



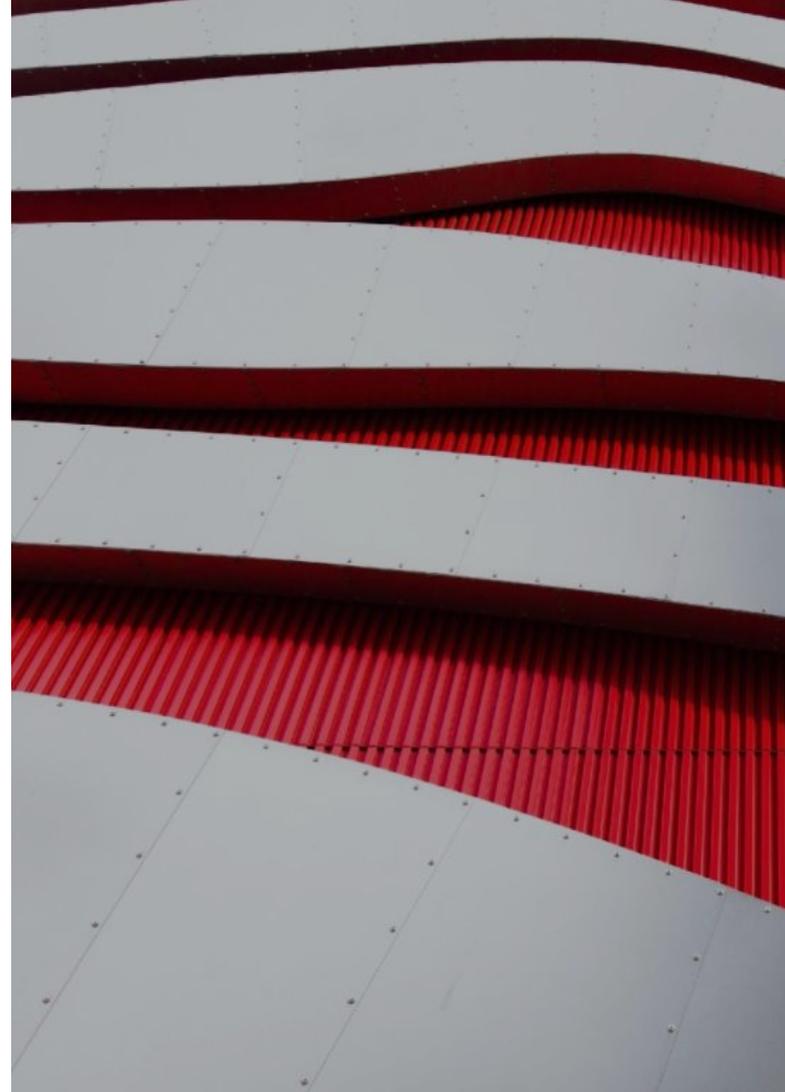
Communications

JUNE 11, 2021



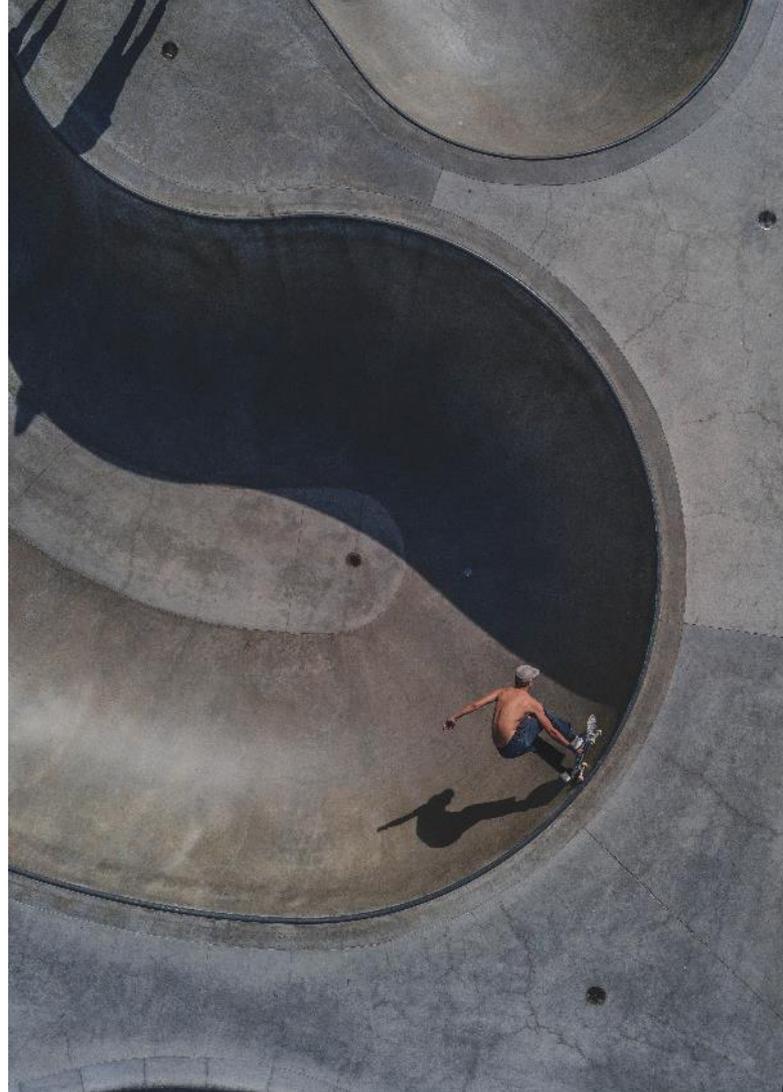
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flexible thinking, solid results

