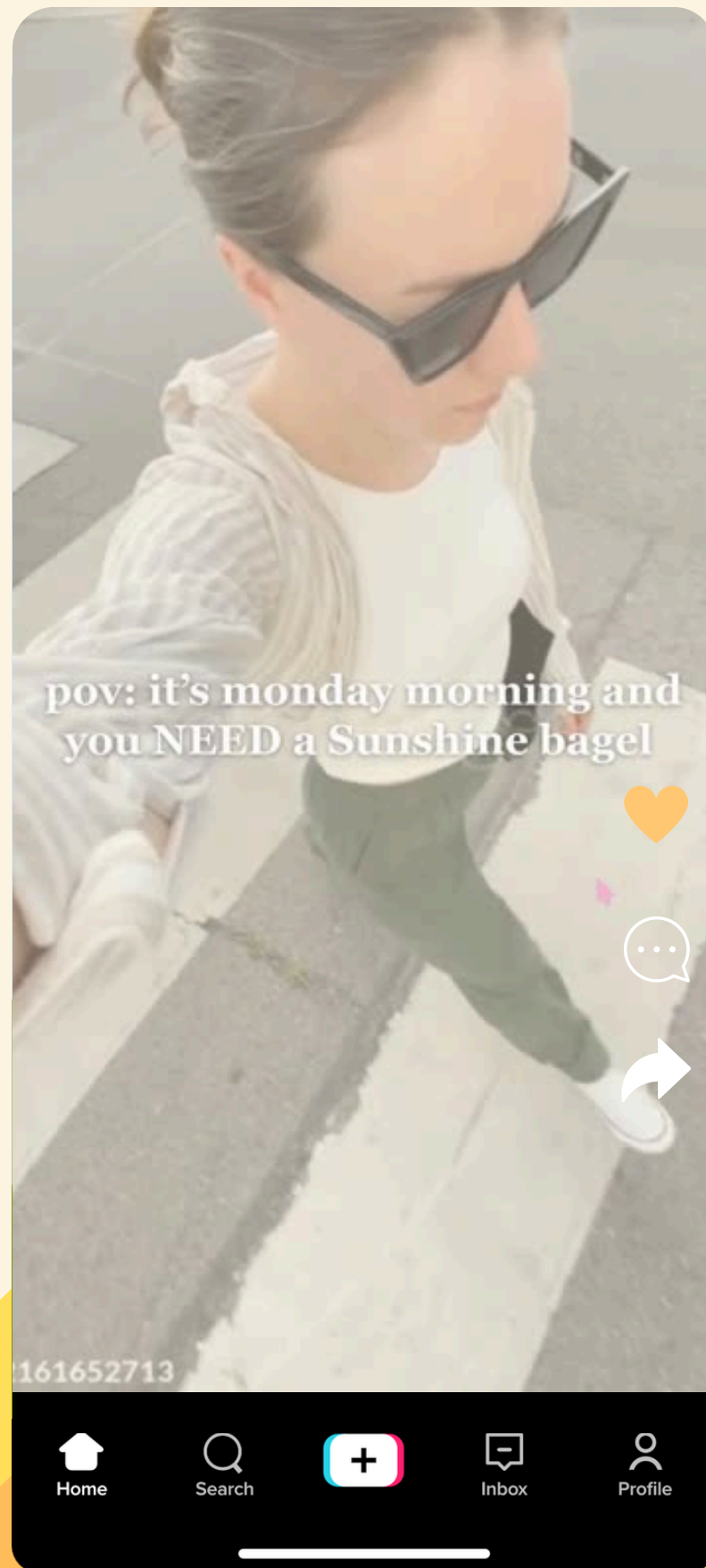
 Instagram Reel
Location

TikTok

Trendy, witty, shareable videos

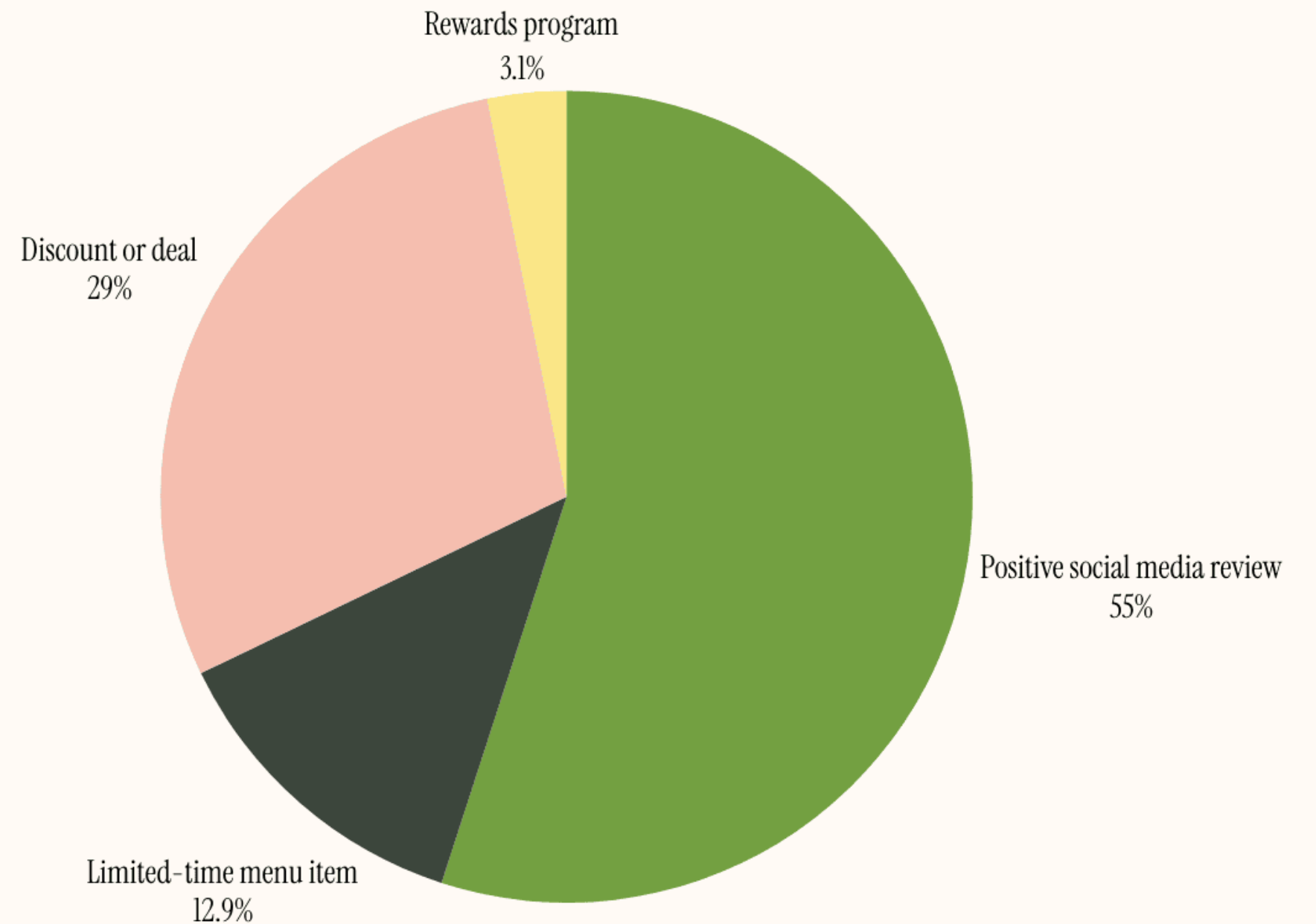
“POV: It’s Monday morning and you
NEED a Sunshine bagel”

“The Bagel Everyone’s Talking About”



Why Focus on Social Media?

