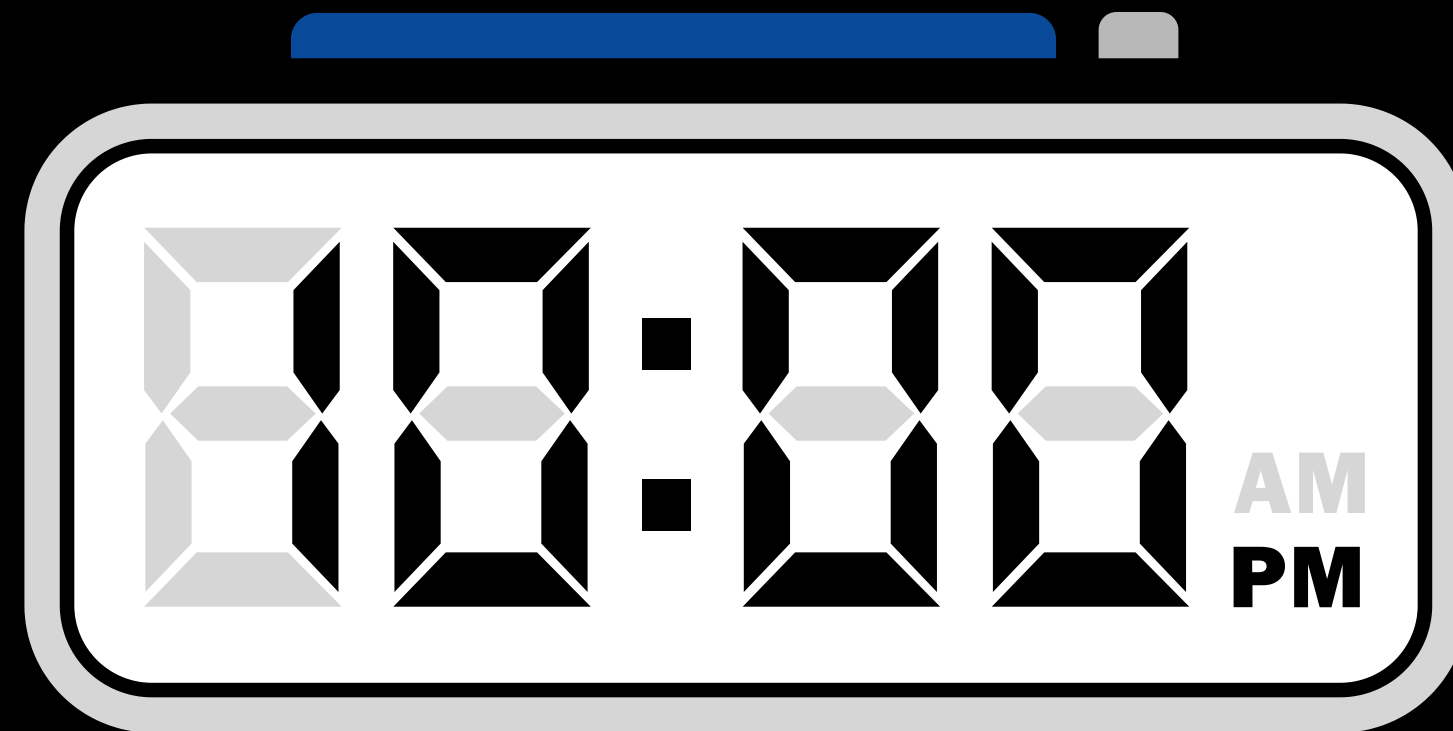


**Have you ever needed to go
on a late night grocery run?**



But... your only options are:

But... your only options are:

A Walmart Supercenter

1.1 mi · The Colony, TX

Closed · Opens 6 AM Thu

Pickup: 8 AM–8 PM Thu



CALL



DIRECTIONS

B Walmart Neighborhood Ma...

