



NO PULP!
X
JOLENE JOLENE

TAYLOR BATTIE, MARIA DIENNA, SARELLE ALCANTARA, MAY FAN

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BRAND OVERVIEW



Jolene Jolene is set to be Atlanta's first bar dedicated to women's sports.

Founder: Chelsea Fishman

Backstory: After attending the Women's World Cup in Australia, Fishman was on a mission to create a space where women sports were at the forefront rather than off to the side. What once was a series of pop-up events and a residency at Pullman Yards, Jolene Jolene is now getting a permanent home in the heart of Atlanta.



COMPETITORS

DIRECT

Established Women Sports Bars

- The Sports Bra (Portland, Oregon)
- Rough & Tumble (Seattle, Washington)
- The Watch (New York, New York)

INDIRECT (LOCAL)

Traditional Atlanta Sports Bars

- Park Tavern
- Atkins Park Restaurant & Bar
- Walk On's

ALTERNATIVE

Neighborhood Bars in Kirkwood (Not Sports Specific)

- Ranger Station
- Bob & Harriet's Home Bar
- Poor Hendrix

KEY BENEFITS

FUNCTIONAL

- Guaranteed Broadcast & Audio
 - Women's sports are the default in the bar.
- Media Accessibility
 - Access to the games, no need for subscription.
- Built-In Community
 - Customers are all there for the same reason.

EMOTIONAL

- Sense of Belonging
 - Fans who've felt like an afterthought can feel like the primary audience.
- Validation & Respect
 - Having women's sports on the big screen with the volume up validates the fans and their experiences.
- Collective Joy
 - A dedicated 3rd space for women's sports fans to celebrate.



BUSINESS OBJECTIVES

ESTABLISH OPERATIONAL STABILITY

Successfully launch the permanent Kirkwood location by late spring 2026 and achieve "breakeven" status within the **first six months** of daily operation.



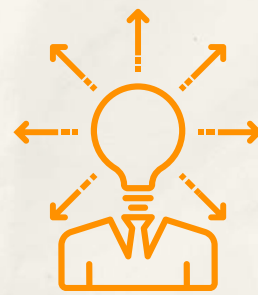
DWELL TIME

Increase average customer stay from **45 minutes** (standard dining) to **150 minutes** (game duration).

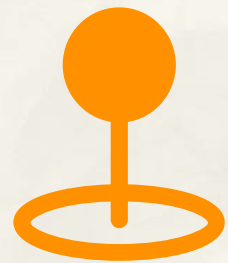
MAXIMIZE GAME DAY INVENTORY

Achieve **100% table occupancy** and a **2.5x "table turn" rate** during prime games. (WNBA, NWSL, NCAA)

COMMUNICATION OBJECTIVES



- Transition 90% of existing pop-up followers to "permanent location" knowledge through geo-targeted social ads.



- Position Jolene Jolene as the "Home Court" for the Atlanta Dream and Atlanta Vibe fans through exclusive partnerships.



- Normalizing women's sports as a standard entertainment choice through "Match of the Week" promotional campaigns.



RESEARCH INSIGHTS

INSIGHT AREA	COMMON RESPONSES
Viewing habits	Occasional or event-based (Olympics, specific games)
Frustrations	Lack of visibility, women's sports are often taken less seriously
Motivations to visit	Safe environment, community, affordable pricing + promotions
Emotional perception	Undervalued but inspiring → positive view of women's sports + would like to see more representation

1

COMMUNITY AND SAFETY ARE MAJOR DRIVERS FOR ATTENDANCE

2

THERE IS SOCIAL VALUE IN SUPPORTING THE CONCEPT, EVEN AMONG NON-REGULAR VIEWERS

3

PRICE SENSITIVITY MATTERS —DISCOUNTS AND PERKS INCREASE INTEREST



PRIMARY AUDIENCE

- **Women** aged 21–35
- Urban, socially aware, value inclusivity
- Cares about **social experiences** (bars, events, community spaces)
- May not be hardcore sports fans, but is interested in or **supportive of women's sports**

SECONDARY AUDIENCE

- **Casual sports viewers** (both men and women)
- Supporters of women's equality and inclusive spaces
- Friends/partners of primary audience
- People who **engage during major events** (Olympics, championships)

TARGET AUDIENCE



SEGMENTATION

SOCIAL-EXPERIENCE SEEKERS

- Goes out regularly for bars, events and outings
- Conceptually supports women's sports, but is not actively watching
- Mainly motivated by atmosphere and shared experiences

