



Hodgepodge

ATLANTA, GA

Case Study
Talking Dog Agency

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MEET THE TEAM



Amirah Frye
Account Executive



Megan Barrickman
Project Manager



Lia Assefa
Fetch Strategist



Jordan McGuire
Digital Media Specialist



Zoe Rudman
Art Director



Kaila Marcus
Copywriter



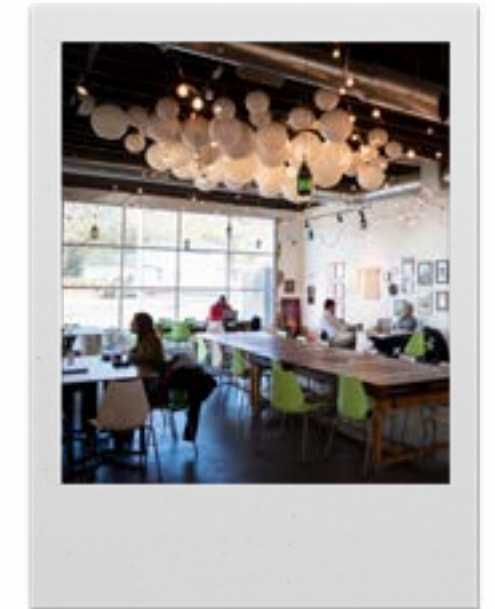
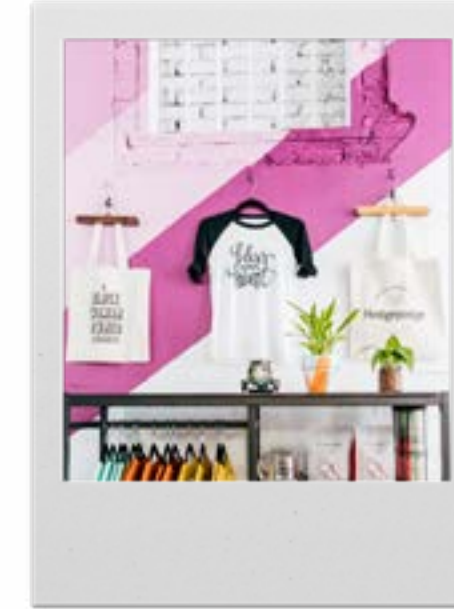
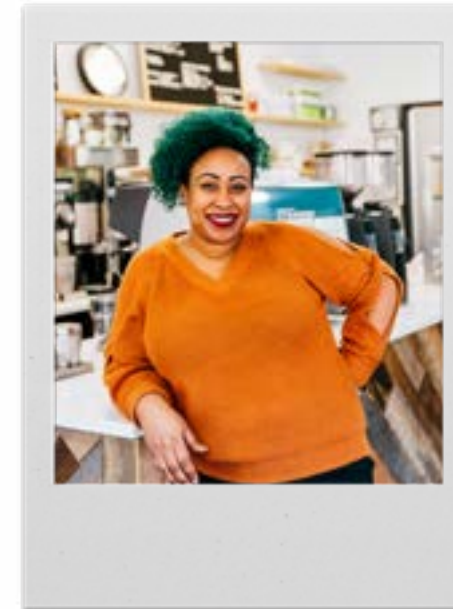
Camryn Williams
PR Specialist



Clara Miller
PR Intern



WHO IS HODGEPODGE?



Hodgepodge Coffeehouse is a 9-year-old coffee shop born and bred in Atlanta. It has two locations and a third store slated to open in April 2021. **Hodgepodge is a community-centered and inclusive space that offers collaboration and connection for its customers.** Hodgepodge does not just serve coffee, signature drinks, bakery bites and lunch options, but also hosts events and sells local products and its own branded merchandise. The Barista-in-Chief Krystle Rodriguez began her venture into coffee nine years ago. When founding Hodgepodge, she wanted to ensure that it was both an inclusive and comforting space for the East Atlanta community.

OVERALL CHALLENGE

From the start, it was obvious that Hodgepodge stood apart from other coffeehouses. Krystle had created an impactful, community-centered business that not only provided people with good coffee, but also fostered a supportive network for local artists and community members. However, our team could see that there was still work to be done. **Hodgepodge needed a branding reboot and a concise way to position multiple locations** (all with their own unique communities, voices and services) under a singular social media account to engage the target audience.

With Hodgepodge's success in mind, our team began brewing a perfect blend of strategies that would focus on **rebranding efforts, consolidating media content, fostering online and in-real-life conversations and building partnerships**. At the same time, it was vital for us to stay true to the authentic and community-focused brand Krystle had worked so hard to create. Ultimately, we would build upon these steps to drive a successful opening of Hodgepodge's new location in Decatur, GA.

STRATEGY OVERVIEW

SWOT ANALYSIS

A SWOT Analysis of Hodgepodge Coffeehouse was conducted in order to examine Hodgepodge's strengths, weaknesses, opportunities and threats.

STRENGTHS

- Experiences a high level of brand loyalty.
- Supports community initiatives and offers local vendors the opportunity to showcase their products.
- Strategic store placement reaches a wide variety of consumers.

WEAKNESSES

- Hodgepodge initially lacked high social media engagement due to inconsistent posting.
- Krystle didn't optimize all of her social media platforms efficiently.

OPPORTUNITIES

- The coffee business is growing, which signifies that Hodgepodge is in a stable industry.
- Hodgepodge can expand the menu by adding trendy drinks to appeal to new consumers.

THREATS

- Hodgepodge faces direct competition from other local, community-centric coffee shops.

PHASE ONE :

Social Media Branding from the 'Grounds' Up

CHALLENGES

Having multiple locations means that there's a host of updates and promotional material combined into one social media account. This was confusing for many Hodgepodge lovers, and challenging for Krystle to manage. Hodgepodge's digital presence lacked consistency and felt cluttered at times. Our team needed to find a way to clearly integrate all of Hodgepodge's locations into a singular social media account and website while still maintaining a polished aesthetic, consistent posting schedule and a unique brand voice.

STRATEGY

To solve this problem, our team worked hand-in-hand with Krystle to redefine her vision of Hodgepodge Coffeehouse. This creative process encompassed conducting a social media audit, designing a visual brand identity, developing a consistent brand voice and creating media in order to ensure cohesivity across social media feeds and an updated website.

SOCIAL MEDIA GOALS

1

- Create cohesive accounts on Facebook and Instagram that encompass each of Hodgepodge's locations.

2

- Develop a content calendar that posts consistently while also limiting the possibility of social media sensory overload.

