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FREELANCE MARKETING STRATEGIST

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HWY 72 Grill: Marketing Brief

Marketing Objective

- What's the purpose of this campaign?
 - Bring awareness to the restaurant as well as establish a loyal customer base.
- What are your goals for this campaign?
 - Increase sells to \$2,000/day

Who is your target audience (customer)?

- Demographics (age-range, gender, ethnicity/race)
 - All ages, all races/ethnicities, male/female, families
- Geographics (location)
 - Nearby residents, commuters, Rock Hill S.C
- Psychographics (attitudes and beliefs)
 - Enjoys friendly atmosphere, southern-style food and convenience.

What is the key consumer insight?

- What motivates consumers to eat at your restaurant?
 - Hunger, convenience, good quality food.

What is the main proposition?

- What benefits will consumers gain by eating at your restaurant?
 - A family, friendly dining experience with fast service and exceptional food.

What is the convincing support (reason) for the claimed proposition?

- In what way will you provide support for your specific claims? i.e How can you prove or reinforce that your claims are true?
 - Customer reviews/testimonials

What is the core brand positioning?

- What do you want customers to think in regards to your business?
- Personality?
 - Country-style, family-oriented, feels-like-home.
- Tone of voice?
 - Sincere, upbeat, fun.

Any mandatories?

- Website
- Google verification
- Register on review sites
 - Yelp
 - Restaurant Finder
 - TripAdvisor
- Logo, flyers, digital/interactive-posters, etc.
- Campaign slogan/tagline
- Campaign story
 - Establish a positive perception of your business

Suggested Touchpoints

- Website
- Social media: facebook
- Direct mail/email
- Online/outdoor advertisement
- Local publication: The Herald
- Signage, bumper-stickers, silicone bracelets, paper-cups, t-shirts
- In-door ads in various close-by businesses within 2-3 miles.
- Special/sponsored events