



The Ace Agency
Group 4
Share the Word, Share the Space Campaign
MEJO 634.1
American Underground
April 25, 2023



Table of Contents

Group Bio Sheet	2
Client Background	3
Target Groups	3
Proposed Campaign	3
Tactics/Activities	4
➤ Communications Strategy/Plan	7
➤ Timescales	7
➤ Budget	9
➤ Evaluation	11
Campaign Summary	11
Appendix	12
➤ Executive Summary (from earlier Research Report)	12
➤ Campaign Materials	13
➤ References	14
➤ Media List	14

Group Bio Sheet

A Meet the Ace Agency A Team



Josie Shuford - Internal Communications Director

Josie Shuford is a senior from Charlotte, NC majoring in media journalism and minoring in entrepreneurship. Her interests lay in the entertainment, wellness, and fashion industries. Josie spent the summer interning for The Design Network in NYC where she learned skills in broadcasting, sales, advertising, videography and more. She is enthusiastic about networking, working with startups and building a brand's image.



Riley Amory - Project Manager

Riley Amory is a senior from Charlotte, North Carolina majoring in Advertising and Public Relations and minoring in Social and Economic Justice. Riley spent the summer as a marketing intern for Diamonds Direct, where she specialized in research, digital marketing, content creation, and more. She is passionate about digital storytelling, creative problem solving, and creating a strong brand image.



Atkins Odom - Research Report Lead

Atkins Odom is a senior from Charlotte, NC majoring in advertising and public relations. She is passionate about sports and hopes to work in sports marketing for a professional sports organization. Atkins spent last semester working with a local nonprofit as a public relations coordinator. She is excited to use her creativity and intuition to promote the American Underground brand.



Connor Bono - Communications Liaison

Connor Bono is a senior from Raleigh, NC majoring in Management and Society, and Media Journalism with a minor in Philosophy, Politics, and Economics. Connor interned for Activent Marketing, an experiential event marketing agency, where he worked on events for Volkswagen and assisted in planning FanDuel's second FanFest event in Scottsdale, Arizona.

Client Background

American Underground has tasked us with developing a creative campaign that targets a specific age group of members between 20 and 27 and continues to focus on increasing women-owned and minority-owned businesses. The company hopes to improve its innovative messaging, strengthen its social media concepts to roll out messaging, and create new ideas for on-site events and activities to attract the target audience.

Target Groups

Young Demographic

- American Underground wants to broaden the age range of its present membership by focusing on young people in Durham or within a 15-mile radius of American Underground between the ages of 20 and 27.

Founders and Entrepreneurs

- American Underground consists mainly of entrepreneurial and tech companies and hopes to continue growing these specific members while expanding into more business fields.

Diversity

- Over half of the member companies at American Underground are run by women and/or people of color, and American Underground hopes to continue to support and grow this diverse community.

Freelancers

- American Underground provides mentorship and a community workspace for freelancers to mix with other business people.

Proposed Campaign

American Underground is a space where connectivity comes to life, ideas turn into reality, and resources are invaluable to every member. The atmosphere is enticing and effortlessly challenges the “norm” of how typical office space operates. The emphasis and reliance on the community within American Underground is what differentiates it from other coworking spaces. American Underground might just be the place every start-up enthusiast in the Triad is looking for- they just don’t know it yet.

While American Underground is the most ideal workspace one in the technology industry could wish for, it could use a fresh, young, diverse audience to spruce up the already creative environment. Gen Z, the most recent generation entering the workforce, has grown up with technology and social media at their fingertips. This generation is quickly becoming known as the most entrepreneurial generation of our time, and American Underground could be the creative outlet local Gen Zers need to kickstart their entrepreneurial endeavors.

In order to enhance recognition and pique interest in our desired target audiences, we have created several marketing tactics that aim to cultivate a cohesive, refreshing community that empowers every single member of American Underground. At the forefront of these tactics are diversity, equity, and community, which stays true to the heart of American Underground and its Durham roots.

