PiNBALLZ

EAT • DRINK • PARTY • PLAY

BRAND IDENTITY GUIDELINES

2023

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INTRODUCTION

PURPOSE & IMPORTANCE OF THIS GUIDE

This guide is intended for anyone involved in the creation of visual communication, written communication, social media and marketing collateral materials for Pinballz. As Pinballz continues to grow, so does the visibility to our ownership group and the public. As a result, it's important to present a unified, cohesive, and consistent voice across all of our marketing efforts, written or visual. Our design aesthetic aims to blend classic pop art and classic arcade vibes with modern tech in a family-friendly atmosphere. Our voice is wholesome, non-offensive and incredibly approachable. Staying true to our aesthetic and voice creates an environment that resonate with our patrons, keeps them engaged, and is something all staff members can be proud of.

This guide will supply you with templates and assets to help create the items you made need, while setting a consistent expectation for the high-quality standards that define the Pinballz brand.

BRAND GUIDELINES

ALL PRODUCED CONTENT MUST:

1. Adhere to Pinballz Brand Style Guidelines.

2. Retain Pinballz brand colors and may not deviate from them.

3. Be current, in good condition, in good taste and accurately depict our trademarks.

4. Follow all state, local and municipal laws.

5. Do not Do not list specific team, league, or individual's names, logos or trademarks in a commercial context without a license agreement and approval from the organization listed. It is a best practice to avoid use of unauthorized trademarked or copyrighted information to any extent possible. Just because a vendor provides material to Pinballz, does not mean the vendor has secured or obtained appropriate rights for the contents and does not alleviate Pinballz from liability.

6. Contain appropriate disclaimer language, such as limits to dates and times offer is valid, or any other restriction or limitation. This is important for references to sub-brands and programs such as The Original Pinballz Arcade, Pinballz Kingdom, Pinballz Lake Creek, and The Whiskey Bar.

Although these guidelines are for your use, the Pinballz Marketing Department reserves the right to review and approve all specific uses of brand identity.

This document is confidential and is intended only for internal uses only. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

MISSION STATEMENT

BRAND POSITIONING

Pinballz creates the ultimate entertainment destination for Central Texas families by offering the a safe, clean, wholesome experience through a combination of games, attractions, food and beverage service, and shared traditional Texas values.

BRAND PROMISE

At Pinballz, we promise to craft wholesome memories that leave a lasting positive impact on families. By providing high quality entertainment options for all ages to play together at an affordable price, we have the ability to become an integral part of family celebrations and traditions to our surrounding community. We will serve as the go-to place for all things fun in Central Texas.

OUR FOUNDERS

FUN & GAMES IS OUR FAMILY BUSINESS

After starting a successful IT and consulting business, Darren Spohn made a decision that would haunt him for the rest of his life - he bought his first pinball machine. It was 2009, and a Bally Star Trek machine caught his eye. That single machine purchase wouldn't be enough to quench his thirst, however.

