Athens, GA

PRINCE MARKET

BIG CITY CONVENIENCE, SMALL TOWN SERVICE

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Situation Analysis

Company & Product History

History in family ownership of gas station convenience stores

Prince Market
opened Oct. 24, 2023 by Athens local Saajan Patel

Prince Coffee

Prince Deli

Prince Ice Cream

Product Evaluation

Prince market serves as a one-stop shop, offering a full grocery selection, Starbucks coffee, fresh pizzas, soups, sandwiches, salads and an ice cream bar.

Prince Market operates Monday through Saturday from 7:30 a.m. to 10 p.m., and Sunday from 9 a.m. to 9 p.m.

The largest portion of Prince Market is the grocery section, which offers meats, fresh produce and everyday essentials. Aside from its extensive grocery selection, the store carries a full Starbucks drink menu at its coffee station, “Prince Coffee.” Additionally, “Prince Deli” makes fresh pizza and sandwiches, and “Prince Ice Cream” offers a variety of ice cream flavors daily.







Consumer Evaluation

Families



Families who live closely who are looking to buy both groceries and a treat for the kids. Anyone trying to avoid the business and chaos of large grocery stores are going to Prince to quickly pick up groceries or any quick needs.

UGA Students and Staff



With its proximity to campus, Prince Market attracts students looking for affordable and convenient food options. Whether grabbing a snack or a coffee from the deli between classes or picking up groceries, students make up a significant portion of consumers.

Dowtown Professionals



People who work locally who are going on lunch break. Prince is very walkable from many places downtown, and many take advantage of this convenience. Whether they are trying to avoid long lines or a long drive, many workers are going to Prince for the convenience that other places don't offer.

Competitive Evaluation

EARTH FARE EST 1975
HEALTHY FOOD FOR EVERYONE

TRADER JOE'S

DAILY GROCERIES CO-OP

These competitors are similarly marketed as alternatives to larger grocery store chains such as Publix, Kroger, Walmart etc., offering a smaller-scale experience with more “natural” branding and unique products. Prince market does have a slightly different approach in the sense that they are not trying to come across as specifically “healthier” or “all-natural.” They are also unique because of their location and restaurant option inside. Daily Groceries Co-op is more of an indirect competitor, due to the fact that their product offering exclusively centers on fresh produce.

Publix

Kroger

Larger grocery stores have multiple strengths that could prove to be threats to Prince Market. Their many locations and wide array of product offerings make them very convenient for many needs. They may also be able to offer bigger sales than local grocery stores.

Panera BREAD

Because Prince Market has deli and coffee shop offerings within, other lunch shops such as Panera could fulfill a similar need for consumers. However, the prime location, unique local appeal, and grocery offerings of Prince Market set it apart from such competitors.

GROCERY TRENDS

1. Sustainable Product Offerings

As consumers are increasing demand for product offerings that are sustainably produced, allergen friendly, and “free-from” claims, there is an opportunity for grocers to align their offerings with this demand.

