

# THE O BAR MINI KIT

BY: KATE WAGNER & JADE PHAN



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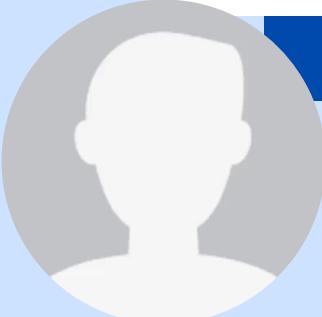
# INTRODUCTION



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# WHAT WE CREATED

We created a Mini Kit for The O Bar in Osprey, Florida.

Included in our mini kit is a variety of materials, including a feature story on our incredible client, a backgrounder on the bar itself, a calendar for the various events and some other materials that the client can use as they see fit.

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# CLIENT: TRACEY MASSEY

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- Chief Operating Officer at NielsenIQ.
- Prior to joining NielsenIQ, she served as Global President and Chief Executive Officer of Mars Pet Nutrition. Prior to that role, she was Regional President Mars Confectionary Americas.
- She earned her BS in Chemical Engineering from a University in England.
- She is the founder and director of ISOLVE INVESTMENTS, in Siesta Key.
- Current owner of The O Bar.



NIQ

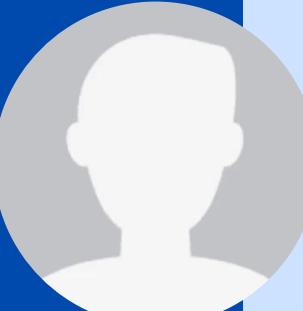
MARS  
Petcare



WHAT OUR CLIENT IS HOPING TO DO: Attract more customers and reach a newer audience.

# MISSION STATEMENT

The O Bar is committed to creating a clean and inclusive space where people can come together to celebrate life, meet new people, build relationships, and create new experiences. We are dedicated to our customers and value their opinions. Our mission is to craft unforgettable experiences. At The O Bar, our mission is to be more than just a place to enjoy drinks; we aspire to be a cornerstone of community and connection. We strive to create memories that resonate with our guests long after they leave.



# MEDIA RELEASES

## Standard Press Release

- highlighting the sport's bar experience & renovations.

### Standard Press Release

Contact Information:

Jade Phan

(952)913-1128

[Jade.Phan16@gmail.com](mailto:Jade.Phan16@gmail.com)

Release Date:

### **The O Bar Scores Big In Sarasota's Newest Sports Bar Experience!**

Former biker bar in Osprey, turns into an intense new sports bar experience

[TAMPA, FLA.] - Whether you're a die-hard sports fanatic, a casual viewer, or just looking for a lively atmosphere to unwind with friends, The O Bar promises an experience that blends exhilarating sports action across 23+ TVs with mouthwatering food and drinks. Formerly known as *Hoosiers*, this new sports bar is a great local spot. Renovated and non-smoking, the new owner has created a new atmosphere for this bar and has been a hot spot for live music and new upcoming artists.

“It was definitely scary changing up a beloved local bar and hot spot for some of the locals, but I knew there was a need for a new experience and I am very pleased with the amount of new customers and feedback.”

The O Bar is passionate about providing a fun, safe, and new environment for locals and those visiting Sarasota, Florida. This new sports bar provides a huge lineup of TVs. The O Bar also offers 2 dart boards, a 22' shuffleboard table, 3 billiard tables, and several arcade games to keep you entertained. There is plenty of open space for you and your friends to dance to our live music that changes daily. For inquiries, partnership opportunities, or more information about The O Bar please contact:

941-966-1251

Or visit

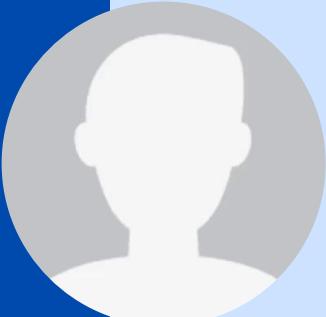
748 South Tamiami Trail, Osprey, Florida 34229

<https://www.theobarosprey.com/about-us>

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# MEDIA RELEASES

Feature story on the owner of The O Bar, Tracey Massey.