CASUAL SUPPORTERS

- Occasionally watch women's sports during big games, highlights or viral moments
- Recognizes teams/players but don't follow super closely
- More likely to attend if it's convenient or part of a plan

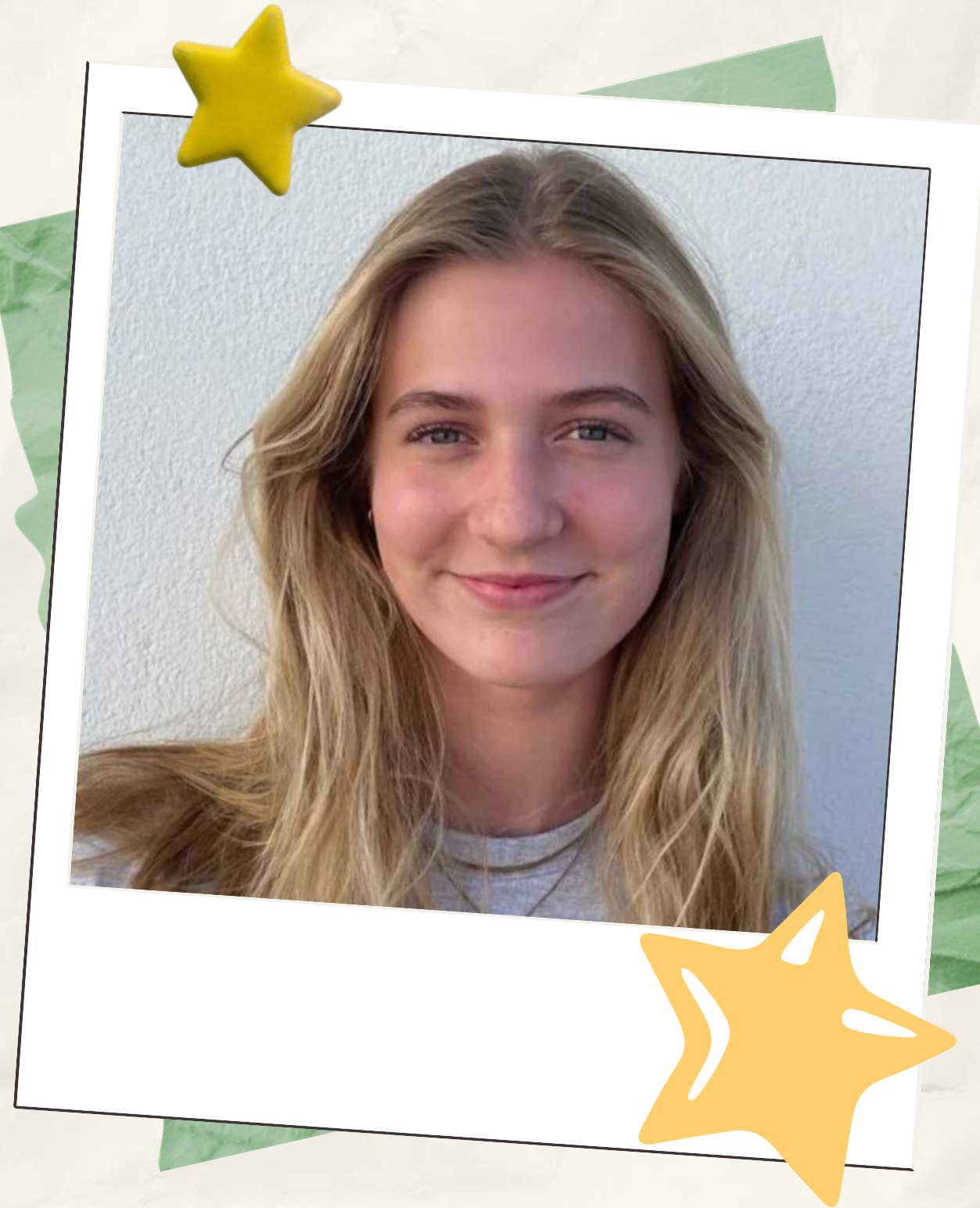
TAG-ALONG VISITORS

- Would attend because friends or partners bring them
- Not actively seeking out women's sport content

EVENT-BASED VIEWERS

- Engage during major games or tournaments
- Drive spikes in attendance during key moments (Olympics etc.)