"I asked my wife, Mikki, 'Do you mind if I get a pinball machine?'" reminisced Spohn. "And she said, 'Oh, that's fine.' Little did she know what was coming next. I bought the first one and then I thought, 'Why stop there?' Within a week, we were out at lunch, and I said, 'Hey, I've got to tell you - I have seven of these now,' and it just kind of blossomed from there."
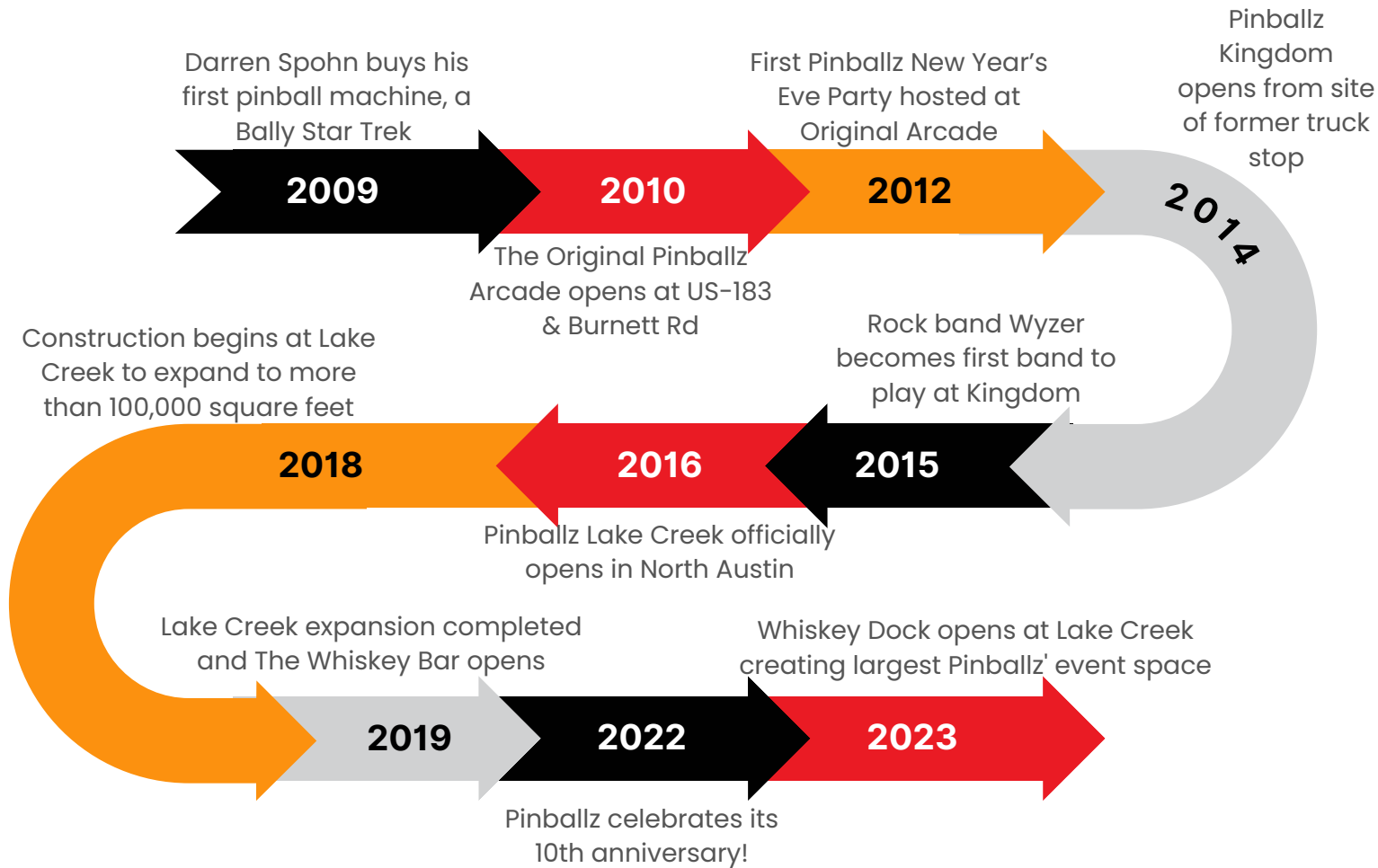

Darren & Mikki Spohn
2011

While his original plan was to operate a small collection of pinball machines as a rentals company, he eventually decided to concentrate his games in one central location where he could mix the newest games with classic older models. He then acquired more than 100 machines over the next year, and in 2010, the Original Pinballz Arcade was opened at the intersection of US-183 and Burnett Road in Austin, becoming the largest classic pinball arcade in the state of Texas.

Over the next decade, Pinballz expanded its footprint across Travis County with two additional locations, Pinballz Kingdom in Buda and Pinballz Lake Creek in North Austin. After it's initial opening, the Pinballz Lake Creek location would expand to more than 100,000 square feet, adding full-scale entertainment options such as indoor go-karts, laser tag, and live private event spaces.

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OUR HISTORY

Darren Spohn buys his
first pinball machine, a
Bally Star Trek

2009

First Pinballz New Year's
Eve Party hosted at
Original Arcade

2012

Pinballz
Kingdom
opens from site
of former truck
stop

2014

The Original Pinballz
Arcade opens at US-183
& Burnett Rd

2010

Rock band Wyzer
becomes first band to
play at Kingdom

Construction begins at Lake
Creek to expand to more
than 100,000 square feet

2018

2016

2015

Pinballz Lake Creek officially
opens in North Austin

Lake Creek expansion completed
and The Whiskey Bar opens

2019

2022

Whiskey Dock opens at Lake Creek
creating largest Pinballz' event space

2023

Pinballz celebrates its
10th anniversary!

Pinballz

BRAND IDENTITY
GUIDELINES

PRIMARY LOGO

The Pinballz logo represents our entire company – including all onsite experiences. Be mindful when using the logo. It's a personal sign-off on our mission, services, and entertainment experiences. The signature consistnts of the words "PINBALLZ" set in a custom logotype and followed with the tagline "EAT DRINK PARTY PLAY" in Baloo typeface. It comes with a natural logo and black typeface for the tagline to be used on lighter backgrounds and another with a white stroke around the original logo and white typeface for the tagline.