3

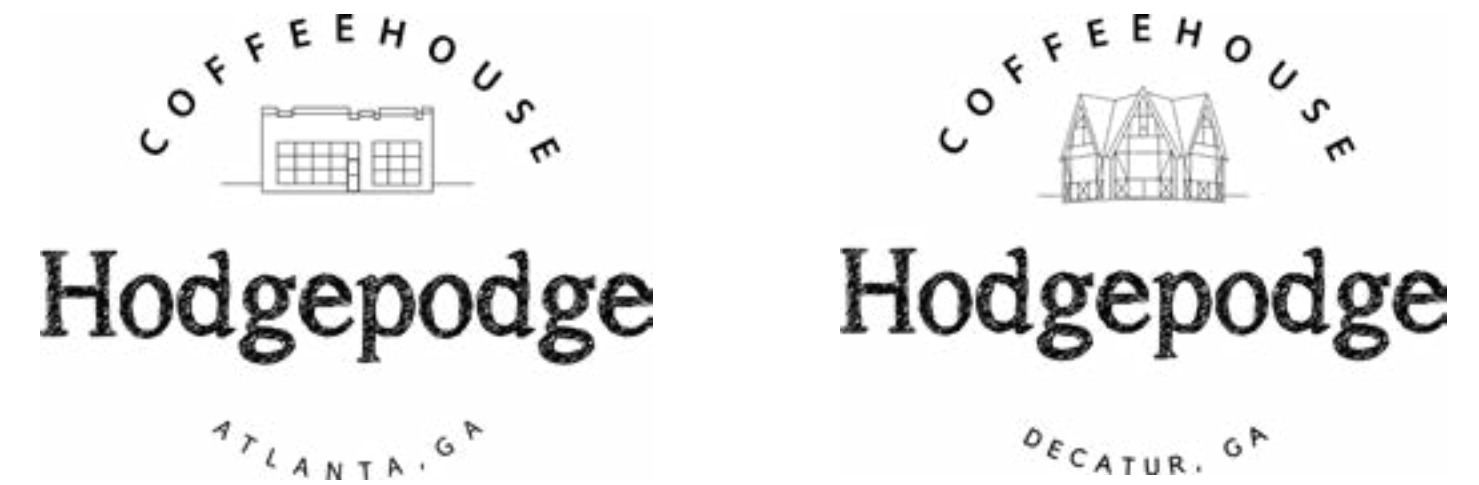
- Increase Instagram post engagement by 5% by March 2021.

BRAND IDENTITY

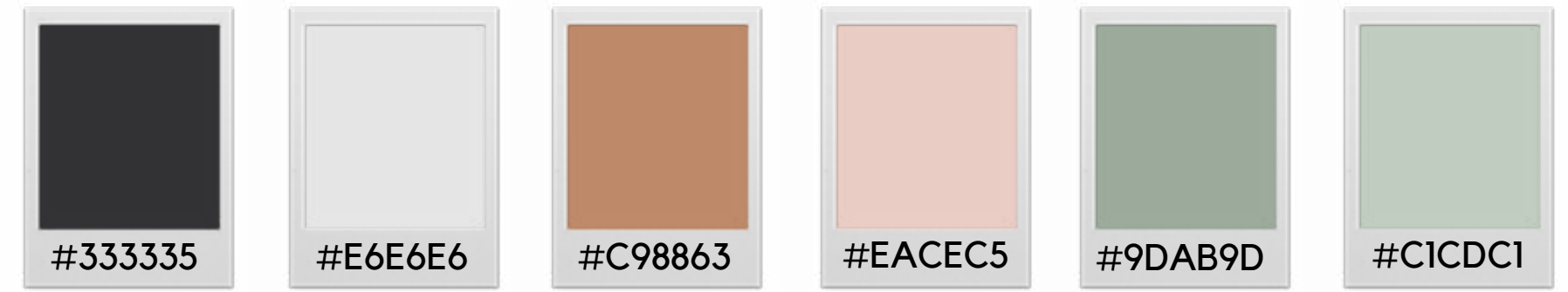
When we started working with Hodgepodge, the only branding elements it had were a logo and a purchased font called "pitch medium." This means **we had the opportunity to build its visual identity from scratch**. We used inspiration from both the logo and font to roll out a complete set of branding guideline that would make Hodgepodge even more unique.

After researching similar coffeeshop brands and working closely with the client, we landed on these six colors and two fonts to create a consistent branding style for Hodgepodge to utilize. These branding elements were used to establish Hodgepodge's public identity through social media graphics, web elements and printed merch.

LOGOS



COLOR PALETTE



FONTS

Pitch (medium)

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

Kollektif

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

INSTAGRAM HIGHLIGHT COVERS



A BOLD BRAND VOICE

AUTHENTIC

- Candid & conversational
- Real people, with real passions, & real, quality products
- Honest & direct

FRIENDLY

- Devoted to serving local people & forming connections with other local brands
- "We take our product seriously; we don't take ourselves too seriously."

INCLUSIVE

- Not just a company, but a place where everyone can feel at home, no matter who you are or where you are from

When our team first started working with Hodgepodge, its brand voice had already been off to a great start. Hodgepodge's voice is authentic, friendly and inclusive. Since Krystle made all of the posts on social media, her sense of humor and conversational tone came through in every caption she wrote. **People were incredibly receptive to Krystle's strong voice, so our job wasn't to change it, but rather to define and refine it.**

With the captions, we focused on being friendly and playful so we could channel Krystle's personality. We incorporated her sayings like "hey sug's" and "y'all" into our copy, as well as some cute puns because her voice is a huge part of Hodgepodge's brand itself. The hashtags for each post were cultivated based on content and trends.

We also refreshed the Instagram bio, which now features a new tagline reading **"Craft coffee and homemade goods are our bread and butter. Our communities and their people are our heart and soul."** This explicitly shares Hodgepodge's mission with viewers as soon as they visit one of its social media channels. We also installed a Linktree to neaten up captions as well provide a convenient way to find links to online orders or visit other social media platforms.

CREATIVE BRIEF

KEY FACT

Hodgepodge is a community-centered coffee shop that provides both homemade goods and craft coffee in the heart of Atlanta.

PROBLEM

Hodgepodge struggles with maintaining a consistent social media presence and brand identity through its social platforms and website.

OBJECTIVE

Implement new social media strategies, design a clean aesthetic for the website and create an updated marketing guide for new market division to maintain a cohesive media and brand presence.

PROMISE

A welcoming environment that provides opportunities for its community while providing in-house coffee and sweet treats.

SUPPORT

The community behind Hodgepodge prides itself on supporting others and providing opportunities for people in its spaces.

tone

Authentic, friendly and inclusive with a candid voice that reflects its community-oriented culture.

MEDIA VEHICLES

The work done by Talking Dog Agency will be leveraged through social media platforms, the Hodgepodge website, blog posts, press releases and pitches.

PHOTOSHOOTS

In September, our team visited the Reynoldstown location for our weekly team meeting. We utilized this time to conduct a casual photoshoot so we could have more content for Hodgepodge's social media channels. Then in November, the production team took a variety of photos and videos of food, drinks and the store's setting so customers could get a sense of Hodgepodge's atmosphere.

For the November shoot, our team traveled with the production team to the Reynoldstown location for a formal shoot. We also had some time to stop by the Ormewood location before the end of the day to capture more photo and video content. The end result of this shoot was a media folder of edited photos, three short ambiance clips, a long ambiance clip for the website and a formal interview with Krystle.

Click [here](#) to watch the ambiance videos.

Click [here](#) to watch Krystle's interview.

Click [here](#) to see the media on the new website.

SOCIAL MEDIA OPTIMIZATION

Revamp bio and account information to represent brand's voice

- 1 Hodgepodge's Instagram page had a high volume of followers, but lacked a brand voice that audience members could recognize. Therefore, we created latte art Instagram highlights, rewrote the bio and made a list of new brand-related hashtags.