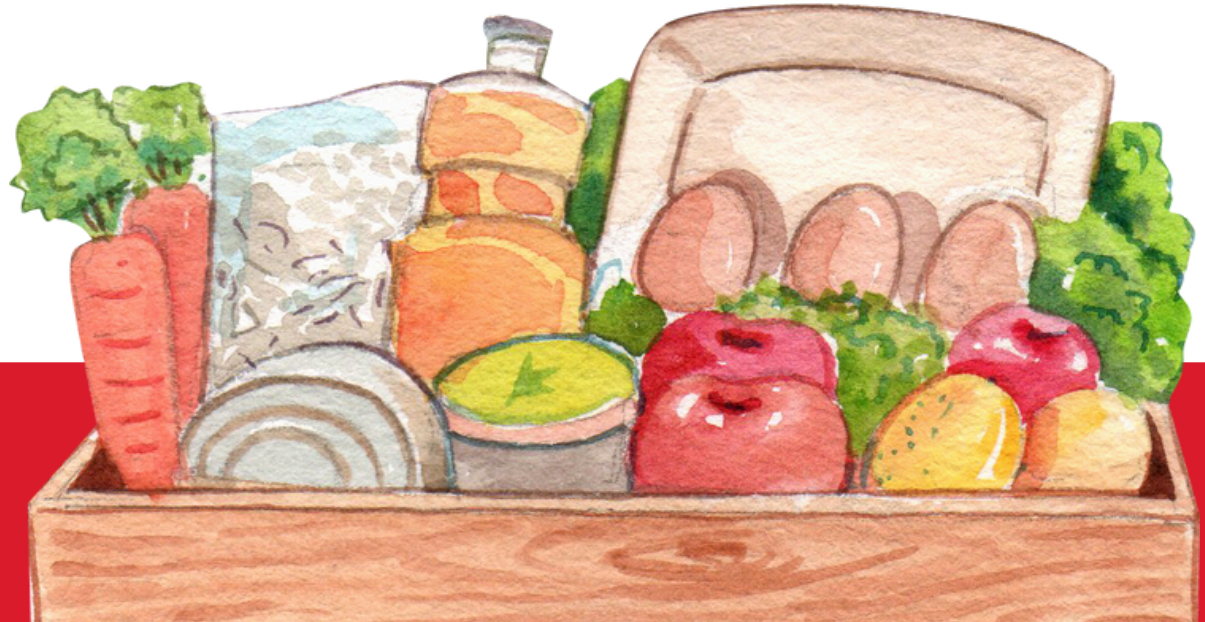
2. Promotions

Consumers are increasingly likely to buy products on promotion, decreasing loyalty to certain branded products.

3. Value Shopping

More consumers are buying larger-sized products with a longer shelf life as a way to save money.

4. Improved In-Store Experience (Technology)



ATHENS TRENDS

1. Business Cross-Promote Each Other

2. Concentrated downtown student living led to incorporating the presence of grocery stores downtown.
    a. Walkability

3. Athens Guidebook (Guide 2 Athens)/Hotel Guides/ Local Lifestyle Magazine
    a. Appeal to game day visitors

4. Social Media Presence

SWOT Analysis

STRENGTHS

1. **LOCATION**
   a. Prime location for people who live downtown. Only grocery store in that area/side of town
   b. Outdoor seating
2. **PRODUCT OFFERINGS**
   a. Grocery Store carrying fresh produce, meat, dry and refrigerated goods, wine and spirits.
   b. Deli/Coffee Shop/Ice cream

WEAKNESSES

1. **SMALLER RANGE OF PRODUCTS**
2. **LESS SPACE THAN A LARGER GROCERY STORE**

- Because it is a smaller store, on the market scale rather than a large commercial grocery store there is a smaller range of products. For example, not as many different brands for the same food product (ie: pizza). As well as the smaller range of products, the space of the market itself can be limited creating a tight area to shop around if it is crowded.

OPPORTUNITIES

- **Building on membership/loyalty program**
  - Because this market is on a smaller scale, it leaves room for loyal customers to continuously come back and be a part of the membership/loyalty program Prince Market offers.
- **Get into the Guide 2 Athens book**
- **Families who live in the area**
  - Because Prince is a smaller-scale grocery store, it can be more convenient for local families who don't want to go out of their way to a large noisy store for a couple of small items.

THREATS

- Other smaller grocery stores can threaten business by stealing away local customers, offering competitive prices, promotions, and products.
- Large traditional grocery stores pose a threat due to their extensive product selection, strong brand name recognition, convenient amenities, and overabundant marketing.
- When students leave for the summer, Prince Market may experience a notable decrease in foot traffic and sales.



Marketing Communications & Direction

Communication Objectives

The communication objectives of this campaign are to align with Prince Market's business goals by promoting a big city convenience with a small-town service feel.

Primary Objectives:

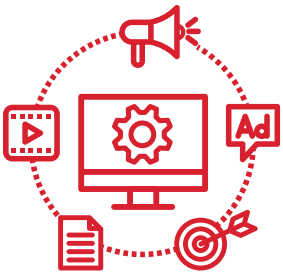
1. Increase Brand Awareness and Enhance Customer Loyalty

- Establish brand awareness and encourage consistent customer returns to Prince rather than to other competitors

2. Establishing Brand Identity Within the Community

- Enhance the Prince brand, emphasizing 'big city convenience with a small-town service feel'

Strategy and Rationale



Strategy:

Situated just off downtown Athens on Prince Avenue, Prince Market endeavors to offer an enjoyable and convenient grocery shopping experience for both Athens locals and college students. To promote the essence of Prince, our campaign will utilize a variety of communication channels including three print pieces (magazine, poster, and billboard), an Instagram video reel, three integrated marketing communication tactics (brochure, direct mail, and highlighting our VIP program), and one additional, unconventional marketing tactic.



Rationale:

Prince Market holds a unique advantage as a grocery store offering a market featuring freshly made deli food, coffee, and ice cream. Unlike other grocery stores, it distinguishes itself by providing a convenient shopping experience coupled with a family-oriented environment and easy access to downtown Athens. However, Prince currently lacks brand awareness and a well-promoted identity. Hence, our objectives are aimed at addressing these gaps.



