

Campaign Development Process



Executive Summary

This conceptual marketing campaign focuses on successfully launching the 'Simply Bistro' restaurant brand into the Taupo market, as well as developing the 'Simple but Nice' personal brand of owner/chef, Jude Messenger.

The 'Simply Bistro' concept is of a 50-60 seat, local's eatery, modelled in the style of a Kiwi inspired French bistro. The restaurant will offer simple affordable meals made from the freshest local produce, showcased on a regularly changing menu, with no dish being priced at more than \$30.

The key objective of this marketing campaign is:

- To be serving an average of 55 diners per night at an average spend of \$60 per person by the end of the campaign.

With the integration of multiple media channels; online space, print advertising, outdoors advertising, direct advertising and radio advertising, incorporating creative elements focused on building a buzz and creating awareness of the new restaurant, the campaign will deliver two key marketing messages:

- Serving you fresh, quality, well-executed, simple food at a price that you can afford. 'Simple but Nice'
- Jude Messenger, your local chef, new restaurant, new food, 'Simple but Nice'

'Simply Bistro's target market consists of approximately 20,812 local Taupo diners (*See workings in section 1.2.b*), valued at approximately \$14,984,640 per year (*See appendix 1 to view market dimensions workings*). This four month marketing campaign is expected to generate \$259,200 (*See appendix 2 to view total revenue workings*) in revenue and cost an estimated \$13,986 to conduct, representing a 5.4% cost of marketing.

With a combination of Jude's profile and experience and smart marketing, 'Simply Bistro' could quickly become Taupo's destination restaurant with national recognition, 'Simple but Nice'.



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The Scenario

Chef, Jude Messenger Is in the process of negotiating the purchase of a restaurant on Taupo's busy Tuwharetoa Street. If the purchase bid is successful then the restaurant will be closed for a two week period where it will have minor renovations done and be re-branded to 'Simply Bistro. It is expected the property will change hands in the middle of July.

Jude is a multi-award winning chef, currently employed as head chef of Plateau Restaurant in Taupo. Prior to that Jude was executive sous chef at Huka Lodge in Taupo, sous chef at Giorgios Restaurant in Portland Oregon USA, head chef at The Batch Restaurant in Taupo and he spent a year at Peter Gordon's Sugar Club in London.

In Jude's time at Plateau he as received accolades such as Best Beef dish at the HANZ National Excellence Awards 2009, finalist in the Kapiti National Chefs Collection 2010, and in 2011 he won the Monteiths Beer and Wild Food Challenge TV series. He has also received an award for excellence in beef and lamb in each of those years.

Challenge

'Bistro', the best ingredients prepared using perfect technique to produce simple and affordable food. There is no restaurant in Taupo offering a true bistro experience.

'Simply Bistro' will be a local's eatery, modelled in the style of a Kiwi inspired French bistro. The food will be simple, fun and affordable with a focus on fresh local ingredients being showcased on a frequently changing menu, with no dish being sold for more than \$30. The restaurant will seat 50-60 diners per sitting and be situated on Taupo's busy dining strip, Tuwharetoa Street.

This Marketing campaign will encompass two complimenting brands; 'Simply Bistro', the restaurant, and 'Simple but Nice' the owner/chef. With Jude's high



profile in the New Zealand cooking industry, he is a marketable brand within himself. By capturing that entity and incorporating him into an online brand via a personal blog and Facebook, we will develop a following for Jude the award winning chef and transfer that profile, exposure and following to his restaurant. We will bring the two brands together by adding 'Simple but Nice' as a tag line to the 'Simply Bistro' brand.

The 'Simply Bistro' marketing campaign will target predominantly Taupo locals, having identified them as the core market. However, through a small direct advertising promotion and word-of-mouth advertising it is expected that a significant number of visitors and tourists will also be attracted to the dining experience.

The key campaign objective is to be serving an average of 55 diners per night at an average spend of \$60 per person by the end of the campaign.

1.0 Campaign Fundamentals

The four key components of a marketing campaign with which to develop this campaign strategy from are identified and discussed:

- Target audience
- Market dimensions
- Campaign objectives
- Brand positioning

1.1 Target Audience

'Simply Bistro's target audience for this marketing campaign consists of 16-64 year old Taupo locals who enjoy the experience of dining out.

- 'Simply Bistro's target audience represents by my calculations approximately 20,812 diners.