CONSUMER PERSONA



NAME: Maddie

INCOME: ~50K

AGE: 24

OCCUPATION: Film producer

GENDER: Female

BEHAVIOR:

MOTIVATION:

Looking for a space that feels welcoming and easy to incorporate into her routine

- Watches women's hockey w/ family
- Has been to a few live games
- More likely to watch sports in a social setting
- Chooses venues based on vibe and convenience



WHAT THE CUSTOMER GAINS

The only bar built for women's sports fans, by women's sports fans, to remove any barriers between you and the games you love.

WHAT NO COMPETITOR CAN CLAIM

Atlanta's first and only sports bar where women's sports are always the main event on 100% of the screens, 100% of the time.

BRAND LADDER

Consumer Insights

- Gen Z and Millennial women's sports fans, (primarily female)
- Culturally engaged and experience-driven
- Want an inclusive, community-oriented third space

Product Features

- 100% of TVs dedicated to women's sports
- Community events
- Welcoming environment
- Convenient location
- Affordable prices

Functional Benefits

- Stress-free access to women's sports
- Social environment to connect with likeminded people
- Relevant events and programming
- Reliable third space

Emotional Benefits

- Validation of interests
- Visibility and representation
- Connection to community
- Pride to support their values
- Energy of shared experiences

BRAND PYRAMID

Brand Essence

Making women's sports the main event, not the afterthought.

Brand Personality & Values

Warm. Energetic. Inclusive. Celebratory. Empowering.
Community-first. Culture-driven.

Emotional Benefits

Validation. Visibility. Belonging. Pride. Energizing.

Functional Benefits

Stress-free access to women's sports. Social environment.
Curated programming. Safe, reliable third space.

Features & Attributes

Analyze social media engagement for continuous improvement.



BRAND POSITIONING

For **Gen Z and Millennial fans of women's sports** in Atlanta, Jolene Jolene is the sports bar that delivers a stress-free, inclusive third space for **community, comfort, and celebration** of the games they love, because we believe **women's sports should always be the main event.**



BIG IDEA: PUT HER ON EVERY SCREEN. EVERY GAME.

- Built from a single consumer truth: our audience already loves women's sports, they're just exhausted by lackluster experiences at other bars. They want **visibility** and **access**.
- Dual meaning: Literally, "Put Her On" is a request to put the games the audience wants to see on the big screen, **a request that's often denied** at other bars. Culturally, it's a signal to **recognize and elevate** hard-working women athletes and those who support them.
- Show, don't tell: Visually, the execution shows real **moments of connection**, full rooms, every screen showing the games they want to see. **Social proof** and acknowledged resistance make the message feel **natural and desired**.

CREATIVE BRIEF

OBJECTIVES

- Drive awareness of grand opening
- Build community engagement around #PutHerOn
- Establish Jolene Jolene as Atlanta's essential third space for women's sports fans

PROOF POINTS

- Proven demand from successful pop-ups since 2023
- Women-owned, purpose-driven, founded by Chelsea Fishman from lived fan experience
- Trending global viewership growth for NWSL, WNBA, PWHL, & LOVEB, signals sustained cultural momentum

CHANNELS + TIMELINE

- Awareness Phase (Week 1–3, Pre-Opening)
 - Owned teaser content on Instagram
 - Instagram influencer sneak peeks
 - OOH MARTA signage goes up
 - Print Placements go live
- Engagement Phase (Opening Week)
 - Digital display banners go live
 - PR Outreach to local publications
 - UGC #PutHerOn campaign goes live
 - Atlanta Dream partner activation on opening night
- Retention Phase: (Weeks 2–8, Post-Opening)
 - Instagram community engagement
 - Watch party/game night programming promotions via email newsletter



Jolene Jolene
★ SPORTS BAR ★

**PUT
HER
ON.**

**EVERY SCREEN.
EVERY GAME.**



COLD BEER



HOT FOOD



WOMEN'S SPORTS



VISIT
jolenejoleneatl.com



FOLLOW US
[@jolenejoleneatl](https://www.instagram.com/jolenejoleneatl)
[#PutHerOn](https://www.instagram.com/jolenejoleneatl)



