

— *Est. 2002* —

LASAN

— TRUE TO INDIA —

MARKETING
CAMPAIGN
PROPOSAL

PROPOSED
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THE BRIEF

- **Campaign Goals:** what do we want, whom are we targetting & how are we going to target them.
- **Campaign Idea:** **something to draw guests in and make us the first place they want to visit** following the lockdown. It needs to be more than simply informing them that we're open and taking bookings. It needs to focus on **the why**. The campaign needs to **invoke feelings** and for those who have visited us before, it needs to **bring back old memories** of the good times they enjoyed at Lasan with their loved ones. For those who have not visited, we want to intrigue them and entice them into wanting to visit.
- **Action plan:** this needs to include a timeline & a whole suite of content: what will go out on what platforms, e-shots etc.





PRIMARY GOAL

FORMULATE AN EFFECTIVE LONG-TERM MARKETING CAMPAIGN

Empowering Our Clients

We know that our customers are the backbone of our business, and it's vital to our success to give them an excuse to dine out again when we re-open. By devising a long-term, effective marketing plan that incorporates every aspect of communications, both online and offline, we can ensure an amazing 2021 and further! The content we put out must invoke feelings and memories, have a solid hook and a strapline that everything can stem from or relate to.

THE STRAPLINE

— Est. 2002 —

LASAN

— ~~TRUE TO INDIA~~ —

— TRAVEL TO INDIA —

For the campaign strapline, I have chosen "Travel to India" ... here's why:

- **Travel has been banned, or limited, for almost 12 months now.**

UK residents took an average of 1.9 holidays abroad in 2019. Overall, residents took 3.9 holidays per person, including domestic vacations within the United Kingdom. (statista.com) With the above fact, it proves that traveling is something very close to everyone's heart in this country, and with a comprehensive plan of how people can 'travel' by visiting our restaurant, it will invoke feelings & emotion, create memories, and keep our brand position.

- When planning this strapline, I wanted it to be as **strong** as our concept rationale. **Indian cuisine is not just food.** It has become a social tool, the glue for deep bonding experiences.
- In relation to what has been created; a space where people can experience and celebrate life the Indian way - our consumers need a reminder that they can still enjoy international experiences, in their hometown.
- For those who have visited us before, it will most definitely bring back old memories - as dining at Lasan truly is like traveling to India.
- The reasoning for the strikeout through our current strapline, 'True to India' is to show that we've adapted, made a change, but haven't removed our authentic self. It will return to it's original position post-campaign.

ALTERNATIVELY - we could use "Travel to Lasan" rather than "Travel to India."

THE STRAPLINE CONTINUED

EAT, PLAY,

LASAN

For this alternative campaign strapline, I have chosen "EAT, PLAY, LASAN"
...here's why:

The inspiration comes from the successful 2010 American biographical romantic drama film, "**Eat, Pray, Love**" starring Julia Roberts as Elizabeth Gilbert. Elizabeth Gilbert had everything a modern woman is supposed to dream of having – a husband, a house, and a successful career. Newly divorced and at a crossroads, Gilbert steps out of her comfort zone, risking everything to change her life, embarking on a journey around the world that becomes a quest for self-discovery. In her travels, she discovers the true pleasure of nourishment by eating in Italy, the power of prayer in India, and, finally and unexpectedly, the inner peace and balance of true love in Indonesia.

The film captivates a vast variety of audiences to this day and has a powerful presence in pop culture. It was especially popular among influential adults and I believe would resonate well with the target market we are looking to go after. Like the star of the movie, everyone in the world has been faced with a crossroad, a trial or tribulation, or facing something beyond their comfort zone in the past 12 months, and we can be a part of their journey to self-discovery.

EAT - relates directly to the service we provide

PLAY - something people miss doing and especially resonates with our brand and everything we stand for at Lasan, a place to enjoy playful banter and moments, a space created to indulge in the pleasures of the senses

LASAN - ending with our name, it will leave a lasting impression on the consumer viewing our marketing, and will leave memories attached to their experiences when visiting us that they will share with others; potentially using the strapline in their discussions and recommendations



WHAT DO WE WANT?

ATTRACT, ENGAGE & CONVERT

ENGAGE

- Online engagement encapsulates any action taken with your content; increasing the frequency of our paid and organic engagement will position our brand in the top tier of restaurants in our area
- Ooze everything that is Lasan within our community management - refining a specific tone of voice that people get excited to communicate with, and feel special or privileged

ATTRACT

- Possess the qualities to attract an entirely new customer base that like or admire the lifestyle that the Lasan brand embodies
- Produce Digital & Traditional Marketing content that speaks to our loyal, long-standing clients and reignite the flame they felt when visiting us

CONVERT

- By clearly defining potential customers that are identified to purchase, we produce targeted content that turns them from a prospect to a secured consumer
- Flood the online world with unique, yet individual content to our brand, that abolishes any consumer decision fatigue on where to spend their £££'s

CAMPAIGN GOALS

WHOM ARE WE TARGETTING?