Tactics/Activities

Tech and Networking Events

- Our agency has listed potential tech and networking events for American Underground to attend or sponsor. These events include: Tech Expo, Grep-a-palooza 2, State of Technology Exponential, 2023 Leadership Summit (Pinehurst), Informing Innovation 2023, Fusion 2023 Technology Expo, and Summit for Women in Tech (New Bern). We have provided American Underground dates, locations, and notes detailing these events in the “timescales” section below.
- By attending these events, we believe that the tech companies that visit these events will gain interest in renting a space at American Underground. Since many of American Underground’s members are tech businesses, the companies that attend these events may find interest in collaborating with the companies at American Underground or receiving mentorship on how to continue growing the business.
- We know that American Underground has attended tech events in the past; however, we want to expand on this creating more traffic and word of mouth for the business. We have created a mock-up for the American Underground booth at these events. For the American Underground booth, and at an inexpensive cost, American Underground can order flyers, free merchandise stickers, banners, and QR codes that lead individuals directly to American Underground’s website, where you can schedule a tour. These mockups can be found in the appendix under “Campaign Materials.” Lastly, dedicated American Underground employees will run the booth to provide individuals at the events with first-time knowledge and experience of American Underground.

Podcast

- American Underground can create a podcast where they interview members of the coworking space to learn about how they started their businesses. This will draw in aspiring entrepreneurs, small business owners, business, tech, and entrepreneurship students, investors, and general listeners. The coworking space is full of start-ups and entrepreneurs; we are sure most members would love to share their stories. To become successful through podcasting, American Underground must be committed to creating high-quality content and promoting that content on a consistent basis.
- Spotify pays between \$0.003-\$0.005 per stream on average. Although that is little, once American Underground builds a following, they will be making a profit. American Underground also already has a podcast studio, so they would not need to spend money on renting one out.
- If American Underground does not want to use Spotify, recording the podcasts over Zoom and posting the video content to YouTube is easy.
- Potential monthly podcast tributes:
 - Black History Month (February): specifically focus on black-owned businesses within American Underground.
 - Women’s History Month (March): specifically focus on women-owned businesses within American Underground.
- While the podcasts will be mentioned in the email newsletters, a date and time slot can also be included so that companies can sign-up to be interviewed and featured on the podcast.

Monthly Open House for Prospective Members

- As American Underground already hosts events for current members, the coworking space can consider including prospective members. It can be hard for people to commit to a membership before they see and feel the space themselves, so an open house would be a great opportunity for potential members to get the space's vibe. They will also meet and spend time with current members.
- American Underground can serve complimentary food and beverages, invite current and prospective members, give tours and allow people the opportunity to see what the space is all about.
- Since American Underground already hosts events for current members, they can merge these open houses with those rather than having to host multiple.
- This could happen every other month to save some money, but it may look better to prospective clients that there is an event they can attend and hang out with other members during each month. It shows everyone that this is a work environment and a fun space.

Visiting Nearby Colleges

- American Underground can reach out to the head of the department of business, entrepreneurship, and technology majors at colleges within the Triangle area, hoping to speak in class. Whether this is someone working for American Underground or an American Underground member, the name of the coworking space would be spread and praised. The goal is to bring in future entrepreneurs by sharing mentorship opportunities and other advantages of the coworking space.
- This would be positive for American Underground and member companies because students and professors will learn about businesses, which could create word-of-mouth advertising by telling colleagues about both companies.
- For example, the course “ECON 393: Practicum in Entrepreneurship” is a capstone course at UNC-Chapel Hill that is a hands-on learning lab to prepare students for entrepreneurial life. This class welcomes many founders, entrepreneurs, and senior executives to teach students about creating and growing a business. American Underground could send a company member to this class to speak about their own business and detail how American Underground has been a big part of their journey.

