



Open Door PR

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Final Campaign Proposal: Staks Pancake Kitchen

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Introduction

This public relations campaign was created by a group of five senior public relations students at Auburn University as a class project. This project requires students to build a real campaign from the ground up with a client in the Auburn-Opelika area. The purpose of this project is to provide students with real-world experience and skills in building meaningful relationships with a client and curating an effective public relations campaign. We have worked with our client, Staks Pancake Kitchen, to determine their needs and provide them with research and suggestions for a proposed campaign.

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Client Overview

Staks Pancake Kitchen is a restaurant known for its 'from scratch' pancakes, and a popular destination for breakfast and lunch. With the first location opening in Memphis, TN in 2015, Staks has since grown into a popular franchise with locations in Tennessee, Mississippi and most recently, Auburn, AL. Staks is not only a restaurant, but can also be an event venue for various event types. They have packages on their website and are looking to increase bookings and awareness of the event spaces available. Their versatile spaces can accommodate everything from family gatherings to corporate or organizational functions, making them a unique option in the community. Staks aims to position itself as the go-to destination for memorable local events.

SWOT Analysis

Introduction

Staks Pancake Kitchen, located in downtown Auburn, is a local breakfast, brunch and lunch spot that opened in May 2023. Directly down the street from Toomer's Corner on East Magnolia Avenue, Staks is centrally located and easily accessible from Auburn University's campus. Owned by Auburn alumni Brian and Kim Wirth, the restaurant serves creative pancake "staks" like Lemon Blueberry and Cinnamon Roll, alongside omelets, French toast, biscuits, shrimp and grits, sandwiches and more. Beyond the everyday dining experience, they also offer private events and space rentals for various kinds of celebrations and meetings. With additional locations in Mississippi and Tennessee, Staks has become a popular and expanding franchise.

Strengths

Political

Owned and operated by an Auburn family

Local ownership appeals to customers because it creates a sense of trust between the business and the company. People are also more inclined to support a local family because they feel as though they are doing good for their city. Auburn is known for being a loyal and close-knit community. Kim and Brian Wirth are not only Auburn locals but alumni of the university. When their business flourishes, it is a success for not only them but the education that produced their ability to create their brand. This makes those who have a heart for Auburn more likely to want to support the business. This connection then helps to foster stronger community relationships, attract local partnerships and even provide influence in local business.

Social

Location

The intersection of East Magnolia Avenue and N College Street, known broadly as “Toomer’s Corner,” is known to be the heart of downtown Auburn. This location is only a few feet away from Staks’, making the restaurant an easy place to stop on a game day, during a shopping spree downtown or even while walking to or from class. This location is also beneficial because it brings in a wide range of customers, including students, faculty, Auburn locals and even those traveling to visit the city.

Economic

Year-round demand

Unlike some businesses that rely on seasonal traffic, Staks benefits from serving a variety of foods that can be enjoyed year-round. Some seasons are slightly higher in business than others, but generally, there is a consistent business that helps to create a stable business flow and an overall consensus of what is needed for them to operate smoothly.

Technological

Social Media Engagement

With over a thousand followers on both Instagram and Facebook, Staks manages accounts with good engagement rates on social media. Between both of these accounts, there are typically around 3–5 posts a week. Although the engagement on each post is not extremely high, they receive a handful of comments and a high amount of likes on each, considering the

following what they have. Their social media shows a clear effort to be involved with the Auburn family and stay relevant to not only their business but the surrounding community.

Weaknesses

Political

Food safety laws and heavy regulations in the food service industry.

All restaurants face strict health, safety and labor regulations. Any minor violations, like sanitation, can lead to fines, bad press or even temporary store closures. Adapting quickly to changes in local/state policies (like wage laws or food safety guidelines) can strain resources. While this isn't something Staks struggles with currently, this is something they constantly have to think about and consider in their systems they develop.

Social

Limited appeal outside breakfast/brunch crowd

Pancake kitchens often have a strong breakfast identity, which can alienate customers looking for diverse lunch or dinner options. This reduces customer traffic during off-peak hours, making it hard to compete with restaurants that cater to multiple meal periods.

Economic

Vulnerability to inflation and food costs

Breakfast restaurants rely heavily on ingredients like eggs, dairy and flour — all of which fluctuate in cost due to supply chain issues and inflation. Since Staks' menu prices can only be raised so much before deterring students and locals, profitability may be squeezed.

Limited income level of college students

With a large number of Staks customers being college students in proximity to downtown Auburn, they are limited by what those college students are willing to spend on eating out. The college food budget isn't very large, so they are very picky about where they choose to spend their money; therefore, this could be a risk in sales.

Technological

Low digital visibility

Staks seems to post either a lot or not at all on Facebook and Instagram, suggesting that its technology use, specifically social media use, is low, thus causing them to be inconsistent.

Opportunities

Political

Support for small/local businesses

Alabama Department of Revenue and the city of Auburn often promote local entrepreneurship through grants, tax incentives and "shop local" campaigns. Staks could benefit from community and government-backed initiatives that encourage residents and students to support locally owned restaurants instead of national chains.

Tourism promotion in Auburn

Auburn's local government often promotes the city as a destination, especially during Auburn University events (football games, parents' weekends, graduation). Staks can benefit from this influx of visitors who want to try local food spots.

Social

Growing "brunch culture" among college students and local Auburn families

Brunch has become a social event for students and young professionals. By marketing itself as a trendy brunch spot (with specialty pancakes, Instagram-worthy menu items and group-friendly seating), Staks can attract a strong social crowd that values experience as much as food.

Social media influence on dining choices

Instagram and TikTok drive food trends. Staks can capitalize by promoting photogenic dishes, limited-time specials and influencer partnerships with Auburn student leaders.

Economic

Expanding delivery and takeout methods

Students and busy professionals increasingly rely on food delivery apps. By partnering more with DoorDash, Uber Eats or offering student discounts on takeout, Staks can tap into an expanding revenue stream without relying solely on dine-in traffic.

Steady population growth in Auburn.

Auburn is growing rapidly, with new students, faculty and retirees moving into the area. This rising population creates a larger customer base for Staks. The city is estimated to have grown by 10.85% since 2020.

Technological

Post more consistently to be more present on social media

There is a huge opportunity for Staks to use technology to their advantage and post more consistently. When they post more often, they are putting themselves in front of customers more often, thus reminding them. This is an opportunity to increase sales using promotional methods.

Threats

Political

Limited growth and flexibility

From a political perspective, especially in a college town, any changes in Auburn city ordinances or Alabama state liquor licensing could limit their desire to grow as well as make them more vulnerable from a liability standpoint. It could also make them raise costs or restrict flexibility for private parties. Another factor is the potential for raising the minimum wage or a change in labor laws, such as overtime thresholds or tipped wage regulations, which could increase their payroll costs. Liability remains an unavoidable threat for small businesses like Staks. No matter how careful the operations are, the risk of “injury, property damage” (Brott, 2024) or claims of negligence always exists and could disrupt normal operations and threaten financial stability. Liability insurance requirements for hosting larger gatherings may also increase and be passed along to the customer, discouraging clients who want affordable options.

Social

Struggles against well-known and poor reviews

Socially, Staks competes with a variety of established Auburn venues, such as The Hotel at Auburn University & Dixon Conference Center and other establishments in the downtown area offering similar venues at comparable prices. Many of these spaces already have built-in reputations or connections with the university and are direct competitors. Additionally, campus

student organizations and fraternities and sororities often have established larger venues to accommodate their invites for special events. Their Yelp score of 3.1, negative reviews and most likely word-of-mouth talk, can deter new guests in our small town. Not having recent reviews on their website (the last was 9 months ago) reflects opportunities to improve their social media presence.

Economic

Rising cost risk, losing Staks customers to cheaper options

Economically, event budgets are highly sensitive to cost. Rising catering prices, rental fees, and decor expenses can push clients toward cheaper competitors. Being in a college town, many groups like students, parents and even nonprofits have limited resources for private events, even if it is just a gathering for brunch. Pricing may deter many students and locals who may be cutting back on higher-priced establishments and opting for the many lower-cost restaurants downtown. Inflation and rising food and supply costs are a threat everywhere, with tariffs increasing, but especially in a market like Auburn, where many customers have constrained budgets. If food cost, utilities, rent or insurance goes up, those costs could reduce demand.

Technological

Weak online presence

In terms of technological threats, delivery platforms like Uber Eats and Waitr, as well as local apps, have expanded into Auburn (Popular food, 2018). For instance, Waitr already includes many Auburn-Opelika restaurants. If Staks falls short of optimizing its online ordering

and delivery partnerships or even social media presence, it risks losing customers to competitors who are easier to access via apps. Increasing online presence on all social media platforms would help have more engagement and attract potential guests to the restaurant to learn about venue offerings.

Conclusion

Staks Pancake Kitchen stands as a beloved local gem in Auburn, with strong ties to the community through its ownership by Auburn alumni and a prime location near the university. Its creative menu and welcoming atmosphere attract a diverse community customer base, from students to local families. However, like many small businesses, Staks faces challenges, including ingredient costs and competition within a college town market. By leveraging its local roots and addressing current weaknesses, Staks is well-positioned to continue thriving and expanding within Auburn.

Social Media Analysis

1) Which social networks are being used, and how:

Network	How Active	What Types of Activity
Instagram	(@staksauburn): About 1–2 posts every week; very sporadically (@stakskitchen): About 4–5 posts every week	(@staksauburn): Promoting events, campus involvement and menu items. (@stakskitchen): Promoting events, new menu items, location updates, etc.
Facebook	(@staksauburn): About one post every 1–4 days (@stakskitchen): About 3 posts per week	(@staksauburn): Promoting menu items with location hours and school-related occasions (back-to-school, athletic games, etc.) (@stakskitchen): Promote events, new menu items, location updates, etc.
TikTok	Posted about 3–4 times per month	Promoting new menu items, specials and new mimosa flavors.

X	Posted about 4–5 times per week, but stopped at the end of August.	Promoting specials and mimosa deals. Promoted new menu items as well as encouraged customers to dine in.
No Pinterest		
No YouTube		
No LinkedIn		

Performance

Next, it’s time to understand what’s been working well and what hasn’t.

There are two main types of metrics to look at: engagement metrics and business metrics. We will be focusing on the engagement metrics. Engagement metrics include follower counts, likes, replies/responses, shares and retweets. This is done for each platform.

2) Engagement metrics:

Network	Engagement Metrics
Instagram	(@staksauburn): 2,844 followers; Avg 11-15 likes per post, 0 comments per post and 2 shares per post.