(See workings in section 1.2.b)



1.1.a Target Market Analysis

As at the census of 2006 Taupo's population was estimated to be 32,418 residents. Of those residents 13.6% were over the age of 64 years and 22.2% were under the age of 16 years (Statistics New Zealand, 2006). Therefore 64.2% of the Taupo population fall into 'Simply Bistro's target market. Taupo has a mean average household income of \$48,000 (Economic Solutions Ltd, 2009).

Due to the most recent census data being six years old it is expected that both Taupo's population and income levels will have grown since that time.

1.2.b Market Dimensions

Based on data gained in our target market analyses we are able to estimate the size and value of 'Simply Bistro's potential market in Taupo. By taking Taupo's total population of 32,418 residents and multiplying it by the 64.2% of residents that are between the ages of 16-64 years we come to a figure of 20,812 residents representing 'Simply Bistro's target market. If we then assume that 50% of those residents will dine out in Taupo two times per month, at an average spend of \$60 per diner (Messenger, 2012), we can estimate that the dining out market in Taupo is valued at approximately \$14,984,640 per year.

(See appendix 1 to view market dimensions workings)

This figure is a modest estimate keeping within my assumed realistic dining habits of an average Taupo resident. Taupo however has a significant all year round tourism trade with 576,832 visitors in 2009 accounting for 986,189 bed nights (Economic Solutions Ltd, 2009), and a population that is said to treble in size over the summer holiday season (Messenger, 2012). It is expected that these factors will substantially raise the true value of Taupo's dining out market.

- Total market size: **20,812 diners**
- Total market dining frequency per year: **249,744 dining nights**
- Total market value per year: **\$14,984,640**



1.2 Campaign Objectives

The 'Simply Bistro' marketing campaign has one simple objective. All associated marketing activities are designed to facilitate the achieving of that objective.

- To be serving an average of 55 diners per night at an average spend of \$60 per person by the end of the campaign.

Due to Jude's strong profile and following and a well implemented marketing campaign, I estimate (based on my own assumptions) that 'Simply Bistro' will have generated \$259,200 in revenue by the end of the campaign, at an average of 45 diners per night.

(See appendix 2 to view workings)

1.3 Brand Positioning

We will position 'Simply Bistro' as the first choice restaurant for Taupo diners when looking for an affordable, unique Kiwi/French dining experience with excellent food, impeccable service and a warm, friendly atmosphere.

Positioning Statement

'Simply Bistro', providing Taupo diners with a Kiwi take on the classic French bistro experience with excellence and affordability. 'Simple but Nice'.

1.4 SWOT Analysis

In order to develop an insight into the internal and external environment which may impact on 'Simply Bistro's business, a SWOT analysis has been conducted. This strategic process establishes an understanding of positive and negative factors, assisting in the development of the marketing campaign.

(See appendix 3 to view SWOT analysis)



2.0 Campaign Strategy

Commencing in July 2012 and continuing through until October 2012, just prior to the start of the busy summer season, this marketing campaign will be delivered over multiple on and offline media channels using a range of creative elements. The campaign's creative elements will deliver clear and consistent campaign messages, targeted mainly to Taupo locals. Messages will create an awareness of owner, Jude Messengers move to his own restaurant and of a unique dining experience new to Taupo.

2.1 Marketing Communications Brief

This document outlines the full campaign and all relevant details regarding target audience, objectives, creative elements, media channels budget and timing. The document will be used as a formal acceptance of the campaign into fruition.

(See appendix 4 to view communications brief)

2.2 Campaign Message

'Simply Bistro's marketing campaign will deliver clear and consistent messages using multiple creative elements over multiple media channels.

- Serving you fresh, quality, well-executed, simple food at a price that you can afford. 'Simple but Nice'
- Jude Messenger, your local chef, new restaurant, new food, 'Simple but Nice'

2.3 Media Strategy

'Simply Bistro's marketing campaign will make use of both online and offline media channels with; online space, print advertising, outdoors advertising, direct advertising and radio advertising.

Online Space

A 'Simply Bistro' website will be developed and launched along with a Facebook page and blog. The Facebook page and blog however will be branded 'Simple but Nice'. Online media will help to build awareness and create a form of brand and customer engagement.



Print Advertising

Will be utilised to build a buzz leading up to the restaurant opening, supporting the outdoor and radio advertising and will continue throughout the first month of trading. Print advertising will also be incorporated into the direct advertising campaign, taking 'Simply Bistro' into accommodation properties around Taupo.

Outdoors Advertising

Attached to the front of the restaurant, outdoor advertising will be used to build a buzz prior to the restaurant opening and support the print and radio advertising. This advertising will develop intrigue as to what is happening behind the sign, as passer byers will not be able to see into the restaurant through the advertising.