Email Newsletter

- American Underground already sends a newsletter to current members about upcoming events, and it highlights one person/company a week. Still, they need to add prospective members to the email list. Before someone tours the coworking space, American Underground must get a hold of their email and add them to the weekly newsletter.
- Hire a student as an intern from a nearby school to write and send out the weekly newsletters. American Underground can contact business, entrepreneurship, and technology professors/the head of the department within the Triangle area and ask them to mention the internship opportunity to their class during syllabus week. Flyers could also be posted around campus about the position. This could count as class internship credit and would be a great resume-builder.
- These emails can mention upcoming podcasts and a member business/American Underground worker visiting a local college.

Summer School

- American Underground is open 24 hours a day, seven days a week. However, there is a lack of attendance on Mondays and Fridays. In order to use all the space American Underground offers, we have come up with the idea for local colleges to partner with American Underground and have students take advantage of the space and resources to use and learn from. This not only raises recognition of American Underground in a younger audience, but it gives them an idea of what it is like to work in an office environment.
 - **Wake Tech**
 - Below is a list of courses that count as credits towards Information and Digital Technology, Business Analytics, Cloud Infrastructure, Computer Programming and Development, Data Science and Programming Support Devices and Web Developer programs at Wake Tech. We suggest that American Underground be open to offering their space to students taking these courses on Mondays and Friday. We believe that these courses closely align with the specialties of current American Underground members and that students, as well as American Underground, could benefit from this type of exposure.

Course	Title
CTS-288	Professional Practices in IT
WEB-214	Social Media
GRD-151	Computer Design Basics
GRD-151	Computer Design Basics
WEB-210	Web Design
CTS-288	Professional Practices in IT
CTS-288	Professional Practices in IT
GRD-151	Computer Design Basics
NET-289	Networking Project
WEB-110	Web Development Fundamentals
WEB-125	Mobile Web Design
WEB-140	Web Development Tools

- In addition to having summer school courses use American Underground’s office space, American Underground could implement a revised version of their Idea to Entrepreneur program for students. Local schools could offer it as a capstone course for students to see their ideas come to life with the help of professionals in the fields that they are interested in. This could be a summer course, as well as a year round course offered to local universities and community colleges such as Durham Tech, Wake Tech, and North Carolina Central University.

Communications Strategy/Plan

While developing our tactics, we have ensured that each reaches at least one specific target group. By visiting tech events, American Underground will come across a diverse group of people and people within the tech industry, which is more of American Underground's current members. The podcast targets all groups since it draws in aspiring entrepreneurs, small business owners, business, tech, and entrepreneurship students, investors, and general listeners. The monthly open house will target all groups of people that have scanned the QR code or come to tour the coworking space. These people may be from any of the other tactics we brainstormed. The same goes for the email newsletter since people will be added as they scan the QR code. Visiting nearby colleges to speak to business, technology, and entrepreneurship courses will reach the younger demographic while touching on the entrepreneurship and technology field, which American Underground's members mostly consist of. Lastly, the summer school will reach the same target groups as visiting nearby colleges since the classes that visit will be college students interested in those three subjects. These tactics reach the diverse, young, and tech/entrepreneurship target groups American Underground wants to grow.

American Underground will spread the word about the tech events by strategically sharing the news around the office, and sharing the location and time via the newsletter. And last, the tech events do the hard for American Underground by inviting individuals, businesses and resources to the events. American Underground can also spread the word about their podcast at these tech events, school visits, monthly open houses and through their email newsletter. These outlets are also ways American Underground can communicate their monthly open house and summer school programs. American Underground can also visit these schools and strategically spread the word that way. We designed each tactic to help the other with spreading the word of American Underground.