This is rbb's philosophy and promise.
We are flexible thinkers and driven to do
whatever it takes to deliver solid results.



our story

- champion of breakout brands™
- fully integrated: PR, advertising, digital, creative
- best practices from start to finish
- five-time agency of the year
- certified women-owned business
- 80+ team members
- Member of PROI global network



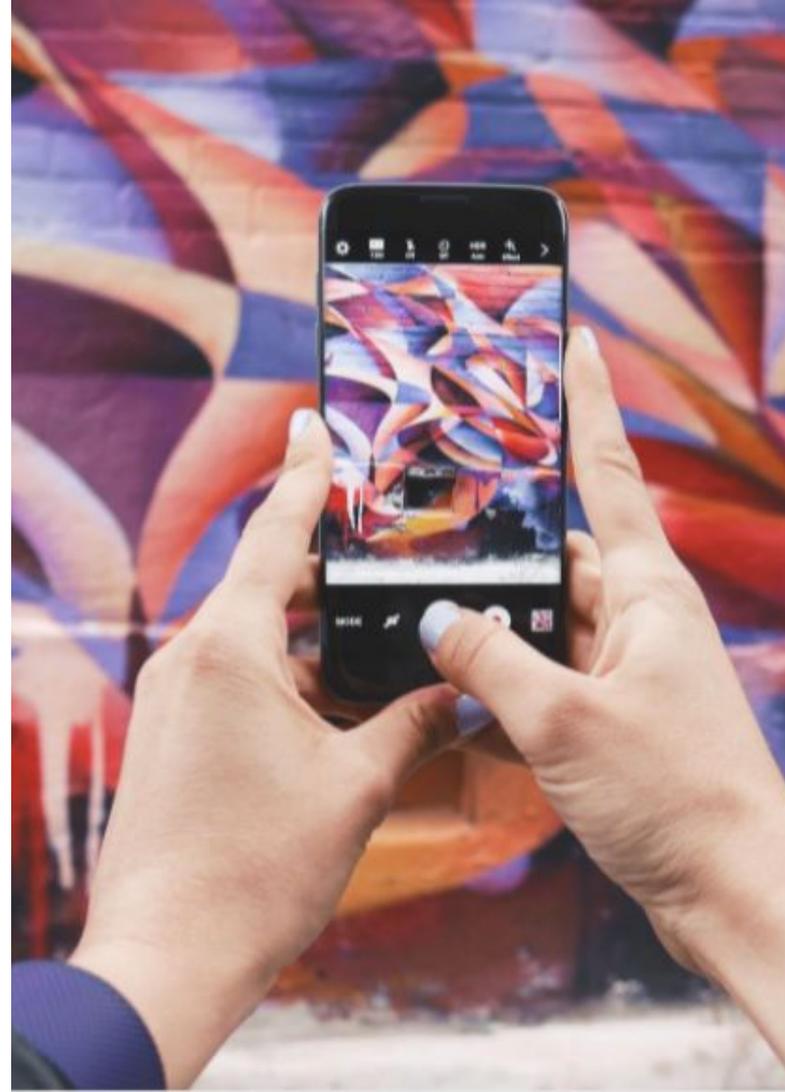
organic social



Order #1: social at rbb

Often called “organic social,” we think of it as the best way to nurture connections with a brand's target & prospective audiences. Most brands leverage social to:

- Establish a strategy and voice to build relationships
- Engage audiences at every stage of their journey and augmenting customer service efforts
- Create thought leadership opportunities by sharing informative content and making meaningful connections



reFining your social strategy strategy & marketing playbook

A sound social strategy and playbook provides you with how to utilize social media to tell your brand story. We marry owned brand research with observed behaviors to describe how to execute, define visual aesthetics on-platform, provide processes for publishing, outline guidelines for responding to comments, and more. Once approved, this comprehensive document will provide the why, who, where, how and when of your social media.