Direct Advertising

Will be aimed at connecting with accommodation property managers, building awareness and developing relationships with these potential referrers. Will be a combination of face-to-face communication and print advertising.

Radio Advertising

Will be aired on local frequencies, promoting the restaurant opening. Radio advertising will build a buzz leading up to the opening as well as developing awareness and supporting the print and outdoors advertising.

Industry Evening

A hosted evening at 'Simply Bistro', entertaining a select guest list of influential local business people and media. The evening will be aimed at reinforcing Jude's profile as well as establishing a profile for 'Simply Bistro' amongst the who's who of the local area.



2.4 Creative Elements

Delivered via the discussed media channels, the following creative elements will deliver clear campaign messages while raising awareness amongst Taupo's local diners and connecting with accommodation property managers, visitors and travellers. The main focus of the advertising campaign is to create a buzz around 'Simply Bistro' and developing word-of-mouth chatter around town.

Website - www.simplybistro.co.nz

The website will be launched in two stages. It will be simple, clean and easy to navigate, with quality images of both the food and the restaurant. In July prior to the restaurant opening the site will be very basic. One page introducing 'Simply Bistro', announcing that it will be opening soon. There will be an image of Jude in his full chef attire as well as an image slider showing some of his winning and published dishes and a 'Meet the Chef' tab clicking through to the 'Simple but Nice' blog. The main content of the page will emulate the newspaper and restaurant banner advertising as described later in this section.

The second stage of the website launch will be timed with the opening of the restaurant. The full site will now be launched to include sample menus, an image slider, booking page, events page, promotions page, 'Meet the Chef' tab and contact page. The 'Simply Bistro' webpage will also link to the 'Simple but Nice' Facebook page and blog.

The website will give 'Simply Bistro' an online presence and integrate with the print, banner and radio advertising prior to opening, building buzz and creating awareness.

'Simple but Nice' Blog

'Simply Bistro's future success is based around the ability, reputation and profile of owner/chef Jude Messenger. 'Simple but Nice' is a branding concept which acts as a tag line to the 'Simply Bistro' brand, but is a brand in its own right. Jude Messenger, award-winning chef is a brand. 'Simple but Nice' represents Jude in the online space. This blog will launch prior to 'Simply Bistro' opening and will



link through to the website's 'Meet the Chef' tab. The blog will be completely food focused offering an insight into how Jude thinks and feels about food, highlighting his passion and love for cooking. Recipes, tips and hints on cooking and food in general will be regularly posted to the blog. The 'Simple but Nice' blog will also integrate with the Facebook page by auto posting.

(See appendix 5 to view sample blog)

'Simple but Nice Facebook Page

'Simple but Nice' the Facebook page will be dedicated to the Jude Messenger brand and updated via the blog. All content posted to the blog will automatically post to the Facebook page saving on time and double posting. This integration is aimed at increasing the reach of the blog posts by displaying in the vast Facebook community. Facebook will link through to both the website and the blog acting as a delivery tool. Facebook will also be able to be used to deliver information regarding any future promotions and special events.

(See appendix 6 to view sample Facebook page)

Newspaper Advertising

Newspaper advertising will start two weeks prior to the restaurant opening, published once per week on a Tuesday, and will be aimed at building buzz and awareness. Adverts will be full page ads in Taupo's local newspaper, the Taupo Times and will be simple and minimalistic, offering nothing more than a buzz phrase or word, logo, street name and a promotional offer. The promotional offer will prompt diners to take the advert with them when they dine at 'Simply Bistro' where they will receive two complimentary drinks. Newspaper advertising will continue for one month after opening with an identical theme as earlier, aimed at continuing the buzz and encouraging diners to give it a try, while supporting the website and radio advertising.

The Taupo Times has an audited circulation of 17,047 and a readership of 27,000 people. A full-page advertisement will cost approximately \$360 (Fairfax Media, 2010).

(See appendix 7 to view sample newspaper advertising)



Restaurant Banner

The restaurant will undergo a two week changeover period where the interior décor will be updated to meet the 'Simply Bistro' concept. During this period a blue banner will be wrapped around the front of the restaurant to emulate the newspaper and website advertising. The canvas will carry the same advertising message as the newspaper advertising, changing weekly. This outdoor advertising will be very visual and will integrate with web, print and radio advertising, tying it all in together. It will create a buzz and a talking point on the busy Taupo dining strip.

