



SPRING 2025 FINAL REPORT



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MEET THE TEAM



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Camila is a second-year public relations student with minors in event management and media production management and technology; she has been in Alpha PR for two years.



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Isabella is a second-year marketing student with a minor in public relations; she has been in Alpha PR for two years.



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Yelaine is a second-year UF public relations student with a minor in dual languages; she has been in Alpha PR since Fall 2023.

MEET THE TEAM



Jessica Adan

Jessica is a fourth-year public relations major and business administration minor who has been in Alpha PR since Spring 2024.



Caroline Kinkade

Caroline is a third-year public relations major with a concentration in business administration. This is her third semester in Alpha PR.



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Silvana is a third-year public relations and political science student; she has been in Alpha PR since Spring 2024.

ABSTRACT

OPENING STATEMENT

In August, RU Hungry hired Alpha PR to create social media content and organize campus outreach/events throughout the year. The goal was to drive more foot traffic to the truck, expand the client's social media presence in Gainesville and adapt RU Hungry's brand messaging from its New Jersey location to resonate with the University of Florida students. This report outlines our work in detail, its results and Alpha PR's recommendations for RU Hungry in the future.



GOALS & OBJECTIVES

The team centered two main goals coming into the client contract around social media and campus outreach and events. The main strategy was to reach out to sororities and fraternities in alignment with RU Hungry's messaging and branding.

In order to do this, Alpha PR outlined the following objectives:

1. Strengthen RU Hungry's brand presence in Gainesville by gaining at least 100 followers on the newly created Instagram account and growing the existing TikTok account to 200 followers by April.

At the beginning of the contract in August, RU Hungry's Gainesville location did not have an Instagram account. To build brand awareness and give the truck a presence in Gainesville, Alpha PR set a goal of growing the newly launched account to at least 100 followers.

The TikTok account already existed, but it was inactive. Part of the outlined objective was to revive it and grow it to 200 followers.

To support these goals, the team created a content schedule surrounding menu items, upcoming events and any relevant trends to keep the accounts active. The content was published on Instagram and TikTok as posts, stories and reels throughout each semester.

Alpha PR also planned and executed content shoots to build a media bank of photos and videos to properly highlight RU Hungry's most popular items and the customers that enjoy them. Among the content posted were deliverables highlighting milkshakes, fat sandwiches and munchies used in tandem with sign night deals, happy hours and special discounts to encourage interaction and follower engagement.

As of April, RU Hungry's Gainesville Instagram account has reached 186 followers, successfully meeting and going well past our initial goal. On TikTok, the account grew to 213 followers, surpassing the original target and reflecting the increased visibility the Alpha PR team intended for RU Hungry across the Gainesville audience.

2. Drive on-campus visibility and involvement through hosting at least one fraternity-focused event partnering with four fraternities and have at least 40 people attend.

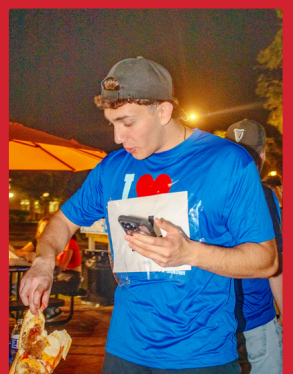
To achieve this, Alpha PR organized and executed the Fall 2024 RU Hungry Ultimate Challenge – a sandwich eating competition between four fraternities at UF. The team's way of incentivizing participation was awarding the winning fraternity a custom trophy along with the chance to create and name a signature sandwich that was 10% off for the fraternity all year.

This event surpassed the objective by having over 50 people in attendance and generated buzz that succeeded in tying the client with the campus community.

PLANNING

INSTAGRAM STRATEGY

An Instagram account was created to establish an RU Hungry online presence, keeping in mind a young-adult audience and their content preferences. The Alpha PR team created RU Hungry's Instagram account to serve as the brand's central online presence in Gainesville. The approach emphasized both people and product, using short-form content and community-focused messaging to build brand recognition and engagement. This later manifested through frequent photos showcasing customers enjoying the products, short-form reel content surrounding online trends and weekly paid advertisements. This established a tone of voice for the client that was Gen-Z focused and community-oriented.



TIKTOK STRATEGY

On TikTok, Alpha PR reactivated the client's existing account with a focus on creating 15 to 30 second videos that captured the RU Hungry experience through food, events and students. Rooted in the team's experience with short-form video to boost visibility and engagement within UF, TikTok served as a key driver in efforts to reach students on a platform they frequently visit.

PLANNING

EVENT PLANNING/CAMPUS OUTREACH

Ultimate challenge:

The University of Florida has a significantly large Greek life presence, with over 22% of the current undergraduate student body belonging to a fraternity or sorority. This insight highlighted an opportunity to engage a large portion of the student body with inspiration from the client's original "Man v. Food" competitive eating style.