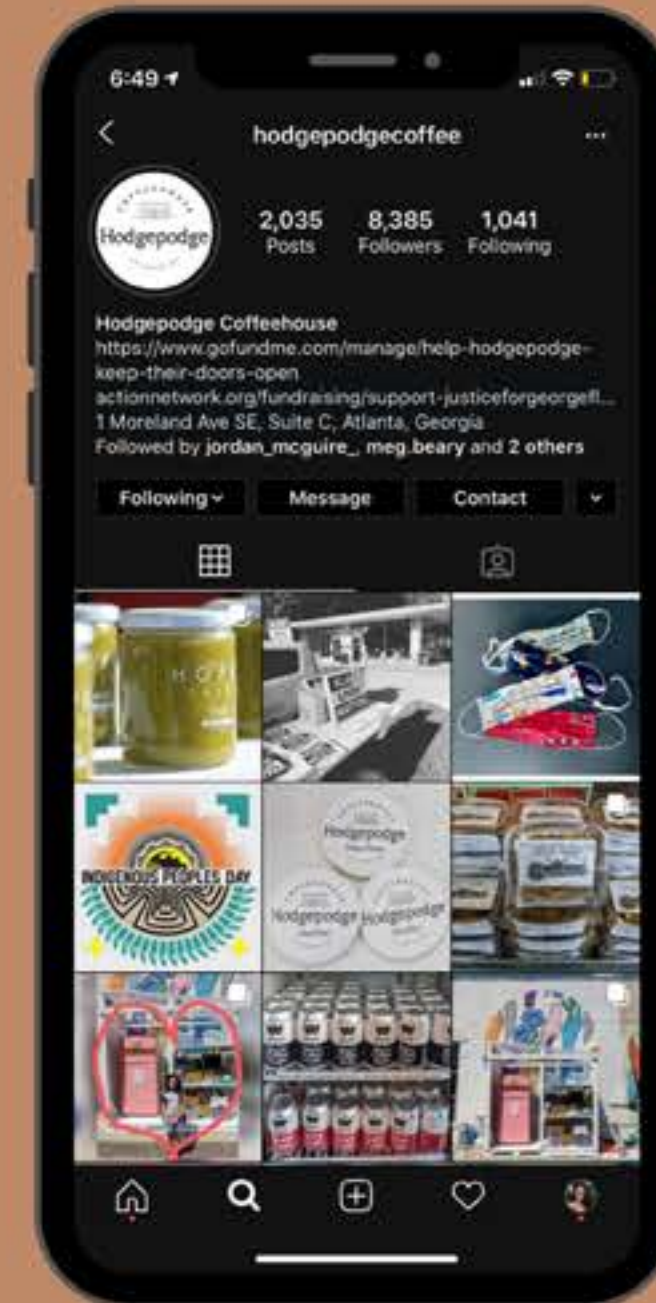
Create a content calendar

- 2 In order to increase conversations and engagement from the audience members, we utilized the content gathered from the photoshoot to create an up-to-date social media calendar on a platform called Airtable. Our aim was to post exactly 3 times each week in order to maintain a consistent posting pattern that also limited possibility of social media burnout.

Begin posting and keep track of analytics

- 3 For four months, we kept up with our three posts a week plan while recording metrics such as engagement and impressions. Using these insights, we will develop a visually-appealing social media guide packet for a future marketing employee at Hodgepodge.

OCTOBER, 2020



MARCH, 2021



PHASE TWO:

A Cup of Community Refresh



CHALLENGES

Hodgepodge had executed effective outreach programs to support local communities in the past, but we needed to leverage our new social media approach to help boost these programs and make them as successful as possible.

STRATEGY

In order to do this, our team decided to partner with different community foundations so Hodgepodge could assist in its outreach practices and support local needs. Not only does this foster strong community relationships and reinforce Hodgepodge's mission, but it also works to create digital campaigns that people would connect to.

TIMELINE

- Nov. 2020 ● Leaven Kitchen Thanksgiving
- Nov. 2020 ● Giving Tuesday: Nicholas House Atlanta
- Dec. 2020 ● Toys for Tots
- Dec. 2020 ● Buy Black Friday Initiative
- Dec. 2020 ● Good Morning America
- Feb. 2021 ● Books to Prisoners Initiative

LEAVEN KITCHEN THANKSGIVING

A central component of Hodgepodge's mission is giving back to the community, and in the wake of COVID-19, relief efforts are more important than ever. Acknowledging that many families don't have the means to enjoy a proper Thanksgiving meal, Hodgepodge Coffeehouse and Leaven Kitchen- another one of Krystle Rodriguez's businesses- partnered up for a socially-distanced event called "A Very Special Pandemic Thanksgiving Meal Giveaway." With a goal of providing 150 free Thanksgiving meals, Hodgepodge and Leaven got to work cooking up various dinner choices (including tasty vegan options) that could be reserved online for pick-up. Amazingly, all 150 meals sold out shortly after being released, leading Krystle to supply additional meals for even more families. In total, Hodgepodge and Leaven handed out 220 Thanksgiving dinners to its community.

SOCIAL MEDIA METRICS

171%

**more engagement
than the client's
average**

324 likes

18 comments

83 shares

283

**actions taken on
this post**

1186%

**more than the
average clicks**



Hodgepodge x Leaven Kitchen

a very special
**PANDEMIC
THANKSGIVING**

150 FREE MEALS • 25 VEGAN

PICK-UP FROM
HODGEPODGE MARKET OR LEAVEN KITCHEN

ORDER BY NOVEMBER 22

LINK IN BIO TO ORDER

**REGULAR
MENU**

 turkey	 mashed potatoes	 mac+cheese
 collard greens	 biscuit	 dessert

**VEGAN
MENU**

 mushroom, seitan, & cornbread stuffing	 vegan mashed potatoes	 vegan mac+cheese
 collard greens	 vegan biscuit	 vegan dessert

Hodgepodge x Leaven Kitchen

a very special
**PANDEMIC
THANKSGIVING**

150 FREE MEALS • 25 VEGAN

ORDER BY NOVEMBER 22ND

PICK-UP FROM HODGEPODGE MARKET
OR LEAVEN KITCHEN

REGULAR MENU

TURKEY • MASHED POTATOES • MAC & CHEESE
COLLARD GREENS • BISCUIT • DESSERT

VEGAN MENU

ROASTED MUSHROOM, SEITAN, & CORNBREAD
STUFFING • MASHED POTATOES • MAC & CHEESE
COLLARD GREENS • BISCUIT • DESSERT

*PLUS OTHER GOODIES FROM LEAVEN MEMBERS

SCAN



TO ORDER





GIVING TUESDAY PERCENTAGE DAY

**BENEFITTING
NICHOLAS HOUSE ATLANTA**

In 2019, Hodgepodge held a “Hipster Santa” event with proceeds benefiting the Nicholas House, a family-oriented homeless shelter. Our client wanted to continue to support it in 2020, so for Giving Tuesday, we coordinated and held a percentage day with 15% of store revenue benefitting the Nicholas House.

