STELLA'S

FALL 2012

BU-348 INTEGRATED MARKETING COMMUNICATION
WHITWORTH UNIVERSITY

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This plan outlines an integrated marketing communications campaign for Stella's Cafe in Spokane, Washington. The project began in September 2012 and was completed in December 2012. The plan includes promotional tools to meet outlined objectives within the scope of one calendar year.

Part I

CLIENT'S BUSINESS OBJECTIVES

Stella's seeks to provide the best possible product they can serve to the customer. These products are made with high-quality ingredients and freshness to ensure their superb quality. The objectives of Stella's have not been quantified.

CLIENT'S PRODUCTS AND SERVICES

Stella's offers a variety of products that include:

- Freshly-made sandwiches
- Vegan, vegetarian and carnivorous dining options
- Soups - most gluten-free depending on the day
- Salads - vegetable, pasta
- Bakery items - cookies, scones, Stella bars, biscuits, quiche, muffins
- Drinks - bottled juices and soft drinks, coffee, tea

STAKEHOLDER IDENTIFICATION

Stella's has a variety of people who are invested in the success of the café.

- *Marti Brown:* Part owner of Stella's, baker and responsible for restaurant upkeep. Marti and her husband are co-owners of Stella's. She is committed every day to making the scones, bars and other items served in the bakery section. She is vital to the operation and has a large personal stake in the business.

- *Tony Brown:* Part owner, chef and server. Has a reputation in Spokane for being a chef who can cook well. Prior experience as head chef at Mizuna's on the South Hill in Spokane. Also has cooking experience in the vegetarian and vegan fields. Tony owns part of Stella's and is a major stakeholder in the business.

- *Jon Brown:* Server, chef and bartender. Tony's brother and Marti's son. Jon works six days a week at Stella's. With all his time invested solely in Stella's operations, he holds stake from day to day as well as the business's long-term success.

- *Community members:* The West Central neighborhood is one of the lowest income zip codes in Spokane. Stella's success as a small local business can help build the surrounding community. While one business does not change everything, one success can lead to more successful businesses. The community depends on Stella's as being a reliable small business in the geographical area.

AT START OF IMC PLAN PROCESS

CLIENT'S CURRENT MARKETING COMMUNICATION OBJECTIVES

Stella's has managed to develop most of their success out of the quality of product they serve. In the café's almost eight months of existence, their main form of communication has been through their Facebook page. It has been used in a variety of ways including communicating hours, new dishes and special events such as trivia. It has also

provided a place for conversation between Stella's and it's customers about their experiences of the cafe. Stella's also has a website (www.stellacafe1.com).

Their current objectives are focused on:

> 1.) Building awareness for the Stella's brand: The more interaction they gain on Facebook and their website means more people know and acknowledge their existence.

> 2.) Communicating to the consumer new products and events: Offering late hours as well as hosting Saturday night trivia contests with prizes for the winners are just two examples of the newest promotional focal points. So far Stella's has communicated these releases solely on their Facebook feed.

> 3.) Build their brand as a vegetarian-friendly and, more specifically, a vegan-friendly café. The owners want to tap into the Spokane vegan market. This would make Stella's one of the few vegan-friendly places in Spokane that offers premium food. A recent example of this was a short paragraph article in the vegetarian section of *The Inlander* (http://www.inlander.com/spokane/article-17677-street-corner-named-desire.html).

CLIENT'S CURRENT PROMOTIONAL STRATEGY AND TACTICS:

Stella's' primary strategy used in their business development is their Facebook page. This page is updated by Steve Brown, Marti's husband. It has primarily become a form of communication in between Stella's and customers who have liked Stella's on Facebook.

Stella's also has a website. However, if you search "Stella's Cafe" online, you will not find a direct link to the website. On Google, Urbanspoon is the first search item that appears, and it provides the website link. On the website, Stella's communicates their mission statement, their menu and information about their hours of operation.

Another recent promotional strategy has been offering a coupon for one dollar off their breakfast biscuit. In order for it to be valid, the customer must print the coupon off of their Facebook page and use it that same day in the restaurant. This use of discount through coupon promotion not only increases customers visiting the café, but also customers visiting their Facebook page. A key to the promotion is that the coupon is only validated with same day usage. This in turn provides further incentive for the customer to visit the store that day.

Other forms of marketing come indirectly from online blogs and review sites such as Yelp and Urbanspoon. Articles in *The Inlander* have also helped to build their brand awareness and get their message out to a wider audience through use of publicity. Although Stella's has not initiated these reviews, the feedback has significantly contributed to the establishment of the brand name and purpose.

SWOT ANALYSIS

MISSION AND VISION:

Our sandwiches, baked goods and other menu items are conceived and prepared with one purpose in mind: to be the best possible version of those things that can be found anywhere.

The principal figures behind Stella's have extensive experience in preparing and serving the highest quality in food

and beverages. There is no other culinary theme behind Stella's Café. We explore French, Asian, Mediterranean and other cuisines while consistently applying the highest standard of quality, freshness and ingenuity to everything we do. We are also vegan and vegetarian-friendly.

Stella's offers dine-in as well as to-go options and for large groups we offer catering service.

STRENGTHS:

Stella's success as a new business can be largely attributed to its strengths. First, the opening of the café was not advertised. They relied solely on word-of-mouth. Days after the opening, the lunchtime crowd had filled all of the café's tables. They were gaining about $100 of business per day since opening and were forced to expand. Gaining business so rapidly with no opening advertising shows that Stella's is able to differentiate themselves from the rest of the industry with the quality of their food and customer service.

A distinctive competency is a firm-specific strength that allows a company to differentiate its product from those offered by rivals. Stella's has developed multiple distinctive competencies to set themselves apart in this industry. What drives a distinctive competency is a company's resources (intangible and tangible assets), and their capabilities, which are skills at coordinating resources and putting them to productive use. Stella's tangible assets include the space they have acquired for the café, the food inventory and the money they make. The most important assets Stella's has are its intangible assets. These include the brand name, reputation and the knowledge that the owners have gained through experience.

The quality of food and customer service is a result of extensive experience in the restaurant and baking industry. Marti Brown is a long-time baker, providing Stella's with muffins, cookies, brownies, lemon bars, scones and coffee cake. Tony Brown, the chef behind the sandwiches, was an executive chef for many years at several restaurants in the Spokane and Chicago areas. This experience in baking and being a chef at the executive level allows Stella's to differentiate their product from the moment of entry into the industry. Customers attend Stella's because they know they are going to get high quality food at a restaurant that is run efficiently. The bottom line is customers trust the owners because of their extensive experience.

Another strength Stella's has gained is its diverse selection of products. Stella's has a variety of choices that reach all types of eaters. With the struggling economy, Stella's is hoping to differentiate their products by attracting the increasing vegan and vegetarian community in Spokane. Customers say that while vegetarians are a growing segment of the population, there are only a handful of vegetarian options in the city. As well as providing for the increasing demand for vegetarian and vegan foods, Stella's offers an array of "meaty goodness for the omnivores." By offering a variety of foods that accommodate all types of eaters, Stella's can again differentiate themselves from their rivals, giving them an advantage over their competitors.

Other than the strengths in the customer service and food, Stella's provides free wireless Internet, take out options and is in a comfortable renovated space. Stella's also receives countless positive reviews throughout the Internet, which compensates their lack of advertising.

WEAKNESSES:

Stella's weaknesses are primarily found within advertising and promotions. Stella's started their business without advertising the opening and solely relying on word-of-mouth. The reason word-of-mouth is so effective in the short run for Stella's is because of the quality of their food and service, but there are potential customers that cannot be reached through this method. Stella's opened because they discovered an increasing number of vegans populating the greater Spokane area. Stella's believes that segmenting to this unique vegan market will reap success despite the struggling economy. Without many advertising and promotional efforts, gaining market share

in this already niche, but expanding market is difficult. There are approximately 30 million Americans who are vegetarian or who follow a "vegetarian inclined diet," and 1 million Americans who are vegan. The top three vegetarian cities are number Portland, Oregon; Seattle, Washington and San Francisco, California, respectively. This demonstrates the vegetarian trend in the Pacific Northwest. Though there is not a statistic on how many vegetarians are in Spokane, the fact that the top three vegetarian cities in the United States are close neighbors of Spokane supports the statement that there is an increasing vegetarian community and an increased demand for vegetarian and vegan restaurants in the greater Spokane area. Stella's is attempting to capitalize on that, but with little advertising efforts, the increasing number of vegetarians and vegans in Spokane may influence more vegetarian restaurants and cafes to open up which will result in a loss of market share for Stella's.

Another source of promotion outside word-of-mouth is social media. Stella's can be found on Facebook where their hours and location are identified. On their Facebook page, Stella's interacts with its followers, including polls on which sandwich is the best. The Facebook page also communicates with Stella's' loyal consumers on what is happening in the restaurant, such as trivia night or the newly introduced happy hour. They also include pictures of their products, but many of the images are low-quality. The most effective promotion found on Facebook is promoting their trivia night, which seems to be gaining more recognition, but there is not much information regarding the night that can be easily accessed on Stella's Facebook.

