



Media Kit

For

Fizz Rizz :)

By: Breanna Latouche



SITUATIONAL ANALYSIS

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Client Background

Purpose

“Our goal was to make a nice, safe environment for people to not compromise values and not engage in things that would result in addiction, substance abuse, and just a lot of those other things that plague other communities,”

- Joseph Aragorn

Started

- July 4th 2024
- Owners are Joseph Aragorn and Daniel Alworth
- Daniel Alworth is a full time student at BYU-Idaho studying to be a special education teacher
- Joseph Aragorn works a remote job as an IT specialist

Services

- Mocktail drinks
- Food
- Arcade games
- Karaoke
- Fun night life environment



Internal Audit



21 Followers



1,308 Followers

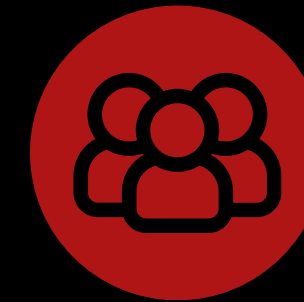


208 Followers



7 Followers

2-10 employees



Mocktail drinks, arcade, Karoake



Pedestrian Friendly area with sidewalks



Public Perception




Google Reviews: Avg. 4.7 out of 59 reviews

Based on reviews the atmosphere is fun and a great place to go to for a date or with friends. Provides entertainment like Karaoke, an arcade, and trivia nights. Some reviews described the drinks as expensive with little space for dancing.

Reviews

Good Reviews

 **Falcon**
4 reviews

★★★★★ a week ago **NEW**

I took my girlfriend here and it was such an amazing time! They really nailed the atmosphere and made super fun! The food and drinks are reasonably priced which is a breath of fresh air and they are simply delicious as well! Very friendly and fun staff as well, you could tell they were having fun too! We will definitely be returning soon!

Service
Dine in


Meal type
Dinner

Price per person
\$1-10

Food: 5

Service: 4

Atmosphere: 5

 **Indira Johnston**
2 reviews

★★★★★ 2 weeks ago **NEW**

So fun! They were quick and super kind and helpful! One of the funnest things to do in Rexburg!

Food: 5


Service: 5

Atmosphere: 5



Bad Reviews



 **Nani Patterson**
1 review

★★★★☆ 2 weeks ago **NEW**

All fizz and no rizz
I didn't try the food, the drinks were good. Entertainment wise I'd give it a 5/10. The building needs a dance area maybe a Dj.


Service
Dine in

Meal type
Other

Price per person
\$1-10

Service: 5

Atmosphere: 2

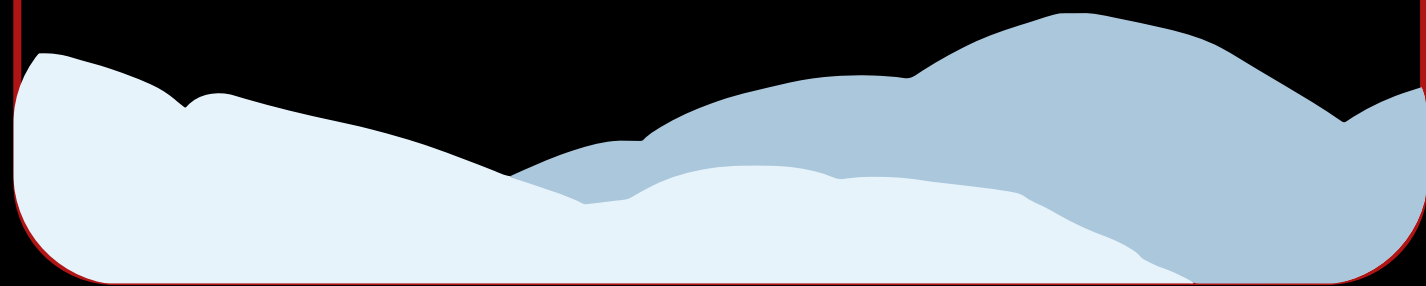
 **Amanda Keppner**
Local Guide · 65 reviews · 52 photos

★★★★☆ 3 weeks ago **NEW**

The stars are low for now, but I have high hopes for this new locale. There isn't much nightlife options in Rexburg, and FizzRizz has the potential to fill that hole. They offer alcohol free versions of drinks I've always wanted to try but never have since I don't drink, such as margaritas and daiquiris. They have an arcade room with a good variety of virtual games, as well as the classics like pinball and pool. They are still a work in progress. Their piña colada was very acidic and needed the coconut and condensed milk to dominate more, and their nachos were pretty average tasting for such a high price. I feel they needed to focus on their serving speed and the drink varieties since that's a huge and unique part of their business. I also hoped there would be a space for dancing, but there didn't seem to be a space dedicated to it. Again, while I seem critical, I am so excited to have a mocktail bar to offer students and night owls like me a place to mingle and experience exciting drinks. I hope the best for the owners and plan on making it back soon.