Contact Information:  
The O Bar  
Katherine Wagner  
(123) 456- 7890  
Release Date:  
15 April 2024



FROM CORPORATE HEIGHTS TO COMMUNITY DELIGHTS  
*Tracey Massey's Journey to Revitalize The O Bar*



With experiences ranging from holding the position of Chief Operating Officer at NielsonIQ to managing rental properties in the Siesta Key area and even being the Global President of Mars Pet Nutrition- it might be easier to say what Tracey Massey *hasn't* done than what she *has*. Her new venture? A sports bar in Osprey that she intends to bring back to life.

"I didn't grow up with much and had to work multiple jobs when I was young to support myself. A lot of people think things are just handed to you, but you have to work hard for yourself," Said Massey.

Originally from the United Kingdom, Massey graduated from Loughborough University in England with a Bachelor of Science in Chemical Engineering. Massey began her career as a Business Planning Executive at Mars Petcare in the United Kingdom and then moved stateside to serve as the Plant Director in New Jersey. After working with the company for 18 years,

# SOCIAL MEDIA POSTS

1

## SPORTS BAR HIGHLIGHT

We decided to create this social media post using photos from The O Bar. We wanted to highlight how this experience is unique and different from other local sports bars.

20+ HD TVs

WATCH UFC, NFL, NBA, NHL, MLB, AND INTERNATIONAL SOCCER GAMES.