	(@stakskitchen): 6,091 followers; Avg 5-10 likes per post, 0 comments per post and 0–1 shares per post.
Facebook	(@staksauburn): 1.5k followers; Avg 5 likes per post, 0 comments per post and 1 share per post. (@stakskitchen): 11k followers; Avg 2 likes per post, 0 comments per post and 0 shares per post.
TikTok	61 followers; 287 likes total; Avg 1-5 likes per post, 0 comments and no shares per post.
X	374 followers; 0-3 likes per post; Avg 0 comments and no reposts.
No Pinterest	
No LinkedIn	
No YouTube	

3) Sentiment metrics:

Sentiment metrics measure the overall tone of responses on social media platforms. Here we will look at the responses and note if overall responses were positive, negative or neither positive nor negative.

Network	Sentiment Metrics
Instagram	<p>(@staksauburn): Positive; “A wonderful place!”, “YUM”</p> <p>(@stakskitchen): Neither positive nor negative except for, “That’s a good sandwich”</p>
Facebook	<p>(@staksauburn): Positive; “Staks Pancake Kitchen – Auburn is a good spot. Recommend trying it out!”</p> <p>(@stakskitchen): Neither positive nor negative</p>
TikTok	Neither positive nor negative; No comments on any posts except for the most recent, “These are delicious!”
X	Neither positive nor negative; No comments or reposts on any of their posts.
No LinkedIn	
No YouTube	

Opportunities

The final step is to cover opportunities for improvement.

4) Profile improvements:

These are ways to improve the social media profiles themselves.

Network	Business Metrics
Instagram	<p>(@staksauburn): More cohesive feed to match branding colors; More story highlights on profile to promote services with cohesive covers; more professional quality photos</p> <p>(@stakskitchen): more cohesive feed; add cohesive story highlight covers; more engaging bio to showcase personality and mission</p>
Facebook	<p>(@staksauburn): They do a good job showing their brand kit and focus group. Highlights Auburn events and partnerships. Bio emphasizes location is specific to Auburn downtown and what they offer.</p> <p>(@stakskitchen): use more cohesive branding and colors. It could also focus on fewer graphics and engage consumers through personal branding.</p>
TikTok	<p>It could create more of a cohesive feed highlighting their brand colors, amplify the account to appear more like a business, and audiences can be confused whether it is the official page associated with the business.</p>

	Could add more information in their bio about locations and contact information.
X	Their X profile is cohesive and showcases their brand. The logo and profile section is clear, showing their various locations and what their brand is. Posts showcase different locations, catering, menu items, etc. and they all fit the brand kit.
No LinkedIn	
No YouTube	

5) Social activity improvements:

These are ways to improve what’s being posted or shared and how.

Network	Business Metrics
Instagram	<p>(@staksauburn): Share more video content; engage with current social media trends; interact and comment with followers; follow more accounts (they only follow 125 people)</p> <p>(@stakskitchen): follow more people in local communities; share more professional photos; keep graphics consistent with branding</p>

Facebook	<p>(@staksauburn): Interact with more followers; post more people in the community; showcase event space; make content geared towards families and the older demographic</p> <p>(@stakskitchen): share more real photos (there's a lot of graphics), showcase different locations more and interact with followers</p>
Tik Tok	<p>Could use more relevant and fun trends with workers, interact with followers more, showcase more of the Auburn community, promote the event space being used and encourage younger families and older demographics to come in.</p>
X	<p>Create more engaging content to boost likes, comments and reposts. They don't get any engagement on their posts, so creating content that encourages people to participate will increase engagement. Can figure out ways to encourage users to check out their X page for special content. Could also switch to short-form videos rather than just graphics.</p>
No YouTube	
No LinkedIn	

6) Competitors and profiles to watch:

These are some of the most important competitors and related accounts to keep an eye on or take inspiration from.

Profile to Watch	Reason
The Flying Biscuit Cafe on Instagram	Large competitor in the Auburn-Opelika area. They have 17.7k followers and more engagement on Instagram, due to their short-form videos being posted more consistently. Feed is more cohesive and professional.
Byron's Smokehouse on Instagram	Large competitor in the Auburn-Opelika area. They have 3,451 followers with a range of likes upwards of 200-300. They showcase a lot of customers and short-form videos.
Another Broken Egg Café on Instagram	Large competitor in the Auburn-Opelika area. They have 56.9k followers with a 25-50 like average. They also post more consistent short-form videos, sparking more engagement.
Waffle House on Instagram	Large competitor in the downtown Auburn area with students. They have 281k followers and brand loyalty. They post consistent short-form videos and average around 500-2,000 likes per post.

Lucy's on Instagram

Lucy's is located in Opelika and is a known upscale American restaurant. They have 12.1k followers; Avg. 15-40 likes per post. They post more professional photos of their menu items. Feed is more cohesive and the highlights on their Instagram page show more of the brand colors and look.

Situational Analysis

Problem Statement:

There is a lack of awareness about the rentable event space at Staks Pancake Kitchen.

Staks Pancake Kitchen's Mission Statement:

At Staks, our team strives to consistently provide guests with high-quality and creative offerings by using fresh ingredients, homemade batters and locally sourced products in an exciting, friendly and welcoming environment. It's important to us to take care of our bodies and our community.

Existing Strategies:

Staks Pancake Kitchen currently maintains a presence on Facebook, Instagram, X and TikTok. Their presence on these platforms appears to lack consistency and cohesive branding. While they maintain general Instagram and Facebook accounts for the overall business, they also operate separate Auburn-specific accounts on both platforms. This can confuse audiences and lessen brand identity, especially with messaging, visuals or engagement strategies differing across accounts. Our goal is to increase Staks Pancake Kitchen in Auburn's brand awareness through cohesive messaging, creating a more unified strategy and social media presence. There is a clear lack of alignment in their campaign. By sticking to the chosen brand identity and consistency across all platforms, Staks Pancake Kitchen could strengthen social media engagement and visibility in the Auburn-Opelika area.

Background/Secondary Research:

Lucy's Auburn

Lucy's Auburn is a modern American restaurant located in Auburn, Alabama. It opened in June 2018, offering a seasonal menu featuring fresh seafood and high-quality meats. The restaurant is known for its warm hospitality and serves craft cocktails and an award-winning wine list. Lucy's is open for brunch on Saturday and Sunday and has become an Auburn favorite. It has also become a popular spot for both casual dining and private events, praised for its attentive service and inviting atmosphere. One customer reviewed on Google, "The restaurant is absolutely adorable! We were so excited to have Sunday brunch at Lucy's" (*Private events*). They consistently post professional photos of their menu items. The feed is more cohesive, and the highlights on their Instagram page show more of their brand colors and overall identity. Lucy's offers a variety of room rental options tailored to fit any group gathering—from birthday parties and rehearsal dinners to business meals and full restaurant buyouts. As their statement reads:

"Whether it's a birthday party or rehearsal dinner, a business meal with colleagues or even a full restaurant buyout, Lucy's is the perfect destination for your next group event."

Available spaces include:

- The Larder at Lucy's
- The Library Room
- The Patio
- Bar Buy-Out
- Restaurant Buy-Out

Each rental option is clearly outlined on its event page, detailing how it can best serve your specific occasion. You'll find information on guest capacity for both seated dinners and cocktail receptions, along with descriptions of the atmosphere each space provides—making it easy to choose the perfect setting for your event. Staks Pancake Kitchen has a similar layout showcasing the event space options and the number of seats provided. Staks could benefit by using Lucy's as a prime example of advertising and promoting the rental options. They could further dive into what the specific rental space offers and what makes it unique in comparison to the various other options. Staks could benefit by honing in on atmosphere and setting to match the aesthetic of a quality event space.

Ariccia Cucina: Auburn University Hotel

Ariccia Cucina Italiana is a modern Italian restaurant located in Auburn, Alabama. It is inspired by a hilltop town of palaces and vineyards in Ariccia, Italy. It offers a variety of fresh, rustic Italian cuisine, including homemade pastas, wood-fired pizzas and signature dishes like porchetta. It is known for its great wine list, live jazz music and cozy atmosphere, making it a popular spot for both casual dining and special events. It is situated inside the Hotel at Auburn University and is recognized for its quality food and excellent service (*Events - Ariccia*).

Their website clearly presents the private dining option, stating,

“We would love to help celebrate and be part of your special event. We have three unique venues to accommodate any event. From rehearsal dinners & birthdays to baby showers & business gatherings, we can't wait to make it an unforgettable experience. Reservations can be made up to four months before your event date.”

Ariccia Cucina's private dining information page follows a similar route to Lucy's, where there are clear aesthetic and environmental details relating to the specific event space.

Available spaces include:

- Enoteca
- Piccolo
- Ariccia Patio
- Ariccia Buy Out

Customers will find information regarding capacity and seated options, as well as how each space can accommodate your party and tailored event. The photos shown emulate the environment and look that you would receive for each option.

At the bottom of the page, there is a clear form provided where customers fill out their personal information as well as the occasion, number of guests, event date and time, preference in rental space and any special requests or additional comments. Both Lucy's and Ariccia Cucina have this easily displayed option, making it user-friendly to customers seeking more information.

It is also important to note that while the improved cohesion on social media is a strength, there are ways that both competitors promote its event spaces beyond social media. For example, on the Auburn-Opelika Tourism website, listings can be found for Staks, Lucy's and the Hotel at Auburn University. Both Lucy's and the Hotel have more in-depth "about" sections that emphasize the features included in their private-event spaces. Additionally, both Lucy's and the Hotel can be found on The Knot, a wedding planning website, which expands their visibility to audiences specifically searching for private dining and event venues. These additional

promotional touchpoints demonstrate how competitors are using multi-channel strategies to market their event spaces. Staks could enhance its own visibility by incorporating similar methods rather than relying primarily on social media.

Stakeholders and Publics:

The key publics for Staks Pancake Kitchen are:

1. Auburn students
2. Student leaders and organization executives (Greek life, clubs, academic organizations)
3. Parents visiting Auburn students (especially those looking to host celebrations or gatherings)
4. Auburn-Opelika residents (ideal for baby showers, bridal showers, birthday parties, etc.)
5. Visitors/tourists to Auburn (ideal for game days, graduations or holidays)

For our specific campaign, we are focusing on growing awareness of the event rental space Staks Pancake Kitchen has to offer. We aim to further segment our publics through behavior, demographics and psychographics. We are aiming to target event planners as well as people who value convenience, aesthetics and community. We chose to conduct a survey to gain clarity on perceptions of the issue of whether or not the key publics are aware of the rental space and if they would use it as an event space in the future. Many respondents identified as Auburn students, with most currently serving or having previously served in leadership roles within on-campus organizations. The majority expressed interest in renting an event space, particularly for celebrations, but noted limited awareness of available venues in the Auburn area. Most were

unaware that Staks Pancake Kitchen offers an event rental space, citing a lack of awareness as the primary barrier to booking an event at a restaurant like Staks.