3.2 mi · Carrollton, TX

Closed · Opens 6 AM Thu

Bakery: **Closed** · Opens 7 AM
Thu



CALL



DIRECTIONS

C Walmart Supercenter

5.4 mi · Carrollton, TX

Closed · Opens 6 AM Thu

Pickup: 8 AM–8 PM Thu



CALL



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CALL



DIRECTIONS

C Walmart Supercenter

5.4 mi · Carrollton, TX
Closed · Opens 6 AM Thu
Pickup: 8 AM–8 PM Thu



CALL



DIRECTIONS

A Target

1.5 mi · 4760 State Hwy 121 · ...
Closed · Opens 7 AM Thu
In-store shopping ·
Curbside pickup · Delivery



CALL



DIRECTIONS

B Target

5.0 mi · 725 Hebron Pkwy · La...
Closed · Opens 7 AM Thu
In-store shopping ·
Curbside pickup · Delivery



CALL



DIRECTIONS

C Target Grocery

1.5 mi · 4760 State Hwy 121 · ...
Closed · Opens 7 AM Thu
In-store pickup



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DIRECTIONS

A H-E-B

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Closed · Opens 6 AM Thu
In-store shopping ·
Curbside pickup · Delivery



CALL



DIRECTIONS

B H-E-B

6.6 mi · Plano, TX
Closed · Opens 6 AM Thu
In-store shopping ·
Curbside pickup · Delivery



CALL



DIRECTIONS

C H-E-B

13.1 mi · McKinney, TX
Closed · Opens 6 AM Thu
In-store shopping ·



CALL



DIRECTIONS

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In-store shopping ·



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DIRECTIONS

Closed....

