



Campaign Plan

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MC-235

7/1/16

La Gardenia sits right around the corner from one of North America's historic sites called The Cahokia Mounds. It's sometimes missed and it's so close to us. This Mexican Restaurant is in Collinsville, Illinois. It sits in a part of town that isn't the best looking, but when you look past that you'll find this little family owned place that has amazing food to try.

Background Research:

The restaurant was opened in June, 2016. The family has a Mexican Grocery Store connected to it that has been open for much longer. That was their original place. The family is Hispanic, and know that there is a big majority of Hispanics that live in that area. That's why they started their business, but little did they know that so many people from all origins would come to see what they were about.

Oversight:

Currently, La Gardenia's main communication mediums are Social Media networks (Facebook particularly) and Word- of- Mouth distribution. They have almost 5 stars on yelp.com. They do some advertising now through social media, but that is about it so it is minimal. Most of our participants in the focus group have heard of La Gardenia, but have not been there. This campaign will help get new people in the door and will ensure the target audience will know all about what the restaurant has to offer.

SWOT Analysis:

- Strengths- Authenticity, customer service, location, and large portioning.
- Weakness- Higher prices, very limited parking, limited space inside.
- Opportunity –Taste that reminds you of home, room for expanding the brand.
- Threat- Customer loyalty for larger corporations/franchises, competition with so many other Mexican restaurants in the area.

Communication Objective:

- Amplify exposure.
- Extend current reach.
- Increase awareness, word-of-mouth, and buzz.
- Increase traffic on social media forums.

These objectives will be monitored on a periodic basis to measure the rate of success. Polls, Surveys, and media traffic will be included in determining effectiveness. Hostesses and Servers will be asking survey questions to customers such as “How did you hear about us?” to gauge method of exposure.

Strategic Plan Development:

We recognize that an advertising agenda is paramount for sustaining and expanding a business. This campaign plan will launch a six month advertising plan based on a \$10,000.00 budget. Our initiative is to keep our expenses low and manageable, yet provide fuel to sustain and increase word-of-mouth.

Key Strategies:

- There is big support among local businesses in the area. Focusing on that will be effective in grabbing interest, trust, and developing customer loyalty. A rewards program would keep the locals coming back.
- They have a new and improved outdoor patio, which sets them aside from the other Mexican restaurants. This would be a great feature to include in the advertisements.
- Everyone loves Margarita Nights. A variety of drink specials would bring in new crowds that may not have tried their food.

- Social media is anywhere and everywhere. Using their Facebook page to promote their deals and their entrees, along with customers self promoting for them will keep business booming.

Target Audience-

Demographics: Men and women of all ages, families or singles

Income: \$10,000 +

Education: High School and above

Residence: Local and surrounding areas

Geographic Placement/Distribution:

Currently La Gardenia has one single location: Collinsville, IL (Madison County) they have talked about branching out, so a big focus will be to figure out which surrounding cities are supporting the most. Another focus will be to bring people in from across the river in St. Louis.

Time-Frame/Season-

Drive a 6 month campaign from August- January of 2016.

- Utilize all holidays starting with Labor Day, Halloween, Christmas, New Years Eve.
- Take advantage of Major League Baseball playoffs and Football season opening in the fall.
- Participate and sponsor community events and festivals.
- Work with the Cahokia Mounds Museum.
- Collaborate with other local businesses to benefit each other.

Mediums:

Our research revealed that the most effective form of advertising was done through word-of-mouth recommendations from close friends and relatives.

As we cannot control the volume factor we can become an influence to encourage it. Our advertising mediums will increase exposure and place La Gardenia in the spot light in an effort to promote communication traffic.

➤ **Magazines:**

They allow us to narrowcast to specific segmented targets in specific months. Marking in local magazines such as the Main Street Beat which is brought to my work in Glen Carbon every 2 weeks and is distributed to all over Edwardsville and Collinsville would be great. The Belleville news democrat and Sunday paper would also be good.

➤ **Local events/festivals:**

Festivals and public events are one of the best ways to get your businesses name out there and to meet people face to face, and show them what you're all about. Events such as the Maryville Picnic(July),the Collinsville Picnic(Aug), The Italian Fest(September), and even going over the river to St. Louis like on Cherokee St, where there is a lot of Hispanic heritage.

➤ **Media/ Giveaways:**

Place flyers and business cards in local businesses.

Work with Teachers, Students, Military, Police, Fire and give small discounts to appreciate them for their public service.