(See appendix 8 to view sample outdoors advertising)

Accommodation Advertising

This direct advertising campaign will commence in October once a solid clientele has been built, and leading into the busy summer season. Printed (sample) menu cards will be distributed to the major accommodation properties in Taupo with the promotional incentive of every 10 bookings made via their reception desk, earning the property a complimentary dinner for two at 'Simply Bistro'. This will develop relationships with a network of local business people who have the ability to influence potential diners, building positive word-of-mouth advertising and bringing visitors and tourists into the restaurant.

Radio Advertising

A short radio advertising campaign will be run from two weeks before the restaurant opening until two weeks after. Messages will be delivered in the same vein as, and in support of the print, banner and online web advertising with a series of short 10 second ads focused on building a buzz and creating awareness as well as interest and intrigue.

Rock FM, targeting 18-44 year old males and More FM, targeting 25-44 year old females will be used (Media Works, 2012). Both stations are managed by Media works and offer Taupo frequencies. Therefore a group advertising campaign can be arranged targeted specifically to the Taupo area.

(See appendix 9 to view sample radio advertising scripts)



Industry Night

An industry night will launch the opening of 'Simply Bistro' with an informal, hosted invite only evening. The invite list will include 50-80 local personalities who may offer a positive benefit to 'Simply Bistro' in return for their presence. Media will be invited to join the party, off the record; radio station DJ's and managers, newspaper reporters and manager. This may provide an opportunity to have a free story written and printed in the local newspaper as well as free airtime advertising with plugs on the radio.

'Simply Bistro' will seek brewery sponsorship for the evening, providing a contribution towards drinks (beer and wine), with 'Promo Girls'. Once the sponsored drinks have been exhausted drinks will be available from the bar at normal rates. Complimentary food will be served in the form of canapés based on the restaurant menu, showcasing what 'Simply Bistro' will have to offer.

The evening will be aimed at reinforcing Jude's profile as well as establishing a profile for 'Simply Bistro' amongst the who's who of the local area. The evening will create word-of-mouth chatter as well as telling guests that this is the place to go to if you are looking for a true dining experience.

2.5 Promotion Strategy

'Simply Bistro' will run two promotions:

- The first will be via the newspaper advertising campaign where an invitation to receive two complimentary drinks will be printed onto each advert. The offer will be a beer or a glass of wine, limited to August and September only and will be available to diners with their meal (one voucher per table of two per evening). Promotion conditions will be on the website.
- The second promotion will be in conjunction with the direct advertising campaign where accommodation property managers will be offered an incentive to book their guests to dine at 'Simply Bistro'. For every ten dinner bookings that a property makes they will be rewarded with a dinner for two at 'Simply Bistro' with an evening allowance of \$60 per person. The promotion will start in October and will run until further notice.



3.0 Campaign Management

The management of 'Simply Bistro's marketing campaign will encompass three fundamental components:

- Budget
- Timing
- Measurement of objectives

3.1 Campaign Budget and Timing

'Simply Bistro's marketing campaign will commence at the beginning of July 2012 with the launching of the website, Facebook page and blog. In the second week of July, two weeks before opening, the radio, print and restaurant banner advertising will be launched. Friday The 27th of July will be marked with the hosting of the industry evening, and the accommodation advertising campaign along with the attached promotion will start on the 1st of October.

The total revenue expected to be generated over the course of the marketing campaign is \$259,200. The total cost of the four month campaign is estimated to be \$13,986, representing a 5.4% cost of marketing.

(See appendix 2 to view total revenue workings)

(See appendix 10 to view budget and timing matrix)

3.2 Measurement of Objectives

'Simply Bistro's marketing objective is simple, clear and concise, based entirely on getting diners through the door. This objective can simply be measured with analyses of internal sales figures. If at the end of the campaign 'Simply Bistro' is serving on average 55 diners per night at an average of \$60 per person, then their marketing objective will have been achieved.



Conclusion

With Jude's profile, knowledge and experience, 'Simply Bistro' has an opportunity to quickly become Taupo's most popular eatery, as well as a destination restaurant with national recognition.

Once a solid clientele base has been established there is the opportunity to extend business hours by opening for lunch service as well as offering services as a function venue. With the right attitude and smart marketing of both the 'Simply Bistro' and 'Simple but Nice' brands, there may be a future in franchising the concept to other regions.

'Simply Bistro', providing Taupo diners with a Kiwi take on the classic French bistro experience. 'Simple but Nice'.