**This is the exact problem
we've identified amongst
Gen Z & Millennials.**

HORNED



MEDIA

The Horned Frog Media Team



Dylan Adams



Jordan Bruck



Payton Cranford



Connor Davis



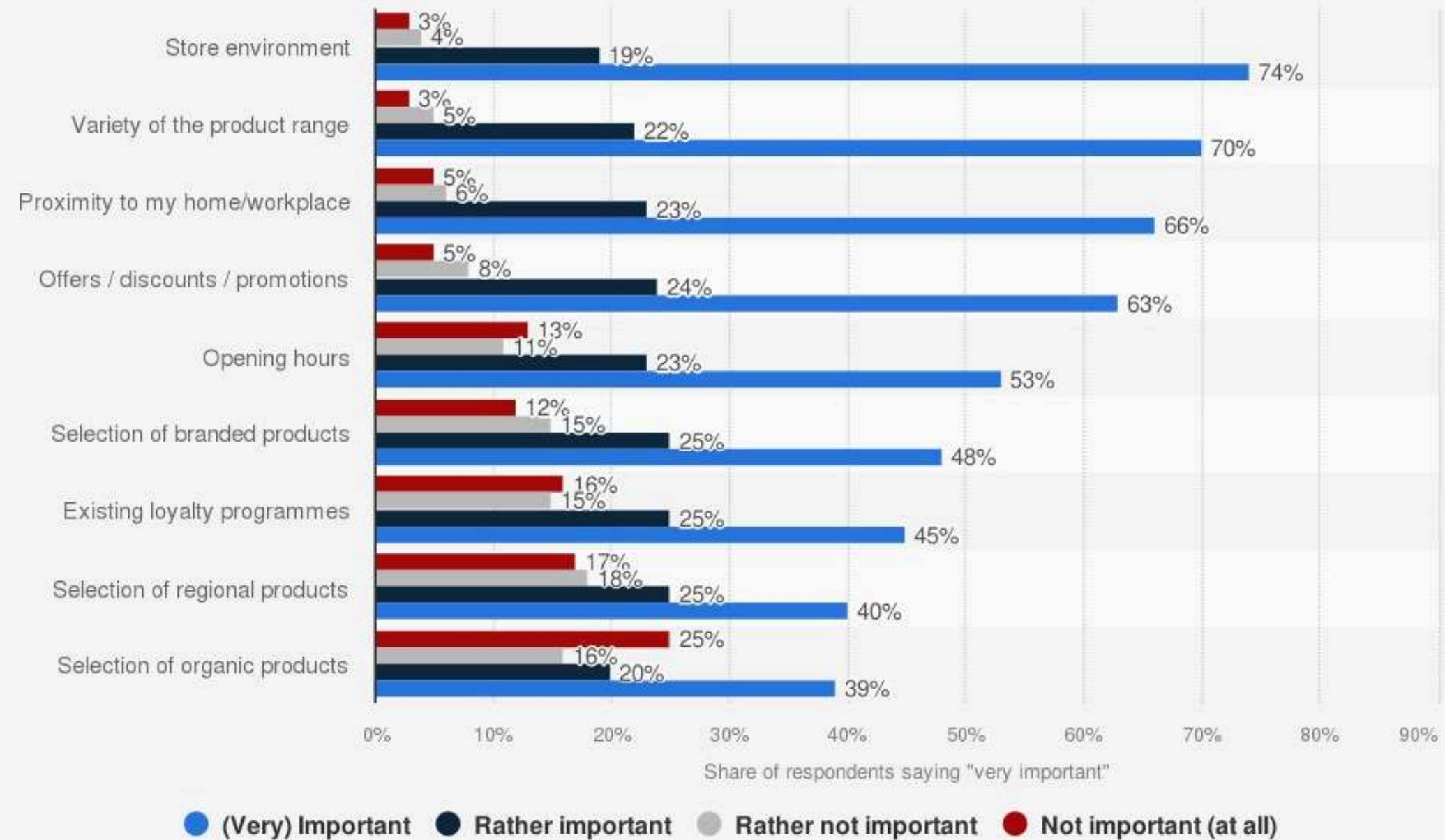
Alyssa Doyle



Situational Analysis

Market Trends

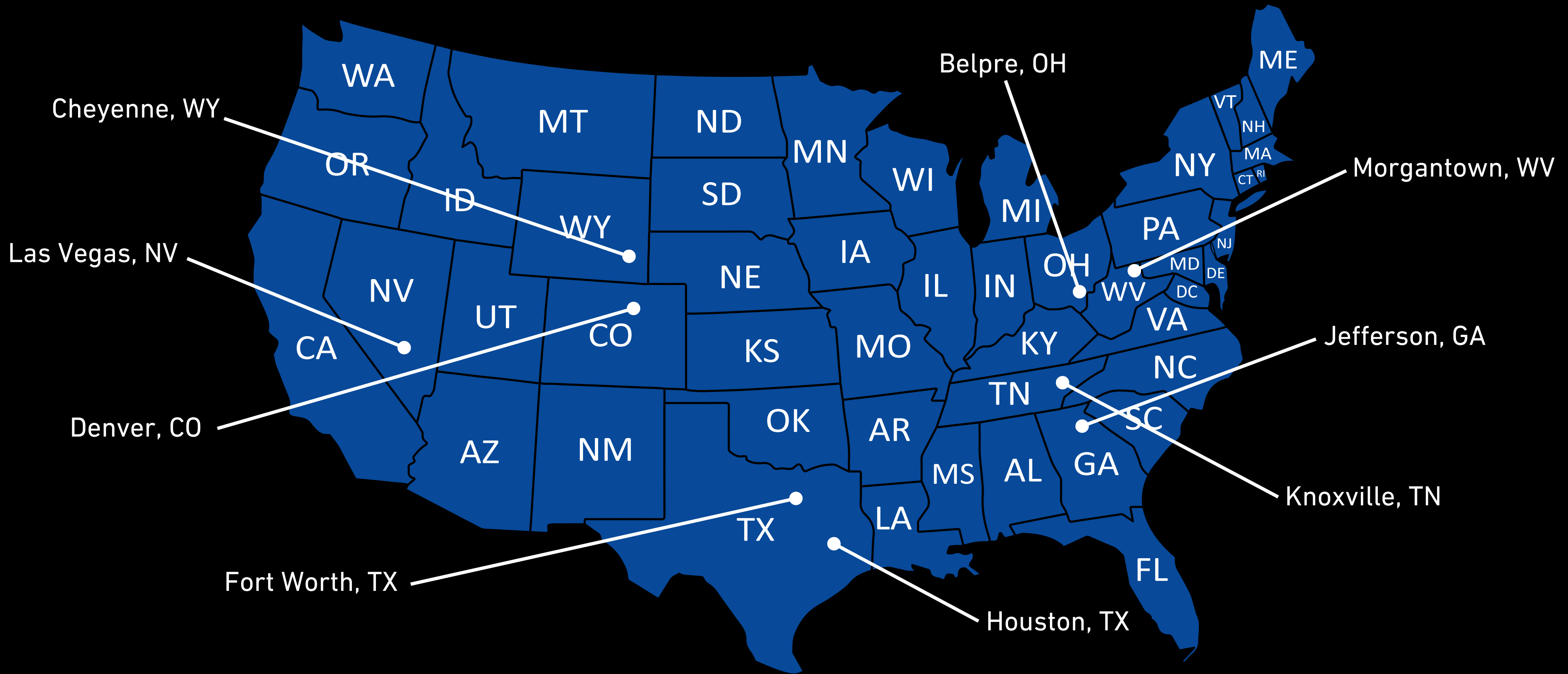
How important are the following aspects in your choice of grocery stores?