SECONDARY LOGO

LOGO WITHOUT TAGLINE

Pinballs also has a pair of secondary logos that do not utilize the tagline " EAT DRINK PARTY PLAY." Any piece of collateral that will be used on off-premise marketing efforts (ex: billboards or print ads) will require the use of the logo with tagline, especially on first reference. It is acceptable to use the logo without a tagline on collateral material that will used for on-premise marketing efforts (ex: in-store signage or work uniforms).

TERTIARY LOGO

THE PINBALL ICON

Used strategically to punctuate our communications, the pinball icon is a symbolic representation of our commitment to creating engaging, fun-filled experiences for all.
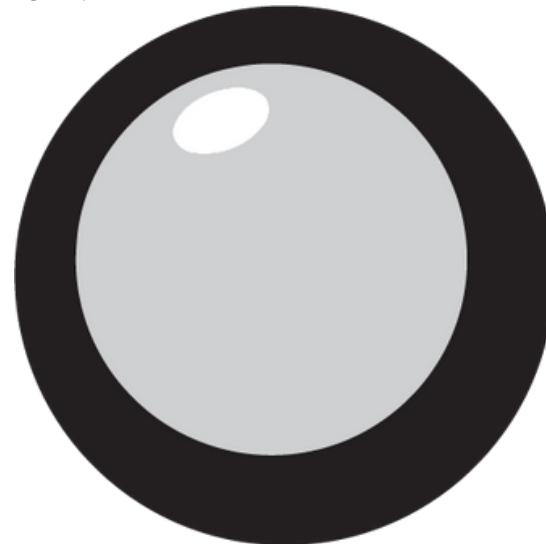
APPLICATIONS & USAGE

This logo is used most often as an icon or text graphic. On its website, the pinball logo breaks up blocks of text.

COLORS

Pinballz Black: #000000
Pinballz Silver: #D0D1D2
**White:** #FFFFFF

LOGO SPACING AND SIZE

CLEAR SPACE

When placing the logo in a layout, it should never be crowded by other design elements. Regardless of size, the minimum amount of clear space around all sides of the logo should be the height of the "z" in the logotype.

MINIMUM SIZE

The full logo is designed to be legible at small sizes. But it should never be sized less than 1.0417" wide for print applications and 100 pixels wide for web applications. This rule is also applied for the secondary logo.
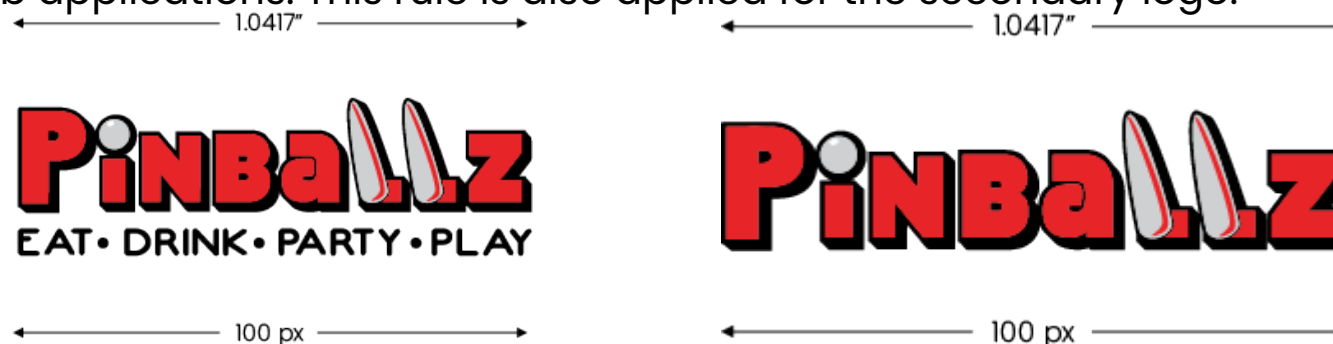
LOGO USAGE

INCORRECT USES

It's important to never use the Pinballz logos in any of the following ways:

Do not rearange the tag line

Do not resize the tag line

Do not rotate or flip the logo

Do not use unapproved colors

Do not compress or expand

Never recreate the logo

Do not introduce gradients or special effects

Do not fill logo with patterns or photos

Do not invert the outline colors

APPROVAL QUESTIONS:

The identity should be used only in approved configurations and should not be recreated, distributed, or edited without permission from the marketing department.