DELIVERABLES + ANALYTICS

INSTAGRAM

Since August, the RU Hungry Instagram has grown from scratch into a fully developed brand presence, built entirely by the Alpha PR student team. Starting from the ground up, the Alpha PR team created and executed a full content strategy to establish the account's voice, visuals and identity. Over the past eight months, 25 feed posts were published, nine of which were reels focused on food features, student reactions and event promotion. The brand's bold and humorous Gen Z focus has helped it gain visibility and engagement across the UF campus.

To organize content and give the Instagram profile a polished, navigable feel, the team designed five custom story highlight covers, including customers, meet the team, munchies, menu items and sign nights. These highlights help users quickly access key content from real student reactions and behind-the-scenes team intros to food features and event recaps. They also support brand consistency by showcasing RU Hungry's voice and visual identity in an easy-to-browse format.

POST SAMPLES



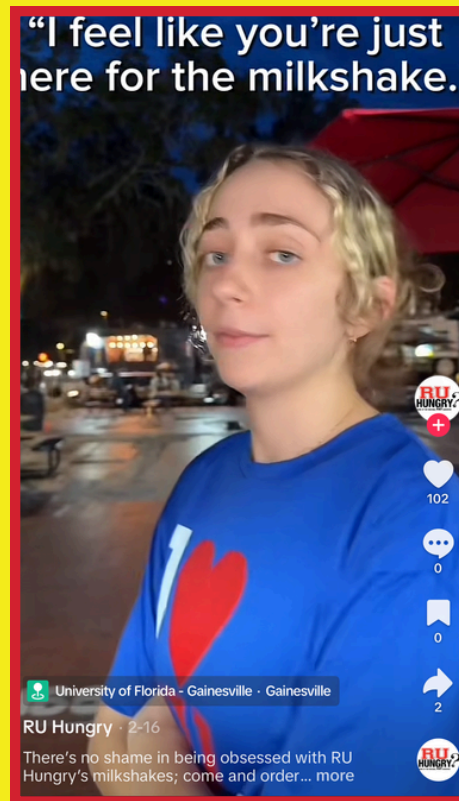
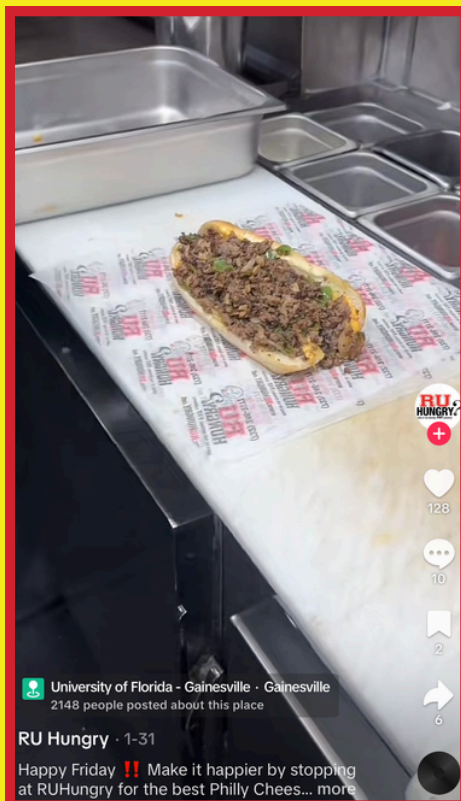
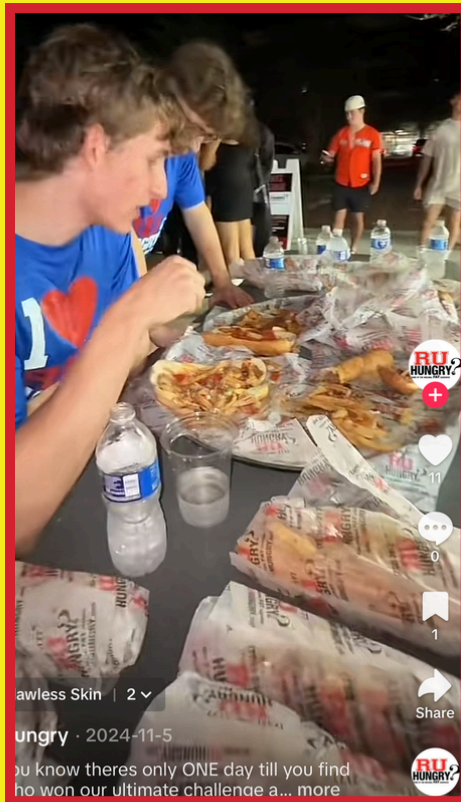
TIKTOK

OVERVIEW

RU Hungry's TikTok has gained 130 new followers and reached over 34,000 total views since August. To maximize content and maintain consistency, the Alpha PR team has repurposed Instagram reels for TikTok, which has helped boost visibility and engagement across both platforms. Our top-performing video, an Ultimate Challenge announcement video, received over 14K views, 897 likes, 06 shares and 19 comments.

