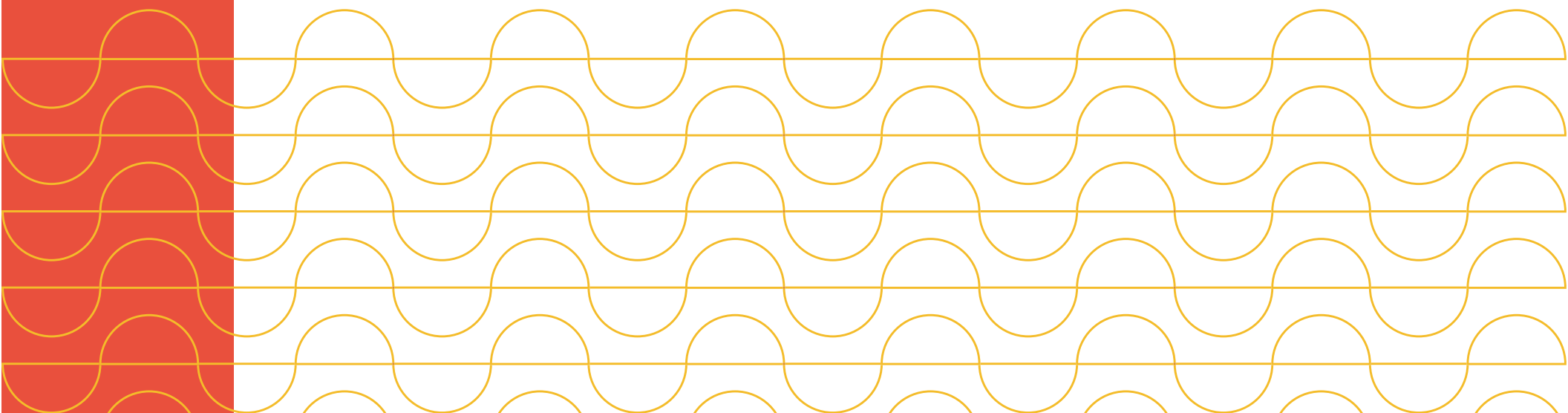


2018



Communication Guide



Message

What are we saying?

Message is what HipBurger communicates to its audience. It's our point of view, the way we have a conversation, and the way consumers get to know how we think. Our central message is to create moments in which people are free to enjoy simple, good things. We express that in every fact of our brand, and when crafting content for our brand, we have to make sure it tells the audience about those good things.

Thoughtfully Prepared and Delicious Food

- Some folks want a burger with fancy fixings, like flavored aiolis and artisanally curated microgreens. And that's totally cool, whatever floats your boat. We like to enjoy the simple things in life, and not worry about what's trendy.
- Whippin' up good day fuel.
- Always yum, not ho-hum.

Time with your team, time with your family

- Come jam with us today at the Atlanta Food Truck Park from 2-10PM. When you start tapping your feet to the music, you'll know you're close.
- Good moods are fed by good food.
- Burgers. Chicken. Nuggets. Par-tay! You provide the party, we've got food covered. Ask us how to get the HipBurger truck to roll into your next get-together.

Giving & Receiving Sincere, Enthusiastic Service

- The HipBurger food truck has a new smiling face to add to the crew! Linda's fav color is yellow, and you'll see her croonin' and groovin' to the Jackson 5 as she's ringing up your order. Say hi to Linda the next time you stop by!
- Good food for good dudes (and dudettes!)
- The good times are rollin'.

Voice

How do we say it?

Voice is how HipBurger communicates with its audience. While message provides the content of our point of view, voice gives it a 'feel' and personality. The brand voice is derived from three main personality traits. These traits combined with a catchy, lyrical style of writing personify what it means to be Hip.

Keep it Simple

We don't care for gimmicks, so we get rid of everything you don't want and give you exactly what you do. We'd rather do what makes sense than try to be sensational.

- Salt, Pep, Beef, Yep.
- Respect the sauce. It's the boss.
- Burgers. Chicken. Nuggets. Oh my.

Keep it Pop

We're over being cool; it excludes people. Instead, we're tasteful and inclusive, always delivering a contemporary experience that lots of folks can enjoy and relate to.

- We're Hip. You're Hip. Let's Eat.
- We need some new tunes to add to our HipBurger Spotify playlist. What songs get you movin' and groovin'?
- Music to your mouth.

Keep it Upbeat

We'd rather spend our lives living than spend them worrying. We have a pretty optimistic outlook on things and aren't afraid to indulge in something like a good burger and fries. It's OK to be happy!

- It might be a little rainy out, but the sun will come out tomorrow. Come enjoy the sunshine with us tomorrow at 12th and Peachtree, from 12-3PM.
- Life is better with a burger.
- These nuggets are gold (more or less).