

Friendly City Food Co-op



Plans Book

Produced by SAEM Agency

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Section 1

Agency



Meet Our Team



Sydney - Creative Director

Sydney is a senior at James Madison University, majoring in Media Arts and Design with a concentration in Creative Advertising. Passionate about art, she channels her creativity through designing advertisements for her studies and running her own nail tech business. After graduation, Sydney plans to stay in the Harrisonburg area, pursuing a career as a wedding planner where she can continue to showcase her creative design skills.



Anjali - Copywriter

Anjali is a senior at James Madison University, double majoring in Media Arts and Design with a concentration in Creative Advertising and Theatre with a concentration in Performance. As someone in two creative industries, Anjali prides herself on her storytelling, collaboration, copywriting, creative composition, and graphic design skills. Outside of class, Anjali works for the School of Theatre and Dance media team and can be found in rehearsal most nights.



Ella- Project Manager

Ella is a senior at James Madison University, majoring in Media and Design with a concentration in Creative Advertising. She has a passion for traveling and studied abroad in London during the fall of 2023. She interned in Lisbon, Portugal in the summer of 2024 and loves learning about a variety of cultures and reflecting upon the differences people across the world encounter. She is extremely passionate about social media and is working towards a future in digital marketing.



Meghan- Researcher

Meghan is a senior Media Arts & Design Major with a concentration in Creative Advertising. Meghan is passionate about blending together the creative design aspect of advertising with the analytical research side of marketing. She is very passionate about traveling, having studied abroad in London and minoring in British Communication and Media. Meghan will be moving to Philadelphia to work in marketing after graduation, and one day hopes to work in marketing internationally to bridge her professional and personal interests.

Branding Rationale



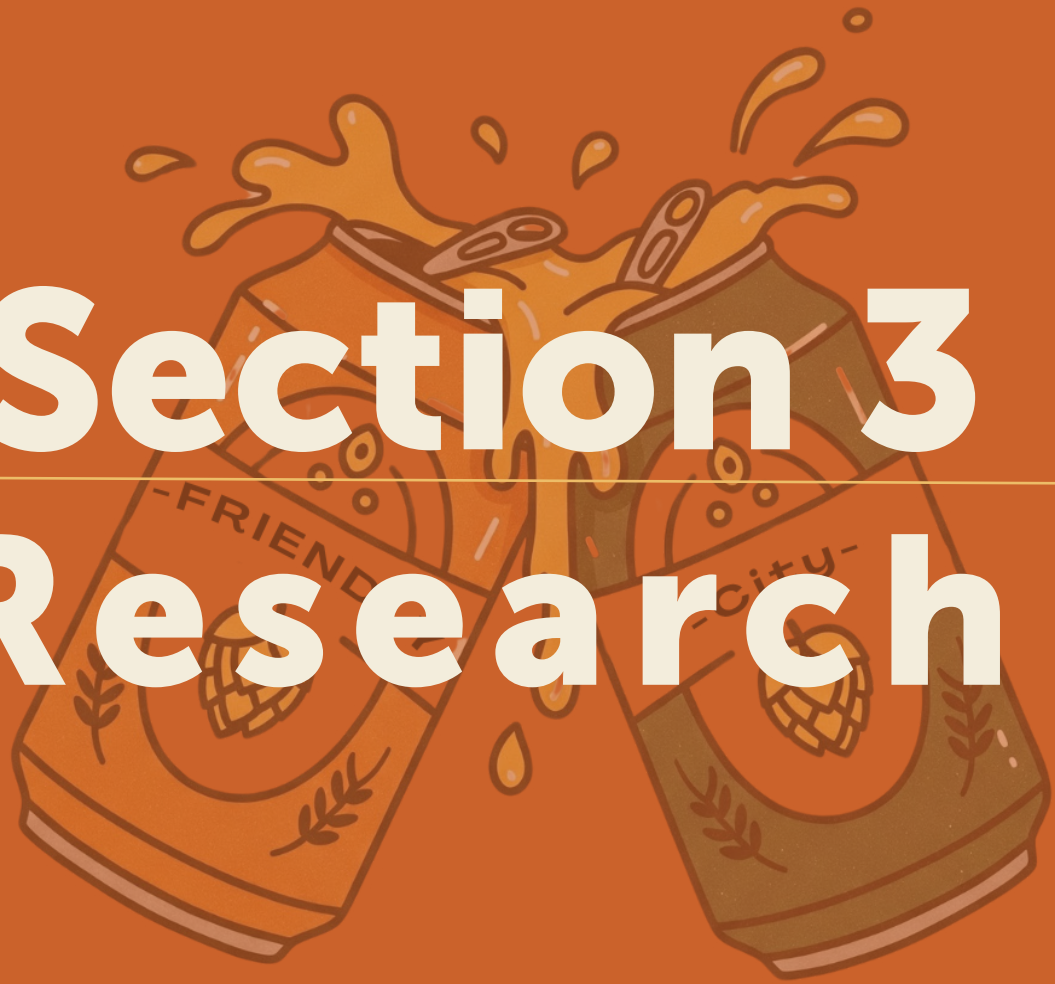
Our name is SAEM Agency, which comes from the first initial of each of our group members' names (Sydney, Anjali, Ella, and Meghan). It can also be seen as a play on the word 'same', being pronounced the same way to highlight the words meaning but spelt differently to show how unique elements can come together and find similarity.

Our agency creates work that reflects the different perspectives and talents of our members. Coming together, we find a likeness amongst our ideas and opinions to create advertisements that foster a sense of relatability and commonality with our audience. SAEM is made out of the initials of our name to reflect our ability to come together as a group but also our ability to connect with our audience through advertisements. The work we strive to make gives our audience a feeling of 'sameness' – that is, we are all the "same" in one way or another.

We're using the typography and color palette from Friendly City's brand guide to ensure consistency and cohesion across everything we create. The signature orange and green reflect both the energy and groundedness we aim to bring to our work—bright, warm, and rooted in community. We've leaned into lighter, more playful tones within the brand palette to better reflect the approachable and creative spirit of our agency. These soft pastels help communicate the empathy and thoughtfulness that guide our process. For typography, we've stuck with styles from the brand guide that balance playfulness and polish—echoing both our team's personality and the quality of the work we produce.

Section 3

Research



Friendly City Food Co-op

Friendly City Food Co-Op is a unique co-op grocery store, local only to Harrisburg, Virginia, open 7 days a week from 8:00am to 8:00pm. Rather than being what most would consider a “regular” grocery store, a co-op stands for “democratic cooperative,” meaning that it is owned by many people in the community and managed by a board of directors. According to their website, “it’s a business based on community and sustainability.”

Friendly City Food Co-Op takes a special interest in stocking their shelves with high quality food that is mostly organic, ethically made, and/or locally sourced items from brands and people that they trust. The co-op hosts a wide variety of dairy/gluten free and vegetarian/vegan products throughout their shelves. Other special aspects of the store include their weekday hot bar, made-from-scratch daily deli and bakery, bulk buying section, cheese island (with fancy cheese options), local craft beer and wine selections, fresh local produce, and organic/natural health alternatives.

A Brief History:

The idea for a Harrisburg co-op was first formed in 2006 when the Little Grill (a local breakfast/lunch restaurant) asked the community if they were interested in a natural food store. The answer was a resounding “yes,” but the timing and location did not quite work out yet. Then, in 2007, a group of 20 community members came together and officially incorporated the co-op!

Three years later, the group, with over 1,000 owners, broke ground in the selected downtown location to start renovations that prioritized “green” design. In one short year, the first Harrisburg food co-op finally opened to the public on June 6, 2001. With a dedication to their community, the co-op improved their store layout and offerings by adding a beer and wine selection and weekday hot food bar in 2015. And, from 2020-2021, the store expanded from 4,600 to 6,400 square feet, added a new kitchen, and expanded their community section where patrons can sit with their community and eat meals.

Essential Information

Brand

Friendly City Food Co-Op is a locally owned grocery store that serves the Harrisonburg community by offering organic, natural, and locally sourced food. While its primary purpose is grocery shopping, the co-op also plays a larger role in the community by offering hot bar meals, hosting farmers who sell fresh produce, and organizing community classes and gatherings, as featured on its events calendar.

Price

Prices at Friendly City Food Co-Op generally range from approximately \$8.99 to \$15 per pack, depending on the product. This reflects the value of organic and locally sourced items the co-op is committed to providing.

Place

Located in downtown Harrisonburg at 150 E. Wolfe Street, Friendly City Food Co-Op is easily accessible to the local community. The store also offers the convenience of online shopping through its website, with curbside pickup available—a service known as “Co-Go.” Their beer and wine section is well-organized, making it easy for customers to identify and select products based on their origin.

Promotion

Friendly City Food Co-Op promotes its brand through various methods, including brochures and printed posters. Word of mouth is a particularly powerful tool for the co-op, thanks to its strong roots in the Harrisonburg community. Social media is also a key component of their outreach, with 10,000 followers on Facebook and 5,091 on Instagram. Additionally, the co-op maintains an online blog hosted on their website, which features yearly reports, co-op news, and recipes. This blog helps keep current and prospective customers informed about what the co-op is doing, how it operates, and the best ways to use its products.

External Factors

Consumer awareness of environment issues: A big appeal of Friendly City Co-op is their mission to support the local economy and offer healthy options, but if this messaging appeals to consumers is dependent on them being educated on the Food Co-ops values and understanding of the benefits of this mission and possibly their political beliefs, as the sustainability of organic food and the support of local producers can appeal more to people who subscribe to certain political ideologies

Sourcing of products: Friendly City works with local, small farms and businesses, so what they offer is reliant on what these small scale partners are able to produce.

Local economy: Friendly City is seen as a more expensive option to the community due to the costs of working with local producers, so if the local economy is struggling people may not be willing to spend extra for local options

Direct Competitors

Capital Ale House

Capital Ale House has a restaurant atmosphere with beer generally sold on tap rather than in cans or bottles. They have five locations in Virginia rather than one like Friendly City Food Co-op. They offer local beers to Harrisonburg and Virginia but also import beer from various states across the country. They offer happy hours, reward memberships, and late night discounts as promotions (Capital Ale House, 2025).