CULTURED, SOPHISTICATED & AUTHENTIC INDIVIDUALS

SOPHISTICATED

- Someone who is sophisticated is comfortable in social situations and knows about culture, fashion, and other matters that are considered socially important to many. They are refined, worldly & intelligent. This is the type of consumer that we cater to, without having to try to engage them or put in effort to draw them into our brand - the lifestyle we emulate takes care of that part itself.

CULTURED

- A cultured person is also called refined, genteel, civilized, and cultivated. Cultured people have good manners and etiquette. We appreciate that, and respect it. However, being cultured is in the eye of the beholder, because there are so many different cultures in the world. It's difficult to be cultured in more than one culture. Lasan is a space for all walks of life, that will effortlessly build a new culture within others.

AUTHENTIC

- Being authentic is loving. Highly authentic people don't hate, demoralize or bring others down. Instead, they show love, kindness and appreciation to others indiscriminately. True to our brand, these are the people we not only want to target but turn into loyal customers and ambassadors for our brand & share what we represent.



HOW ARE WE GOING TO TARGET THEM?

EVERY. MEAN. POSSIBLE.

Traditional marketing is a superb way to reach our local target markets. Traditional marketing offers our restaurant customers something tangible. It may be a printed material they bring to us for redemption or a take-home menu. Person-to-person selling or direct selling is an effective way to market our restaurant. In fact, direct selling can piggyback on our digital marketing for the biggest return on your dollar.

Some proposed ideas for traditional marketing efforts are as follows:

- Lasan Postcards Sent prior to birthdays, inviting guests to celebrate with us, or an actual birthday card
- Comeback Coupons to entice returning customers
- Newspaper, TV & Radio ads promoting different events and promotions such as 'Name Day' - randomized name each day for a month, and guest eats free if they have the name of the day

Digital Marketing vs. Traditional Marketing

The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites. Of course, traditional marketing doesn't mean it's old-fashioned. Traditional marketing still plays a **very important role** in people's lives with the ever-growing need to step out of the digital world.

To **attract cultured, sophisticated & authentic individuals** through **digital marketing**, the following ad targeting options are all set at the Ad Set level. The real power is in combining them to laser target our audience:

- Frequent International Travelers
- High-End Device Users
- Post Code Geo-Targeting in Wealthy Areas
- Financial Demographics
- Interest Targeting (high-end brands)
- Facebook Payment Users
- Facebook Business Page Admins
- People Who Shop Online

The above noted are available options when boosting paid ads on Facebook.



TARGETING

SEGMENTATION EXAMPLES



GENDER



AGE



INCOME



PLACE OF
RESIDENCE



EDUCATION



MARITAL STATUS



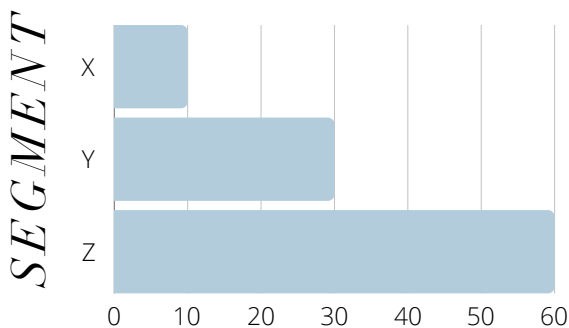
RACE



HOUSEHOLD SIZE

Dividing our market into distinct groups of customers, otherwise known as segments, using segmentation practices, is step one.

ATTRACTIVENESS



Determining which customer group (segment) to focus our marketing efforts on - is step two.

Positioning is step three. We create a product positioning and a marketing mix that is most likely to appeal to the selected audience.



DRAWING GUESTS INSIDE...

AUTHENTICALLY CRAFTED EXPERIENCES

In relation to both proposed straplines and all efforts following: we want to be a unique pioneer in our local economy.

In different respects, Lasan has the opportunity to give its clients and admirers a place to 'travel to.' Rather than just notifying them we have reopened, we should prove that we have taken time to craft an individualized experience that meets many different needs. How exactly can we create an offline experience that conveys strong emotions and provokes feelings of 'fear of missing out?' ...here's how

- Hosting events as if COVID-19 has never happened, pushing the boundaries of guidelines to their limits while staying within government rules and laws
- Creating new experiences for our clientele such as traditional Indian live music or performances
- Black Card events: consisting of different organized events that are only offered to black cardholders
- A newly designed black card seating area with special perks such as enhanced privacy, prosecco on arrival, daily special menus only offered in those areas to those customers, free dessert, etc. promoting return business and capturing more customer data to drive loyalty
- Food sampling events
- Cooking classes, both in-person and online
- Musical performances on a recurring basis showcasing local talent
- Fitness classes with an eating element, example: Yoga & Brunch



CAMPAIGN IDEAS

DRAWING GUESTS INSIDE...

