



# The Pickled Wrinkle

Advertising Design & Strategy



## The Client

The Pickled Wrinkle is a pub located in Birch Harbor, Maine at the very end of the Schoodic Point Loop.

They serve american pub food, pizza, seafood, and local cuisine. They also have local Maine beers on tap. They are open all year around but get most of their business in the Summer. They want to get more customers coming to their restaurant in during tourist season because there are not a lot of people coming into their part of Maine during the Winter, making all their Winter customers regular “townies.” A pull towards their restaurant are Pickled Wrinkles which is an exoctic food for most, customers come in wanting to try a Pickled Wrinkle (or at least find out what it is.) The Pickled Wrinkle is one of the only dining locations located around the Schoodic Peninsula and is the highest reviewed. The have live music on Friday Nights, Jazz Night Thursdays, and Ribey/ Steak night every Wednesday.



## The Owner:

Sarah Alley  
Christensen

The owner is Sarah Alley Christensen her husband Jesse and her own The Pickled Wrinkle, they bought it in 2013. Then it was The Nautica Pub. Sarah, a lobster fisherman's daughter from nearby Winter Harbor met Jesse in Honolulu in 2003 while working together at a busy Irish Pub. They have both worked in the restaurant/bar business since their teens, with the goal of someday having their own place. The Pickled Wrinkle is for everyone. Year-round locals, summer residents and tourists all flock to the PW for friendly and attentive service, great food and a laid back vibe.



# The Consumer

The consumer can be broken into three categories of summer customers excluding regulars

**Families:** Majority of the families are younger parents (25-40) and young children (4-14) who are camping within Schoodic or visiting on a day trip from Bar Harbor. Are tired from visiting the park all day and are looking for a nice casual dinner that their children and them will enjoy.

**Young Travelers:** Young couples or groups of friends (21-35) staying in Schoodic or visit on a day trip from Bar Harbor. Looking to grab a beer or an alcoholic drink and socialize over food. Looking to try new foods such as Pickled Wrinkles. Tired from being out hiking all day and looking to rest and eat for relatively cheap but in a nice atmosphere.

▣**Older Travelers:** Empty Nesters (55-70) who are traveling due to their increased free time and money. Looking for a place to eat after being in Schoodic. Looking for light entertainment and a nice affordable meal.



## Customer Values

- Good Food
- Comfortable Atmosphere
- Good Experience



# Buyer Personas



## Lilly Bishop

AGE: 26

OCCUPATION: 3rd Grade Teacher

FROM: Portland, Maine

### BIO:

Lilly is a teacher from Portland, this Summer she has decided to spend a week in Acadia National Park. She enjoys hiking, gift shopping, and enjoying the local cultures of the places she visits. She is spending the next 3 days at a camp site in Schoodic National Park. She likes beers from Maine Breweries and wants to try new foods while she is on vacation

### FAVORITE BRANDS



Social

Adventurous

Price

### LIKES

- Locally sourced food
- Live music
- A beer after a long day
- Hiking
- Meeting new people
- Trying new things

### DISLIKE

- Spending a lot of money
- Driving far
- Chain restaurants

### GOALS

- Try new foods
- Get a beer
- Experience local Maine culture
- Cure her hunger

### TECHNOLOGY

- Instagram
- Twitter
- Facebook
- Trip Advisor

### PSYCHOGRAPHICS

**VALUES:** Reliability, Passion, Collaboration

**PERSONALITY:** Extroverted, Caring, Social

**LIFESTYLE:** Upper Middle Class, Adventurer

**INTERESTS:** Local Food movement, Live music



## Tom Kennedy

AGE: 34

OCCUPATION: IT Specialist

FROM: Pennsylvania

### BIO:

Tom is a father of 2 kids, a boy (10 years old) and a girl (6 years old). Tom and his wife are on a family vacation to Bar Harbor. He is looking for a place to eat that his whole family can enjoy and is close to the park. He is exhausted after a long day of exploring the peninsula with his family and is looking for a place to relax.