References

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<http://www.stats.govt.nz/Census/2006CensusHomePage/QuickStats/AboutAPIace/SnapShot.aspx?type=ta&ParentID=1000008&tab=PopulationDwellings&id=2000021>



Appendices

Appendix 1 – Market Dimensions Workings

Taupo's population (Census 2006): **32,418 residents**

- Percentage of Taupo's population aged between 16-64 years:

Percentage of residents older than 64 years = 13.6%

Percentage of residents younger than 16 years = 22.2%

$100 - 13.6 - 22.2 = \mathbf{64.2\% \text{ of residents}}$

- Total size of 'Simply Bistro's target market:

$32,418 \times 64.2\% = \mathbf{20,812 \text{ residents}}$

- Total market dining frequency per year:

Dining frequency = 50% of residents, 2 times per month/24 times per year

$(20,812 \times 50\%) \times 24 = \mathbf{249,744 \text{ dining nights}}$

Total market value per year:

Average spend per diner per night = \$60 (Messenger, 2012)

$249,744 \times \$60 = \mathbf{\$14,984,640 \text{ per year}}$



Appendix 2 – Campaign Revenue Workings

Number of trading days throughout campaign: **96 days**

Average diner spend per night: **\$60** (Messenger, 2012)

Average diners per night in August: **35 diners** (my assumptions)

Average diners per night in September: **45 diners** (my assumptions)

Average diners per night in October: **55 diners** (my assumptions)

- Average number of diners per night throughout the marketing campaign:

$$(35 + 45 + 55) / 3 = \mathbf{45 \text{ diners per night}}$$

- Total number of diners throughout the marketing campaign:

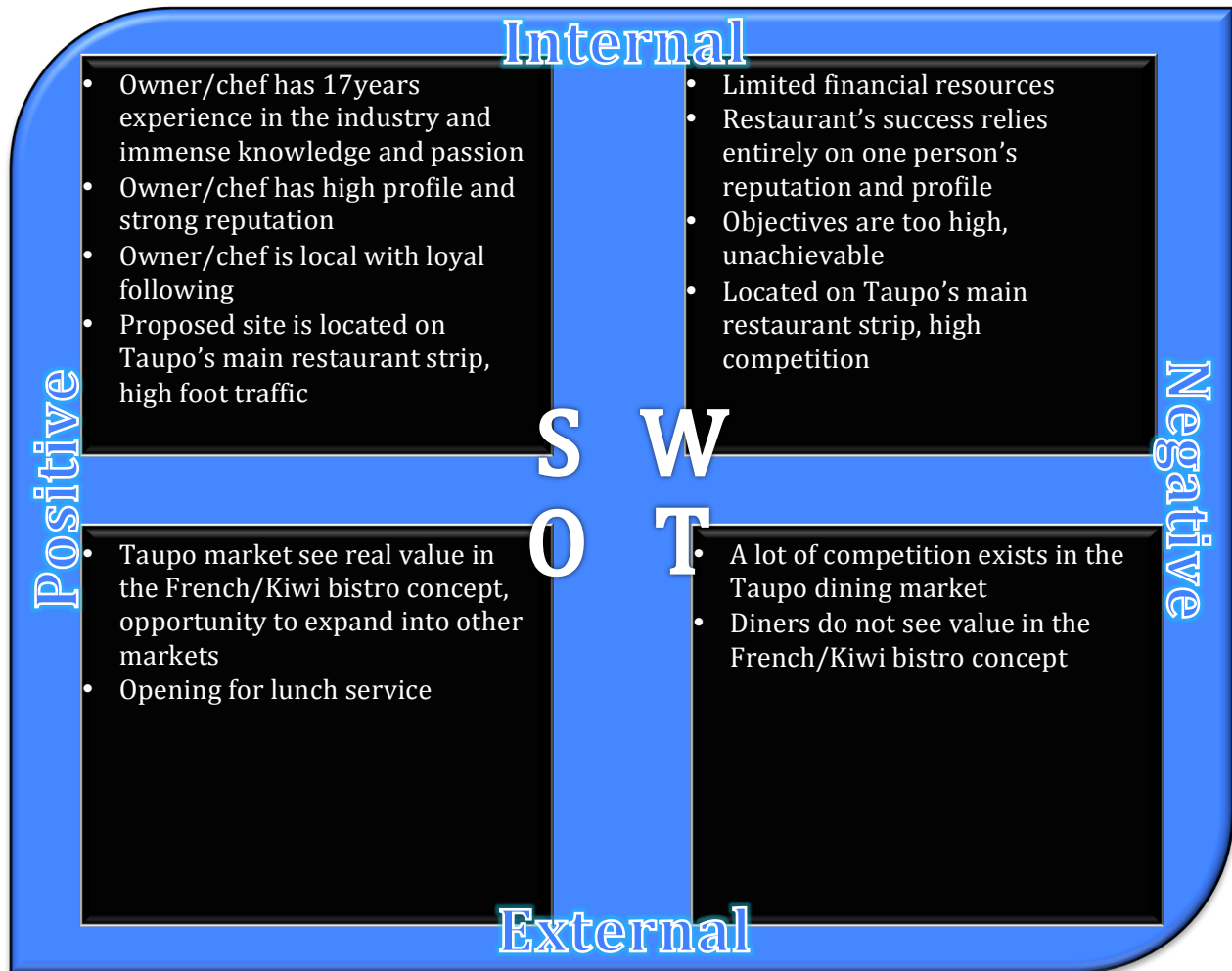
$$45 \times 96 = \mathbf{4,320 \text{ diners}}$$

