



El Caballo
MEXICAN GRILL



ADVERTISING CAMPAIGN PREPARED FOR LIVE TO EAT, INC.



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introduction

El Caballo is a new restaurant located on Riverside Drive in South Tulsa. The ownership group is seeking a marketing campaign to best position El Caballo among Tulsa residents and drive in patrons for a three-month grand opening period. This is ownership's third restaurant in this location, with a belief that a Mexican concept will fare better than the previous attempts.

The purpose of this project is to determine the best way to position El Caballo among consumers and its competition. The restaurant opened with a soft opening in February and is getting set for a three-month grand opening period beginning in April. The primary objective is to drive sales and encourage trial of the new restaurant during the grand opening period.

The focal point of the campaign is to present El Caballo as a Mexican Bar and Grill. El Caballo has an extensive list of tequilas and Mexican imported beers and a full bar to choose from. The theme or tag line for the campaign is "Escape to El Caballo." Many people vacation to Mexico for a relaxing weekend.

The campaign utilizes a slew of both advertising and public relations strategies. These strategies are designed to create awareness of the restaurant. A brief radio spot will air as well as print ads in Urban Tulsa and Tulsa World. These media are paid for and will help increase awareness of El Caballo in the greater Tulsa area.



The PR tactics include a press release announcing the opening of the restaurant, announcing a charity benefit and presenting the chef on a morning cooking segment. These tactics are separate from our paid media, but should also increase awareness and help improve the brand image of El Caballo. The PR strategies mentioned will put a positive image on El Caballo and show the city the restaurant cares about the community by its charitable efforts.

The goal of any campaign is to increase sales. For a new restaurant such as El Caballo, the first step to increasing sales is to build brand awareness and to make the city aware the restaurant exists. This campaign will effectively help both objectives be successful.



situation analysis

A SWOT analysis was utilized to highlight key issues for El Caballo and to assist in strategic communications planning.

Strengths

El Caballo offers an extensive tequila list, custom margaritas, a wide selection of wines and an exceptional bar area.

The atmosphere is not overwhelming. That is, customers are able to hold conversation without having to compete with overly loud music. The atmosphere takes advantage of the positive concepts of a traditional Mexican restaurant such as bright, warm colors, an energetic feel and a laid-back environment.

El Caballo prides itself on fresh quality foods and offers customers a wide selection of salsa and queso. Menu selections are not frozen or prepackaged. Instead, entrees are made from scratch with less grease than what one might expect at a traditional Mexican restaurant.

The restaurant is family-friendly and provides customers with a children's menu at a good price point. In addition, the bar area is set apart from the main dining area and provides families the option of sitting away from the bar should they desire to do so.

Weaknesses

El Caballo is the third restaurant Live to Eat, Inc. has opened in the same location. It is possible that similar factors, which led to the failure of the two former restaurants, could affect El Caballo.

Attention to detail among the wait staff is an area of concern. Service is inconsistent. Furthermore, the wait staff does not seem to communicate clearly concerning problems with orders.

El Caballo is located within the Kings Landing Shopping Center. The restaurant is situated back from the street and is difficult to find without prior knowledge of its existence.

Customers will find waiting for a table awkward and uncomfortable due to the lack of a designated waiting area. Additionally, the foyer area where customers might stand while waiting would obstruct traffic flow.

Opportunities

Currently, El Caballo is the only Mexican restaurant within the Kings Landing Shopping Center.

El Caballo is the newest member of the Live to Eat, Inc. group, a company that has a good reputation for high quality fine dining restaurants in the area. Those who are familiar with the company would be more likely to visit El Caballo due to the success and popularity of other restaurants in the group.

Parking is adequate and convenient. An important factor when considering that the closest major competitor does not have ample parking space.

Threats

The Tulsa area is saturated with Mexican restaurants resulting in aggressive competition within this market.

The location of El Caballo places the restaurant within close proximity to its fiercest competitor – Los Cabos.



target audience

Primary target audience

Working adults, ages 35 - 55 who live in the greater Tulsa Area. Household structure is mainly couples and couples with kids at home. Household income is predominantly between \$38,000 and \$225,000. These adults enjoy dining out and often use alcohol to relax, yet are not heavy drinkers. They enjoy social settings and are well educated. These adults are excited about trying new things and are considered opinion leaders.

