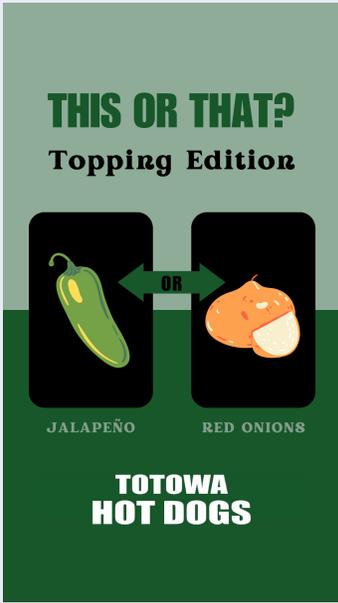
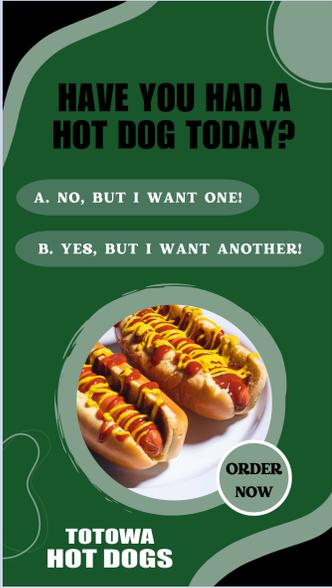


Union Boulevard. Objectively the busiest street in Totowa, New Jersey. It has beauty salons galore, with banks and doctor's offices littered in between. But the main attraction is the wide selection of restaurants that run up and down the little strip. And hidden away at the top of the street, tucked between a travel agency and a window treatment store, is Totowa Hot Dogs. This hole in the wall venue, which probably has a max capacity of twenty people, is one of the newer additions to the boulevard. The business opened about six months ago with their main export being, you probably guessed it, hot dogs.

As it was opening, I couldn't help but feel excited about the unconventionality it would bring to my somewhat quiet, small town. My excitement has only gone so far as I have yet to actually visit and eat at the establishment. One of the reasons behind my hesitancy is their major lack of branding. They don't have an official website and other than a few pictures of their eatery and products, there is not much I know about them. When creating content for their social media calendar, I had the residents of Totowa in mind, specifically the ones like me who have yet to try their hot dogs. I would love for its reach to go beyond our town and bleed into our neighbors like Little Falls, Woodland Park, and even Montclair. The graphics I have formulated hopefully give Totowa Hot Dogs a uniformed identity and encourage them to go more public with their marketing.

Date	Graphic	Copy/Hashtags	Concept/Audience & Tagging	Scheduling
4/1	 <p>TOTOWA HOT DOGS</p> <p>April Fools!</p> <p>WHAT IS THE BEST WAY TO ENJOY A HOT DOG?... RELISH IT!</p> <p>WHERE DO YOU SMART HOT DOGS GO?... ON THE HONOR ROLL!</p> <p>DID YOU SEE THE MOVIE ABOUT THE HOT DOG?... IT WAS AN TWO TIME OSGAR WEINER!</p>	<p>We are kicking off the month of April with some laughs. Tell a joke and make us laugh to win a free drink with your dog! #totowahotdogs #aprilfoolsday</p>	<ul style="list-style-type: none"> • Audience engagement • Make the audience laugh • Gives audience incentive to come to the restaurant 	12pm
4/3	 <p>THIS OR THAT? Topping Edition</p> <p>JALAPEÑO OR RED ONIONS</p> <p>TOTOWA HOT DOGS</p>	<p>This or That? Topping Edition. Pick your favorite hot dog topping!</p>	<ul style="list-style-type: none"> • Audience interaction 	1pm
4/5	 <p>SPRING IS IN THE AIR... NO WAIT, IT'S JUST HOT DOGS!</p> <p>TOTOWA HOT DOGS</p>	<p>Sun's out, buns out! Spring is in full swing, so grab some dogs on this beautiful day. #totowahotdogs #sunsoutbunsout</p>	<ul style="list-style-type: none"> • Asks audiences to purchase the product 	11am

4/10		Only 100 days until our most important holiday!	<ul style="list-style-type: none"> • Asks audience to make a reminder 	1pm
4/11		In honor of National Pet Day we'll be giving those who bring in their pet a special discount on the entire purchase! #totowahotdogs #nationalpetday #weinerdogs	<ul style="list-style-type: none"> • Asks audience to make a purchase • Audience interaction 	10am
4/14		Drop your favorite topping below! Make sure to stop by Totowa Hot Dogs to get your favorite today! (Ours is Brown Spicy Mustard) #totowahotdogs #favoritetoppings #orderup	<ul style="list-style-type: none"> • Audience engagement 	12pm

4/17		<p>If you're in the mood (which should be always) we know a special place you can grab some hot dogs!</p>	<ul style="list-style-type: none"> • Audience interaction 	1pm
4/20		<p>9 hours a day, 7 days a week. That's a lot of dogs, come get yours today! #totowahotdogs #openforbusiness</p>	<ul style="list-style-type: none"> • Asks audience to make a purchase 	11am
4/22		<p>The one stop shop for all your hot dog needs! We have a wide selection of toppings to choose from. Plain or stacked, we have it all! #totowahotdogs #whatsupdog</p>	<ul style="list-style-type: none"> • Showcases the menu • Encourages purchase of product 	3pm