When searching online for Stella's, only through other sites can one find the business's actual website. The name of the website is www.stellacafe1.com. Without an easily located website, consumers searching for information on a restaurant they heard via word of mouth are likely to get frustrated and discontinue their search, settling for a substitute café.

Another weakness for Stella's is their specific location. The specific location Stella's is in has been "a revolving door of cafes and coffee shops in the last few years." Stella's is located in a spot that is hard to find, and once found, difficult to get to. Parking near the location is also limited. Stella's is located in between two streets with heavy flowing traffic, so turning into the street is a difficult maneuver. For those first-time customers or potential customers that are not positive where exactly Stella's is located, there is no way of knowing that they are supposed to turn before it is too late and they have passed the turn, which can cause frustration and create an unintentional stigma for Stella's.

With a location like this it is essential to have a sign easily seen from the busy streets that surround Stella's, which leads to another weakness: Stella's has a sign on the sidewalk, but does not have one above their door where it can be seen easily. In order to compensate for the less-than-ideal location, it is essential for Stella's to communicate to customers in some accessible way the location of their café.

Other weaknesses to be noted include confusing hours. Monday through Thursday, the hours are from 8 a.m. to 7 p.m., on Friday they are 8 a.m. to 10 p.m. and Saturday they are 2 p.m. to 10 p.m. (the business is closed on Sundays). Creating more confusion might lead to frustration, which can negatively affect a customer's attitude towards Stella's.

Stella's is also hoping to capitalize on a rise in vegetarians in Spokane. Some weaknesses with that include negative reviews from vegetarians, saying the food is too expensive for the quality of vegan food. Also gearing towards vegetarians could scare away those who eat meat, even though the café does provide non-vegetarian foods.

OPPORTUNITIES:

As stated earlier, Stella's is hoping to take advantage of the increase in vegetarians and vegans in the Spokane area. While vegetarians are a growing segment in the Spokane area, there are only a handful of vegetarian

options in the city. Since there is an increasing vegetarian community, the demand for vegetarian and vegan restaurants in the greater Spokane area is also increasing. Stella's is developing a menu that is attractive to this growing population of vegetarians, as well as catering to the meat lovers of Spokane.

The inexpensive rent has allowed Stella's to expand and enabled the ability to reach different market segments. For example, the cafe is currently waiting on a liquor license. Tony Brown plans to eventually offer an array of small plate options for the after-work crowd along with beer and wine. For summertime, he is thinking of different ideas for ice cream sandwiches. Stella's would like to be known for more than just a café. They are also looking to install a hood, open flame system where the opportunity to make products other than cold foods would open up. There is also increased potential for catering events.

Stella's is currently looking into wholesale options as well. Stella's is already selling their sandwiches to local coffee shop Indaba. This give Stella's the opportunity for possible further partnerships. Tony Brown continues to work as the executive chef at Mizuna in downtown Spokane as well. Using the networks already built in the industry may be helpful for expansion of their product distribution.

Opportunity lies in the advertising and promotion of their business, simply because they have so little. There is an opportunity to advance the social media promotion, as well as possible advertisements with local newspapers, outdoor advertising and television commercials.

The final opportunity is that with the rapid growth of their business, the Browns hope to hire on more employees to relieve stress on Marti Brown and her sons. Hiring more workers will allow Stella's to create more food and serve more people. This will also bring more creativity into the café and provide more assistance in managing business relations, giving them an even more distinctive competency.

THREATS:

Stella's currently only has Marti Brown and her two sons as employees. With only three workers, there exists the possibility of overload. When the workers are overloaded, they may become less efficient. The quality of the food and the service is jeopardized with an overloaded staff.

Another threat to Stella's is the location of the café. Stella's is located on the north side of the river, tucked in a side street in between Lincoln and Monroe. Both of these streets are relatively busy, which makes getting to Stella's a difficult maneuver. There is the threat of consumers associating Stella's with frustration, which is a hindrance to their peaceful, warm atmosphere. Because of this location, many cafes and coffee lounges have failed to be successful, posing a challenge on Stella's to break the streak of failing businesses in that specific location.

Another threat to Stella's is the numerous established bakeries, cafes and bistros located on the other side of the river that are more visible and convenient to get to. Madeleine's Café, Taste Café and Rocket Bakery, to name just a few, are all located on the south side of the river in the heart of downtown Spokane, which is a competitive advantage in itself. The fact that these cafes are already established puts Stella's at a disadvantage because while Stella's is just beginning to develop a customer base, the other cafes already have a solid customer base, their marketing efforts are far more advanced, and they have developed strong brand names for themselves, which comes with time and quality. These cafes have stayed standing throughout the years with the tough economy which shows they are a major threat to Stella's but also shows that Stella's can be a successful business if they chose the correct business model.

COMPETITIVE ANALYSIS

The direct competitors that pose a threat to Stella's include the local cafes, bistros and bakeries in the nearby area. There are many small cafes and bakeries that can be competitive with Stella's, but those that are seen as the most competitive include Madeleine's Café, Taste Café and Rocket Bakery. By looking at the strengths and weaknesses of these competitors, Stella's can develop a business model that will in the end generate a competitive advantage over these competitors. The price comparisons are included at the conclusion of the competitive analysis.

MADELEINE'S CAFÉ

- STRENGTHS: Madeline's Cafe is heading into its fifth year of business, showing that its business model has generated enough distinct competencies to withstand the economic struggles the past five years. Their food quality is good enough to be voted on and recognized. They have received multiple awards for outstanding food including: Best Brunch, KREM 2, 2009, 2010, 2011, Best Reuben in Town, Spokesman Review 2010, 2011, Best Dessert, Epicurean Delight, 2010, Best First Course, Epicurean Delight, 2009. These awards only help strengthen their established brand image. Madeleine's offers an array of high quality foods for breakfast, lunch and dinner, as well as providing coffee and pastries. They also have a full range of catering services. Madeleine's is also located in a prime spot in the heart of downtown Spokane. The prices are comparable to Stella's.

- WEAKNESSES: Though Madeleine's has experienced success throughout the last five years, they do have significant weaknesses. Their marketing efforts seem to be minimal, if there are any at all. Included on their website are the events promoting the use of the café, but there is little information included and they have not been updated since last May. There is also a link to their Facebook and Twitter pages but those links are broken, so it seems they do not even have social media as a tool for advertising. Along with their lack of any marketing efforts, Madeleine's does have an attractive website that is easily found online, but there are specific pages of the website that are unfinished which leaves the customer wondering.

- WHAT TO DO: From looking at the strengths and weaknesses of Madeleine's, what Stella's needs to continue to do is make good food and continue the quality customer service. If Stella's can advance their marketing efforts, they can develop a competitive advantage over Madeleine's. Madeleine's is successful because they make good food. Stella's can surpass the success of Madeleine's Café by creating good food and promoting it. Marketing can lead to profitability, which is a competitive advantage. Stella's also has free Wi-Fi, take out and a bar which are all distinct competencies that Madeleine's does not have.

TASTE CAFÉ

- STRENGTHS: Taste Cafe has an attractive location, attractive building, attractive food and an attractive website. Taste is located in downtown Spokane with an outdoor patio that is welcoming. The website is simple and all the information that a customer would want is there. Taste uses their social media to link their menus, pictures of their food and special offers. Their business includes breakfast, lunch, wine and beer, catering, specialty cakes, venue rental and private parties as well as delivery and online ordering. Again, their quality of food along with their ideal location creates a strong competitive advantage. Along with Taste's high quality food and facilities, they are intentional about promoting their business through social media.

- WEAKNESSES: Though this business actually has a strong hold on some marketing efforts, there is danger in having Facebook as their only tool for marketing as well as using it for the majority of their entire

website. Though Facebook has nearly 1 billion users, there are still potential customers who cannot be reached this way. There needs to be a strong presence on Facebook, but there also needs to be promotions outside of social media - perhaps in a local newspaper or on a local television advertisement.

- WHAT TO DO: Stella's is very similar to Taste, which poses an obvious threat because Taste has a more strongly-developed brand, but it also gives Stella's the opportunity to use what Taste has done to become successful, with their social media marketing efforts, then expand on that with using different promotional avenues, which in turn will create a competitive advantage for Stella's.

ROCKET BAKERY

- STRENGTHS: Rocket Bakery has a competitive advantage over most in the industry. They have had a presence in Spokane for two decades and have nine locations throughout Spokane. Their distinct competency can be found in their "about us" statement:

    Welcome to Rocket Bakery. We're a locally owned bakery and coffeehouse with nine neighborhood locations in the Spokane area. Since 1992, we've been making all our baked goods with the most wholesome scratch ingredients, and brewing some of best joe and specialty drinks around. So whether you're looking for a great latte, scones for your next office party, or wholesale items for your business, come on in. Relax. And enjoy the local flavor.

