

The Third Place

Spring 2025 Final Report

Meet the Team

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OPENING STATEMENT

In January, The Third Place hired Alpha PR to develop a social media strategy, shoot photo and video content for deliverables and implement different activations. The goal was to increase online engagement and foot traffic in the store. The work spanned two and a half months, starting mid February and ending at the end of April. During this time, the team met weekly to generate social media tactics, create content for deliverables and pitch ideas to increase The Third Place's presence in the Gainesville community. Additionally, the team conducted a complete rebrand, which was deemed necessary for the client's growth moving forward. The following report will continue to outline this work in detail and suggest recommendations for The Third Place in the future.

GOALS & OBJECTIVES

Our overarching goal for this project was to increase The Third Place's social media engagement and brand awareness within the Gainesville community. To accomplish this, we outlined the following two outcome objectives.

1. Gain 100 new Instagram followers by the end of the two and a half month work period.

At the start of our work in February, The Third Place had 498 followers on Instagram. To increase brand awareness and reach more of the target audience, we set out to gain 100 followers. In other words, to achieve this objective, we would need to reach a total of 598 Instagram followers.

One of the activations we used to increase follower count was to add The Third Place Instagram handle (@thirdplace_co) to the bio of How Bazar's account (@the.how.bazar). The How Bazar account has 15.8K followers. Including The Third Place's handle in How Bazar's bio ensures direct traffic from its profile visitors.

Abstract

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As of April 3, The Third Place has 845 followers on Instagram, demonstrating a 69.3% increase in follower count from when Alpha PR was hired. Between Feb. 1 and April 3, The Third Place gained 365 new followers and had 18 unfollows, indicating an overall growth of 347 — well exceeding our goal of 100.

2. Increase Instagram views by 10% by the end of the two and a half month work period.

During the month of February, The Third Place Instagram had a total of 10,240 viewers on Instagram. This number was up 152% from the month before. Our team strategized that, with the launch of the rebrand, we could increase the client's profile visits by at least 10%.

After the rebrand launched at the end of February, the following month had higher viewership, with 26,411 total views and 1,706 profile visits. From February to March, profile views increased by 160.3%, surpassing our initial goal.

Deliverables

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BRAND GUIDE

At the start of our contract, we created an official brand guide to enhance The Third Place's visual identity through the development of a new color palette and typography pairing. The colors and font RL Aqva were strategically chosen to reflect the brand's core values with tones that are warm and inviting. This rebrand has increased The Third Place's social media presence, contributing to the 46% increase in followers on the company Instagram within one month after the rebrand launch.



#1d7653



#35302e



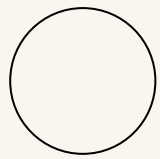
#fcb044



#d91a5c



#7a79b9



#f8f6ef



#f9d7ba



#c7539f



#e7766d



#9bbde6

Headline Font

RL Aqva

Body Text & Subheadline Font

Futura Bold

Futura

INSTAGRAM HIGHLIGHTS

Story Icons

We developed a series of graphics for The Third Place meant for Instagram Story Highlights. The icons and the highlighted stories make finding the menu, hours and events on the profile easier. Following The Third Place's branding, the story highlights below are "Reviews," "About us," "Menu," "Events," "Brews" and "No filter."

After our rebrand, The Third Place's story viewership went up by 53%, and it had a 120.4% increase in profile views compared to the previous month. The rebrand exceeded client and firm expectations and paved the way for further growth.



Menu



No Filter



Brews



Events



About Us



Reviews

Deliverables

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Owner Profiles

We designed owner profiles featuring the two owners, Josh and Noah, for The Third Place to post on its Instagram story. We wanted our stakeholders to know the owners behind the brand, as they are a big part of The Third Place. Our intention was to humanize The Third Place by highlighting the values, passions and unique perspectives that each owner brings to the table.

