

Big Momma's

Spring 2023 IMC Campaign

#AplaceLikeHome



IRA Marketing

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Agency Intro

IRA Marketing

- IRA Marketing is a local marketing agency focused on connecting businesses with communities. Our process keeps the client at the center of everything we do and making their goals a reality is our top priority. We start with understanding what our clients goals are and from there we craft a marketing plan that will fit the clients needs and stay inside their budget. We work hard to make sure our clients are getting the best experience they can. We communicate every step of our plan to our clients to keep them informed and part of the process to ensure that we are serving them best. As a local marketing agency, connecting businesses with the community is why we do what we



do. **Client Intro**

Big Momma's

- Big Momma's originates from the great state of Virginia. "Momma" as she is known, grew up on a farm and always had a dream of owning a place where guests were welcome to stay awhile, and feel like more than customers. This dream was able to become a reality when Momma discovered

Springfield, MO. She fell in love with the hospitality of the Ozarks and saw an opportunity on Historic C-Street. Big Momma's is home to a plethora of coffee and drink choices, as well as offering a large breakfast and lunch menu.



Executive Summary

This Report Includes:

Marketing Plan: SWOT Analysis, Target Audience, Competitive Strategy, Marketing Strategy, Objectives, Target Profile

Creative Brief: Campaign Tagline, Features and Benefits, Creative Strategy and Brand

IMC Campaign: breakdown and execution of the multiple promotional channels used in the campaign: Internet Marketing, Public Relations, Social Media, Out-of-Home

This campaign, through a multi-faceted approach, will use a variety of promotional channels to reposition Big Momma's as a viable coffee shop for the target audience; increasing awareness, establishing a local presence, and encouraging college students and other customers to find **A Place Like Home**.

Campaign Section 1

Marketing Analysis

Industry Overview

SWOT Analysis

- **Strengths**

- Big Mommas offers a wide variety of coffee and seasonal food items, with some being unique to the business
- Big Mommas has multiple locations, and they each accommodate different types of needs, such as those who want to grab and go and those who want somewhere to study.
- Big Mommas utilizes word-of-mouth marketing through other businesses located on commercial streets. The C-Street farmers' market and annual parades help make this possible.



- **Weaknesses**

- Big Momma's does not have a noticeable presence on a social media
- The recent issues regarding proper staffing have increased wait



times, meaning customers are less satisfied with the experience

- Big Mommas is not very "allergy" friendly regarding current menu items

- **Opportunities**

- Big Mommas could offer both out of house and in house catering, which would increase sales and community engagement
- Big Mommas could build a location on the southern side of Springfield since all other locations are located up north, or build a location close to Missouri State
- Handing out samples on the weekends (the busiest time of the week) could drive sales of their newer food products

- **Threats**

- There are many other local coffee shops in Springfield that offer similar products
- The amount of business circulating among commercial streets has been declining in previous years
- Economic inflation has caused produce and resources utilized by big mommas to become more expensive, causing the selling prices to rise as well
- There are newer businesses on commercial streets that are potentially drawing customers away from Big Mommas



Target Audience

College Students

- This campaign's target audience is the college student demographic, which is currently made up of young adults in generation Z. These students are focused on their studies and are entering the career field for the first time.

- Generation Z are born between 1995-2012 and make up 20.66% of the United States' population. 74% of these students drink coffee sometime throughout the day, usually in the mornings or early afternoons.

- The Food Institute recently released a report stating that Millennials and Gen Z have increased cold coffee sales by 50% since January 2021.

- They have roughly 600 billion in buying power in the United States and 24% of these students drink coffee every day with the majority of consumers preferring to shop locally.

- 98% of college students are active on social media, often on multiple platforms every day. These platforms include instagram, twitter, and tik tok. They are the highest demographic and consumers of social media. Studies have found that 97% of Gen Z

social media users actually use social media as their shopping inspiration. There are also multiple studies that report that funny ads are what appeal most to this target audience.



Why College Students?

- 92% of college students consume caffeine and coffee is the preferred caffeine source for both men and women in the United States.

- Coffee shops like Big Mommas provide a place for students to go and study, do homework, or simply relax from time to time. On top of that, studies have shown that coffee shop environments increase creativity, alertness, and learning ability as well as improve short-term memory. This allows students to better retain information.