Secondary target audience

Adults, ages 35 and under who enjoy drinking socially in a relaxed laid-back atmosphere and who dine out two to four times a week.

research

Secondary Research: The Client

In June 1999, Max Doyle gained ownership of one of Tulsa's finest restaurants, The Chalkboard, located in the Historic Ambassador Hotel in Downtown Tulsa.

Live to Eat, Inc was formed in 2001 and the ownership group looked to expand. In May 2003 when Garlic Rose opened its doors in the heart of Brookside, they did just that. These two Tulsa mainstays have enjoyed plenty of success, but Doyle still hungered for more.

After 23 years of serving Tulsa patrons, the Green Onion closed on September 11, 2009, due to economic circumstances, but thanks to Doyle, the restaurant has re-opened its doors. Doyle said, "our company is excited about taking ownership of such a popular Tulsa favorite and will strive to produce quality food, service and an inviting atmosphere. We would like to thank all of Green Onion's loyal patrons who have made the restaurant well-known today. To new guests we encourage you to dine at the Green Onion, as it is our goal to give you a positive dining experience" (courtesy of www.greenoniontulsa.net).

The group has just recently added Mexican fine dining to their resume. El Caballo, the group's first stab at Mexican food, is set to further the reputation of Live to Eats' success in Tulsa.

Secondary Research: The Location

El Caballo's launch will be official in April 2010 (the restaurant had a soft opening in February). The restaurant is located in Kings Landing Shopping Center on the east side of the Arkansas River, a rapidly growing development at 99th and Riverside.

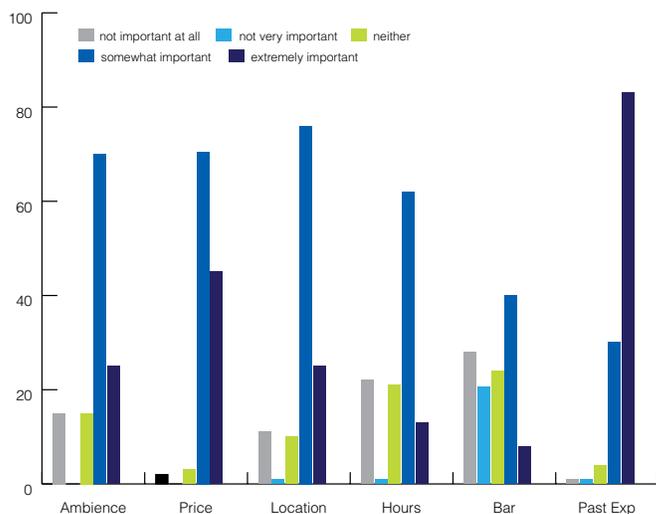
El Caballo is not without competition. Kings Landing is host to several well established dine-in restaurants such as Michael Fusco's and Red Rock Canyon Grill, as well as chains such as Outback Steakhouse, Jonny Carino's and Red Robin. Popular Mexican restaurant Los Cabos is located just on the other side of the river too.

The location provides plenty of parking and several shops for visitors to choose from. Shops include: Extreme Nutrition, J. Cole Shoes, Luxe Couture, Face and Body Salon and Tulsa Hair Company.

When visiting El Caballo, patrons will walk into a modernly designed restaurant with a posh atmosphere. Next to the bar is a tequila room, which guests may reserve for up to six people.

Primary Research: Surveys

Plenty of data was gathered from surveys, but there are two key findings that are the focal point of the data.



This chart is representative of the importance of six elements when selecting a restaurant. Past experience



The focus groups agreed that Mexican food was their favorite style of food...

was the most important element when selecting a restaurant. This means people usually go back to a restaurant they have been to before if they had a good experience.

Another key finding addressed was concerning what patrons like most about Mexican restaurants. Out of 111 responses, 52 people surveyed answered that chips, salsa, and queso are what they like most about Mexican food. That is nearly half of the respondents. Some of the other responses included; service, authenticity, affordability, atmosphere, cleanliness and margaritas.