    The Rocket Bakery has a strong social media presence with Facebook pages for each of their nine locations. Rocket Bakery is very interactive with their customers on Facebook, and the photos of their products are done with high-quality camera. They also sell merchandise now, providing coffee mugs and travel mugs as well as long- and short-sleeve t-shirts, sweatshirts and hoodies. Their services also include free Wi-Fi, a club card called the "Rocket Card" that is rechargeable and their unique assortment of drinks, lunch, bakery and specialty items. They have expanded into wholesaling as well.

- WEAKNESSES: Because The Rocket Bakery is so well established, there seem to be few promotional efforts within the website.

- WHAT TO DO: Stella's should continue creating good food and expanding their products so more people know about them. They can do this through promotional efforts, wholesaling and expansion.

PRICE ANALYSIS

	STELLA'S	MADELINE'S	TASTE	ROCKET BAKERY
Sandwich	$7.00	$7.95-$9.50	$8.50-$9.95	$4.39-$5.39
Quiche	$4.00	$8.25	---	$3.95
Bar	$1.75	---	$2.50-$2.75	$1.25-$2.55
Scone	$2.25	---	$2.50	$1.85
Muffin	$2.00	---	$2.50	$1.75
Cookie	$1.75	---	$2.25	$1.75-$2.35
Soup	$2.75-$4.00	$3.50-$5.25	$4.00-$6.00	---
Salad	$3.50-$6.00	$8.95	$3.50-$12.00	$4.25
Biscuit	$1.25-$4.00	---	$3.50	$1.09

CUSTOMER SEGMENTS AND TARGET MARKETS

Stella's' primary focus is providing the best possible product they can. One way they do this in segmenting their market is by catering to not only vegetarians, but also specifically vegans. Spokane does not have many businesses that offer vegan foods that are tasty. By offering products that focus on vegan and vegetarian, they are segmenting their customers.

Another way they segment their market is by offering advanced sandwich orders to local businesses. This increases their delivery service along with placing their product in more places for customers to see it.

There has been a recent word about Stella's that it focuses on gluten-free products. Talking with Jon, this is not true. Although they offer certain gluten-free products, they are not segmenting themselves to the gluten-free market.

Based off demographics, Stella's targets everyone. They do not specify, or direct their product to a certain age, gender or economic class. Any person who wants a quality sandwich is within Stella's' target. An example of how they reach to all markets is their childrens section with toys in the restaurant. By providing a place for kids to play, they are not eliminating the possible family or single parent from experiencing Stella's.

According to Prizm analysis, in the zip code 99201 that Stella's resides in, there is a trend towards the younger single crowds if you solely look at demographics. Sixty percent of people living in this area make less than $25,000 per year. Over 55% of the people are single. Thirdly, the most populated age demographic is upwards of 25% of people aged 21-34. These local demographics of the makeup of the community surrounding Stella's shows that the young adult aged 21-34 are a likely target segment for the café's business. This younger generation tends to be interested in new places that offer a relaxed atmosphere and a quality product.

IDENTIFICATION AND DESCRIPTION OF TARGET MARKETS

AGES 21-34

In the zip code 99201 that Stella's resides in, the greatest percentage of people are of the age 21-34. Over 60% of the local households have an income of less than $25,000 a year. Over 50% of the population is single and almost 75% of the households are not married and do not have children. This majority market within the area gives a great opportunity for Stella's to increase their consumer base. Introducing a night-life and drinks option helps Stella's directly market to this age group that is not tied down and looking to meet new people. Based off Arbitron 2008 Digital Media Study, 32% of people in this demographic have visited a bar in the past week. 52% visiting within the past month. This demographic can be a key target for the promotion of the bar in Stella's.

COLLEGE STUDENTS, AGES 18-22

While this touches a portion of the 21-34 age group, this segment is more specific. Spokane has a variety of colleges in the area that have a large potential customer base. Gonzaga, Whitworth, Washington State University Spokane and Spokane Falls are all within a ten-minute drive of Stella's. Each one of these institutions enrolls thousands of students who have the potential to eat at Stella's.

Estimated average enrollment by university:
- Whitworth University: 2,800 undergraduates
- Gonzaga University: 4,300 undergraduates
- Washington State University Spokane: 1,300 students

Urbanspoon lists 57 Spokane businesses that consider themselves vegan-friendly restaurants, and Stella's is on this list. While this seems like a wide array of competition, Stella's is not competing with all the restaurants on the list, which ranges from Froyo Earth to Manito Tap House. Where Stella's can target vegans and vegetarians is through their actual product. There are few places that make a vegan product that tastes as good as Stella's. By targeting these consumers, Stella's can increase their niche customer base. Promotions such as *The Inlander* coupons and Facebook promotions can key in on the vegetarian and vegan demographics.

BUYER BEHAVIOR IN CLIENT'S INDUSTRY

COGNITIVE RESPONSE

Customers in this industry would have a cognitive response in regards to the product being produced by the café – such as the types of ingredients used – as well as the location and convenience with their lifestyle. The business must be in a logical location in order to bring customers in the door and the food served has to be a good value for the menu prices. For working professionals downtown or college students in the area, the location of the café may easily tie into their schedule and allow them a place to eat that doesn't clash with the time they have available in their day. The food items also have to have a rational appeal to the customer – if it isn't a product that makes sense for their diet and taste preferences, they have no reason to make a purchase. For example, a vegetarian customer would not choose to eat in a café in which the only menu options available contained meat products. Because Stella's offers four vegetarian sandwich options – three of which are vegan – someone who has a vegetarian diet would find Stella's rationally appealing and a place where they could spend time with vegetarian and non-vegetarian company alike without the anxiety of not being able to find something to eat, much less something that they enjoy.

AFFECTIVE RESPONSE

An affective response evokes emotional appeal through the eyes of the customer. In the case of a café, this could be through their ethical business practices, involvement in the community, sources for ingredients and products and even ability to tailor to the needs of the customer (as in the case of special diets or allergies). The customer should feel the emotions that the business intends to communicate. A vegetarian customer may have an affective response because of the number of options available to their lifestyle – they feel welcomed and even catered to when there is more than one menu offering which suits their needs. Whether the café intends to communicate these messages through their atmosphere, advertising or overall experience, the message should take into account the types of emotions which appeal to the customers in their target audience and existing customer base. At Stella's, the historic feeling of the building and open spaces may feel inviting and nostalgic to customers and make them feel comforted – the atmosphere is set apart from modern eateries that don't have the same character or ambiance of this location.

EXPERIENTIAL RESPONSE

An experiential response occurs when a customer is prompted to take action and make an effort to connect with the business. In this case, the response may be from a specific event or gathering taking place at the café that draws new customers in to try the business out. By hosting an event at Stella's, customers may be attracted to enter the establishment and make a purchase while they enjoy the event. If this was held during slow traffic hours, more customers may be inclined to respond when they may not otherwise. An experiential response

could also be from a special offer seen in an advertisement or heard through word-of-mouth which encourages the customer to first step foot inside. *The Inlander* has featured Stella's a few times since its opening, which offers third party press that may trigger customers to try out the café. These triggers should be recognized in order for the café to see which points of contact best cause customers to act upon trying out the business. Giving the customer a tangible reason or incentive to enter the store will encourage additional visits and create positive brand equity in the eyes of the customer (such as a special price for a first visit or a loyalty program that encourages repeat business).

REPEAT AND HABITUAL RESPONSE

A repeat or habitual response would be earned from customers who consider a specific café to be a part of their daily ritual or see it as a given place to go based on past experiences. They may work close by and head inside as a lunch routine or meet up with a friend once a week to catch up over a meal. Encouraging customers to make Stella's one of their regular meeting places will create habits and traditions that connect the café with a part of their typical lifestyle. The café should offer consistency while keeping their business fresh to the individuals who frequent the establishment. Customers may order specific items as part of their routine and come to expect them to be the exact same way each time. By creating products customers can rely on, Stella's can see which become favorite menu items that customers return to order. However, it is imperative to mix familiar choices with new combinations that keep returning customers interested while enticing new patrons. Offering both reliable service and products as well as keeping the customer interested in what the café provides are both key factors in creating this type of response.

BRANDING ISSUES

BRAND PROMISE

When Stella's first opened their doors in February of 2012 their goal was to provide baked goods and lunch items with unprecedented quality and ingredients. The company website states:

> *Our sandwiches, baked goods and other menu items are conceived and prepared with one purpose in mind: to be the best possible version of those things that can be found anywhere.*

Stella's has a firm understanding of its abilities as a restaurant and caters to those looking for exceptionally made dishes featuring local ingredients with a refined flavor. The innovation and recipe creation spawns from the executive chef's diverse experience in – but not limited to – vegetarian and vegan cuisine at two of Spokane's most acclaimed restaurants; Mizuna and Luna.