- Big Mommas provides a local place where these Gen Z students can come to work or study while satisfying their need for caffeine. Since college students are Big Momma's largest demographic, it makes sense that they would be the target of this campaign.

Springfield Population Statistics

- Population: 169,920
- Median Age: 33
- Average College Student Income: \$29,261
- Diversification: 87.65% White, 4.38% Mixed Race, 4.28% African American, 1.81% Asian
- Number of College Students 42,416

Competitive Strategy

Starbucks

- Starbucks has strong brand recognition as it is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington, founded in 1971.
- Starbucks is one of the world most successful franchises with consistent quality. A coffee fan will appreciate its scalability, franchise support, and many locations they have.
- Price range is \$2.75-\$5.95, their price range could go up to \$9.00 per drink if the customers request their drink to their liking, which considers a high price-point for coffee.
- They have their own reward loyalty program.
- Most of their sites include a drive-thru with many personnel who provide quick and polite customer service.
- Their menu includes seasonal drinks, teas, brunch, and lunch/dinner options.
- Starbucks' popularity is due in part to the availability of a phone app via which consumers may purchase goods and have them ready by the time they arrive, as well as receive incentives through numerous usages of the app.



Potter's House

- Potter's House is a not-for-profit, fully funded by the contributions of generous donations from individuals, businesses, and churches.
- Price range is \$2.00-\$5.00, which is at the same price point as Big Mommas' price point.
- They serve a large range of coffees, and non-espresso drinks, as well as a selection of baked goods.
- They have a reward loyalty program supported by the Clover app.
- They offer great customer service as they treat the customers as family.
- It has become a university students' favorite because of its demographic.
- They have their own website that they use to explain their menu, history, and mission statement.

Mudhouse

- Founded in 1998 by a couple of MSU alumni, with their mission to create an inviting atmosphere where anyone can feel comfortable.
- Price range for coffee \$2.45-\$7.85, which is a slightly higher price-point than Big Momma's price point. And their snacks and foods price range are \$1.35-\$7.99, which is also slightly a higher price point than Big Momma's
- The shop at Ozark offers a drive-thru order.
- They offer a loyalty program through a punch card; customers could redeem every 10th of purchase for a free drink.
- They serve a huge range of coffee, smoothies, breakfast, and lunch.
- All the coffee is freshly roasted and brewed, and the food is made fresh in-house.

Competitive Strategy

Implications

- Big Momma's has been around since 2007, but their store has been rapidly growing with the support of the community.

- Big Momma's offers several advantages over its competition. The greatest one is serving exceptional customer service and focus.
- The owners of Big Momma's and their baristas take pleasure in getting to know the majority of their customers. They believe that when clients receive this level of personalized attention, they come back as repeat customers.
- Big Momma's serves a variety of coffee, teas, smoothies, sandwiches, soups and salads, and breakfast. The price range for coffee is \$2.00-\$5.25, \$2.00-\$7.29 for the sandwich and snacks, which is a much lower price point than Starbucks and Mudhouse.
- Big Momma's offers fresh, local coffee. We commit to only serving freshly roasted local coffee. The freshness and authentic flavor contribute to the coffee being excellent and superior to the competitors.
- Each shop is a tech friendly location. Big Momma's offers unlimited free internet, multiple outlets for charging devices, and a digitalized menu.
- Loyalty Program for customers, each \$ spent = 1 point
- Big Momma's also offers catering and allows reservations for small gatherings.
- Each of Big Momma's coffee shops offers a drive-thru site for customers to grab-and-go orders.

Marketing Strategy

Product

- Big Momma's sells a large variation of products: Breakfast: burritos, yogurt, oatmeal, homemade baked goods (Muffins, cake, brownies, cookies).
 - Lunch: sandwiches, paninis, quiche, grilled Cheese, soups, salads, hummus
 - Rentable event space with hospitality and drink/food service.

- Big Momma's also allows its patrons (especially students) to study and work on their wifi, free of charge.