We provide an actual book, both physical and electronic. Our goal is that anyone working on BurgerFi's social platforms can understand voice, strategy and operations and work from it successfully.

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rbb

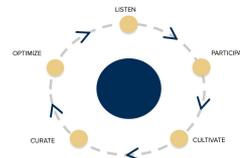
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our audiences

				
Current Students Individuals with little time on their hands and an interest in becoming the next generation of healthcare professionals.	Prospective Students High schoolers and college students/graduates in search of the right career path, often needing help deciding between multiple programs.	Faculty Educators juggling multiple university and research projects. They are looking for a simple way to amplify their departmental and individual successes and connect with their students.	NWCNHS Alumni Individuals whose professional lives that FLU NWCNHS has jump started and/or helped make better through associate education and could serve as ambassadors for the program.	Industry Stakeholders Individuals in higher education and industry positions that are looking for strong nursing & health sciences programs that are on top of the current trends and delivering exemplary, innovative education to the practitioners of tomorrow.

what is community management

Community management establishes and nurtures relationships with our followers, driving constant engagement and improvement based on community feedback and performance data. Informing, listening, and engaging fans helps build affinity and long-lasting relationships.

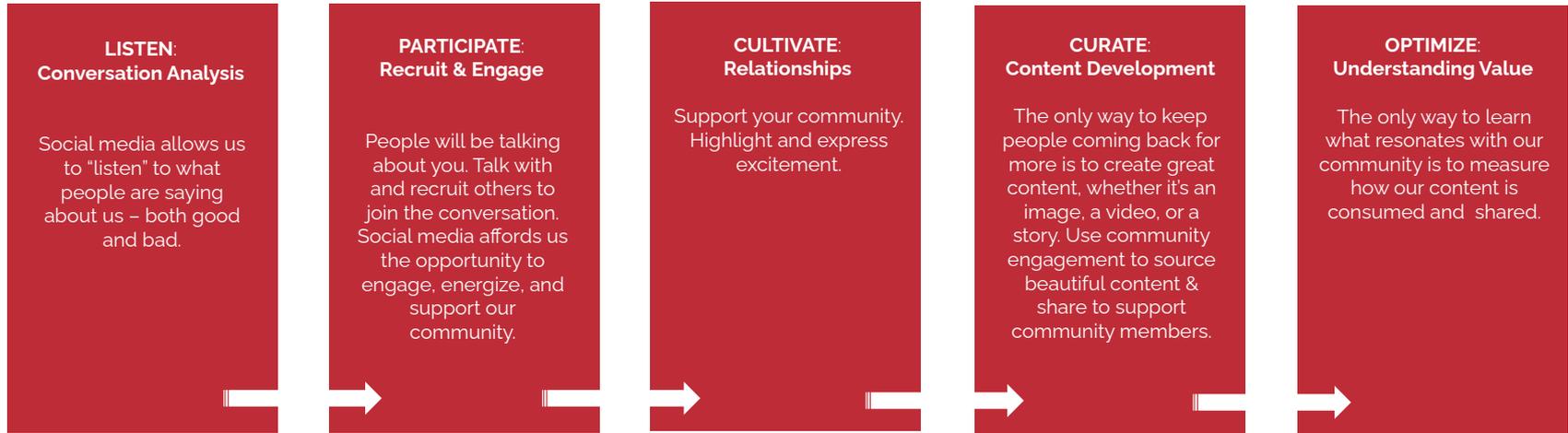


rbb

rbb

putting your social strategy into motion

community management



Community management provides for a unique opportunity for us to speak with BurgerFi's customers on a one-to-one basis.

And, unlike other, more traditional forms of communication for brands, community management makes it possible to learn key insights about our audience, directly from our audience.

A menu of tools to drive winning outcomes.

87% of people begin product or service research online

75% expect a consistent digital experience cross platform

Today's digital landscape is constantly evolving and the way that audiences engage digitally is always in flux as well.

We help our clients to navigate and meet this change head on using a suite of digitally-oriented tools to identify, create and implement strategic work at the rapid pace of evolution.

Social listening technology that mines public online data for conversation spikes, sentiment & emotion analysis and content white space opportunities

Audience analysis tool that leverages MRI - Simmons, US Census and other online signals to define target audience passion points and media consumption behavior

Influencer research, management and reporting tool that allows for data-driven influencer identification

Social media management software that enables seamless, strategic and timeline community management for social clients

food for thought: digital intelligence

Want to better understand your audience and what motivates them? Through audience identification, research and analysis we dive in to their online behavior to guide our strategic planning that answers these questions and many more.