RECOMMENDATIONS: Stella's brand promise and their delivered brand is consistent. That being said, the one recommendation regarding the brand promise is to vocalize and publicize the promise exhaustively throughout the brand; specifically through Stella's main brand touch point, Facebook. Stella's "About" section on Facebook does not mention the stated brand promise. It is suggested to include the brand promise in the "About" section so that customers know what type of dining experience to expect.

BRAND EQUITY

Brand equity consists of a two-fold definition: internal and external. Internally, brand equity is concerned with employee mentality towards the brand. A brand with high marks in internal brand equity features employees

who live and breath the mission of the brand to emphasize the brand promise and brand image. External brand equity, on the other hand, is concerned with customer recognition and the likelihood of customers becoming brand evangelists. That being said, two questions need to be asked. First, are the employees and ownership living out the brand, to personify the brand and connect the brand with the customer experience? And secondly, are the internal efforts creating a brand, which stimulates a clear message for brand evangelists to share with other potential customers?

In the case of Stella's, the café excels in both of these categories. The family-owned business forces the founders to invest a sense of ownership and responsibility in the success of Stella's. Further, the café, according to the ownership, features an atmosphere that compliments the feel and attitude the restaurant is intended to have. The importance here is that there is congruence between what the café is and what it is intended to be. Through observation, it becomes clear that customers understand the atmosphere that Stella's has created. By generating a comfortable atmosphere, customers are invited to spend time in the café not only eating, but visiting with friends and meeting with business partners. This phenomenon was experienced through time spent observing Stella's during the lunch hours of 11 a.m. to 1 p.m. Essentially, the atmosphere allows customers to take ownership in the space, which compliments the brand equity.

The Brown family treats Stella's as its baby and as stated by Jon, failure is not an option. This mentality of success carries over to Stella's' food offerings and the attitude that the Browns have. The Brown family lives their brand. They are defined by Stella's, inevitably pushing the family to be Stella's' biggest brand advocates.

Effective brand equity built through Stella's employees flow over into the external facet. Customers, when they enter Stella's, can instantly appreciate the intimacy of the café and the deep drive for success that the ownership has. Stella's wants to create a connection between supporting local businesses and brand loyalty. By capitalizing on the growing trend of buying local and supporting local business, Stella's is finding a niche as a mom and pop shop that allows customers to join in the success of the business.

Stella's verbally voices their appreciation for return customers and word-of-mouth advertising. Through this appreciation, customers adopt a joint effort mentality to the success of Stella's. Essentially, a cycle ensues: customers are satisfied with the excellent quality of food and service at Stella's. They then realize that the success of the Stella's depends in part by telling friends and family of the café. This allows customers to invest their time and conversation into spreading the word of Stella's. In turn a connection is created between the brand and its customers, building brand advocacy and generating a healthy flow of new and return customers.

RECOMMENDATIONS: Stella's creates effective brand equity. This strong brand equity can be seen flowing through their brand associations and relationships. That being said there are a couple recommendations that can be made to enhance the already sufficient brand equity:

- Emphasize the family in Stella's' branding. By doing this, customers are purchasing product from a cause worthy of support. For instance, write a history of the café and showcase the history at the café. This will further support the comfortable, inviting and customer-engaging atmosphere Stella's is trying to create.
- Actively thank customers on Facebook. By reiterating customer appreciation on Facebook, ownership encourages consumers to continue participating in the well being of the café.

BRAND ASSOCIATIONS

Stella's currently has brand associations with other local businesses in the neighborhood. Specifically with Indaba Coffee Shop, Coeur Coffee and The Chocolate Apothecary in The Flour Mill. When speaking with the ownership, it became clear that Stella's realizes its success dependent upon the success of other businesses in the neighborhood. Jon says there are successful blocks, not successful businesses. Within the Spokane community,

examples of successful blocks include Main Street and Browne Street (featuring Main Market, Boots Café, The Magic Lantern and The Saranac Public House) and 1st Street and Monroe Street (featuring Catacombs Pub, Scout, Luxe Coffeehouse and Scratch Martini Bar). For this reason, Stella's consistently works with Indaba Coffee Shop and The Chocolate Apothecary by selling pre-made sandwiches at wholesale for the two businesses to then sell to their customers. Furthermore, Stella's has sporadically worked with Coeur to instill a sense of cobranding between the two businesses. For instance, Stella's sponsored Coeur's Thursday Night Throw Down on September 27th, which featured a coffee tasting and a latte art competition.

In the future, Stella's plans to expand into other local coffee shops and specialty stores by pursuing business-to-business relationships throughout the community. Growth is certainly dependent on expanding the customer reach of the café. For that reason, as Stella's expands, the management plans on hiring another employee to handle the responsibilities of business-to-business relationships. This will prove advantageous for the café, as it will allow for continued quality control. As Tony focuses on the customers in the café, a second employee will handle business relationships and wholesale inquiries, ensuring food quality.

RECOMMENDATIONS: At this time it can be recommended to continue to pursue business-to-business relationships. Stella's may not have the capacity to pursue selling wholesale sandwiches to any other businesses at this point but as the café expands their potential will expand as well.

CURRENT BRAND RELATIONSHIP

Building upon these three brand associations, Stella's also has built brand relationships with the Spokane Courthouse and the City Health Department. Stella's is conveniently located a block away from the courthouse and health department building, which has allowed them to be a viable option for large lunches. Although Stella's does not have a catering license, the café does do deliveries, which has allowed the ownership to create a relationship with both city departments.

Along with this larger relationship that Stella's has created, Stella's strives for a unique and intimate customer experience where regulars are celebrated and new customers are cheerfully welcomed. The moment a customer enters into to Stella's it becomes clear that the Brown family is appreciative of their business. Through observation it was seen that the family works hard to learn names of returning customers while initiating conversations with everyone that walks through the door. Tony, through his experience, is able to articulately describe his sandwich creations to wondering customers, which further adds to the customer experience. The atmosphere of Stella's portrays a reflection of the family and their desire to create a comfortable setting to enjoy excellent lunch food. This in turn invites customers to share life and food with the café. After talking with regular customers it was discovered that customers feel comfortable staying in the café long after they finished their meal. As aforementioned when discussing Stella's brand equity, customer comfort productively aids to the success of the café as more customers gain preference to Stella's, increasing brand loyalty.

As previously stated, Stella's depends in part on upon word-of-mouth advertising. By doing this, Stella's creates relationships with their customers where the café adopts a homey and neighborly atmosphere that allows customers to exercise brand advocacy and loyalty. To explain this point, Jon gave an example of a group of Washington State University Spokane nursing students that now come to Stella's regularly. He said that as the small group began to come more often, they began bringing more and more of their friends along to in order to spread the awareness of Stella's.

It should be noted that along with excellent customer service, the food acts as Stella's biggest persuasive device. It is clear that customers spread the word about Stella's because of their relationship with the café, but also because the food is delicious. Together these two aspects create integrated and consistent brand messaging.

Stella's does an excellent job creating a desirable customer experience. Thus, at this time it can be recommended to continue to build relationships with customers and vocalize Stella's appreciation for their loyal customers (see previous recommendations under Brand Equity).

BRAND MESSAGES

There are four types of brand messages: planned, unplanned, product and service. Planned messages are the most overt and controlled form of brand messaging. These messages can take the form of anything that a brand outwardly creates and uses as promotional efforts. Unplanned messages are messages that the brand has no control over. These messages occur when a consumer receives a message from a brand that the brand did not intend to send. Product messages are the messages that the products send to consumers. Product messages include all aspects of the product, such as physical appearance, functionality and characteristics. Lastly, service messages are the messages that the employees spread to consumers based off of customer service and overall presentation. It is imperative that product and service messages are congruent with the planned messages of a brand. For instance, if a brand emphasizes customer service, the customer service needs to be exceptionally matched to the emphasis put on service. Like any brand, Stella's communicates through all four of these brand messages.

Planned

The planned messages that Stella's sends out are through its Facebook, Twitter account and company website. That being said, the majority of all planned messages are shared through Facebook. Planned messages are intended to personify a brand and Stella's Facebook page does just that. Their Facebook page shares news, new items, and giveaway opportunities with its customer base in order to create relationship with customers through the humanization of the brand. As of right now, ownership is not operating with any other planned messages except online resources. This is in part because planned messages through Facebook, Twitter and the webiste have no cost besides the cost of time to continually update the pages. As of right now, other planned messages would certainly aid the exposure of Stella's but it would overwork the family. Jon said Stella's is very conscientious of this because the café does not want to be in a position to sacrifice quality in order to satisfy a larger customer base.

Unplanned

Unplanned messages come specifically from online reviews and articles written about Stella's. Using Google Search "Stella's Café Spokane" returns two review sites in the top three results, Urban Spoon and Yelp (the top result is Stella's Facebook page). The next results yield articles and write-ups on Stella's by Spokane publications such as The Inlander and Krem News. Both Urban Spoon and Yelp return excellent reviews towards Stella's by customers, which aid the unplanned messages of the restaurant.