TOTAL RAISED: \$308

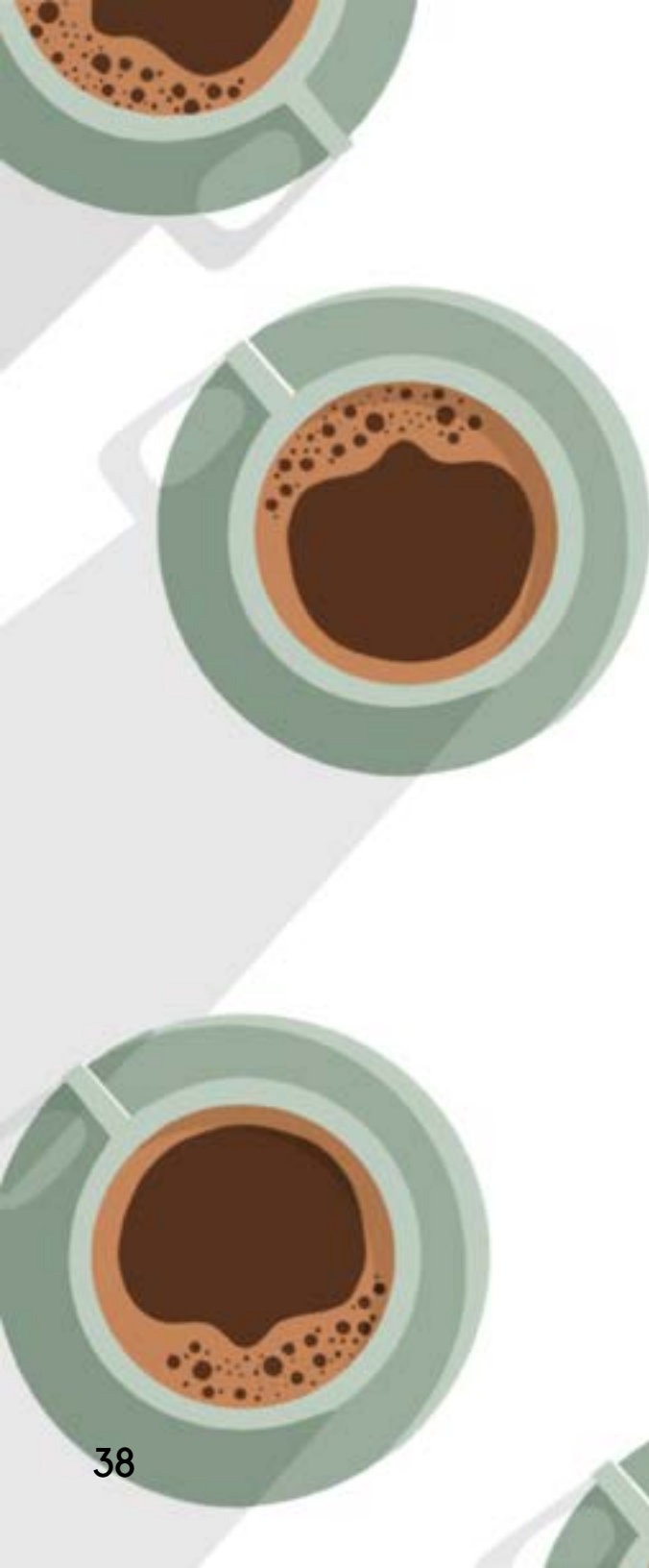
TOYS FOR TOTS

We helped donate to the Toys for Tots annual toy donation drive by collecting unwrapped new-in-box toys for children aging from newborns to 15 years-old at Ormewood Park from December 4 - 10.

BUY BLACK FRIDAY INITIATIVE

To connect with other Black-owned businesses and allies who support them, we secured a feature on the Buy Black Friday Initiative Instagram page (@BBFInitiative) as part of the "25 Days of Black Business" highlighting different small business in Athens and Atlanta. We provided interview copy for the post to showcase Hodgepodge Coffeehouse's COVID-19 relief efforts and how Krystle has maintained a successful business.