Pale Fire Brewery

Pale Fire Brewery is a brewery focused on selling their brand of beer. Their downtown location is a bar-like environment that focuses on providing a social experience where people can drink their beer from tap with a meal. You are also able to order restaurant-style food and packaged beer for carryout. They employ promotional materials such as subscription email updates, events like trivia, and selling merchandise that Friendly City does not (Pale Fire Brewing Company, 2025).

Midtowne Market

Midtowne Market is focused solely on selling alcohol such as beer, cider, and wine, and only offers some snacks. They do not serve restaurant-style food like the other competitors or standard groceries like Friendly City Food Co-op. They sell merchandise as promotional material like the other direct competitors (Midtowne Market, 2025)

Indirect Competitors

Sage Bird Ciderworks

Sage Bird is a cidery focused on creating a social environment for bar-style handheld food and drinks, specifically selling their brand of cider but also offering local wines and cider/wine cocktails. You are able to either order online and pick up in person or have a drink on site in a beer like environment. Their pricing is typically more expensive than Friendly City. They have promotion materials such as merchandise and events such as trivia nights that Friendly City does not offer (Sage Bird Ciderworks, 2025)

Restless Moons Brewing

Restless Moons Brewing is a small, independently owned brewery located in downtown Harrisonburg. Their atmosphere is relaxed and community-driven, with a focus on offering a variety of rotating small-batch beers brewed on site. They do not offer a full food menu like Friendly City Food Co-op, but customers can bring in food from outside or enjoy occasional food trucks during events. The brewery promotes customer engagement through live music, trivia nights, and themed events, making it a social hub for craft beer fans. They market through social media and merchandise like branded glassware and apparel, similar to other direct competitors (Restless Moons Brewing, 2025).

The Friendly Fermenter

The Friendly Fermenter is a nanobrewery and brew-on-site shop that emphasizes local community engagement and small-batch brewing. Located just off the main downtown strip, it creates a casual and friendly environment where patrons can enjoy unique beers made in-house. Unlike Friendly City Food Co-op, they do not offer traditional groceries or meals but instead focus on a taproom experience, often supplemented by trivia nights, open mic events, and collaborations with local musicians. Promotional efforts include merchandise, social events, and a loyal local customer base cultivated through personal service and community ties (The Friendly Fermenter, 2025).

Audience Analysis

Our group was assigned the target audience of men who love craft beer at the beginning of the semester, which immediately told us we should focus our research on males over the age of 21. When researching the age demographics of craft beer drinkers, we found that 24.7% are between 25 and 34, 22.8% between 35 and 44, and 24.6% between 45 and 54 years old, leading us to define our target age range as between 25-55 years old (Lui 2024).

The research we found also showed that craft-beer lovers are 153% more likely to always buy organic, which is important to keep in mind when advertising for Friendly City Food Co-op (Lui 2024).

Our research also found that 90% of craft beer drinkers are white, 38% of craft beer customers have incomes of \$100,000 or more, more than 40% are college graduates, and they tend to have a strong liberal political affiliation (Lui 2024).

To summarize, based on our research our target audience are white men between the ages of 25-55 in the Harrisonburg / Rockingham County area who love craft beer and are college educated, politically liberal, and have medium to high income with extra disposable income to spend on beer (Baiano 2021).

Friendly City Food Co-op

SWOT ANALYSIS

S

- sense of community
- branding colors + images
- locally/ethically sourced products
- weekly hot bar
- community space to sit
- bulk buy section
- diet-restriction options
- overall unique product offerings

O

- new community members can learn about the co-op
- expand their product selections
- expand their program/class offerings
- advertise co-ops unique products

W

- lack of name-brand products
- higher prices that reflect the ethical/local nature of the store
- less variety of product than a “typical” grocery store
- no “regular” medications
- lack presence to community members

T

- wide local brewery options
- local farmer’s market
- affordability as compared to other Harrisonburg stores

Sydney

"

Friendly City
isn't just a place
to grocery
shop- it's an
experience

Friendly City Food Co-op is exactly that—a friendly and community-oriented place for Harrisonburg residents and beyond. They serve their community with the best of the best produce and products. Everything is locally sourced, organic, or made with clean ingredients, which really sets them apart from larger chain grocery stores. Because of these high standards, it might be harder for shoppers to find bigger name brands while shopping here. This creates a very specific type of shopping experience that attracts people who care about quality, ethical sourcing, and sustainability over convenience or brand familiarity. While this could be seen as a downside for some shoppers, it also means that everything on the shelves meets a certain standard that bigger stores just don't always prioritize. The trade-off is that shoppers can feel confident knowing exactly where their food is coming from and that their money is supporting local farmers, small businesses, and sustainable practices. With that being said, what Friendly City might lack in variety, it makes up for in community. The co-op fosters a welcoming, local-first atmosphere where people can feel good about what they're buying. The staff is knowledgeable and passionate, always ready to help customers find what they need or learn more about the products they're purchasing. There's also a strong sense of connection—whether it's through in-store events, partnerships with local businesses, or simply the friendly interactions at checkout. Friendly City isn't just a place to grocery shop—it's an experience. It's for people who want to be intentional about what they buy and who they support. While it may not be for everyone, those who value high-quality, responsibly sourced products and a strong sense of community will find it to be a perfect fit.



Anjali

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You can tell
their produce is
fresh because
of how
beautiful it is
and how well it
is presented



Needless to say, when I first met our client, I was thoroughly impressed. I had no idea what a food co-op was before working with Friendly City Food Co-Op. Upon entering the store, I was immediately attracted to their produce section, which is front and center and very well kept. Labels aside, you can tell their produce is fresh because of how beautiful it is and how well it is presented. Moving through the store, I was impressed by one section after the other. The bulk buy section is not only eco-friendly, but it is also budget conscious, which is a nice addition to an otherwise pricier grocery store. Although the store is comparatively small, I thought that the food selection was thoughtful, having options for various different dietary restrictions and interests. Not to mention their hot bar was not only well kept and fairly priced, but it was delicious too! Overall, for what a co-op is and represents, Friendly City does it very well. I would say that the biggest weakness I could detect was affordability for the Harrisonburg community. I know that the community has a fairly high poverty rate and on top of that, Harrisonburg is a college town, so prices are a contributing factor to most people's grocery purchases. Additionally, there was a lack of bulk items when it came to things other than nuts, spices, grains, etc. For customers looking to shop for families, this store might not be that feasible. Nonetheless, I think that Friendly City Food Co-Op knows what they stand for and they stand for it well. Their ethical motivators are probably what draw me to the store the most.

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This bond
creates a sense
of community
and encourages
local
support



Friendly City Food Co-op has a clear mission that is based on sustainability and local, organic products. Since they are funded by the community, they play a vital role in the city of Harrisonburg, maintaining a strong connection with its people. This bond creates a sense of community and encourages local support, a feeling I thoroughly understood when visiting the Co-op. These ties set them apart from competitors, and the standard extends to their craft beer selection. By sourcing from local breweries and applying the same quality standards to the selection of beers, they further their connection to the community and create a unique experience to beer enthusiasts. However, the Co-op offers sale of only canned and bottled beers. Because of this, they lack the direct community experience that Harrisonburg breweries provide of being able to drink the beer directly at the business. Additionally, as a smaller company they do not offer the wide selection that larger grocery stores like Walmart or Aldi provide. I may be more drawn to shop at a store with a wider selection of products, and others may do the same, which places the Co-op at a disadvantage. For our advertisements, it is very important that we emphasize not only the quality of the beer, but also the community aspect that the Co-op provides by their funding and location. Additionally, because of their curated selection, they are able to ensure that the quality of each product coming into the Co-op is of the highest standards and meets their overall brand mission. By emphasizing their dedication to supporting local breweries and upholding the highest standards, we can effectively communicate how the Co-op offers a special craft beer experience that stands apart from competitors.

Meghan

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Pride
themselves
on supporting
local
businesses



The Co-op's mission stands out as a clear strength. They work to foster a sense of community and pride themselves on supporting local businesses, which not only benefits the area but also appeals to those who value both local and sustainable products. A weakness related to this, though, is that the community perceives the co-op as being too expensive, partially because of preexisting ideas of organic food being marked up and also rooted in the fact that to ethically source their products they are having to pay more. In regard to the craft beer space, I believe a strength for them will be emphasizing the convenient ability to purchase quality local craft beer and healthy groceries in one trip. Compared to local breweries they are competing with, they also benefit from offering different brands of local craft beer instead of just being limited to one specifically. While the variety of brands is a strength compared to direct local competition, it can be viewed as a weakness when comparing to larger indirect competitors like Walmart who have the spending power to stock a variety of well known brands. A weakness the Co-op will face in the craft beer landscape is the lack of a sit down experience, as many craft beer lovers have such a passion for it because of the social aspect that comes from drinking at a brewery or bar. There is the potential to further utilize the eating area we were shown on the tour to host events, creating more of a social atmosphere that could help the Co-op appeal to craft beer fans who enjoy the experience of a brewery. We could also work to highlight the flexibility of easily being able to buy craft beer for occasions where you want to enjoy it at home or on your own. An additional weakness is that the store's focus is not on beer as much as some of its direct competitors, which could lead to it being overlooked by craft beer enthusiasts. Overall, I believe one of Friendly City Food Co-op biggest challenges is being mislabeled through preconceived notions, so I really want to focus on getting the brand's story and mission out there in our campaign to bring more attention to their reality and strengths.

Survey Rationale

The survey allowed us to efficiently gather qualitative and quantitative data. Throughout the survey, we asked participants to answer questions and rank information related to their craft beer preferences.

Understanding when, why, where, and how men purchase and drink craft beer helps us recognize key trends that will inform our advertising strategy. For example, learning whether men prefer to buy craft beer from grocery stores, breweries, or co-ops helps us determine where to focus messaging. Likewise, understanding their preferred drinking settings and the foods they enjoy pairing with craft beer provides deeper insight into their habits, allowing us to create more targeted and relevant advertisements.

