

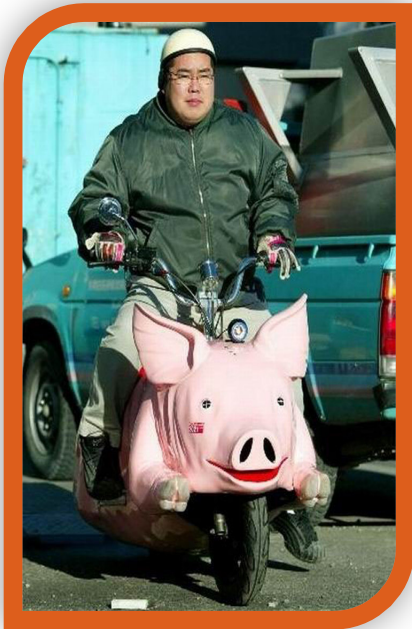
Pig Out Crisis Campaign



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Pig Out Crisis Campaign
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Memo / Letter of Transmittal



This proposal presents an idea to solve the problem of the negative view of Pig Out and its 30-minute delivery service policy. We will propose a plan consisting of our executive summary regarding the 30-minute policy and how our goals and objectives signify a positive outlook on Pig Out Express. Our plan will also include objectives and tactics in which we hope to change future and current customers negative views about the 30-minute policy into positive ones with encouraging feedback about our company. Pig Out will hold a town hall meeting to discuss recent incidents and changes regarding the 30-minute policy. The town of Serene will be invited to an open forum event and are encouraged to ask questions about the company and the policy.

We will also advertise thru media sources such as newspapers, local radio advertisements, flyers and banners to increase awareness to the general public. Thru these media sources we hope to educate and inform future and current customers about the 30-minute policy. Thank you for your time and consideration. We are available to discuss any further questions you may have at your convenience.

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Executive Summary

Pig Out will change the minds of current and former Pig Out customers. Recent media coverage reflects poorly on Pig Out Express' 30-minute policy. This policy reportedly causes automobile accidents. Pig Out will ensure their customers they are concerned about safety with several media tactics to target numerous audiences.



Although Pig Out is a national chain and road safety is an issue all over the country, this marketing plan focuses on Serene only. Serene will be the test market for the campaign before it will be copied in each market location. Serene is the headquarters for Pig Out and it is also the location with the most incidents and political strife.

Pig Out will hold a town hall meeting to discuss recent incidents and policy changes. The town of Serene will be invited to an open forum event and will be encouraged to ask executives questions about the company.

Pig Out will implement a safety course focusing on safe driving for all employees. The course will train employees to deliver quickly but safe. The general public will become aware of the new training course by local radio advertisements on key radio stations. This will reach lost customers who no longer eat at Pig Out only because of the recent controversial media coverage.

Recent accidents have also been rising because of an increase in delivery sales. To decrease deliveries but maintain current sales, Pig Out will implement a free food promotion for every third delivery. The free food can only be redeemed in the store. Once customers see how easy in store purchases are, they are more likely to become in store customers on a regular basis.

Another way to increase in-store sales will be a 10 percent off promotion on Tuesdays in store only. This reaches the delivery audience and targets new customers.

The campaign will reach three main audiences, those who are vocal and non-vocal against Pig Out for safety and current customers who need to be assured that Pig Out is concerned about their safety on the road.

Research

Client Overview: Pig Out Restaurant Chain

The Pig Out restaurant chain is headquartered in Serene, Serendipity County. Bill Belcher, a Serene City Councilman, owns the Pig Out chain. Belcher also owns other local restaurants and three McDonalds franchises.

Pig Out is most famous for its baby back ribs. It is also well know for its barbecue delivery service, which guarantees customers' orders to be delivered in no more than 30 minutes, or their meal is free.

Pig Out is the fastest growing chain in a \$13 billion market and is a leading franchise nationwide. Pig sales rose from \$179 million in 1981 to more than \$2 billion in 1990. The chain sells 200 million rib dinners annually in 5,000 franchise stores.

Situation Analysis

Strengths:

- Leading Franchise
- Donates to charity
- Vocal on issues
- 5,000 franchises, thousands of employees
- Customers get meal for free if not delivered in 30 minutes

Weaknesses:

- 30-minute promise
- Target of complaints because of 30-minute policy and traffic accidents
- Pig Out drivers are involved 100 traffic accidents resulting in serious injury
- Franchise doesn't allow them to control every employee at every store
- Owner's time is not completely loyal to Pig Out
- Does not want to change the 30-minute policy, fears loss of income is worse than gain of goodwill

Opportunities:

- There are plenty of local and national media to convey message
- Owner is public figure and has lots of pull
- Serene is connected to several metropolitan areas

Research (Continued)

Threats:

- Current customers do not want to eat at Pig Out if accidents and negative media coverage continues
- School board member has complete opposition to anything involved with traffic accidents
- Competitors may start safety campaigns to take away current customers

Target Audience

We are targeting current customers of Pig Out, particularly those who are developing a negative perspective of the 30-minute policy.