### FAVORITE BRANDS



Social

Adventurous

Price

### LIKES

- Beer (IPA)
- American Food (burgers, fries, etc)
- Boating
- His wife and kids
- Biking

### DISLIKE

- His kids being upset
- Fancy food
- Mowing the lawn

### GOALS

- Get a beer
- Relax
- Not spend a small fortune on dinner
- Find food his whole family can enjoy

### TECHNOLOGY

- Yelp
- Facebook
- Trip Advisor

### PSYCHOGRAPHICS

**VALUES:** Reliability, Family Oriented

**PERSONALITY:** Extroverted, Caring, Hardworking

**LIFESTYLE:** Upper Middle Class, Family Man

**INTERESTS:** Local Breweries, Boating



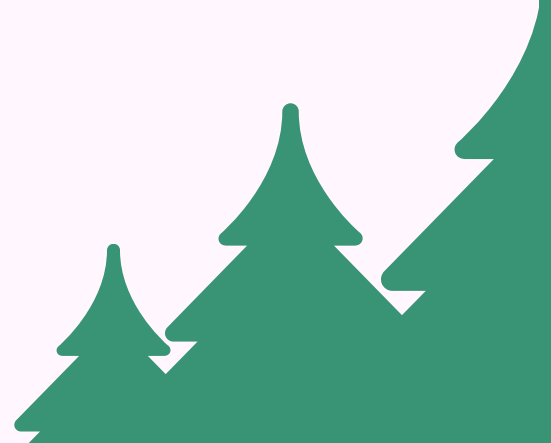
# The Strategy

The goal is to increase customers during the summer season. Specifically on week day nights (5-9) and during lunch time (11-2). To have 75% or more of the tables filled during peak times.

The strategy is to get the most people within our target market to see these ads and then go to The Pickled Wrinkle. Because The Pickled Wrinkle is one of very few restaurants in the area the main strategy is raise the awareness of The Pickled Wrinkle, if awareness raises more customers will come.

One strategy is to post these advertisements on The Pickled Wrinkle's social media; Facebook and Instagram. I would also recommend paid ads on Instagram and Facebook for people in the area, so that the posts show up on their feeds

Along with posting the ads in social media, a majority of the customers are tourists who decide on the spot where they are going to eat.. The ads were created to be printed and posted around the area for costumers staying at the camp grounds or visiting the park to see. Posters can be placed on the boat and at the dock that takes people between Winter Harbor and Bar Harbor. The should be placed at all campground locations, and at the local laundry mat for the people staying at the RV park. I also recommend asking local business such as the Winter Harbor 5 & 10, The Littlefield Gallery, and the various antiques shops that line Main Street. This shouldn't be hard because the owners are friends with the owners of these locations.



# The Ads

## Informative



### Print

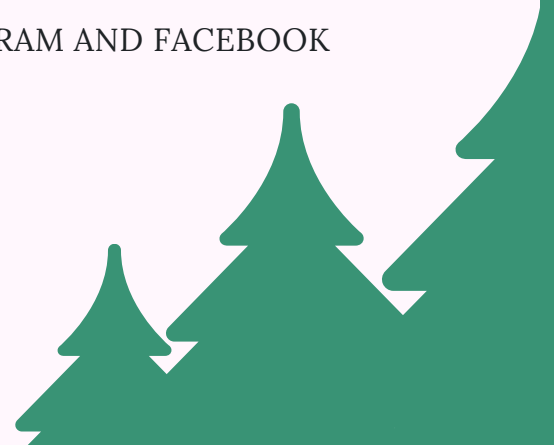
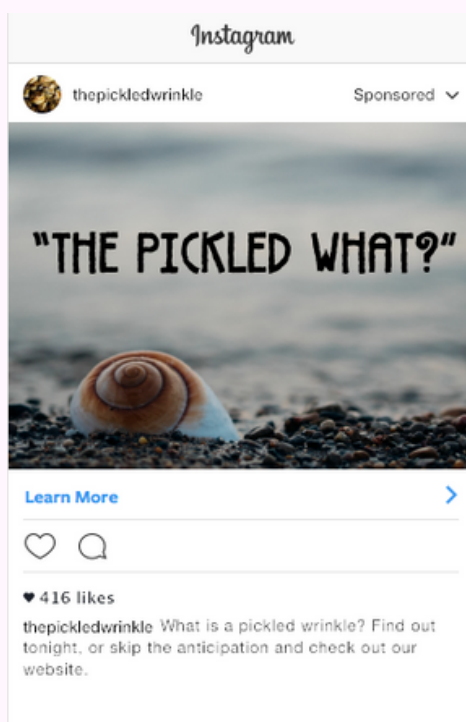
This is a very simple ad that tries to get the viewer to inform themselves. The question "The pickled what?" peaks the viewers attention makes them want to find out what a pickled wrinkle is. The saying "The pickled what?" is a very common thing people say when they come into the pub.