We have found seven potential local media contacts that we recommend American Underground contacts to spread the company's name throughout the Triangle area. We list all seven in the appendix section. Three of the contacts that American Underground could use are from WRAL, The Herald-Sun, and ABC11. Monica Casey is a Durham Reporter and Multimedia Journalist at WRAL, who reports on local businesses around the Triangle area and is based in Durham. Casey can be an attribute to the coworking space by reporting on the local business and company members to spread the word about American Underground. Brian Gordon is a Technology Reporter at The Herald-Sun. Gordon's biography notes that he writes about jobs, start-ups, and all the "big tech things" forming in the Triangle area. American Underground can use this to its advantage since most members are start-ups and technology companies. Last, Anthony Wilson is an Anchor and Reporter for ABC11. Wilson is a part of many Black journalist groups within Durham and is working to develop more minority journalists. We believe Wilson would like to report on American Underground as they are a diverse community.

Timescales

Below is a list of tech and networking events within the Triangle area that we have researched. The first of the events is on June 1, and the last is on September 28. The chart includes five events with dates, times, and details. Sponsorship opportunities can be found in the third column, with more information available at the links. We suggest that American Underground sponsor or attend a few of these events to inform tech companies and interested individuals about American Underground's coworking space that hosts many tech start-up companies.

<p>June 1</p> <p>8:30 a.m. – 6:00 p.m.</p>	<p>Grep-a-palooza 2</p> <p><i>“GrepBeat is a mission-based media organization whose purpose is to lift the tech community in the Triangle. We do this by telling the stories of this area’s mighty tech startups and their entrepreneurs in an engaging and colorful way.”</i></p>	<p>Sponsor \$4,000</p> <ul style="list-style-type: none"> • Sponsorship places your brand in front of the targeted audience of Triangle’s tech community entrepreneurs and their startup teams <p>https://www.dropbox.com/s/avmxjjeqk8tidkj/%20GrepBeat%202023%20Sponsorships.pdf?dl=0</p> <p>Contact: pete@grepbeat.com</p>
<p>June 12/13</p>	<p>State of Technology</p> <p><i>“State of Tech Exponential is a refresh of NC TECH’s largest annual content-oriented conference.”</i></p>	<p>Exhibit booth \$2,500</p> <ul style="list-style-type: none"> • 8’ x 10’ Exhibit booth to interact with attendees <p>https://www.nctech.org/_files/_pdf/sponsor-menus/2023-State-of-Tech-Sponsorship-Menu.pdf</p> <p>Contact: tracy@nctech.org</p>
<p>August 9/10</p> <p>5 p.m. - 10:30 p.m.</p>	<p>2023 Leadership Summit (Pinehurst)</p> <p><i>“Geared towards executives, this summit provides the opportunity to hear from some of the tech sector’s influential leaders on a variety of topics, from talent to transformation, through both structured discussions and more informal networking and engagement opportunities. Attendance is capped at 200.”</i></p>	<p>Seat drop of brochures \$1,500</p> <ul style="list-style-type: none"> • Provide promotional brochure + giveaway to all attendees <p>https://www.nctech.org/_files/_pdf/sponsor-menus/2023-Leadership-Sponsor-Menu.pdf</p> <p>Contact: tracy@nctech.org</p>
<p>September 20</p> <p>9 a.m. - 3 p.m.</p>	<p>Informing Innovation 2023</p> <p><i>“Join NCBiotech on Sep. 20 for Life Science Intelligence’s (LSI) Informing Innovation one-day conference. Get up to speed with life sciences resources, search strategies, industry tools, and more. This event will feature concurrent sessions and networking opportunities to connect with content providers.”</i></p>	<p>Exhibiting Sponsor \$300</p> <ul style="list-style-type: none"> • One, six-foot display table with linens and access to power (raffle prize suggested) • Sponsor logo included on all marketing and sponsor signage. • Opportunity for company introduction during Welcome Session <p>https://www.ncbiotech.org/sponsor-opportunities</p> <p>Contact: michelle_voncannon@ncbiotech.org</p>