Target Market Profiles

Meet Our Market Monarchy



Prince Ben

Age: 20

From:
Atlanta, GA

Bio:

Life Stage:

Ben is 3rd Year at UGA, he lives with his bros in an apartment complex dowtown.

Philosophy on Life:

Ben is in the thick of his degree but wants to make the most of his final years at UGA. He loves the downtown lifestyle that allows him to be steps away from nightlife, restaurants, and coffee shops.

Aspirations and Motivations:

Ben is a Sport Management Major at UGA and aspires to graduate with a job offer from an NFL football team. His life motto is work hard, play hard.

Day in the Life:

Ben starts his day around 7:30 am and gets a quick workout in at the gym. Afterward, he makes a protein shake to take with him as he walks to his morning classes. He heads back to his downtown apartment around 1 pm and stops at Prince Market for a quick lunch to fuel up before his work shift at Hendershots, as well as to grab a few groceries for his dinner later that day. Ben works hard to bring a little extra cash to fuel his downtown fun and ends the evening in his apartment working on homework with his friends.

Values and Attitudes:

Ben values convenience to match his on the go, active lifestyle, exercise, and goof music.

Why He loves Prince Market:

Ben loves Prince Market because it is the perfect pair to his dowtown lifestyle. He grab a few groceries, some coffee to fuel his studying, and even some lunch on the go.

Meet Our Market Monarchy



Queen Lily

Age: 35

From: Athens, GA

Bio:

Life Stage:

Lily is mom to 3 year old Leo, and married to her loving husband Brian.

Philosophy on Life:

Lily is currently soaking in these days of being a mom to a rumbustious little toddler and wants to make the most of every moment! There are never enough hours in the day but she still aims to enjoy this present season of life and show up as the best version of herself for her family.

Aspirations and Motivations:

Ever since Leo entered Lily's life, Lily has been a stay-at-home mom. However, she still makes time to take care of herself, squeezing in a workout class while Leo is at daycare. She loves her title of "momma" and aims to make her home a happy haven.

Day in the Life:

Lily wakes up around 6 am, to have a few moments of quiet to herself. She starts her morning making her husband breakfast before he heads to work, and shortly after is greeted by the itty bitty footsteps of her son, Leo. She gets him ready for daycare and heads out the door in an active outfit so she can fully enjoy her cycling class after she drops him off. After her class, she swings by Prince Market for some caffeine and to pick up a few ingredients for dinner that evening. Fueled by her latte, she runs a few more errands and then picks up Leo from daycare. She spends the evening whipping up a delicious dinner, reading Leo bedtime stories, and winds down watching a tv show with her husband, Brian.

Values and Attitudes:

Lily values family, health and fitness, kindness, compassion, and quality time.

Why She loves Prince Market:

Lily loves Prince Market because it provides her with quality produce at a convenient location, especially since her home is in the prince avenue neighborhood.During the few hours in a day she as to herself, she can treat herself to coffee and a pastry, and pick up ingredients for new recipies she wants to cook for her family.

Meet Our Market Monarchy



King Connor

Age: 28

From: Athens, GA

Bio:

Life Stage:

Connor works as a manager for a hotel in downtown Athens.

Philosophy on Life:

Connor loves being in a city like Athens and being at a job with convenience. He loves the downtown atmosphere and being able to walk anywhere and everywhere. He loves the place he's in and can't wait for more opportunity in the future.

Aspirations and Motivations:

Connor is motivated by his work and being able to spoil his dog. Connor lets all good things come to him and loves his job.

Day in the Life:

Connor starts off his day at 7 am every morning, so that he can make it to the hotel at 8. He finally gets a break at 1 and heads over to Prince Market to grab some lunch considering it is only a short walk. Connor heads back to his job around 2 and finishes up a long day of work. After he goes home to his dog Max and cooks a nice meal for the two of them. Connor ends the night by watching his favorite TV show and grabbing a late night snack before heading to bed.