Changing the color tones

Shearing the logo

Adding a solid color drop shadow

LOGO USAGE

VALUE RANGE

The preferred background for our logo is PMS7409, but in many cases it's necessary to use the signature over existing colors or images. In these cases, it's extremely important to ensure the visibility of all signature elements. The chart below shows the approved version and which value ranges work best.

COLOR PALETTE

PRIMARY COLOR PALETTE

The primary colors of the color palette represent the strong minimal core of the Pinballz brand. The consistent representation of these core colors help reinforce the distinctiveness of the brand.

PMS BLACK 6
CMYK: 74, 68, 66, 89
HEX: #000000

PMS 485 C
CMYK: 5, 97, 100, 1
HEX: #EA1B24

PMS 427 C
CMYK: 18, 12, 13, 0
HEX: #D0D1D2

SECONDARY COLOR PALETTE

The secondary colors of the color palette represent the fun, cheerful, lively side of the Pinballz brand. These colors should be used to accent the primary color palette.

PMS 107 C
CMYK: 3, 7, 95,0
HEX: #FC910F

PMS P 20-8 C
CMYK: 0, 52, 100, 0
HEX: #F7ED0D

TYPOGRAPHY

PRIMARY HEADLINE

The primary Pinballz typeface for headline is BIG NOODLE TILTING. It is also available as BIG NOODLE TILTING OBLIQUE for header flexibility.

BIG NOODLE TILTING
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890":!@#%$&*?

BIG NOODLE TILTING OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890":!@#%$&*?

TYPOGRAPHY

ALTERNATE HEADLINE TYPEFACES

The alternate Pinballz typeface is AUDIOWIDE REGULAR. Use this typeface in headline capitalization style when a variation of BIG NOODLE TILTING is needed. If BIG NOODLE TILTING is used as a headline, then AUDIOWIDE REGULAR should be used as a secondary headline font.

Neon 80s Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890¨:!@#%$&*?

Asap Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

FairyTaleJF Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&+?

TYPOGRAPHY

PRIMARY BODY TYPEFACE

The primary Pinballz body typeface is POPPINS. It should be used as the standard body copy typeface only for applications that require more than two sentences of text, such as a menu or event description.

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

POPPINS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&?*

LOCATION-BASED SUB-BRANDS

INTRODUCTION

At Pinballz, we pride ourselves on being the ultimate destination for family-friendly entertainment in Central Texas. As we continue to grow and expand, we recognize the importance of differentiating our three distinct locations - Pinballz Arcade, Pinballz Kingdom, and Pinballz Lake Creek. Each venue offers a unique experience while staying true to the core values that define the Pinballz brand. This section outlines the key differentiators and sub-branding strategies for each location, ensuring that our guests can enjoy diverse experiences while feeling the authentic Pinballz spirit. Each location has a preferred corresponding color and typeface which helps set it apart from the other locations.

LOCATION-BASED SUB-BRANDS

PINBALLZ LAKE CREEK

Pinballz Lake Creek is the perfect retreat for families seeking a full variety of entertainment experiences. Within its 100,000 square foot facility, you'll find a delightful mix of indoor activities, including arcade games, go-karts, laser tag, and a regular calendar of live performances. The scratch kitchen, Mikki's Tavern bar options, and craft beer and cocktail selections of The Whiskey Bar ensures that anyone can walk away fulfilled regardless of taste preferences. It is the ultimate entertainment destination for any age or interest.

•LAKE CREEK HANDLING
- •Neon 80s Regular Font
- •#ea1b24 HEX Color Code
- •LAKE CREEK All Caps
- •LAKE CREEK Should Not Extend Passed Pinballz Logo

Lake Creek Red
PMS 152 U
CMYK: 0, 42, 69, 11
HEX: #EA1B24

LOCATION-BASED SUB-BRANDS

ORIGINAL PINBALLZ ARCADE

The Original Pinballz Arcade stands as the flagship location, offering a captivating blend of classic arcade games and modern arcade experiences. With an extensive collection of vintage pinball machines, retro arcade cabinets, and newer video games, it's a haven for all generations. Our classic arcade ambiance and original Pinballz logo create a retro vibe, transporting guests to a bygone era of gaming excitement. Simply put, the Original Pinballz Arcade is the quintessential family-friendly arcade, where timeless fun meets cutting age.