4K Ultra HD Display

Ultra Widescreen

High Quality Speaker

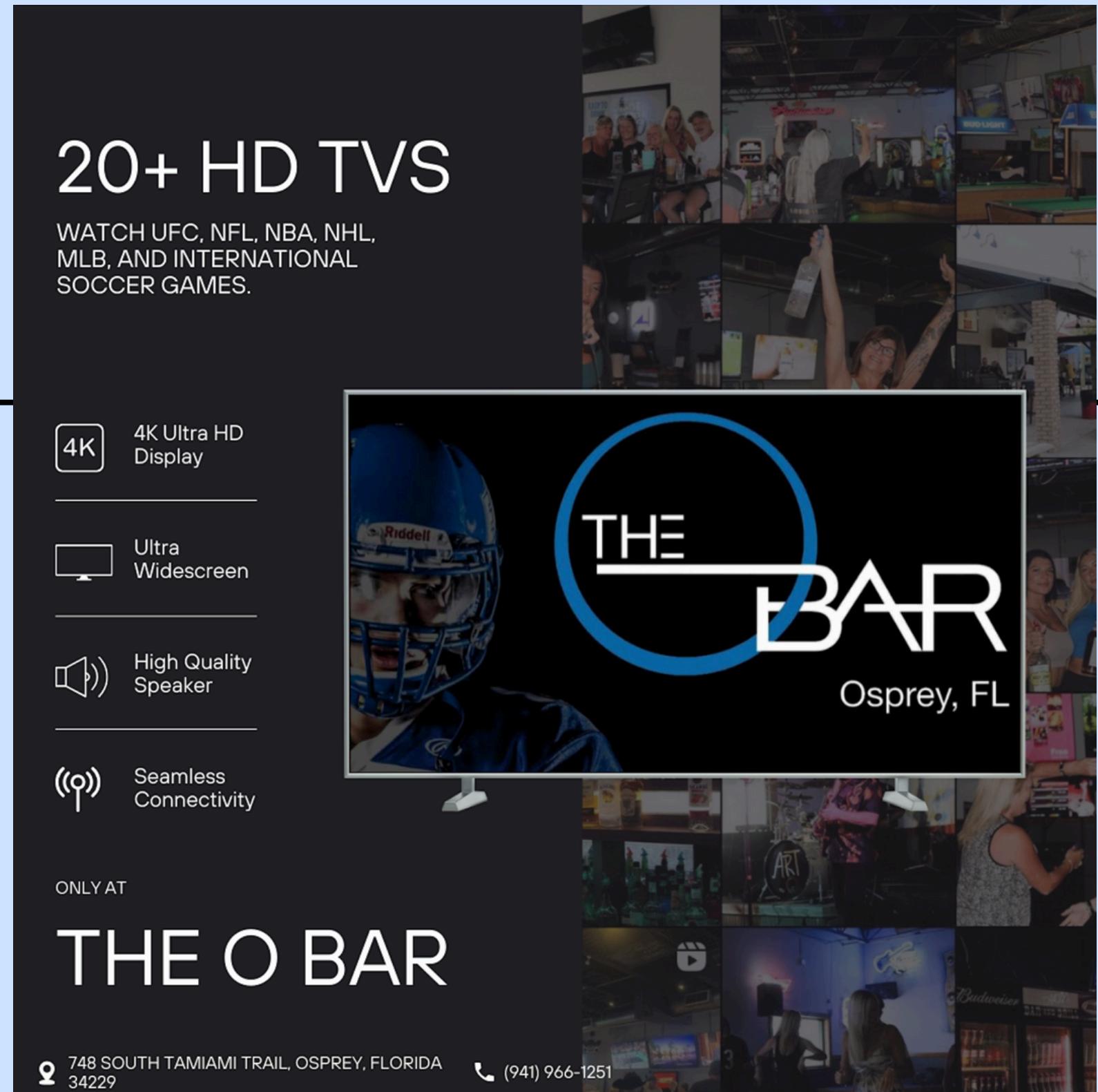
Seamless Connectivity

ONLY AT

THE O BAR

748 SOUTH TAMiami TRAIL, Osprey, FL

(941) 966-1251



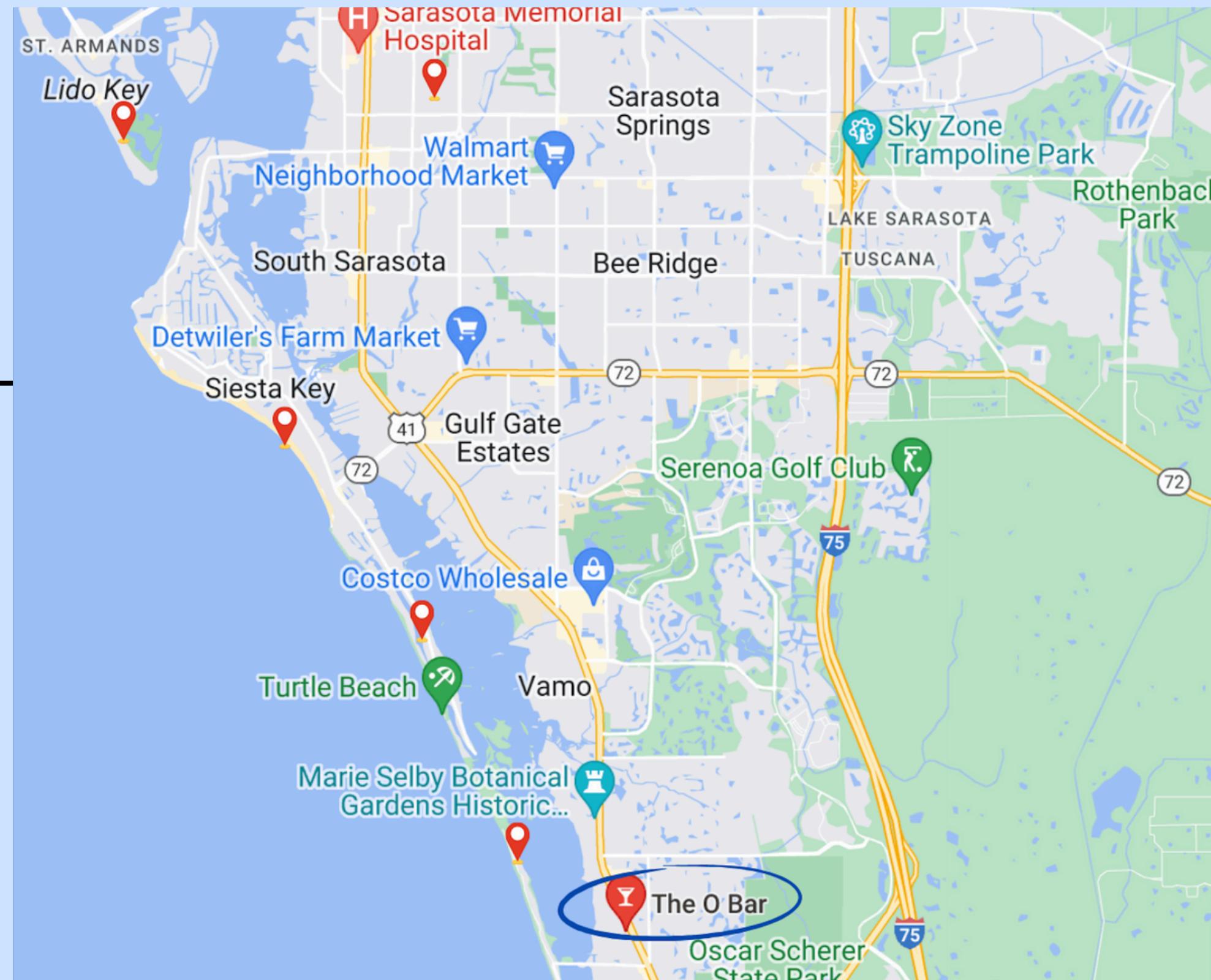
# SOCIAL MEDIA POSTS

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2

## HIGHLIGHT THE LOCATION & CONVIENICE

We thought it was important to create a social media post that highlighted the location and local hot spots. Sarasota is a very popular location for tourists and this was a easy way to provide a good visual regarding information that those visiting would need.