The stakeholders for Staks Pancake Kitchen include:

1. Staks Pancake Kitchen owners/management
2. Event space staff
3. Marketing team
4. Auburn University student organizations
5. Auburn-Opelika hospitality/tourism boards

Primary Research:

For Open Door PR's primary research for the Staks Pancake Kitchen campaign, we chose to conduct a survey. We chose this research method because of our wide range of target audiences and our need to get a large amount of feedback to create a more accurate strategy to solve the problem of event space awareness. This survey was open from October 15-21, 2025, sending out to people in selected demographics, including Auburn University students, alumni and the residents in the Auburn/Opelika area. We asked a total of 21 questions and received 173 responses. The style of questions included in the survey was multiple-choice, short-answer, Likert scale, and semantic differential scale. Our goal was to discover our publics' demographics and psychographics and how to best serve them with this newfound information.

At the start of our survey, we asked introductory questions that were for all respondents. These questions helped us to get a sense of their gender, age and their connection to the

Auburn/Opelika area. The sample consisted of 19% male respondents and 81% female respondents, resulting in a female-dominated sample. The largest age group from the sample was ages 18-24, with 62% and the least was ages 35-44, with 7%. This group of people helped us analyze the needs and demands for event spaces, like Staks, in the Auburn/Opelika area.

The questions are as follows:

1. What is your gender?
 - a. Male
 - b. Female
 - c. Other: _____
2. What age group are you in?
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55+
3. Please select what best describes you (Select all that apply)
 - a. Auburn student
 - b. Auburn/Opelika area resident
 - c. Auburn alumnus/alumna
 - d. Parent of Auburn Student
 - e. Other (please specify): _____

The largest number of respondents was “Auburn students” (51%), and the least was “Parent of Auburn Student” (13%). If the respondents indicated that they were Auburn students, they were then redirected to another branch of the survey, which asked them, “Are you in a leadership position for an on-campus organization?” and then asked them to specify what position and organization. This question showed us that 63% of the Auburn student respondents were either in a leadership position or not yet in a leadership position. Seeing that over half of the sample of these students are involved on campus, the probability of them planning or attending an event at a local venue is high, thus giving us a more educated result.

Our data showed that most people have never had to rent an event space in the Auburn/Opelika area. This could be a reason for the lack of awareness of Staks event space because there isn't a great demand to rent event spaces. Among the 17% who had, some of the frequently mentioned venues included The Bottling Plant Event Center, The Southerly Warehouse, The Auburn Hotel and Conference Center and Melton Student Center Ballroom. Some of the positive takeaways from these venues were professional service, attractive spaces and overall ease of booking/communication with the venue. When asked how they typically discover event spaces, respondents most commonly said word of mouth (59%), social media (54%) and online searches (39%). In terms of event type, 68% of respondents said that they would rent a venue for a celebration. 38% mentioned organizational or club meetings, while 32% referenced sorority or fraternity events. This shows that the majority of events in the area tend to be small- to mid-size social or organizational gatherings rather than large, formal events, which is very positive for Staks because those are the types of events they are meant for.

For the next section of questions, we wanted to get a more specific idea of what Staks could be doing better, and what would make people more likely to book through them. First, participants were asked to rate factors that influence their choice when booking an event venue on a five-point Likert scale. The most important factors were price (4.40/5), location (3.65/5), parking availability (3.49/5) and food/catering options (3.49/5). Other factors, such as space customization (3.08/5) and staff service/support (3.23/5), were moderately important. This helps define key factors of focus when promoting the event space to our target audience.

The survey confirmed our problem statement by revealing that there is, in fact, a lack of awareness of Staks' event rental space. Only 11% of respondents reported knowing that Staks offers event space rentals, while 89% were unaware. This shows a significant communication gap between Staks' existing services and the public understanding of what the restaurant offers. When asked about their general perception of Staks as an event venue, 57% responded "neutral," while only 32% reported somewhat or very positive perceptions. Some participants noted that they view hosting an event at a pancake restaurant as "unusual" or "unfitting" for formal occasions. However, others noted that the idea could be appealing for more casual gatherings if there was a customizable event package including the catering, reservations, etc. The most common answers that seem to be preventing people from booking an event at Staks included lack of awareness (53%), limited space (37%) and cost (21%). Additional comments mentioned concerns such as decor, noise level and questions about what kinds of events the venue could accommodate. These findings suggest that improving both the visibility and perceived versatility of Staks' event space will be essential to increasing rentals.

Identified Issues:

Staks Pancake Kitchen faces several key issues that impact its engagement and knowledge of event rental space.

One major challenge is a low public awareness of the event rental offering, suggesting that Staks' current communication strategy does not effectively reach or inform its target audiences. Despite having a rentable space, only 11% of survey respondents knew it existed, revealing a significant gap between service availability and public perception. Since we have a wide range of

target audiences, there must be multiple communication strategies to resolve this problem. Some solutions could be partnering with local news sites, like Auburn-Opelika Tourism and the Opelika-Auburn News, to gain earned media and reach our older target audience. Staks could also increase their shared media by increasing their social media consistency and engagement by using things like hashtags and collaborations with influencers.

Another issue is limited alignment between Staks' brand identity and audience expectations for event venues, suggesting that some potential customers may view a pancake restaurant as an unconventional or unsuitable setting for formal events. While this perception may deter bookings for upscale occasions, it also presents an opportunity to reposition Staks as a casual, customizable venue for celebrations, club meetings and social gatherings. This could be an opportunity to use their owned media to their advantage and promote these casual, customizable events on their website.

Audience segmentation and psychographic insights also play a role in Staks' challenges. The research shows that the majority of respondents, roughly 62%, were aged 18-24 and 51% were Auburn students. 63% of those Auburn students are or were involved in campus leadership. This indicates a strong potential market for small or mid-size events, especially among student organizations. The survey revealed that price, location, parking and food options were the most influential factors in venue selection, while customization and staff support were moderately important. Through improvement in messaging clarity, package offerings and outreach to student leaders and residents, Staks has the chance to increase event bookings, enhance its brand's versatility and build stronger community engagement.

Three Personas + 2 additional identifiers

Staks Pancake Kitchen's current publics include Auburn students, student organization leaders, parents visiting campus, Auburn-Opelika residents and out-of-town visitors. For this campaign, we've further segmented these publics into three representative personas and two behavioral/psychographic identifiers to guide targeted messaging and outreach. To effectively reach its segmented publics, Staks must tailor its outreach to match the behaviors and preferences of key audience groups. The three core personas are involved Auburn students, celebratory parents and Auburn-Opelika residents who regularly host gatherings. Each represents a distinct segment of Stak's potential event rental audience, shaped by primary research and behavioral insights.

The involved Auburn student is typically aged 18-24 and is actively involved in campus organizations. This persona frequently plans or attends events and values convenience and affordability. To reach this group, Staks can partner with student organizations to offer exclusive booking discounts and catering packages. Social media campaigns featuring casual event setups, student testimonials and behind-the-scenes content can further increase visibility and appeal. On-campus tabling and flyers at the student center would reinforce awareness and drive engagement.

The celebratory parent persona includes parents visiting Auburn for graduations, game days or birthdays. These individuals seek warm and welcoming venues for family gatherings and prioritize the ease of booking, parking and food options.

The Auburn-Opelika resident is typically 25-44, who regularly hosts showers, brunches or birthday parties. This persona values aesthetics and community connection. Staks can appeal to these hosts by incentivizing repeat bookings and word-of-mouth promotion.

Beyond demographics, two behavioral identifiers further refine the campaign's strategy. These are event planners and community-driven seekers. Event planners prioritize ease of booking, clear packages and service. Community-driven seekers value local charm, inclusive environments and emotional resonance. Storytelling content that highlights customer experiences, student celebrations and seasonal themes will help position Staks as a versatile, welcoming venue for a range of occasions.

By aligning its outreach with these personas and behaviors, Staks Pancake Kitchen has the opportunity to increase event bookings, strengthen brand versatility and build deeper connections with its community.

Conclusion

Through both our secondary and primary research, it is clear that Staks Pancakes faces a gap in awareness regarding its event rental space. While Staks already offers an inviting atmosphere and positive dining experience, limited communication and a lack of consistent media presence have held them back from being recognized as a go-to option for celebrations or gatherings. The data collected highlights a strong opportunity for Staks to reposition itself as an ideal event destination through implementing more cohesive social media strategies, targeted outreach and

developing more defined event packages. Aligning their messaging with the needs of the key public, Staks can potentially increase event space bookings and also strengthen their overall brand presence within the Auburn/Opelika area.

Goals & Objectives

Problem Statement: There is a lack of awareness about the rentable event space at Staks Pancake Kitchen.

Goals:

1. Increase awareness of the event space available for rent.
 - a. **Objectives:**
 - i. Increase the number of events held at Staks Pancake Kitchen by 50% by June 2026.
 - ii. To host at least one catering event monthly by January 2027.
2. Build meaningful relationships with the Auburn-Opelika community.
 - a. **Objectives:**
 - i. Increase media engagement across all platforms by 30% by March 2026.
 - ii. Increase engagement with AU campus organizations by 30% by May 2026.

Execution

1st Goal: Increase awareness of the event space available for rent.

- **1st Objective:** Increase the number of events held at Staks Pancake Kitchen by 50% by June 2026.
- **Strategy:** Develop a monthly e-newsletter.
 - **Tactic 1:** Send out a monthly newsletter to AU Departments and on-campus organizations showcasing past events and the event packages available. (See Appendix F)
 - **Tactic 2:** Send out a monthly newsletter to local businesses showcasing past events and the event packages available. (See Appendix F)
 - **Tactic 3:** Give a physical newsletter to cashiers at businesses in Auburn/Opelika (prioritizing downtown Auburn stores).
- **2nd Objective:** To host at least one catering event monthly by January 2027.
- **Strategy:** Develop a blog for event testimonials at Staks Pancake Kitchen.
 - **Tactic 1:** Use Squarespace or a similar platform to create monthly blogs showcasing past events with testimonials/photos. (See appendix N)
 - **Tactic 2:** The monthly e-newsletter will also help to promote event bookings by increasing awareness of the event space.

2nd Goal: Build meaningful relationships with the Auburn-Opelika community.