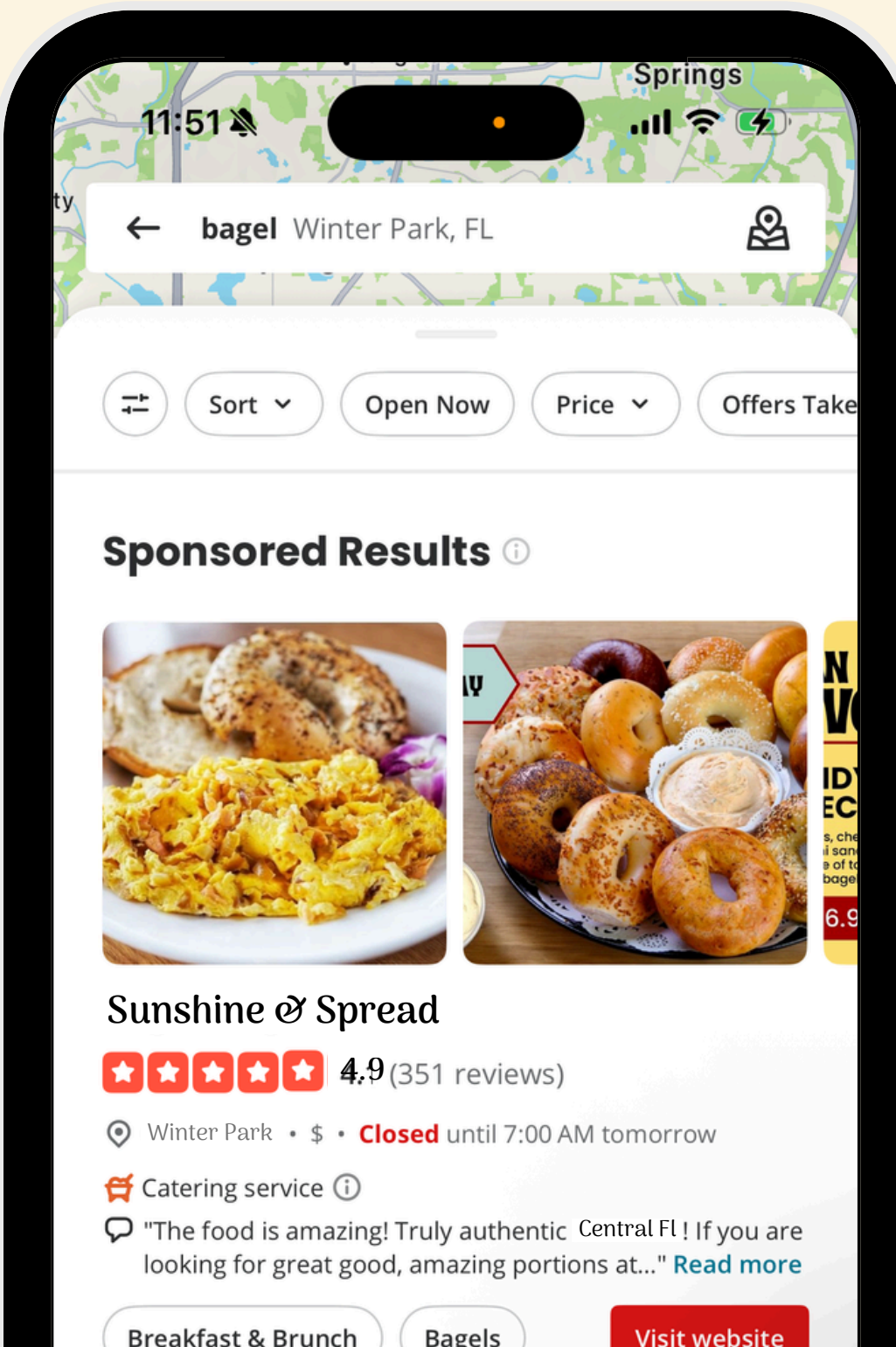
The **majority of Gen Z & Millennial** consumers say social media reviews are the **top reason** they try a restaurant