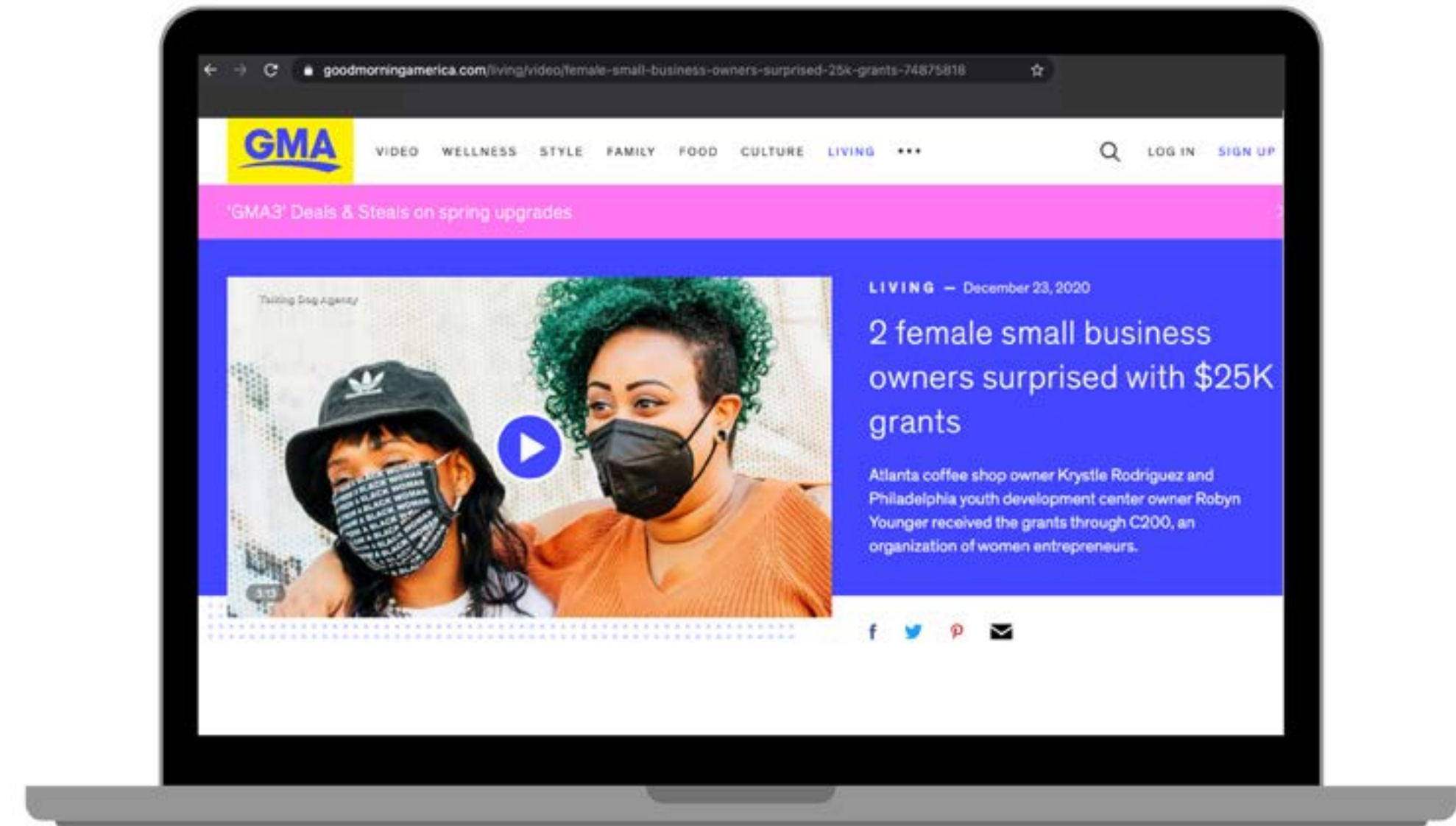




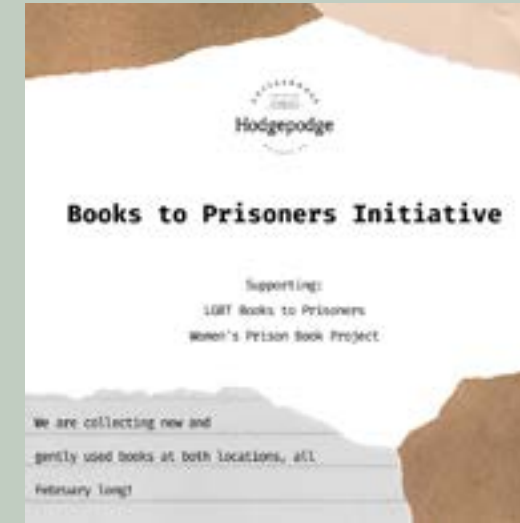
GOOD MORNING AMERICA

On December 22, 2021 Krystle was featured on Good Morning America and received a **\$25,000** grant for women entrepreneurs. Good Morning America also gave credit to Talking Dog Agency for providing pictures and video content.

Click on the 'play button' to watch the clip and see some work from Talking Dog's Production Team!



BOOKS TO PRISONERS INITIATIVE



In February 2021, we launched our Books to Prisoners Initiative. We selected this outreach project as the justice system disproportionately affects women, people of color, the poor and the LGBTQ+ community. We felt that this project married well with Hodgepodge's mission because of its commitment to social justice and assisting underprivileged communities. Ultimately, we collected a total of 1,781 books that were distributed to the Women's Prison Book Project, LGBT Books to Prisoners and XBooks.