Pinballz
ORIGINAL ARCADE

- **ORIGINAL ARCADE HANDLING**
  - ASAP Condenced Bold Font
  - #fc910f HEX Color Code
  - ORIGINAL ARCADE All Caps
  - ORIGINAL ARCADE Should Not Extend Passed Pinballz Logo

Original Orange
PMS 152 U
CMYK: 0, 42, 69, 11
HEX: #FC910F

LOCATION-BASED SUB-BRANDS

PINBALLZ KINGDOM

Pinballz Kingdom caters to thrill-seekers and adventurers, presenting an extraordinary mix of attractions and games. With outdoor bumper cars, hi-tech VR gaming, classic and modern arcade cabinets, and challenging escape rooms, it's a kingdom of wonder and excitement. The medieval typeface matches the ambiance of the building's exterior, and represents the spirit of adventure that awaits guests within. Pinballz Kingdom offers action-packed experiences, ensuring guests leave with unforgettable memories and the desire to return for more adventures.

•KINGDOM HANDLING
- •FairyTaleJF Regular Font
- •#f7ed0d HEX Color Code
- •Kingdom Title Case. NEVER CAPS
- •Kingdom Should Not Extend Passed Pinballz Logo. It's Okay if it's Smaller Than Pinballz Logo as Pictured Above.

Kingdom Yellow
PMS 107 C
CMYK: 3, 7, 95,0
HEX: #FFDE17

ACCENTS AND TEXTURES

ACCENTS

To reinforce the Pinballz brand and highlight our 3 unique locations, Pinballz branded material will often feature a 3-colored accent stripe using the red, orange, and yellow colorway on a black background. When in use, this color scheme will always go red, orange, and yellow (in order).

TEXTURES

Because of the brand's affinity for the 1950s and 60s comic book style, we emphasize half tone textures to add a layer of complexity to traditionally flat images and photos. Halftone style refers to a technique used in printing and image reproduction to simulate continuous-tone images using a series of dots or patterns.
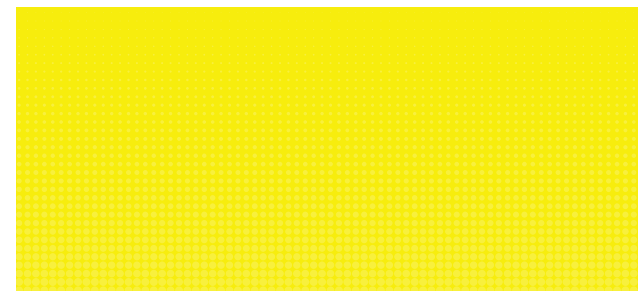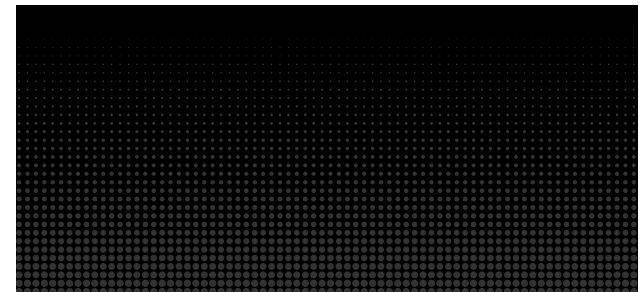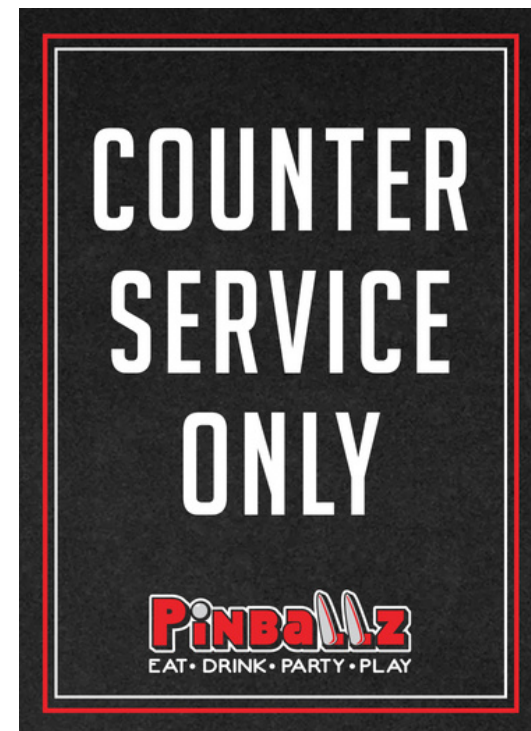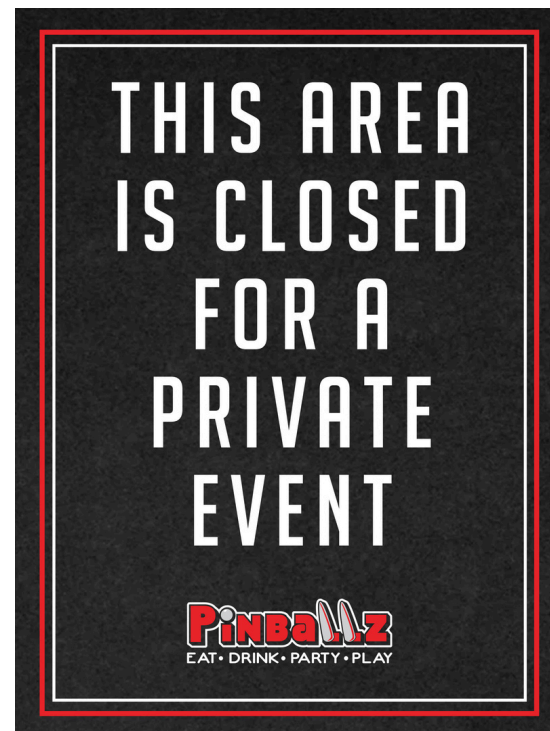
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PRINT ASSETS