## THE O BAR

### LOCATION:

The O Bar location stands out as exceptional due to its proximity to both Siesta Key and Sarasota hot spots. Its strategic positioning allows customers to seamlessly transition from a day of sun, to an evening of lively entertainment and socializing at the O Bar.



Local Hot Spots



Osprey, FL

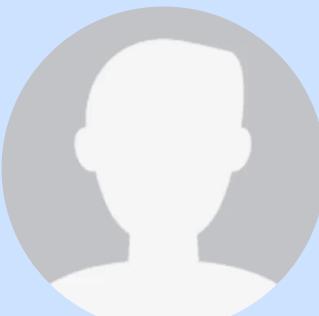
748 South Tamiami Trail, Osprey, Florida 34299

# SOCIAL MEDIA POSTS

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## HIGHLIGHT WEEKLY HAPPENINGS (1)

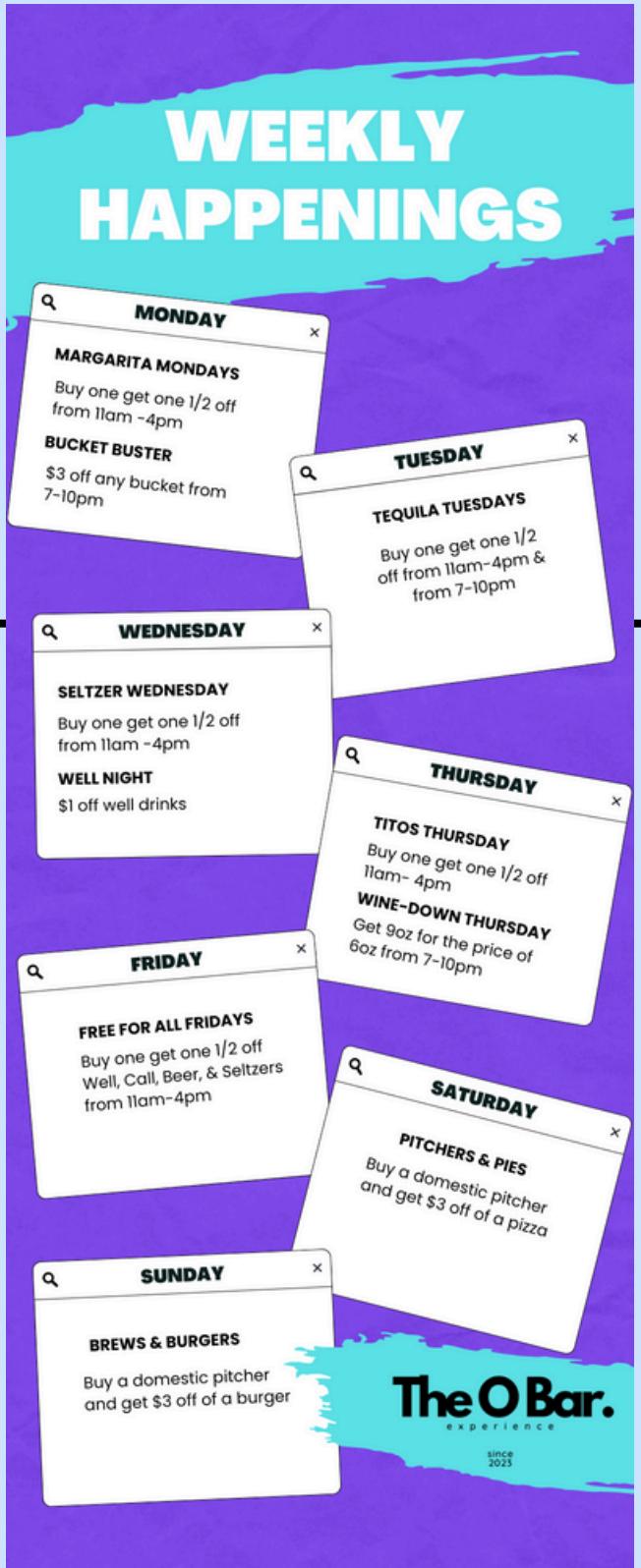
We decided to create this social media post to promote local bands that will be performing on the 25th of April, and believe that posts such as this will keep clientele informed on who is performing when.