Primary Research: Focus Groups

A lot of the same questions asked in the surveys were asked in the focus groups, but to gain a better understanding of the target audience two focus groups were conducted based on the criteria of age. The first group consisted of 18-29 year olds, while the second group targeted 30 and over individuals.

The focus groups had a gap in the age of participants. Of the 15 participants in the two groups, there was a

gap from 29-47, which figures to be a big part of the target audience.

The two most interesting findings coming out of the focus groups were that both groups overwhelmingly agreed that Mexican food was number one as their favorite style of food. Also, both groups agreed that chips and salsa were their favorite aspect of Mexican restaurants.

Primary Research: Personal Interviews

The personal interviews portion of the research was conducted between three locations; Kings Landing, the Riverwalk, and South Lakes Golf Course.

The average age of people interviewed was 34.6 years old, which lands squarely within our target audience. The ratio between men/women interviewed was 53 percent female and 47 percent male.

Questions similar to those asked in surveys and focus groups were asked and once again, the findings were eerily similar, especially that what people like most about Mexican restaurants are the chips and salsa.





objectives and strategies

Marketing Objective

Increase sales 30 percent during three-month grand opening period.

Communication Objective

Increase brand awareness of El Caballo during three-month grand opening period and to encourage trial of new restaurant in Tulsa.

Strategies

- Position El Caballo as Tulsa's premier Bar and Grill for Mexican food with an extensive wine and tequila list.
 - The message is to emphasize the tequila and wine list to go along with the fresh food.
- Use paid media to reach 80 percent of the target audience.
 - Billboards, signage, television, radio.
- Through public relations, make the greater Tulsa area aware of El Caballo's grand opening on South Riverside in the Kings Landing Shopping Center.
 - Strategy: donate a portion of the proceeds to disaster relief in Haiti and Chili.
- Through public relations, make Tulsa residents aware of El Caballo's community involvement.
 - Strategy: Use nightly promotions to encourage business Monday through Wednesday.
- Use promotions to increase sales during non-peak hours and promote positive drinking environment.
 - Strategy: Use nightly promotions to encourage business Monday through Wednesday.

creative plan

What are we advertising and why?

We are advertising El Caballo, a new Mexican Restaurant located in South Tulsa in the Kings Landing Shopping Center on Riverside Drive. The purpose is to encourage trial during the grand opening period.

To whom are we advertising?

We are advertising to working adults in the greater Tulsa Area. These adults like to relax and often use alcohol to relax, but are not considered heavy drinkers. They are married or in a relationship and between the ages of 35 and 55. Our secondary market is younger than 35 who like to drink.

What do they currently think?

Mexican restaurants generally provide an inexpensive dining out experience and are often associated with margaritas. Serving alcohol is an important part of a Mexican restaurant with tequila and many imported Mexican beers to choose from. The environment is thought to be noisy with a lot of vibrant colors.

What do we want them to think?

We want them to think of the bar and tequila at a Mexican restaurant, but we also want them to think they can come to El Caballo for a glass of wine or an alcoholic beverage of their choice. We want them to know El Caballo has as an extensive a wine list as it



does tequila and it is a great place to relax and have a drink to unwind.

Why should they believe us?

The ad campaign is going to focus on escaping to Mexico for a getaway. El Caballo has a room dedicated to tequila and a bound tequila list similar to a wine list found in a fine restaurant. The ownership group responsible for El Caballo owns several restaurants in Tulsa that are known for their wine. El Caballo is a great place to relax and unwind after a hard day that also offers a full menu utilizing fresh ingredients.

What is the most important thing to convey?

El Caballo is a Mexican Bar and Grill that offers a great list of wines and tequilas as well as a full bar with great Mexican beers and a full menu with fresh ingredients.

creative plan (continued)

Objective - Position El Caballo as Tulsa's premier Bar and Grill for Mexican food with an extensive wine and tequila list.

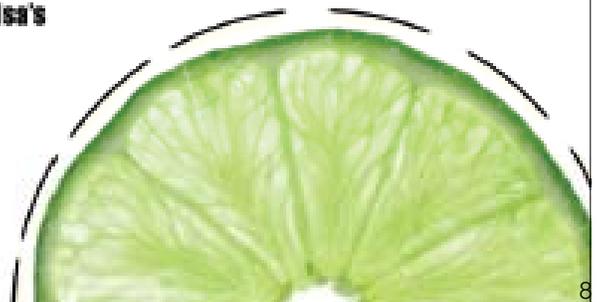
Creative: Direct Mail

Looking To Refresh?