- **1st Objective:** Increase media engagement across all platforms by 30% by March 2026.
- **Strategy:** Developing a cohesive and consistent social media strategy across all platforms.
 - **Tactic 1:** Streamlining a balanced brand kit and content calendar. (See Appendix C & D)
 - **Tactic 2:** Develop a giveaway on Instagram and Facebook for a free basket full of Auburn merch and a Staks breakfast voucher. (See Appendix G)
- **2nd Objective:** Increase engagement with AU campus organizations by 30% by May 2026.
- **Strategy:** Sponsor Auburn Tri Delta's DHOP Philanthropy Event
 - **Tactic 1:** Send a press release promoting the event to local news sites like OA News and Auburn-Opelika Tourism. (See Appendix L)
 - **Tactic 2:** Partner with Tri Delta, one of Auburn's sororities, to work with them on their annual pancake event to raise money for their philanthropy. We will need to establish a vision, create a social media plan and an event timeline. (See Appendix H, I, & J)

Measurable Results

1st Goal: Increase awareness of the event space available for rent.

The first objective we've chosen to focus on is listed below:

Increase the number of events held at Staks Pancake Kitchen by 50% by June 2026.

Organizational Tactic: We will send out a monthly e-newsletter to on-campus organizations, AU Departments, and local businesses, which will be measured by website clicks and event bookings. (See Appendix F)

- **Exposure:** Use website metrics to track unique visitors to the site, as well as the number of website visits compared to before the newsletters were sent out.
- **Engagement:** Track the number of people subscribing to monthly emails and the number of those returning to the website.
- **Influence:** The number of referrals made by customers to people they may know. We will track this by having a question on the event inquiry form asking where they heard of Staks event rentals. A person's change in opinion can also measure influence.
- **Action:** The number of people who book an event with Staks and request more information.

The second objective we've chosen to focus on is listed below:

To host at least one catering event monthly by January 2027.

Organizational Tactic: We will post blogs showcasing our event space and how it can be transformed, which will be measured by website clicks and event bookings. (See Appendix N)

- **Exposure:** Monitor impressions generated through SEO and social shares of the blogs. Track the number of unique visitors to blog posts and the increase in overall website traffic after each new blog is published.
- **Engagement:** Measure the amount of time visitors spend on each blog post, the number of comments or shares, and the click-through rate from blogs to the catering/event rental inquiry page.
- **Influence:** Evaluate how often customers mention blog posts in their inquiries or consultations, and monitor sentiment change through surveys asking how helpful or inspiring the blog content was in shaping their perception of Staks' event capabilities.
- **Action:** Track the number of catering inquiries and confirmed event bookings that originate from blog links, as well as the number of readers who sign up for updates or request more information after viewing a blog.

2nd Goal: Build meaningful relationships with the Auburn-Opelika community.

The first objective we've chosen to focus on is listed below:

Increase media engagement across all platforms by 30% by March 2026.

Organizational Tactic: Measured in number of followers, shares, likes and comments across all social platforms.

- **Exposure:** Monitor total reach and impressions on each platform through analysis metrics (i.e., the growth rate of followers, the number of unique accounts reached, likes, shares, etc.)

- **Engagement:** Evaluate how often users interact with posts (i.e., likes, comments, shares, story interactions, and saves) and track which post types drive the highest engagement spikes.
- **Influence:** Assess shifts in audience sentiment by analyzing comments, direct messages, and user-generated content mentioning Staks. Track how often community members recommend Staks in public comment threads or tag the business in posts.
- **Action:** Monitor conversions from social media, including click-throughs to the website, direct inquiries through social platforms, and event bookings traced to social media touchpoints.

The second objective we've chosen to focus on is listed below:

Increase engagement with AU campus organizations by 30% by May 2026.

Organizational Tactic: We will sponsor Tri Delta's DHOP event and will be measured by attendees, money raised, and increased engagement with Staks (number of followers and event bookings).

- **Exposure:** Track the number of students and campus organizations exposed to Staks branding during the event, impressions generated through event promotion, and visibility from signage, co-branded materials, and social tags from DHOP.
- **Engagement:** Measure the number of students who follow Staks on media platforms during/after the event and who share images with event-related posts (likes, shares, tags, or comments).
- **Influence:** Identify how sponsorship impacts student and organization leaders' perception of Staks by monitoring referrals, direct mentions, and feedback gathered from

campus partners or informal surveys. Track how often attendees say they heard about Staks through DHOP.

- **Action:** Measure increases in event space inquiries, collaborations, and bookings made by campus organizations following DHOP. Track the number of new partnerships, repeat event requests, or follow-up communication initiated by student groups.

Recommendations

Social Media

Based on the research conducted, we believe that to increase awareness of both the event rental space and the restaurant in general, Staks should create a more consistent social media strategy and presence across all platforms. There is currently an inconsistency in branding between the main and Auburn-specific accounts that weakens audience recognition. A more unified content calendar should be developed to ensure that posting is more regular and cohesive across both the franchise pages and the local Auburn pages. The use of Meta Business Suite would allow for prescheduled posts and also help to create more consistency in color palette, tone and hashtags. These posts could include weekly highlights of Staks as an event venue, showcasing photos or short videos of past celebrations such as brunches, baby showers and campus organization gatherings. Another fun way to spread the word and create traction around Staks is to have customers share their own event photos using a hashtag. Collaborations or joint posts with Auburn University organizations, such as sports teams or Greek Life organizations, would help to reach new audiences and build relationships with the local community.

Targeted Outreach

Staks should build direct relationships with its key publics, including Auburn students, organization leaders, parents and Auburn residents. We believe that this can be done through having more focused outreach and partnerships. Our primary research shows that most awareness about event spaces comes from word-of-mouth and social media, suggesting that there is a need for more direct engagement within the community. One way to implement this would be through partnering with the Auburn-Opelika Tourism Bureau and local media outlets such as *Opelika-Auburn News* for feature stories or event highlights. On top of this, it would be helpful

to create a contact list of local event planners and send personalized information packets featuring event setup options, pricing levels and testimonials. This targeted outreach will increase awareness among the groups that are most likely to rent the space and build community trust through more personalized engagement.

Implementation of Event Packages

To appeal to Staks' diverse publics and make the booking process simpler, we think that there should be more clearly defined event packages that highlight convenience, customization and affordability implemented. Survey results show that price, location and food options are the most influential factors in venue selection. A fun and creative way to do this is through developing three customizable package options. Ideas for this could be "Brunch Bash, Celebration Special and Private Party Package," which would each include different levels of catering, setup and service (See Appendix M). To further share the information about these packages, create spotlight posts and Reels that walk users through each package's setup, making the booking experience feel seamless and easy.

Conclusion

By creating a more consistent social media branding, direct community outreach and defined event packages, Staks Pancake Kitchen can significantly increase awareness and bookings for its event space. These strategies will not only address the current communication gap but also help Staks become a locally trusted and versatile venue for celebrations in the Auburn-Opelika community.

Conclusion

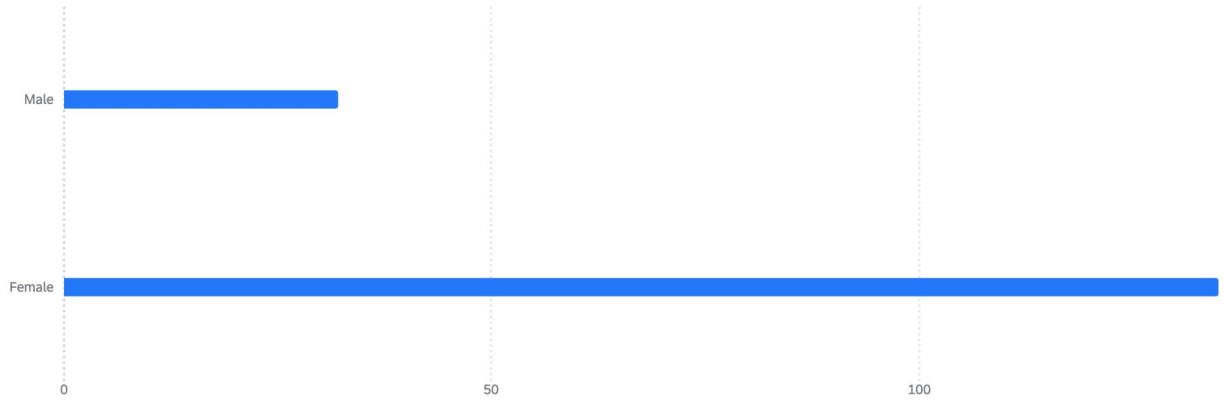
Throughout this campaign proposal, it is clear that Staks Pancake Kitchen holds strong potential as both a loved local restaurant and a versatile event venue within the Auburn-Opelika community. Through secondary and primary research, we identified key strengths such as Staks' central location, welcoming atmosphere, and strong community ties, along with challenges like inconsistent branding and limited awareness of the event rental space. By looking into audience perceptions, competitors, media presence and Staks' existing communication strategies, we developed targeted goals and measurable objectives that can help to increase visibility and strengthen relationships with core publics. The insights gathered through surveys, SWOT analysis and situational research provide a strong foundation for strategic communication efforts. With intentional execution, Staks Pancake Kitchen is well-positioned to grow its presence, enhance community engagement and establish itself as a go-to destination for both dining and events in the Auburn area.

Appendices

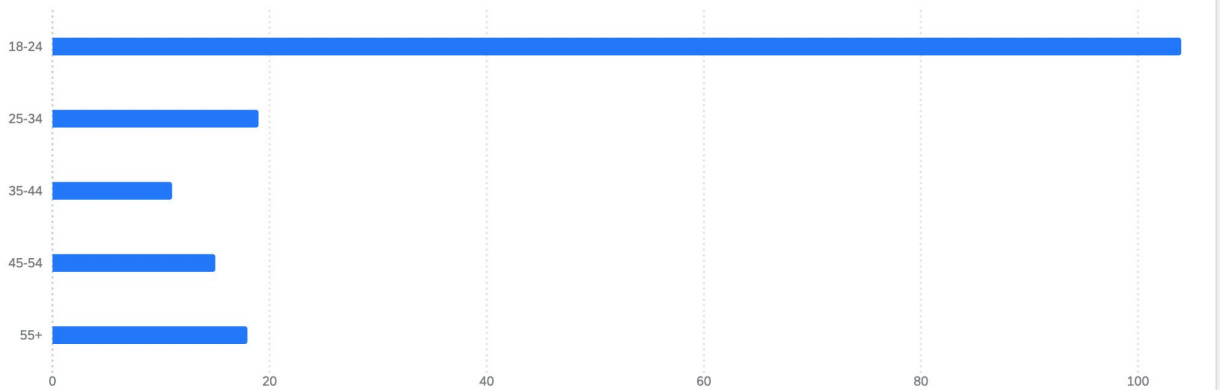
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Appendix A: Survey Results