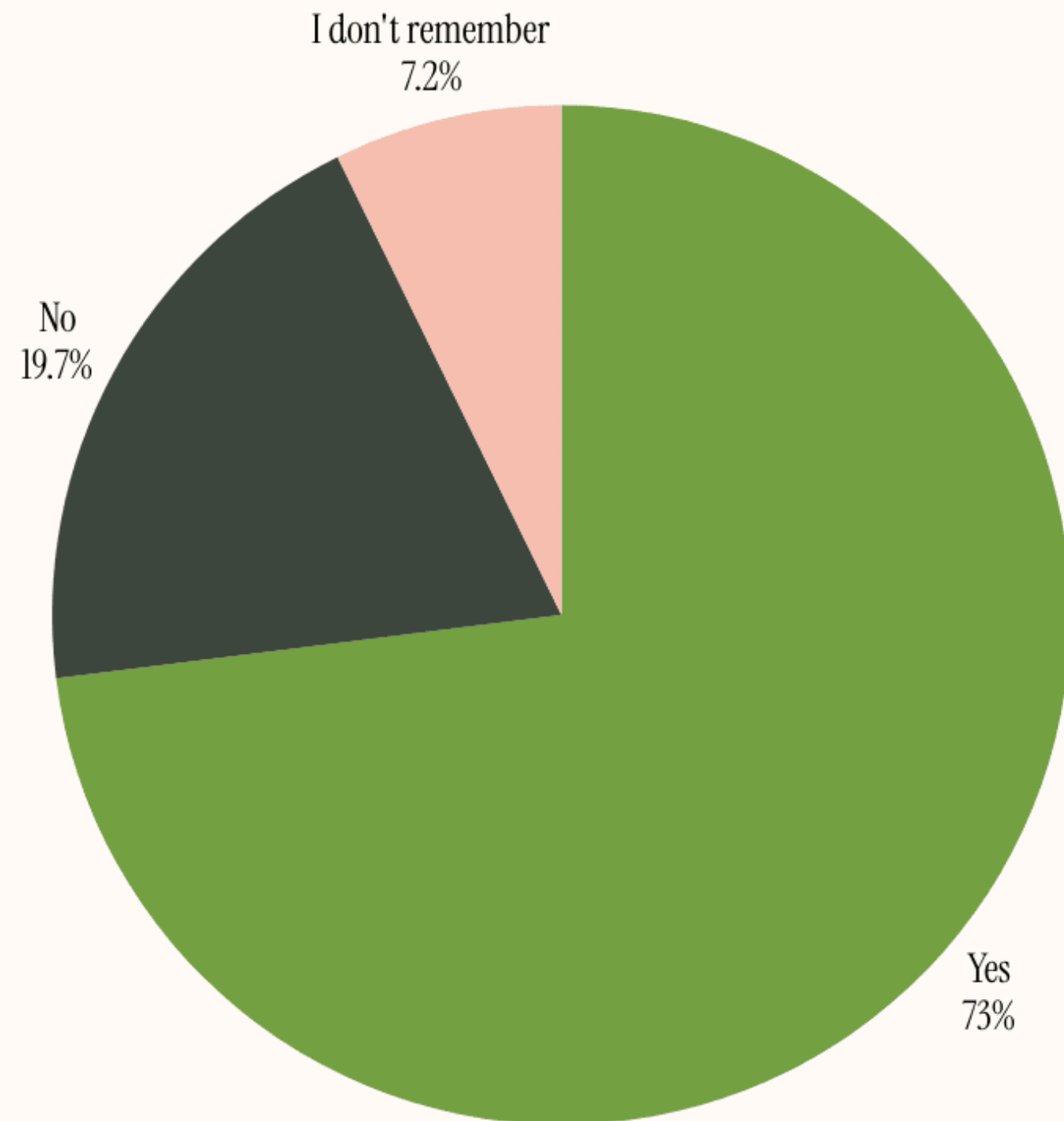
Yelp/Google Reviews

Customer engagement & visibility

Social posts highlighting positive reviews:



Why Focus on Reviews?

