

**Brand:** Clean Burger Bar

<b>Persona Name</b>	<b>A. Young and health-conscious “girlie”</b>	<b>B. Athletic and protein-focused gym bro</b>	<b>C. Indulgent, adventurous and non-restrictive</b>	<b>D. Digestively sensitive and intolerance-conscious adults</b>
<b>Age</b>	18-26	20-38	25-40	50-60
<b>Gender</b>	Female	Male	Female/Male/Non-binary	Female/Male/Non-binary
<b>Occupation</b>	Student, influencer, social media marketing, education, traveler	Finance, management, sales, marketing, student, student-athlete, entrepreneurship	Administration, retail, customer service, unemployed	Senior leadership, executive suite, director, retired
<b>Location (All cities/states in U.S.)</b>	San Diego, CA, Seattle, WA, Portland, OR, Austin, TX, New York City, NY	Los Angeles, CA, Washington, DC, Miami, FL, New York City, NY, Portland, OR, Denver, CO	Philadelphia, PA, Chicago, IL, Las Vegas, NV, Dallas, TX, Nashville, TN, Memphis, TN	Naples, FL, Ocean City, NJ, Traverse City, MI, Pinehurst, NC, Wisconsin Rapids, WI
<b>Device Preference</b>	Smartphone	Smartphone	Laptop	Desktop
<b>Social Channel(s) Preferred</b>	Instagram, TikTok, Snapchat, YouTube	Instagram, TikTok, Twitter, Snapchat, YouTube	Facebook, Instagram, Twitter, LinkedIn	Facebook, Instagram, Twitter
<b>Preferred Content</b>	Reels, carousel photos, stories, posts	Reels, stories, long-form videos	Posts, photos, short-form videos	Infographics, posts, videos
<b>Importance to Business</b>	Draw young female adults who are into fitness and health journeys, which are often shared in extensive detail on social media	Men fill the gyms and would appreciate a place to grab a protein-packed post-workout meal without compromising on quality and macros; often influencers on social media seeking partnerships with health/fitness brands.	Young professionals who are becoming more knowledgeable of affordability and health, busy with jobs and families and seeking convenient and reliable dinner options that keep kids entertained, full and satisfied	Very influential – these folks are teachers, leaders, and possible even opinion experts with an established community/following; with possible eating restrictions, they seek traditional options with diverse considerations

*\*Content calendar on next page (personas on content calendar coincide with corresponding letters on the chart above.)*

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DATE	CONTENT	CHANNEL(S) or PLATFORM(S)	COPY/SCRIPT	CREATIVES (VIDEOS, PHOTOS, ETC.)	TARGET PERSONA(S)
10/16	Company updates via post and stories (new items, recipes, deals, discounts)	Instagram, Twitter, Facebook, TikTok	“Today only, come in between 11 a.m. and 3 p.m. for BOGO burgers. See you for lunch!”	Short video of a long line formed from inside restaurant to lot with birds-eye view.	Primarily B, C, and D
10/17	Kitchen takeover	Instagram, TikTok, Snapchat	General walkthrough of kitchen prep at the beginning of the day throughout close.	Short-form video following kitchen staff, additional graphics, background music	A and B
10/18	Leadership spotlight	Facebook, LinkedIn, Twitter	Highlight accomplishments in leadership/corporate office.	Headshot with additional design, few other professional photos of leader	C and D
10/19	“Spookburger” promotion (highlights bizarre burger ingredients available for the rest of the month.)	Instagram, Twitter, Facebook, TikTok, LinkedIn, Snapchat	“From now until the end of October, we’re making burgers spooky. Come in and check out our new list of creepy burger ingredients, such as jalapenos, blue cheese, and green ketchup.”	Clips of the Clean Burger Bar burgers assembled and showcasing some of the spooky ingredients; additional seasonal/Halloween graphics and music	A, B, C, and D
10/20	Share How we Support the Community (partnership feature)	Instagram, Twitter, Facebook, TikTok, LinkedIn, Snapchat, YouTube short	Snippets of interviews from community partners	Video clips, b-roll, music, interview snippets, additional graphics	A, B, C, and D

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<b>10/21</b>	Community event coverage (5K run, donations)	Instagram, Twitter, Facebook, TikTok, LinkedIn, Snapchat, YouTube short	Snippets of customers, employees, volunteers, and community members	Video clips, b-roll, music, interview snippets, additional graphics	A, B, C, and D
<b>10/22</b>	Trivia and Did You Know?	Instagram (stories and post as appropriate), Facebook, TikTok, Snapchat	A few bits of interactive company and/or burger-related trivia that educates & engages	Graphics, type, polls, multiple choice function, photos	A, B, and C
<b>10/23</b>	Customer spotlight	Instagram, Twitter, Facebook, TikTok, LinkedIn, Snapchat	Shares customer’s story and demonstrates their relationship with the brand	Video, interview, photos, b-roll, audio snippets, additional graphics	A, B, C, and D
<b>10/24</b>	How it Works (burger building tutorial) featuring an employee	Instagram, Facebook, TikTok, Snapchat, YouTube short	Brief step-by-step demonstration of how to assemble your perfect, nutritious burger at Clean Burger Bar	Video, additional graphics	A, B, and C
<b>10/25</b>	Share Your Bangin Burger Recipe for a Chance to Win (socials giveaway)	Instagram, Twitter, Facebook, Snapchat, TikTok	“Who does their burger the best? Comment your go-to recipe for the perfect burger for a chance to win a \$50 Clean Burger Bar gift card.”	Photo/graphic carousel, typography	A, B, and C
<b>10/26</b>	Our Clean Burger besties in the community (snippets of customers and their community impact)	Instagram, Twitter, Facebook, Snapchat, TikTok, LinkedIn, YouTube short,	Snippets of customers impacting their community in a meaningful way as aligned with the brand	Video, b-roll, audio, interviews, additional graphics	A, B, C, and D

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<b>10/27</b>	Influencer takeover	Instagram, TikTok, Snapchat	Walkthrough of an influencer entering one of our locations, assembling, and beginning to enjoy one of our burgers with a come-along vibe.	Short-form video following influencer, additional graphics, background music	A and B
<b>10/28</b>	“Send it in Saturday” (customer interaction with the brand highlighted throughout the day in social media stories)	Instagram, TikTok, Snapchat, Twitter,	Snippets of DMs, stories we’re mentioned in, etc., featuring our customers throughout the day	Collected messages, stories, posts, and photos.	A, B, and C
<b>10/29</b>	Trivia and Did You Know?	Instagram (stories and post as appropriate), Facebook, TikTok, Snapchat	A few bits of interactive company and/or burger-related trivia that educates & engages	Graphics, type, polls, multiple choice function, photos	A, B, and C
<b>10/30</b>	Company updates via post and stories (new items, recipes, deals, discounts)	Instagram, Twitter, Facebook, TikTok	“Today only, come in between 11 a.m. and 3 p.m. for free 6-piece nuggets with burger. See you for lunch!”	Short video of a woman leaving the restaurant with a Clean Burger Bag and biting a chicken nugget in her car; smiling, happy, enjoying our food.	Primarily B, C, and D