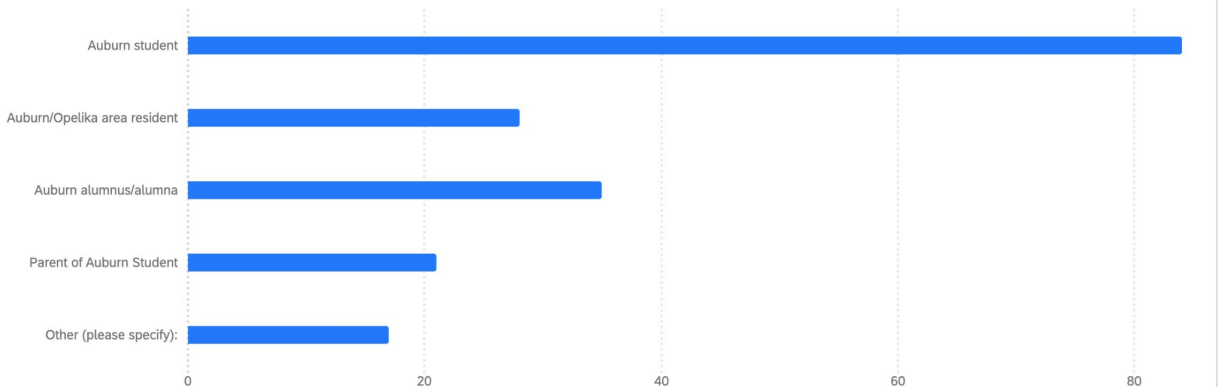
Q1: We are students at Auburn University studying Public Relations and are curr... 167 ⓘ



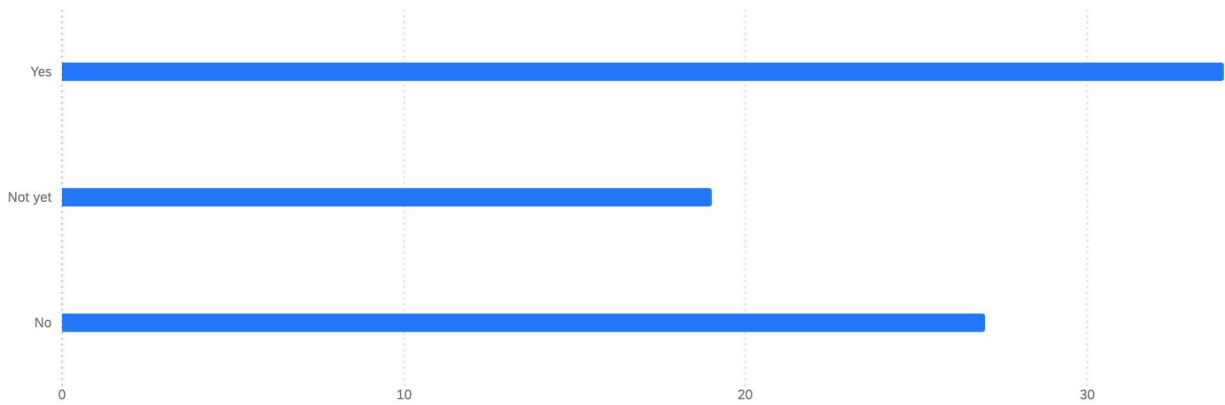
Q2: What age group are you in? 167 ⓘ



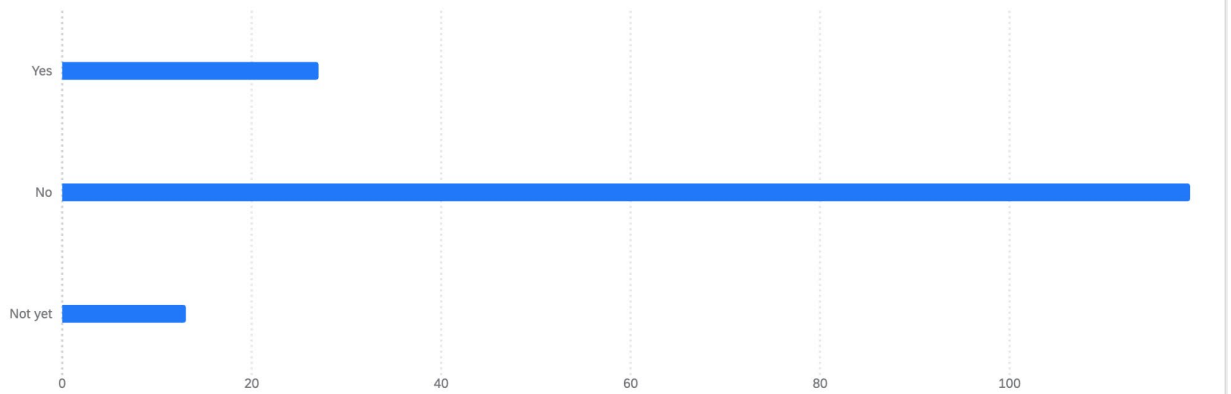
Q3: Please select what best describes you (Select all that apply) 166 ⓘ



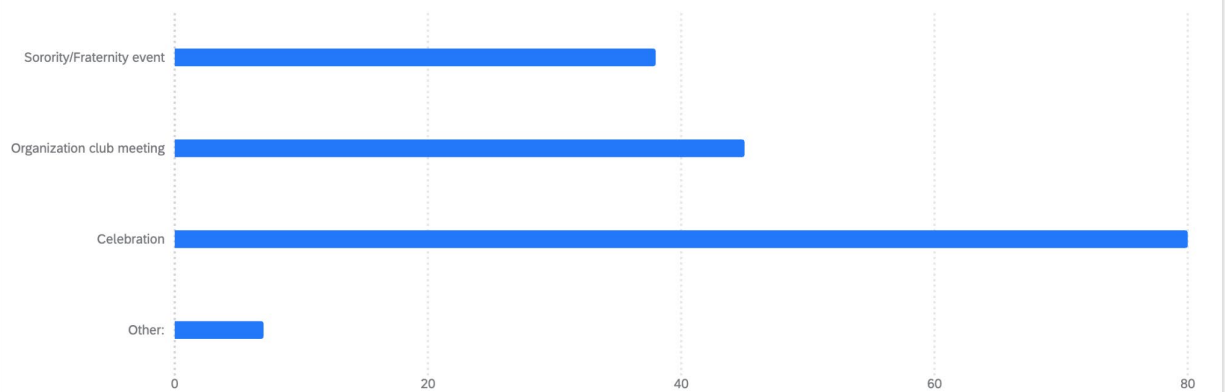
Q12: Are you currently serving or have you served in a leadership position for an on-campus organization? 80 ⓘ



Q7: Have you ever had to rent an event space in the Auburn area? 159 ⓘ

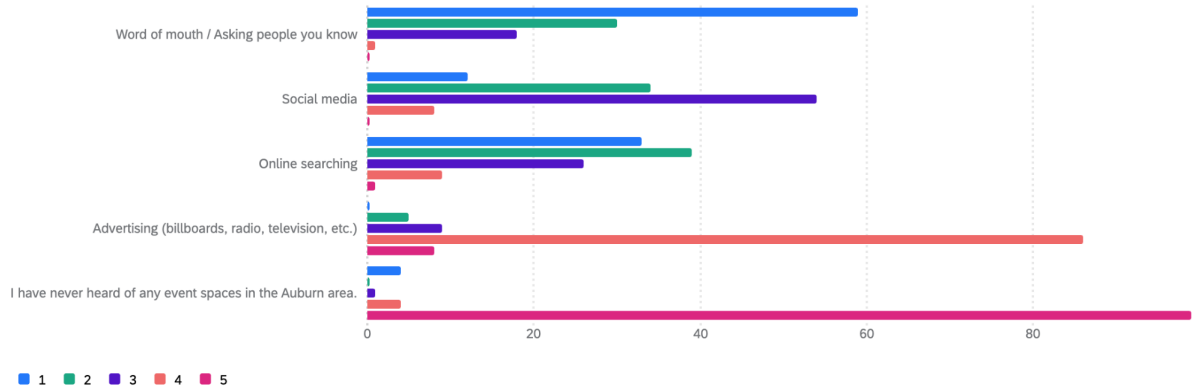


Q14: What type of events might you rent an event space for? 117 ⓘ

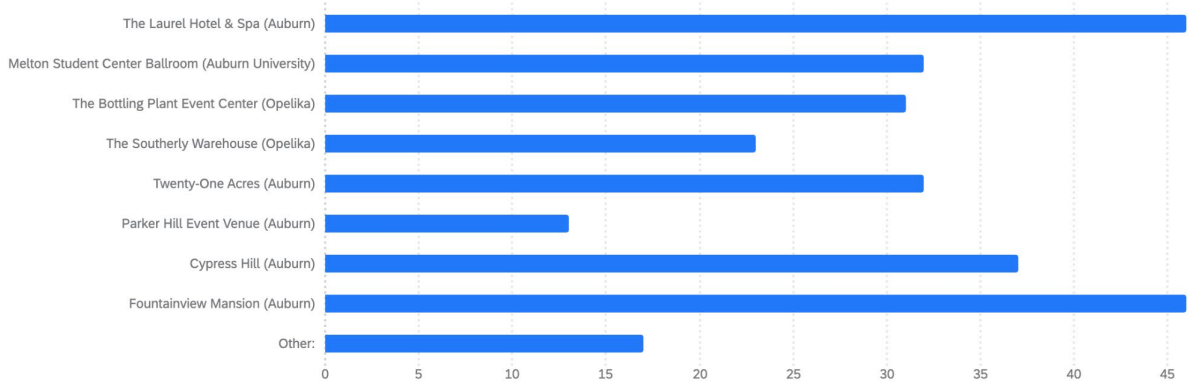


[↑ Back to top](#)

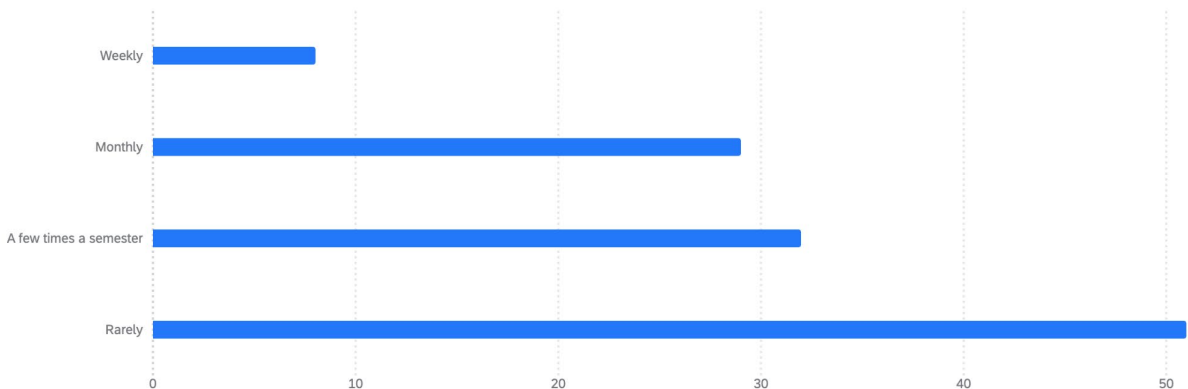
Q15: When looking for an event space in the Auburn area, where would you typically... 108