September 27/28	Summit For Women In Tech (New Bern) <i>“a one-day+ summit featuring candid conversations with women tech leaders where we explore gender bias, share our unique journeys, discuss how to shift the paradigm and provide insights on how to advocate for change both now and for the next generation. The projected attendance is 300+.”</i>	Advocate Sponsor \$1,500 <ul style="list-style-type: none"> • Listed as an Advocate Sponsor at the event • Logo on event webpage, signage + promotional materials Attendee roster (name, title, company) Event registrations (VIP based on level) https://www.nctech.org/files/pdf/sponsor-menus/2023-Summit-for-Women-in-Tech-Sponsorship-Menu.pdf Contact: tracy@nctech.org
------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

We have created a timeline for our five other campaign tactics below. Since summer school lasts between May and August, the time for summer school classes to visit American Underground would be during those three months. Since American Underground already hosts events for current members, preparing for open houses for current and prospective members should take little time, so those could begin in July. American Underground can begin its hunt for a student intern to take over the email newsletter in August once students return to class. Either that student can continue interning for American Underground, or the coworking business can contact professors about prospective student interns in January once the spring semester begins. American Underground should reach out in August and January to find times for members to speak during classes at nearby colleges. Lastly, we believe the podcast can begin in September to have time to prepare and build the sign-up list (which will be sent to members via the newsletter) and finalize dates for each interview.

Summer School	May-August
Monthly Open Houses	July
Newsletter	August – first-semester January - second-semester
Visit Nearby Colleges	August – first-semester January – second-semester
Podcast	September

Budget

The expenses for American Underground attending tech and networking events varies based on the events that they choose to sponsor or have an exhibit/booth at. In addition to the

primary expenses for sponsoring or having a booth there may be other miscellaneous costs depending on the event. For example, sponsoring Grep-a-palooza 2, Informing Innovation 2023, or the State of Technology events would have different expenses than the seat drop of promotional brochures at the Leadership Summit. For the Leadership Summit the expenses would have to include the cost of printing advertisements. In addition, costs for the exhibit booth at the State of Technology event would have to account for flyers, brochures, banners, stickers, and other branded merchandise that American Underground brings for their display. We show examples of these items in the Appendix under Campaign Materials. Booths would also require people to stay and talk to interested attendees and people to set up and take down the exhibit. Sponsoring events and the seat drop of brochures would not require the same type of setup, labor or travel expenses that having a booth would but could still reach wide audiences without needing to physically be there. We list a chart of each event and the cost of sponsorship or having a booth below.

Grep-a-palooza 2	Sponsor: \$4,000
State of Technology	Exhibit Booth: \$2,500
2023 Leadership Summit (Pinehurst)	Seat Drop of Brochures: \$1,500
Informing Innovation 2023	Exhibiting Sponsor: \$300
Summit For Women In Tech (New Bern)	Advocate Sponsor: \$1,500

Our idea of creating monthly open houses for current and prospective members will not cost much for American Underground. The only supplies that American Underground will have to provide at each event are food (snacks or catered meals) and drinks. Since American Underground already has beer on tap, they would not need to buy any other alcoholic beverages, just water, and Coke products. Companies making under \$500M annually allocate an average budget of 8.6% of revenue to marketing. From this budget, marketing spends 9.4% on events (Rudi).

American Underground will not need to spend money on the four other tactics. These tactics will bring in more customers without the company having to spend anything. For instance, creating a podcast is free, and American Underground already has a podcast studio in the building. Plus, they will not have to pay businesses to interview them because they are already members. It is a form of free advertising for American Underground and the member companies. Visiting nearby colleges is also free for the company, and it is more free advertising. The newsletter will cost nothing more because American Underground already has an email newsletter. Also, if they were to hire a student intern, the intern would receive internship credit for a class and a resume-builder. Lastly, our summer school idea will not cost American Underground anything except some supplies (pencils, pens, paper, etc.). We want to emphasize that summer school students would use American Underground’s space on Mondays and Fridays when the coworking space is typically less occupied. Most of our ideas will cost American Underground little to nothing, but each will bring in more customers.