SIGNAGE

SIMPLE GAMEFLOOR SIGNAGE

From time to time, Pinballz managers must add instruction signs informing the guests of certain advisories around the gamefloor, restaurant, and bar. These signs should be printed using the template provided in the digital assets folder. These signs should be black, with Pinballz Red and grey as the boarder, logo with white typeface tagline at the bottom, and customizable message written in the BIG NOODLE TILITING font in white.

THIS AREA IS CLOSED FOR A PRIVATE EVENT

Pinballz
EAT • DRINK • PARTY • PLAY

COUNTER SERVICE ONLY

Pinballz
EAT • DRINK • PARTY • PLAY

COCKTAIL MENU

•HEADLINE TREATMENT
•BIG NOODLE TILTING FONT
•All Caps
•Center Justification

•PRODUCT TITLES
•POPPINS EXTRABOLD FONT
•All Caps
•Center Justification
PRICE FOLLOWING PRODUCT TITLE
•Format = **PRODUCT TITLE • $PRICE**
•Dollar Sign Plus Number

•Cents Use Subscript (• **$9.50**)

•ITEM DESCRIPTION
•Poppins Medium Font
•Title Case
•Center Justification
•Use & Instead of "and" to Save Space
•Short Terms Like "to", "the", "with", "or", & "and" Can be Lower Case

•PINBALLZ LOGO
•1 Color Pinballz Logo at Bottom
•Center Justified
•Does Not Need the Tagline
•Drop Shadow if on Busy or Pattern Background

COCKTAIL MENU

RAINBOW ROAD • $9
Absolut Apple, Orange Juice, Blue Curaçao, Grenadine

GAME OVER LONG ISLAND • $10
Rum, Vodka, Gin, Melon Liqueur, Sweet & Sour

THE ZESTER • $10
Orange Jameson, Freshly Squeezed Orange Juice, Jalapeños

SPIKED RASPBERRY LEMONADE • $9
Deep Eddy Lemon Vodka, Lemonade, Razzamatazz

BLACKBERRY MULE • $9
Jameson Whiskey, Monin Blackberry, Lime, Ginger Beer

TROPICAL CRUSH • $9
Malibu Rum, Banana Cordial, Pineapple Juice, Grenadine

PINEAPPLE UPSIDE DOWN • $10
Sailor Jerry Apiced Rum, Disaronno, Pineapple, Coconut Purée, Grenadine

PINBALLZ PUNCH • $9
Don Q , Amaretto, Pineapple, Cranberry, Orange Juice, Topped With Goslings Dark Rum

MIKKI'S MARGARITA • $14
Altos Reposado, Cointreau, Agave, Fresh Citrus, Grand Marnier Floater

VANILLA CHERRY LIMEADE • $9
Absolut Vanilla, Orgeat Syrup, Fresh Lime Juice, Grenadine

SPECIAL EVENTS MENU

•**MENU THEME**
  •Should Use Assets From
   Event Graphics
  •Event Menus Should be Sized
   5" wide x 7" Tall, to Fit in Plastic Holders

•**HEADLINE FONT**
  •Main Font Used in
   Event Graphics

•**PRODUCT TITLE**
  •Use Event Header Font for
   Product Title Followed by
  "(POPPINS BOLD FONT)• $PRICE"
  • Ex: Product Title • **$9**
  •Cents Use Subscript (• **$9**.50)

•**ITEM DESCRIPTION**
  •Poppins Medium Font
  •Title Case
  •Center Justification
  •Use & Instead of "and"
   to Save Space
  •Short Terms Like "to", "the",
   "with", "or", & "and" Can be
   Lower Case

