

SAVE & BUSTER'S

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Target Market

Target Market

Background

Problem

Challenge

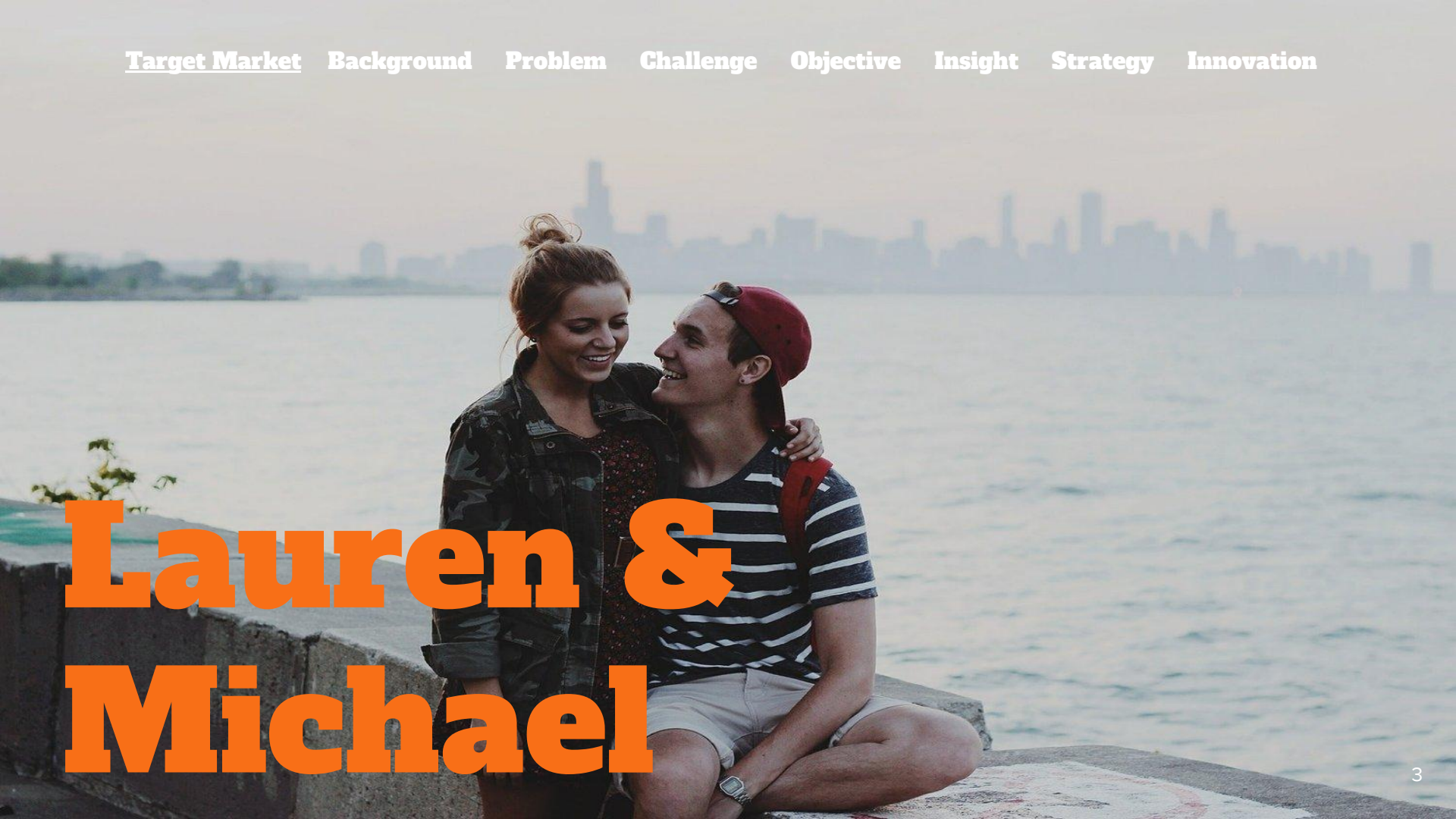
Objective

Insight

Strategy

Innovation

Lauren & Michael



Millennials

In their late 20s

At the start of their career

Have been dating for a while

Finding ways to bond

Crave an experience

Active on social media

Target Market

Background

Problem

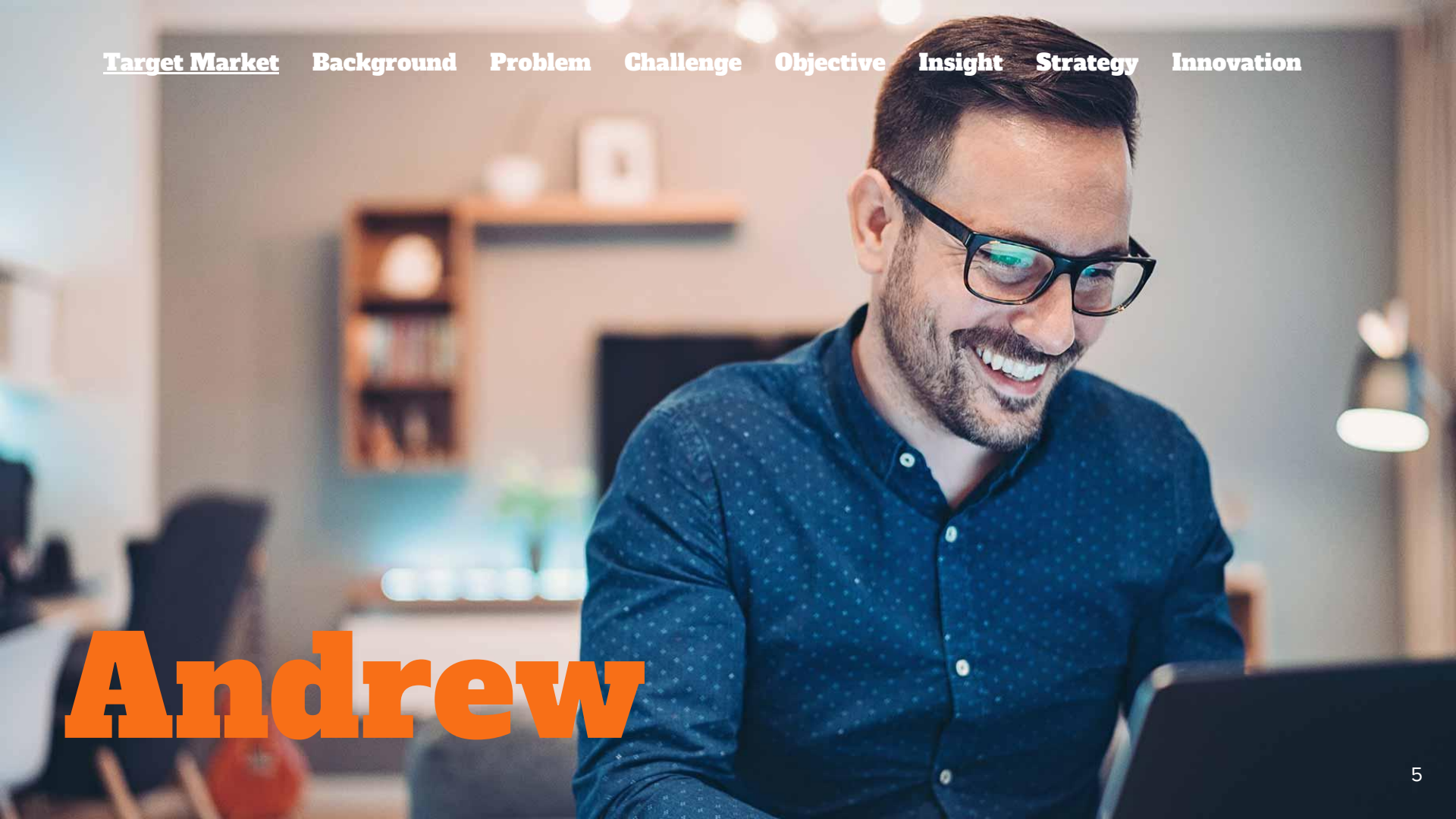
Challenge

Objective

Insight

Strategy

Innovation



Andrew

Millennial

Late 20s to early 40s

Full time job

Single/unmarried

Has money to spend

Hobbies/activities outside of work

Craves a connection with others



Story Background



DAVE & BUSTER'S
WORLD HEADQUARTERS • ESTABLISHED 1982













Target Market

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Covid-19



Closed 137 Stores

**More than \$747
million in debt**

**Laid off more than
1,300 workers**



WE LEVELED UP OUR PRECAUTIONS
**WE'RE ALL
ABOUT GOOD,
CLEAN FUN.**

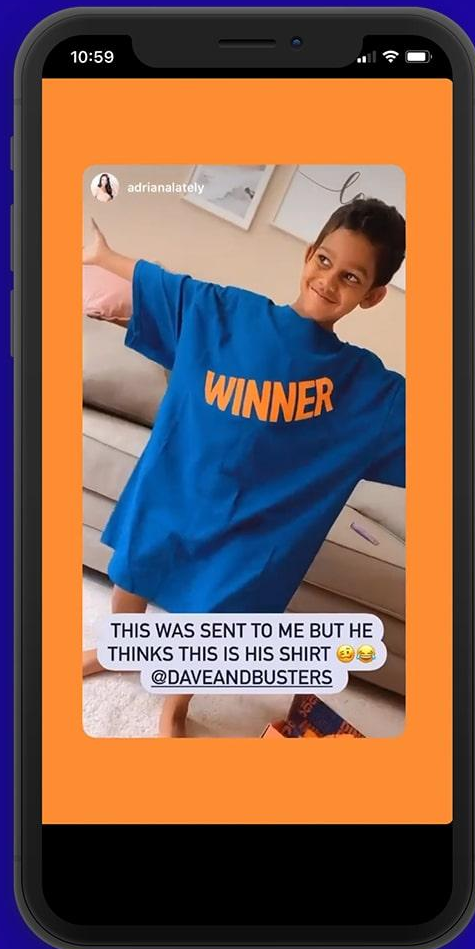
