
Elle's PATISSERIE

Pâtisserie (puh-TIHS-uh-ree) is the type of French bakery that specializes in pastries and sweets. This French word has three



different meanings: 1. The general category of sweet baked goods including cakes, cookies, cream puffs, etc. 2. The art of pastry making. 3. A shop where pastries are made and sold.

Media PLAN PROPOSAL



Natasha Sanford • May 6,

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Business Overview

About

Elle's Patisserie was founded in 2011 by Elle and Jon Feldman. Elle's Patisserie is located at 1454 East Cherry Street Springfield, MO 65804. They serve fresh truffles, treats, french pastries, baguettes, croissants, and homemade ice cream every Tuesday - Thursday from 7am to 2pm; Friday from 8am - 9pm, and Saturday from 8am-9pm. Customers and also buy these goodies at the Farmer's Market of the Ozarks on Saturdays from 7:30 am-1pm.

Elle's Patisserie's target market consists of people who are interested in quality, homemade ingredients. These people live in the Rountree area of Springfield and are tired of the superstore, but are looking to buy fresh homemade items. Elle is looking to provide a need for the people on the south side of Springfield; those that are far away and don't like making the trip to the North Midtown area.

Elle does not pay any money for marketing. She uses social networking as her main way of reaching her audience. Her business has been featured in 417 Magazine and other local magazines. She has a steady clientele in the Rountree area that come to purchase fresh french pastries, baguettes, and croissants every day.

Situational Analysis

Elle's main competitor is The Cake Truffle Store located in Ozark, Mo. This is the only other bakery that offers truffles in the Springfield and surrounding areas. There is no other bakery that offers french pastries.

SWOT

Strengths

- No other bakeries offer fresh french pastries made daily
- Steady clientele in the Rountree area

Weaknesses

- No paid marketing strategy
- Only present on social media
- Limited seating in the establishment

Opportunities

- Serve other areas of Springfield: South side
- Advertise fresh french pastries to gain more clientele
- Capitalize on the offering of fresh french pastries

Threats

- There is a popular trend for cupcakes and cake-pops
- There are many competitors in the nearby area

Opportunity Statement

Elle's Patisserie is the only bakery in the Springfield area that serves fresh french pastries daily which is a very important aspect of the business. A strategic media plan can capitalize on this product and make the public aware and drive customers to the store.

Marketing Goal

Increase sales by 25% for the 6-month period from July-December 2013 with a media investment of \$5,000.

Communication/Media Objectives and Strategies

Media Objective

Increase brand name awareness among Rountree residents and homeowners within a 10 mile radius of the Rountree area of Springfield who enjoy buying fresh homemade french pastries and treats.

Strategy

In order to achieve the plan's objective within the constraints of a \$5,000 budget, this plan will use a reach strategy. This is an important strategy in order to maintain brand awareness and reach as many people as possible.

The plan will use a pulsing strategy in order to keep brand awareness at all times, and increase this awareness during certain times of the month. This means the Elle's Patisserie brand will always be in the eyes of their target audience.

Communication/Media Tactics

This plan will use four traditional media classes (newspaper, radio, magazine, and out-of-home) and one nontraditional medium (guerilla marketing).

Newspaper

The Community Free Press has a circulation of 13,900. Their delivery route effectively hits the North-end which is where Elle's Patisserie is located. It also hits the Southeast area which is where Elle would like to gain more brand awareness.

A 1/8 color advertisement in the Community Free Press for 6 issues will cost \$127.40 each.
 $\$127.40 \times 6 \text{ issues} = \$764.40.$

CPM = \$9.17

Radio

Even though Elle's Patisserie already used Radio and found it to be unsuccessful, Elle can use a radio spot on Friday afternoons to make people aware of Elle's Patisserie being at the Farmer's Market on Saturday mornings. A Friday afternoon spot would also catch people on their way home from work who would like to pick up pastries or truffles for the weekend. Friday and Saturday are the only nights Elle's stays open till 8pm. It is recommended to use KTTS because it has the highest rank during the Friday afternoon drive time.

A Saturday daytime spot from 10a-3p would also make people aware of the Farmer's Market and let people know of their long hours. Monday-Thursday Elle's Patisserie is only open until 2pm, so they will already be closed when people are on their drive home from work. It is recommended to use KSWF because it has the highest rank during the Saturday daytime.

1 spot during the Friday afternoon drive time on KTTS = \$95.

$\$95 \times 4 \text{ weeks} = \$380 \times 3 \text{ months} = \$1,140$

CPM = \$5.28

2 spots during the Saturday daytime on KSWF (10am-3pm) costs \$40 each. $\$40 \times 2 = \80

$\$80 \times 4 \text{ weeks} = \$320 \times 3 \text{ months} = \960

CPM = \$1.52

Magazine

417 Magazine is a great place for Elle's Patisserie to buy ad space. 417 magazine reaches an average of 150,000 readers monthly. 66% of these readers are female, and all readers make an average income of \$75-200 thousand. These readers are most likely to purchase fresh homemade treats that might cost more than the average bakery.

A 1/8 color advertisement in 417 Magazine for 6 months costs \$177.40 each.

$\$177.40 \times 6 \text{ months} = \$1,064.40$

CPM = \$1.18

Out-of-Home

A junior poster will have an EOI of 60,548. This will be important to have in south Springfield where Elle's Patisserie can gain new customers.

1 panel showing for 4 weeks = \$500

CPM = \$8.26

Guerilla Marketing

After all of the other expenses are spent, the rest will be put toward Guerilla Marketing. This needs to be utilized at the Farmer's Market where Elle can get things into people's hands.

Remaining funds = \$321.2

Budget

Media Class	Vehicle	Buy	Price
Out-of-Home	Junior Poster	1 panel showing for 4 weeks	\$500
Newspaper	Community Free Press	1/8 color for 6 issues	\$127.40 x 6 = \$764.40
Radio	KSWF	Saturday daytime 2 spots	\$40 x 2 = \$80 \$80 x 4 weeks = \$320 x 3 months = \$960
Radio	KTTS	Friday afternoon drive time 1 spot	\$95 x 4 weeks = \$380 x 3 months = \$1,140
Magazine	417 Magazine	1/8 color for 6 months	\$177.40 x 6 = \$1,064.40
Contingency			\$250
Guerilla Marketing			\$321.2
		Total	\$5,000

Flowchart

	July	Aug	Sept	Oct	Nov	Dec	Impressions
Newspaper	1 week	83,400					
Radio							44,400
Magazine							150,000
Out-of-Home							60,548
Guerilla							