Additionally, surveys provide an efficient and accessible way to collect data. Because they can be completed quickly and online, we were able to distribute the survey widely and gather a sufficient number of responses, ensuring diverse perspectives. This broad reach and quick turnaround gave us valuable insights that will directly shape our approach when designing ads for Friendly City Co-op, ensuring they align with the behaviors and preferences of our target audience.

Procedure and Process

When designing the survey, we wanted to ensure that the questions provided direct insight into the habits of men who enjoy drinking craft beer. The first questions focused on geographic and demographic information to ensure that only men over 21 years of age completed the survey.

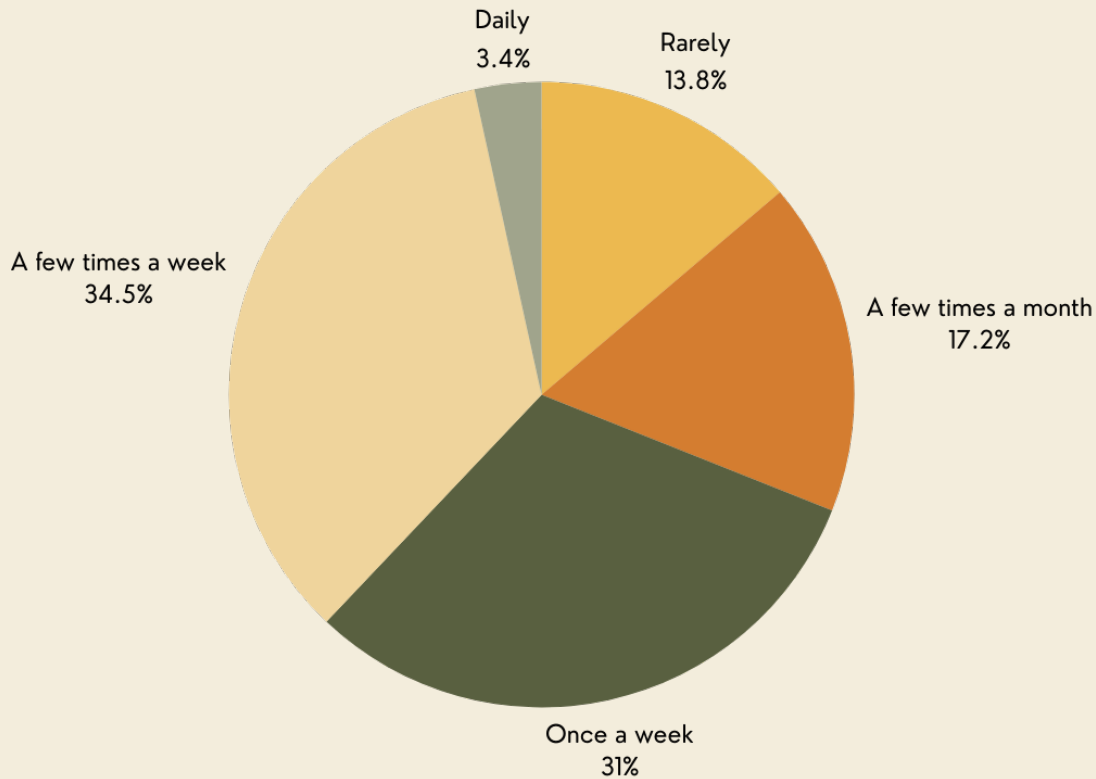
To identify key trends, we included ranking and multiple-choice questions that allowed participants to indicate their craft beer preferences. This helped us pinpoint the most important factors to consider when designing the ads. We also provided an “other” option in multiple-choice questions, allowing participants to share additional insights that may not have been included in the preset responses. Additionally, we incorporated open-ended questions to gather deeper qualitative data and uncover perspectives we may not have anticipated.

To ensure the survey reached the right target audience, we distributed it through multiple channels. We posted in craft beer enthusiast Facebook groups, sent emails to relevant contacts, and printed flyers, which we placed in high-traffic areas for craft beer lovers, such as local breweries. This multi-channel approach helped us gather a variety of responses from our intended audience.

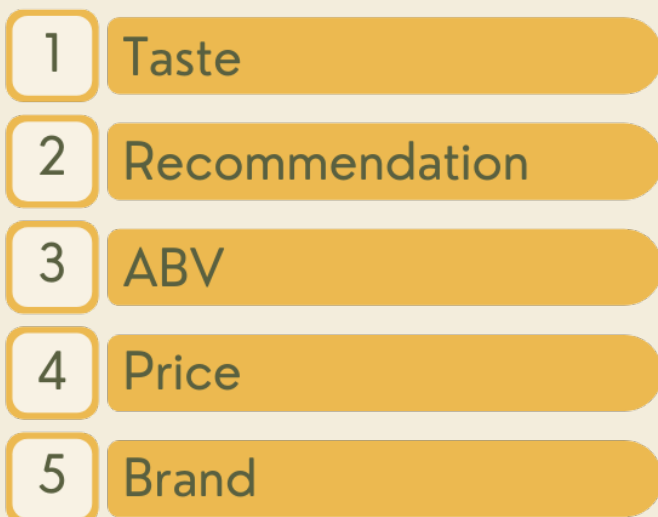
Once we collected responses, we analyzed the data to identify recurring themes and trends. We looked at factors such as the most popular beer styles, preferred purchasing locations and combinations, and the occasions when men are most likely to drink craft beer. This analysis allowed us to further understand our target audience which will help us determine which messages and visuals would resonate most with male craft beer enthusiasts.

Survey

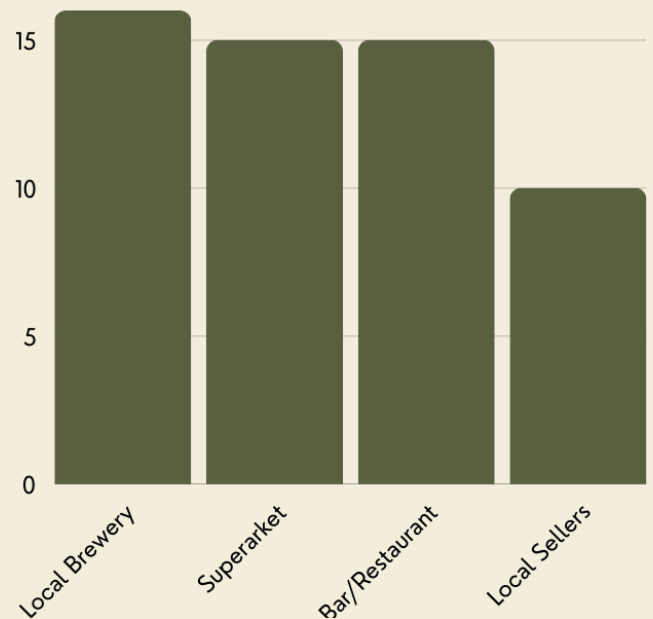
Frequency of drinking craft beer



Factors that influence craft beer purchase



Preferred place to purchase craft beer

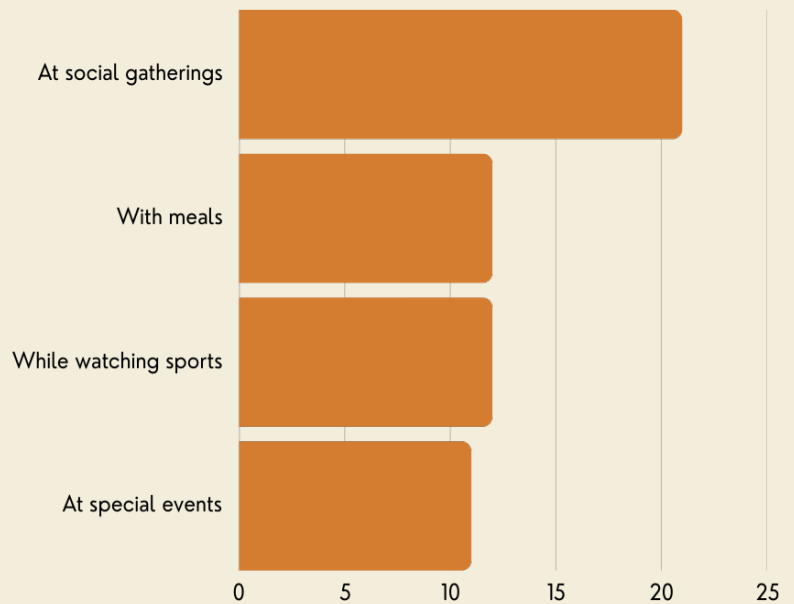


Findings

Favorite foods to pair with craft beer



Favorite ways to enjoy craft beer



Surveyor Opinions

- "High ABV beers are becoming less attractive all the time"
- "As I get older I find my interest in craft beer receding. Hard to tell if it is personal, societal, or a bit of both"
- "I don't drink as much as I used to. Now I focus on buying less, but higher quality beer."
- "Just a note that I think format plays a big key in purchasing decisions. I'm much more likely to buy a single can/ bottle from the individual sections at the co-op or midtown than I am to buy a four or six pack. I like to try new and different things (big part of beer culture), So the risk is much more manageable if I'm not a fan of the beer. "
- " Craft beer is like wine, paired with the right food, situations, and people, anyone (over the age of 21) can and should enjoy it. Sometimes domestic and mass produced beer can be good and easy and cheap, but so can barefoot wine. If you want a better experience with something with substance and heightened taste, craft beer is the better option."

Interview Rationale

We chose interviews as our second methodology for primary research. While the surveys gave us valuable qualitative and quantitative data, the interviews gave us a more personal understanding into mens craft beer experiences and preferences. Directly speaking to participants gave us the ability to ask follow-up questions and further elaborate on their responses. Additionally, since the interviews were not anonymous like the surveys, we were able to establish a more personal connection with participants, resulting in more meaningful and insightful responses that gave us a direct understanding of their individual preferences and demographics.

The interviews also provided an opportunity to clarify and expand on trends we identified in the survey data. This fact-finding environment allowed our participants to answer questions freely and in the way that they saw fit. They occasionally provided us with lengthy and impassioned answers based on what they chose to talk about. This free-form context allowed interviewees to give us insight on things we did not think of or necessarily ask about.

