



### AKRON COFFEE ROASTERS PLAN AT A GLANCE

Date	Activity
9/30/24	Announce that Stray Dog has left Bounce
10/7/24	<ul style="list-style-type: none"> <li>• Display 1<sup>st</sup> “teaser” showing the ACR brand</li> <li>• Basic message, no details</li> </ul>
10/14/24	<ul style="list-style-type: none"> <li>• Display/post 2<sup>nd</sup> teaser (LinkedIn, Instagram, FB)</li> <li>• Introduce the “Coffee Lab” name for Bounce location</li> <li>• Send a press release to the media (if the date for the grand opening is confirmed)</li> <li>• Email sent to list discussing ACR</li> <li>• Create an event on FB</li> </ul>
10/21/24	<ul style="list-style-type: none"> <li>• Display/post 3<sup>rd</sup> teaser (LinkedIn, Instagram, FB)</li> <li>• Introduce that the Bounce location of ACR/Coffee Lab will have various food items.</li> <li>• Begin social media advertising</li> </ul>
10/28/24	<ul style="list-style-type: none"> <li>• Display/post the grand opening story (LinkedIn, Instagram, FB)</li> <li>• Display/post grand opening graphics (LinkedIn, Instagram, FB)</li> <li>• Video of Albert discussing the new location at Bounce (LinkedIn, Instagram, FB)</li> </ul>
11/4/24	<ul style="list-style-type: none"> <li>• Continuation of tactics of the previous week</li> <li>• Email tenants with a reminder about the grand opening</li> </ul>
11/11/24	<ul style="list-style-type: none"> <li>• Exact date – TBD</li> <li>• Official grand opening</li> <li>• Ribbon cutting</li> </ul>

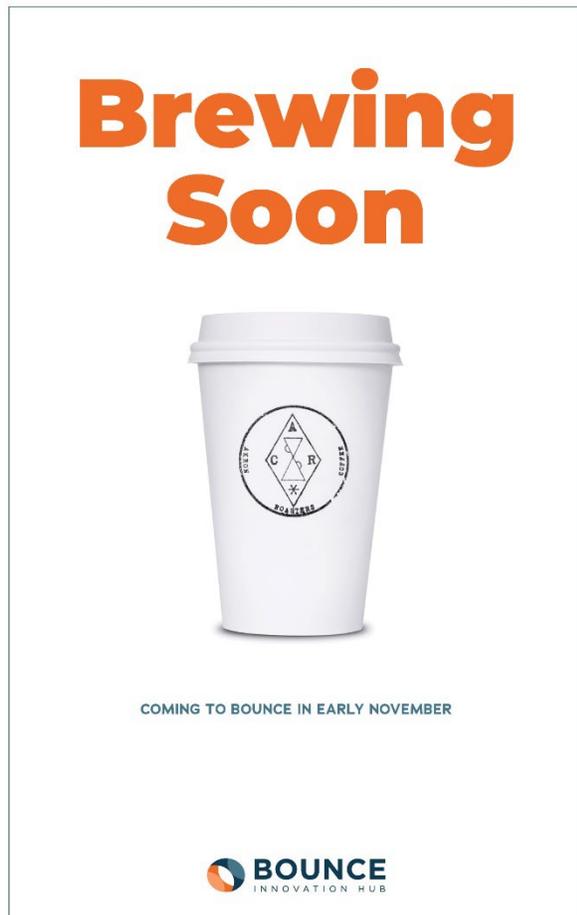
#### Proposed Teaser Poster & Graphics

*(see next page)*

**Below are two ideas for the first “teaser” poster.**

We are proposing a gradual rollout to help build anticipation and excitement. Each week, additional information will be released, helping to create a continual buzz about Akron Coffee Roasters coming to Bounce.

**Version #1**



**Version #2**