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## HIGHLIGHT WEEKLY HAPPENINGS (2)

This post was created to keep the weekly deals in one place and would be pinned at the top of the bar's Instagram page as well as being found on the website.



# FACT SHEET

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## The O Bar

748 South Tamiami Trail  
Osprey, FL, 34299  
(941) 966-1251

## Fact Sheet

19th April 2024

### OVERVIEW

A full bar that showcases a great selection of beers on tap ranging from imported beers to the crowd-pleasing domestics, along with a variety of wines. The O Bar provides a spacious place to pull up a seat and watch a game or sporting event from one of our many sports packages. There are 2 dart boards, a 22' shuffleboard table, 3 billiard tables, and several arcade games to keep customers entertained.

### Quick Facts

1. Newly renovated and new ownership in 2023
2. Located in Osprey, Florida
3. Over 20+ HD Televisions
4. First opened in 1960 as a fisherman's tavern
5. Non-smoking
6. Proud supporter of Military Veterans

### Community

#### American Cancer Society Fundraiser

The O Bar hosted a pool tournament including a raffle to help raise money for the American Cancer Society.

#### Military Honor Flight Benefit

Hosted a Military Honor Flight Benefit to give thanks to all those who have served the United States and their loved ones.

#### A Christmas Story: fundraiser for a family in need

The O Bar was able to help a family in need during Christmas time and raised enough donations to help a family with a personal matter.

# DOWNLOADABLE LOGOS & PHOTOS

**The O Bar.**  
experience

since  
2023

A logo that is versatile and modern looking for company merchandise.

The O Bar.

A logo for promotional videos to add signature or a closing.

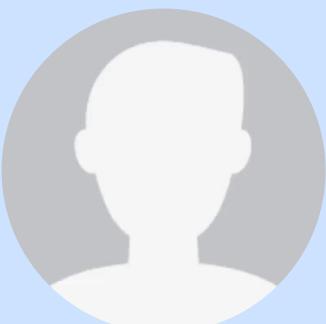


A downloadable photo for daily specials and can also be used during the week to promote any deals.