External Audit

Inclement Weather



Competition with soda shops



Smaller town



Shortage of supplies for drinks and food



SWOT Analysis

Strengths

Unique services for the area

Close to the college campus

Reaches different ages and groups

Threats

Other soda shops

Inclement weather like snow and ice

Supply shortage

Weaknesses

Small interior and exterior spacing

High prices

Not enough information on website

Opportunities

Increase social media posts on all platforms

Include more detail and information on their website

Professional customer review responses





Contact:

Joseph Aragorn

Info@FizzRizz.com

32 College Ave.
Rexburg, ID 83440

Fizz Rizz Mocktail Bar LLC.

New Rexburg business, Fizz Rizz, adds to their dry bar after opening 4 months ago.

Mocktail bar owners Joseph Aragón and Daniel Alworth will have an opening ceremony for long awaited dancing and live performances.

REXBURG, ID October 28, 2024 – The mocktail bar, Fizz Rizz, will open a space in their basement for dancing and live performances on November 11, 2024.

An opening ceremony will take place at 6 P.M. to welcome this new addition. Owners Joseph Aragón and Daniel Alworth have anticipated this expansion with plan to enhance the customers' experience.

“It’s going to be a fun night venue. We’ll host things like Latin dancing and country dancing. We’ll also have live local artists come in and perform. Just trying to get people some recognition,” Aragón said.

Fizz Rizz offers an alcohol-free experience to the community of Rexburg. While being a college town the area has a large population of members of The Church of Jesus Christ of Latter-day Saints. Aragón and Alworth wanted to provide a fun nightlife environment for college students and locals.

The mocktail bar has received a lot of support from community members and college students. They don’t just offer beverages they provide an arcade room, karaoke, trivia and food.

For questions contact info@FizzRizz.com to sponsor go to Sponsor@FizzRizz.com

“Always my recommendation to other students is to... keep on networking and finding people to talk with.”

That was Marketing graduate Elijah Bonner. While studying at BYU-Idaho he had many opportunities to prepare for the job market and make connections.

“In Marketing 100, which is like the first marketing class. The entire purpose of the class, is you need to network with 50 professionals and have interviews with them.”

Now as an alumnus, he has students reaching out to him.

“When I was a student, I was like reaching out to people all the time and now that I’ve been an alumni some girl the other day sent me a message on LinkedIn and was like ‘Hey can we talk’, and it was super cool.”

Bonner met with her and eventually helped her get an interview where he works. The school of Business and Communication at BYU-Idaho offers many opportunities for students to network and gain experience. Whether it’s career fairs, info sessions, or field trips, students can meet professionals while in school.

But how can alumni feel connected to the school and their activities? What keeps former students involved? Bonner mentioned that he receives invitations to be involved in career fairs.

A career fair is normally held at the Career Center. During this fair, businesses promote job opportunities for prospective students. In turn students can apply for positions which can lead to internships or job opportunities.

“I was able to go to a career fair that the school was holding, as an employer this time. That was cool to be on the other side of stuff.”

Alumni have opportunities to be involved in these career fairs and with Professors. Teachers will reach out and invite them to classes to talk to students. As an alumnus Bonner has invitations to alumni dinners in different cities like Washington, D.C. and Utah.

Other opportunities for alumni include info sessions. On December 6, 2024 finance company Freddie Mac came to campus and held an info session for students. Normally companies come and share what their company is about and ways it can apply to students. Then the floor opens up for students to ask questions.

Alumni can have a similar opportunity to come and represent their company. It’s a perfect opportunity for students to ask questions and get advice for the work force.

Bonner stated that having the opportunity to share his expertise feels nice because he gets to share his expertise with someone who understands.

1. Greeting

Joseph: Hello, I'm Joseph Aragon, co-owner of Fizz Rizz. I'm over hiring new employees and customer experience.

2. How do you welcome and introduce yourself to the interviewee?

1. Tell the interviewee your name and position. Also, a brief overview of what you'll be discussing and the structure of the interview. Telling your name and position lets them know who you are and how you're involved in this. Giving an overview of the interview gives them an idea of what to expect and how long it will take.

3. What instructions would you give to the interviewee about the interview?

1. Come in casual dress. We'll send some questions prior to our interview. With your permission we'd like to record audio. This will help our information be accurate.

4. What will be done with the information you collect from the interviewee?

1. The information gathered from the interviewee will be analyzed by the heads of the company's department. Our social media, Public Relations, and other leadership teams will come together and discuss information. After this meeting, assignments will be divided between each team to make improvements.

5. Introductory Questions

1. 1-2 questions that get the interviewee talking and relaxed.
 1. What are your top three favorite colors? Why those colors?
 2. What do you like to do in your free time?

