

Jolene Jolene

Creative Brief



Project Title

Grand Opening Campaign “Put Her On”

Assignment

Develop an integrated campaign for Atlanta's first women's sports bar.

Situation

Women's sports are having a cultural moment, but Traditional sports bars consistently deprioritize women's games and create environments where women's sports fans feel like an afterthought. Jolene Jolene, is the first bar in Atlanta built to solve this problem.

Issue / Opportunity

The target audience already loves women's sports. The opportunity is to position Jolene Jolene as the obvious, long-overdue answer to a frustration the audience knows intimately, asking for channel changes, straining to see the smallest screen, having to validate their preferences. This campaign must drive awareness, build anticipation, and convert first-time visitors into regulars Jolene Jolene.

GOALS / COMMUNICATIONS OBJECTIVES

Objectives	• Drive awareness of Jolene Jolene's grand opening among Gen Z and Millennial women aged 20–30 in the Atlanta area • Generate first-visit trial within 2 weeks of first ad exposure • Build social community around #PutHerOn to extend organic reach beyond paid media • Establish Jolene Jolene as Atlanta's essential third space for women's sports fans
Brand Positioning Statement	• 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.
Target Audience	• Gen Z and Millennial women's sports fans • Atlanta-based, primarily female • Culturally engaged and experience-driven • Socially aware and values-oriented • Seeking inclusive, high-energy, community-centered third spaces • Die-hard fans and casual viewers

Creative Strategy / Key Message	• All creative executions flow from the Big Idea: Put Her On. • What is typically a request, asking for women's sports to be put on the big screen, is now a guarantee. • At Jolene Jolene, there is no need to ask, compete, or justify what you want to watch. The game is already playing, on every screen, every time. • "Put Her On" operates on two levels. Functionally, it represents a stress-free viewing experience where access to women's sports is immediate and effortless. • Culturally, it becomes an act of elevation, placing women athletes at the center and giving them the visibility they deserve.
Reason To Care	• Women's sports fans have spent years being told their game isn't worth the main screen. Forced to ask for access, settle for less visibility, or feel like an afterthought in spaces that weren't built for them. • Jolene Jolene changes that. This isn't just a bar, it's the third space this audience needs. • When fans show up they aren't just watching the game, they're becoming part of a community that finally puts them, and the athletes they support, at the center.
Key Support	• Established and growing community since 2023 through pop-up events, demonstrating strong demand and an engaged, loyal fanbase • First bar in Atlanta where 100% of screens are dedicated to women's sports, no more compromising • Women-owned, purpose-driven brand founded by a fan who experienced the frustrations first hand • Increasing cultural momentum and viewership growth for women's sports globally • Transition to a permanent location signals long-term viability and sustained audience demand
PROMOTION	
Media Channels	• Social Media: Instagram • Digital and Mobile Displays: Display Banners • OOH: MARTA Station signage • Print: Atlanta Magazine, Jezebel Magazine, Creative Loafing • PR Outreach: Axios Atlanta, The Equalizer, Her Hoop Stats
Marketing Channels	• Social Media: Owned content; #PutHerOn challenge to inspire UGC and engagement; local sports and lifestyle influencer promotions, • Email/CRM: Newsletter and Pre-Opening Waitlist • Experiential and Partnerships with WNBA Atlanta Dream

EXECUTION

Specific Deliverables	• (1) Full-page print ad for a magazine • (1) Instagram Feed / Stories Ad • (1) Digital Display Ad (0000x0000) • (1) 60-second branded video storyboard • (1) Partnership / Activation Plan
Mandatories	• Headline: Put Her On and Tagline: must appear on all executions • Brand name always written as "Jolene Jolene" (two words, no hyphen) • All creative must feel premium and celebratory in tone • Include a CTA on all executions: ◦ Visit jolenejoleneatl.com ◦ Follow on Instagram @jolenejoleneatl • All creative must include location address: 963 Hosea L Williams Dr NE • All creative must include ogo (full version or mascot only) • All social media creative must include #PutHerOn
Timing	• 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
Budget	