Procedure and Process

When developing the questions for our interviews, the goal was to gain a deeper understanding into our target audience's preferences towards craft beer. Our interviews were structured with a list of ten questions including demographics, geographics, and open-ended questions related to craft beer drinking habits and preferences. During our interviews, we had the flexibility to ask further questions based upon the participants' responses that allowed them to further elaborate on their opinions. The conversational nature of the interviews allowed us to enrich our data and provided us with a variety of opinions.

Our interviews were conducted over Zoom which allowed for greater flexibility. Each interview was recorded, enabling us to review the discussions and capture data that may not have been initially documented. After each interview, we wrote down key words and phrases that initially stood out to us during the conversation. After drawing upon the most important information discussed, we revisited the recordings of the interviews and further analyzed the information that was provided to us.

Interview Findings

Similarly to the survey findings, community was one of the largest factors in choosing when and where to drink craft beers. Whether it be by a bonfire, at a sports event, or at a local brewery, the participants emphasized that they typically enjoy a craft beer while spending time with others. Additionally, the experience of being at a brewery is one that particularly stood out. Being able to hear direct recommendations from bartenders was an emerging theme. An important factor we will consider when creating the advertisements is the emphasis on authentic connections. People want to hear from real individuals and engage with others in genuine, communal settings.

"Advertisements that stick out to me are breweries or locations with events going on that I can consume beer at"

"An interesting label and a good description of what the beer tastes like is what I enjoy seeing in a beer advertisement."

"I would say, sitting with friends around a fire outside is my ideal time to have a craft beer."

"And I really like drinking beer outside. I have ever since I was in college. So whenever I can do that and it's nice outside and I got like friends to hang out with, it's kind of just the mood I'm looking for. "

Section 3

Strategy



Creative Brief



Brand Name:

Friendly City Food Co-op

Brand Category:

Grocery

Objective:

Repositioning Friendly City Food Co-op as a prime option for purchasing local craft beer

Intended Audience:

Men who love craft beer

Demographics

- Age range: 25-34
- Income: Medium to High (\$100k+)
- Race: White
- Political Affiliation: Left Leaning

Geographics

- Harrisonburg area

Psychographics

- More likely to shop
- Values local community
- Values the taste of craft beer
- Breweries and locations with events appeal the most

Behaviors

- Drinking while watching sports games
- Goes to local breweries
- Spends time outdoors
- Drinks craft beer once to a few times a week
- Hangs out with friends often

Media habits

- Main social media platforms used are Facebook and Instagram

Current Perceptions:

Breweries are the most appealing option for craft beer due to the social environment they offer

Single Most Compelling Message:

The Friendly City Food Co-Op is the perfect place to grab local and unique items to create an ideal personalized food and beer drinking experience!

More specific: With the local and unique food and beer options offered at the Friendly City Food Co-Op, you can create adventures and community wherever you are — at your dinner table, in the woods, around a campfire, and more!

Desired Response:

Buying craft beer from Friendly City Co-op can create a social experience outside of a brewery

Support

Offers a wide variety of local beers

Able to support your local community by shopping at Friendly City, which was found to be important to consumers in our survey and interview

Convenient for shoppers to get their groceries and pick up beer at the same time

Tone Of Voice:

Adventurous and authentic

Creative Considerations

We want to follow Friendly City Food Co-ops current brand guide and have our campaign match their current branding. While we want to highlight Friendly City's beer selection, we need to ensure that we are highlighting the store as a whole and staying true to their mission.

PERSONA



Age – 30

Gender – Male

Job title– Financial Advisor

Hobbies – Hiking, sports, marathon running

Income – \$115,000 a year

Media channels they are connected to – Instagram and Facebook

Frustrations

Generic beer brands are dominating the market and Liam feels overwhelmed by his options that ultimately underdeliver to his expectations. He feels that there is a lack of transparency with ingredients of the groceries he is buying and values knowing what is in the products he is consuming. Liam loves supporting local breweries but often feels like there is limited availability of local craft beers on shelves in the grocery store.

Goals

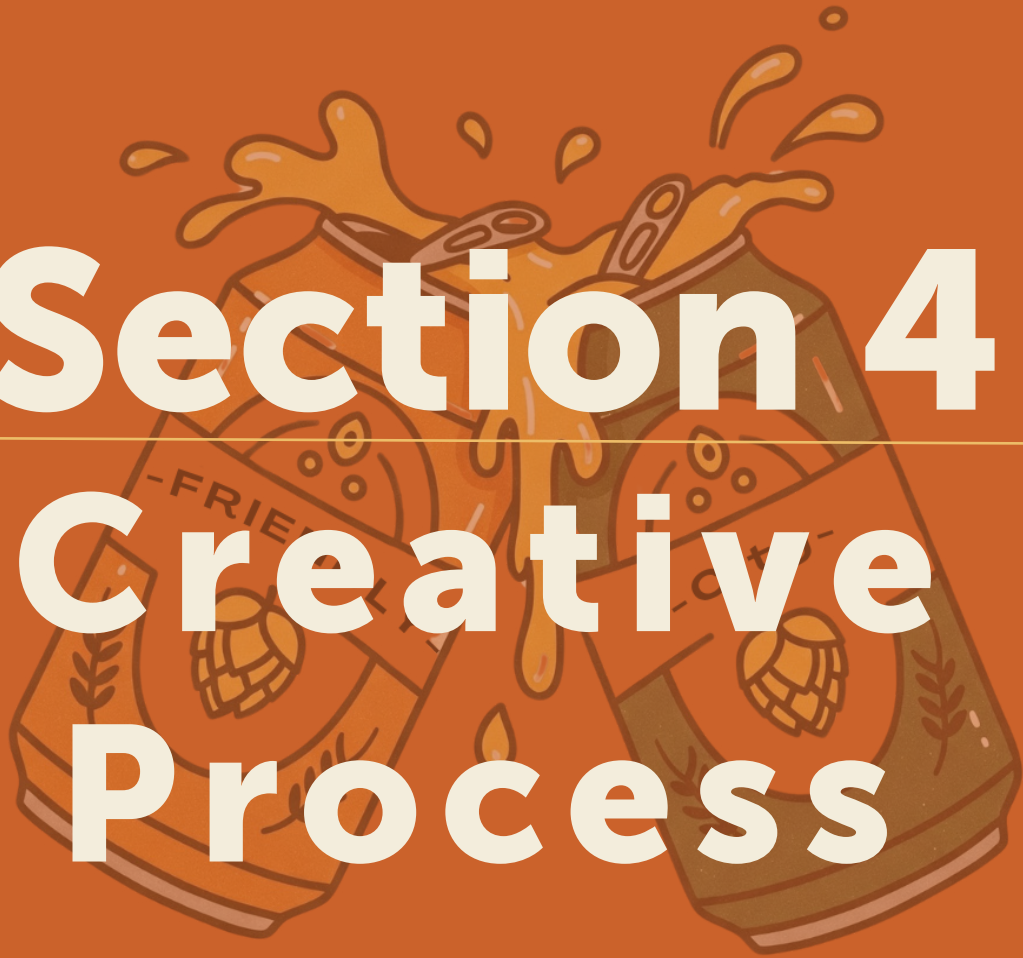
He seeks out new local craft beers to try often at breweries but also wants this kind of selection in a store. Something important to Liam is supporting local businesses around his community and he strives to continue these practices.

Motivations

For Liam, beer is more than just a beverage. Rather, a way for people to come together and enjoy each others company. He often looks for a sense of community within these activities.

Section 4

Creative Process

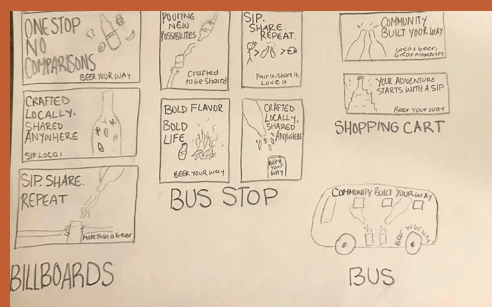
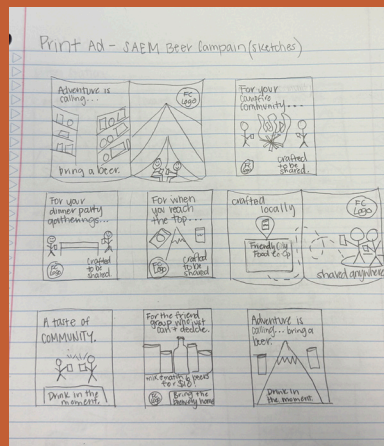
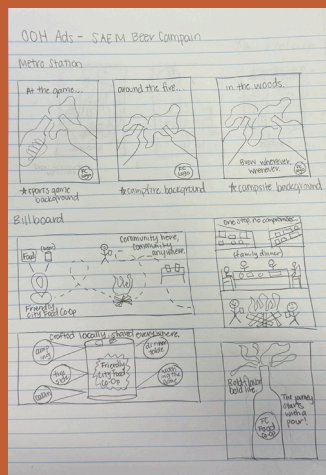
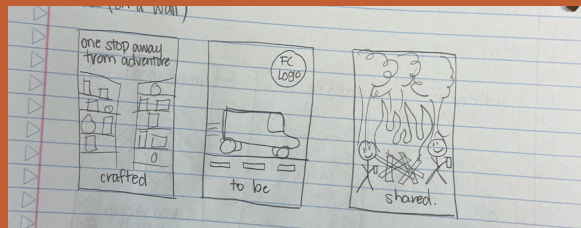
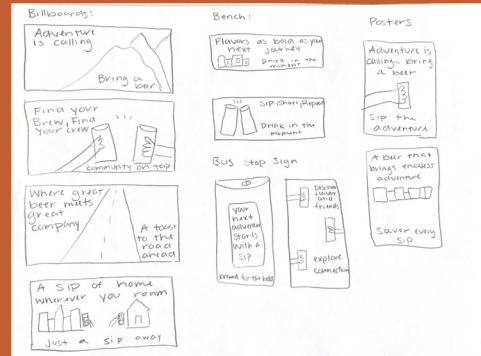