Evaluation

To measure the success of the tech events, we can calculate and keep track of the number of individuals who visit the American Underground table. The table will hold flyers and a QR code at each tech event. When the QR code is scanned, it will immediately take the person to the American Underground, where they can find “schedule a tour.” Discovering how successful attending each event is will depend on how many people schedule a coworking space tour. Also, American Underground can track any traffic that is on the website. This goes hand-in-hand with the email newsletter because whenever someone schedules a tour, they must enter their email, which will then be added to the newsletter email list. Lastly, this measuring tactic relates to the monthly open houses for prospective members' ideas because American Underground can count how many people attend each event.

The measuring tactic for the podcasts is relatively simple. If American Underground were to create an account and post on Spotify, they can see how many streams and likes each podcast has received and how many followers they have. By posting every week, they can track the increase in viewers, likes, and followers on a weekly basis. Progress and growth can also be measured on Spotify if a podcast is asked to become a sponsor. Lastly, if American Underground wants to start off by recording their podcast over Zoom and then posting it to YouTube instead of Spotify, we can also measure success through YouTube sponsors, followers, and likes. Overall, both podcast options can cause an increase in revenue depending on their popularity. For example, on average, Spotify pays between \$0.003-\$0.005 per stream, and a Youtuber earns around \$0.0018 for each view, which amounts to \$18 for every 1,000 views.

When American Underground visits nearby colleges, we can measure this success by keeping track of how many classes American Underground’s businesses speak to. Also, American Underground has the ability to track how many students or employees visit the website through the QR code. The American Underground summer school program will be measured similarly. This tactic will engage a younger audience, and we can track this by the number of students who attend American Underground during class.

Campaign Summary

We have developed six campaign tactics we think will help American Underground grow. The six include attending or sponsoring events, creating a podcast, hosting monthly open houses for current and prospective members, visiting nearby colleges to speak in classes, expanding the email newsletter, and hosting summer school on Mondays and Fridays over the summer. Out of the six, we have chosen our three favorite ideas: visiting tech events, creating a podcast, and visiting nearby colleges to speak in classes.

One of our favorite ideas is American Underground visiting tech events around the Triangle area. By attending the events listed above (with dates, times, and details on each), American Underground can increase the number of members. American Underground wants to expand its members, specifically those with tech businesses and entrepreneurs. Everyone that visits these tech events that we have found is within the tech industry. If American Underground gets a table with flyers and/or a QR code present, we believe the startup hub will gain more members. By promoting a coworking space that mostly consists of other tech businesses, the businesses present at the events will find interest in working at American Underground and collaborating with other companies, and receiving mentorship.

Another one of our favorite ideas is American Underground creating a podcast. By interviewing member businesses while including questions about how American Underground

has helped them, it is free advertising for both businesses. This will draw in aspiring entrepreneurs, small business owners, business, tech, and entrepreneurship students, investors, and general listeners. Soon enough, American Underground will gain a following and profit from the number of streams. Podcasts are very popular right now, and we are confident that American Underground can grow from this idea. Lastly, this tactic is the only idea that does not focus on only the Triangle area; this can draw in listeners from all over the country.

The third idea we are excited about is American Underground visiting nearby colleges to spread the word about the company and member businesses to a younger generation. By reaching out to the head of departments of business, entrepreneurship, and technology majors at colleges, American Underground or a member company can have the opportunity to speak to a class. If it is not an American Underground employee, it will still help the business if a member company speaks because they will talk about their experience at the coworking space. This would be positive for American Underground and member companies because students and professors will learn about businesses, which could create word-of-mouth advertising by telling colleagues about both companies.

We have thoroughly enjoyed working with the American Underground team throughout the semester. We believe the coworking space is a great idea, especially after COVID-19 and many jobs becoming remote or hybrid. We have learned a lot throughout this course and this campaign, and we were able to pull out everything that we have learned in other advertising and public relations courses within the Media and Journalism school. It felt as if every other course built up to this course and campaign. Although sometimes, throughout the semester, we were extremely stressed because we did not have any great ideas, we powered through and never gave up.

