

Shanghai Nobby's



Est. 1985

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Nobby's Profile and Personality

Who are they?

Shanghai Nobby's is a local, lively bar that not only serves great food, but hosts live shows.

What are they currently doing?

Promoting shows on social media. Instagram's most up-to-date and Facebook has the largest following.

Company Name

Shanghai Nobby's

About the Company

Shanghai Nobby's was established in 1985, and has been serving alcohol and food ever since. It's become a hub for live shows and events

Current Taglines/Slogans

"Worth the trip over the bridge!"

Current Target Audience

21-28

Industry

Bar/Restaurant/Entertainment

Products/Services

Alcohol, food, live shows and events

Tone/Current Design Style

Dark, Varied, Rock n' Rollin'



Creative Brief

Background/Overview (What's going on?)

Nobby's social media could be expanded to engage the audience more personally. They are currently great at communicating shows, but specials could be emphasized more. Media scheduling and timeliness is a must!

USP (Unique Selling Proposition)

Here since 1985. Local joint. A quality variety of drinks. Right over the bridge. Live shows almost every day. Pool table and games.

Goal

To increase engagement on social media platforms and educate audience on events, shows, and specials.

Objectives

- Increase Instagram engagement by 10% by December 2021
- Increase Instagram Reach by 3% by December 2021
- Start a Tiktok and gain 100 followers by December 2021
- Increase Facebook following by 2% by December 2021

Purpose

Expand Nobby's social media platforms and educate audience on events, shows, and specials

Target Audience

Males and females, 21-28 and into live music

Words to Describe Appearance

Rock n' Roll, Nautical, Lively, Fresh

Tagline(s)

"Worth the trip over the bridge!"

Call to Action

Get more people swing by!

Expanded Target Market

Kyle Barnett

26

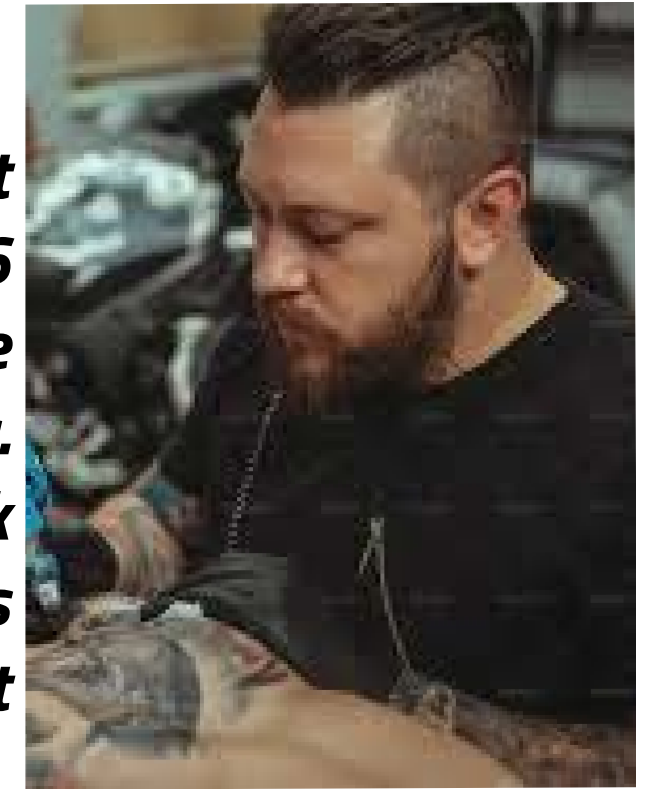
Male

St. Augustine, Fla.

Annual Income: 26k

Lower Middle Class

Tattoo Artist



Education: High School

Marital Status: Single

Hobbies:

Listening to music, attending live concerts, going to the bar with friends, comedy tattoos, partying, pool, guitar hero, playing bass.

Favorite Artist: AC/DC

Bio:

Kyle's been a fan of the local music scene for forever! He's a St. Augs local and loves to swing by Nobby's with his friends to catch up after a long day at work. He often will meet new people at shows and turn them into new clients. He absolute rules the pool table.