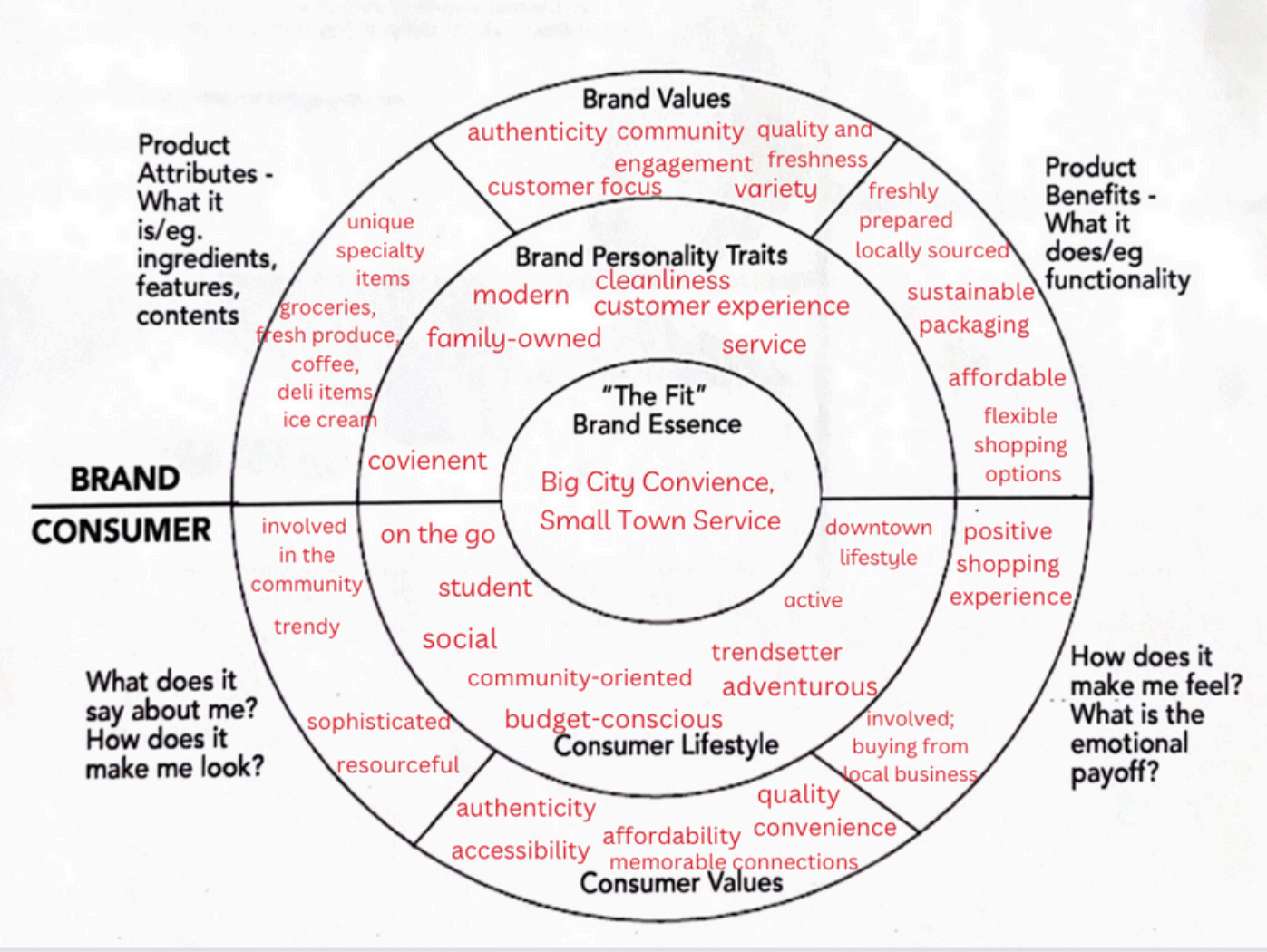
Values and Attitudes:

Connor values quality, convenience, relaxation and caring for his dog.

Why he loves Prince Market:

Connor loves Prince Market because it is a convenient and fresh lunch when he has had a long day at work.

Brand Essence Chart









Creative Brief

KEY FACT: Consumers are looking for a more convenient grocery store/food shopping experience and don't want to drive 10-15 minutes to the nearest Publix, Kroger, Walmart, etc.

CONSUMER PROBLEM: People need a more convenient and peaceful grocery shopping experience in Athens without leaving the downtown/prince area.

ADVERTISING OBJECTIVE: To create awareness for residents of Athens through cross-business promotion and word of mouth.

TARGET AUDIENCE: Our target audience can be described as residents who live in downtown Athens or near Prince Avenue, regardless of age. This could range from college kids 18-22 years old, to families with young children, to old couples. As long as they live in the vicinity of Prince Market, they fit into our target audience.

TARGET INSIGHT: Life is busy, no matter the stage of life our target audience is in. As a college student, you are constantly going from one obligation to the next. Whether it be classes, club meetings, or parties, it's hard to fit it all in. Prince Market meets you where you are in that busy lifestyle to fuel you onward. For families and other downtown locals life is also busy. You have to pick up kids from school, if you are working you have to go from one meeting to the next, all while making sure you have something ready for lunch or dinner. Prince Market also meets those needs, serving both quality and convenience.