Price

- Breakfast ranges from \$3.75 - \$4.55, with add-ons costing an additional \$0.50
- Homemade baked goods range from \$2.00 - \$3.50
- Salads range from \$6.49-\$7.39, and an additional \$1.00 for adding chicken.
- Soups come in two sizes, cup being \$3.75, and the larger bowl being \$4.95
- \$7.29 Combo meal of ½ sandwich, ½ soup/salad, OR: add a cup of soup or half salad for \$1.99. The rest of their lunch menu ranges between \$4.59-\$8.25
- Their coffee and drinks range from \$2.00-\$5.29, depending on style and size.
- Renting their patio costs \$100 an hour, plus \$50 hospitality fee during regular business hours. Renting outside of regular hours costs \$150 an hour + \$50 hospitality fee.

Promotion

Crafting an experience: Big Momma's leads with its main objective anywhere they can, rather it be online or in person, the goal is to create an environment that feels like a second home with a bit of southern and nostalgic charm. These elements are centered towards attracting college students within the area.

Currently, the shop primarily relies on word-of-mouth marketing, digital, and some mobile marketing. They have a tight-knit online following across Instagram and Facebook. The use of social media to promote limited time deals and specials is a great way to attract clientele.

Place:

Two Physical Locations in Springfield

Location 1: 217 East Commercial Street (Coffee House)

Hours: M-F: 7am-10 pm

Sat: 8am-10pm

Sun: 8am-6pm



Location 2: Greene County Judicial Courts (Drive-Thru)

1010 North Boonville Avenue

Hours: M-F: 7:30 am-3 pm

Sat: closed

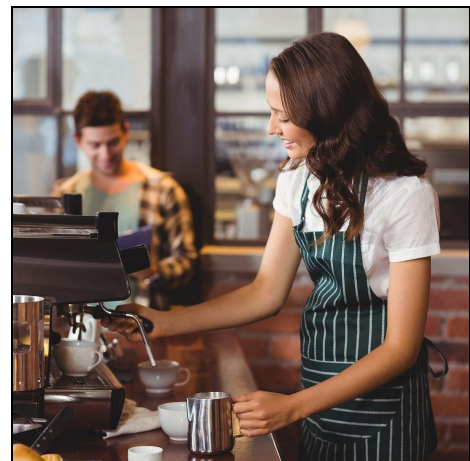
Sun: closed

Big Momma's recently expanded in December 2022, opening their second location solely focused to operate as a drive-thru to have a greater emphasis on convenience and speed.

Objectives

Build Brand Image

- The primary goal of this campaign is to increase consumer perceptions in our target market surrounding Big Momma's by 15% in the next 6 months.
- In the coffee industry, it is imperative to establish some sort of brand image and



carve out a niche to attract customers. Some coffee restaurants are well-known chain restaurants that have spread out across the country (such as 7 Brew and Starbucks), while others are local and serve the town or city they are in (Mudhouse and Potter's House). Big Momma's is working to position itself primarily against the latter and establish its reputation as a solid choice among local coffee shops.

- Big Momma's will establish itself as a coffee shop that almost feels like a second home. Friendly baristas greet you as you come in and the environment is welcoming with warm tones and comfortable seating throughout. This will hit the same sort of niche as Potter's House, and Big Momma's will need to demonstrate its capability as a viable alternative.
- In order to build Big Momma's brand image as a comfortable and warm environment, Big Momma's will host events for the local community to come and experience the environment. Board games tournaments, movie nights, and live music. These events can easily be themed for seasonal holidays, this will ensure a steady flow of

business throughout the year.



- The board game tournaments will include games such as dominos, connect four, checkers, and go fish. A bracket will be drawn out for students to compete against each other and ultimately claim one free drink. The rotation of board games will change each time to keep events fresh, and these

tournaments may even include video games in the future. These tournaments will not be scheduled and will occur sporadically, but will be announced two weeks in advance.

- Movie nights will have one movie played until close when people can gather and watch a movie together. I Am Legend, The Hunger Games, Megamind, Polar Express, etc. There are a lot of options for movies that cater towards college students. For

each of these nights, there will be a quick trivia afterward. The winner of the trivia will claim the prize of a free drink. These movie nights will not be scheduled but will be announced two weeks in advance.

- Live music can include local artists, artists traveling through looking for a gig, or also a karaoke night. It will be on Saturdays from 8 - 10 pm. It will be mostly acoustic music and low volume.