6. Variables Specific Questions

1. How did you hear about Fizz Rizz?
 1. Probe: Is that how you normally get information?
2. What was the first thing you noticed, walking into Fizz Rizz?
 1. Probe: Why did that stand out to you?
3. How would you describe the atmosphere of Fizz Rizz?
 1. Probe: What would you say added to that atmosphere you described?
4. What stood out to you in a negative way?
 1. Probe: What did you not like about it?
 2. Probe: What would you alter or like to see to make it better?

7. Wrap up questions

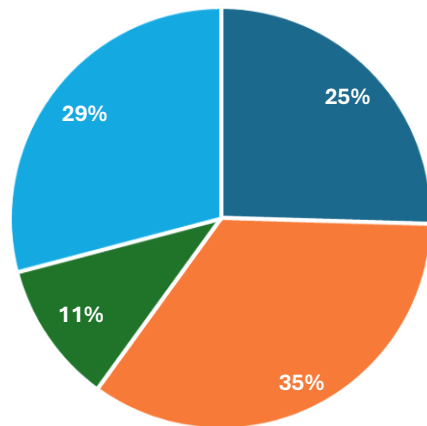
1. If you were to permanently change the sky to any color, what color would that be?
 2. If you could have any magical creature as a friend, what creature would that be?
 3. Do you have any questions for me?
8. Exit
1. **Joseph:** Thank you for meeting with me today. Your insight and experience will help the company grow. If there are any questions feel free to email me. My team will reach out to you if we have any more questions for you.

Breanna Latouche

Content Analysis for Pick Me Up

Product Pushing	Fun/trendy posts	Community	Merch
<ol style="list-style-type: none"> Sept 16 – cookie and drink video Sept 17 – 50% off drinks picture post Sept 25 – customers need pick me up picture post Oct 2 – video Oct 4 – collab vid with local business Oct 5 – video Oct 10 – videos hot cocoa Oct 23 – video pumpkin cookies Oct 28 – Picture post November 6 – Video new drink Nov 22 – reel for new product Dec 2 – reel Dec 13 – holiday drink credit picture post Dec 14 -holiday give away of free drinks picture post 	<ol style="list-style-type: none"> Sept 20 – they love their customers – vid Sept 23 – Support customers – video Sept 27 – video Sept 30 – video Oct 7 – video with GMs Oct 14 – video about friendship Oct 16 – Picture post Oct 18 – video Oct 21 – video Oct 25 – video making drinks blind Nov 2 – video Nov 8 – video Nov 13 – reel Nov 15 – reel Nov 18 – reel Nov 20 – reel Nov 25 – reel Nov 28 – passing the phone reel Dec 14 – fun holiday video 	<ol style="list-style-type: none"> Nov 7 – paint and sip in Rexburg picture post Nov 11 – thanking veterans w/deal picture post Nov 24 – paint and sip picture post Nov 27- picture post closed for thanksgiving Dec 3 – santa’s coming to a new location Dec 11 – looking for applicants video 	<ol style="list-style-type: none"> Oct 8 – video selling waterbottles Oct 31 – video Water bottles Nov 4 – picture post stickers Nov 29 – black Friday deals Dec 4 – new crew necks video Dec 6 – gift card video Dec 9 – picture post Dec 11 – new tumbler give away picture post Dec 12 – holiday give away picture post Dec 15 – exclusive merch give away picture post

Pick Me Up Content Analysis



■ Product Pushing ■ Fun/Trendy Posts ■ Community Involvement ■ Merch

December 2024 – January 2025

SUN	MON	TUE	WED	THU	FRI	SAT
22 – Reel Merch		24 – Picture Christmas Eve post - community	25 – Reel Christmas reel – community		27 – Reel End of the year merch give away	
29 – Reel Fun/trend		31 – Picture New Years Eve post - community	1 – Reel New Years reel – Product push		3 – Reel Fun/trend	
5 – Reel Product push		7 – Reel Fun/trend	8 – Picture Product push		10 – Reel Merch	
12 – Reel Fun/trend		14 – Picture Merch	15 – Reel Fun/trend		17 – Reel Product push	
19 – Reel Merch		21 – Reel Community	22 – Reel Product push		24 – Reel Fun/trend	

This calendar is for posting on Instagram. The content and schedule are based on Pick Me Up's Instagram. The calendar follows a basic schedule. The type of posts are product pushing, community, merch, and fun/trend. To make a product push post, include the products in store that are new or have different combinations to them. Community posts include appreciation for customers and new activities that are being held. Merch posts include things like T-shirts, socks, or mugs. Fun/trend posts include reels that are popular or trending on Instagram. Fun/trend posts are a great way to get an audience's attention and to get more interaction on posts. A successful post garners a lot of likes or views. These posts also get a lot of interaction through comments or sharing.