Expanded Target Market



Whitney Wells
22
Female
St. Augustine, Fla.
Annual Income: 20k
Middle Class
Server at local restaurant

Education: In college

Marital Status: Single

Hobbies:

Listening to music, attending live concerts, karaoke, partying, visiting local spots, hanging out with friends.

Favorite Artist: Blondie

Bio:

After a long day waiting tables, Whitney wants nothing more than to settle down with a drink. She takes advantage of Margarita Mondays at Nobby's, often bringing a coworker along. Some nights she'll come in and sing karaoke (her go-to song is "I Love Rock N' Roll" by Joan Jett). She's a regular, so maybe you'll meet her there!

Mood Board



Vibe Check

Shanghai Nobby's, commonly known as "Nobby's" or just "Nob's", is a local dive bar that hosts lots of live music and entertainment and features a variety of different drinks and specials. The goal is to bring in a larger crowd through a social media revamp to make the bar truly stand out from its competitors and rock out!

Competitor Analysis

Main Competitors

- Sarbez
- Pub
- Odd Birds
- Mellow Mushroom

Competitors' Media Currently

Simple pictures. Event posters.

What are they doing well?

Communicating events in a timely manner.
Showing specials. Replying to comments.

What are they not doing well?

Media cohesiveness. Taking advantage of IG reels. Engaging audience through stories.

Style Guide

Logos

Reasoning:

The current social media profile pictures features a flag with this logo on it, as well as the text "Nobby's. St. Augustine". Using this skull and crossbones inspired logo pulls that concept together, fleshing it out even more.

Where to use:

Black and white text logos are used on photos taken by Nobby's at the bottom of their photos for sake of trademarking and bringing viewers back to the location of the shows/events/specials. (Examples on p. 12) The black and white text is used interchangeably based on which is more visible in the image, and is sometimes placed over a black block for further visibility

Regular Logo, without text, is used in promotional posters for shows/events/specials.



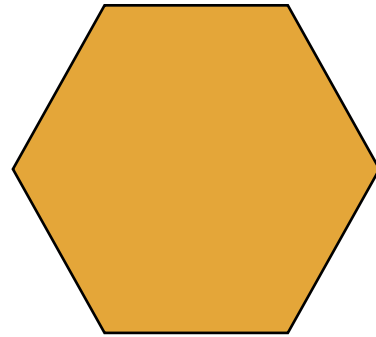
Style Guide

Color Guide

CMYK(10, 37, 90, 0)

RGB(229, 166, 57)

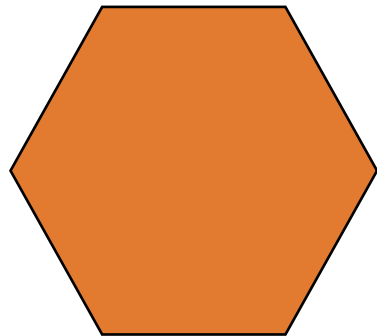
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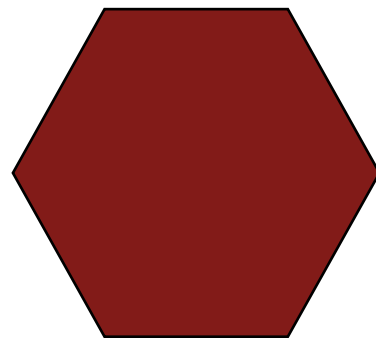
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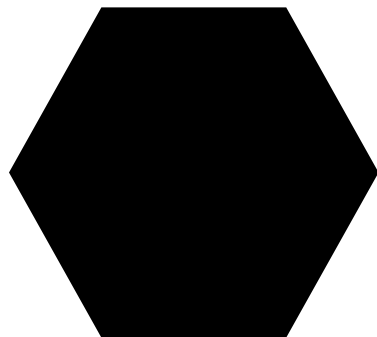
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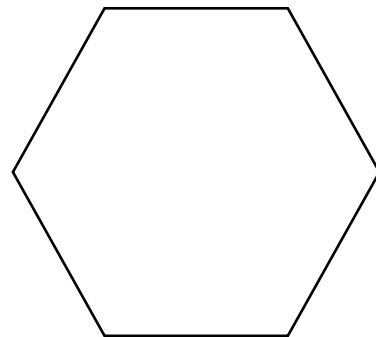
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Style Guide