- “I loved working with Paige, Josie, Connor, Riley, and the American Underground team to come up with multiple campaign tactics. This project challenged me in ways that I know will be helpful for my future job.” - Atkins
- “My most memorable and helpful experience throughout this project was getting to tour American Underground. It was impactful to see the office space in-person and ask Tim, along with his employees, questions about American Underground and the goals they have for the future.” - Josie
- “The American Underground team has been available and helpful during this process. Our team has worked hard to do what we think is best and most attainable for American Underground.” - Josie
- “I loved being able to apply what I have learned over the past four years in MEJO classes to this project. Working with American Underground has given us real life experience that will be extremely valuable in our careers.” - Riley
- “I enjoyed being a part of this group and had fun brainstorming ideas on how we can attract and reach new members for American Underground. Each of us contributed something unique and important to the process. It’s been exciting to see it all come together and I know that the experience will be valuable for future careers.” - Connor

Appendix

Executive Summary (from earlier Research Report)

American Underground has three main goals it would like to reach. One is that they would like to use innovative messaging to reach potential American Underground members that fit the target demographic. The target demographic is women and men aged 20-27, based in

Durham or within a 15-mile radius, interested in entrepreneurship or technology. American Underground would also like to improve its social media strategies to roll out the messaging. Lastly, the coworking space hopes to create more on-site events and activities to attract younger members. Through this research, we hope to discover how the involvement of universities in the Triangle area can increase the membership and engagement at American Underground, what type of work environment young entrepreneurs and those in the technology industry prefer and find most productive, and what mechanisms can attract a younger and more diverse audience. Our research goals for this campaign are to understand the potential clientele better and learn what individuals look for in a coworking space. Overall, we hope to help American Underground expand its community throughout this semester.

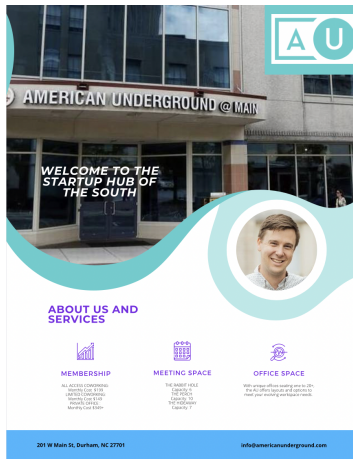
We conducted online surveys (156 responses) of young professionals (ages 18-40) to discover how we can contribute to helping American Underground grow and reach its goals. Through this, we gathered information on awareness of co-working spaces, as well as information on participants' decision-making habits and what aspects of a work environment are most important to them. We also conducted 12 interviews with young professionals (ages 18-35) that lasted around 15 minutes. Paired with our surveys, our interviews summarize general feelings towards co-working spaces and what attributes can be helpful for attracting and keeping new members. Finally, we conducted an in-person focus group with young professionals (ages 18-35) By conducting a focus group, we gathered more information on respondents' attitudes, feelings, and experiences with co-working spaces.

Through our research, we created a list of key findings that stood out to us:

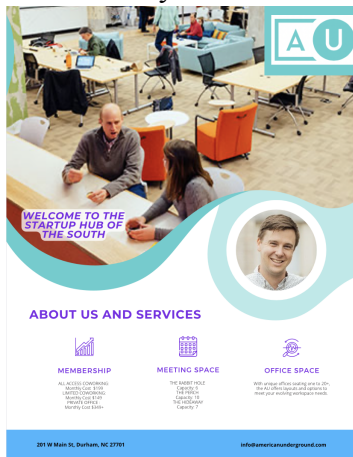
- When asked “if supporting black-owned businesses is important,” most participants chose “extremely important.” Still, when asked “what the most important aspects of working with a company are,” diversity received the second least votes.
- The top three most important aspects of working with a company are: mission/vision/values, atmosphere, and benefits/location (tied)
- Some thoughts on WeWork: overpriced, huge scam, enjoyed the experience,
- Most participants are from NC and have never heard of American Underground
- Most responses to “are on-site advisors/mentors useful to you?” was “moderately useful”
- Different experiences lead to different solutions - diversity in the workplace
- Communal workspaces can be too distracting for some
- Everyone thinks that the communal coworking space is a great idea after COVID
- Some feel that working around others will keep them accountable and productive