Product

Stella's serves baked goods, sandwiches, soups and salads accompanied by a small selection of beverages. The product messages do a remarkable job of complementing the brand promise of Stella's. Tony, most known for his time spent as executive chef at Mizuna in downtown Spokane, handcrafts each product offering. Desired product messaging comes in the form of future expansion ideas for Stella's. Stella's is in the process of acquiring their full liquor license, constructing a bar and offering cocktails in the evenings. Jon, who has spent time as a bartender in Chicago is spearheading this project idea, which he hopes will further aid to Stella's already comfortable and homey atmosphere.

Service

Being that Stella's is family run with the help of one part-time employee, Stella's can control exactly how they want their customer experience to be since everyone involved has deep conviction towards Stella's success. For that reason, the service is friendly with a clear, yet subtle hint towards the passion the family has towards Stella's. This carries over into the customer experience enhancing the connectedness between customers and the brand.

RECOMMENDATIONS: In regards to brand messages there are two specific recommendations:

- Encourage customers to leave positive reviews towards their customer experience using Yelp and Urbanspoon. More positive reviews leads to more credibility.
- Revitalize and finalize Stella's website. Stella's uses Facebook and Twitter for planned messaging but there is a company website. However, this website hasn't been updated with new hours and is missing other vital information about the café. Even if the site doesn't generate heavy traffic it is important to maintain a professional image wherever possible. Essentially, content is king. By refining the company website to include up-to-date information and menu items Stella's can preserve a professional face through all their planned messaging mediums.

CONTACT POINTS

COMPANY-CREATED

- Physical location (sandwich board, storefront)
- Website
- Facebook page
- Connections with other local businesses (such as Indaba)

CUSTOMER-CREATED

- Social media feedback
- Review sites (Urbanspoon, Yelp)
- Word-of-mouth
- Publicity (such as articles in The Inlander)

METHODS FOR RECEPTION OF FEEDBACK

Stella's has seen an increasing number of customers since opening and plans to continue to grow their customer base at a steady rate. Their sales are consistent and sustainable regardless of the types of customers entering each day. At times, Stella's is full of regular customers who work in the vicinity of the café and other times, there are only new faces. Word-of-mouth has helped expand their reach in the community and increase brand awareness among potential customers in their target market. The progress of this reach can be tracked over time by analyzing sales trends and seeing how many customers are making purchases.

There are several objectives that Stella's IMC plan will focus on. These objectives will align with the various forms of the promotional mix that will be utilized throughout the plan. Quantifying and tracking promotions with direct results as to how they are affecting the objectives will allow for evaluation of the overall IMC plan.

A note on IMC Objectives: IMC objectives are specifically designed to justify promotional strategies. As message strategies are further explained, correlations will be tied back to the overarching objectives, which there are four of.

1.) BUILD BRAND AWARENESS BY 1,000 VIEWERS

As a new brand, Stella's needs to reach its name to as large of audience as possible. Right now, their client base consists of a wide mix of demographics. Therefore, Stella's can go two routes with raising their brand awareness. First, they can publicize to the general public as a whole (which they have done so far with their Facebook page and website). They also have the option of focusing their market and segmenting it based off the demographics they wish to resonate with. This plan utilizes both options.

A good opportunity for this would be to focus on vegetarians in the Spokane region along with young adults who are interested in a place to go after work. With the future plans of installing a bar, Stella's can target the 21-34 age group. Because Stella's is one of the few places that offer gourmet vegetarian and vegan, they have an advantage in reaching these specific markets. By promoting to these markets, Stella's can reach its objective of 1,000 additional viewers of the Stella's brand. This can be measured in a variety of ways including Facebook followers, likes, page views. It can also be calculated based on the complete marketing promotional mix and how many people were reached through it.

2.) INCREASE SALES BY 10 CUSTOMERS PER DAY DURING SLOW HOURS
(MONDAY-THURSDAY 2-7 P.M. AND FRIDAY-SATURDAY 4-10 P.M.)

This plan looks to increase the number of sales made during these specified times. From talking with Jon, Stella's' number of customers decreases drastically during these periods. The main rush is experienced from 10:00 a.m. to 2:00 p.m. By adding at least 10 customers during these times each day, long-term sales increases will take notice. The promotion for Friday and Saturday nights will focus primarily on events such as Saturday night trivia, any food and drink specials or just as a general place to come have a drink. Monday through Thursday slow times can focus on afternoon snacks, sandwiches or a place to eat after work. A variety of the promotional mixes will be focused on this objective.

• 3.) DOUBLE FACEBOOK FANS WITH WEB EXPOSURE

Stella's' online presence is difficult to track down. The objective is to make everything cleaner, easier to use and more interactive. As of November 5, Stella's has 711 likes on its Facebook page. Through an increase in fans, Stella's will be able to also see an increase in not only web interaction, but also sales and brand awareness. Utilizing Facebook with promotions such as product discounts, surveys, and product specials will enhance the consumer contact with Stella's.

Using other promotional tools in reference to their Facebook page will also help refer people to view Stella's online. Reaching 1,500 likes on Facebook is an attainable goal through specific and targeted promotional tactics. As it will be explored specifically, increasing fans by 200% is attainable but over a period of time. Marketing objectives specific to Facebook are to be laid out as well.

4.) PROMOTE LATE HOURS WITH BAR ADDITION

Stella's intends to build a bar in the future, contingent upon their liquor license. The objectives for promoting this will initially begin with awareness and promotion. Customers will be unaware of this opportunity to go to Stella's for more than a sandwich or baked good. They will need to be told about the bar, its hours, its promotions and any other new feature that needs to be communicated through to the customer. Promotional tools such as updating Facebook and the website can help online viewers become aware of the bar. Other promotional tools (discussed later), will be used to make sure that the markets Stella's wishes to target, ages 21-34, will know of the bar.

Part II

PROMOTIONAL MIX

The following promotional mix contains tactics that outline an all-encompassing campaign designed to fit the target marked and IMC objectives outlined in Part I.

ADVERTISING

Advertising mainly consists of radio, written word or televised forms of promotion. Stella's will primarily focus on using written word print advertisements. Using local publications such as *The Inlander* and campus newspapers such as *The Whitworthian* and *The Gonzaga Bulletin,* Stella's can place advertisements on a budget that will help reach their specific target audiences. While radio advertisements reach a wide audience, they are hard to target small segments as well as they are substantially more expensive. Television advertising has similar characteristics as radio and is not as realistic based on Stella's marketing budget.

SALES PROMOTION

Using sales promotions can be a vital tool in increasing brand awareness, but more importantly getting customers in the door. Using discount coupons, loyalty cards and happy hours can all increase customer purchases. Stella's depends on customers trying their products, as product testing is the café's best selling point. Stella's as a business needs to get as many people as possible to try what they offer. Sales promotions can be crucial in getting returning and potential customers into the café.

INTERACTIVE AND SOCIAL MEDIA

By promoting the Facebook page and website, customers can become more involved with the business itself. Featuring product and advertising campaigns, discounts and giveaways, new menu items, featured products, hours of operation changes and customer comments will allow Stella's to expand their brand awareness while increasing the actual number of patrons in the store.

DIRECT MARKETING

This is an important feature in increasing the amount of contact points where Stella's reaches the consumer. Simple implementations such as identifiable signs, in-store contests, sustainability emphasis and other ways customers directly interact with customers can help Stella's' overall image. The plan will utilize direct marketing because it allows customers to personally interact with the brand, whether it is by seeing a sign of Stella's or seeing a menu in offices around town.

EVENTS, SPONSORSHIPS AND CUSTOMER SERVICE

Spokane is known as the smallest big city you can find. It has a small town feel that promotes events throughout the year, which bring together all groups of people in mass numbers. Events such as Bloomsday, Hoopfest and Fourth of July celebrations are all potential places for Stella's to build its brand awareness. Stella's can sponsor these events, though sponsorships can be expensive. Stella's can take advantage of the events by promoting their product alongside the event. Buying sponsorships and aligning with events will increase brand awareness and strengthen Stella's ties as being involved in the community. This ties into the objectives because it builds brand awareness. The campaign can target certain markets at each of these events that can directly lead to attaining the overall objectives of awareness and new customer purchases.

IMC TOOLS AND THE PROMOTIONAL MIX

ADVERTISING

The objective of media advertising is to build brand awareness. As mentioned before, Stella's is a new business and they need to get their name to as many people as possible. The advertisements will be used to trigger more people to visit Stella's at the store and online, specifically on Facebook. By utilizing local university papers and *The Inlander*, Stella's can target its advertising to the markets they are looking to appeal too.