- Using these three events, Big Momma's can incentivize customers to come to the coffee shop. Gen Z students won't hesitate to have a nostalgic, stress free, fun time at Big Mommas. These events will help build the brand image as a welcoming, relaxing, and friendly environment.

Target Audience Profile

Kate Meyer (She/Her)

Age: 20

Born: St. Louis, Missouri

College: Missouri State

Major: Business



Meet Kate! She is a returning sophomore student at Missouri State after having a fun freshman year and a fantastic experience in the dorms. She enjoyed making new friends on her floor and getting involved on campus. In her free time she likes to hangout with her friends, listen to music, and write.

Kate, like most college students, struggles with balancing a busy life, managing costs, and developing who you are as an individual. She has also found that since moving out of the dorms she has been homesick and would like to establish a new comfortable place that gives her a sense of home.

Campaign Section 2

Creative Brief

Typeface:

To go along with the tone of **welcoming** for our campaign, for headers we will be using **Calistoga**. For our subheaders and body copy we will be using the font **Source Serif 4**, as it is a neutral font that is very readable.

Calistoga

Source Serif 4

Colors:

The colors we are using to help communicate the theme of this campaign is a **light orange** and **white**. The light orange is used to represent comfort, excitement, and warmth, as the white is used to represent cleanliness and purity.

Imagery:

The imagery used in the campaign materials should be photos with warm lighting/schemes and convey a sense of comfort or a welcoming environment. The photos should feature diverse groups as our target audience, Gen Z students, are an extremely diverse demographic. More inclusive graphics allow for a greater chance of other's to resonate with the images, conveying the sense of belonging that is crucial to Big Momma's Brand.

Copywriting:

Any of the promotional material put out during the campaign should feature the campaign tagline, to help increase the sense of cohesion between all the different channels; Using words that convey welcoming, cozy, peaceful kinds of tones would be appropriate and match with the overall theme of the shop as a whole.

Creative brief – Campaign Tagline

#APlaceLikeHome

The campaign tagline is **#APlaceLikeHome** because Big Momma's wants to emphasize the feeling of family and home when you visit.

Creative Strategy: The creative strategy behind this tagline, #APlaceLikeHome is to be an inviting tagline with a play on the phrase "There's no place like home". The creative play on this common phrase makes it memorable and clever. It is an invitation to come and have a cup of coffee while being surrounded by people that make you feel at home.

Objective: The objective of creating a warm and inviting place to start your day, end your day, or take a break and relax for a bit, is reflected in this tagline. By Inviting people into an atmosphere that is warm and friendly it is the goal of this tagline to remind people they are welcome if they need a place to feel at home.

Target Audience: The target audience for this tagline is people looking for a place to feel welcomed and surrounded by friendly faces. The phrase which the tagline was inspired by "There's no place like home" became popular partially due to the 1939 film The Wizard of Oz when it is said by the character of Dorothy. It is thought to have originated as early as the 14th century. While it is still popular today, the phrase is most often used by millennials or older. Using the play on words will target both those who know love the phrase and a younger audience that enjoys the play on it.

Features and Benefits

The following table outlines the features and benefits for Big Momma's consumers.

Feature	Benefit
Product Variety	You are not limited in their selection and can visit Big Momma's for a meal, a quick coffee, or a variety of other reasons!
Delivery Service	You can enjoy Big Momma's in your own home if you don't feel like going out.
Community Events	Feel free to join us at Big Momma's for one of our events and win a free drink after having some fun!
Price	Competitive prices make sure that you don't have to break the bank to enjoy our spectacular food and coffee!
Atmosphere	You can come and relax with other members of the community and not have to worry about noise or distractions.

Key Consumer Benefit: Sandwiches, soups, and sweetness!

- In analyzing the competitive market, it is clear that Big Momma's rivals have a larger focus on coffee and a low emphasis on food. Big Momma's, however, will advertise and promote not only their coffee but their food items as well. The sandwiches will be a focal point to pique consumers' interest, with a large emphasis on the quality of the coffee as well. Using this tactic will draw in consumers that are both just looking for coffee as well as hungry customers searching for a quick meal. A good amount of students as well as consumers in general enjoy a cup of coffee with their meal, and thus Big Momma's can provide value to these customers in that way.