- Total revenue generated throughout the marketing campaign:

$$4,320 \times \$60 = \mathbf{\$259,200}$$



Appendix 3 – SWOT Analysis



Appendix 4 – Communications Brief

COMMS MANAGER:	Cy Messenger	PROJECT NAME:	Simply Bistro Marketing Campaign
MKTG MANAGER:	Cy Messenger	TOTAL BUDGET:	\$13,986
BRIEF STATUS:	Pre-authorisation	PURCHASE ORDER:	
BRIEF DATE:	30 th May 2012	LAUNCH DATE:	1 st July 2012

APPROVED BY: (physical signature required)	DATE APPROVED:
WHY ARE WE DOING THIS?	
The overall aim of this marketing campaign is to successfully launch a new restaurant concept, building a solid local clientele while generating \$259,200 in revenue over the course of the campaign.	
What are the business objectives for the initiative?	
The key objective of this marketing campaign is to be serving an average of 55 diners per night at an average spend of \$60 per person by the end of the campaign	
What are the timings for this initiative?	
The campaign will begin at the start of July 2012 and finish at the end of October 2012.	
How will we be measuring success for this initiative?	
With the analysis of internal sales data, measured against the campaign objectives.	

WHAT ARE WE DOING?
What is the proposition?
'Simply Bistro' will bring to Taupo a fresh concept in dining, offering a Kiwi take on a French inspired bistro restaurant, bringing perfection, simplicity and affordability.
How does the proposition look from a customer's perspective?
I can eat exceptional food in a lovely warm setting, prepared by our own local chef at a price that won't break the bank.
What does it enable customers to do/feel?
Confident that they are going to enjoy a great meal cooked by a great chef, in a great setting. And it is priced well enough that they can do it regularly.
How do we explain the proposition in customer terms so they understand it?
'Simply Bistro', offering the very best in local produce cooked to perfection in a comfortable and ambient setting, at a price that most locals can afford.
If you had one sentence to explain what we are doing – what would it be?
We will bring to Taupo a fresh new dining experience, showcasing the very best local produce on a regularly changing menu, at a price that you can afford.



WHAT ARE WE DOING?
What are the things that we must tell the customer?
The newspaper promotion will be redeemable during the months of August and September
The accommodation promotion will start in October and continue until further notice.
What is the point of difference between this and what a competitor offers?
Taupo has a very competitive dining market, however 'Simply Bistro's key point of difference is in providing Taupo with an eatery that far exceeds any dining experience that is currently available. The key will be quality of food and service versus affordability, with generosity thrown in for good measure.
Do we have any learning's from previous campaigns that are similar?
No marketing campaigns for a restaurant have been launched that resembles this campaign. Restaurants in the Taupo area do not consider 'out of the box' approaches to marketing and advertising.

WHO ARE WE TARGETING?
Who is the target customer for this communication?
'Simply Bistro's target audience for this marketing campaign consists of 16-64 year old Taupo locals who enjoy the experience of dining out.
How many target customers are there?
Simply Bistro's target audience consists of approximately 20,812 diners
What other communications have these customers received recently or been exposed to?
Taupo's restaurants are not heavily marketed, relying heavily on foot traffic and word-of-mouth. Restaurants are listed through a range of online dining guides e.g. 'menus', 'eatout' and 'menumania'.
Are there any opportunities with this campaign for testing major variables?
The restaurant industry is well established in Taupo and Jude is very experienced. However the 'Bistro' dining experience will be a relatively new concept for Taupo. This concept will be put to the test in a new market.
This marketing campaign is a little different from what Taupo locals will have experienced before. It will be interesting to observe the response.