TARGETS: College students (18-22), Adults (21-34), vegans and vegetarians

MEDIA SELECTION: *The Whitworthian, The Gonzaga Bulletin, The Inlander*

MESSAGE STRATEGIES: COGNITIVE, CONATIVE, AFFECTIVE
There are several strategies to take with the use of print advertisements. In this promotional tool there will be a mix of cognitive, conative and affective attitudes demonstrated in the print ads. Cognitive attitudes will be used in the beginning of print campaign to promote the awareness of the Stella's name. As this set of advertisements is released, another set will be placed that will focus on conative and affective attitudes. Print advertisements that contain pictures of Stella's' food focus more on the emotions of a person. Seeing a delicious sandwich evokes hunger. This can also be conative in the fact that it moves the person to want to eat, hopefully at Stella's. Other print advertisements that can be conative will involve coupon redemption or incentives for Facebook activity.

EXECUTIONAL FRAMEWORK: INFORMATIVE
The print ads will primarily focus on informing the audience about Stella's; what they have to offer, their hours, any specials, and any other new information to communicate. Using this educational framework will give people an idea of what they can expect from the products Stella's provides and brings awareness about the business. The advertisements can also call attention to their Facebook page and website.

APPEALS: RATIONALITY, EMOTIONS

First Advertisement Concept:

Develop a print advertisement in *The Whitworthian,* Whitworth University's campus newspaper. This advertisement will be a base advertisement to begin a campaign to the Whitworth community. It will provide information about Stella's, where it is located, what they serve and it will advertise a college discount day. This day will serve as a day for Whitworth students to come experience Stella's and receive a 10% discount on all sandwiches.

>   Cost: $78 for 1/8 page
> $153 for 1/4 page
>   Contact: Maria Ladd at whitworthianadsmanager@gmail.com (See Appendix F)

Second Advertisement Concept:

Apply the same message strategies and themes from the first advertisement concept to *The Gonzaga Bulletin,* Gonzaga University's campus newspaper. This is a different audience who is part of the same target demographic.

Cost: $150 for 1/8 page
          $300 for 1/4 page
Advertisement Placement: Publication is on Thursdays. Payment and submission of advertisement must be made prior to Mondays at 4 p.m. four days before publication. (See Appendix F)

Third Ad Concept:

Focus the advertisement towards vegans and vegetarians. *The Inlander* is a weekly publication that targets a young audience in the greater Spokane area that includes people looking for things to do inside and out of the city. It can highlight and feature spots around the city that are great to visit. *The Inlander* has already featured Stella's as a newly-opened, vegetarian-friendly sandwich shop. This advertisement can help grow the relationship between *The Inlander* and Stella's. Provide a place for a coupon redemption on the advertisement.

Cost and Advertisement Placement: See Appendix F

SALES PROMOTIONS

Sales promotions consist of the incentives offered to customers to encourage product trial and purchases. Stella's should focus on consumer promotions, which are the incentives that are directly offered to a firm's customers or potential customers.

The primary goal for a consumer promotions program is enticing a consumer to take the final step and make the purchase. In addition, consumer promotions programs can be highly effective in generating store traffic and enhancing brand loyalty. Stella's marketing communication objectives focus on building brand awareness for the Stella's brand.

The second objective would be to communicate to the consumer new products and events. Another communication objective for Stella's is to build their brand as a vegetarian-friendly and more specifically vegan-friendly cafe. Though Stella's does not target a specific demographic, appealing to all who want a quality sandwich, one of their targeted markets includes the vegan and vegetarian community within Spokane. Another way they are segmenting their market is by offering advanced sandwich orders to local businesses.

MEDIA SELECTION: SOCIAL MEDIA, PRINT MEDIA

Message Strategy: All promotional efforts can be classified as conative message strategies. These strategies are designed to lead directly to some type of consumer response. Promotional support conative advertisements are tied in with other promotional efforts, such as coupons.

Coupons:

The first form of consumer promotions that Stella's has begun implementing is coupons. The coupons Stella's offers are located on Facebook, where the consumer has to print off the coupon and use it the same day to get the discount. This encourages customers to actually go to the café. These coupons are easily measurable by collecting them when redeemed. One issue with this is that if coupons are on their Facebook page, some potential customers do not have access to them. The goal is to build awareness for the Stella's brand, as well as to build their brand as a vegetarian- and vegan-friendly café. If the only consumers receiving the coupons are those that are already aware of Stella's then the brand will have a harder time growing, because potential new customers, who are not yet on the Facebook page, are not being reached. To reach beyond current customers, Stella's should place coupons along with the print advertisements in *The Inlander*, which reaches 200,000 Spokane consumers every issue. These coupons should emphasize the café's vegan-friendly aspect.

Since the coupons will be included with the print advertisements within *The Inlander*, the executional framework and appeals of the coupons be in line with the executional framework of the advertisement.

A recommendation for a print ad is as followed: A young couple eating together at Stella's, both with Stella's sandwiches in their hands and both are smiling at the camera. Above each models head will say "vegan" on one and "meat lover" on the other. The slogan: "Finally a place to meet our preferences." The coupon highlighting the vegan varieties Stella's provides will be included within the advertisement: $2.00 off our Thai green curry with vegetables, tofu and rice. It's delicious and it's vegan. Available 4 p.m. – 7 p.m.

The executional framework is a slice of life, acting out the relief Stella's gives this couple because they have finally found a place to eat that both can enjoy, which can be seen in the facial expressions of the models eating at the table. This appeals to the emotions of the consumers, especially young couples you have experienced struggles as a couple because of their differences in food preference. They feel relief that they can now go on a nice date and both be happy.

Contests:

Customers enter contests that they find interesting or challenging. The perceived value of a prize consists of two components. Extrinsic value represents the actual attractiveness of the item. The greater the perceived and extrinsic values, the more likely people will become participants. The intrinsic values are those associated with participating. A contest requiring the use of a skill entices entry by individuals who enjoy demonstrating that skill.

A contest that Stella's has already been successfully implementing is during its trivia night. The prizes at the trivia night are a $25 gift certificate for first place, a $10 gift certificate and free cookie for second place and a free sandwich and cookie for third place. Because of the nature of the business, the extrinsic value of $25 or a free sandwich is high. People want to be involved because there is free food at a café.

Secondly, the intrinsic values are heightened because of the nature of the contest. Those in the contest get to show off their knowledge in a game of trivia. The combination of extrinsic and intrinsic value associated with Stella's trivia night makes the trivia night very attractive to consumers. During a trivia night, current consumers may bring potential new customers because of the fun experience they had at the last trivia night. This will in turn increase the awareness of Stella's by increasing the number of in store visits by potential new customers. A trivia night appeals to a consumers emotions, as they are competing for a prize and desire to win.

Stella's desires to target local businesses as well. Stella's is making an effort via Facebook to make businesses aware of that, stating that they will deliver in the local downtown area, as well as bring menus if they desire. To increase awareness of Stella's desire to serve the local businesses of Spokane, there are multiple consumer promotions they can implement.

First, Stella's can implement a business contest. Before implementing a contest to businesses, there needs to be awareness that Stella's is putting on a contest in the corporate community of Spokane. This can be done through direct marketing, where cold calls and menu deliveries can be put into practice. This is explained in detail under the personal contact section of the plan.

The contest will be an in-store contest. There will be a glass jar where business associates can place their business cards. Once a month, Stella's will draw a business card out of the jar and that business will receive a discounted lunch at their next meeting. Once a business has been delivered lunch, they will be placed in a loyalty program where they receive a discounted lunch for every five deliveries. Loyalty programs will be discussed in detail to follow. The hope in providing these businesses with an incentive is to entice final purchase for the businesses in

the long run. The more Stella's can get food into the mouths of potential new customers, the more likely those customers are going to come back, and develop a loyalty to Stella's

Loyalty Program:

A loyalty program is a way to encourage repeat purchases with current customers. In the end, the goal of a rewards program is to develop strong brand loyalty, which encourages customer purchase frequency. A rewards card can be easily produced and handed out to customers at point of purchase. At every purchase, the cashier needs to ask if the customer has a rewards card. If they say no, ask if they would like one and explain that after every 10 sandwich purchases they earn a free sandwich. Again the final goal is to increase brand awareness and brand loyalty, specifically, encouraging customers to come to Stella's more often. The best way to do that in the food industry is get food into the mouths of potential customers, and reward current customers for staying loyal to Stella's.

Student Discount:

Stella's is located in downtown Spokane - a prime hang-out spot for local college students. Within 15 minutes of Stella's includes Gonzaga University, Whitworth University, Washington State Univeristy Spokane as well as Spokane Falls Community College. Stella's can attract these college students to come and hang out with a student discount. All the students need is to show their current student ID card at purchase and they will receive a 15% discount. Incentives are especially attractive to college students on strict budgets. These discounts can be placed as coupons or advertisements in the school newspapers or other distribution methods around campuses.