Approach - Product: College students can easily grow tired of fast food and sketchy dining hall food. Big Momma's food and beverages are made in house, mostly from scratch. This food tastes like a homemade meal, and not like your average fast food joint.

Appeal - Emotional: Generation Z (specifically those in college) are likely away from home and adjusting into adulthood. Generation Z college students are jumping into a new life stage, and it's probably scary and overwhelming at times. Big Mommas could emphasize their comforting homestyle cooking and nostalgic environment as a way to attract college students.

Tone - Welcoming:

The very common trait of Gen Zers are that they're self-reliant, pragmatic, value diversity and great finding their own unique identities. Gen Zers are radically inclusive. They don't distinguish between friends they meet online and friends in the physical world. They continually flow between communities that promote their causes. Which is why we decide to have a welcoming tone. The welcoming tone will resonate with Big Momma's target market. A nurturing, "home away from home" atmosphere would make our target market (Gen Zers) feel welcome and encourage them to return several times. It should be noted that customers can type their books in their individual nooks. They may talk fishing stories with the individual seated at the table next to them. They may savor the lovely aroma of their favorite coffee while taking in the environment that allows them to linger over the coffee.

Campaign Theme - Throwback:

Gen Zers are the most nostalgic, with 15% preferring to think about the past rather than the future. A profound desire for a simpler period characterizes Gen Zers nostalgia. They want to look and act as millennials did in the early aughts due to overstimulation. But there is also the issue of isolation. For each given decision, Gen Zers have a billion options. There are no hard and fast rules on what to dress, what music to listen to, or which celebrities to follow. The promotional mix would be with retro photographs, nostalgic music, and the product should feel like home.

Campaign Part 3

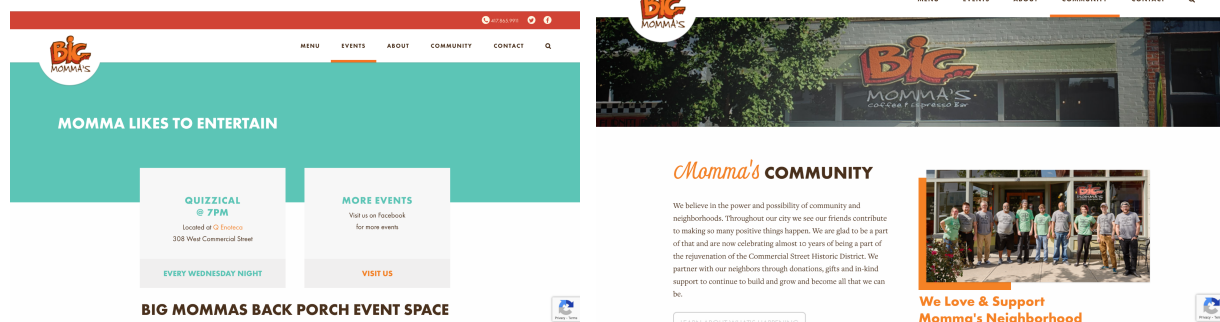
IMC Campaign

Campaign Overview - Come Home to Big Momma's

Channel 1, Internet Marketing:

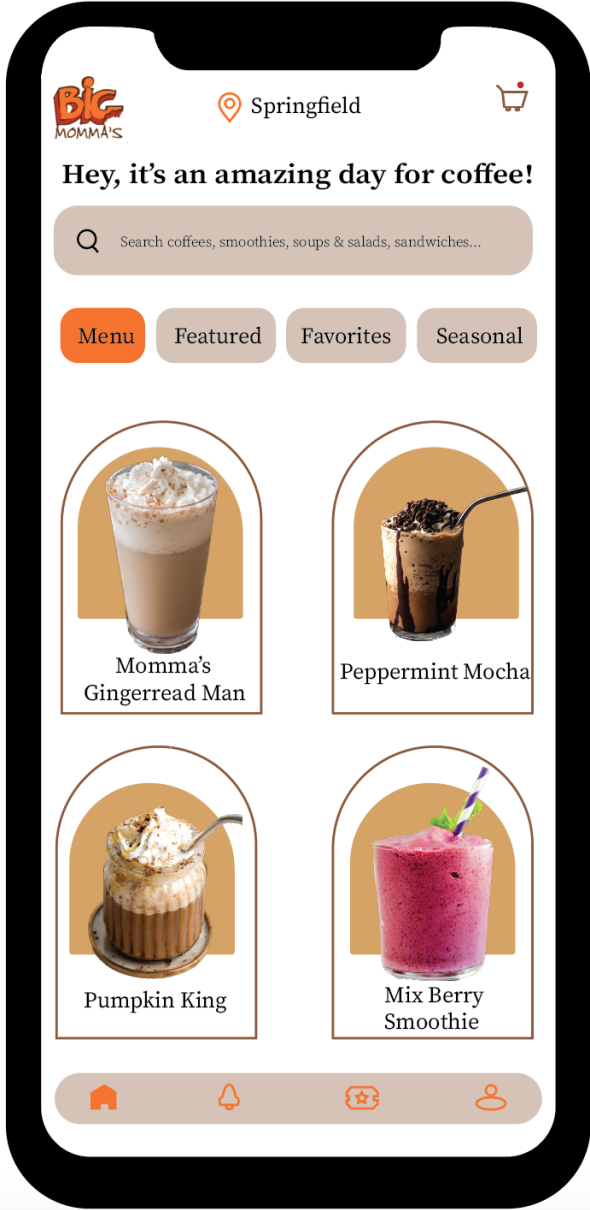
IMC Campaign (Website):

Previous website:



Currently Big Momma's website has enough information for new customers. Their website includes their background story of how the coffee shop was built, community, menu, location, social media information, catering, and contact information. However, I noticed that they are growing their business by adding drive thru to each of their shops. We wish to update Big Momma's website to be a more aesthetically pleasing "phone app" and add the option to order online. The website would have a consistent retro (flapper aesthetic), sorting all the information they already have on the current website into a more accessible and eye-catching look. Also, adding a tab for recurring customers to do online order-and-go on the app. So, that they could broaden their target market.

Here's what the new, improve app would look like:



Channel 2-Public Relations:

As a promotional channel Public Relations focuses on influencing a brand or business' image, reputation, and how they are generally perceived and regarded.

Since the main objective of the campaign revolves around Big Momma's Brand it would be advantageous that part of the campaign should have a focus on community involvement and further solidifying Big Momma's image as a safe, welcoming, and caring environment.

Big Momma's in the past has attempted similar community engagement efforts, focused more around themes like the native Springfield community and historic C-Street. While these were successful, there is more opportunity to generate community goodwill and generate awareness around Big Momma's as a whole. This opportunity exists with the target audience of this campaign, Gen Z College Students.

Organizations Open Mic Night:

One way Big Momma's would easily be able to engage with the Target Audience would be by reaching out to specific organizations on the many local college campuses to collaborate with the other events Big Momma's will already be hosting.

A great event would be an organization open mic night. On one of the nights that the shop will already typically be hosting live music during intermissions students and community leaders would have the opportunity to share what their groups are about, what they are currently working towards, and how they help serve the community. On nights like these to help incentivize attendance the shop can offer free small drink or pastry coupons to audience members.

Reaching out to these specific organizations would further break down our target market, allowing Big Momma's to interact with an even more specific group of people. This would create a fantastic opportunity for the shop to connect with community oriented individuals and create a lasting impact in that group's mind.

Having events that are centered around service, giving back, and caring helps create credibility around the "caregiver" like persona that Big Momma's has made a vital element to their brand identity.

All the additional events or activities that are targeted towards Public Relations will be relatively inexpensive ways to generate goodwill and make unique and meaningful connections.

In addition, they will work smoothly with the other events that Big Momma's hosts or will start hosting like game nights, movie nights, etc.

