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Part One: Refine the Digital Value Proposition

- Matador Jerky's digital presence provides adventurous college-age individuals with road trip destinations (music festivals, campsites, theme parks, etc.) and road trip games/activities to help fuel and inspire their bold lifestyles.

Part Two: Define the Tone of Voice

- Matador Jerky has a fun, adventurous, youthful tone of voice. It is familiar, relatable, and friendly, serving as the perfect ally and inspiration for the consumers' bold lifestyles.

Part Three: Define the Content Formats

- An interactive map that features events/locations and personal images of the consumer at those locations (and enjoying Matador Jerky)
- How-to videos and downloadables for not only new, fun roadtrip games, but also roadtrip games from the consumer's childhood
- Public forum that allows consumers to submit their own road trip destinations, games, and short stories that accentuate their bold lifestyles

Part Four: Define the Content Topics

- Seasonal Road Trips: ski & snowboard resorts, music festivals, haunted houses.
- BuzzFeed-style Quizzes: what summer adventure are you, where should you road trip this month.
- Road Trip of the Month: feature a submitted story each month to showcase their bold lifestyle and inspire others.
- Road Trip Essentials: a "what's in my bag" featuring the essential items for different types of adventures; camping, theme parks, etc.