INSTAGRAM METRICS

375%

more engagement
than the client's
average

403 likes

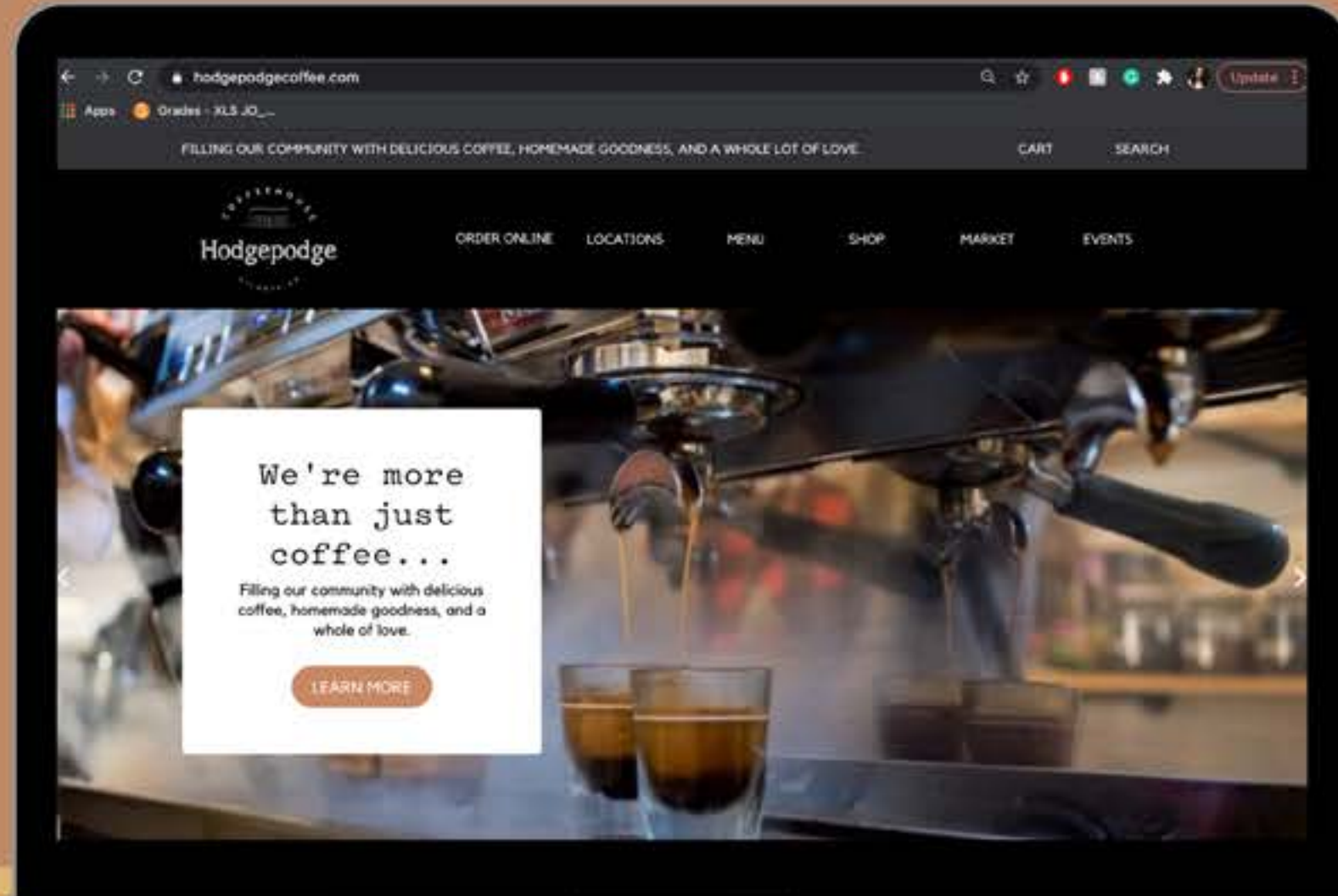
20 comments

254 shares

117
actions taken on
this post

431%
more than the
average clicks

WEBSITE OVERHAUL

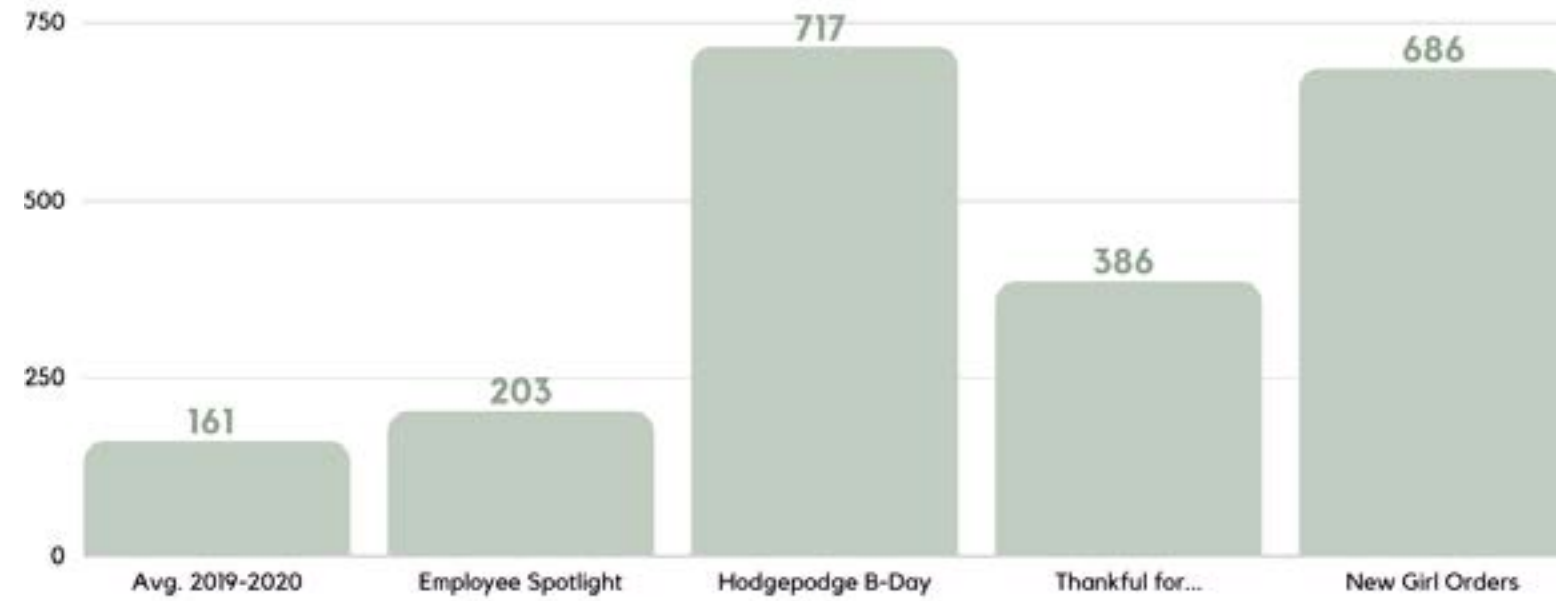


Hodgepodge's original website lacked a user-friendly interface, so customers had a navigational experience that wasn't ideal. We started working with Nicely Built, an Atlanta-based ecommerce company specializing in web development, on a new Hodgepodge Shopify website. Our team shared photos and video content for the new site, including an interview with Krystle that will be showcased as the header. In addition, we edited copy for the website and organized it into a Microsoft Excel sheet to send to Nicely Built.

Once all of the components were completed, we needed to brainstorm promotional tactics for the new site that would work in conjunction with the grand opening. Our team came up with promo code offers that were advertised on the new website and promoted through social media so we could increase traffic online and at the new store itself. The Shopify website also featured a Hodgepodge newsletter which we advertised at the new store location by offering customers up to 15% off their order for signing up.

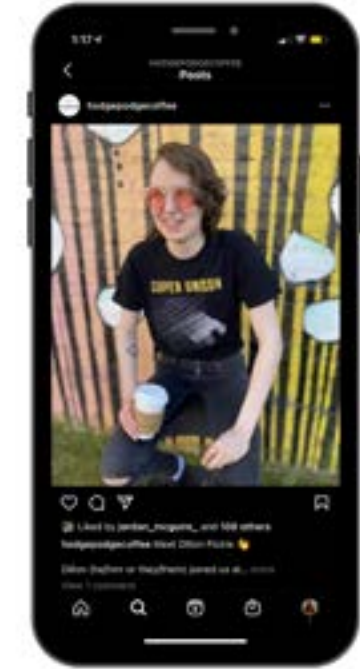
HONORABLE MENTIONS

NUMBER OF ENGAGEMENTS PER POST



EMPLOYEE SPOTLIGHT

Based on research we conducted on other coffee shops' social media, employee spotlights have had more engagement than most other posts. Hodgepodge did not have any posts that recognized their employees, so we created a weekly post introducing a staff member and their secret menu item.

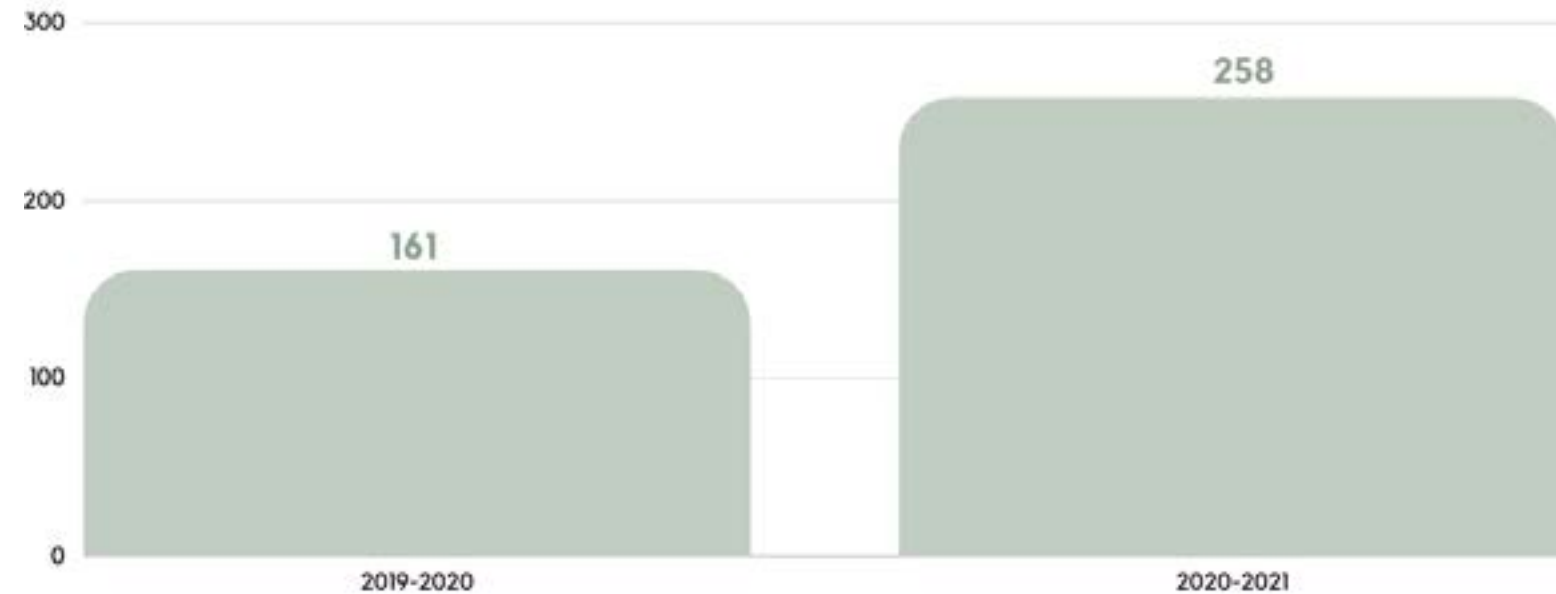


"THANKFUL FOR..." GIVEAWAY

For Thanksgiving, we asked the Hodgepodge audience to comment and tag two people that they're thankful for and a randomly selected winner received a free drink and desert. Over 170 participated in the comments, and the post received over 258 likes.