Sample Two Week Event Schedule:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Art Showing	Game Night		Live Music and Open Mic Night	Movie Night		Live Music
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Movie Night	Game Night		Optional: Community Event		Live Music

Channel 3-Social Media:

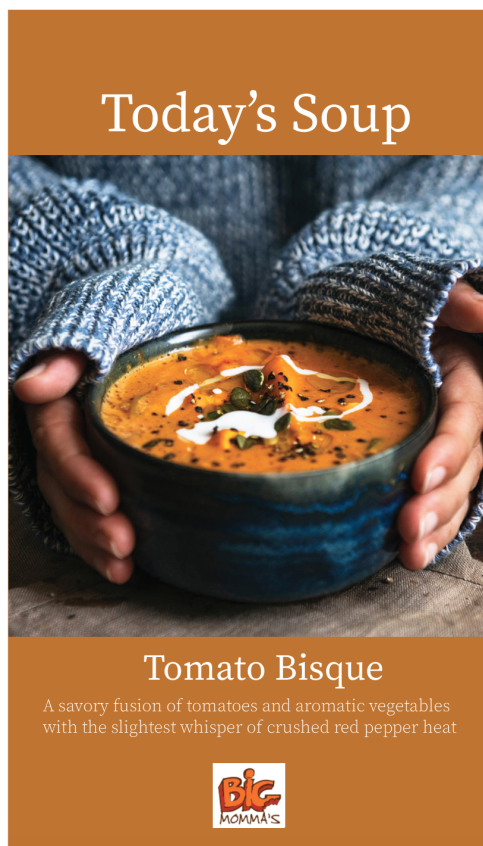
Big Momma's currently has a small following on Facebook and Twitter which features mostly any menu changes or the soup of the day. Our campaign will center around the launch of Big Momma's Instagram account. The profile picture for this account will feature Big Momma's logo with Big Momma's current brand tagline "Coffee so good it'll wake the neighbors" with a link to the company website. This account will feature non-paid advertising featuring static photo posts of different college students sitting around enjoying coffee with their friends and doing work. After the first initial launch, Big Mommas will regularly start posting instagram/facebook stories each day featuring the soup of the day. We chose Instagram Stories because they only last 24 hours and will allow for the least amount of confusion on what soup is available that day. In the highlights section of Big Momma's instagram page, we will feature an events tab that features stories of events that are put on throughout the campaign.

Why Social Media?

Social media is one of the leading methods of advertising to Gen Z, especially college students. Students have very busy schedules and often scroll through social media on breaks or between classes to catch up on different news and see what is happening in the communities around them. Because of this, we chose to advertise on both facebook and Instagram. The reason we chose these two platforms is because they are the top platforms that college students have stated to consume social media advertisements. Social media also has the variable of being able to "go viral". Big Momma's can create Instagram Reels that stay on top of trends while staying within their niche.

How?

As stated, Big Momma's will be posting static photo posts of college students visiting their business and enjoying coffee or spending time with friends on top of the soup of the day Instagram/Facebook story posts. One major factor that will help Big Momma's increase their exposure will be Instagram Reels. This short-form immersive video allows consumers to see the behind the scenes of how a lot of Big Momma's drinks and meals are made. These videos will stay on top of popular songs or trends and feature something simple like a worker creating a cup of coffee or highlight one of the events that Big Mommas hosts. Promoting these upcoming events on social media will increase turnout and sales overall while providing a space for college students to get together and relax while enjoying Big Momma's coffee and food. Big Mommas will also repost anything that consumers post at their college event nights to their story.



Channel 4- Out-of-home advertising

One of the main channels we will be using in this campaign is out of home advertising. This channel is an amazing way to gain publicity and spread the word on Big Momma's events. Out of home advertising will do great at getting a message out, but it is limited in message space.

How: Chalking Campuses

Many people will already have heard of Big Momma's through social media or internet advertising. Both of which will lead the consumer to Big Momma's tailor made website that has information on everything they need to know. Just to ensure as much outreach as possible, we ultimately decided on chalking nearby campuses. Between the major colleges in the Springfield area, Springfield contains over 42,000 students. Chalking the sidewalks of these campuses with information on upcoming events would guarantee significant consumer outreach.

Why?

As stated before, out-of-home advertising is extremely effective at getting a message out and reaching an audience. If you combine that fact with the amount of outreach these campuses offer as well as the cost effectiveness and simplicity of writing upcoming events in chalk. The chalk serves as an opportunity for students or faculty who may not have heard of the upcoming events. The chalk can have the address of Big Momma's as well as the website written out.

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