The audience needs to know what Pig Out is doing to prevent accidents. They are concerned with safety, mainly driving safety. The target audience wants to see Pig Out be proactive about the safety issues with the 30-minute policy.

Three unique audiences:

1. People who are lashing out against Pig Out palace on message boards, picketing and online social media.
2. People who are quietly not eating at Pig Out because of the safety controversy.
3. Current Customers

Target Audience 1

People who are lashing out against Pig Out have a deep concern for automobile safety. These are families with small children. Mostly middle class ages 28 to 37. They are actively involved in the community. They are stubborn in their ideas. They are heavily influenced by word of mouth more than media.

Target Audience 2

These customers are not completely Internet savvy. They keep up regularly with traditional media such as newspapers and the 10 'o'clock newscast. They are mostly older males and females ages 45 to 65.

Traditional media heavily influences them. They are not vocal on many issues. They quietly voice their opinion by actions more than words. They choose other restaurants besides Pig Out because of the continuing controversy.

Research (Continued)

Target Audience 3

These customers are not completely concerned with the controversial safety issues. They are mostly concerned about speed and price of their food delivery. They do however; need to be reassured about the company's proactive policies to minimize automobile accidents.

These customers are mostly college students both male and female ages 18 to 27. They spend a majority of their time online and in social circles. Their schedules are extremely busy; therefore takeout is a regular choice. They do not have a lot of time for current events or news stories. They watch television several hours a day. They listen to iPods or streaming radio services more than listening to traditional radio stations.



Goals and Objectives

Goal: Change the minds of local families.

Objective 1: To increase awareness 40 percent about Pig Out's safety procedures concerning the 30-minute policy by 2012.

Tactic 1: Hold town meeting at Serene Community Center, which will be open to the public to ask questions on June 1st, 2011.

Strategy: Pig Out executives will hold a community meeting to answer any and all questions about the company. While the questions could be about anything, heavy emphasis will be placed on talking about company safety policies. Local media will be personally invited to the meeting. From this community meeting we hope to create a more positive and informed perception toward Pig Out. This meeting will provide an interactive experience where community members can voice their opinion.

Deadline: June 1st, 2011.

Budget: We will allocate \$1,000 to reserve the community center, hire a caterer and rent a sound system. A local newspaper advertisement and flyers will be sufficient for advertising the event.

Special Requirements: None.

Supervisor: Camille Thompson

Evaluation: A few guests who attend the meeting will be surveyed before and after the event to evaluate their opinions and awareness of the safety controversies.



Tactic 2: Increase awareness of the general public about Pig Out's safety course using local radio advertisements.

Strategy: Each employee will be required to take a safety-driving course. The course focuses on speeding, reckless driving and safety awareness. Radio advertisements will focus on the safety course and what Pig Out is doing to prevent automobile accidents with regard to the 30-minute delivery policy. Radio spots will be played on weekdays from 5 to 7 p.m. in 30 and 60-second increments. From these radio advertisements we hope to create a more positive outlook toward Pig Out. These radio advertisements will provide an educational and informative outlook in regard to Pig Out's 30-minute express delivery service.

Goals and Objectives (Continued)

Deadline: September 2011.

Budget: We will allocate \$10,000 for local radio spots on KARY-AM, KSKY-AM-FM and KISS-FM. Our budget will allow \$3,000 for James Early Jones to voice the commercial.

Special Requirements: James Early Jones requests pineapples and grapefruit pizzas while voicing the commercial.

Supervisor: Christopher Bruce

Evaluation: An online survey will be given to 500 community members before and after the radio commercials are aired. Questions will regard awareness of the safety issues and personal opinions regarding Pig Out and the 30-minute policy.

Objective 2: Increase in-store purchases 25 percent by June 2011.

Tactic 1: Punch cards given to delivery customers to entice them to come in store.

Strategy: Punch cards will be given to delivery customers. Every third delivery entitles the customer to a free order of the famous baby back ribs for pickup in store only. Customers will enjoy the in-store experience and lower price than delivery. Pig Out will create a more positive view of in-store and delivery services. Because customers are working for the three deliveries and they feel like they earned the free baby back ribs, they are more likely to come into the store and redeem their coupon.

Deadline: June 30, 2011.

Budget: \$500 for the punch out cards.

Special Requirements: None.

Supervisor: Meghan Bohnert

Evaluation: Pig Out will evaluate in-store sales verses delivery sales before and after the campaign. The sales numerical data will be sufficient to determine out objective.