Print

30 Headlines and Taglines

1. One stop away from an adventure
2. Sip local, connect everywhere
3. Taste community wherever you end up
4. Building community one bottle at a time
5. Community built your way
6. Crafted locally, shared anywhere
7. Brewed for brotherhood
8. Care with every brew, community with every sip
9. The one-stop shop for...
10. All the flavor, none of the limits
11. Your favorite beer with your favorite people
12. Bold flavor, bold life
13. Pair your favorite meal with your favorite beer
14. One stop, no compromises
15. One stop, endless adventures
16. One stop to your next adventure
17. Dinner for the family, a cold one for you
18. New brews and campfire views
19. From the aisle to the fire
20. Local flavor, limitless connections
21. Your adventure starts with a sip
22. Sip and stay awhile
23. Flavors as bold as your next journey
24. Have a brew with your crew
25. A beer that brings endless adventures
26. Pouring memories one glass at a time
27. Discovering flavor and friends
28. Pouring with new possibilities
29. Life is too short for a bad beer
30. A sip of home wherever you roam
1. Crafting the perfect adventure.
2. Community here, community anywhere.
3. Brewing up adventure.
4. Local brews with local bros.
5. Brews with bros.
6. Adventure your way.
7. More than just beer.
8. Bringing the brewery home.
9. Cheers to all the options, one stop.
10. Every sip is a new adventure
11. Crafting connection
12. Brew wherever, whenever
13. Upgrade your beer game
14. Great beer, great moments
15. Pair it, share it, love it
16. Adventure in every aisle
17. All the beers you want in one place
18. Beer your way
19. Crafted to be shared
20. A toast to the next adventure
21. The journey starts with a pour
22. Elevate your taste and your experience
23. The only limit is your next sip
24. Crafted for connection
25. Bring adventure to every pour
26. Raise your glass to adventure
27. Taste the journey
28. Where every sip tells a story
29. Drink in the moment
30. Savor every moment, sip by sip

Thumbnail Sketches



Advertisements

📍 CRAFTED LOCALLY



Build your own 6 pack of craft singles and get **10% off your purchase.**

📍 TOASTED BY THE LAKE



One stop to your next adventure
150 E Wolfe St, Harrisonburg, VA



📍 CRAFTED LOCALLY



Build your own 6 pack of craft singles and get **10% off your purchase.**

📍 SHARED ON GAME DAY



One stop to your next adventure
150 E Wolfe St, Harrisonburg, VA



📍 CRAFTED LOCALLY



Build your own 6 pack of craft singles and get **10% off your purchase.**

📍 ENJOYED AT THE FIELD



One stop to your next adventure
150 E Wolfe St, Harrisonburg, VA



Print Rationale

The big idea for our campaign revolves around two central points: buying craft beer from Friendly City Food Co-op and enjoying that beer on an adventure. Thus, these two points require our campaign to showcase the Co-op and an adventure scenario all in one. Because our client does not have a specific beer brand that they have made themselves, this requires us to think broader when representing the Co-op. This being the case, we chose to do a 3-part magazine series that utilizes a split page with two images, one on the top half of the page and one on the bottom. In each ad, the top image showcases a Friendly City Food Co-op employee, Grant, posing with a craft beer in hand in front of the “singles” beer fridge. Each bottom image showcases a different image of men enjoying beers during an adventure. The headline for each ad shifts slightly in order to match the bottom “adventure image.” Otherwise, the design of the page remains the same, as to keep the advertisement consistent and recognizable. The headline starts with “crafted locally” and ends with either “toasted by the lake,” “shared on game day” or “enjoyed at the field.” The “crafted locally” copy is used to represent the local craft beers that the Co-op sells. The second half of the headline connected to whichever scene or adventure is being shown visually. The variety of bottom images and headlines is used to highlight the different possibilities of fun and adventure with a beer from the Friend City Food Co-op. Additional elements of our magazine spreads include body copy about the Co-op’s 10% off build your own six pack deal, and the mandatories: the store’s address, the tagline, and the logo in the bottom right corner.







Out Of Home

Advertisements



Out of Home Rationale

Billboard

Located on N. Liberty Street - one left turn away from the Co-op!

For our billboard design, we focused on creating something that would be easily seen from a distance while maintaining a clean and visually appealing aesthetic. Much of our campaign includes photographic images of real people adventuring and/or with a beer in hand. Moreover, these advertisements often have more than one image included to convey our big idea. However, including more than one photographic image on our billboard felt overcrowded and chaotic. Thus, we turned to a more graphic and iconographic look. We created key icons to represent different kinds of adventures that are applicable to our campaign. Using these icons, we created a path that shows the beer from the Co-op as the starting place, and the icons as adventures where one may take the beer. The beer image was cut out and outlined with an accent color from the Co-op's branding to give it a comic look to match the icons. By using these graphics, we created a billboard that is quick and easy to understand. Additionally, we used large text for the headline that is easily readable from a distance. This copy includes both the start of your journey, the Friend City Food Co-op ("crafted locally"), and the end of your journey, whatever adventure you choose ("shared anywhere").

Bus Stop

We chose to create a bus stop ad for our second out of home because of the prominence of public transit, specifically buses, in Harrisonburg. At a bus stop, Harrisonburg residents can spend more time looking at an advertisement as they are waiting than they typically might if they were just passing by. Additionally, a bus stop advertisement is fairly large and at eye level. Thus, we were given the freedom to create a design that was a bit more detailed and complicated. Much of our campaign uses multiple photographs in a design, often collaged together or stacked on top of one another. We followed this same design theme of using multiple photographics, however, we made it a bit more interesting by crossing over one image into the other and creating a split screen effect. Seen in the ad is a Friendly City customer handing a beer to his friend who is playing football in a field. The customer reaches over the divide between the two images, linking the two friends. Additionally, the two men are outlined in one of the Co-op's branding colors to tie in our mix-medium approach to this campaign. The headline, "FROM THE FRIDGE TO THE FIELD" is used to further connect the two images, both through a better understanding of the visual and also visually connecting the two photographs.





TV

Commercial

Brainstorm



Scripted Storyboard

SCRIPTED STORYBOARD

VIDEO TITLE: T.V. Commercial DURATION: :50

GROUP MEMBERS: Miguel, Angel, Ella, Sofia DATE: 4/27/15

CLIENT'S NAME: Friendly City Food Co.-op

SHOT # 1



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Medium shot of man entering Friendly City Food Co-op

DIALOGUE: None

FX: Fast pace, high energy music playing in background, sounds cut on beat - throughout commercial

SHOT # 2



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Close up of hand getting container to build upon even to pack

DIALOGUE: None

FX:

SHOT # 3



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Close up of hand grabbing beer from fridge - repeat to show w/ different beers

DIALOGUE: None

FX: Beer pulls on beat

SHOT # 4



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Close up shot of man leaving the store w/ grocery bag

DIALOGUE:

FX:

SHOT # 5

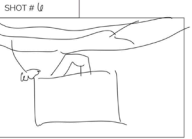


DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Close up shot of spine of container w/ 6 pack next to it - hand pulls beer out of 6 pack

DIALOGUE:

FX:

SHOT # 6



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Man relaxing in hammock in backyard - beer pack in foreground, man reaches over & pulls out beer

DIALOGUE:

FX:

SHOT # 7

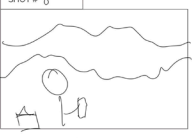


DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Close up shot of 6 pack in front of party, two hands pull two beers out of pack

DIALOGUE:

FX:

SHOT # 8

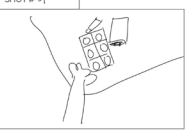


DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Medium shot of man pulling beer out of 6 pack, turns to look at mountain top landscape

DIALOGUE:

FX:

SHOT # 9



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Close up shot of beer pack at beach scene, hand pulls out the last beer

DIALOGUE:

FX:

SHOT # 10



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS): Full 6 pack & chip bag on table, pull out of frame to reveal logo

DIALOGUE: None

FX: Edit loop behind items, music ends when logo appears

Casting and Location Specs

Cast: Alex Vlasto, Meghan Hartman

22 year old Alex was cast as the main character of our commercial, a man from the Harrisonburg area who loves going on adventures with a craft beer in hand. He was a great choice since he has an acting background as a rising senior theatre major and a real-life passion for both craft beer, working at a brewery in his hometown. Meghan was used as an extra in backgrounds to make a scene feel more lively and social, as well as an extra hand when a shot required more than one person to grab a beer.

4/29/2025

2:30: Arrive at Friendly City Food Co-op.

2:35 - 3:15: Scene 1 – The Co-op

Location: Get shots walking into the Co-op, and as many as you can get on the way to the beer aisle. Reshot if necessary to avoid getting customers in the shot. Main areas for shooting will be the beer aisle, chip end display, and checkout. Also get a shot leaving the Co-op.

SHOT 1: A shot of Alex walking into the Co-op.

SHOT 2: Cut to a close up shot of Alex picking a six pack container from the shelf.

SHOT 3: A close-up shot of Alex opening the beer fridge.

SHOTS 4-9: Six close up shots of Alex taking the beers for his six pack out of the fridge.

SHOT 10: Quick cut to Alex's legs walking in front of the beer aisle out of frame.

SHOT 11: Medium shot of Alex grabbing chips.

SHOT 12: Cut to Alex's lower body, walking away towards checkout.

SHOT 13: Close up of cashier ringing up a beer.

SHOT 14: Alex exiting the Co-op.

3:35-4:50: Scene 2 – Cornhole

Location: Go through the Redpoint clubhouse to get out to the pool area.

SHOT 1: Close up shot up cornhole game. Alex is in foreground taking a beer from the back and Meghan is in the background playing cornhole

3:55-4:05: Scene 3 – Hammock

Location: Go through the Redpoint clubhouse to get out to the pool area. In the grass behind the pool, set up at one the hammocks.

SHOT 1: Shot of Alex's body as he lays in a hammock, he reaches over and grabs a beer from the six pack.

4:10-4:20: Scene 4 – The Pool

Location: Go through the Redpoint clubhouse to get out to the pool area. Set up for the shot next to the pool.

SHOT 1: Close up shot up of the six pack in front of the pool, Meghan and Alex's hands grab two of the beers from the six pack.