Get Away! to El Caballo.

Refresh — Rethink Mexican Restaurants at El Caballo, Tulsa's first California style Mexican Bar & Grille. Get away with us at Kings Landing on Riverside Drive.

Bring this lime for a free Refreshing Margarita with your dinner.



creative plan (continued)

Creative: Print



Don't Fiesta—

Get Away! to El Caballo.

Come for the drinks, stay for the food. Get a little taste of Mexico. Get away with us at King's Landing on Riverside Drive. Follow us on Twitter at twitter.com/elcaballo

Creative: Outdoor



Rethink Mexican Restaurants—

Get Away! to El Caballo.

El Caballo Mexican Bar & Grille | Exit On Riverside Drive to Kings Landing

(see appendix for more creative)

media plan

Media Objective

Use paid media to reach and increase awareness of El Caballo among 80 percent of adults 30-50 years old for the three-month grand opening period. Paid media will provide an average of 500 GRPs a week.

Media Strategies & Tactics

Print

Urban Tulsa Weekly – Ads sized 3/16 of a page will be inserted 8 weeks of the 12 week grand opening period.

Rationale: *Urban Tulsa Weekly* is read by a large percentage of adults 35-54, and is a common resource for finding new restaurants and entertainment in the Tulsa area.

Tulsa World- Two ads sized 5 columns x 4 inches will be inserted during the first month of the grand opening period of El Caballo. These ads will be placed in the Scene section of the newspaper during the first part of the week.

Rationale: *Tulsa World* has a large reach in the Tulsa area and is a trusted and respected source for Tulsans. Ads will be placed during the first part of the week in order to save costs. Also, placing the ad in the “Scene” section is ideal because many people turn to this section to find new entertainment and events in the Tulsa area.



media plan (continued)

Out-of-Home

Billboard – One billboard placed at Riverside exit of the Creek turnpike

Junior Posters – Two smaller signs will be placed along highways 75 and 169.

Rationale: Billboards were cited as a means of identifying new restaurants in town, and are good for last minute decision making. The sign at the Riverside exit will direct traffic to the otherwise easy to overlook restaurant. The Jr. Posters are much cheaper than the Billboards, but will attract the attention of commuters traveling along these highways.



Radio

Radio ads will be placed on KRMG (96.5 FM) during evening drive time.

Rationale: Radio is great for encouraging purchasing decisions while the consumer is out. This will encourage trial of restaurant when customers are making the dinner decision.

Direct Mail

A company called Print Label and Mail will send postcards to 5000 residencies in El Caballo's surrounding area. Will make 5 drops of Direct Mail throughout the campaign, 1000 residencies reached in each drop.

Rationale: The direct mail will not only bring awareness of the new restaurant, but will also encourage trial with coupons. Making more drops throughout the campaign will encourage steadier traffic, and will help to maintain traffic in the restaurant throughout the Grand Opening period.

media plan (continued)

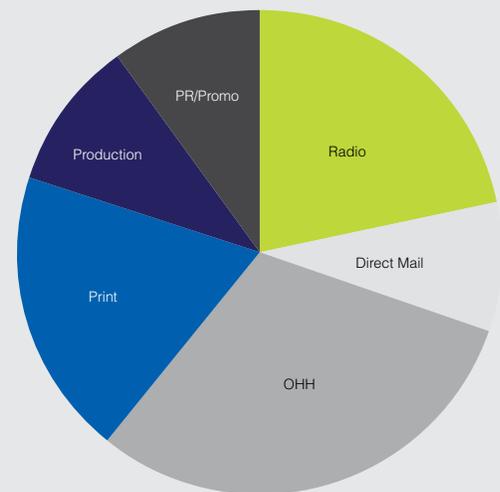
Flow Chart

	April				May					June				GRPs per wk	Total GRPs	CPP
	5	12	19	26	3	10	17	24	31	7	14	21	28			
OHH																
Billboard	X	X	X	X	X	X	X	X	X	X	X	X	X	35	420	19.29
Junior poster	X	X	X	X	X	X	X	X	X	X	X	X	X	350	4200	.61
Print																
Urban Tulsa	X	X	X		X	X	X	X		X	X		71	568	8.10	
Tulsa World	X		X										170	340	9.01	
Radio																
Station	X	X			X	X				X	X		139	834	8	
Direct				X	X					X	X		1	5	598	
Total													766	6367		