Target audience persona research:

- Who they are & how they behave
- Where to reach them most effectively & efficiently
- How to communicate with them (visual, copy, data)

Conversation & channel opportunities:

- Conversations & topics with untapped opportunities
- What social platforms to focus efforts on
- Trending conversations within an industry

Influencer identification & engagement:

- Based on audience passion points and marketing objectives, we identify the most relevant & engaging influencers to partner with



Influencer marketing



Order #2: rbb's influencer PROOF

Influencer PROOF is rbb's proprietary model for measuring influencer campaign success and capturing activation results on social media and beyond.

Precision

Delivery of quality and accurate results based on data and platform insights.

Reciprocity

Mutually-beneficial programming opening the door for added-value opportunities via circles of influence.

Optimization

Data-driven methodology backed by digital intelligence to track and evolve strategy with speed to drive best results.

Organic

An arsenal of content and community of like-minded loyalists to increase favorability and sentiment.

Fundamentals

Customized, pre-defined LPIs to prioritize metrics that make a difference (engagement rate, true reach, etc.).

influencers

Once KPI's are in-place, we'll work with you to identify the best influencer categories for BurgerFi.

Finding the right mix of personality, reach & content quality is essential. Our influencer categories consist of:

influencer category	description	engagement rate	average reach	average rate
Nano	<ul style="list-style-type: none"> Immense influence within a comparatively narrow market e.g., a nano-influencer may be the person with the most credibility in a particular neighborhood If a brand builds a relationship with a nano-influencer, most people consider it authentic and genuine. 	~4-5%	<50K followers	Low cost; exchanges e.g., products or experiences
Micro Influencers	<ul style="list-style-type: none"> Brand champions because of their ability to spread a message Small to medium following but with high authenticity, relevancy & relatability Often the best people to extol a brand's virtues to a narrow or specific niche 	~3%	~50K – 250K followers	Fees per post; sometimes open to exchanges
Mid-tier Influencers	<ul style="list-style-type: none"> More established than micro-influencers and less famous than macro-influencers, mid-tier influencers fill the space in-between 	~2%	~ 50K – 500K followers	Fees per post + experiences
Macro Influencers	<ul style="list-style-type: none"> Celebs on the rise Usually, a lot of competition for brands to work with them; pick and choose the brands they want as partners 	~1.2 – 1.5%	~500K – 1MM+ followers	Fees per campaign + experiences
Celebrities	<ul style="list-style-type: none"> Social superstars with more than a million followers These are often celebrities because of fame they have gained in the "real" world Mega-influencers are of value to large brands 	~1.1%	1MM+ followers	Six figure range; VIP status and perks