INFLUENCERS & CELEBRITIES

Lasan falls short in no respect, especially in the department of celebrity guests and reviews. Let's capitalize on this, celebrate it, and share it with our beloved clientele. Organizing a cost-efficient, covid-friendly meet & greet with a UK celeb/influencer could do many things for our brand! We could significantly grow our following with genuine, local customers who are target interested in what we provide... Provide a large influx of revenue for a sustained period of time, allowing us to connect with new faces daily and build our reputation with an entirely new population of patrons - just to name a few!



What is one thing that you notice at any event where a celeb is spotted? It is packed! People are spending money, making memories and sharing laughs... and connecting in real life whilst simultaneously sharing everything online... for the ones who aren't in attendance to see!

It has become increasingly easier to connect with high-profile stars through affiliate marketing and influencer agencies, providing brands easy access to a wide range of promoters. Currently in the process of contacting a handful of new agencies and different companies to request information and prices and will act on planning timelines and budgets once approved.



THE INSIGHTS

THE ATTITUDES OF AFFLUENT CONSUMERS AND HOW WE CAN TAP INTO THEM...

Affluent consumers are an image-conscious and ambitious group.

Image-Conscious

Research shows they're 50% more likely to fall into both the 'cosmopolitan' and 'status seeker' segments than the average internet user. They value well-respected brands that will elevate their position among their peers, with 69% saying they tend to buy the premium version of a product. Only 6% of this cohort fall into the 'economical' segment, occupied by those who seek value for money above all else from their purchases. This tells us affluent consumers prioritize brand status over the practical value of the product.

Ambitious

Affluent consumers have high ambitions in both their personal lives and careers. 76% of this group say they're motivated to be the best they can be, which aligns with their desire for higher-value products and status-elevating items. Brands and products that contribute to their social status will be more appealing to them. Affluent consumers are also highly career-motivated, with 71% citing career progression as a key ambition. Combining this with the 64% who state investing money as a goal highlights the likelihood of this cohort being high-earners, but also that they seek financial security.

Brand relationships: What drives advocacy? Nurturing advocates from customers can happen organically for some brands, but understanding what motivates this market to speak out can accelerate the transition. Foremost, the quality of the products is the primary factor that would motivate an affluent consumer to advocate a brand at 52%. Rewards (discounts, free gifts, etc.) come in second at 41%, which is surprising given value for money is not prioritized by this group. Great customer service is the third most powerful advocacy driver at 37%, alongside a love for the brand. From this, it's obvious that advocacy is much more dependent on how the brand and products **make the customer feel**. Just under a quarter say that a brand's role is to make you feel like a valued customer. Brands that can tap into this by providing high-quality products delivered alongside rewards and discounts that make them feel valued as customers will encourage brand loyalty, as well as advocacy.

EXPERIENTIAL EFFORTS



To attract, engage and convert a new & existing audience, we must try new marketing efforts and repeat what works best.

Networking Events

Business people like to get together and network and they haven't been able to for an entire year now! Let's pick an area business to partner with and use their resources to promote our restaurant. This capitalizes on the direct selling, relationship-building method of traditional marketing. We would carefully select our partner business wisely. Making sure they fit our target and our restaurant concept. Targetting our core audience and host a monthly social where our food takes center stage. Introduce new menu offerings, highlight desserts or appetizers. Choose something different to feature each month. Invite the local news media and local magazines to attend. Print media outlets are often looking for photographs to feature each month in their "About Town" and "Local Faces" pages; giving us organically grown business.

Relationship Building

We must not forget to visit the businesses in our neighborhood. These workers are potential lunchtime customers and dinner guests with their families. By making a special visit to each one; the personal approach is important to get buy-in from office managers. We could leave a flyer with our restaurant's offering & menu options.

Wine Tastings

Wine tastings are a great way to get business in our door during slow times. Great for large or small groups, these are very popular because people love good wine and good food.

Consider A Celebrity Cook-Off

We invite local radio and television personalities to create their favorite summertime recipes at our restaurant. Send out invitations to our customers, inviting them to attend the grand event. The celebrities are sure to publicize it on their channels and stations, too. Once the celebrities have cooked their favorite meals in front of a live audience at our restaurant, have your customers vote on their favorite. Once the favorite is chosen, add it to our menu and give it a creative name that features the celebrity. Everyone wants to eat their favorite local celebrity's creation. We'll ride the wave of this relatively inexpensive publicity stunt all summer long!