Type Faces

Font Name: *Zapfino*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Font Name: **Cairo**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Font Name: *Noteworthy Light*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

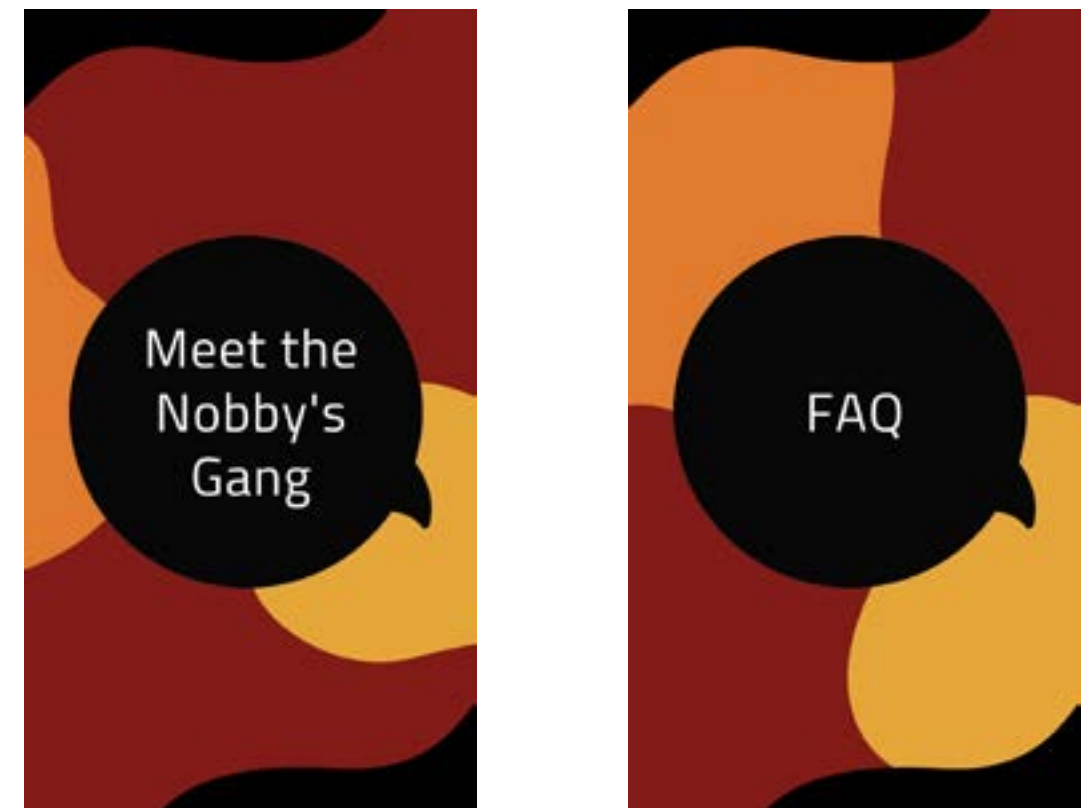
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Style Guide Textures



Story Highlights



Picture Media Examples



Live Show Photos

As long as they're shot by Nobby's, place either text logo in corner, tag the band, check in at Nobby's, and share!

IG/FB Stories

Use Instagram stories to engage--lots of polls, questions, and shareable content.

Repost posts from Nobby's page and bands' pages when mentioned/tagged.

Can be used to promote specials, shows, and more!



Contact Info

Valerie Currie
(321)-317-0901
valeriecurrie16@gmail.com



Shanghai Nobby's
(904)-547-2188
nobbysbooking@gmail.com
10 Anastasia Blvd.
St. Augustine, Fla 32080