



# **Engagement Guidelines**

You Squared Media | 800 Town & Country Blvd #312, Houston, TX 77024 | yousquaredmedia.com | 713.880.3387 | info@yousquaredmedia.com



HOME OF THE

Main Logo

Secondary Logo



### Font

# Rockwell Ectra Bold Regular BADABOOM BB REGULAR KOMIKA AXIZ REGULAR

## Colors

HEX #fcb53e	HEX #a30a35	HEX #231f20
C: 0%	C: 24%	C: 0%
M: 32%	M: 100%	M:0%
Y: 87%	Y: 76%	Y: 0%
K: 0%	K: 18%	K: 100%
R: 252	R: 163	R: 35
G: 181	G: 10	G: 31
B: 62	B: 53	B: 32



## Company Descriptions:



Main Tag Line: "Great Beer. Better WingZ."

**Secondary Tag Line:** "Always fresh, made to order, in a family friendly atmosphere on every visit. Thank you for helping to make BreWingZ a family tradition!"

**Company Profile:** We know the food you serve to your family is important to you, at BreWingZ our food is important to us as well. We eat here too. That's why we only use the freshest ingredients, including US grown Grade A chicken and unprocessed vegetables. Our food is hand made; from our straight off the cheese block mozzarella sticks, our made from scratch onion rings, to our freshly prepared wings! We are committed to making the best food, always fresh, made to order, in a family friendly atmosphere on every visit. We love food. We love sports. Thank you for helping to make BreWingZ a family tradition!

**Company Short Description:** With 22 locations in the greater Houston area, BreWingZ Restaurant and Bar is dedicated to serving you and your family delicious, handmade food. We only use the freshest ingredients in our food, including US-grown Grade A chicken, unprocessed vegetables, and mozzarella sticks straight off the cheese block.

We offer consistent weekly specials such as our Wednesday 2-for-1 boneless wings, Thirsty Thursday \$0.99 draft special, and our Family Feast Fridays. We have private party rooms open for reservation.

BreWingZ is committed to making the best food, always fresh, made to order, in a family friendly atmosphere on every visit.

**Company Long Description:** With 22 locations in the greater Houston area, BreWingZ Restaurant and Bar is dedicated to serving you and your family delicious, handmade food. We only use the freshest ingredients in our food, including US-grown Grade A chicken, unprocessed vegetables, and mozzarella sticks straight off the cheese block.

Our family friendly, sports and food enthusiastic business has grown tremendously over the last few years. We offer consistent weekly specials such as our Wednesday 2-for-1 boneless wings, our Thirsty Thursday \$0.99 draft special, and our Family Feast Fridays. We also have private party rooms that are open for reservation.

BreWingZ is committed to making the best food, always fresh, made to order, in a family friendly atmosphere on every visit.



## Ads Targeting Audiences:



### General:

BreWingZ General Audience- Updated 12/31(21+) - copy					Actions •	×	
Summary	Usage	History					
<b>Audience N</b> BreWingZ (		ience- Updat	ed 12/31(21+	-) - copy			
<b>Size</b> 3,400,000							
<b>Type</b> Saved Audi	ence						
<b>Created</b> 12/31/20, 1	2:39 PM						
<b>Last Updat</b> 12/31/20, 1							

Saved Audience Details

Location: United States: Houston (+21 mi) Texas

Age: 21 - 65+

People Who Match: Interests: Cocktail, National Football League, Sports Illustrated, Fox Sports (United States), Lunch, Chicken (food), Wingstop, Eating, Beer, ABS-CBN Sports, National Basketball Association, Broadcasting of sports events, Fried chicken restaurant, SportsCenter, CBS Sports Network, Buffalo wing, Bars, National Collegiate Athletic Association, Team sport, CBSSports.com, Drinking, ESPN, CBS Sports, Sports entertainment, Food, Sports, NBC Sports, Premier League, Alcohol, Chicken, Yahoo! Sports, Alcoholic beverages, Buffalo Wild Wings, Restaurants, Football, Sportswear (fashion), Sports club, Foodie, Sports games, Sportswear (activewear), Fried chicken, Professional sports, ESPN Sports Bar & Grill, Fox Sports, Fox Sports 1, Sports and outdoors, Food and drink, Buffalos Hot Wings or UFC Fight Pass, Industry: Food and Restaurants

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## Ads Targeting Audiences:

Actions -

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BreWingZ Football Audience- Updated 12/31(21+)

History

Summary Usage

### Audience Name

BreWingZ Football Audience- Updated 12/31(21+)