public relations



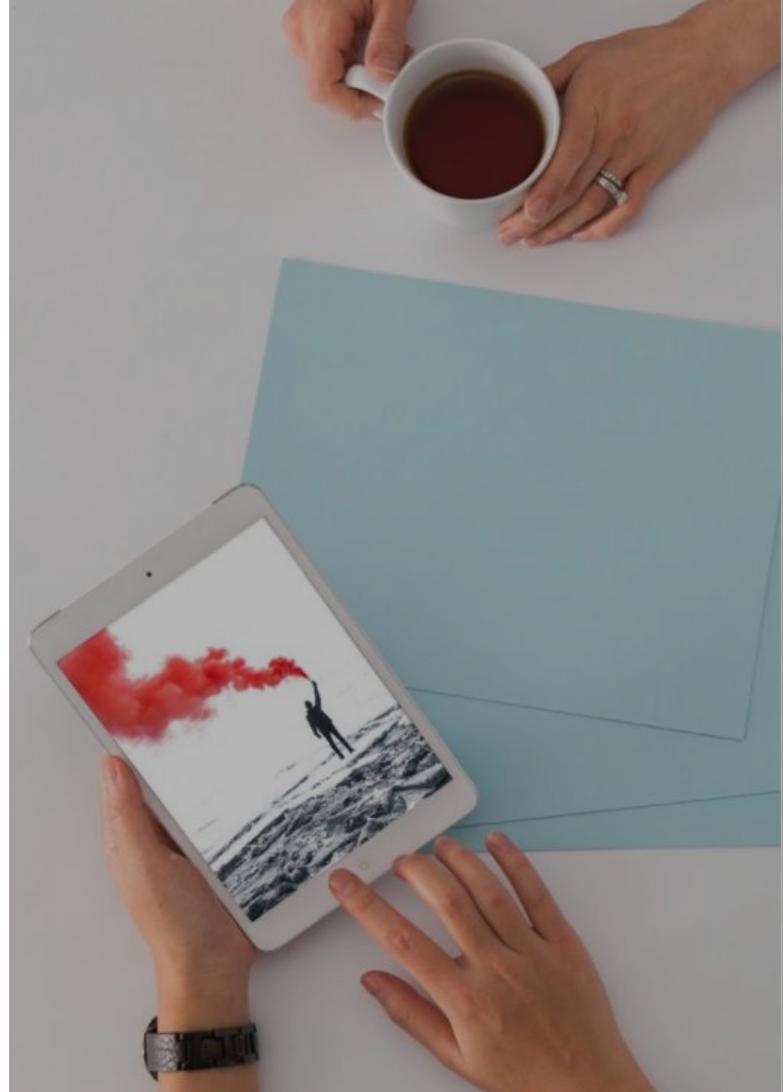
Order #3: earned media

rbb has a history of creating powerful communication campaigns built on speed, accountability and results – from start to WOW.

There is nothing cookie cutter when it comes to clever strategy and bottom-line, measurable outcomes. Instead of focusing on the competition, we will champion your brand in a way that makes **BurgerFi** stand apart from the competition.

From headline-grabbing media relations programs to creative influencer campaigns, you will have rbb's undivided attention to see you through.

With our 90+ U.S. team members spanning Miami, Fort Lauderdale, New York and Los Angeles, we also have international reach across more than 50 countries through our partnership in PROI, the largest global network of independent communications agencies.



earned media flex: sample highlights

The Dallas Morning News

5 tips to avoid holiday weight gain from the FitMenCook guy

By Leslie Baker

Kevin Curry is a Dallas guy who has turned other guys (and women), in Dallas and otherwise, into healthy eaters and at-home chefs. He has an app (FitMenCook) and a website (FitMenCook.com) and a following to beat all followings (as in millions). His recipes will yum you out — fresh, beautiful, easy to follow.

True, working out is very important. But as he found out in his quest to go from an overweight guy with rising blood pressure to a trim and healthy one, exercising till the cows come home won't do much good — not if what you're eating is a fatty, salty, processed mess. As he writes on his website, "Hard work and remaining active are vital, but in the end, it all comes down to diet."

So who better to get us off our divinity-textured fannies and into a healthy holiday mind-set than Curry? Voila: His tips. **Keep healthy snacks on hand**

His go-tos? Plain or lightly salted nuts and seeds; lean jerky, preferably with pepper or spice; dried fruits, which are "excellent sources of energy."

Explore

If you're traveling (or even if you're not!), check out what's past the front door. Walk, hike, see if there's a pretty park nearby.

Hydrate

INDULGE

Greater Miami Convention & Visitors Bureau is asking
Miamians to #SupportLocal by ordering out



Healthy food delivery. Take away of organic daily meal on yellow, copy space. Clean eating concept, healthy food in foil boxes, fitness nutrition plan, top view. MIZINA GETTY IMAGES/ISTOCKPHOTO

The #SupportLocal movement has gained even more traction this week with the launch of 'Miami Eats'. Led by the Greater Miami Convention & Visitors Bureau, the initiative was created in effort to lend a much-needed hand to local restaurants affected by closures mandated as a response to the coronavirus outbreak. The citywide program encourages Miami residents to get information on new takeout and delivery services offered by their favorite restaurants, stimulating business for the eateries and their owners.

People EN ESPAÑOL

Llega la temporada de calor y con ella se antojan los platos más ligeros. Justamente este 26 de abril ha debutado en los restaurantes de Chick-fil-A - con sede en Atlanta- una deliciosa ensalada de col rizada (o kale, en inglés) con pollo y aderezo al limón.

"Este es un giro al plato principal icónico. Agregando col rizada para complementar la base tradicional de lechuga romana, usando la vinagreta más ligera que acompaña y sirviendo la ensalada con rodajas de limón fresco y un parmesano de limón le da una toque más refrescante. Especialmente para el verano", comenta al respecto la chef de Chick-fil-A **Christy Cook**.

"Los limones que se sirven con la ensalada son una parte esencial de la receta, no solo una guarnición", explica Cook sobre el plato que debuta en el menú luego de probarlo entre los clientes en 2017, según la empresa. "[Se] deben exprimir los limones sobre la ensalada y el pollo, porque los sabores cítricos frescos resaltan los distintos perfiles de sabor de la col rizada y el parmesano".