Source
Appinio
© Statista 2024

Additional Information:
United States; Appinio; June 20 to 29, 2023; 1,000 respondents; 18-65 years; Online survey

Various Kroger Locations Open Past 11 PM



SWOT Analysis

Kroger has the unique opportunity to enhance foot traffic past 9PM, optimizing on changing spending habits and late store hours.

S

Strengths

- Variety of departments
- Loyalty program
- **Open later than other stores**

W

Weaknesses

- High operating expenses
- **Foot traffic slows past 9PM**

O

Opportunities

- Shift in spending priorities
- Spreading to international markets

T

Threats

- Consumers choosing Target and Walmart over Kroger



Segmentation & Targeting

**“44% of Gen Z Adults* buy
groceries once a week”**

(Intel, 2023)

***Gen Z Adults = Ages 18-25**

When asked their most productive times, 26% of Gen Z workers preferred late hours — from 6pm to 3am.

(Adobe, 2023)

“40% of U.S. consumers eat snacks at least once a week typically after 8PM.”

(Statista, 2022)

“34% of Gen Z Adults shop at convenience stores for late-night snacks.”

“32% shop at dollar stores”

(Intel, 2022)

Target Market Defined

Generation Z Adults

Customer Profile

- Men & Women
- Aged 18-29
- Primary Grocery Shopper

Grocery Preferences

- Shop in Small Batches
- Convenience or Dollar Stores
- Avoid Large Crowds
- Late-Night Grocery Visits



AFTER DARK

Kroger®



Message Strategy

The Big Idea

Kroger After Dark

- **Catering to Night Owls:** Campaign focuses on bringing customers in store past 9 PM
- **Convenience at All Hours:** Position Kroger as go-to for late-night shopping
- **Alignment with Lifestyle:** Gen Z's and Millennials enjoy late-night shopping
- **Multi-Channel Engagement:** Social Media, Traditional Media, SMS



“When You’re Up, We’re Up”



