|  |
| --- |
| Creative Public Relations, inc. |
| Healthy and Delicious |
| A Proposal to Expand the D’Novo Restaurant Throughout the State of Oklahoma |
|  |
| **Kristen Miksis** |
| **Due: 12/10/2010** |

|  |
| --- |
| JRMC 2183/Spring 2010 |

Introduction

D’Novo Restaurant, a local eatery that caters to dietary needs, offers an extensive menu for the calorie conscious. All meals are 500 calories or less, including decadent desserts and appetizers. They also offer a meal delivery service similar to ediets for those who need meals delivered to their home on a regular basis. The food is delicious and prepared by talented chefs. The only problem is that Tulsa is home to the only D’Novo in existence. They need to expand to take advantage of the diet market; a multi-million dollar industry. This is where I come in. D’Novo needs an improved public relations and marketing plan in order to make the community more aware of what they have to offer and to promote new locations throughout the state.

Research

The research required for this campaign would include surveys of people not only locally, but statewide, as the goal is to expand to the entire state, and eventually nationwide. Research would also include current diet and market trends where dining out and personal meal plans are concerned. I didn’t find any research that had been previously done on this restaurant, other than personal reviews on local food websites. I was able to speak to 2 individuals that work at D’Novo, but both wish to remain anonymous due to current employment status. The first woman I spoke with explained the philosophy of D’Novo and mentioned their sister restaurant LXI, which is inside the same building with only a hallway separating the two. While D’Novo caters to dietary needs, LXI is slightly more expensive and does not have a calorie restricted menu. She

Page 1

mentioned that she thought the food was a little pricey, but like myself, believed it to be worth the overall value. I also spoke with a gentleman there who believes that there is not enough traffic to keep the business open for very much longer. Both of these interviews lead me to believe that D’Novo is in desperate need for a public relations team that can introduce them to the state and bring in more business.

Objectives

The objectives for this campaign are to increase sales by 25% in the next six months and to expand the D’Novo restaurant into a chain, with at least 20 locations throughout Oklahoma within the next three years. The ultimate goal is to expand the chain throughout the United States.

Presentation

The target audience for this campaign is male and females between the ages of 21 and 45, who are health conscious, or who are currently looking to lose or maintain weight while still being able to eat delicious food. By reaching this target audience, we will look to reach their friends and family members that enjoy dining out and are looking for a new, healthier approach to restaurant dining. We will promote the restaurant by giving out coupons in local gyms, athletic retailers and at sporting events, such as local marathons. We will also send mailers including a menu and caloric information to Tulsa residents, in order to reach people locally who may not be familiar with the restaurant as

Page 2

of yet. This campaign will also include an open house event to introduce the food to the community. Our campaign theme with be healthy, low-calorie food, without sacrificing taste. Our slogan will be “Delicious and Healthy-Together at Last.” The reason that this campaign will reach the target audience is because we will be handing out coupons at places and events where health conscious people gather. A number of coupons and fliers for the event will be handed and mailed out for a period of one month before the actual event will take place. The actual event will charge a flat rate that will include a tasting menu and musical entertainment for the evening. Any alcoholic beverages will be paid for separately. The restaurant chefs will be on hand for questions and a tour of the kitchen facilities will be available for an additional charge. Posters will be displayed at all retailers and events that will be handing out coupons and event fliers. The posters will provide information about the event along with the company logo and graphic design elements.

Evaluation

The campaign will be evaluated by measuring the difference in sales between the six months before and after the campaign. If the campaign is successful, we will begin to expand to multiple locations, becoming a statewide chain within three years.

Page 3