•**BAR REP TREATMENT**
  •If an Event's Drink Menu Includes
   Bar Rep Specials, Include in at the
   Bottom
  •Include Bar Rep Logo to Left of Item
   (1 Color Prefered)
  •Product Title and Price Continue the
   Event Drink Menu Formating

•**PINBALLZ LOGO**
  •1 Color Pinballz Logo at Bottom
  •Include Event Location
  •Center Justified
  •Does Not Need the Tagline
  •Drop Shadow if on Busy or Pattern
   Background

PINBALLZ

Barbie Party

Specialty Cocktails

Malibu Barbie • $8

Malibu Rum, Pineapple Juice, Grenadine
with Cherry & Pineapple Slice Garnish

Disco Barbie • $8

Vodka, Sprite, Lime Juice, Cranberry Juice,
with Edible Glitter & Lime for Garnish

and Ken • $8

Whiskey, Simple Syrup, Lime Juice,
Topped with Ginger Beer & Sprig of Mint

• • • • Featured Drinks • • • •

WHITE CLAW SPIRITS **Pink Cherry Corvette • $8**

White Claw Black Cherry Vodka,
Pink Lemonade & Sprite

BISHOP CIDER **Crackberry • $7.50**
Pain Killer • $7.50

PINBALLZ • LAKE CREEK

SOCIAL MEDIA
GUIDELINES

SOCIAL MEDIA

Social media is one of the most crucial forms of local consumer engagement and messaging channels for the Pinballz organization. As a leading hospitality brand, social media serves as an extension of our customer service and is the primary customer-facing representative online and fostering digital communities and advocates for the Pinballz brand.

The primary purpose of our social engagement is to promote and sell the products we offer (tickets, F&B, merch, gifts cards) by driving awareness and building interest for our products and services. The Pinballz brand will benefit from the cool, relevant content that's based upon these offerings.

Social must be approached as a creative medium that inspires our audience to take action while adhering to our brand standards, especially its utilization of our highly approachable family-friendly brand voice.

In additional to fueling sales, social media is critical to building community and fostering customer advocates on and offline. Every response we post online must be informed and in service of our customers, while establishing a sense of humanity behind the brand. If an issue is complex or you're unsure of its resolution, buy time to seek guidance by letting the customer know that they've been heard and that Pinballz will respond in a timely manner.

SOCIAL MEDIA COPY

VOICE

The Pinballz voice should be heard through our style, tone and manner of communication. It should be expressed in everything from the written word to our public presence. Our voice is informed, authoritative, and thoughtful, while maintaining a sense of playfulness and approachability for a multigenerational audience. The voice should be consistent and constant, as it is the heartbeat of the Pinballz brand.

LANGUAGE

- Language used in social media should always be positive and upbeat
- Always use proper English, using proper AP-style format when possible
- Reflect a sense of formality (no web-text abbreviations like OMG or LOL), while still emphasizing a humanity behind the communication
- Do not use exclamation marks (!!!) unless something is truly jaw-droppingly-amazing. Even then, try to avoid.
- Use ALL CAPS for proper names of branded games
- Limit using ALL CAPS for other rare instances

SOCIAL MEDIA CONTENT

As stated, the purpose of our social media engagement is to excite and delight our audiences with relevant, bold, fresh content about our products and services. It should help increased awareness and excitement about Pinballz offerings by highlighting the enjoyment and benefits our customers will experience by choosing us for their entertainment options. People come to us for fun & games and that is the emotion we want to elicit with our social media communications.

Because we are so diverse in our offerings and customer audiences, it is important our content reflects this: too much classic video game content and you alienate the younger, more tech-savvy customer base. As a result, content must represent our overall position of inclusiveness. We provide as much entertainment to a 7-year-old child as we do their grandparents.

Content needs to strike a balance of being engaging (highly shareable), educational (how-to's), and promotional (with strong CTAs). The more engagement and shares we receive, the deeper the connection with our audience we establish. The more comments our posts can produce is a testament to the community-building we strive to produce online.

The key to all of this is the approachable, yet knowledgeable tone that emanates from our social messaging. Pinballz should bring fun and excitement to our customers of all ages, and our digital content should be the embodiment of this spirit.

SOCIAL MEDIA PLATFORMS

PROFILE PICTURE & COVER PHOTO

Updating the profile pics and headers for individual account pages as well as shared accounts should be done between 1-3 times a year. More recent photos or icons that reflect the personality of the location. Example: During Halloween, all location Facebook icons were changed to connect back to the color associated to that location as well as 1 major Halloween icon (Spider web for LC, Graveyard for OG, Haunted Castle for PK). These icons can be changed throughout the year, so long as the Pinballz logo stays the primary visual and is not altered outside graphic design standards.