2700 Cheshire Bridge Rd NE
Atlanta, GA 30324

**ATLANTA'S FIRST
WOMEN-OWNED SPORTS BAR**

PRINT AD

**"PUT HER ON" POSITIONS JOLENE JOLENE AS THE PLACE
WHERE WOMEN'S SPORTS ARE CENTERED AND NEVER
OVERLOOKED.**

CONCEPT:

- HIGH ENERGY BAR SCENE SHOWING REAL FANS WATCHING WOMEN'S SPORTS
- BOLD TYPOGRAPHY THAT REINFORCES URGENCY AND CULTURE.
- BRAND + TAGLINE ARE CLEARLY INTEGRATED TO BOOST BRAND AWARENESS

PURPOSE:

- CHALLENGE EXISTING SPORTS CULTURE
- DRIVE AWARENESS AND FOOT TRAFFIC
- MAKE THE BRAND INSTANTLY RECOGNIZABLE

SARELLE

VIDEO STORYBOARD



1 0-5s

SHE ASKS!

"Can we put the women's game on?"



2 5-10s

HE RESPONDS!

"Not Tonight"



3 10-15s

FRUSTRATED!

She rolls her eyes.



4 15-20s

SHE LEAVES!

She decides to go home instead.



5 20-25s

SHE SPOTS IT!

She comes across Jolene Jolene.



6 25-30s

SHE PEEKS INSIDE!

The womens game is already on.



7 30-45s

SHE'S WELCOMED IN!

No asking. Just Belonging.



8 45-60s

THE CALL TO ACTION!

Put Her On.

CONCEPT: We're done asking. At Jolene Jolene, women's sports are always on.

HER PEOPLE. HER GAME. HER PLACE.

THIS IS WHAT IT SHOULD FEEL LIKE. **SARELLE**

EXPERIENTIAL/PROMOTION

WHAT IT IS:

DREAM NIGHTS @ JOLENE JOLENE
THE OFFICIAL WOMEN'S WATCH PARTY IN
PARTNERSHIP WITH THE ATLANTA DREAM

WHAT IT DOES:

- TICKET GIVEAWAYS
- THEMED EVENTS
- EXCLUSIVE MERCH
- SPECIAL DREAM NIGHT MENU

GOALS:

- DRIVE GAME-DAY TRAFFIC AND REPEAT VISITS
- INCREASE BRAND VISIBILITY
- BUILD A STRONG COMMUNITY-DRIVEN CUSTOMER BASE



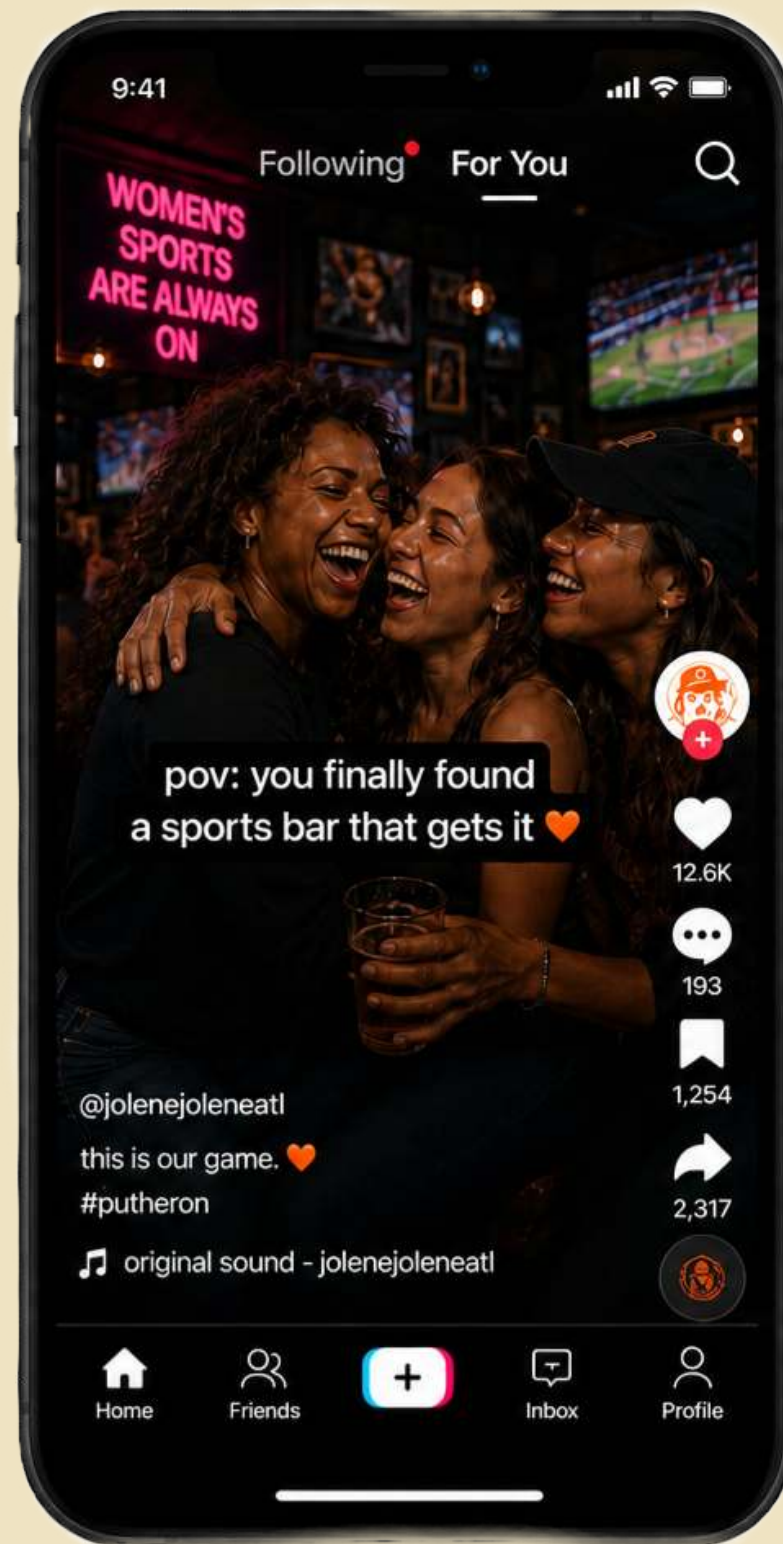
SOCIAL MEDIA EXECUTION

MESSAGING:

- Content reinforces “Put Her On,” as a cultural CTA for women’s sports visibility.
- POV & “Girl’s Night Content” reflects inclusivity + shared fan experience.
- Game night promotions + giveaways connect directly to ATL Dream partnership and drive real-world engagement.

WHY IT WORKS:

- Feels Native to TikTok/Instagram
- More Relatable than overly perfected.
- Blends lifestyle + sports to reach casual viewers and sports fans.
- Targets awareness, interest, and participation.



DIGITAL MARKETING

ONLINE DISPLAY AD

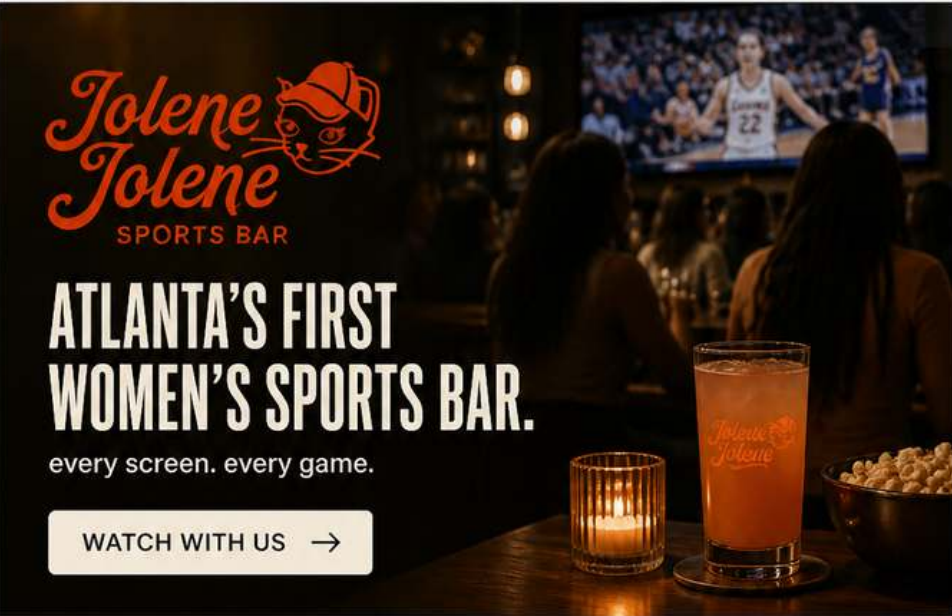
INFLUENCER

JUST WOMEN'S SPORTS

SUBSCRIBE

≡

ADVERTISEMENT



Jolene Jolene
SPORTS BAR

ATLANTA'S FIRST WOMEN'S SPORTS BAR.

every screen. every game.

