

Welcome to Yellow Brick Media!

Our team of unique individuals is dedicated to helping our clients expand and prosper through the noise. Not only do we aim individuals to come, but to stay. We work with our clients following our yellow brick road, by the end of our journey, your organization will be in Emerald City. Here at Yellow Brick Media, we value what is at heart and that is our clients. We believe our relationships are key and motivate us to reach high.

We are home to inspiration and innovation with an emphasis on developing personalized relationships with each of our clientele. Yellow Brick combines a professional and top-of-the-line creative strategy with a culture reminiscent of family. Our job is not complete until our clients have exceptional results while feeling like the ultimate priority.

We know the journey can face lions, tigers, and bears, but through our strategic thinking, creative diversity, and streamlined process, our clients do not need to say, "Oh my!"

YELLOW
BRICK
MEDIA



Meet the Team!

From left to right:
Juliana Crissman
Ellie Plummer
Lily Rassoli
Merritt Norris
Kate Rogge
Jack Cowden

Campaign Scope

In late 2024, Urban Roots will be growing in a freshly remodeled common ground location in Atlanta, Georgia! The ideal office is located downtown and is just a quick walk to the organization's 2.5 acre farm. Naturally, there must be significant marketing and media attention in correspondence to the new opening. Atlanta will know Urban Roots' efforts in providing opportunities to young leaders by growing food and pursuing outreach in their community. In no time, Urban Roots will have generated genuine engagement with the population of Atlanta because of its presence in all facets of the media and transforming the lives of young people through healthy-living education and leadership.

Objectives

- 50% of the younger population in Atlanta will know Urban Roots
- 2 local events will be held to gain earned media coverage
- boost brand engagement by 10% within the first 14 days following the event
- Promote our brand via paid coverage on social media to further boost engagement and awareness with Atlanta's younger population
- \$100,000 budget
- Website visits will spike 45% during the launch phase in Atlanta

January 2025

Move: 250 new volunteers to help around the new home base and farm this first campaign year.

Create: secure \$1,000+ in official partnerships with 45+ businesses all in Atlanta

March 2025

Gain: 650 qualified applications through the farm internship program, the food and leadership program, and the Urban Roots blog

Tours: Grade School and Adults will generate 55 qualified group inquiries during the campaign year

April 2025

Grow: a minimum of 10,000 pounds of produce in year-one for donations

Support: weekly farmer's market where UR youth set up regular shop and learn from April – July

Community Targets



22.46% of the Atlanta population are 25-34 yrs. old (the largest age pop.)¹

\$77,655

Median household income in Atlanta, GA²

\$647

Avg. Atlanta household cash contributions to charities³



Urban Roots is located in one of the most densely populated target areas for community involvement⁴

Race Distribution



46.74% are Black or African American

41.32% are White¹

Target Community Ecosystem

Urban Roots aims to involve a wide range of age groups in Atlanta. From teens to young adults, to senior citizens Urban Roots offers a variety of educational programs and volunteer or donation opportunities that are not limited to a one size fits all age. Urban Roots seeks to involve and serve a variety of races and ethnicities. In the Atlanta community, there are many diverse communities, and not everyone is granted sufficient food access. We want to reach not only those wishing to gain leadership and volunteer experience, but those looking to promote food-justice advocacy. Don't want to get your hands dirty? Those looking to get involved without physically farming have the opportunity to support our incentives through funding. Whether it be a one-time contribution or consistent donations, Urban Roots offers the opportunity for individuals to support both young leaders and our overall program coordination.

¹ Simply Analytics Demo Dump - All Market Simply Analytics Basic Demo Dump.xlsx

² U.S. Census, <https://www.census.gov/quickfacts/fact/table/atlantacitygeorgia/PST045223#PST04522>

³ Atlanta, GA Charitable Contributions.xlsx

⁴ Simply Analytics, <https://app-simplyanalytics-com.ezproxy.lib.utexas.edu/index.html>

⁵ <https://www.atlantapublicschools.us/domain/13767>

⁶ <https://www.statista.com/statistics/1330868/gen-z-news-sources-by-age-us/>

⁷ <https://www-statista-com.ezproxy.lib.utexas.edu/statistics/1276021/instagram-snapchat-tiktok-gen-z-users/>, <https://app-simplyanalytics-com.ezproxy.lib.utexas.edu/index.html>

Student/Youth Targets



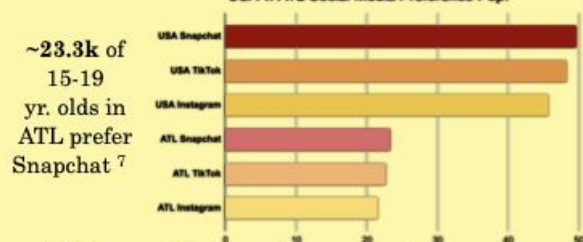
6.66% of the Atlanta population are 15-19 yrs. old¹ 3.49% females 3.17% males¹

51% Receive news from social media

40% Receive news from search engines

30% Receive news from TV news⁶

USA v. ATL Social Media Preference Pop.