CONSUMER MINDSET: Prince Market consumers are driven by a desire for authenticity and community connection. They believe in the importance of supporting local businesses and are emotionally invested in the well-being of their neighborhood. Mentally, they prioritize quality and sustainability, seeking products that align with those values. Physically, they are often busy, juggling work, school, family, and social commitments. They behave as conscientious shoppers, making informed choices and valuing convenience. Our goal is to enhance their mindset by encouraging deeper engagement and loyalty.

PROMISE: Prince Market provides consumers with groceries, as well as freshly made deli food, coffee, and ice cream, and allows for a more convenient shopping experience for consumers, rather than a regular grocery store.

SUPPORT: Walkable distance for residents in the area, supporting the"Athens lifestyle", Outdoor seating, Membership/Loyalty Program, Appeal to Game Day Visitors

MANDATORIES: Prince Market website & spots in advertising pamphlets/posters

TONE & MANNER: Lighthearted, peaceful, and dependable to fit the environment. Emphasizing the neighborhood feel.

Big City Convenience, Small Town Serivce

WHAT'S THE BIG IDEA?

Our campaign revolves around the slogan "big city convenience, small town service," embodying the essence of Prince Market. Stepping into the store, you're met with a sleek, contemporary atmosphere and greeted by friendly faces, creating a unique blend of big-city flair and small-town warmth. Our goal is to showcase Prince Market as a beacon of metropolitan convenience nestled within the heart of downtown Athens, making it the go-to destination for all downtown/prince avenue residents.

WHAT'S THE STORY?

In the heart of downtown Athens, stands Prince Market - a beacon of modernity and convenience amidst the vibrant energy of our beloved town that bleeds red and black. Here, you'll discover more than just a grocery store; it's a bustling hub where urban convenience meets small-town charm. As you stroll through the aisles, you'll find a treasure trove of options rivaling those found in the distant mega-marts.

At Prince Market, our dedicated staff members greet each customer with a warm smile, eager to provide personalized assistance and recommendations tailored to your needs. Whether you're a regular shopper or a first-time visitor, you'll always be treated like royalty at Prince Market.

But Prince Market is more than just a place to pick up groceries. It's a sanctuary in the heart of downtown, where you can pause, take a moment to catch your breath, and refuel with a delicious lunch, a cup of freshly brewed coffee, or a scoop of decadent ice cream. It's where the community can come together to refuel not just through food but through human connection. Join us as we embrace the vibrant spirit of our community and experience the magic of Prince Market for yourself.

TONE, LOOK, & FEEL?

Inviting, Warm, Community-Centered, A Modern Twist

The campaign imagery features shots of the store to capture its modern, sleek interior, juxtaposed with shots of staff warmly engaging with customers. Colors are the brand's signature red, black, and grey. The overall aesthetic is contemporary yet welcoming, inviting customers to experience the best of both worlds at Prince Market.



Campaign Executions

Magazine Page

Athens Spotlight :

BUSY? WE'VE GOT YOU COVERED.

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Located @ 100 Prince Ave, Athens, GA 30601

Billboard

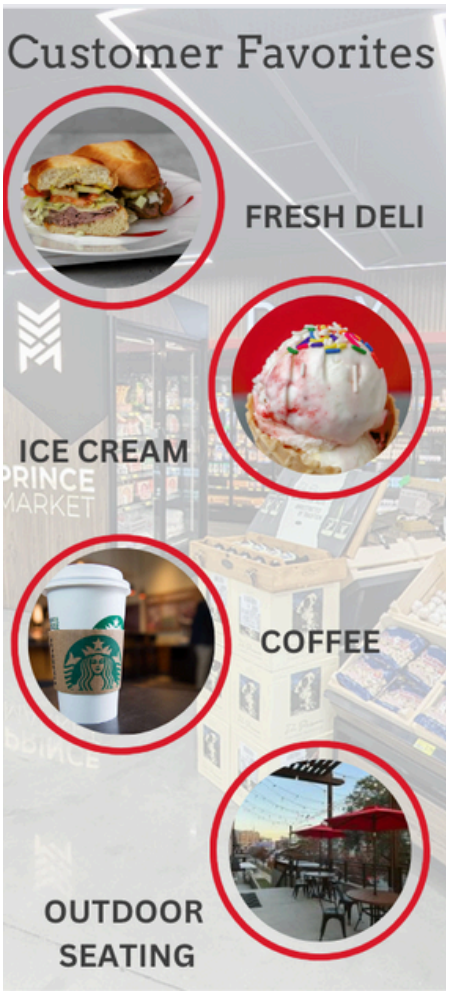

PRINCE
MARKET
Big City Convenience, Small Town Service
Join our royalty program today!