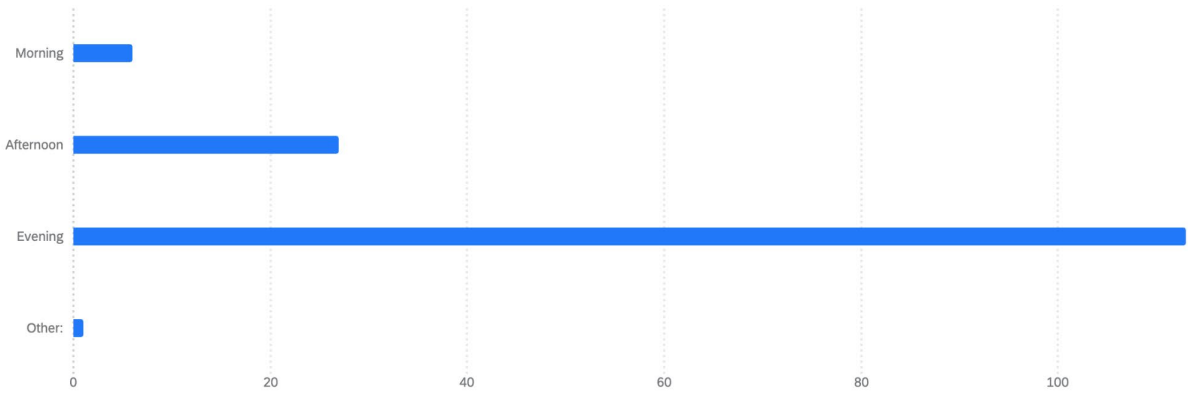
Q16: When you think of event space rentals in the Auburn area, which places come... 119 ⓘ



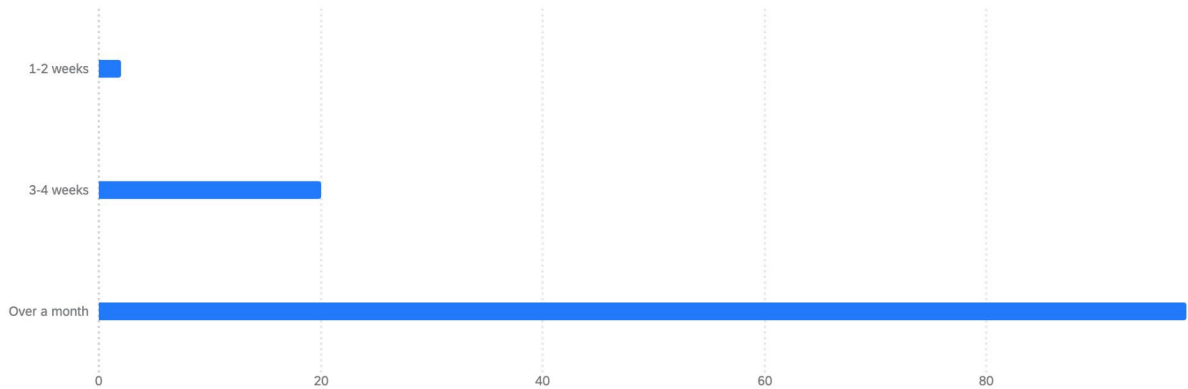
Q18: How often do you attend events that require renting a space in the Auburn area? 120 ⓘ



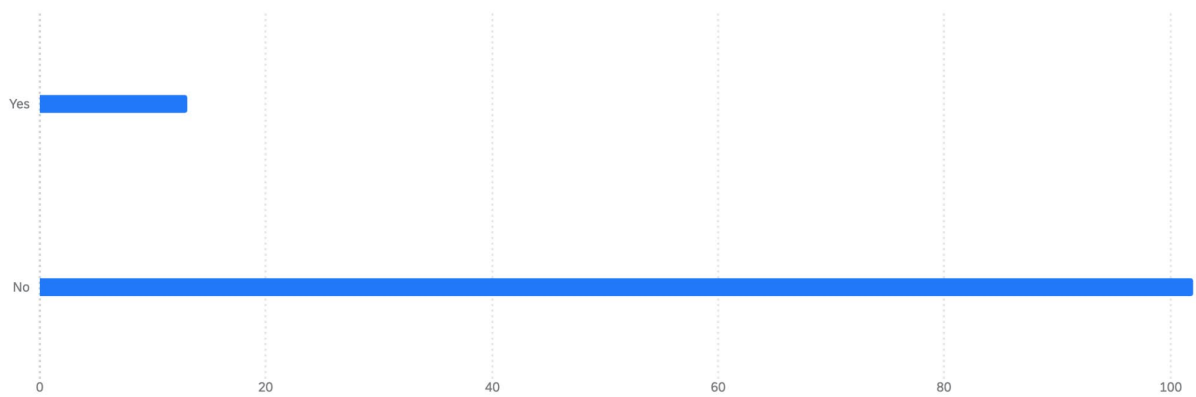
Q19: What time of day do you typically prefer for potentially hosting events? 120 ⓘ



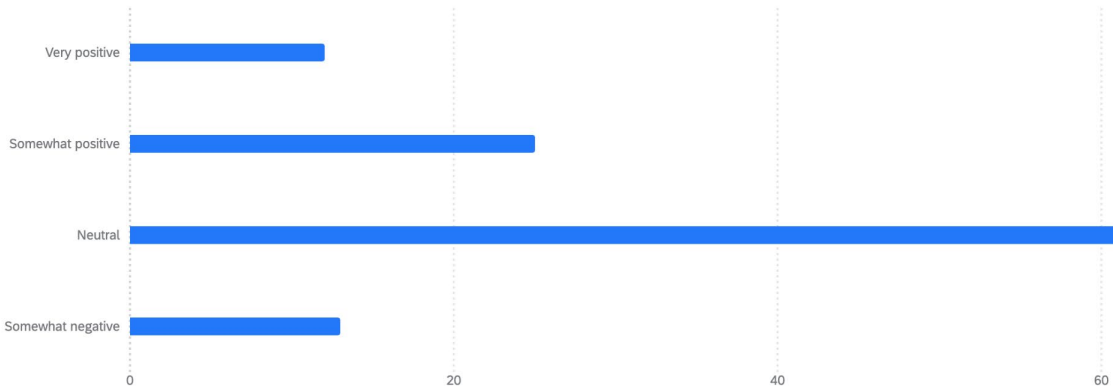
Q20: If you were to host an event that required renting a space, how far in advance would you plan it? 120 ⓘ



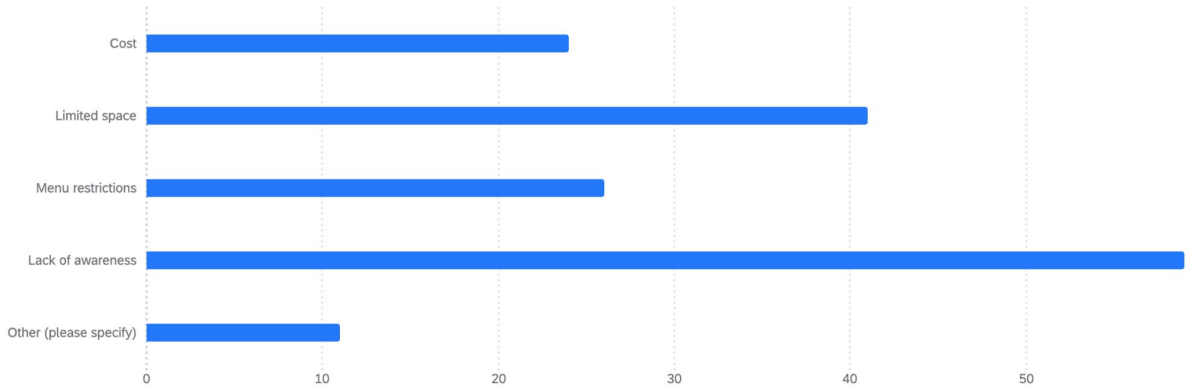
Q21: Are you aware that Staks offers event space rentals? 115 ⓘ



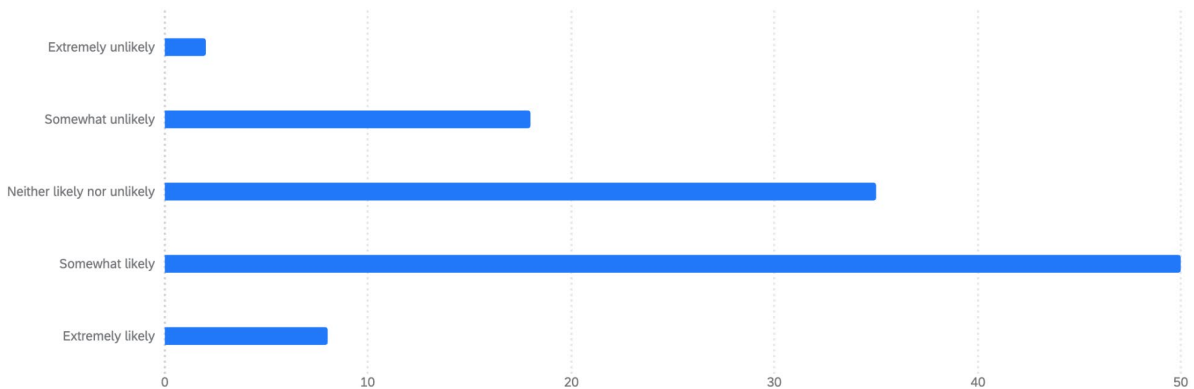
Q22: What is your general perception of Staks Pancake Kitchen as a place to host an event? 115 ⓘ