OVERALL METRICS

AVERAGE ENGAGEMENT ON INSTAGRAM



Total number of posts from November 1 - March 1:

2019-2020: **21**
2020-2021: **44**

We **increased average engagement on Instagram by 60%** while also **doubling the total number of posts over this time period** without any indicators of social media sensory overload.

The **average clicks per posts also increased by 81%**. This means more people are viewing Hodgepodge's profile, finding directions and checking out its website.

PHASE THREE :

Grinding Towards the Grand Opening



CHALLENGES

In April 2021, Hodgepodge's third coffee shop will open in Decatur. Creating a successful and memorable grand opening event for this new coffee shop is difficult because residents in the surrounding area aren't aware of Hodgepodge or its mission. We also must follow safety precautions for COVID-19 while continuing to involve the local community.

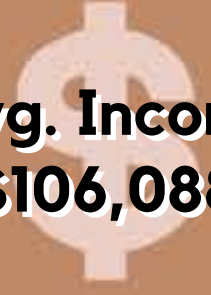
STRATEGY

We leveraged our strong social media following to facilitate virtual interactions and build awareness about the event in the local community. In addition, we utilized a combination of online and in-person components to create distinguished branding that would involve our target audience while following social-distancing guidelines.


DETERMINING A NEW TARGET AUDIENCE



Median Age
36.8 years



Avg. Income
\$106,088



Population
24,002

Opening a location in Decatur means that Hodgepodge needs to cater to a brand new target audience. The population in this area varies greatly in age, so in order to form brand loyalty, it's vital that Hodgepodge targets each group effectively. There are also colleges nearby, such as Emory University and Agnes Scott College. Hodgepodge could potentially host events to cater to this age range and offer student discounts. Students typically go to coffee shops with friends for study sessions, so creating an inviting ambiance will make Hodgepodge the ideal hangout spot. The new shop also has an active retirement community nearby, so it could possibly offer a senior discount to attract these consumers.

DECATUR SWOT ANALYSIS

A SWOT Analysis of the Decatur location was conducted in order to examine Hodgepodge's coffeehouse strengths, weaknesses, opportunities and threats in the area.

STRENGTHS

- The new location is under the Cortland apartment complex and its residents don't have access to a coffee shop.
- This location is convenient for those who ride the MARTA daily; they can visit Hodgepodge while on their way to work, school, etc.

WEAKNESSES

- Krystle has a lot of responsibility with the other two Hodgepodge locations. She could potentially not have equal time to devote to the new location.

OPPORTUNITIES

- The Hodgepodge team will meet new customers, build brand loyalty and develop strong relationships.
- Consumers in Decatur have more disposable income that could go towards purchasing Hodgepodge coffee and merchandise.

THREATS

- Due to the fact that this is a new location, Hodgepodge faces competition from established coffee shops in the area.

EVALUATING THE COMPETITION

When analyzing competitors in the area, a search was done on Yelp to determine the top 5 recommended coffee shops within a 5-mile radius from the Decatur location.



★★★★★ | 10 Reviews



★★★★★ | 84 Reviews



★★★★★ | 353 Reviews



★★★★★ | 27 Reviews

RADIO ROASTERS COFFEE (1.0 mi)

This is a locally owned, small batch specialty roaster that offers free parking, delivery, takeout and the same COVID-19 guidelines as Hodgepodge. It is active on Instagram with 4,308 followers, however it doesn't receive a proportionate amount of likes. Hodgepodge exceeds on the social media aspect and is more well known than this shop (10 yelp reviews compared to Hodgepodge's 252 reviews).

BANJO COFFEE (0.6 mi)

It offers similar amenities and same COVID-19 guidelines as Hodgepodge. It seems to be well-liked by consumers and has a visually pleasing interior. This shop emphasizes a "vision to create and maintain a sustainable and ethical company while crafting amazing coffee." They also have an active Instagram with 4,224 followers, however, Hodgepodge receives more likes than them on average

DANCING GOATS COFFEE BAR (1.3 mi)

Similar to the majority of the coffee shops in this area, this shop has strong COVID-19 guidelines. This shop is 3 blocks from the heart of Decatur and emphasizes its "genuine interest in people of our community." When compared to Hodgepodge, both seem very community centered. Dancing Goats is a coffee chain so there isn't an active instagram for the Decatur-specific location.

WALLER'S COFFEE SHOP (0.7 mi)

This shop offers "delicious Batdorf & Bronson Coffee as well as Ratio Baked goods and live music." The shop has an instagram account with 3,017 and seems to get about 50 likes per post. Hodgepodge has an advantage in regards to social media and popularity.

IN-PERSON APPROACH

The main obstacle we faced with the grand opening event was figuring out how to create an inclusive environment while social distancing is in effect. As a solution, we created a reservation system where attendees can sign up for a time slot anytime between 11-5 p.m. on May 2, 2021. It will be hosted outside and follow all COVID-19 protocols with games, vendors, food and goodies available. These goodies include new Hodgepodge merch specifically for the grand opening created by our team. The goal is to celebrate the new store in Decatur in a safe and exciting way.

VIRTUAL APPROACH

In order to host an inclusive grand opening for those who cannot attend in-person, our team came up with some virtual activities to do throughout the day. Before the grand opening, there will be a segment called "How to Make a Hodgepodge Drink" where baristas will record themselves teaching audience members how to make a simple drink from the Hodgepodge menu. Next, virtual attendees will learn how to make latte art and compete to see who has the best design. During the grand opening, a moderated zoom event (potentially hosted by an Atlanta influencer) will feature footage of the new store, a fun Kahoot trivia game and some polls to engage the audience. After the event, there will be a leisurely scavenger hunt around the city which will end at the new store location. The customer's completed checklist can be exchanged for a discount on his/her/their order.