Using the information that we have gathered through our research, we will discover what American Underground needs to do to grow and expand its business and how we can help make that happen. By comparing American Underground to WeWork, we have discovered what people like and dislike and how American Underground can change certain facets. American Underground needs to improve its social media platforms and advertising to make Triangle area residents more knowledgeable about the workspace. Most survey, interview, and focus group participants had never heard of American Underground but seemed to know much about WeWork through Instagram, Facebook, and LinkedIn. We are focusing on the best ways American Underground can gain a following on these platforms without spending much money. Also, we want to look into setting up events with colleges and young and diverse local businesses in the Triangle area to solve the target demographic.

Campaign Materials



Flyer 1



Flyer 2



Banner



QR Code



American Underground Sticker

References

Rudi, V. “How Much of My Marketing Budget Should be Dedicated to Events?” *Banzai*. 11 March 2022.

<https://www.banzai.io/blog/how-much-of-marketing-budget-to-events#:~:text=Companies%20making%20under%20%24500M,marketing%20spends%209.4%25%20on%20event%20s.>

Media List

The Daily Tar Heel (UNC)

- Phoebe Martel, *Reporter*
- marph@unc.edu
- Phoebe Martel focuses on city and county stories; she recently wrote a story on Purple Bowl, a woman-owned business in Chapel Hill. Martel would help expand American Underground because of her interest in different businesses around the county, especially with the many women-run businesses that rent at American Underground.

The Chronicle (Duke)

- Anna Zolotor, *News Editor*
- anna.zolotor@duke.edu
- Anna Zolotor would help produce articles for American Underground since she focuses on the Durham area. She has been with The Chronicle since 2019 and knows the area and news organization well.

Technician (NCSU)

- Matthew Burkhart, *Staff Writer*
- [linkedin.com/in/matthew-burkhart-20b10a23a](https://www.linkedin.com/in/matthew-burkhart-20b10a23a) , technician-news@ncsu.edu
- Matthew Burkhart has written multiple stories about events around the Triangle area. Whenever American Underground throws an event, Burkhart could write about it and draw in NCSU students.

WRAL (Triangle Area)

- Monica Casey, *Durham Reporter/Multimedia Journalist*
- Newsroom: 919-821-8600, [linkedin.com/in/monicaacasey](https://www.linkedin.com/in/monicaacasey)
- Monica Casey reports on local businesses around the Triangle area and is based in Durham; she recently reported on how the Dreamville festival brought booming traffic to local businesses. Casey can be an attribute to American Underground by reporting on the local business and its events to draw in more residents in the Triangle area.

WRAL TechWire

- Dr. Sarah Glova, *Tech Writer*
- <https://www.linkedin.com/in/sglova/>
- Dr. Sarah Glova has reported on the post-COVID effects within the working world and how many things have turned virtual. She could be a great help for American Underground to get the business name out in the Triangle area, promoting that remote workers try out American Underground rather than always working from home, and since she is an advocate for women entrepreneurs, she can elaborate on the fact that American Underground continues to focus on increasing women-owned businesses.

The Herald-Sun (Durham)

- Brian Gordon, *Technology Reporter*
- bgordon@newsobserver.com , 919-861-1238
- As Brian Gordon's biography on The Herald-Sun says, he writes about jobs, start-ups, and all the big tech things transforming the Triangle. American Underground could use this since most members are start-ups and technology companies.

ABC11 (Raleigh-Durham)

- Anthony Wilson, *Anchor and Reporter*
- anthony.wilson@abc11.com
- Anthony Wilson is a part of many Black Journalist groups within Durham and is working to develop more minority journalists. American Underground and Wilson would work well together since American Underground has an extremely diverse community and hopes to continue expanding.