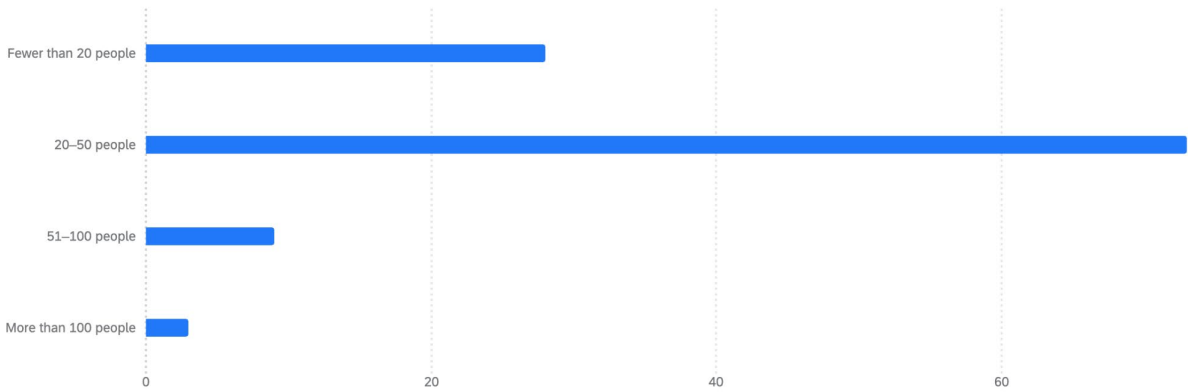
Q23: What would prevent you from booking an event at a restaurant like Staks? 112 ⓘ



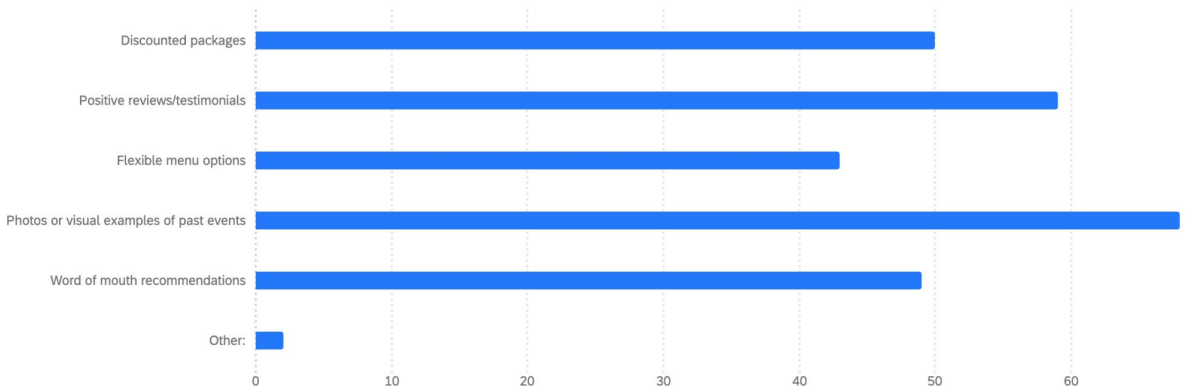
Q24: If Staks offered customizable event packages (catering, reservations, etc.), how likely would you be to book with them? 113 ⓘ



Q25: What size of events would you most likely host at a space like Staks? 113 ⓘ



Q26: What would make you more likely to consider Staks for your next event? 113 ⓘ



Appendix B: Personas

SORORITY SALLY J

BIOGRAPHY

Sally is a Junior at Auburn University studying Hospitality from Birmingham, AL. She is the social chair of her sorority and has loved planning fun events for her sisters to enjoy.

PROFILE

Name: Sorority Sally
Gender: Female
Age: 20
Occupation: College student

HOBBIES

- Watching Dancing With the Stars with her friends
- Drinking coffee and diet coke
- Going on long walks

FAVORITE BREAKFAST FOOD

Chocolate chip pancakes

SOCIAL MEDIA USE

B _____

@ _____

D _____



MOTIVATIONS

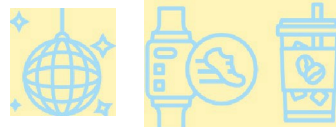
- Looking for an event space to host the next sisterhood event
- Graduating with an impressive resume and strong community

GOALS

- Work at the Masters Tournament this year

FRUSTRATIONS

- Event spaces in Auburn are always very expensive or book up too fast.
- Finding a place that is functional and also aesthetic for pictures can be difficult



Sally is the life of the party and loves people.

[BUSINESS BEN]

BIOGRAPHY

Ben is a local small business owner. After graduating from Samford University, he relocated to Auburn, his fiance's hometown. He recently became the owner of a hardware store in downtown Auburn.

PROFILE

Name: Business Ben

Gender: Male

Age: 30

Occupation: Small business owner

HOBBIES

- Golfing with his friends
- Spending time with his fiance
- DIY and home improvement projects

FAVORITE BREAKFAST FOOD

Shrimp and grits or a classic breakfast plate

SOCIAL MEDIA USE

B _____

@

D



MOTIVATIONS

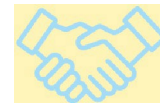
- Looking for an event space to host company holiday party
- Growing his business and expanding awareness throughout Auburn

GOALS

- Create a team of motivated workers to help his business thrive.

FRUSTRATIONS

- Struggles to find reliable employees who share his work ethic.
- Feels overwhelmed balancing daily business tasks with efforts to grow.



Ben is an entrepreneur with a go getter spirit.

[CLASSY CAROL]

BIOGRAPHY

Carol is a mother of three girls and recently moved to Auburn from Charleston, SC after her daughters started attending Auburn University. She loves her daughters more than anything and is very invested in their lives.

PROFILE

Name: Classy Carol
Gender: Female
Age: 52
Occupation: Homemaker

HOBBIES

- Decorating her house
- Calling her daughters
- Mahjong

FAVORITE BREAKFAST FOOD

French Toast ♦ Fruit Parfait

SOCIAL MEDIA USE

B

@

D



MOTIVATIONS

- Looking for community with other women in Auburn
- Wants to enjoy this season of empty nesting

GOALS

- To host a graduation brunch for my daughter graduating in May.
- To have get-togethers with new friends she meets

FRUSTRATIONS

- She is new to the area and isn't aware of the local venues
- The women in her age group don't tend to host or recommend events at Staks



Carol is the fun mom to all her children's friends.

Appendix C: Brand Kit

Staks Pancake Kitchen

LOGOS



TYPOGRAPHY

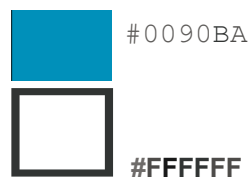
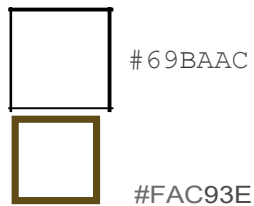
Aa

Aa

Montserrat
Extra Bold

Montserrat
Regular

COLORS



Appendix D: Content Calendar

Mar-26							Instagram X Facebook TikTok Website EARNED MEDIA PAID MEDIA OWNED MEDIA
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Weekly Newsletter Email	Begin drafting the Event Press Release	Staff Pick: "Stacked Start to Your Week"		Flavor Poll: Vote on next month's "Flavor of The Month"	"Brunch With My Org": feature a student-organization hosting a brunch	Sweet Deal Saturday: Mystery stack deal	
Monthly Menu Update	Flyers distributed to Auburn campus organizations/departments: highlighting event space	Student Organization Spotlight		Auburn Plainsman: sponsored story on event promotions	"Brunch With My Org": feature a student-organization hosting a brunch	Sweet Deal Saturday: Mystery stack deal	
War Eagle Run Fest: AO Tourism organizes event; sponsor a hydration/brunch station	Brand Kit completed and implemented				"Brunch With My Org": feature a student-organization hosting a brunch	Sweet Deal Saturday: Mystery stack deal	
					"Brunch With My Org": feature a student-organization hosting a brunch		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Weekly Newsletter Email	Revise Event Press Release	"Tasty Tuesday Treats": staff-picked stack and drink pairing Eagle Eye TV: opportunities for video ad or event coverage	Begin distribution of Event Press Release to news sites	Giveaway launch: rules, prize, entry	Giveaway reminder: countdown and entry rules		
				Giveaway launch: rules, prize, entry	Giveaway reminder: countdown and entry rules		
				Giveaway launch: rules, prize, entry	Giveaway reminder: countdown and entry rules		
				How To Sign Up For Giveaway": short video showing what to do	Weekend Teaser: brunch board		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Weekly Newsletter Email	Menu Sneak Peak	"Tasty Tuesday Treats": seasonal menu item with a cozy drink Giveaway Reminder		Event space testimonial	Giveaway Winner Announcement	Giveaway Winner with Prize	
		Giveaway Reminder		Giveaway countdown/reminder	Giveaway Winner Announcement	Limited Time Menu Item	
		Giveaway Reminder		Giveaway countdown/reminder	Giveaway Winner Announcement		
		Giveaway Reminder		Giveaway countdown/reminder			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Weekly Newsletter Email	Measure distribution by keeping track of mentions in news articles	"Tasty Tuesday Treats": staff-picks		Event space spotlight: photo carousel	Sponsored D-Hop with Tri Delta	Sweet Deal Saturday: promo code for booking event space	
	Flyers distributed to Auburn campus organizations/departments: providing discounts/coupons	Stack Build: layer-by-layer build a pancake short video		Auburn-Opelika Tourism: request to be featured (business profile, photos, contact information, event space promotion)			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Weekly Newsletter Email		"Tasty Tuesday Treats": flavor poll		"Host Your Event Here": fast-paced walk-through video of Staks showing the available space		Sweet Deal Saturday: discounted drink/meal day	
		"Tasty Tuesday Treats": pair meal with a drink short video		"Rate My Stack": collaboration with Auburn University figure rating their chosen stack			

Appendix E: Overall Budget

CAMPAIGN TYPE	Qn	PROJECTED COST PER UNI	PROJECTED SUBTOTAL	
Enntcom				
			\$	
			\$	
			\$	
			SUBTOTAL	
Prining com(lyorJill'Odhum n)				
Newsletters.	100	\$ 0.70	\$ 7000	Wl bedstr:tured l0lOC<l:t:usinel,es
			\$	
			\$	
			SUBTOTAL	\$ 10.00
Publcl-,,,,,				
Events.				
P>	1	\$ 110000	\$ 110000	Sprocring Tr @De1t<i, P,,,,,tt.-opy event
Pr-ess @eteos.es.	3	\$ 15000	\$ 45000	we 'Y.tis.enda J::re5.s.r 'llieffie the l00ll0e111.s.sitcs.J,tomolllf; a.r e'l'ent 'YAtnlrl-De'ta
Wet.mcrs.			\$	
Coofereoces.			\$	
			\$	
			SUBTOTAL	\$ 1,650,00
Social-				
T'>litte,			\$	
'o'cebool:			\$	
Pinta-est			\$	
ln>IQJ<lTI			\$	
Adobe Creolive Cicoo	11	\$ 69.99	\$ \$ 769.88	Jll,lrnmootij, ,oftW<:resub<cription
M-eta Sushes.s Pim	12	\$ 14.19	\$ 170.28	Tlislrnmoor @oftwo-e<Jt&alplton
			SUBTOTAL	\$ 1,820.16
C) f @ (Oher)				
810g			\$	
wetistte	1	\$ 44900	\$ 44900	Onetmefeefc, thewebsitedcfffidn
MotleApp.			\$	
MotleAlefts.			\$	
EmdlNewslellar	12	\$ 2000	\$ 24000	Tlisl<omoor @oftwo-e,Ut&alplton ro,eoomoor @ne'Y,lellen to lOC<l:t:usinel,md on-comp,<rcgrorimton<
			SUBTOTAL	\$ 689,00
Tr-Advorblng				
Print			\$ 0.00	
OJltdoCl			\$	
Rooo			\$	
Television			\$	
			\$	
			SUBTOTAL	
Ol>er				
			\$	
			\$	
			SUBTOTAL	\$
			\$	
			\$	
TOIALCAMPAIGN BUDGET			\$	3,358.76

Appendix F: Newsletter

NOVEMBER 18, 2025

NEWSLETTER

STAKS PANCAKE KITCHEN

Host Your Next Event With Us!