HASHTAGS

#ThingsToDoInAustin, #ATX, #Gaming, #Retrogaming, #Arcade, 1-2 hashtags that connect back to the post topic (Barbie Party would use #Barbie)

FACEBOOK

THE ORIGINAL PINBALLZ ARCADE

Our core audience here are men between the ages of 35-54 that live within 20 miles of the location. Their primary interests fall into interactive events (comic con, pinball tournaments, etc), interactive text posts (Trivia Tuesday, happy holiday posts, etc), and sharable content (jokes reflecting nostalgic gaming, funny videos, memes, etc). With this audience in mind, we try to keep verbiage straight forward and direct. Honesty with a little bit of transparency when responding to comments or creating posts.
Frequency: Between 1-3 posts daily, with a goal of at least 3 posts per day on Saturdays and Sundays. Primarily an evening audience (5pm-9pm).

PINBALLZ LAKE CREEK

Our core audience for the Lake Creek page is moms between 35-44 years old that live within 15 miles of the location. Their primary interests are giveaways, kid-friendly engagement posts, and our interactive text posts (Trivia Tuesday, happy holiday posts, etc). With this audience in mind, we look towards the direction of 'What can I as a parent do to spend time with my kids of any age?' and use verbiage that comes across and family friendly and humorous to those moms. Can use more text, between 2-4 sentences, with more details and numbers (dates, times, prices, group limits, etc) as well as use of an active messenger.
Frequency: Between 2-3 posts daily, with a goal of at least 3 posts per day on Saturdays and Sundays. Primarily an evening audience (5pm-9pm).

PINBALLZ KINGDOM

Core audience is primarily moms between 35-44 years old who live within 15 miles of the location, between Buda, Kyle, and Austin, Texas. Their primary interests fall are our interactive text posts (Trivia Tuesday, happy holiday posts, etc), update posts (announcement of events, carnival dates, brewfest ticket sales, etc), and shared tagged posts. With this audience, we approach them with more family friendly and humorous verbiage, focus more on photos/videos taken at Kingdom, and an active messenger.
Frequency: Between 2-3 posts daily, with a goal of at least 3 posts per day on Saturdays and Sundays. Primarily an evening audience (5pm-9pm).

OTHER PLATFORMS

INSTAGRAM

Primary audience between 25-34 years old with a near even split between men and women from the Austin area. Their interest falls more into photos containing young adults having fun, sharable content (jokes reflecting nostalgic gaming, funny videos, memes, etc), and keeping updated through our Instagram Stories. With this in mind, the tone of text here is still professional but with a more casual or laid back tone. Honesty with a little bit of transparency when responding to comments or creating posts. Keep posts simple, about 1-2 sentences of text. Fun little quips to funny comments or emoji reactions are appreciated by this audience.

Frequency: Between 1-2 posts daily, with 1 high priority post going out between Saturdays and Sundays. Primarily a morning audience (7am-10am).

TIKTOK

The core audience here is men between 18-34 years old located with Austin and Houston, Texas as well as Los Angeles, California. Content made here is kept under 60-90 seconds and uses bold white subtitles for voice over recordings. We take both an educational and humorous approach with the content, educational covering the history of pinball machines and cabinets and how they play; humorous being more trending memes or fun audio clips that are appropriate or relevant to the brand. Keep descriptions simple, no more than 12 words at a time and only 3-5 hashtags. Fun little quips to funny comments or emoji reactions are appreciated by this audience.

Frequency: Between 2-3 videos uploaded a week, with a max limit of 5 videos a week. 1 educational video a week (pinball breakdown, history of a cabinet, etc). Primarily an afternoon audience (2pm-5pm).

OTHER PLATFORMS

X (FKA TWITTER)

Our core audience with this platform is men between the ages of 25-34 who live within the Austin, Texas area. Their primary interests fall into update posts (announcement of events, carnival dates, brewfest ticket sales, etc), sharable content (jokes reflecting nostalgic gaming, funny videos, memes, etc), and comment interactions. The audience here is more cynical to businesses, so keep things honest and straightforward when interacting with followers. Keep posts simple, about 1-2 sentences of text and only 3-5 hashtags at a time. Fun little quips to funny comments or emoji reactions are appreciated by this audience.
Frequency: Between 1-2 posts daily, with 1 high priority post going out between Saturdays and Sundays. Primarily an early afternoon audience (12pm-3pm).