

Café Sweet Street Campaign Tactics

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COM 317: Campaign Planning

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Introduction

Café Sweet Street is a popular brunch spot with a target market within the 25 to 40 year old range. However, they have a virtually untapped market of young adults in the area. To bring in more business, a goal for the café should be to entice young adults to prefer Café Sweet Street as their leading social environment. Since this is our goal, our objectives require awareness, usage, and measurement of young adults at Café Sweet Street. The café is a great social place for them. In order to maintain this goal, we want to establish a presence of young adults between the ages of 18 and 30, develop a social environment, and measure the increase of the young adults between the ages of 18 and 30 in the area by a certain amount of time. This will help Café Sweet Street get more of the target audience aware of their business.

We believe that the café should focus more on raising awareness of themselves to the target market. We had many mass media, digital, and direct strategies to accomplish the goals, but we narrowed them down to specific ones that we believe can have tactics for bringing attention to them. Media strategies would include the formation of television and radio commercials as well as print advertisements geared towards the target audience. Digital

strategies focus on developing more of a presence on social media, engaging with the target audience through multiple platforms, such as a digital app, and using digital technology, such as geofencing, to send messages to the target audience. Direct strategies are specific to engaging the target audience whether it be through special events and promotions or establishing a partnership with institutions that have a large population of the target audience.

Direct Tactics

A direct tactic for Café Sweet Street would be to develop a special event. Special events are beneficial for business because they create awareness for their target audiences. A special event Café Sweet Street should host is a happy hour specific to the target audience. This event will help the business increase their target audience of young adults. The happy hour would occur on a certain day of the week and time. This event would include a discount percentage for certain desserts and drinks for a certain amount of time. This will be beneficial for both the café and the young adults because they like discounts. Happy hour can be a big event that happens at Café Sweet Street because this can help with the goal of making Café Sweet Street a social environment for young adults between the ages of 18 and 30.

Another direct tactic would be to form partnerships with local colleges in order to maximize the response from target audiences, bring in more profit, as well as maintain their image. By forming a partnership with colleges, they are more likely to get media messages across to the target audience to raise awareness of who they are. This would in turn bring in more profit as members of the target market become interested in the café. They would provide word of mouth marketing and could bring in a new labor force to the café that can connect with the target audience. A partnership benefits both parties — college and café — in terms of public

relations, advertising, and marketing, as well as profits. A partnership would also make it easier to host events specific to the target market and the café as a whole, such as a tasting event that could be held once a week or month to feature menu items. An event such as this one would not only provide awareness and bring in profits from those who want to purchase items they like, but would also build the credibility of the café by showing the target market that they don't have to buy immediately to enjoy. It gives the target market a chance to love the care on their own.

A great tactic for directly marketing to the target audience is to promote a holiday gift box. Everyone loves gifts, so what better way than to give a gift box full of desserts? Even though Café Sweet Street does this in some ways, it would still be unique and great for their target audience. The gift box will include samplers of the desserts and the customers would be able to pick specific choices of desserts. The prices of the gift box would depend on the desserts and the size of the gift box. This would be beneficial for Café Sweet Street because they would cater to their target audience for the holidays.

Media Tactics

Mass Media Tactics

One mass media tactic that helps to raise awareness of Café Sweet Street to the target audience is to produce a radio commercial for campus radio stations. Albright College is the closest college to the café, and their station is WXAC 91.3 FM. WXAC is a student-run organization in which students can have their own stations and get some understanding of the broadcast industry. Unless a student has a vehicle, they may not listen to the radio. However, on campus almost everyone knows of the radio station or someone involved with it. Having an advertisement on WXAC would also increase word of mouth marketing as those who have heard

the commercial will share with others. Café Sweet Street can either develop a commercial for the radio or come and talk on a show. Of course, this tactic is not limited to Albright College; it can be implemented at Alvernia, Reading Area Community College, Penn State Berks, and Berks Technical Institute, all of which are located within the Reading area.

Another mass media tactic is to develop print advertisements on college campuses. These ads should utilize bright and bold colors, be easy to read, and have a more modern theme. Ultimately, they should be eye-catching, appeal to the target audience, and be engaging. Colleges are, in a sense, communities, and thus have multiple ‘community’ bulletin boards where advertisements can be placed. The ads can also be featured in campus publications. For example, Albright College has a campus newspaper, an arts magazine, and a main campus magazine where the advertisements could be featured. Having a partnership with the schools also provides more flexibility and selectivity in when, where, and how often an advertisement can be placed.