# CALENDAR OF EVENTS



2024 MAY						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1	2 Firestorm 4-10pm	3 K-LUV 8pm-12am	4 Undercover Rastas 8pm-12am	5 Ellipse 4-8pm
6	7	8	9	10 Karaoke 8pm-12am	11 Yaya Diamond & The Dream Chasers 8pm-12am	12 Two Doors Down 4-8pm
13	14	15	16	17 Karaoke 8pm-12am	18 BYNGE 8pm-12am	19 Jan Gray 4-8pm
20 	21	22	23	24 Karaoke 8pm-12am	25 Blues Pig 8pm-12am	26 Twinkle 4-8pm
27 Memorial Day	28	29	30 Two Doors Down 7-10pm	31 Karaoke 8pm-12am		



# WEEKLY HAPPENINGS

**MONDAY**

**MARGARITA MONDAYS**  
Buy one get one 1/2 off  
from 11am -4pm

**BUCKET BUSTER**  
\$3 off any bucket from  
7-10pm

**TUESDAY**

**TEQUILA TUESDAYS**  
Buy one get one 1/2  
off from 11am-4pm &  
from 7-10pm

**WEDNESDAY**

**SELTZER WEDNESDAY**  
Buy one get one 1/2 off  
from 11am -4pm

**WELL NIGHT**  
\$1 off well drinks

**THURSDAY**

**TITOS THURSDAY**

Buy one get one 1/2 off  
from 11am -4pm

**WELL NIGHT**  
\$1 off well drinks

**FRIDAY**

**FREE FOR ALL FRIDAYS**  
Buy one get one 1/2 off  
Well, Call, Beer, & Seltzers  
from 11am-4pm

**SUNDAY**

**BREWS & BURGERS**  
Buy a domestic pitcher  
and get \$3 off of a burger

**THURSDAY**

**TITOS THURSDAY**  
Buy one get one 1/2 off  
11am- 4pm

**WINE-DOWN THURSDAY**  
Get 9oz for the price of  
6oz from 7-10pm

**SATURDAY**

**PITCHERS & PIES**  
Buy a domestic pitcher  
and get \$3 off of a pizza

**The O Bar.**  
experience  
since 2023

# FAQS

Here we provided a deliverable for The O Bar. This allows them for the ability to address their FAQs on all their pages.

## QUESTION

What are the weekly specials?

## ANSWER

We have our weekly specials posted on our monthly calendars and also provided on our event fliers.

## QUESTION

Is it non-smoking?

## ANSWER

Yes! The inside of the building is non-smoking. We do provide outside patio seating for those that want to smoke.

## QUESTION

How can I get in touch with the band hiring manager?

## ANSWER

Direct message our Facebook account or Instagram account and they will provide information.

FREQUENTLY ASKED QUESTIONS



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# OUR ANGLE

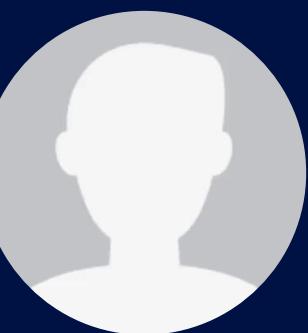
Following our meeting with the client, we wanted to focus on expanding the bar's clientele to a younger crowd and continuing the beloved image of the establishment that previous ownership had curated. As two young people, we were able to give insight into the aspects of popular bars and what makes them so successful which can be used to bring in a younger crowd.



# WHAT WE LEARNED FROM OUR CLIENT

We learned from our client that being able to provide a younger perspective can be an advantage. Tracey Massey was very insightful and uplifting and we were able to learn how to use positive feedback to our advantage and create content that met her expectations.

On a more personal note, our client was very inspirational and will be a role model for both of us going forward. Seeing a woman be so successful in so many different areas of business and life proves that women not only belong in the business sphere, but that they can succeed and lead as well.



# NEW SKILLS THAT WE INTEGRATED



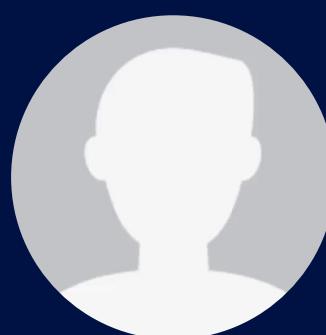
Collaboration



Adaptability



Communication



# BIGGEST CHALLENGE

Our biggest challenge was staying on top of the work load along with our other classes. There was a lot of work involved and it was a challenge to get work done ahead of time.

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# IN CLASS

Key takeaways from class that we were able to implement into this client project had a lot to do with being able to handle feedback in a positive way. We learn in class how important and valuable feedback is.



# THANK YOU!