Budget

Total Budget: \$35k

Media vehicle	Cost	Number of wks/ads	Total Cost
Direct Mail	\$598 (quantity 1000)	5 wks	\$2,990
Print			
Urban Tulsa	\$575 (3/16 page ad)	8 wks	\$4,600
Tulsa World	\$4,600 (20 col inches)	2 ads	\$3,064
Radio	\$8 per GRP (139 GRPs)	6 weeks	\$6,664
OHH			
Billboard	\$2,700 per month	13 wks	\$8,100
Junior poster	\$430 per month	13 wks, 2 posters	\$2,580
Promotions/PR			\$3,500
Production			\$3,500
Total			\$34,998





public relations & promotions

Promotional Objective

Increase sales during non-peak hours and promote a positive drinking environment.

Promotional Strategies

One of the weaknesses of the current location is the lack of signage near the streets. Vinyl signage will be utilized both in the restaurant and in the shopping center on Riverside Drive. The sign in the restaurant will promote non-peak daily specials including: Margarita Mondays, Tequila and Taco Tuesdays, and Wednesday Ladies' Night where women's drinks are half price. The sign outside the restaurant will help drive traffic into the restaurant.

A Web page will be setup to give El Caballo an online presence. Pertinent information will include: menu options (including pictures), tequila/wine lists, hours of operation and other information concerning the



public relations & promotions (continued)

restaurant. Part of the Web page will focus on feedback allowing management an opportunity to respond to customer comments and concerns.

Part of gaining an online presence will be the use of social media. Accounts will also be established on both Facebook and Twitter allowing further communication with El Caballo's customer base. This will also give an opportunity to post additional ns and discounts with customers that are friends with El Caballo.

These promotions will be integrated through paid media via direct mail, radio and print ads. Social media will not be effective without mentioning it in paid advertisements.

PR Objective

Make Tulsa aware of the grand opening of El Caballo Mexican Bar and Grille located on 99th and Riverside, and position El Caballo as a charitable business within the community.

PR Strategies

A press release will be distributed to all local media outlets in the greater Tulsa area announcing the grand opening of El Caballo Mexican Bar and Grille. This will make residents aware of the opening, which is the first step in building brand equity.

A second press release will announce El Caballo's joint effort with The Red Cross to aide in disaster relief in lieu of the earthquakes in Haiti and Chile. People like the idea of donating for charity. By donating a portion of the profit on a given evening customers can enjoy a relaxing drink and meal and be charitable at the same time. Every Thursday in April a portion of the proceeds will be donated to the Red Cross in support of their efforts.

Local morning shows will be contacted in an attempt to feature El Caballo's head chef during cooking segments. This will give him an opportunity to display his creativity and the restaurant's commitment to fresh ingredients. This will also put El Caballo on the front of people's minds.

These strategies will drive business during the grand opening and off-peak hours. They will promote El Caballo in a positive manner and create awareness in the greater Tulsa area.



press release – disaster relief

FOR IMMEDIATE RELEASE

Contact: Chris Matthews

March 29, 2010

TULSA, Okla. – El Caballo Mexican Bar and Grill, a new Mexican restaurant located in the King's Landing shopping center at 99th and Riverside, will be donating a portion of its proceeds to the Red Cross in support of recent earthquake victims in both Haiti and Chili.

The restaurant will hold charity night every Thursday night in April to contribute to disaster relief. Donations can also be made at the restaurant on these nights directly to aid victims in these disaster stricken areas.

Haiti and Chili were both devastated by earthquakes that caused over a billion dollars in damage across the two countries. The Port Au Prince area in Haiti suffered the most damage. The Red Cross is seeking donations to help aid these areas in the recovery efforts.