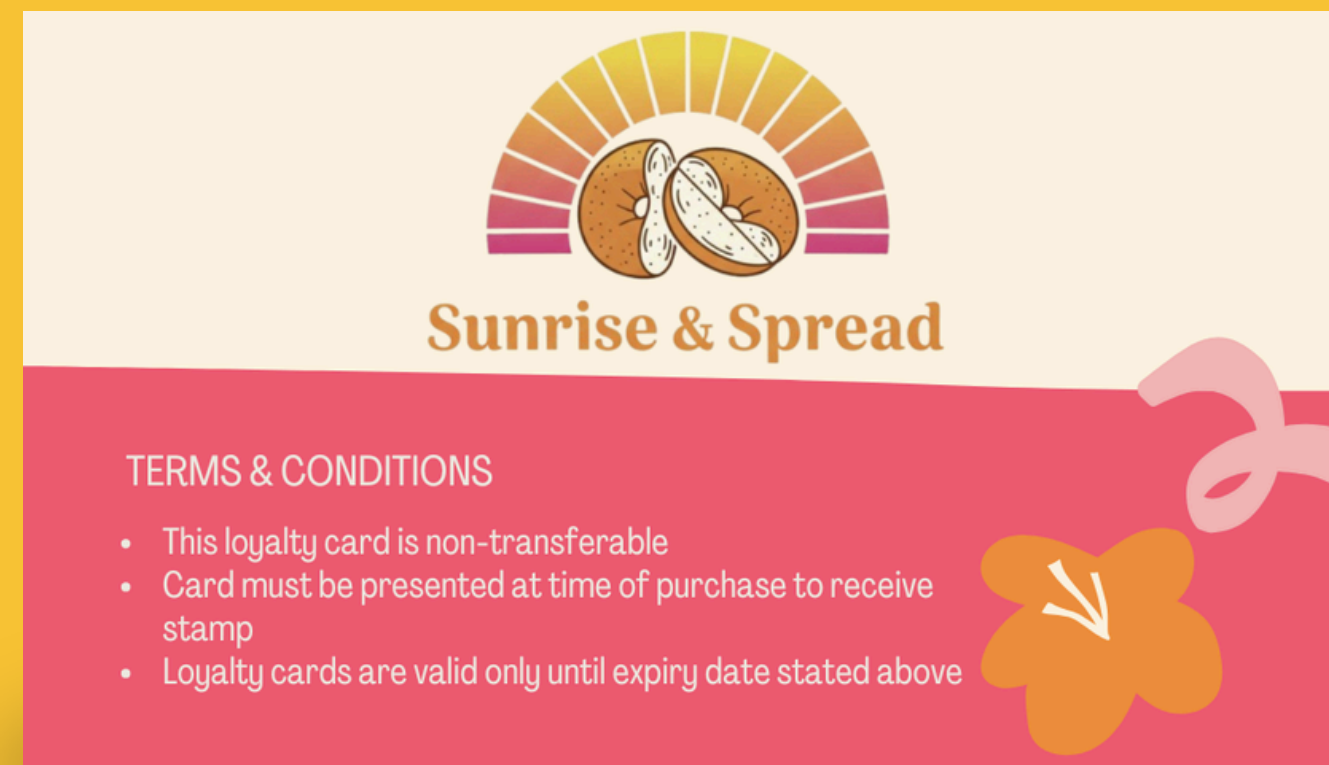


73% of Gen Z and Millennial consumers have visited a restaurant in the **last three months** because of a social media review

Community Building

Did you know? It's cheaper to retain old customers than gain new ones.