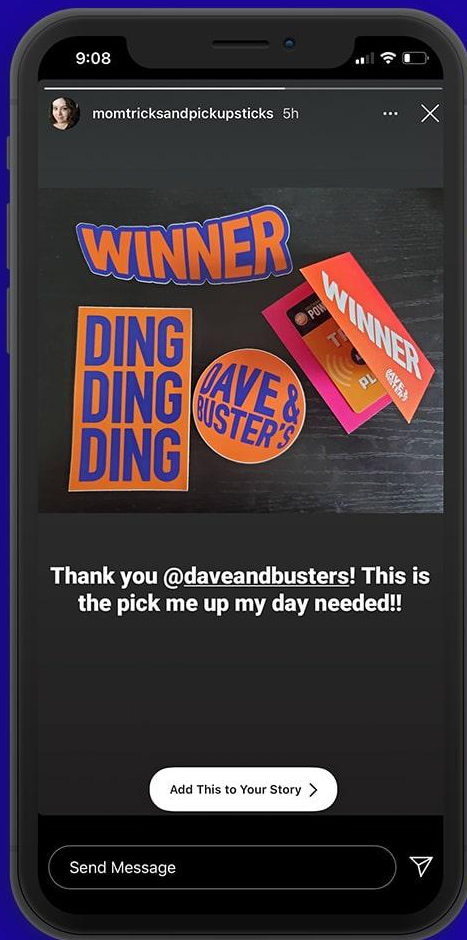


The Business Problem

Casting the net too wide

Social Media & Marketing





The Consumer Problem

Primary Research Findings

“I've never seen any social media material”

“non existent to me”

“Boring, outdated”

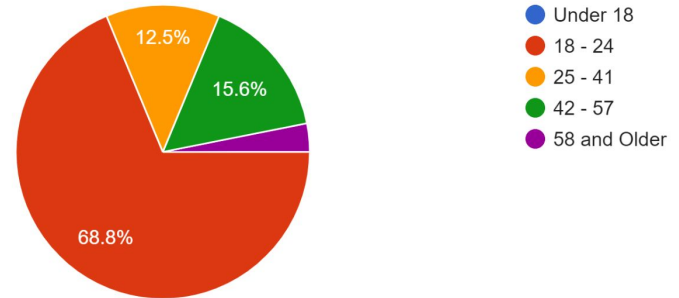
“I wasn't aware they were on social media.”

“no cause I've never really seen it besides ads”

“I have never seen their social media content”

What is your age?

32 responses





Challenge/Action





Objective

Solidify a target audience, and change public perception on Dave and Busters from “the adult Chuck E. Cheese” to a young adult entertainment center and bar.

After working with the brand to create a new marketing strategy, we hope to:

- **Increase social media interaction by 25% over the next month**
- **Increase frequency of visits 30% by millennials, singles and couples**
- **40% increase in website traffic and mobile app interaction/downloads**



Insight

Our target market values standing out and self expression, so whatever stands out to them in a quick and efficient way will highly influence their purchases. They also seek out destinations that provide meaningful in person experiences that are worthy of sharing online.

Strategy

Our Strategy

- 1) Innovate Dave & Buster's in person experience specifically for the target audience.**
- 2) Update Dave & Buster's social media pages so that it effectively and efficiently communicates and connects with our target audience.**

Brand Innovations

**Transforming Dave & Buster's indoor
space in order to cater specifically
towards an older audience.**



**Clearly communicating information
on social media and interacting
with their audience.**



Conclusion

- **Dave & Buster's is currently casting too wide of a net**
- **Public perceives Dave & Buster's as an adult Chuck E. Cheese's**
- **We want to change public perception by focusing in on Dave & Buster's target audience**
- **Changing indoor experiences geared towards older audience**
- **Update social media pages to grab millennial's attention**



Thank You!



Questions?

Works Cited

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