Para quienes aún no han probado la ensalada de Chick-fil-A, aquí compartimos una receta de ensalada saludable de col rizada con pollo tomada de *Food & Wine*.

the pr recipe

Define The Plan

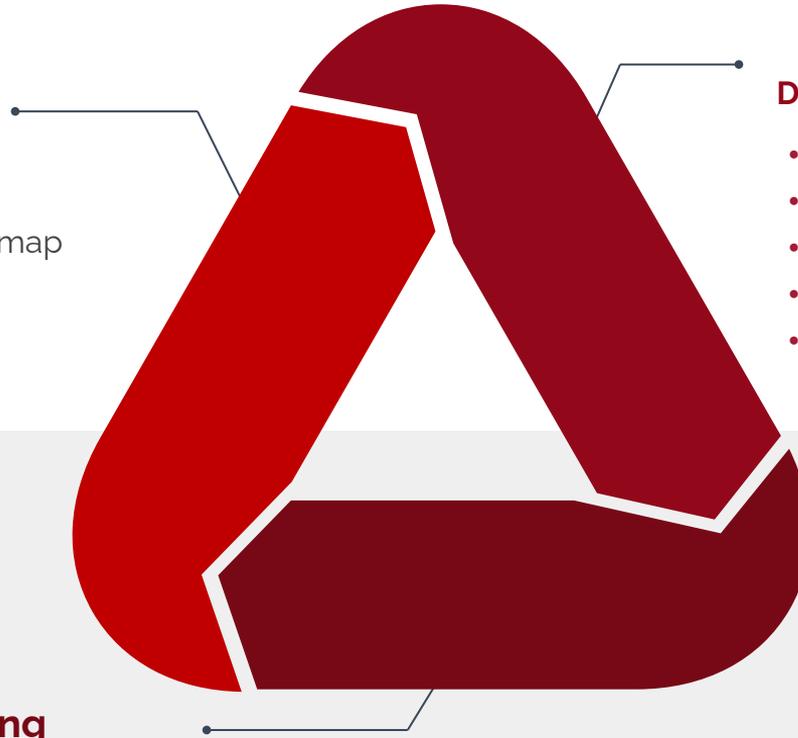
- 30-day start up plan
- Define spokespeople
- Create media message map
- Set goals and metrics

Develop The Communication Platform

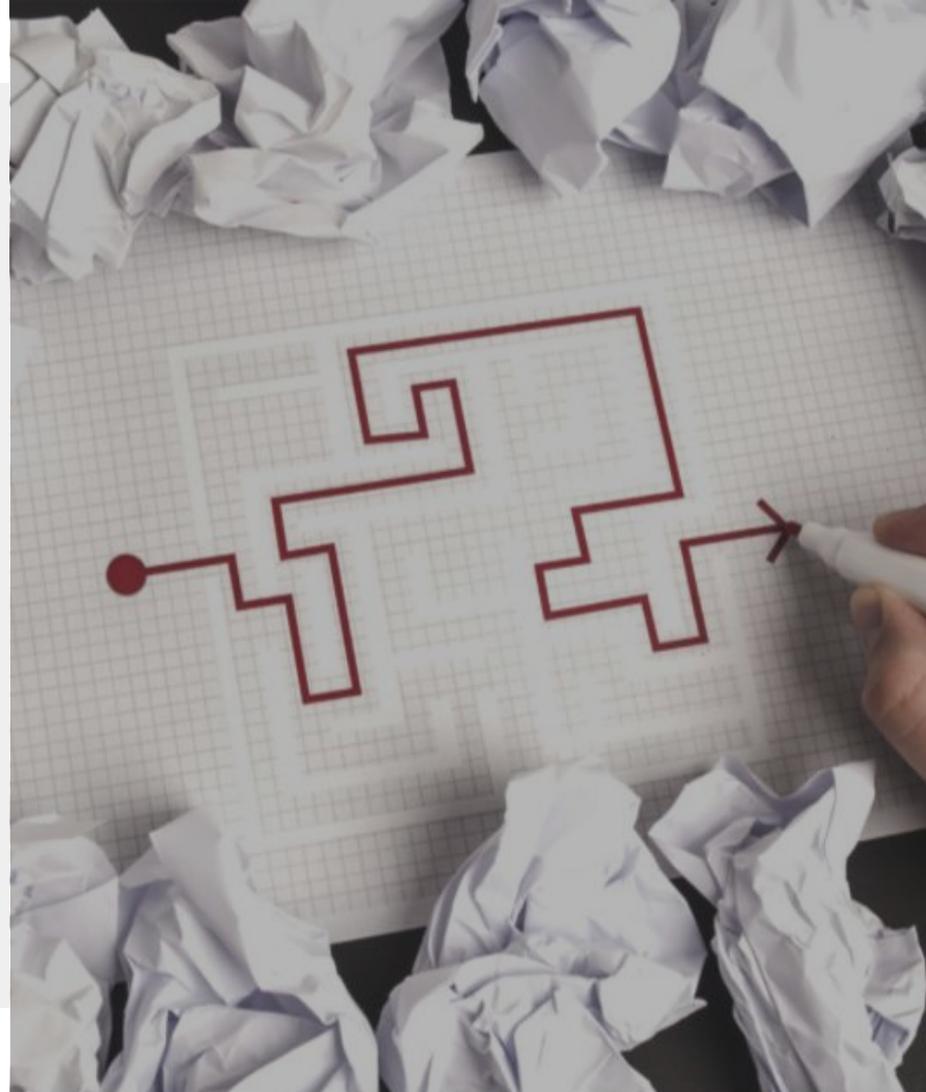
- Create press materials e.g., pitches
- Set up wire distributions
- Define media and influencer targets
- Finalize creative concepts
- Finalize tactical plan