CAMPAIGN SPECIFICS

What are the terms and conditions associated with the proposition or offer?

Newspaper Promotion

Check the terms and conditions on the website; The offer will be a beer or a glass of wine, limited to August and September only and will be available to diners with their meal, one voucher will be excepted per table of two per evening.

Accommodation Promotion

For every ten dinner bookings made one dinner for two at 'Simply Bistro' will be offered, with an evening allowance of \$60 per person. The promotion will start in October and will run until further notice.

What call to action is there?

The majority of the campaign is building buzz and awareness, however 'Bring this advert with you' is telling newspaper readers to get down to 'Simply Bistro' to get your free drinks.

What role will our channels play?

Distribution channels play no role in this campaign

Are there specific branding requirements that we need to consider?

We need to establish the individuality of the two brands 'Simply Bistro' and 'Simple but Nice' while bringing them together to drive traffic and interest to the restaurant.

What is the campaign size?

The campaign will encompass the greater Taupo region

What is the budget available?

Total campaign budget - \$13,986

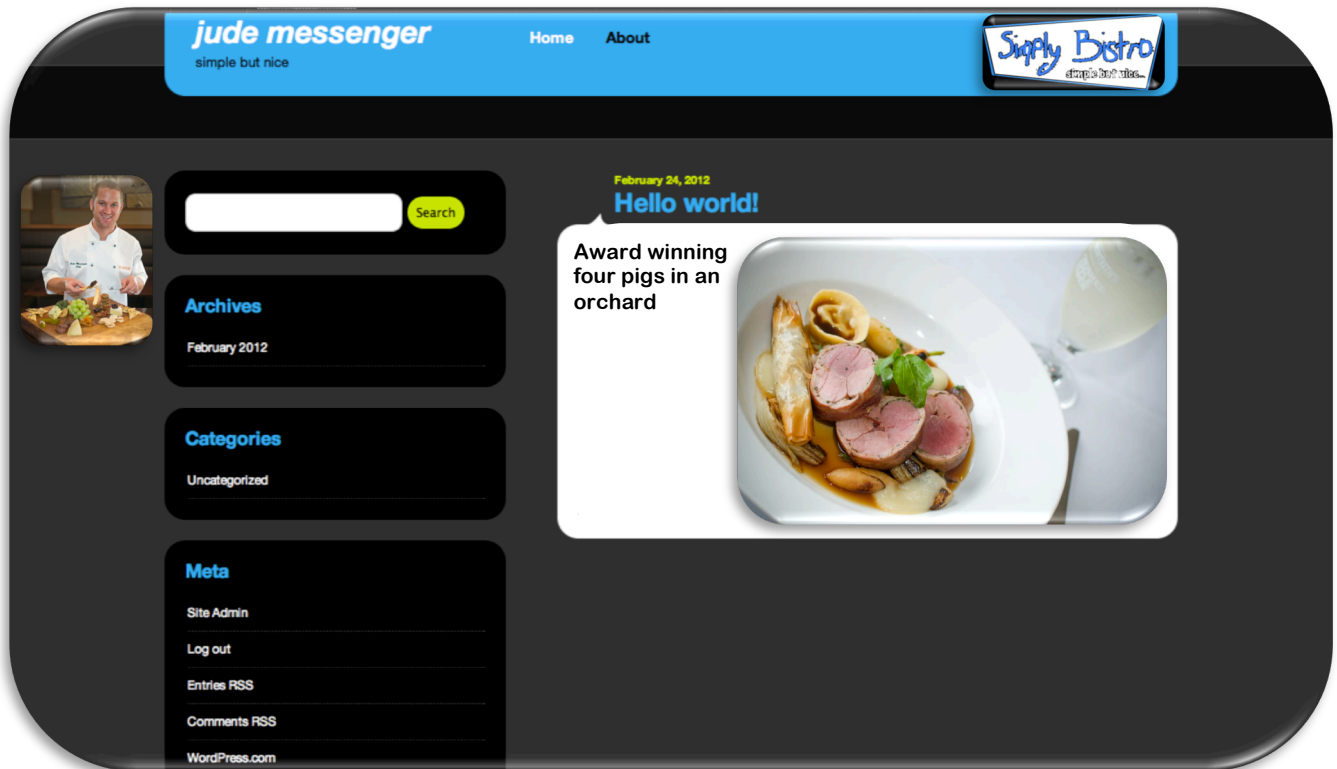
Facebook	- \$250
Blog	- \$400
Website	- \$2,150
Radio	- \$2,000
Banner	- \$1,000
Print Advertising	- \$2,486
Industry Evening	- \$1,500
Direct Advertising	- \$1,000
Promotions	- \$3,200