~23.3k of 15-19 yr. olds in ATL prefer Snapchat⁷

40

Hours of community service required for most high school diplomas⁵

3 TARGET SCHOOLS IN PONCEY-HIGHLANDS AREA:



1. Atlanta Classical Academy (K-12)
2. Midtown High School (9-12)
3. Charles R. Drew Charter School (PK, K-12)

Comparing Target Markets

Community
Target Audience

Student/Volunteer
Target Audience

- ❖ More likely to donate if lacking volunteer time

- ❖ Advocates and spread awareness for food-advocacy and injustice

- ❖ Will share the benefits of their contributions to inspire others

- ❖ Interested in providing support for youth's educational efforts

- ❖ A desire for community involvement and positive contribution¹

- ❖ Environmentally conscious

- ❖ Interested in sustainable and equitable practices

- ❖ Interested in philanthropic efforts

- ❖ Desire to give back

- ❖ Desire to connect with others

- ❖ Striving to achieve food equity³

- ❖ Desire to fulfill school hour credits²

- ❖ Involved in extracurricular activities

- ❖ Looking to earn \$ while contributing to a good cause

- ❖ Enjoys spending time outdoors

- ❖ Leadership opportunity

- ❖ Avid learners

- ❖ Available free time

Urban Roots' Potential with Target Communities



Rose

Areas for Success

Old Fourth Ward's is above Atlanta's average household income at \$104,684- \$250,001¹

Students in school are preparing themselves for their future and companies that promote educational guidance create a long-lasting connection with students that they reach²

Atlanta has the 8th highest formal volunteering rates in the largest metropolitan areas marked at 19.6%³

Young people from ages 5-19 make up almost 16% of the population⁴

There are seven K-12 ranging schools near our new location¹

Great opportunity to build connections with younger kids/students through our Educational Farm Tours



Bud

Areas for Opportunities



Thorn

Where are the Challenges?

Breaking brand loyalty to other organizations and charities

There has been historic disinvestment in the target area⁵

¹ Simply Analytics, <https://app.simplyanalytics.com/index.html>

² Mintel, 2022 <https://reports-mintel-com.ezproxy.lib.utexas.edu/display/1100183/?fromSearch=%3Ffreetext%3Dstudents%2520volunteer%26resultPosition%3D1>

³ U.S. Census, 2023 <https://www.census.gov/library/stories/2023/01/volunteering-and-civic-life-in-america.html>

⁴ Simply Analytics Demo Dump, *All Market Simply Analytics Basic Demos Dump.xlsx*

⁵ Story Maps, 2022 <https://storymaps.arcgis.com/stories/4d251cae190e4758b0b20293d8a01cd5>

CONSUMER PERSONAS

COMMUNITY CONTRIBUTORS

The prototypical Urban Roots Atlanta donor cares deeply about giving back and investing in their community. In their current stage of life, they have found that they can contribute the most and make the biggest impact through charitable donations. Years prior, when the donor was younger, they were passionate about volunteering and serving in whatever way they could. With the average age of a donor being 64 years old¹, their bodies may be less nimble, but their passion for giving back is still very strong. This donor has been donating to Urban Roots annually, but is considering switching to a monthly plan to serve as a constant source of support. One out of every three² taxpayers in Georgia report charitable donations and 10%³ of the city of Atlanta is made up of this age bracket, meaning that an estimate of 17,000 Atlanta residents⁴ fit the description of an Urban Roots Atlanta donor.

¹ Define Financial, <https://www.definefinancial.com/blog/charitable-giving-statistics/>

² Athens CEO, <http://athensceo.com/features/2023/12/study-333-georgia-taxpayers-report-charitable-contributions-above-us-avg/#:~:text=In%20Georgia%2C%2033.3%25%20of%20taxpayers,ranked%2025th%20in%20the%20analysis.>

³ Census Reporter, <https://censusreporter.org/profiles/31000US12060-atlanta-sandy-springs-alpharetta-ga-metro-area/>

⁴ Simply Analytics, <https://app.simplyanalytics.com/index.html>

YOUTH VOLUNTEER

The ideal Urban Roots Atlanta volunteer is passionate about getting involved in philanthropic efforts and bettering the society they live in. The volunteer learned about this opportunity through a friend's reposted story on social media. They now repost Urban Roots content to spread awareness and influence others to support this cause. They enjoy spending time outdoors with other volunteers who may be from different schools and background. They wish to understand where fresh food comes from and how they can deliver it to those who may not always have access to sufficient resources. They are supporters of sustainability and achieving food equity. Volunteering for this high school student typically takes place after school hours on Tuesdays with the occasional extended hours of volunteering on Saturdays. They are interested in participating in one of Urban Roots internship programs in the future. The opportunity to earn not only volunteer credit hours, but commission for their services serves as an additional incentive.