4:25-4:35: Scene 7 – Outro

Location: Go through the Redpoint clubhouse to get out to the pool area. Find a clean table.

SHOT 1: Full six pack is surrounded by drinks. Hands reach out and pull the chips and the six pack away to get a clear shot of the empty table.

4:45-5:05: Scene 5 – Mountain

Location: Use the trail behind Redpoint to get to the overlook on the hill.

SHOT 1: Shot of six pack sitting on rock as Alex picks up a beer and turns to look at the landscape.

5:20-5:30: Scene 6 – Beach

Location: Go to the volleyball court behind the Grace Street Apartments.

SHOT 1: Six pack is resting on a beach towel surrounded by chips, sunglasses, and sunscreen on the sand. Alex's hand comes into frame and takes the last beer from the pack.

Key Frame



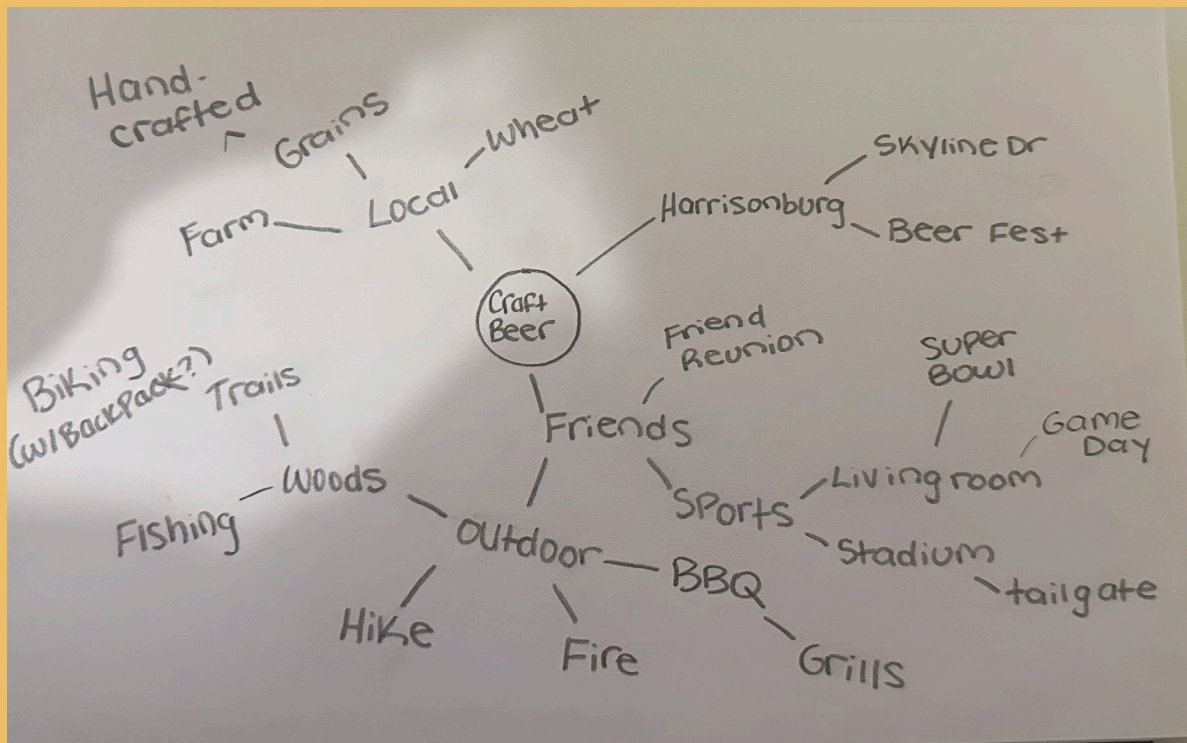
<https://vimeo.com/1082895336/f03334b77c?share=copy>

Rationale

Our 30 second spot is energetic and upbeat in tone and consists of face paced shots that tell a story. The story starts as a man walks into the Friendly City Food Co-op and continues as he builds his own six pack of beer, grabs some snacks, and goes on his way. We then see the six pack as it travels from location to location, adventure to adventure. At each new location, a beer (or two) are grabbed out of the pack, finally emptying the pack in the final scene. Our big idea is the ability for customers to take the beer from the Friendly City Food Co-op and enjoy it on an adventure, whether it is chill, intense, with friends, or by themselves. By showing the 6 pack lose a beer in each scene, we are suggesting the versatility and flexibility of the beer – it can go with you anywhere! The commercial includes high energy music that sets the tone for a day full of hiking, playing games with friends, or having fun at the pool and beach. This 30 second spot includes many different scenes and visual images at a very quick pace, so as to not lose the attention of our audience.

Viral Video

Brainstorm



Scripted Storyboard

SCRIPTED STORYBOARD

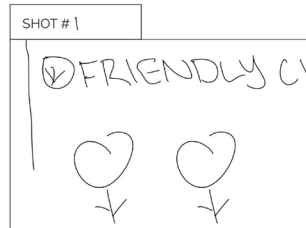
VIDEO TITLE: Viral Video

DURATION: 2:50

GROUP MEMBERS: Meghan, Angela, Ella, Syd

DATE: 4/28/25

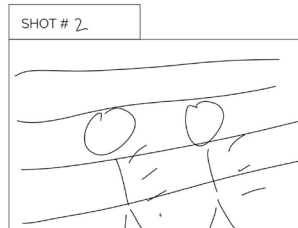
CLIENT'S NAME: Friendly City Food Co-op



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS) Wide / medium shot of group member & guest standing in front of Friendly City Food Co-op

DIALOGUE Group member introduces guest & challenge; lists what beers they need to find

FX Have challenge requirements pop up on screen with a sound effect



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS) Shot of group member & guest rushing to the beer aisle of the Co-op

DIALOGUE None

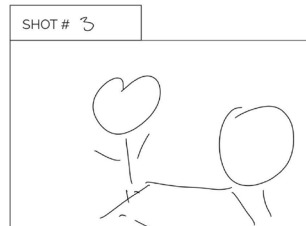
FX Speed up video & put fast music behind it



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS) Guest going through beer fridge & finding beers to complete the challenge.

DIALOGUE Have group member tell guest when to begin & announce when time is up

FX Speed up video & put fast music behind it; edit count down on the screen



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS) Over shoulder shot of group member sitting outside of the Co-op; repeat for each beer

DIALOGUE Group members repeats requirement & asks guest to explain what beer they picked & why

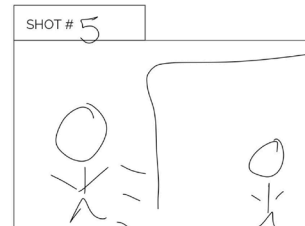
FX Low background music



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS) Over the shoulder shot of guest sitting outside of Co-op showing their beer; repeat for each beer

DIALOGUE Guest explains why they chose their beer

FX Show close up photo of beer being discussed on the screen, pop sound effect when it appears



DESCRIBE ACTION (INCLUDE SHOT TYPE, LOCATION, PROPS) Group member ends challenge; guest skips away as camera rolls in & follows them

DIALOGUE Thank you for participating!

FX Do fun bugs bunny inspired outro, logo appears at the end

Casting and Location Specs

Cast: Joshua Bellamine (Goes by Bellamine) , Anjali Sharma
Anjali Sharma was cast as the "host" of our "45 Second Beer Challenge." Not only is Anjali a member of the SAEM Ad Agency who is producing this campaign, but Anjali is an actor herself, graduating with a degree in Theatre Performance. Bellamine is a 24 year old local Harrisonburg resident and beer lover — a perfect recruit for our beer challenge!

5/6/2025

Location: Filmed at the Friendly City Food Co-op. Introduction filmed outside the front entrance, challenge filmed inside in the beer and wine aisle, and the post-challenge interview filmed in the outside seating area.

Title: "45 Second Beer Challenge"
Length: 2m 30 seconds

Script:

ANJALI: Hi, we're here at the Friendly City Food Co-op in Harrisonburg Virginia. I'm here with Bellamine. He is a local resident and beer lover. I have a beer challenge for you. Are you up for it?

Bellamine responds.

ANJALI: Okay, awesome. So, the beer challenge is: you have 45 seconds to build a six pack for 10% off. This six pack has to include one drink that you would drink by the beach. One from a Virginia brewery. One to drink around a campfire. One to drink at a picnic. One to bring to a tailgate. And one that you would drink next to a body of water. Are you ready?

Bellamine responds.

ANJALI: Awesome, let's go.

Walks inside Friendly City Food Co-op to the beer and wine aisle.

ANJALI: Alright, you have 45 seconds on the clock. Go!
Bellamine builds his six pack.

BELLAMINE: Okay, I got it.

Now we are outside sitting at a table for a pseudo-interview.

ANJALI: Okay, so your first requirement was to pick one drink that you would drink by the beach. What did you pick?

Bellamine responds.

ANJALI: Okay, next you were told to choose a beer from a Virginia brewery. Which one did you choose?

Bellamine responds.

ANJALI: Okay, next is a beer to drink around a campfire. Which one did you choose?

Bellamine responds.

ANJALI: Alright, next is a beer to drink at a picnic.

Bellamine responds.

ANJALI: Number five is a beer you would bring to a tailgate.

Bellamine responds.

ANJALI: And finally, to round off the six pack, you were told to choose a beer that you would bring to a body of water. Which one did you choose?

Bellamine responds.

Switches to shot of the two standing next to one another.

ANJALI: Thanks for participating in our Friendly City Food Co-op beer challenge! Enjoy your beer!

Bellamine skips off.

Key Frame



<https://vimeo.com/1082894600/f0d2688cd0?share=copy>

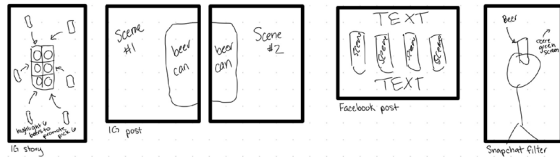
Rationale

What goes along with adventures better than a challenge? For our viral video concept, we decided to keep it local to the Friend City Food Co-op itself, while still tying in our element of adventure and fun. We set up the "45 Second Six Pack Challenge." For this challenge, our participant had 45 seconds to build his six pack of craft beer singles. In order to build his pack, he had to follow a list of six requirements that we gave him, all revolving around him selecting beers to bring on certain adventures. After our participant completed the challenge, we interviewed him in the seating area outside the Co-op to explore the pack he built. By filming this video at the Co-op, we directly highlighted the store and all that it has to offer; viewers are able to see the beer selection aisle in the video. Additionally, the video uses upbeat, high energy music and accelerated video speed to keep the video moving and engaging. Finally, the video has an element of playfulness and a fairly casual tone to add to its viral quality. This challenge has the potential to be repeated with more participants in the future and can be tweaked to fit the needs of the Co-op if repeated.