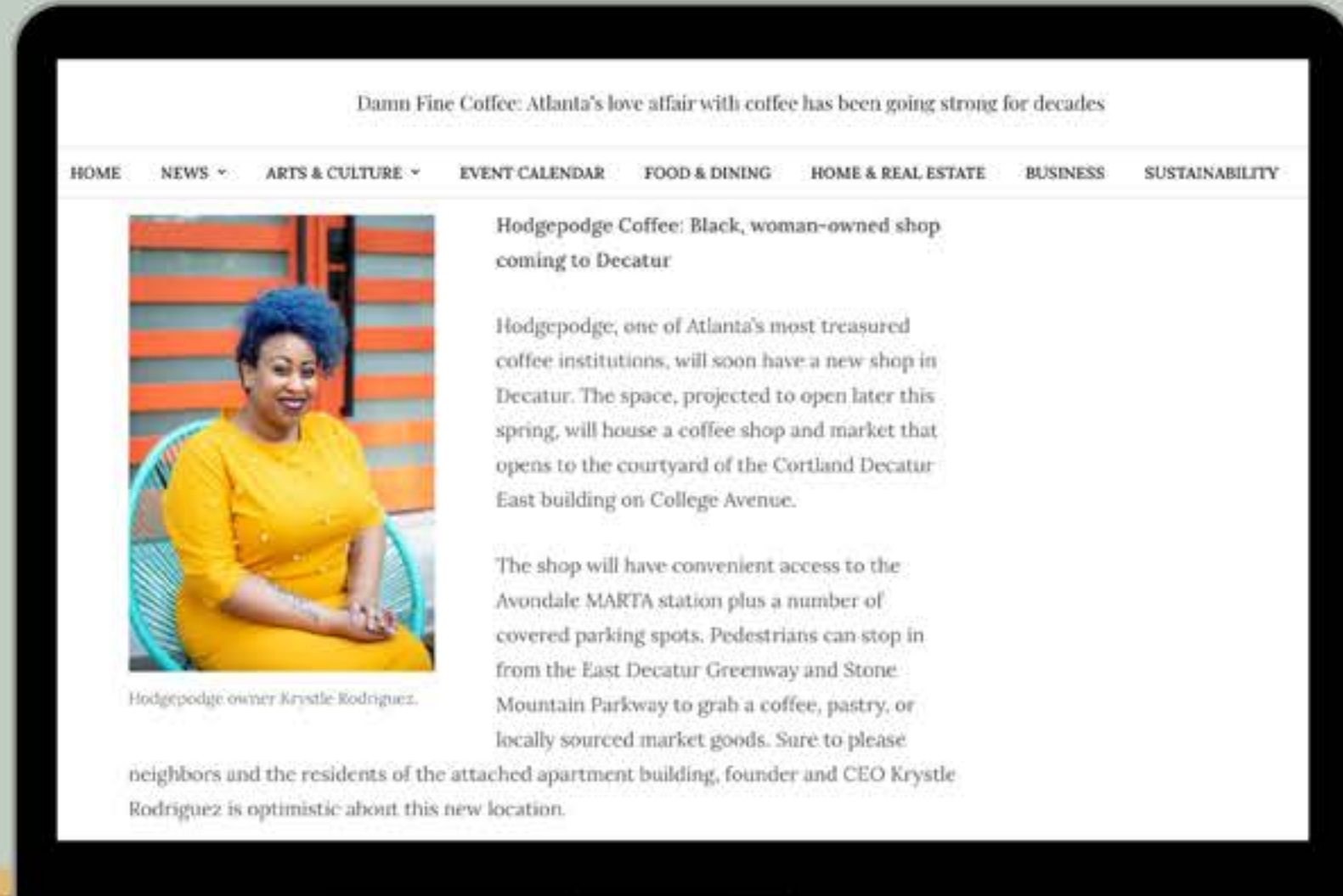
PUBLIC PROMOTIONS

In order to promote the opening of the new location, we crafted press releases with details about why Hodgepodge Coffeehouse chose to expand to Decatur, Georgia. We sent the releases to several outlets on our media list and made connections with The Atlanta Journal Constitution, Atlanta INTown and Now Atlanta, who would like to prepare stories for the grand opening.

We secured an article in Atlanta INTown, a printed online newspaper, and maintained a relationship with a reporter by providing photos and interview quotes for the [article](#).

Example of a quote: **"We are on a quest to fill each community we enter with delicious coffee, homemade goodness and a whole lot of love."**

The article featured an introduction to Hodgepodge Coffeehouse and CEO Krystle Rodriguez while also discussing the new Decatur location and sharing some of its efforts to help support communities during the pandemic.

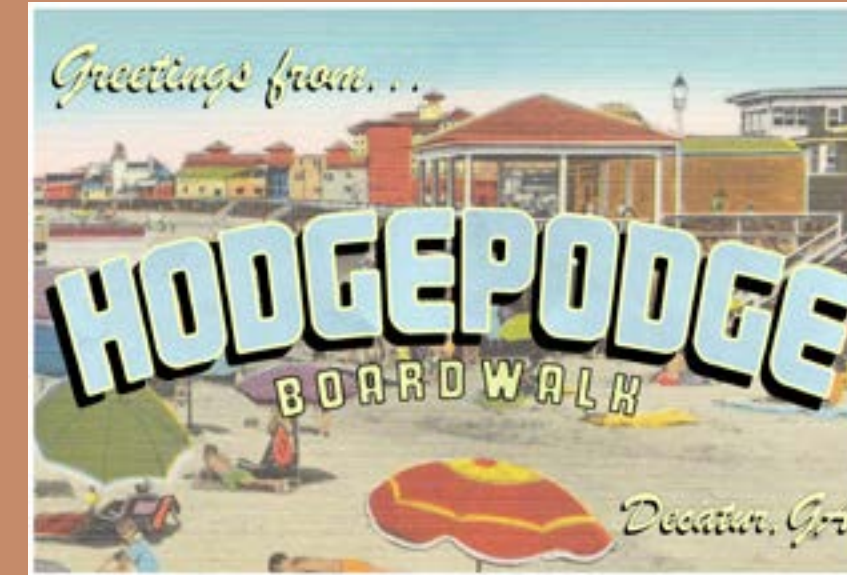


THE GRAND OPENING

A VERY PANDEMIC SPRING BREAK: HODGEPODGE BOARDWALK

Our team worked with Krystle to devise a theme for the Decatur location's grand opening. We landed on "Hodgepodge Boardwalk" because the event was taking place during spring break season and it fit the venue well. To promote the grand opening, we designed themed graphics to feature on Hodgepodge's social media accounts.

Additionally, the client asked us to create designs that would be printed on various merchandise and gifted to attendees during the event. These items include postcard invitations, mugs, cups, keychains and T-shirts. Once these designs were completed, they were sent to a printing company for production.



FUTURE RECOMMENDATIONS

DESIGN AND PRODUCTION RECOMMENDATIONS

- Hire an intern to create graphics for print and social media consistent with updated branding guidelines
- Organize two to three photoshoots per year with a photographer to collect photos and videos to update social media and the website
- Continue to add photos to the media folder and post these photos consistently to remain on-brand

DIGITAL MEDIA RECOMMENDATIONS

- Continue to optimize social media by posting three days a week (preferably Monday, Wednesday and Friday)
- Incorporate pop culture into posts and have at least one contest/giveaway per month to maintain solid engagement

COPY RECOMMENDATIONS

- Have intern spend time reading through Hodgepodge's previous posts and website copy to get a better understanding of Hodgepodge's brand voice
- Also they should have a chat with Krystle about Hodgepodge's mission so they can better capture her voice and embody her thoughts
- Install the AP Style Guide on a computer for grammar checks

DESIGN AND PRODUCTION RECOMMENDATIONS

- Hire an intern to create graphics for print and social media consistent with updated branding guidelines
- Organize two to three photoshoots per year with a photographer to collect photos and videos to update social media and the website. By creating a media folder, posting consistently and on-brand will be much easier

RESEARCH AND STRATEGY RECOMMENDATIONS

- Continue to cater to target audience through special events and discounts
- Conduct market research quarterly in order to remain updated on trends within the coffee shop industry