Poster


PRINCE MARKET
Gameday Savings
Save on all your tailgating essentials!
Use code GODAWGS! when creating your preorder to save 10% at checkout
100 Prince Avenue
Athens, GA 30601
(706)-850-0711

Brochure



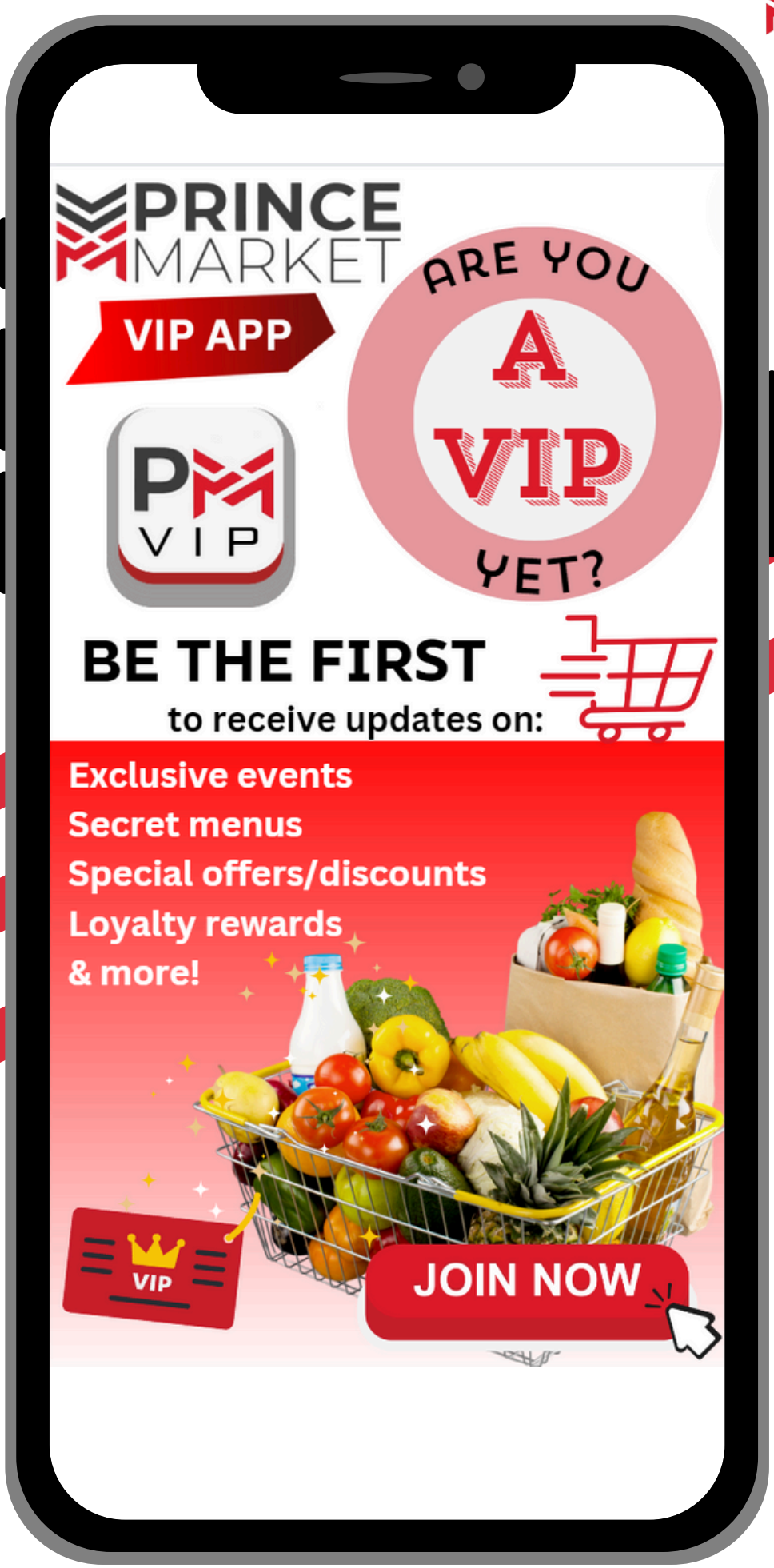




Why?

Our brochure will serve to promote Prince Market through business-to-business partnerships. We plan to distribute our brochures to other businesses, and in return, they will have their brochures displayed at our location.