Social Media

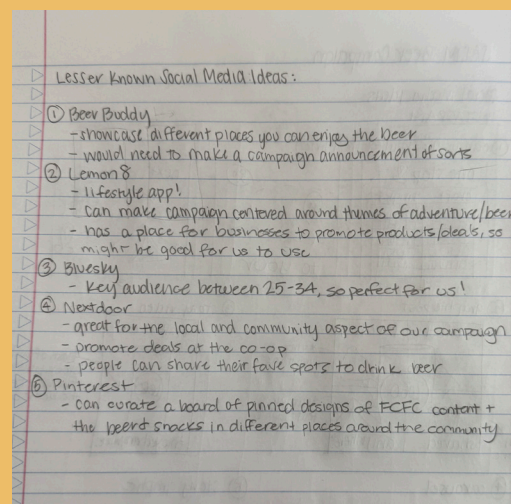
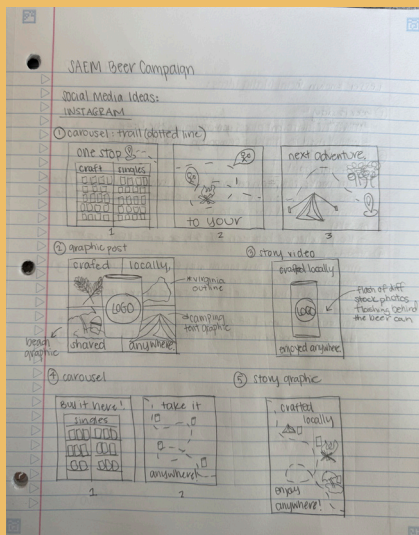
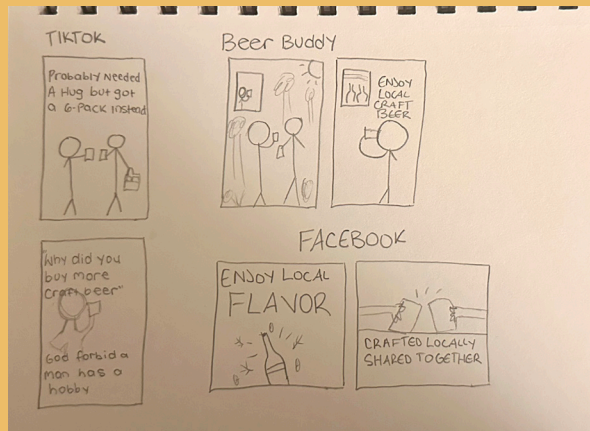
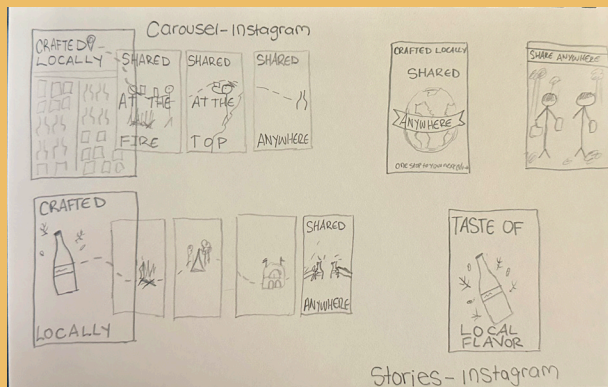
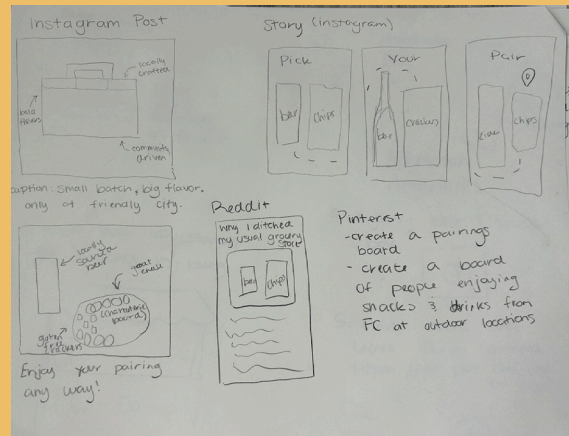
Thumbnail Sketches

Main Social Media



Lesser Known Ideas:

- ① **Discord**
Main app, can create different groups to promote real beers, let people connect, etc.
- ② **Threads**
IG twitter, could pair with IG campaign, word posts about pairing beer & adventure?
- ③ **NextDoor**
Focus around finding things in local community, can promote deals, events, ways to engage.
- ④ **BeReal**
Kind of all but could promote by doing BeReal posts @ different locations.
- ⑤ **Untagpd**
Beer social media app, "Find beers you love", can maybe do a BeReal like approach.



Social Media Rationale



Instagram is a popular platform already used by Friendly City Food Co-op, where they have a following of over 5,000 users. According to Statista, the largest percentage of male Instagram users fall within the 25–34 age range. Our target audience aligns with this demographic, making it highly likely that they are active on the platform. For this platform, we created 2 sets of story posts and 3 sets of main grid posts. Being that these posts are being hosted on a social media platform, we made them both visually eye catching, engaging, and interactive. Among our various designs, we had two main focuses. One was a focus on the journey or adventure a customer might take with their beer – these posts included a story series with a trail leading users across multiple beer drinking adventure photographs, a collage post, and a post asking users to comment where they would adventure. Our second focus was a highlight of the food and a general wider look at the Co-op for all it has to offer – these posts included a story highlight of the 10% off a build your own six pack deal that the Co-op offers and a “perfect pairings” grid post in which we highlighted some of the other food at the Co-op that would be perfect to pair with different craft beers. One thing to note is that the subjects in our photographs are not always actively drinking beer, but we believe that if the intended message is strong enough, a visual representation is not always necessary.



Next Door is an app that is focused on building community in your local neighborhood or area. Because of its ability to connect more intimately with a specific local community, it is a perfect choice for Friendly City Food Co-op to utilize as another advertising and social platform. Our posts for this platform had a similar focus as Instagram – we focused on our big idea of adventure and also tied in other food and products from the Co-op. In addition to this, we put a special “Harrisonburg spin” on our posts, connecting directly with our audience that would be viewing these posts. We included Harrisonburg-specific adventure spots in our posts and even made videos with the beer and wine vendor from the Co-op, AJ Litwin.

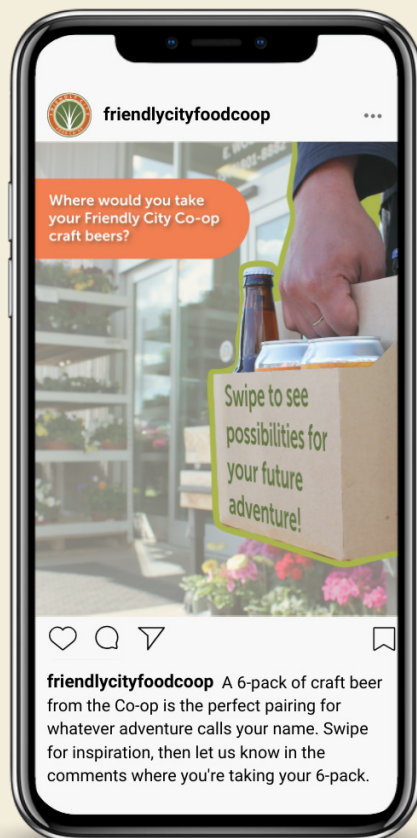
Instagram

COLLAGE POST



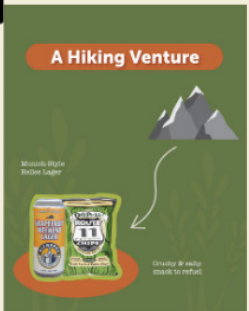
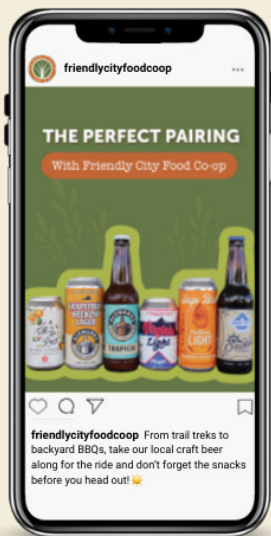
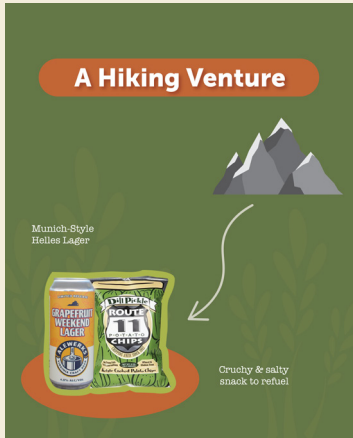
Instagram

SWIPE FOR POSSIBILITIES POST



Instagram

THE PERFECT PAIRING POST



Instagram

MAKE A SIX PACK STORY



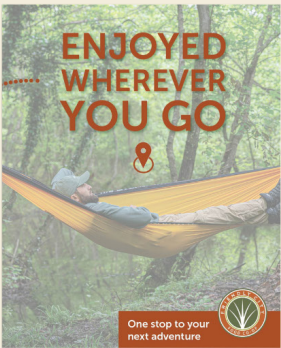
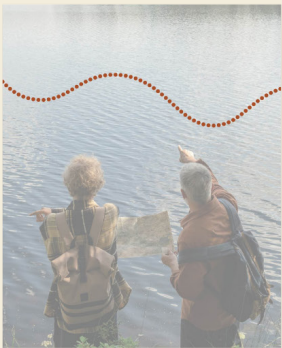
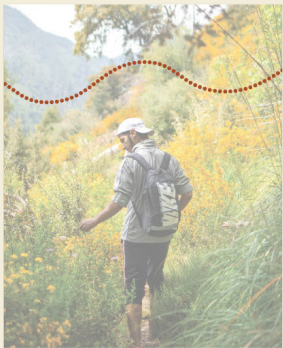
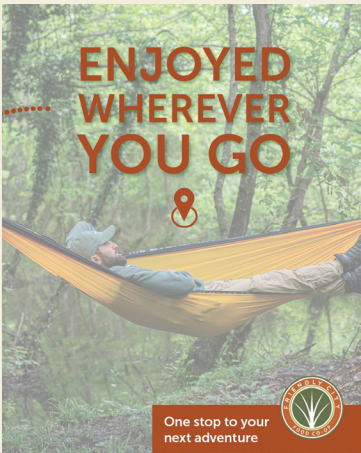
Instagram

ADVENTURE STORY



Nextdoor

ENJOYED WHEREVER CAROUSEL



Nextdoor

ENJOY IN THE COMMUNITY POST

CRAFTED LOCALLY,

ENJOYED WITHIN THE COMMUNITY.