WATCH WITH US →

WNBA



Cameron Brink Returns as LA Sparks Prepare for 2026 WNBA Preseason Finale

Sparks star Cameron Brink is entering year three healthy, as LA prepares to take on Portland to close out 2026 WNBA preseason action.

May 1 - Claire Watkins | justwomenssports.com

PLATFORMS:

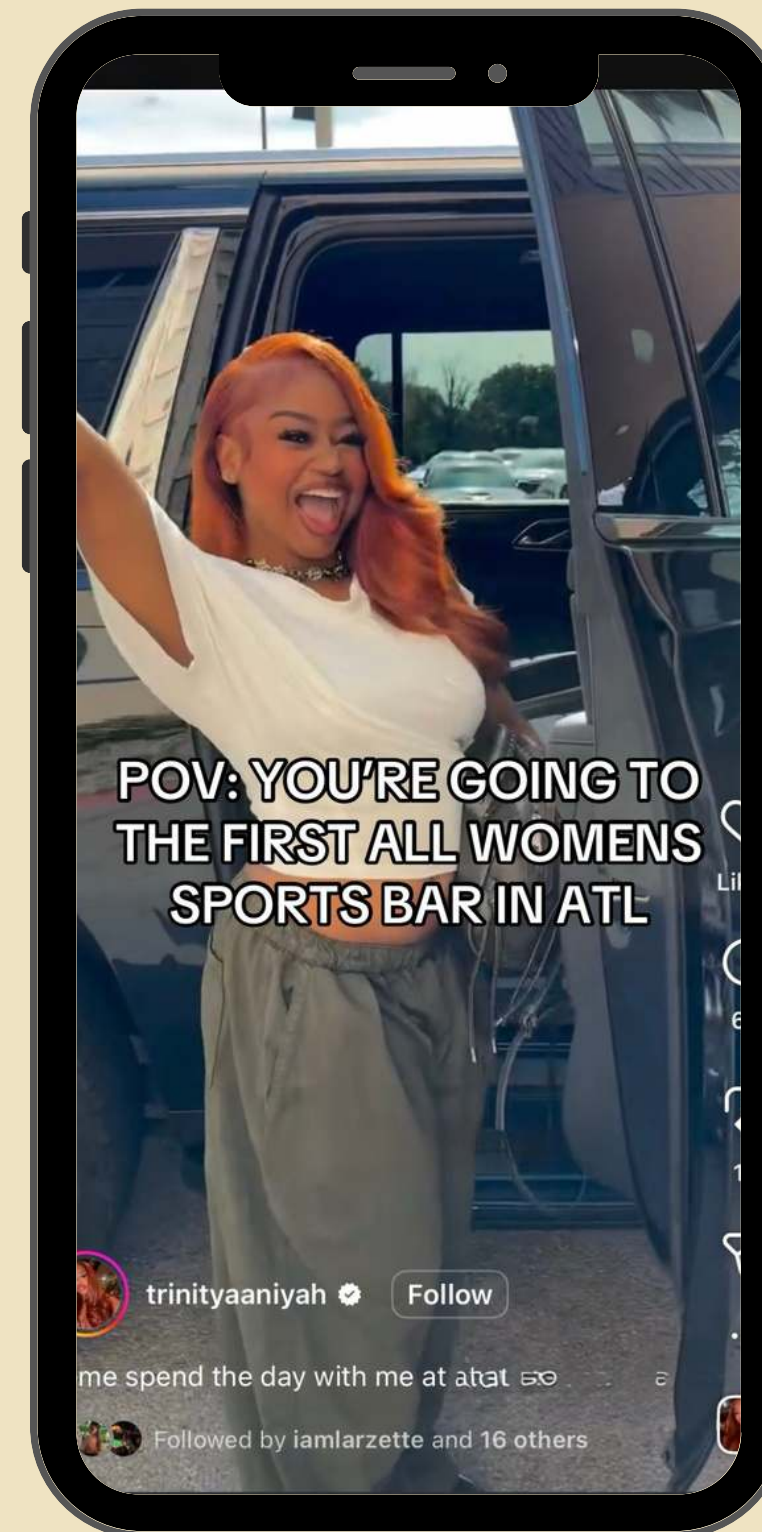
- Sports & Culture websites (Just Women's Sports, sports blogs, lifestyle media)

EXECUTION:

- Banner ads placed within relevant content (articles, homepage)

PURPOSE:

- Increase Awareness
- Drive Traffic to Website + In person visits.