App


PRINCE MARKET
VIP APP
ARE YOU A VIP YET?
PM VIP
BE THE FIRST
to receive updates on:
Exclusive events
Secret menus
Special offers/discounts
Loyalty rewards
& more!
VIP
JOIN NOW

Direct Mail

PRINCE MARKET

FREE ICE CREAM*

1 Prince Ice Cream Cone of Any Flavor



Valid until 31 December 2025
Terms & Conditions Apply

20% OFF PRODUCE*

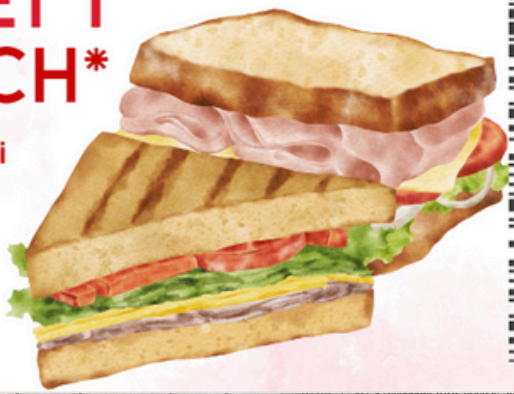
All Fresh Produce Items



Valid until 31 December 2025
Terms & Conditions Apply

BUY 1 GET 1 SANDWICH*

Any Type of Prince Deli Sandwich



Valid until 31 December 2025
Terms & Conditions Apply



PRINCE MARKET

Punch Cards



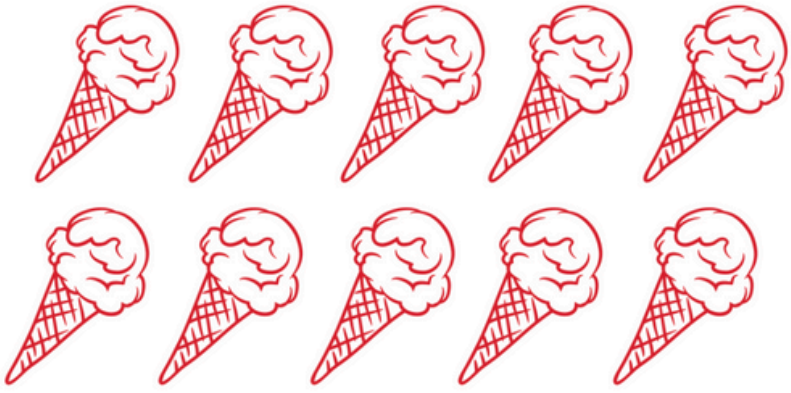
PRINCE MARKET

BUY 10 COFFEES, GET THE NEXT ONE FREE!