This is one of many charitable efforts El Caballo and the ownership group of Live to Eat, LLC plans to do throughout the year. Since the opening in February, El Caballo has not had an opportunity to establish itself as a charitable run business that gives back to the community.

El Caballo is a Mexican Bar and Grill that serves a wide array of Tequilas and has a good selection of Mexican imported beers. The kitchen staff prides itself on its use of fresh ingredients on the menu. El Caballo is open seven days a week with drink specials early in the week.

press release – grand opening

FOR IMMEDIATE RELEASE

Contact: Mike Mancino

Escape to El Caballo

Grand opening for south Tulsa's newest flavor set for April 1, 2010.

TULSA, Okla. – Live to Eat, LLC is adding a Mexican Bar and Grille to its impressive stable of restaurants including: The Chalkboard, Garlic Rose and the newly acquired Green Onion.

El Caballo is located in Tulsa's King's Landing shopping center at 99th and Riverside Drive on the East side of the Arkansas River just north of the Creek Turnpike.

The location is prime for South Tulsa professionals and residents, with the landscape of the river in the backdrop; the bar and grille is the newest addition to a center full of shops aimed to meet customer's needs.

Hoping to avoid the stereotype of traditional Mexican cuisine, (loud, crowded, and vibrant) El Caballo invites patrons to enjoy another view of Mexico. With a quiet, low-light setting, El Caballo tries to capture the image of a relaxing Mexican getaway, where visitors can have a few drinks and escape the stresses of their day.

El Caballo is a rare breed of Mexican restaurant that focuses more on their refreshing drink menu and aldenite ingredients, rather than their atmosphere and authenticity.



A view of El Caballo's impressive bar area, displaying their extensive drink selection.

El Caballo's emphasis on their bar is evident when visitors enter the establishment. A specific room for its tequilas and wines called the Tequila Room, which is also a seating area for small parties, is the first thing patrons will see when they walk in. An elaborate bar, where customers can sit and enjoy a few drinks from El Caballo's long list of imported beers and liquors, lines the south side of the restaurant. With an eagerness to bring a new perspective to Tulsa's Mexican dining experience, El Caballo provides a fresh change of pace to a once dominant theme in Mexican cuisine.



methods of evaluation.

The most direct way to evaluate a campaign is by comparing sales before, during and after the campaign. The objective of the campaign is to increase sales by 30 percent. With various promotions being offered throughout the week, you can check the sales of the promotional items on certain days.

Comment cards are also a great way to analyze and evaluate a campaign. Customers can provide a communication medium so that the customer can be retained as well as provide information on how they heard about El Caballo. This will let us know if people are coming to the restaurant based on our marketing efforts.

Since social media is a part of the campaign, a great way to track the effectiveness of the campaign is to see how many people follow El Caballo through Facebook or Twitter. The way people hear about the restaurant on Facebook and Twitter is through the print ads placed in the Urban Tulsa and Tulsa World.

These methods will allow us to determine how successful the campaign was by sales as well as determine how many people came to El Caballo because of the advertising efforts brought forth by the campaign.

recommendation.

Following the campaign, El Caballo should maintain an ad presence by placing ads in Urban Tulsa Weekly and Tulsa People on a regular basis.

A Web site would be beneficial. Traffic would be driven from social media sites to the Web site and vice versa. Additionally, El Caballo could offer promotions through social media tools such as Twitter.

Staff should continue to strive to make dining at El Caballo an enjoyable experience and to retain customers.

A graphic standards book would serve to ensure consistency in future communications.

To encourage repeat customers, El Caballo should make use of comment cards with a coupon. These cards should be placed at each table or provided by the waitstaff at the end of each meal.



appendix: creative – radio script

NUMBER 1: What did you do this weekend?

NUMBER 2: Went to Mexico for a nice relaxing weekend.

NUMBER 1: Sounds like fun, but you don't have to actually go to Mexico to escape.

NUMBER 2: Oh really, then what would you suggest?

NUMBER 1: El Caballo.

NUMBER 2: El Caballo?