Noah's profile emphasizes his strategic mindset, warmth and passion for mental health advocacy, while Josh showcases his creative versatility, wellness background and dedication to crafting healthy, thoughtful experiences. By sharing these stories, we aim to build authenticity and trust with our audience.



TOUR THE MENU SERIES

On March 12, The Third Place launched the "Tour the Menu" series, which highlights the five signature drinks on the menu to familiarize customers with the variety of offerings. To boost excitement and spark engagement, we leaned into fun, personality-filled posts that gave each drink its moment to shine. The energetic tone of the captions, combined with eye-catching photos, encouraged followers to try the drinks for themselves. This turned a simple menu into a shared community experience.

The second highest-performing piece of content on the Instagram feed was the "Tour the Menu: Banana Bread Cold Brew" post. As part of the series, this post showcased the Banana Bread Cold Brew and generated significant engagement.

Deliverables

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The Banana Bread Cold Brew post received a total of 78 likes, 10 comments, 17 shares and six saves. The post accumulated 2,410 views and drove 111 total interactions. Additionally, 64 people clicked to visit the profile from this post, and it reached 1,460 accounts.

These statistics notably exceeded the client's previous averages, indicating that the 'Tour the Menu' series performed well.



INSTAGRAM REELS

To engage users with The Third Place on social media, we developed a series of short-form videos to be posted on Instagram Reels. This process included brainstorming engaging content ideas based on current social trends and brand guidelines. Based on this, we conducted a content shoot to obtain raw footage and edit clips into complete, cohesive reels. These were sent to the client with a suggested content calendar.

Deliverables

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PUNCH CARDS

In order to encourage customer engagement and loyalty, we designed punch cards for The Third Place. These cards serve as a simple, yet effective loyalty incentive. After customers purchase five drinks, they receive the sixth drink free. The cards were designed to match The Third Place's brand identity. We used consistent tone, colors and fonts to create a cohesive look aligned with the overall brand.



Future Recommendations

CONSISTENT CONTENT SCHEDULE

To advance The Third Place's social media presence and organization, we recommend developing a consistent content schedule and adhering to it. Having a content schedule ensures The Third Place remains active and visible to its audience while also establishing reliability with its customer base. As a team, we developed a content calendar for March, including our "Tour the Menu" series, which features one of The Third Place's specialty drinks per week. The content calendar also included Instagram Reels that our team developed. A content schedule makes different elements of The Third Place's social media feel more cohesive and balanced. Having a content schedule helps strategically align posts with specific marketing goals and peak engagement times. This approach maximises social media efforts, and in turn, increases sales, customer interaction and foot traffic.

EVENTS

We recommend a consistent and creative in-person event strategy to further elevate The Third Place's community presence and differentiate it from How Bazar. Events are a powerful tool to generate foot traffic, foster customer loyalty and deepen emotional connections with the brand. One event we recommend is a "Coffee and Canvas" event where customers can enjoy their favorite drinks while participating in a guided painting session led by Josh. This event would connect stakeholders with the owners, offer an inviting interactive experience and combine the brand's mission of being a welcoming space for creativity and connection. By implementing this event and other similar event ideas, The Third Place can cultivate a unique identity separate from How Bazar, reinforcing its role as a relaxing, collaborative and enriching space for students and locals.

Future Recommendations

LOYALTY

To maintain a strong customer base, we suggest that The Third Place should focus on building loyalty. As a coffee shop conveniently located near UF's campus, The Third Place has great potential for establishing itself as an intimate location to study or relax. Building customer relationships will strengthen the brand and create lasting connections between locals and the shop. To do this, we suggest implementing consistent social media content and promoting discounts and deals. Furthermore, The Third Place should continue to prioritize in-store interactions between employees and consumers.

CONCLUSION

By implementing a consistent content schedule, hosting engaging events and fostering customer loyalty, The Third Place can strengthen its connection with the Gainesville community. These strategies would work together to position The Third Place not just as a coffee shop, but as a welcoming hub for students and locals alike.