APPROVALS – RASCI (Responsible, Accountable, Supportive, Consulted, Informed)		
R	<i>Directly accountable for the work</i> <i>Ensures everything is done to the point of approval</i> <i>Under no circumstances should there be more than one 'R'</i>	Jude Messenger ('Simply Bistro')
A	<i>Final sign-off before action is taken – action cannot be taken before approval.</i> <i>Ensures strategic appropriateness of proposed action.</i> <i>Some initiatives may need more than one 'A' however they should never be more than two</i>	Cy Messenger (Agency)
S	<i>Working resource</i> <i>Manages and facilitates the interactions with the agencies</i>	Agency design team Jude Messenger ('Simply Bistro')
C	<i>A specialist with expertise to contribute to the quality of the decision</i> <i>Adds value but does not approve</i> <i>Input needs to be obtained but not necessarily used</i>	Jude Messenger ('Simply Bistro') Agency Management
I	<i>People who need to know about decisions made but do not need to be involved in the decision making process</i> <i>Advised after decision is made</i>	Agency Manager



Appendix 5 – Sample ‘Simple but Nice’ Blog



Appendix 6 – Sample 'Simple but Nice' Facebook Page



Appendix 7 – Sample Newspaper Advertising, Taupo Times



The advertisement is set against a solid blue background. At the top, the text "My food's special, coz I'm special..." is written in a large, white, rounded font with a subtle drop shadow. To the right of the word "special..." is a simple white smiley face icon. Below this text, on the right side, the words "opening soon" are written in a smaller, white, rounded font. On the left side, a male chef with short brown hair, wearing a white chef's coat, is smiling. His coat has "Cyte Messenger" embroidered on the left chest and "PLATEAU" on the right. He is holding a small piece of food on a fork. In front of him is a large wooden charcuterie board filled with various items including cheese, grapes, bread, and meats. In the bottom right corner of the ad, there is a logo for "Simply Bistro" in a stylized blue font, with the tagline "simple but nice..." in a smaller font below it. The entire logo is contained within a white rectangular box with a black border and a slight 3D effect.

My food's
special, coz I'm
special... 😊

opening soon

Tuwharetoa Street



Yum...!



Tuwharetoa Street

Bring this ad with you to redeem two free drinks. Conditions apply, see www.simplybistro.co.nz



Hungry?



Tuwharetoa Street

Bring this ad with you to redeem two free drinks. Conditions apply, see www.simplybistro.co.nz



Appendix 8 – Sample Outdoors Advertising



Appendix 9 – Sample Radio Advertising Scripts

Radio Ad 1: 10sec (prior to opening)

0 – 2 sec: Catchy but unique tune plays.

3 – 8 sec: “My food’s special coz I’m special” (voice of Jude Messenger).

Simply Bistro, Tuwharetoa Street, opening soon (voice of narrator).

9 – 10 sec: Tune closes out ad.

Radio Ad 2: 10sec (first month of trading)

0 – 2 sec: Catchy but unique tune plays.

3 – 8 sec: “Yum” (voice of Jude Messenger).

Simply Bistro, Tuwharetoa Street (voice of narrator).

9 – 10 sec: Tune closes out ad.

Radio Ad 3: 10sec (first month of trading)

0 – 2 sec: Catchy but unique tune plays.

3 – 8 sec: “Hungry?” (voice of Jude Messenger).

Simply Bistro, Tuwharetoa Street (voice of narrator).

9 – 10 sec: Tune closes out ad.

Radio advertising emulates the newspaper advertising, bringing them together and creating familiarity.



Appendix 10 – Timing & Budget Matrix

Commence 2012	July	August	September	October	Totals
Facebook	\$100	\$50	\$50	\$50	\$250
Blog	\$100	\$100	\$100	\$100	\$400
Website	\$2,000	\$50	\$50	\$50	\$2,150
Radio	\$1,000	\$1,000			\$2,000
Banner	\$1,000				\$1,000
Print Advertising	\$830	\$1,656			\$2,486
Industry Evening		\$1,500			\$1,500
Direct Advertising				\$1,000	\$1,000
Promotions		\$1,000	\$1,000	\$1,200	\$3,200
					\$13,986