Staks Pancake Kitchen offers event package deals that range from a small business meeting to a group celebration. These packages are all customizable to your event needs to make the space accommodating to the intended function. We would love to be part of creating a memorable experience for you all.

To get more information on our event packages and availability, please visit our website: staksauburn.com. There you will find pricing for packages as well as pictures showcasing our event space.



WHY HOST WITH STAKS

If you are looking for a fun and unique spot to host your next event, Staks offers a warm and welcoming space perfect for any occasion. Whether you are hosting a campus club gathering, graduation party or bridal shower, Staks wants to be a part of your celebrations. Our team is ready to keep your day stress free and easy.

What do we offer!

- Private event space for large or small groups
- Delicious homemade menu options
- A friendly and hands on team
- Convenient location in downtown Auburn and easy parking

"Hosting our event with Staks Pancakes was such a great experience! From start to finish, the team was friendly, professional, and incredibly easy to work with. Everyone kept talking about how delicious the pancakes were and how fun it was to have something a little different from the usual event catering. They handled everything seamlessly, which made it stress-free for us to just enjoy the day. I'd absolutely recommend Staks to anyone looking to make their event memorable!"

- Bruce Pearl -



Appendix G: Instagram & Facebook Giveaway Post

GIVEAWAY ALERT Ends 15th November

ENTER TO WIN **\$100** GIFT CARD

1. Like This Post
2. Follow @staksauburn
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staksauburn Hey Auburn! Ready to flip out? We're giving away a \$100 gift card + tasty extras. Tag your brunch crew and enter now!
#StaksPancakeKitchen #StaksAuburn #WarEagle #Giveaway #BreakfastBrunchLunch #AuburnU
Edited · 1w

31 likes
October 14

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Appendix H: Event Checklist

Sponsorship of DHOP, Tri Delta's Delta House of Pancakes

Purpose: Partner with Auburn Tri Delta to raise money for their philanthropy and increase awareness of Staks Pancake Kitchen.

Guests (Who will be invited): Auburn students and local community members.

Number of Guests: 300-500 people

Style: Casual; come and go event

Venue: Staks Pancake Kitchen in downtown Auburn

Food: Breakfast food (pancakes, bacon, fruit, etc.)

Drinks: Water, coffee, juice, etc.

Music: Playing on a speaker, upbeat music

Furniture: Tables, chairs, and a serving station

Decor: Balloon arch, table cloths, signage (welcome sign, banner, table tents, center table signs, etc.) and maybe simple centerpieces for the tables

Budget: (include this on budget as well) \$900

Staffing: Tri Delts volunteering to serve the food, all staff needed to make the food and set-up/take-down of the event.

Security: No

Licenses & Permissions: N/A

Agreements: An agreement for the event with Auburn Tri Delta, about the percentage of proceeds going to their philanthropy.

Other: (transport, parking, cleaning, etc.) Parking will be downtown, Auburn (the street and parking decks) and the cleaning will be done by the event staff.

Appendix I: Event Timeline

Event Day Timeline – Sponsored Event: DHOP with Tri Delta

The month before:

Get in contact with Auburn Tri Delta to pitch this idea to them.

Confirm dates and event logistics with them.

Sign a contract and a written agreement for the event.

Week Prior/Week Of

Collaborate with Auburn Tri Delta for promotional efforts and a content calendar (social media and a press release).

Prepare decorations, confirm with vendors and volunteers and finalize menu.

Pick up any signage needed for the event.

Morning of Event:

- Social Media Post promoting the event

2:00 PM – Set up

- Decorations
- Prepare food

4:30 PM – Volunteers Arrive

5:00 PM – Start of the Event

- Check-in Table (2 volunteers)
- Servers (5 volunteers)
- Photographers (2 staff members)
- Cooks (4-5 staff members)
- Floaters (4-5 staff members): to ensure the event is running smoothly

8:00 PM – End of the Event / Take down

Appendix J: Event Contact

Function: Sponsorship of DHOP, Auburn Tri Delta's Delta House of Pancakes

Date: 03/25/2026

Venue: Staks Pancake Kitchen

Contact Name: Kim Wirth

Phone: (334) 246-3127

Email: kim@staycoho.com

Caterer: Staks Pancake Kitchen

Contact Name: Kim Wirth

Phone: (334) 246-3127

Email: kim@staycoho.com

Decor: Check It Out Balloons & Flowers

Contact Name: Debra Penny

Phone: (334) 826-0308

Address: 239 North Gay St

Auburn AL 36830

Other Suppliers: Tri Delta Point of Contact

Contact Name: Madeline Rohan

Phone: mgr0063@auburn.edu

Media Contacts:

Opelika-Auburn News:

Phone: 334-702-6060

Email: classifieds@oanow.com

Auburn Opelika Tourism

Phone: 334.501.3281

Email: VISIT@AOTOURISM.COM

Appendix K: Event Social Media Post



(Left) Collaboration post with Auburn Tri-Delta and Staks Auburn

(Right) An Instagram Story post that will appear on both accounts' stories and will be shared with the sorority for the girls to post on their own stories.

Caption:

DHOP X STAKS!!

Staks is sponsoring this year's Delta House of Pancakes (DHOP) to raise money for St. Jude Children's Hospital. Join us for an evening of philanthropy, fun and, of course, pancakes!!

Appendix L: Event Press Release

Staks Pancake Kitchen Auburn Sponsors Tri Delta’s Annual DHOP Philanthropy Event

Auburn, Ala. — November 16, 2025 — Staks Pancake Kitchen Auburn is excited to announce its sponsorship of Tri Delta’s annual Delta House of Pancakes (DHOP) philanthropy event at Auburn University.

DHOP is a beloved tradition within the Auburn community, bringing together students, families, alumni and local supporters for a night dedicated to pancakes and philanthropy. Each year, the event raises significant contributions for St. Jude, Tri Delta’s national philanthropic partner.

As the event’s primary resource sponsor, Staks Auburn will donate all pancake ingredients and food supplies, as well as essential equipment such as griddles, utensils, tables and setup materials. Members of the Staks team will also assist with preparation and setup to help ensure a smooth and enjoyable experience for every attendee.

“We are so grateful for Staks Auburn’s generosity and partnership,” said Madeline Rohan, Philanthropy Chair of Auburn Tri Delta. “Their support allows us to welcome more guests and ultimately raise more money for the children and families of St. Jude. This collaboration makes a meaningful difference in the impact we can create.”

This year’s DHOP event will be held on March 25, 2026, at Sigma Alpha Epsilon. All proceeds will directly support St. Jude Children’s Research Hospital and Tri Delta’s ongoing fundraising efforts.

About Staks: Staks Pancake Kitchen is a restaurant known for its ‘from scratch’ pancakes and a popular destination for breakfast and lunch. With the first location opening in Memphis, TN in 2015, Staks has since grown into a popular franchise with locations in Tennessee, Mississippi and most recently, Auburn, AL.

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For more details about the event or Staks’ community involvement, please contact Emilie Guest at (772) 485-4616.

Appendix M: Event Package Descriptions

STAKS PANCAKE KITCHEN

Auburn, AL

EVENT PACKAGES

BRUNCH BASH:

A budget-friendly package perfect for casual gatherings. Includes essential setup, a curated selection of signature pancakes and brunch items, and streamlined service to keep your event easy and enjoyable.

CELEBRATION SPECIAL:

Designed for birthdays, showers and milestone moments. This package offers an expanded menu, setup decor, and dedicated service staff to create a warm, celebratory atmosphere.

PRIVATE PARTY PACKAGE:

A premium, fully customizable option ideal for larger groups or private venue use. Includes full-menu catering, complete setup and breakdown, personalized service, and exclusive access to the event space for an elevated experience.

145 E Magnolia Ave, Auburn, AL, 36830
(334) 246-3127

Appendix N: Blog Post

Auburn Mom Finds the Perfect Spot for Celebrating Life's Milestones at Staks Pancake Kitchen



When Carol and her family moved to Auburn from Charleston last year, she was eager to find a place that felt welcoming and warm. As a mother of three girls and a new empty nester, she wanted to build community, make new friends and discover local spots that could host the moments that matter most. That's when she found Staks Pancake Kitchen, a welcoming spot that fit perfectly with what she had hoped to find.

Carol recently booked Staks for a graduation brunch for her oldest daughter. She shared that the private event space offered everything she hoped for and more. She described the room as bright and inviting, ideal for gathering the women in her life who have become her support system in

Auburn. With a personalized menu and attentive service, she felt completely at ease and able to enjoy the celebration alongside her guests.

Carol also shared how seamlessly the Staks team handled the details. “I didn’t have to worry about anything. They guided me through every step and made the whole experience feel effortless,” she said. From helping her select a menu that suited her guests to arranging the room in a way that felt personal, she felt supported throughout the planning process. The staff checked in regularly, making sure the event was running smoothly without interrupting the natural flow of conversation or celebration. For someone still learning her way around a new town, this level of care made a meaningful impression.

Carol admitted she had no idea Staks offered a rentable event space. Now she considers it one of Auburn’s best hidden gems for hosting gatherings. She plans to return for casual brunches, seasonal get-togethers with her new friends and future family celebrations.

Stories like Carol’s show how Staks Pancake Kitchen is more than a breakfast spot. It is a place where meaningful connections are made and milestones are celebrated. For newcomers and long-time locals alike, Staks offers a welcoming space ready to bring people together.

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AI Explanation

The authors would like to acknowledge the use of ChatGPT, Microsoft Copilot and Grammarly, language models developed by OpenAI and Grammarly Inc., in the preparation of this assignment. The tools were used in the following ways in this assignment: Outline generation/brainstorming on various sections, grammatical correction and idea refinement.

Link to Website

<https://opendoorpr.my.canva.site/>