Seasonal Promotions:

Spokane is located in a four-season climate where each season is distinctly experienced (sometimes within one day). With different seasons come different seasonal foods. For example, eggnog comes around in the holiday season (end of fall through winter). Stella's can utilize the four seasons Spokane provides for them to create different seasonal promotions. Currently on their Facebook page, Stella's is boasting pictures of their pumpkin ginger scones, utilizing the fall and early winter seasons. To promote purchase of these scones, it is recommended that Stella's offers an incentive:

> *"Feeling cold inside? Come warm up with our fresh baked pumpkin ginger scones and get 15% off your choice of drink."*

This incentive appeals to the senses people get when chilled by the cold air of Spokane's fall season, and the warm, happy emotions they get from the holiday season. Offering them a fresh baked pumpkin ginger scone to warm them up may increase their desire to go to the café. The incentive for 15% off a drink also benefits the attempt to lure customers into the café. These incentives can be placed on Facebook, but in order to reach potential new customers, these need to go out in print advertisements in the local newspapers strategically in every season.

Hoopfest and Bloomsday Promotions:

Spokane is home to two large sporting events – Hoopfest and Bloomsday. Hoopfest is the world's largest 3-on-3 basketball tournament. Bloomsday brings nearly 60,000 participants to the downtown area for its race, not to mention the finish line is located just across the bridge from Stella's.

To utilize these events without paying large amounts to sponsor, Stella's can create flyers and hand them out during the events. Hoopfest brings nearly 200,000 people to the downtown area. With that many people in one

place, the price sensitivity of food lessens and the preference because everything is packed. Stella's can hand out flyers that emphasize a healthy meal to energize for the next game, as well as a place to sit down, relax and cool down in the blazing hot Hoopfest summer conditions.

Bloomsday brings nearly 60,000 runners and walkers to downtown Spokane each year. This event can be utilized appealing to the healthy lifestyles of the runners and walkers. Many "Bloomies" (Bloomsday participants) are very conscious of what they eat and desire to eat healthy. It is recommended that flyers are created that explain the quality of the food as well as the health benefits.

To incentivize the runners and walkers to come Stella's can state on the flyers: "Come to Stella's after the race wearing your new Bloomsday shirt and receive a free Stella bar with purchase of a meal (while supplies last)." Stella's also has an option of setting up a booth at the Bloomsday trade show (See Appendix G). This would give Stella's direct contact with the Bloomsday participants. Here Stella's could offer samples of sandwiches and bars and scones, and then offer the discount coupon if they come in after the race. This can be considered an event marketing tactic as well. Though this would give Stella's direct contact to tens of thousands of people, the cost to host a booth is not feasible for their current budget, but can be a potential future promotional activity.

INTERACTIVE AND SOCIAL MEDIA

Stella's social identity is seen through four outlets: Facebook, Twitter, website and review sites such as Yelp. That being said, Facebook is Stella's essential tool, which is advised.

The justification for Facebook is as follows: review sites are often out of the hands of businesses. They generate unplanned messages and businesses are left with the ability to thank positive reviews or remedy negative reviews; it is suggested that the café put a majority of its social efforts into planned messaging because it has a wider breadth of promotional strategies.

Twitter is Stella's newest venture. While there is certainly room for Stella's to market itself successfully on Twitter, their Facebook following is already established and growing. In a business where customer engagement is crucial, Facebook is a much easier means of building customer relations.

finally, the café's website is necessary, but not as important as Facebook. Rather than attempting to bring traffic to a website, Facebook's 1 billion users serve as a prime source for social marketing. With this in mind, a majority of the social strategy, including promotional objectives, is tailored specifically to where Stella's performs best, on Facebook. Media selection will be noted depending on the message strategy in relation to Facebook, Twitter or their website.

OBJECTIVES: Social media objectives are centered on one main goal: an increase in customer awareness. Customer awareness is to be seen through new customers and current customer retention. Stella's has been open for just over eight months with a Facebook following of 711 fans resulting in average page growth of 88 fans per month. With these statistics in mind, each social media strategy is intended to increase engagement and consequently page growth as well.

Building off of Stella's current fan base, objectives include doubling the number of Facebook page followers. Increasing fan growth by 15% per month, each month would leave Stella's at 926 fans by the end of the 2012 calendar year (88 x 1.15 = 101, 101 x 1.15 = 217, 217 + 709 (current fans as of 11/4/2012) = 926).

A second objective includes increasing "People Talking About This" (PTAT) by 20% (from 113 to 135). By obtaining a PTAT of 135, the PTAT metric would be 18% (135/711 fans = 18%). The goal for Stella's is to

maintain a PTAT of 15 – 20%. The People Talking About This metric is essential for customer engagement. In essence as People Talking About This increases, Facebook will begin to expose the brand page to more and more user's Newsfeed. Select marketing initiatives are specifically targeted at maintaining a PTAT of 15 – 20%. They will be noted where applicable.

FACEBOOK MARKETING:

In regards to Facebook marketing, it is imperative to understand that people come to Facebook to communicate and build relationships with others. People don't come to Facebook to be bombarded with advertisements and company information. That being said, humanizing brand pages is essential. Brand pages need to make clear that their Facebook page serves as a community between the brand and the followers. In Stella's' case this mentality is no different. Social media marketing is unique in the sense that true interaction can happen between brands and users. Not only is this beneficial for the way potential customers view the brand, building strong relationships with fans is very beneficial to the fundamentals of Facebook marketing. As engagement increases, exposure increases as well. This is the basic assumption behind Facebook's EdgeRank. Before, promotional strategies can be understood and explained it is crucial to generate a firm understanding of Facebook's EdgeRank and how it impacts Facebook marketing.

Facebook Marketing - EdgeRank:

EdgeRank is Facebook's algorithm that determines which posts show up in people's Newsfeed. The reason there is detrimental emphasis on the Newsfeed is because users spend 40% of all their time on Facebook within the Newsfeed. Simply put, the Newsfeed is where Facebook marketing occurs.

EdgeRank says that as two people become connected more closely, their actions impact each other more (Facebook is attempting to replicate personal relationships). An edge is every interaction that a user has with Facebook that creates a piece of content. Examples are any type of posts, check-ins, Instagram, comments, likes or shares (Facebook tracks every user interaction and use the information to determine the weight of each edge).

The Newsfeed then, is not a feed of news but it is a list of the most important edges as deemed by Facebook. A thing to notice here is how much different Facebook is from Twitter. Tweets are based on time and that's it. If Stella's tweets content at 6 a.m., every follower has the potential to see the tweet if they are logged in as well. But Facebook takes each piece of created content, tracks it and then determines which ones are most important, and finally places them in the Newsfeed. The importance of each edge is determined by three factors. Affinity Score, Edge Weight and Time Decay. The first (and depressing) concept to grasp regarding EdgeRank is that it only shows your posts to 16% of your fans on average with some studies claiming only 3-7%.

Facebook Marketing - Affinity Score:

Affinity Score is based on the proximity between users. Affinity Score can be explained through examining what happens when users spend a majority of their time at a certain user profile or brand page. As users increase their interaction and time with a brand, that brand's content will begin to show up more often in the user's Newsfeed. Another example of this can be seen when a user adds a friend. After the friend is added, the user will see all of their recently added friend's posts in their Newsfeed because Facebook understands that the two are now friends and wants to show their information. The less interaction between the friends, more and more posts (edges) will be phased out of the users' Newsfeeds. It should be noted that Affinity Score is one way. The task for Stella's is encouraging users to interact with the brand page so that they build the Affinity Score between themselves and Stella's, so that Stella's begin to consistently show up in their fans' Newsfeeds.

Lastly, note that a self-fulfilling prophecy exists with Affinity Score. The more someone interacts with Stella's,

the more Stella's will show up in their Newsfeed, thus, the more they will interact with Stella's. Noticing the circularity, the key is to generate a high enough Affinity Score with as many fans as possible so that even when they don't like a post or aren't interested in a post, Stella's still shows up in their Newsfeed. Studies show that 95-99% of fans don't go back to a business' page after they have liked it, so once again; the focus of Facebook marketing needs to be centered on the Newsfeed .

Facebook Marketing - Edge Weight:

Edge Weight is a basic formula that determines why certain pieces of content are more likely to appear in the Newsfeed than others. For example, photos are more important than someone liking a business page. Actions that require more engagement (work on the fan's part) have more Edge Weight. The key is communicating high weight posts to reach as many people as possible. Edge Weight in terms of post type is as follows from heaviest to lightest: status update, photo, video and text.

Other factors that increase Edge Weight include how fans interact with Stella's' posts. Likes are good, but they're not as heavy as commenting or sharing a post because they require very little engagement. The key to effective reach is comments. In regards to ranking engagement from heaviest to lightest, Facebook favors comments and shares before likes. (See Appendix B)

Further analysis of Edge Weight opens other factors to take into consideration. First, it is impossible to objectively understand which types of posts each of your followers favor. Every single person on Facebook has their own unique EdgeRank algorithm based on how they interact with other users and brands. Trends can be studied though to realize that Facebook has vested interest in brand success. For that reason, newer features will most likely have more weight because Facebook wants them to succeed. For instance, polls show up in the Newsfeed often because they are a relatively new feature and Facebook wants them to be successful. The second thing to note is that as of July 2012, Facebook has changed what is means to reach fans through posts. As of July 3rd:

- Reach: The total number of people who have seen a page post within the first 28 days since it was made.
- Reach is counted when a post is loaded into the user's Newsfeed and the user scrolls over the story. Mobile is now included into reach.
- Fewer stories will load at a time when users are in the Newsfeed because a post is counted as seen only when it is loaded and a user scrolls over the story. Before a post was "seen" if it showed up anywhere in the Newsfeed and a fan had the ability to see it.