We mentioned in the non-media tactics that Café Sweet Street could hold tasting events once a month at the café and/or on college campuses. For audiences to be aware of an event like this a press release can be sent out. The news release would include the contact and location information of the café, the logo and/or slogan, the date(s) of the event, what the event is about and what is featured, as well as a paragraph at the end that contains more information about not only the café, but Sweet Street Desserts as well. The press release would be sent by utilizing any and all forms of contact on college campuses: publications, emails, mailings, etc. Since this event could also be specific to the café, it should also be sent to local publications, through newsletters and email blasts, and mailings as well.

Digital Tactics

It is crucial that Café Sweet Street begin to place more emphasis on their online presence, highlighting their accounts across various social media platforms. An important step in that process is to begin placing the company's social media icons and handles on the menus, both in-store and online. It is also key that Café Sweet Street place a new, concise menu on their social media accounts to show that the brand is attempting to head in a better direction. It also keeps followers up to date with the changes that have been made so far on the menu.

In an effort to become more modern, accessible, and to compete with their competition, Café Sweet Street should develop an app to increase the customer's ease of purchase. Despite being one of the most expensive tactics, an app for Café Sweet Street would create a sense of brand loyalty that the business hasn't fully developed yet. An option for both delivery and pick-up with an updated menu, newsletter, and a rewards program would allow Café Sweet Street to compete with popular companies like Domino's, Wawa, and Sheetz. Many college students and other young adults appreciate the convenience of delivery and being rewarded for spending their hard-earned money at an establishment. In order to create the app, Café Sweet Street would have to hire designers, app developers, and a maintenance team. Internally, Café Sweet Street would also need to designate a team to oversee the development of the app to make sure that it accurately represents their brand. Apps built by agencies like savvy apps cost anywhere between \$150,000 to \$450,000. Apps built by smaller shops, possibly with only 2-3 people, likely cost anywhere between \$50,000 to \$100,000. However, developing an app would show its customers that Café Sweet Street puts its customers' needs and desires first, which is more important.

As Café Sweet Street begins to shift its target audience, gearing itself towards young

adults between the ages of 18 and 30, it's important to implement several tactics to create engagement. In today's world, a majority of young adults amongst our target audience consume an endless amount of content on social media each day. It is now one of the top methods of reaching young adults and encouraging them to consume a product or service. Some of the most popular social media platforms across the globe are Instagram, YouTube, and Facebook. On Instagram, users are allowed to craft and extremely intimate connection with their followers through pictures, videos, lives, and comments.

An effective tactic would be to produce IGTV videos on Instagram to show followers an inside look at how Café Sweet Street creates some of their most popular menu items, showcasing the company's use of fresh ingredients. Producing IGTV videos cost absolutely nothing since all that is needed is a cell phone camera and the app. Both Instagram and Facebook would be an adequate space to post pictures of menu specials and the "meal of the week". It allows followers to associate colorful, healthy, and delicious food with Café Sweet Street. It is also important to engage the target audience on social media by advertising student discounts. Media polls on Instagram would also allow Café Sweet Street to directly get their followers' opinions, shaping the business to better serve their customers. Lastly, a more creative option to draw in new young consumers would be a collaboration with the channel Bon Appetit on YouTube. The channel has 4.84 million subscribers on the platform, drawing in young adults who have an affinity for food. Bon Appetit frequently posts videos in an ongoing series documenting how to make gourmet desserts. Frequently, the host will visit or invite a gourmet business to showcase one of their products. A collaboration would encourage viewers to check out Café Sweet Street and hopefully become a future customer.

A final digital media tactic for awareness of the café to the target market is to develop a geofence around the Reading area. Geofencing marketing approaches send out messages to anyone that steps foot within a specific area that the company outlines. This is especially great for Café Sweet Street since there is only one café in the world, and it is based in Reading. Some college students also do not live in the area they decide to go to school and may not know the types of businesses around them. By using geofencing, the target market is more likely to receive messages when they come within the bounds of the geofence. Any new college student in the Reading area automatically becomes a part of the café's audience and can bring more business in. A good geofencing company is Propellant Media. A lot of geofencing companies require that businesses spend \$10,000 to \$20,000 in media a month, but Propellant only expects \$1,000 to \$500 in media a month depending on how you are working with them. Of course, a lot of marketing and advertising agencies today also include geofencing within their packages, such as Salesforce.