CAMPAIGN IDEAS; EXPLAINED

In relation to all of the efforts and means of marketing explained prior to this page, the ideas behind each are as follows:

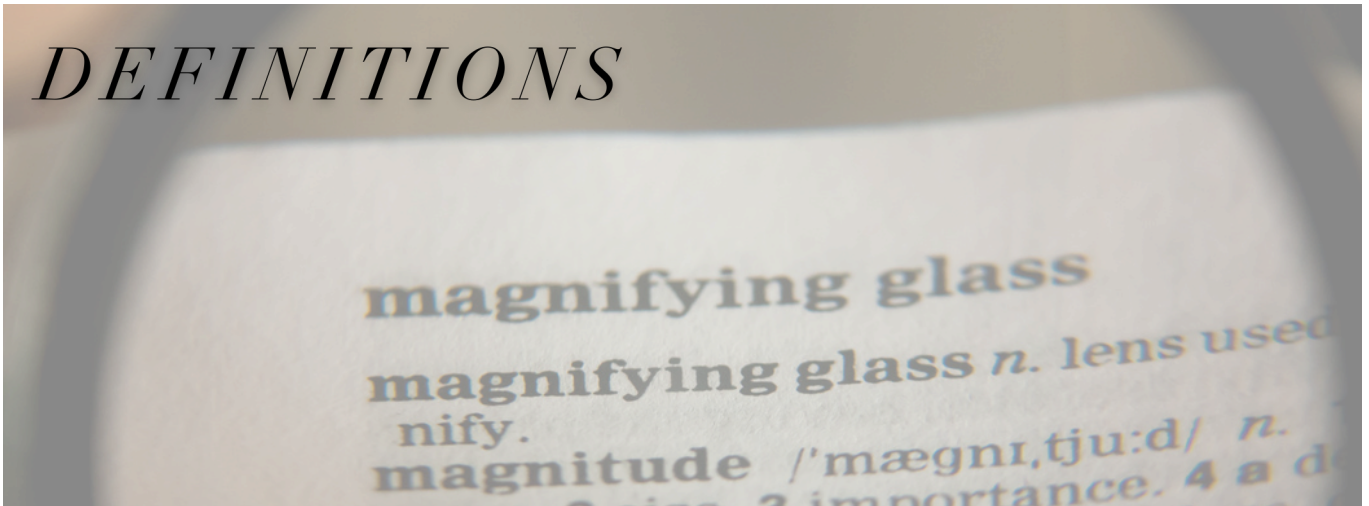
Straplines: behind both straplines lies thought-provoking emotions, memories, and are versatile enough to attach to any means of marketing, both digital and traditional

Campaign Goals: to attract new and existing clients, an obvious goal of marketing - to engage with our audience in different means, creating brand loyalty, a legacy that is memorable, and craft offline tangible experiences - to convert, each unique idea is solely focused on enticing the viewer to visit and spend their money with us first, and to return in the future often enough to have a steady customer flow when the industry hits an inevitable lull of traffic

Market Research: as much as our target market stays the same, or evolves, the attitudes and trends of such patrons are ever-changing and we must stay current with how they react to the advertisements and offerings they see and act upon

Experiential Efforts: the efforts outlined are only a few different ways that we could attract, engage & convert an audience to a guest in our restaurant. They have been specifically tailored to our brand, our target audience, and our existing reputation

DEFINITIONS



Objectives and efforts clearly defined so everyone can understand why we would adopt these practices, and what they would in turn do for our business

What is experiential marketing?

Experiential marketing, or “engagement marketing” is a marketing strategy that invites an audience to interact with a business in a real-world situation. Using participatory, hands-on, and tangible branding material, the business can show its customers not just what the company offers, but what it stands for. Restaurants are in a unique position to create experiential marketing campaigns because they can utilize smell, taste, sight, and other senses to create memorable customer experiences. The more personalized the experience is, the more emotionally attached a customer may feel toward your business, and the more you can learn about them. In the modern world, customers are looking for unique and outstanding experiences, and are willing to pay top dollar for them. Seventy-seven percent of marketers use experiential marketing as a vital part of a brand's advertising strategies.

Why would we host a wine-tasting?

Whether we are organizing it amongst black cardholders or are running a corporate or paid wine tasting event, we should select an event theme. Examples of the themes for our event could be focused on a country, region, method, or vintage. Having a defined theme will also ensure you can choose wines that work well together in sequence and will pair with similar foods. Our best option is to have a tasting plate of food to pair with our wines. This also provides us with an opportunity to talk about pairing wines with food which is a topic people are always interested in. It creates trust within our brand, even if our direct team members aren't the ones educating and hosting. Consumers will attach the knowledge they amassed to our brand.