**Availability and
Convenience**

**Focused on Late
Night Shoppers**

**There for ANY
Grocery Needs**



Channel Mix

Media Identification

01 Social Media Marketing

02 AVOD Media

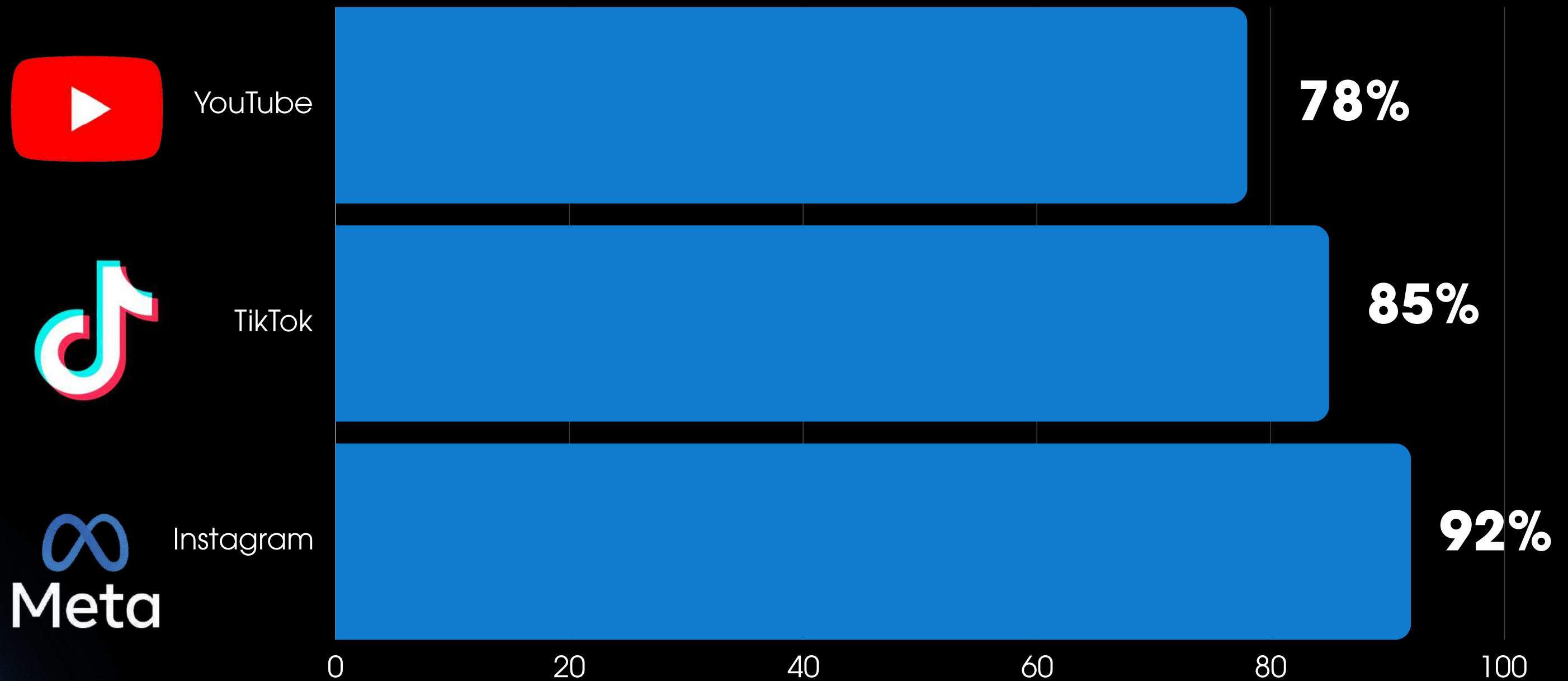
03 SMS & Sales Promotion

04 Media Partnership



1) Social Media Marketing

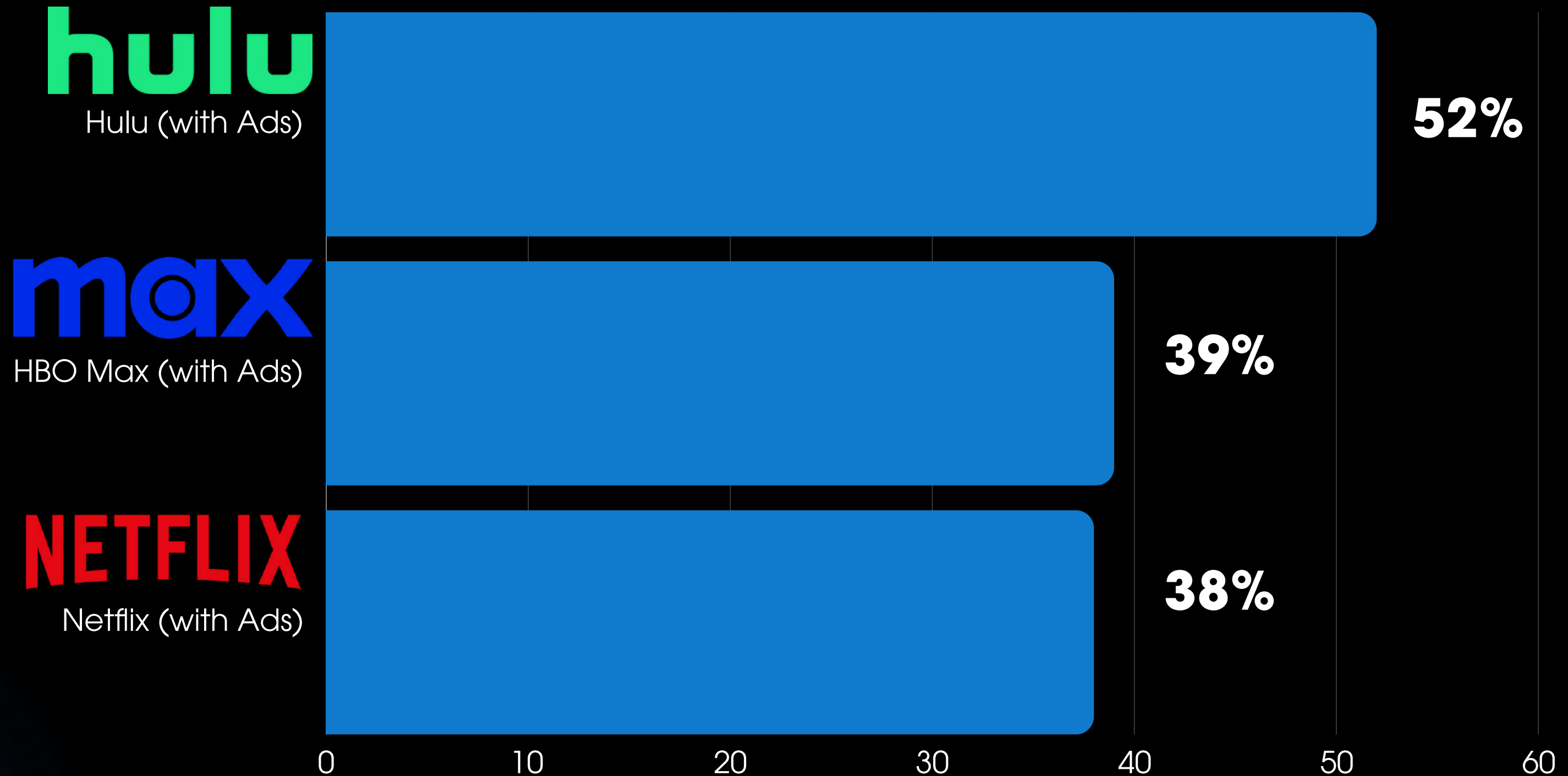
US Gen Z Leading Social Apps 2023



(Statista, 2023)

2) AVOD Media

US Gen Z AVOD Viewership



(Statista, 2022)

Storyboard V1

Panel 1



Getting Ready to
Go Out

Panel 2



Going Out With
Friends

Panel 3



Coming Home to
an Empty Pantry

Panel 4



Heading to Kroger
Late at Night

Storyboard V2

Panel 1



Food Craving

Panel 2



Only Has an Empty Fridge

Panel 3



Heading to Kroger Late at Night

Panel 4

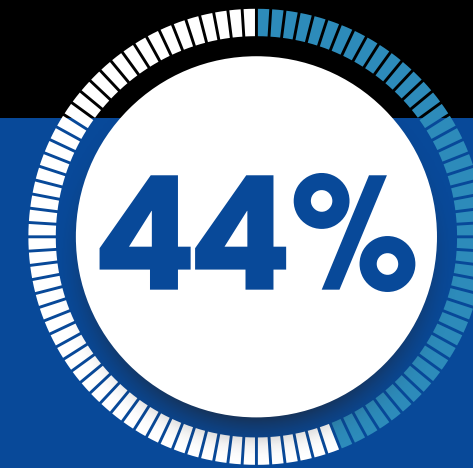


Happy With a Late Night Snack

3) SMS & Sales Promotion



1. Receive Text Message
2. Directed to Landing Page
3. Granted 'Late Night' Coupon



“of Gen Z consumers check their text notifications within one minute of receiving a text -- that’s 27% faster than the national average.”