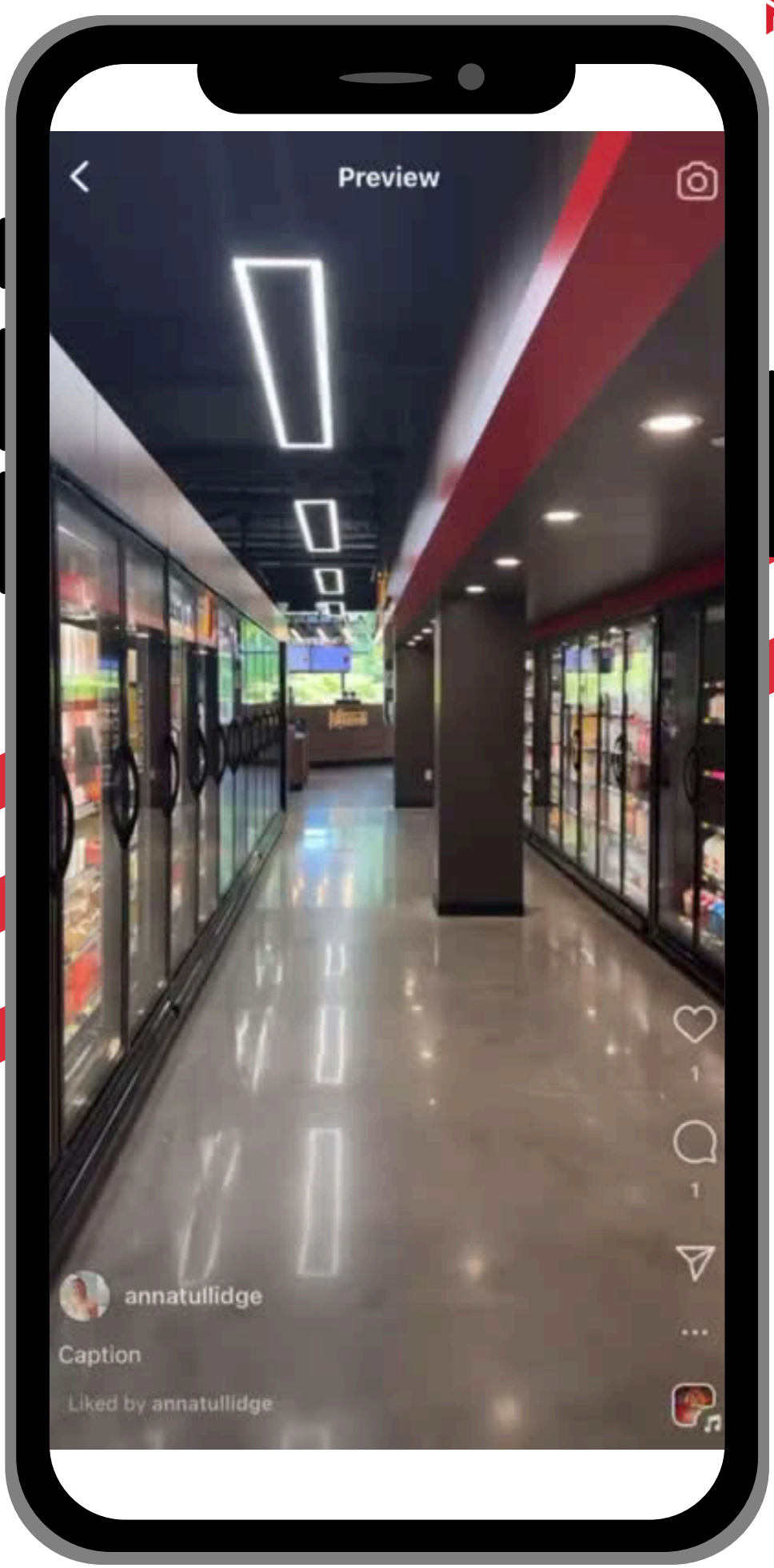


PRINCE MARKET

BUY 10 CUPS OR CONES OF ICE CREAM AND GET THE NEXT ONE FREE!



Reel



Video Concept

PRINCE MARKET

1

The sun rises over downtown Athens as five friends wake up in their various apartments scattered across the area. Some are checking their empty fridge, while others are craving a delicious deli sandwich.

2

The friends gather in the cozy living room of one apartment, discussing their plans for the day. They realize they all need groceries and some are hungry for the fresh deli offerings they've heard about at Prince Market.

3

Cut to the friends strolling through the vibrant streets of downtown Athens, enjoying the bustling atmosphere and chatting excitedly about their upcoming visit to Prince Market.

4

Arriving at Prince Market, they're greeted by the friendly staff and the enticing aroma of freshly brewed coffee and baked goods. They split up to grab their grocery items and head to the deli counter to order their sandwiches.

5

As they shop, they marvel at the convenience of finding everything they need in one place, from fresh produce to gourmet cheeses. They share laughs and stories as they browse the aisles, enjoying the relaxed and welcoming atmosphere of Prince Market.

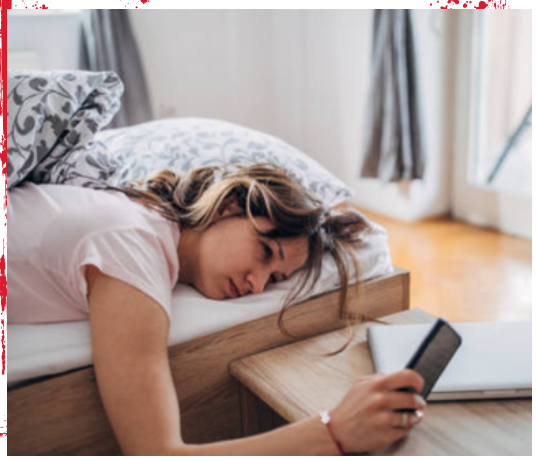
6

Finally, the friends gather at a table in the cozy seating area of Prince Market, enjoying their delicious deli sandwiches and sipping on their coffee. They toast to good food, good company, and the convenience and enjoyment of their experience at Prince Market, a downtown Athens gem.

Video Concept

PRINCE MARKET

1



4



2



5



3



6



PRINCE MARKET

Guerrilla Marketing: Ice Cream Cart



Athens, GA

PRINCE MARKET



BIG CITY CONVENIENCE, SMALL TOWN SERVICE

www.princemarketathens.com