

Media List and Fact Sheet

Trader Joe's Promotional Event and News Conference

Site: Site of the new store; outside, ideally under a tent on a sunny day.

Alternative for weather: Inside new store; assuming construction is far enough along with event to run safely

- Using this location will give a “sneak peek” allowing reporters and potential shoppers to get excited about the new location
- This location will give us access to electricity so we are able to control lighting and audio equipment
- This is the most relevant location to the story topic.

Speakers:

Mayor of Pensacola, DC Reeves

- So excited about a new budget grocery store coming to Pensacola for students
- “We love supporting our students and this store is another way to ensure our students are happy and healthy during their time in Pensacola”
- Mention location and how beneficial it is for students on campus

UWF Representative; UWF President Martha Saunders

Contact: presidentsoffice@uwf.edu ; 850.474.2200

- So excited about new Trader Joe's location
- Unveil the fact that all UWF will receive a 10% discount at Trader Joes location with their UWF student card
- “UWF and Trader Joes are partnering to ensure all of our students have access to low cost, healthy food during their time as a UWF student”

Trader Joes Representative:

- Unveil promotion for grand opening
- “The first 20 students in our store on grand opening will each receive a \$200 gift card to be used at this Trader Joes location”
- “We are excited to continue to show support our UWF family”

Targeted Outlets:

Pensacola News Journal

- News Paper
- Ben Grieco
 - Has reported primarily on UWF and related content
 - Students at the University well read his content
- Pinpoint college students as well as locals, the easiest way to make the news mainstream

The Voyager

- Student-led newspaper for UWF
- Spread across campus
- voyager@uwf.edu
- Direct line to all students across the UWF campus; newsletters are shared with all enrolled students as well as alumni

WYCT 98.7 FM

- Country Radio station
- Based in Pensacola, FL
- Advertisement about opening and grand opening promotional event
- Country music is popular with students at UWF; a passive way to attract attention to students

Hulu Targeted Location Ad

- Location-based for UWF
- Showcase the grand opening promotional event to get students aware of the event and excited to attend for a chance to win
- Most students use streaming services, specifically Hulu. Targeted location ads that are shown exclusively to users between the ages of 18-22 in the Pensacola area are an easy way to hit a specific target demographic.

Achieve You TikTok Influence

- Paid sponsorship with AchieveYou TikTok account
- Based out of UWF
- Interview based content
- Over 3 million followers on TikTok
- Large follower base, highly recognizable and well-liked in the Pensacola area. Can be used to make content surrounding the opening as well. Content during the grand opening, interviews with students waiting in line

UWF Panhellenic Sponsorship

- Sponsor meals with major sororities and fraternities on campus
- Highlighting Trader Joes college friendly easy meals
- Posted on sorority and fraternity Instagram pages
- Sorority and Fraternities make up a substantial portion of the student body; easy way to intrigue students and show off products

On Campus Giveaway

- Traders Joes tent up in popular space on campus during peak hours
- Giving away Trader Joes merch and frozen meals
- College students love free things