#### **Size** 3,600,000

Туре

Saved Audience Created

12/31/20, 12:24 PM

#### Last Updated 12/31/20, 12:25 PM

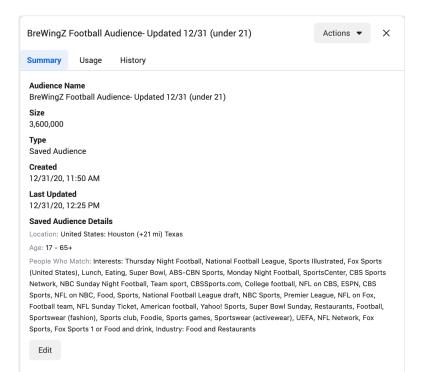
Saved Audience Details

Location: United States: Houston (+21 mi) Texas

Age: 17 - 65+

People Who Match: Interests: Thursday Night Football, Cocktail, National Football League, Sports Illustrated, Fox Sports (United States), Lunch, Wingstop, Eating, Beer, Super Bowl, ABS-CBN Sports, Monday Night Football, Brewery, Broadcasting of sports events, SportsCenter, CBS Sports Network, NBC Sunday Night Football, Buffalo wing, Bars, Team sport, CBSSports.com, College football, NFL on CBS, ESPN, CBS Sports, Sports, Ports entertainment, NFL on NBC, Food, Sports, National Football League draft, NBC Sports, Premier League, NFL on Fox, Alcohol, Football team, NFL Sunday Ticket, American football, Yahoo! Sports, Super Bowl Sunday, Alcoholic beverages, Buffalo Wild Wings, Restaurants, Football, Sportswear (fashion), Sports club, Foodie, Sports games, Sportswear (activewear), Overtime (sports), Professional sports, UEFA, ESPN Sports Bar & Grill, NFL Network, Fox Sports, Fox Sports 1, Sports and outdoors, Food and drink or Buffalos Hot Wings, Industry: Food and Restaurants

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# Ads Targeting Audiences:

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# Hashtag Guide:

**Brand / General:** #brewingz #wings #wingz #chickenwings #wingdeals #htxwings #htxfoodie #htxfood #houstonfood #houstonwings #wingsfordays #wingsforlife #chicken #wingsarelife #beerandwings #wingsandbeer #houstonwingsjoint #houstonwings #houstonrestaurant #houstoneats #htxeats #htowneats #houstonlunchspots #wingit #winginit #chickenwangs #chickenwang #winglove #wingspecials

**Wings and Sauces:** #sauceboss #hotwings #buffalowings #garlicparmesanwings #lemonpepperwings #mildwings #teriyakiwings #hotwings #bbqwings #honeybbqwings #cajunspice #carolinagold #thaispice #mangohabanero #sweetnspicy #sweetandspicy #sweetandspicywings #xlwings #fridayfeast #bonelesswings #buy10get10 #twofortuesday #twofortuesdays #twoforoneboneless

**Drink Specials:** (use name of drink in hashtag, i.e. #wickedrumbucket) #margaritamonday #margaritamondays #margaritatime #drinkspecials #htxdrinks #cocktailstogo #happyhour #houstonhappyhour #margaritaspecials #htxhappyhour #pourmeanother #happyhourathome #quarantinecocktails #margaritastogo #draftbeer #beerpitcher #beerspecials

**Sports (General):** Tag local sports radio stations: @CBSSportsRadio, @SportsRadio610, @scalandpals, @YouBetterYouBet, @BetSweats @ESPNRadio #ESPN #watchthegame #sportsbar #houstonsportsbar #sports #sportslover #preseason #NCAA #NCAAgame #collegesports

**NFL/Football:** (use specific game and team hashtags, i.e. #Texans, #TexansvsCowboys, #Aggies, #gigem) #nflgame #nfl #football #footballgame #footballfan #wingsandfootball #footballandbeer #watchthegame #nflfootball #nflplayoffs #nflsunday #nflgameday #nflseason #footballseason #sundaynightfootball #mondaynightfootball #collegefootball #NCAAfootball #superbowl





**NBA/Basketball:** (use specific game and team hashtags, i.e. #HoustonRockets, #clutchcity, #RocketsGame) #basketball #basketballneverstops #basketballgame #basketballseason #basketballnation #NBA #NBAplayoffs #NBAfinals #NBAbasketball #NBAallstar #allstarweekend #collegebasketball #NCAAbasketball #MarchMadness

**UFC**: (use specific hashtags for fighters and matches, i.e. #mcgregor, #mcgregorvskhabib) #UFC #UFCfightnight #mma #mmafighter #mixedmartialarts #watchthefight #mmaworld #thenotoriousmma #cagefighting #cagefight

**MLB/Baseball**: (use specific hashtags for teams and games, i.e. #Astros, #gostros, #AstrosvsDodgers) #MLB, #baseball #baseballgame #baseballseason #beisbol #worldseries #worldserieschamps #collegebaseball

**MLS/Soccer**: (use specific hashtags for teams, players, and games, i.e. #HoustonDynamo, #foreverorange, #Messi, #dynamovtigres) #soccer #soccergame #futbol #worldcup #fifa #collegesoccer #USAsoccer #opencup #championsleague