STUDENT SIMONE

Simone is an exceptional student inside and outside of the classroom. She is a 17-year-old African American girl who attends Midtown High School in Atlanta¹. Once a week, she volunteers with friends at various nonprofits around Atlanta, as she enjoys giving back to her community². It is required for her to obtain 40 hours of community service, plus, it is an additional boost on her resume³. She is applying to college at the end of the year and is looking for more ways to get involved in a single organization to show commitment. After school, she tends to cook herself healthy meals and before she starts homework. She goes on social media to connect with friends and learn about what is going on in the world⁴. As college comes closer, not only is she seeking scholarship opportunities, but ways to stand out from other applicants. She hopes to go to a quality university and major in environmental sustainability.



Age: 17

Occupation: High-School Student

Location: Atlanta, Georgia

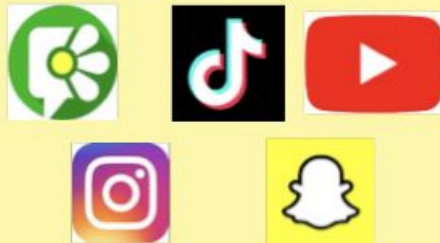
Hobbies:

- Volunteering
- Gardening
- Spending time with friends
- Volleyball

CHARACTERISTICS

Hardworking
Curious
Responsible
Leader
Social/Friendly
Intelligent

APPS SHE LIKES



¹ US Census, 2023 <https://www.census.gov/quickfacts/fact/table/atlantacitygeorgia/PST045223#PST045223>.

² US Census, 2023 <https://www.census.gov/library/stories/2023/01/volunteering-and-civic-life-in-america.html>.

³ Maynard Holbrook Jackson High School <https://www.atlantapublicschools.us/domain/13767>.

⁴ Statista, 2022 <https://www.statista.com/statistics/717651/most-popular-news-platforms/>.

Paid

Vehicle: *Boosted Instagram and Facebook Posts*

Scheduled promotional posts:

Two posts per week on both Instagram and Facebook during the flight period (eight total per account) with each post being boosted to promote the Urban Roots Experiential event. The boost will target high school students attending local Atlanta schools through geo-targeting in hopes of garnering the attention of students looking for volunteer hours or internships. The main goal of using Instagram-boosted posts is to increase reach and impressions on Urban Roots' social media accounts. The boost will increase our reach to other community members who might be interested in attending the event and getting involved with Urban Roots.

Earned

Vehicles: *Journalist & Media Professionals, live band and local business promotion, and UGC*

Invite Journalists + Media Professionals: to cover event, resulting in recognition and discovery from sources viewers, readers, and followers.

Live Band: will be performing at the event and advocating on their own social accounts to spread awareness, leading their fans to attend the event generate new engagements with Urban Roots.

Local businesses: will set up booths to sell their own products at the event. The local businesses will post Urban Roots event posters within their stores prior to the event to foster awareness within their consumer base. These partners will bring in guests who may not have known about Urban Roots otherwise.

User Generated Content from Attendees: who we hope will promote their experience at the event on their personal social accounts (Instagram, Snapchat, Facebook, TikTok) and spread awareness by word of mouth to other parties. We hope to increase amount of shares, mentions, and reposts driving traffic to the Urban Roots IG and FB accounts.

Owned

Vehicles: *Posters/Flyers in high schools, newsletter, and Urban Roots' Experiential Event*

Posters/Flyers: Urban Roots posters and flyers will be distributed to school counselors and administrators to be posted in Urban Roots' target schools such as Atlanta Classical Academy, Midtown High School, and Charles R. Drew Charter School. Additionally, posters/flyers will be posted at the location of the event with granted permission from the DPR.

Mailing List: Email sent weekly to Urban Roots newsletter subscribers reminding Urban Roots supporters of the event.

Urban Roots Event: Owned branding at the event on tents, flyers, sign-up sheets, and other merchandise around the event.

The event is centered around garnering brand recognition and engagement with our current and potential student volunteers and donors. The expected outcome for the event is 75-100 students derived from targeted high schools and 10-20 people from each local business and the band.