We have on each table a table tent that provides information about what a pickled wrinkle is because it is such a common question. This ad is supposed to grab the viewers attention, maybe make them giggle, and urge them to learn more at the restaurant.

### Social Media

Same idea as the print ad for social media but it will link directly to the About Us page of The Pickled Wrinkle's website that tells what a pickled wrinkle is and allows the customer to then proceed to look the rest of the website.

POSTED TO INSTAGRAM AND FACEBOOK



# The Ads

## Persuasive



**Beautiful views, fresh air,  
and the sounds of nature  
are pretty nice.**

**But you know what's  
nicer?**

**A cold beer.**

 **THE PICKLED  
WRINKLE**  
BIRCH HARBOR, MAINE

<https://thepickledwrinkle.com/>

## Print

This ad is directed towards the *young traveler* target market. It plays off the fact that they spent the whole day hiking and being outside but what's better than that is a cold beer. It brings in the fact that The Pickled Wrinkle is a pub and has a full bar. This ad is directed towards anyone looking for a nice drink after a long day, with a little humor.



 **thepickledwrinkle**  
Sponsored

Like Page

Beautiful views, fresh air, and the sound of nature is pretty nice. But you know what's nicer? A cold beer.



**Come get a drink**  
Stop by The Pickled Wrinkle tonight and grab a pint

[HTTPS://THEPICKLEDWRINKLE.COM/](https://thepickledwrinkle.com/)

Learn More

800 72 Comments 452 Shares

Like Comment Share

## Social Media

This ad is the same idea as the print ad with the addition of the copy "Come get a drink" it's more of a direct call to action, directing the viewer to come stop grab a beer.

POSTED TO INSTAGRAM AND FACEBOOK



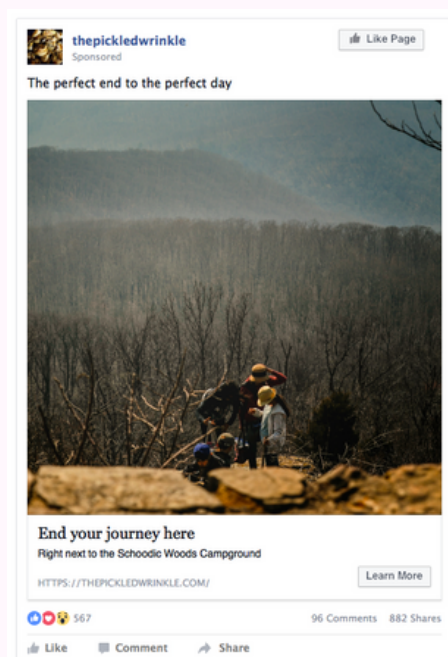
# The Ads

## Narrative



## Print

The copy of this ad is "the perfect end to the perfect day" with an image of a family on a hiking trip. It is directed more towards the *families* target market, highlighted by the image of the family. The majority of the families who are in the Schoodic area are either hiking, biking, or walking around the peninsula, this ad shows what the usual family would be doing on their trip. The rest of the copy is a statement of "Take a seat, grab a bite, and enjoy the rest of your night" directing the viewer to relax and eat at The Pickled Wrinkle for an enjoyable end to the day.



## Social Media

Same concept of the print ad with the additional copy "End your journey here" a more direct come to The Pickled Wrinkle. This links to the main page of the website which has the menu for parents to see if the food is preferable for their kids.





## Conclusion

**The Pickled Wrinkle is, in my opinion, the best place to eat in the Winter Harbor and Birch Harbor area.**

I believe these ads will bring in an increased amount of customers coming to the restaurant. These ads with the addition of The Pickled Wrinkle's already active social media presence I think that they can only increase the amount of customers they have. They have a big pull of customers already with their live music, karaoke nights, jazz nights, trivia nights, and prib eye steak nights.

**"We ordered the clams, seafood chowder and lobster roll, for two of us to split. They also have a full bar and Guinness on tap!The food is super delicious and more than enough for us to share. We did order the blueberry crisp for a later dessert. Service was very friendly and quick, definitely recommend this place and will be back."- Doug S. (Yelp)**