Goals and Objectives (Continued)

Tactic 2: Every Tuesday is 10 percent off in-store purchases.

Strategy: Every Tuesday from 2 p.m. to 5 p.m., Pig Out customers will enjoy a 10 percent discount on any purchase when they come in the store. This will bring in new customers but more importantly, keep current customers among the ongoing controversy of the automobile safety. This will let customers become more comfortable coming into the store. Customers are more likely to continue coming into the store when they have an enjoyable experience.

Deadline: June 30, 2011.

Budget: Newspaper articles and flyers will be sent out to delivery customers. Large banners will be placed in the store. Pig Out should budget \$1,000 to cover all materials.

Special Requirements: None.

Supervisor: Chelsea Dyer

Evaluation: Sales will be measured before and after the promotion. Increase in sales on Tuesdays will measure the success of the tactic.

Programming

Strategy

Pig Out is going to change the minds of local families in order to create a more positive image of the restaurant chain overall. Pig Out will be seen as a restaurant concerned with customers and their opinions and concerns. Pig Out will also be seen as a restaurant focused on customer service and being appealing with in-store service and delivery service. The campaign will offer a positive and interactive experience for each target audience.

Tactics

By holding a community town meeting for members to voice opinions and ask questions, having radio spot advertisements to inform the audience on Pig Out's safety policies for the 30-minute delivery service, and giving out frequent customer punch cards and in-store discounts, Pig Out will achieve its goal of positively changing the minds of local families. These will be beneficial for Pig Out because they will create more knowledgeable and aware customers, and they will offer customers more benefits to eating in-store, which will decrease the use of the 30-minute delivery and decrease the unfavorable opinion of the policy that has been viewed as dangerous.

Budget

Reserve the community center.....	\$400
Caterer.....	100
Rent sound system.....	200
Newspaper advertisement/flyers.....	<u>300</u>
SUBTOTAL	1,000
Radio spots.....	\$7,000
Commercial.....	<u>3,000</u>
SUBTOTAL.....	10,000
Punch cards.....	<u>\$500</u>
SUBTOTAL.....	500
Newspaper articles.....	\$200
Flyers.....	300
Banners.....	<u>500</u>
SUBTOTAL.....	1,000
Total.....	\$12,500

Programming (Continued)

Timetable

- June 1st 2011: Hold town meetings at the Serene Community Center.
- June 30th 2011: Increase in store purchases by 25 percent.
- June 30th 2011: Every Tuesday in-store purchases are 10 percent off.
- September 2011: Increase awareness of the general public about Pig Out safety course.
- 2012: Increase awareness by 40 percent regarding Pig Out's procedures of the 30-minute policy.

Conclusion / Evaluation

We will do 500 surveys before the campaign and after the campaign to evaluate the company. We will ask about opinions and attitudes toward the company before the campaign and after the campaign. We will ask about the perceptions of the Pig Out Express delivery service. We will ask about how often customers use the delivery service and how often they come in-store. We will ask about how customers feel about punch cards and in-store discounts.

We will then review each of our objectives to see if we completed them.

After we compile the survey results, we will then re-evaluate our campaign.

Support Materials

Pig Out Radio Spot

Title: Pig Out Safety Commercial

Client/Sponsor: Pig Out

Length: 60 seconds

Air Date: February 1st through June 30, 2010

SE: Car Wreck

Music: Somber,
medium tempo

Announcer:

Automobile accidents are a serious problem on the roads. That is why Pig Out has implemented road safety within our organization. We vigorously train all of our employees to take extreme caution, obey speed limits and conduct safe driving while delivering Pig Out products to our customers. Our products are made in a timely manner and delivery drivers have plenty of time to deliver them to your home. There is no need for fast or reckless driving and we are combating automobile safety head on. Delivering your food in a timely manner is important to us, but your safety and the safety of everyone on our roads and highways is our number one priority. We will continue to work hard for you and ensure safety to everyone. That is what we are doing at Pig Out. Sincerely, Owner and CEO of Pig Out, Bill Belcher.

Music: Comes full then
fades out.

FADE at :59

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Support Materials (Continued)

Pig Out Radio Spot

Title: Pig Out Safety Commercial

Client/Sponsor: Pig Out

Length: 30 seconds

Air Date: February 1st through June 30, 2010

SE: Car Wreck

Music: Somber,
medium tempo

Announcer:

Automobile accidents are a serious problem on the roads. That is why Pig Out has implemented road safety within our organization. We vigorously train all of our employees to take extreme caution, obey speed limits and conduct safe driving while delivering Pig Out products to our customers. Our products are made in a timely manner and delivery drivers have plenty of time to deliver them to your home. We are working hard to continue serving you and your safety. Sincerely, Owner and CEO of Pig Out, Bill Belcher.

Music: Comes full then
fades out.

FADE at :29

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