1:18



Text Message

You up...?

1:18



Text Message

You up...?

LOL. Yes.

1:18



Text Message

Well, you're in luck! 😊 Unlock your exclusive late night coupon! Take 10% off your in-store purchase after 9 PM.

[Tap to Load Preview](#)



Search Product



Pickup at TCU Store



**After Dark Coupon
Redeemable After 9 P.M.**



7435812934031

AA www.kroger.com/offe



MUBI @stfumubi · 9h
 me when I get that "You Up? text from Kroger

279 431 14K 3.7M

dash @LISDASHlilhoe · 24s
 Kroger just became my new favorite grocery store after that text. When we going? lololol

6 34 312

Val @valsslrary · 20s
 Replying to @oliisreading
 GIRL I GOT A TEXT TOOOO

2 1 12

POV: Late Night Kroger Run

Sham · 2023-11-9
 Late night Kroger run to get healthy goodies to help get...

176 1 9

Late Night Kroger Haul

6,501 186 154 37

Late night Kroger run with my bonnet on
 I ❤️ Atlanta

ihopeyoufindserenity · 2023-5-18
 Part 7 | I am really gonna miss making...

201 3 2

Ty @TopRopeTitan · 11s
 Kroger really popped off with this one lmao

CervezaPapi @willustratez · 3h
 BRUH DID KROGER JUST TEXT ME THIS

You up...?

Yes.???

Well, you're in luck! 😊 Unlock your exclusive late night coupon! Take 10% off your in-store purchase after 9 PM.

Tap to Load Preview

312 652 16k

Bruhh @EuBruh_ · 54s
 YOU ALREADY KNOW I'M GOING TO KROGER RNNNNNN!

1 2

LOCAL NEWS

Kroger's "After Dark" Campaign is Going Viral After Sending "You Up" Texts.