 Shenandoah National Park

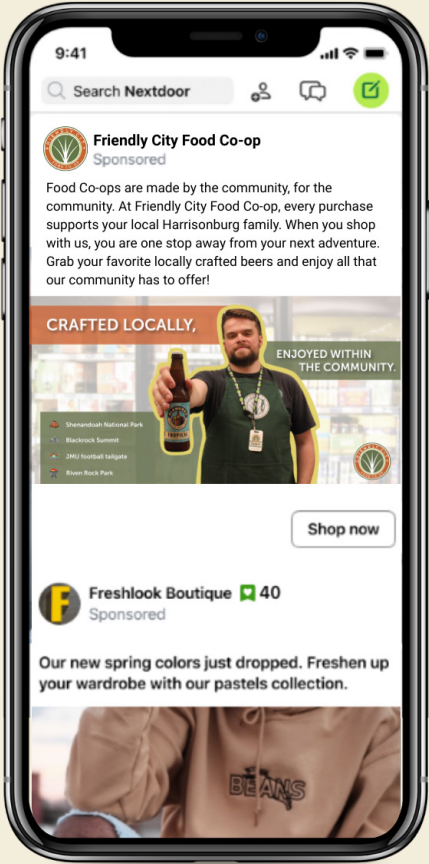
 Blackrock Summit

 JMU football tailgate

 Riven Rock Park

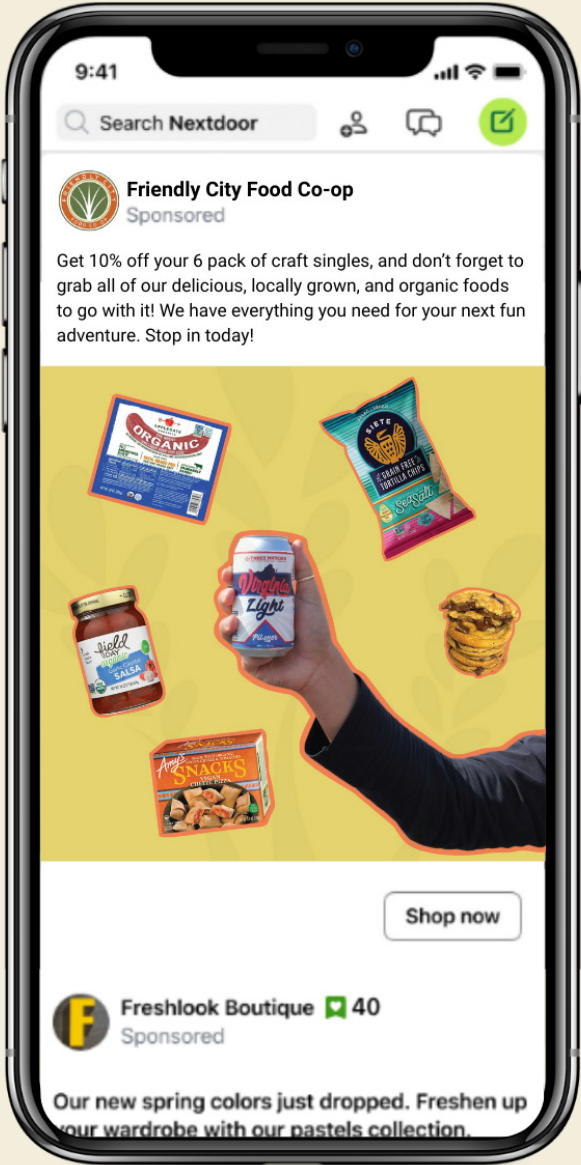






Nextdoor

SNACKS POST



Nextdoor

INTERVIEW VIDEO

An Interview with Friendly City Food Co-op's Beer Buyer



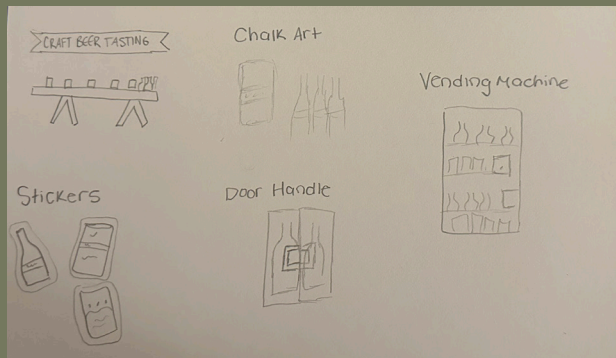
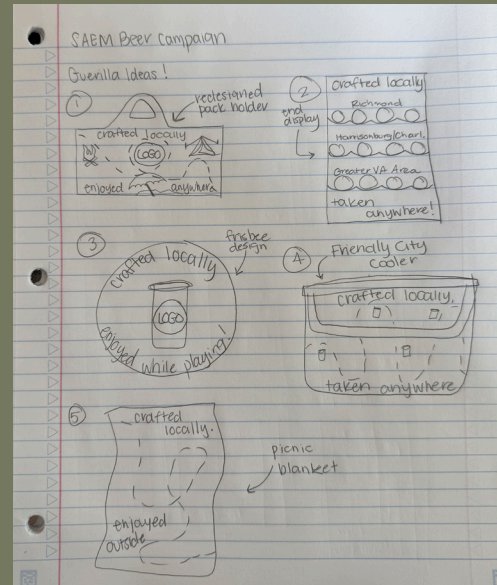
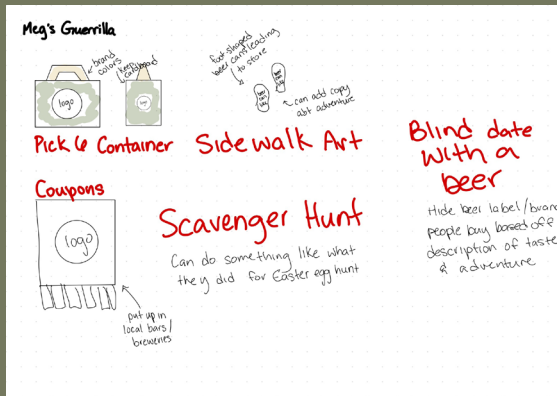
Nextdoor

SIX PACK TOUR VIDEO



Guerilla

Thumbnail Sketches



Rationale

Many of the adventures featured throughout our campaign consist of outdoor scenes. Thus, we found it fitting to use a picnic table as our canvas for the guerilla ad. When you think of eating or drinking outside, you oftentimes might think of a picnic table. This picnic table features an iconographic design and also uses a design element from our social media posts, the dotted trail. By designing both the top of the table and the bench, it is certainly hard to miss. Additionally, the copy on the top of the table is a similar version to that of our print ad series. These picnic tables can be placed all over Harrisonburg in areas where one might be out adventuring – in a park, near a baseball field, at an overlook in the Shenandoah Valley, etc. Passerbyers are invited to sit at the table to enjoy a beer (and other foods)!

Advertisement



Mock Up



Sponsored Event

Friendly City Beer Fest

“The Friendly City Beer Fest is all about bringing people together to enjoy the finest craft beverages from the Shenandoah Valley. With live music, food trucks and a friendly atmosphere, our festival is the perfect way to spend a day with friends and family” (Friendly City Beer Fest, 2025).

Rationale

The Friendly City Beer Fest is a great event for the Friendly City Food Co-op to partner with because of its shared target audience and fun vibes. This festival is targeted towards people ages 21+ in the Shenandoah Valley who love to drink local craft beer. Thus, it feels perfect for our target audience of “men who love local craft beer.” Like other local businesses, Friendly City Food Co-op will host a tent at the festival with products from the store. Since our target audience will already be present at the beer fest, we were challenged with finding a way to connect our sponsorship to our big idea of adventuring. Inspired by “Blind Date with a Book” that was popularized by Barnes and Noble and other bookstores, Friendly City Food Co-op has created Blind Date with a Beer! This fun idea will be hosted at the Friendly City Food Co-op’s tent at the festival. Festival go-ers will have the chance to purchase a Blind Date with a Beer, which consists of a craft beer single wrapped in a paper so the beer itself remains a mystery. On the paper packaging, there will be a tag that tells customers a few details about the beer inside, including flavors, IPA, etc. Most importantly, the tag on each wrapped beer will suggest an adventure that would specifically pair well with the beer inside! Festival attendees will be inspired to purchase a Blind Date with a Beer to keep the fun times going after the festival on a new adventure!

Flyer



Sponsored Event Mock-up | Plans Book

Website



Blind Date With A Beer



Tent



Section 5

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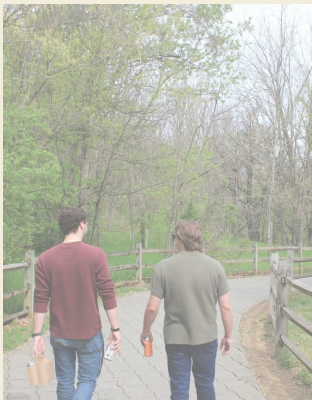
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