Define Reporting

- Monthly action plan and results reports
- Bi-monthly in-person calls or meetings



crisis communications



Order #4: crisis

Consider that headlines with the word “crisis” coupled with the name of a top Forbes 100 company appeared 80 percent more often in 2017 than in 2010. rbb provides strategic and tactical support through every stage of a crisis situation.

rbb focuses on:

- Crisis planning + preparedness
- Predictive communication models
- Enterprise training + simulation exercises
- Real-time response + management
- Disinformation management
- Issue-oriented campaigns
- Litigation communications
- Mitigation of reputational risk

We offer a full spectrum of communications planning, positioning and protection to help companies, organizations and executives successfully weather any storm.

key team members



Your big kahunas



Billy Boulia
SVP, Digital

Billy Boulia is SVP of Digital at rbb Communications, and leads the Digital practice including research, investment strategy, buying, website design & development and social media. He is a passionate social, digital, content and influence marketer with B2C and B2B expertise across travel, gaming, technology, retail, logistics, QSR, CPG, entertainment, beauty and financial services verticals. Billy has worked with global brands such as Whirlpool, FedEx, Citibank, Pizza Hut, IKEA and Marriott, where he launched, managed & cultivated their social media ecosystems. His experience also includes implementing successful social & digital customer care solutions. Billy has led the digital, social and content strategies for large, multifaceted brands, including Verizon, Macy's, CVS and JennAir.

your big kahunas



Maite Velez-Couto **VP, Partner**

Maite Vélez-Couto, a vice president and partner at rbb Communications, brings a broad range of consumer product marketing, branding and media relations experience to the firm. Throughout her career, she has led integrated communications campaigns for a wide variety of global brands including, but not limited to AMResorts, Sushi Samba, Vlasic pickles, Mrs. Butterworth's syrup, Duncan Hines, Starbucks Coffee Company, and Feld Entertainment. For every client, Maite precisely combines a strategic mix of traditional and social media relations with affinity partnerships; TV integrations; content creation; influencer, celebrity and community relations; and special events, to deliver powerful results.

reports + measuring results



intro to rbb analytics

Our belief is simple: strategies work only when backed and driven by analytical measurement + storytelling.

Our engagement will begin with mutually agreed upon benchmarks and tactics that work toward predefined goals, and that ultimately define our success.

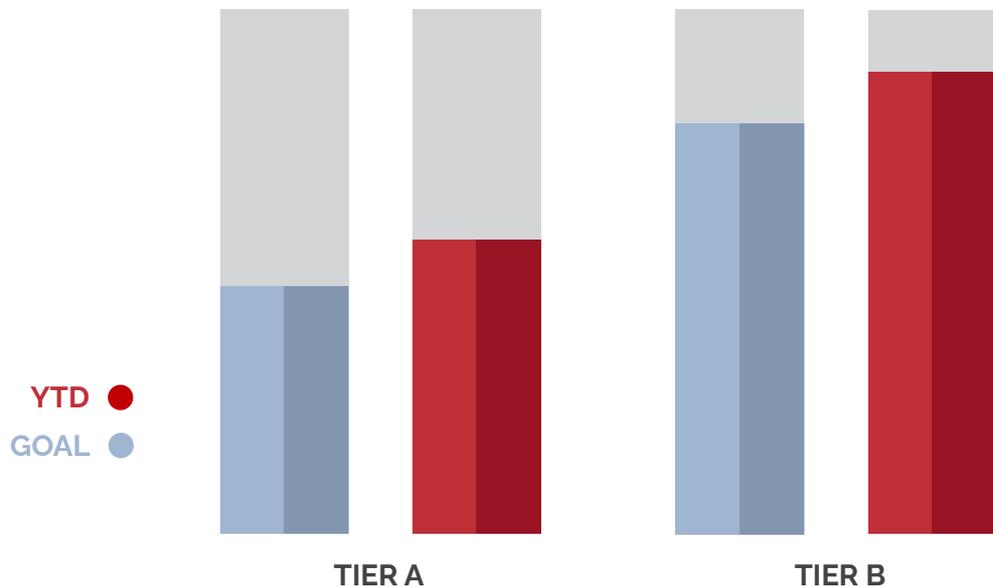
Once engaged, we create custom metrics to track overall program goals and an opportunity for a live, always-on measurement dashboard leveraging Google Data Studio.



