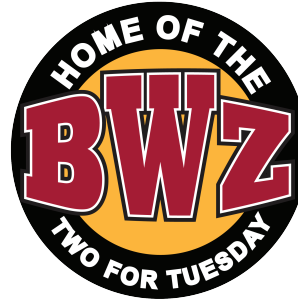




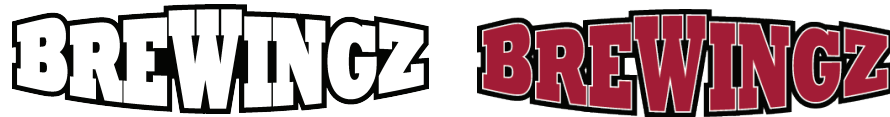
Engagement Guidelines



Main Logo



Secondary Logo



Font

Rockwell Ectra Bold Regular

BADABOOM BB REGULAR

KOMIKA AXIZ REGULAR

Colors



HEX #fcb53e

C: 0%
M: 32%
Y: 87%
K: 0%

R: 252
G: 181
B: 62



HEX #a30a35

C: 24%
M: 100%
Y: 76%
K: 18%

R: 163
G: 10
B: 53



HEX #231f20

C: 0%
M: 0%
Y: 0%
K: 100%

R: 35
G: 31
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

Audience Name

BreWingZ General Audience- Updated 12/31(21+) - copy

Size

3,400,000

Type

Saved Audience

Created

12/31/20, 12:39 PM

Last Updated

12/31/20, 12:39 PM

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

Edit



Ads Targeting Audiences:

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

Summary
Usage
History

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

Size
3,600,000

Type
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 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

Edit

BreWingZ Football Audience- Updated 12/31 (under 21)
Actions ▾ ×

Summary
Usage
History

Audience Name
BreWingZ Football Audience- Updated 12/31 (under 21)

Size
3,600,000

Type
Saved Audience

Created
12/31/20, 11:50 AM

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, National Football League, Sports Illustrated, Fox Sports (United States), Lunch, Eating, Super Bowl, ABS-CBN Sports, Monday Night Football, SportsCenter, CBS Sports Network, NBC Sunday Night Football, Team sport, CBSSports.com, College football, NFL on CBS, ESPN, CBS Sports, NFL on NBC, Food, Sports, National Football League draft, NBC Sports, Premier League, NFL on Fox, Football team, NFL Sunday Ticket, American football, Yahoo! Sports, Super Bowl Sunday, Restaurants, Football, Sportswear (fashion), Sports club, Foodie, Sports games, Sportswear (activewear), UEFA, NFL Network, Fox Sports, Fox Sports 1 or Food and drink, Industry: Food and Restaurants

Edit

Ads Targeting Audiences:

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

Actions ▾ ×

Summary Usage History

Audience Name
BreWingZ Basketball Audience- Updated 12/31(21+)

Size
3,400,000

Type
Saved Audience

Created
--

Last Updated
--

Saved Audience Details
Location: United States: Houston (+21 mi) Texas
Age: 21 - 65+
People Who Match: Interests: NBA Finals, Cocktail, NBA All-Star Game, Sports Illustrated, Fox Sports (United States), Lunch, Wingstop, Eating, Beer, ABS-CBN Sports, Women's National Basketball Association, NBA draft, National Basketball Association, Broadcasting of sports events, SportsCenter, CBS Sports Network, Buffalo wing, Bars, National Collegiate Athletic Association, Team sport, CBSSports.com, Drinking, ESPN, CBS Sports, Sports entertainment, Food, Sports, NBA League Pass, NBA playoffs, NBC Sports, NBA Countdown, Premier League, NBA draft lottery, NBA on TNT, Basketball positions, NBA on TBS, Alcohol, Chicken, Basketball, Nike Basketball, Yahoo! Sports, NBA on ESPN, NBA on ABC, Alcoholic beverages, Buffalo Wild Wings, Nba fans, Restaurants, NBA TV, College basketball, Sportswear (fashion), Sports club, Foodie, Sports games, Sportswear (activewear), Overtime (sports), NBA on NBC, Fried chicken, Professional sports, I <3 Basketball, ESPN Sports Bar & Grill, College Basketball on ESPN, Fox Sports, FIBA Basketball World Cup, Fox Sports 1, Sports and outdoors, Food and drink, NBA Live (video game series) or Buffalos Hot Wings, Industry: Food and Restaurants

Edit

BreWingZ Basketball Audience- Updated 12/31(Under 21)

Actions ▾ ×

Summary Usage History

Audience Name
BreWingZ Basketball Audience- Updated 12/31(Under 21)

Size
3,400,000

Type
Saved Audience

Created
12/31/20, 12:26 PM

Last Updated
12/31/20, 12:32 PM

Saved Audience Details
Location: United States: Houston (+21 mi) Texas
Age: 21 - 65+
People Who Match: Interests: NBA Finals, NBA All-Star Game, Sports Illustrated, Fox Sports (United States), Lunch, Wingstop, Eating, ABS-CBN Sports, Women's National Basketball Association, NBA draft, National Basketball Association, Broadcasting of sports events, SportsCenter, CBS Sports Network, Buffalo wing, National Collegiate Athletic Association, Team sport, CBSSports.com, ESPN, CBS Sports, Sports entertainment, Food, Sports, NBA League Pass, NBA playoffs, NBC Sports, NBA Countdown, Premier League, NBA draft lottery, NBA on TNT, Basketball positions, NBA on TBS, Basketball, Nike Basketball, Yahoo! Sports, NBA on ESPN, NBA on ABC, Buffalo Wild Wings, Nba fans, Restaurants, NBA TV, College basketball, Sportswear (fashion), Sports club, Foodie, Sports games, Sportswear (activewear), Overtime (sports), NBA on NBC, Professional sports, I <3 Basketball, ESPN Sports Bar & Grill, College Basketball on ESPN, Fox Sports, FIBA Basketball World Cup, Fox Sports 1, Sports and outdoors, Food and drink, NBA Live (video game series) or Buffalos Hot Wings, Industry: Food and Restaurants

Edit



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. #wickeddrumbucket) #margaritamondays #margaritamondays #margaritetime #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