

CAMPAIGN "Get Into It Christchurch"

Business Name: Cathy's Cafe Ltd Date February 2012



Background

Why does my business need this marketing?

Cathy's Cafe is a suburban coffee shop and catering company. Following the earthquake we were without premises for 6 months and have only recently established our business in a new location. Although business is solid, sales and foot traffic are well below what we experienced previously. Many of our loyal clients are unaware of our new location. We have a coffee loyalty card with an offer of 10th coffee free which is well used by current client base.

Objective

What is the marketing trying to achieve?

During the campaign, we want to:

- Increase foot traffic per day from 175 to 200 people
- Increase average spend from \$12.50 to \$15
- Increase sales from \$30,000 per month to \$35,000
- Increase Facebook members from 150 to 300
- Increase use of coffee cards from 50% of customer visits to 75% of visits
- Redeem 500 vouchers

Call to Action

What do you want the customer to do?

Visit our new store during March, spend \$20 and receive a free muffin or slice
Cut the voucher out of the Press or go online and print voucher off our website to receive the offer
Like our Facebook page and become a member of the 'Coffee Club' with monthly special offers.

Target Audience

Who is my target audience? Describe them.

Women aged 25-45 years old. Typically 'Yummy Mummies' - Mothers with children – either at school or preschool
Coffee mornings – why not spoil yourself
Like quality but often budget conscious
Often don't have time to fully relax and enjoy coffee as they are preoccupied with watching the children

Key Messages

What is the key message I want people to know?

Spoil yourself next coffee morning with our decadent cakes & slices. Visit our new store, spend \$20 and receive a free muffin or slice
Child friendly cafe with dedicated children's area
All organic & natural products

Media

Which media will be the best to use to market this message – e.g. press, radio, direct mail out or email, in store, PR or Facebook social media etc

A 2 week radio advertising campaign through More FM and its affiliated stations
One off advert in The Press under the "Dine" theme
All messaging will be replicated on our Website and Facebook page with coupon on Facebook and website
Enter the More FM photo contest with staff, and staff to offer to take coffee group photos for entry into the competition
In Store will also promote the campaign with a poster & staff trained.
Printed coupon instore for staff to give away at POS for repeat visit with friend (Come back with a friend and the kids will get free mini muffins)

Results

How will you know the marketing has been successful? How will you measure it?

Foot traffic will be measured each day – Number of People
Sales \$ calculated on a daily, weekly and monthly basis benchmarking February sales
No. Facebook members logged at the start of the activity and at the end of the month
Point of Sale staff to ask all customers how they heard about us and log radio vs press vs word of mouth
Coupon count

Budget

What funds have you allocated to this?

\$1250 for the entire campaign.
\$999 on radio advertising
\$250 for Press advertising

My campaign will cost me a variable product cost of \$1.00 a muffin /slice, translating to \$500 increase in my cost.