Most traffic came from search (65.5%), showing strong discoverability and interest in our niche. Top search terms like "RUHungry," "Gainesville tacos," and "fat man sandwich" reflect the alignment between our content and what audiences are actively seeking. These results indicate the success of our positioning strategy to connect the RU Hungry brand with its target audience. Moving forward, maintaining a focus on menu items, challenges and the customer experience will continue to drive traffic and strengthen RU hungry's digital footprint in Gainesville.

TIK TOK SAMPLES



STORY HIGHLIGHTS

MUNCHIES

**ULTIMATE
CHALLENGE**

MENU ITEMS

CUSTOMERS

**SIGN
NIGHTS**

ULTIMATE CHALLENGE

The Ultimate Challenge represented the most impactful achievement within the work period. Because the food truck was new to the city of Gainesville, the team knew that one of its main responsibilities was outreach. To accomplish this, we planned and executed a competition between four fraternities: Zeta Beta Tau, Sigma Phi Epsilon, Sigma Alpha Mu and Delta Tau Delta. Each team of four competed to see who could eat the most sandwiches within a 45-minute window.

In the end, the event drew a crowd of over 50 people and successfully amplified awareness of the RU Hungry truck across the UF community. To further drive awareness and promote future visits, the client distributed complimentary drinks and mini sandwiches to give visitors a taste of the food. The winning fraternity, Sigma Phi Epsilon, earned the opportunity to create a custom sandwich for the RU Hungry menu and received a 10% discount on all orders for the following semester.



PROMOTION

To highlight one of RU Hungry's most interactive offerings, the team centered its content strategy around the Ultimate Challenge. Promotion was conducted primarily through Instagram and TikTok, with all videos and graphics boosted to maximize reach. Alpha PR posted a mix of reels and stories featuring the challenge itself, food close-ups and participant reactions. The goal was to build visibility, spark shares and encourage both in-person participation and social media engagement. By the time of the event, the team had cultivated strong momentum and word-of-mouth buzz. Following the challenge, the team published celebratory content showcasing the client recognizing the winning team, Sigma Phi Epsilon, with the trophy and free sandwiches.

On the day of the event, the team streamed the competition via Instagram Live and brought in photographers from Alpha PR to capture content for future use. The Ultimate Challenge not only drove significant traffic to the truck but also helped solidify RU Hungry's presence in the campus and local community.



RECOMMENDATIONS

PARTNERSHIPS AND SPONSORSHIPS WITH GREEK ORGANIZATIONS

RU Hungry should also explore Greek sponsorships as a strategic way to build brand awareness and loyalty. Brands like Alani Nu have successfully partnered with sororities by sponsoring recruitment and philanthropy events, often donating product bundles or merchandise. RU Hungry can also sponsor Greek life events like recruitment, rush and spirit weeks by providing food. These packages are shared widely across social media, giving the brand instant exposure to many potential new customers who often begin buying the products after the initial introduction.

SORORITY ULTIMATE CHALLENGE

Due to the success of the Fraternity Ultimate Challenge held in the fall, RU Hungry, the Alpha PR team recommends the client host an Ultimate Challenge for sororities in the spring. To showcase more of the diversity offered by the RU Hungry menu, the challenge can feature Caesar wraps instead of sandwiches or explore other possibilities outside the traditional hoagie sandwich. This also presents a great opportunity to introduce RU Hungry to the panhellenic community, expanding brand visibility beyond fraternities.

UF-APPROVED CATERER

To conduct business on campus and qualify for payment or services through the university, the Alpha PR team recommends the client become a UF-approved caterer. This status is required for participating in on-campus events and ensures compliance with university policies. To apply, the client must submit several documents to UF Business Services, including a valid business license, event insurance, automobile insurance, any necessary alcohol permits, a signed Catering Services Agreement and registration as a UF vendor. Becoming approved opens the door to more campus opportunities and partnerships for future growth.

FUNDRAISERS WITH UF ORGANIZATIONS

Many student organizations at UF are often looking to host fundraisers, where they receive a portion of the proceeds to support a cause. These events bring in a high volume of business and build strong, positive relationships between members and the restaurant. Some popular examples in Gainesville include Chipotle and Jeremiah's Italian Ice. These establishments regularly partner with student groups for these events, creating community engagement while boosting brand loyalty.