media target penetration by tier

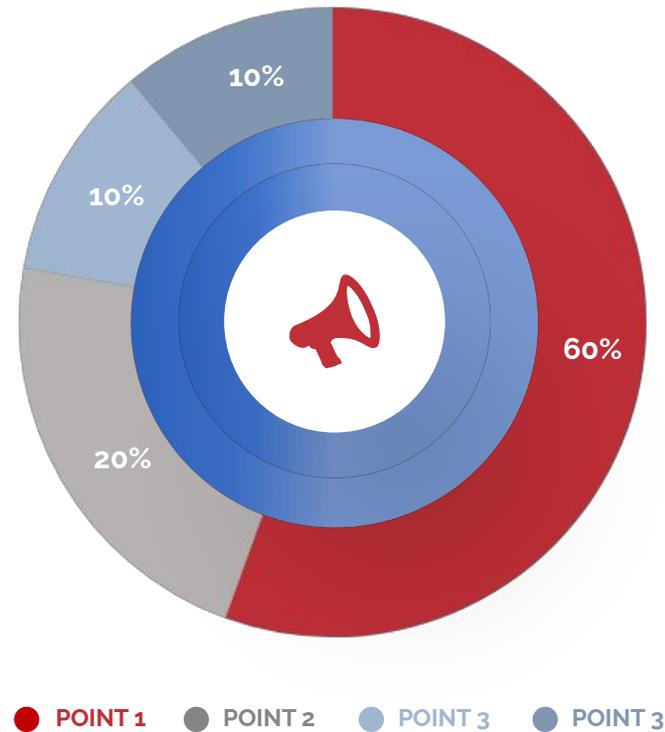
We'll prioritize the media in terms of importance to the campaign, e.g., primary targets would be "A" media, and secondary would be "B."

After only 6 months we are within 5% of our goal



media point penetration

Defined by the agency and the client, these are the key pieces of information that the client wants to disseminate to the media.

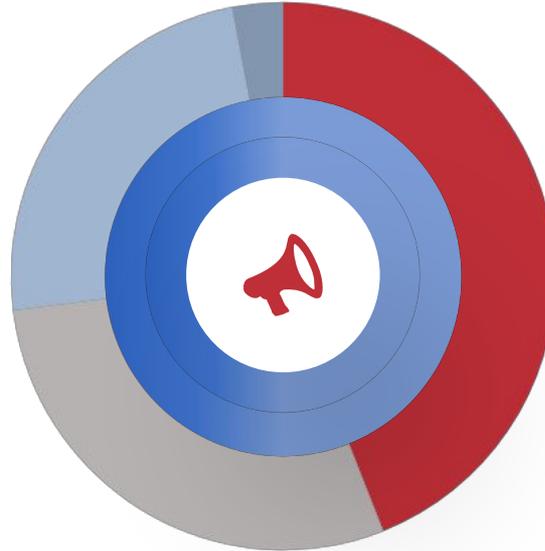


share of voice: year over year

This measurement tool is a comparative analysis of one time period to another. Share of voice can be compared quarter to quarter, year to year, or month to month.

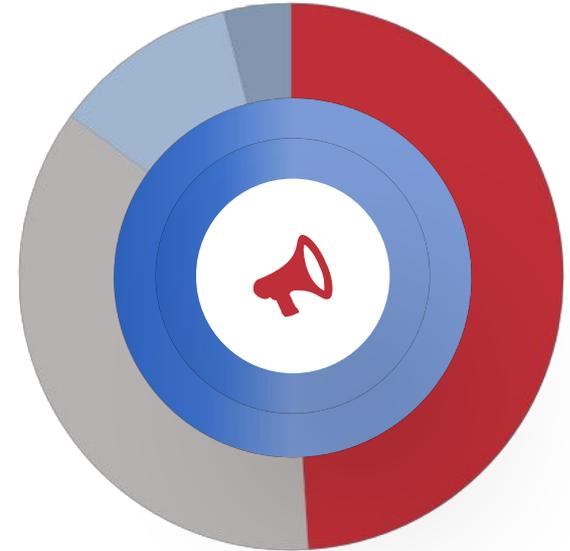
- CLIENT
- COMPANY A
- COMPANY B
- COMPANY C

January 2020



8,341,430
media impressions

January 2021



10,561,899
media impressions

Thank you.