Hand out items that have your brand or logo on them such as pens so it will also have your phone number. People love freebies.

Hand out Free appetizer coupons with an expiration date to get people in the door.

➤ **Online Media:**

Technology is everywhere and has easy access. It is key to be frequent and current with your social media page. Such as hour

changes, promotions, pictures, and even just communicating back to your customers who leave comments or reviews.

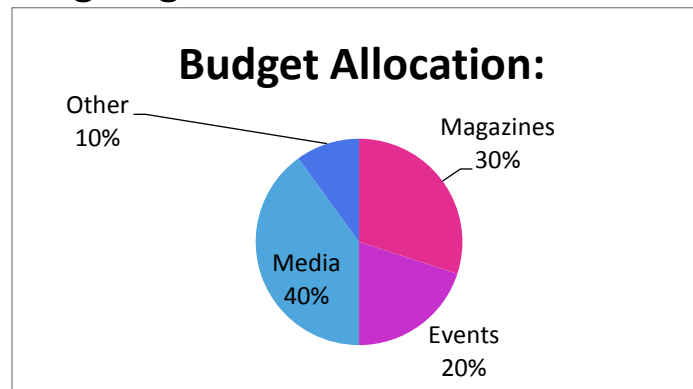
Message Objectives:

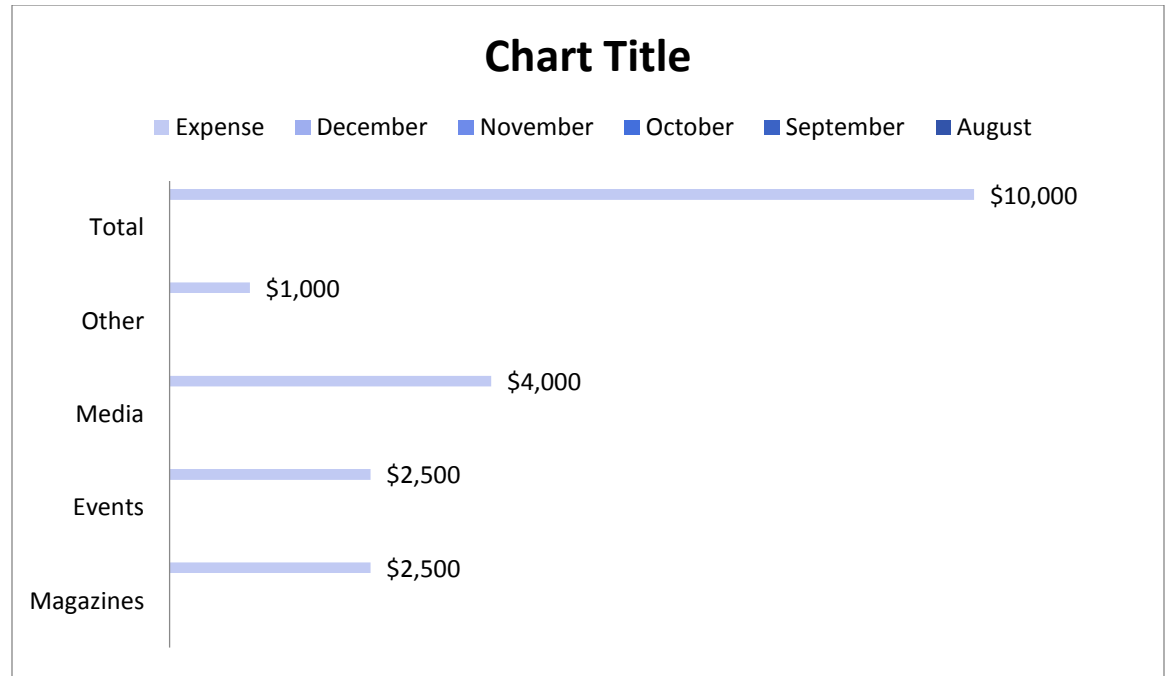
An image and brand relationship must be established and taken seriously. This campaign will affirm La Gardenia as a local establishment, and set it aside from other Mexican restaurants around.

Selling Premise:

Everything is taken in from their culture in Mexico. They can continue to visit there and bring in home-style dishes from their families their and friends. Sharing these dishes with us is a great honor. They will even bring in some American style items so it caters to more people. One of those items includes Hot Wings which is a small appetizer there.

Budgeting:





Fun Fact-A Gardenia is a beautiful white flower, that the owner's wife loves