CBS NEWS TEXAS October 24, 2024 / 9:30 AM CDT / CBS Texas

4) Media Partnership

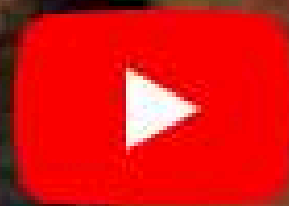




Target Thanksgiving Ad - SNL



Share



SNL

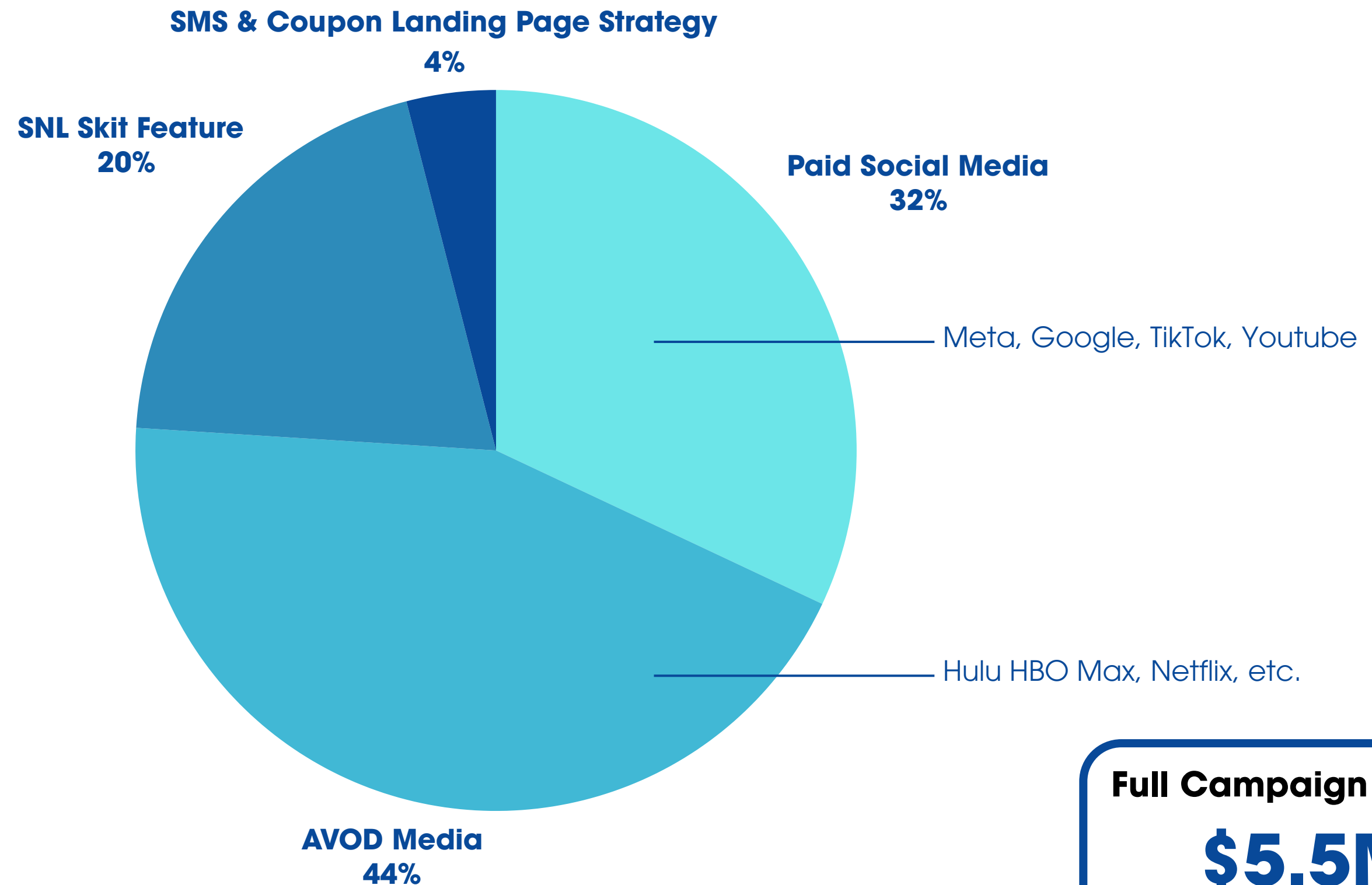
Watch on  YouTube





Investment Strategy

Investment Strategy



Full Campaign Budget

\$5.5M

***Budget based upon current Denstu efforts and similar industry campaigns*

Media Schedule

Kroger												
	Oct. 2024			After Dark Campaign - Media Schedule								
Activity	1	2	3	4	5	6	7	8	9	10	11	12
Paid Digital Media												
Meta	█	█	█	█	█	█	█	█	█	█	█	█
TikTok	█	█	█	█	█	█	█	█	█	█	█	█
Google	█	█	█	█	█	█	█	█	█	█	█	█
Youtube	█	█	█	█	█	█	█	█	█	█	█	█
Television												
AVOD Media (Hulu, Netflix, etc.)	█	█	█									
Communication												
SMS	█	█	█									
eCommerce / Landing Page												
Coupon Landing Page Maintenance	█	█	█	█	█	█	█	█	█	█	█	█
Non-Traditional Media												
SNL Skit	█											

***Flighting schedule based upon pulses surrounding key moments*

Campaign Start Date
Oct. 2024



KPI & Performance

KPIs & Campaign Performance

Measuring Media Tactic Success



- Open Rate
- CTR
- Opt-Out Rate

- CPM
- Reach and Freq.
- Message Recall

- Viewership
- Video Effectiveness
- Message Recall

- ThruPlays
- CTR
- CPC

- Saved Coupons
- Bounce Rate
- Time Spent

Our Recommendations

1

Social Media

2

AVOD

3

SMS Coupon

4

SNL