WHO:

- Trinity Aniyah (@trinityaniyahh)
- 1.1M Followers | ATL BASED

WHY HER:

- Already attends ATL games
- Reaches young women in ATL
- Blends lifestyle + femininity + sports naturally.

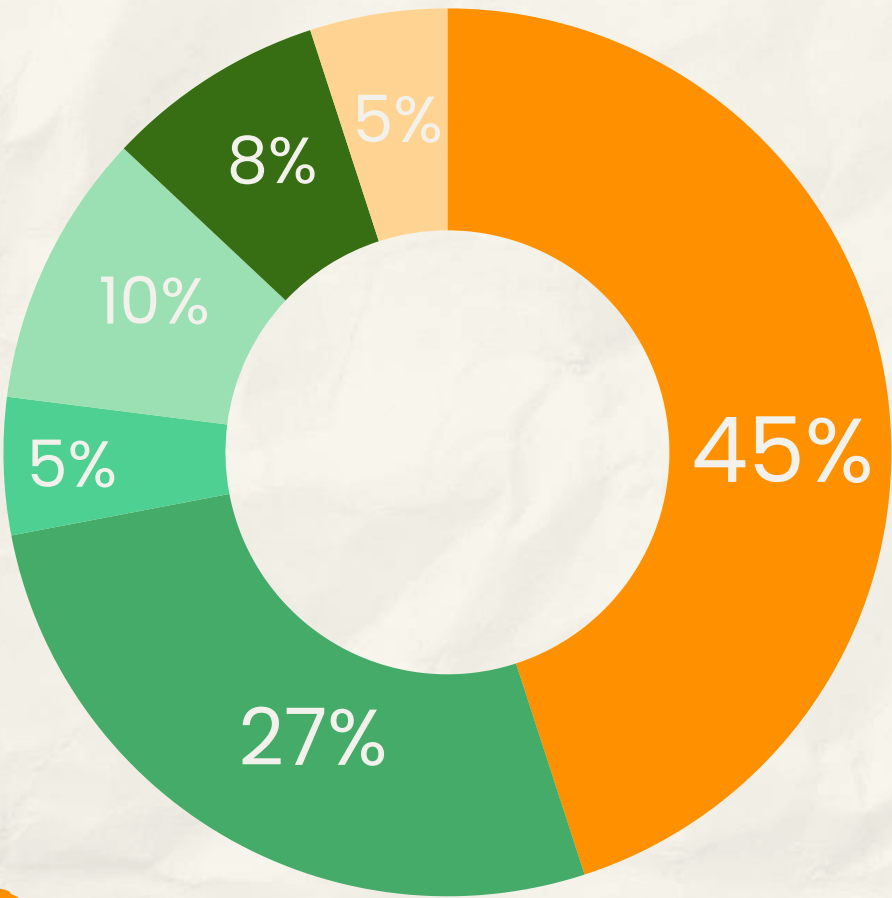
EXECUTION:

- "GRWM: Going to ATL's First all-women's sports bar."
- POV-Style TikTok/Reels = organic/relatable.

BUDGET CHART

PROJECTED ANNUAL REVENUE: \$1.6M
MARKETING BUDGET: \$80,000 (5% of Revenue)

CHANNEL DISTRIBUTION



- Experiential/Promotional
- Social Media
- Influencer Partnership
- Digital Display Ads
- Video/Content
- Print

CHANNEL	BUDGET(\$)
Experiential/Promotional	\$36,000
Social Media	\$21,600
Influencer Partnership	\$4,000
Digital Display Ads	\$8,000
Video/Content	\$6,400
Print	\$4,000
TOTAL	\$80,000



“Put Her On” works because everything ties back to one clear idea: women’s sports should be the default, not something you have to ask for.

Rooted in real insights, the campaign reflects a frustration our audience already feels and shows what it looks like when that barrier is removed.

By combining cultural language, strong visuals, and real-world activations, the idea goes beyond messaging and becomes something people can experience.

CONCLUSION

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THANK you!