NUMBER 1: El Caballo, it's a Mexican Bar and Grill located in the King's Landing Shopping Center at 97th and Riverside. It is a great place to escape too with a great list of tequilas and Mexican imported beers. El Caballo has domestics and a great wine list as well.

NUMBER 2: That sounds great and much cheaper then actually going to Mexico to get a good margarita.

NUMBER 1: The house margarita is made with quality tequila and is only five dollars; margaritas can be made with your choice of tequila. The bar can make any drink you wish.

NUMBER 2: I may go unwind tonight, do they serve food?

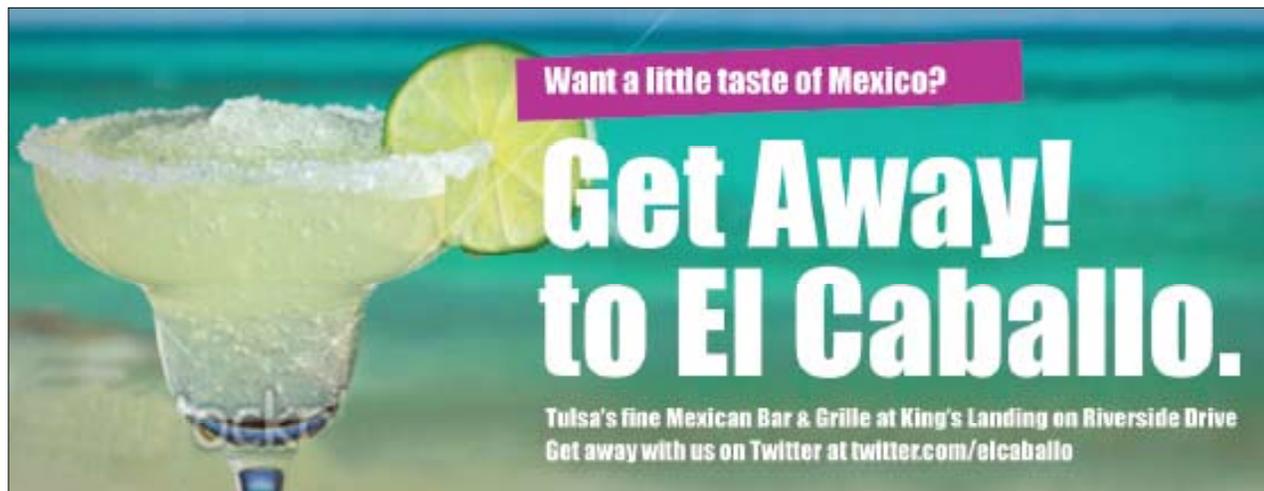
NUMBER 1: The chef uses only the freshest ingredients, and you can order any number of your classic Mexican dishes such as fajitas. The refried beans are made from scratch and make everything that much better.

NUMBER 2: I think I am going there now.

VOICEOVER: For a great bar and a fresh menu come to El Caballo Mexican Grill located in the Kings Landing Shopping Center located at 99th and S. Riverside right by the Creek Turnpike open until 11 a.m. - 10 p.m. Monday through Sunday and 11 a.m. - 9 p.m. Sunday.

appendix: creative

Creative: Print



Creative: Identity



appendix: creative

Creative: Web

The screenshot shows the homepage of the El Caballo website. At the top, there is a navigation menu with links for Home, About Us, Our Menu, Our Location, Special Events, and Catering. The El Caballo logo, featuring a horse and the text "EL CABALLO Mexican Bar & Grill", is in the top right corner. The main banner features a large image of a burrito with a "iStockphoto" watermark. To the right of the burrito, a purple bar contains the text "Don't Fiesta—", followed by the headline "Get Away! to El Caballo." in large, bold, black letters. Below the banner, there are three sections: 1) A row of images showing various Mexican dishes. 2) A purple bar with the text "Looking To Refresh?" followed by a paragraph: "Rethink Mexican Restaurants at El Caballo, Tulsa's Great California style Mexican Bar & Grill. Get away with us at Kings Landing on Riverside Drive." 3) A "Get Social!" section with icons for YouTube, Twitter, and Facebook. At the bottom of the page, there are logos for LiveToEat Restaurant Group, El Caballo, The Gastric Slave, and The Chalkboard.



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