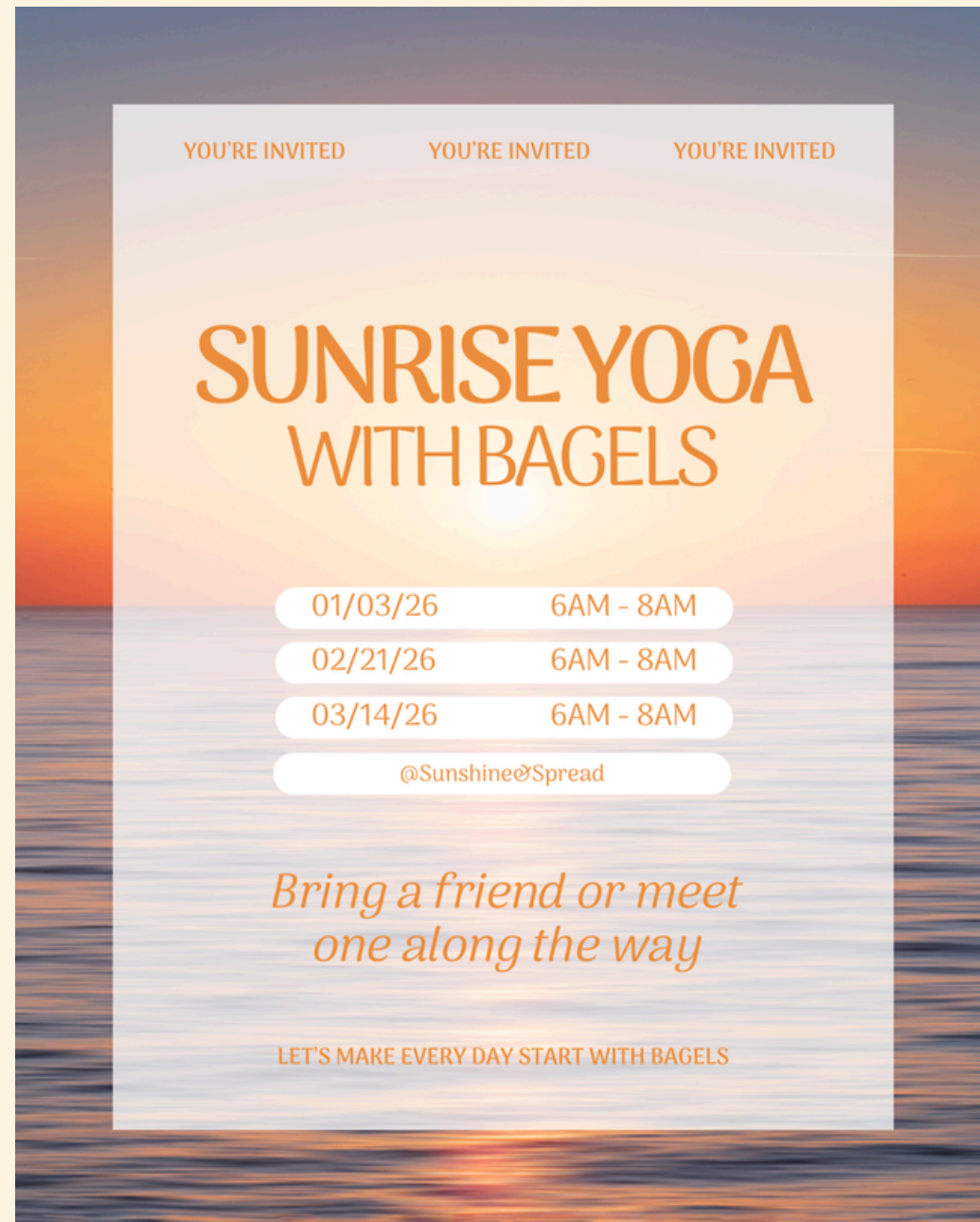
We're going to increase foot traffic and loyalty with these punch cards!



We'll launch new punch cards every month and announce them on our social media accounts.

Community Building

Generate foot traffic and loyalty through an array of events



Digital flyers will be posted on our social media accounts and physical flyers will be handed out in our store!.

Fun & Silly Merch

Create a strong brand presence and word-of-mouth advertising through *giveaways on our social media accounts*

T-shirt



Tote Bag



Stickers



Benny the Bagel

Weekly Content Strategy



Monday

Instagram Platform
Story
“Student Discount Announcement”

Tuesday

Community Building Posts
Events
“Sunrise Yoga with Bagels”

Wednesday

TikTok Platform
Trendy Content
“POV: It’s Monday morning and you NEED a Sunshine bagel”

Thursday

Instagram Platform
Story or Reel
“Sweet vs Savory Bagel”

Friday

Giveaways Instagram Posts
Merch
Stickers, Tote bags, T-Shirts

We’ll also sprinkle in UGC reposts, promotions for discounts, and review spotlights when necessary.

KPIS & SUCCESS METRICS

- **Engagement rate** on Instagram/TikTok (likes, shares, comments)
- **Number of user-generated content** of our bagels and our events (measured by posts tagged)
- **Increase in weekday traffic** (track via POS data or discount codes)
- **Yelp/Google review growth** due to stickers on table and social encouragement



Why This Strategy Works

Our **community-based, trend-centered strategy** works because it highlights what differentiates us from our competitors: we're a local small business. We understand you because we are you. We're not another soulless cafe and our marketing strategy emphasizes that.

Through our social media presence, we humanize ourself by:

- Embracing a witty & cheeky tone
- Tapping into foodie culture & Instagrammable meals
- Creating an engaging & welcoming atmosphere through various events



Our social media strategy emphasizes a **strong & consistent brand voice**. We have a focus on **user-generated content**, where we encourage our customers to post their aesthetic morning routine or a picture of their yoga session with friends.



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Our cafe is where you come to make friends at events, study on student-discount days, and of course... **eat a bagel**.



Let's make
every day start
with bagels :)

Thank you!