Facebook Marketing - Time Decay:

Time Decay centers on the belief that if it is old news it is less likely to appear in the Newsfeed and it is more straightforward than the previous two variables in EdgeRank. Notice that this is different than Twitter, which relies on chronological order. Consequently, Stella's should create posts when their audience is on Facebook so that more people see the content instantly. However, eventually posts will be phased out of Newsfeeds because the time that they were posted.

Facebook Marketing - Which Types of Posts are Best:

As of September 20, 2012 the most effective types of post for organic reach are status updates. While text status updates have been reaching more users organically than any other form of post, they do not bring in the highest amount of engagement because there are fewer ways to engage with these types of posts. For that reason a dynamic strategy is recommended that offers a mix of primarily text and photo posts. Videos and links can still be posted but Stella's main job is to convince customers to come into the café and that can be done through

telling stories and showing pictures of the menu items.

Approach Facebook marketing from a two-step approach. Text statuses reach more users organically. That is, more fans are automatically seeing a status update in their Newsfeed than any other type of post. This is beneficial for Stella's' brand reach and ultimately increasing foot traffic in the café.

However, an objective for the Facebook page is to grow fans in order to attract new customers in the café. For this reason, photos are encouraged because they are more engaging, which lead to an increase in fans talking about Stella's on Facebook. It also leads to the virality of Stella's Facebook content. An increase in the People Talking About This metric shows that Stella's brand messaging is reaching not only fans, by friends of fans as well. This inevitably will lead to the objective of increasing fans by 15% each month. That being said, further notes on photo posts are below:

> 1. Photos are bigger. They take up at least twice the space in the Newsfeed compared to other forms of status updates. Traditional text status updates are generally the smallest, unless there is a particularly long text status.

> 2. When you mobile users are taken into account (50% of Facebook users are also mobile users), photos take up the whole screen when shown in the Newsfeed. This means that the brand is the only thing the user can pay attention to, no other statuses, advertisements or notifications.

> 3. Facebook tracks every single engagement option on Facebook. This includes likes, comments, shares, photo clicks, video plays, link clicks and other clicks (clicking to see more comments or who liked a post). Photos have more options for clicking. When viewing a photo in the Newsfeed, users can like, comment, share, click on the photo or scroll through photos through the Newsfeed. Facebook tracks all this with EdgeRank so even if a user doesn't like a photo, Facebook will take account if the user clicked on the photo. More options for engagement lead to more options for virality as well. (See Appendix C)

MESSAGE STRATEGIES: Due to Stella's' emphasis on their Facebook, the below strategies are intended to capitalize on Facebook's EdgeRank and fulfill the social media promotional objectives.

Facebook Strategies - Offers:

The first strategy for Stella's is to introduce Facebook Offers into its promotional mix. Facebook charges a base charge of $5 for any offer, that price can go up depending the desire for exposure. Despite the charge, Offers are an effective way to create Facebook exclusive discounts and deals for customers.
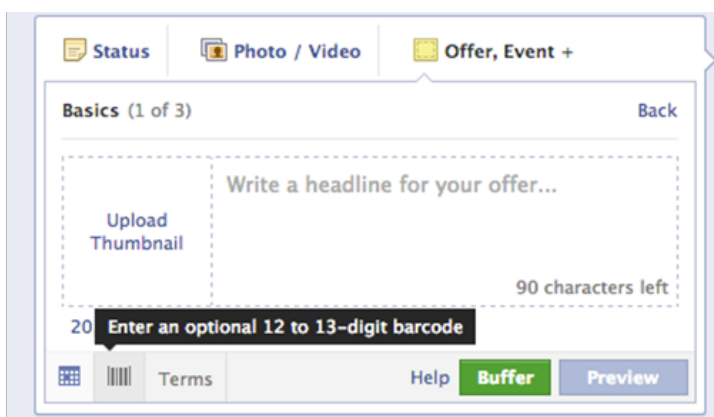
Offers work well for a couple reasons. First, Facebook offers the capability of tracking each offer with a unique identification number so that brands can easily track the return of each offer. Facebook tracks redemption rates on offers. Because users can redeem an offer and then share the offer, the marketing strategy also will help increase PTAT. More offers redeemed means more engagement, which means a higher PTAT.

Secondly, the offer creates a sense of unity and exclusivity between brands and their fans. When fans hear of a Facebook Offer it incentivizes them

to like the brand page in order to redeem the offer.

Thirdly, 40% of Facebook users become brand page fans in order to get promotional discounts . Users want something out of their engagement with brand pages. By generating exclusive offers it gives fans what they want while giving new customers to become of fan of Stella's Facebook page.

Facebook Strategies - Promoted Posts:

The second Facebook message strategy consists of creating Promoted Posts. Once again, Promoted Posts by Facebook cost money, but they are extremely effective. As aforementioned, Facebook posts are not nearly as effective as they seem, only reaching 10-16% of a brand's fan base. By promoting a post, Facebook's EdgeRank is partially bypassed by guaranteeing paid exposure on top of the post's organic reach. Promoted Posts can also increase PTAT because they reach a broader number of users. As reach increases engagement does as well, thus increasing PTAT.

There are a couple things to note when promoting posts. First, the price depends on the current fan count of the page. Secondly, promoted posts should only be used if the brand has a post that they are particularly proud of, or if there is information that a brand wants to tell as many fans as possible. For example, in the case of Stella's, a perfectly acceptable promoted post might be a new sandwich or lunch creation that Tony creates. This leads into the third point regarding promoted posts, they are most effective when paired with an eye catching and engaging photo. Continuing, in the example with Stella's, pair the promoted post with a well-lit and enticing photo of the new lunch creation to effectively engage with the promoted audience and organically reached audience.

Promoting posts serves as a fulfillment of the objective to increase customer retention and brand loyalty. Promoting posts to current fans encourage fans to increase their top-of-mind awareness towards Stella's. Promoted posts can fulfill the first marketing objective if they are targeted to friends of fans, which can be done. If this option is selected, the post will be inserted into the Newsfeeds of friends of Stella's fans. While this will certainly increase brand awareness the users who are not already fans of Stella's can easily see it as spam. Keeping this in mind, promoting to friends of fans is an acceptable means of communication if the sponsored story is something that is attractive to all users. An example might be a photo of a sandwich with text that reads that certain sandwiches are $2 this week only.

In regards to both Promoted Posts and Offers, Facebook requires credit card information to be entered. Credit card information is stored in the Ad Manager tab on the left side of the page administrator's Newsfeed.

Facebook Strategies - Third Party Applications:

The third message strategy suggested for effective Facebook marketing is a monthly contest on Facebook using a third party site such as North Social or Wildfire. Because of the price differential, it is suggested that Stella's use North Social. For pages with less than 1,000 fans the cost for North Social's service is 99 cents per day. This allows for 2-3 week campaigns for a very low cost utilizing the power of pre-built and customizable apps. In the case of Stella's, North Social offers a variety of applications to tackle different micro-objectives within the greater marketing and social marketing objectives. For example, North Social offers fan growth campaigns that instill a "Like-gate" on a page, which requires users to become a fan before they are allowed to enter the campaign. Other examples include daily deal, sales growth or sampling campaigns (all of which can include a Like-gate if so desired).

Creating North Social campaigns is a streamlined process that requires large custom graphics supplied by the brand. Essentially, North Social has a form for brands to fill out and then it is automatically inserted into the promotional application. Installing the finished campaign is then done through North Social and Facebook. The

step-by-step process is as follows:

1. Click "Install app" in the North Social dashboard.
2. Allow access to Facebook.
3. App will then show up in Facebook tabs on the Stella's brand page (tabs are applications that include photos, likes, events and maps). An example of what a North Social application looks like on Facebook is to the left.

Once again, North Social makes it easy to manage and track success of the application. Be sure to fulfill the entire required field during the promotional make up on the North Social dashboard. It is suggested to run promotions through North Social once a month for 1-2 weeks using Like-gates. Like-gates lead to fan growth and the promotional campaigns will increase new customers or increase customer retention depending on the objective of the promotion. Stella's-specific examples are to follow.

1. The first example is a contest running for free food at Stella's. Customers can enter to win lunch for them and three of their friends only if they like Stella's brand page. Using the North Social dashboard this campaign would fall under the Sweepstakes option. This example targets both potential and existing customers because it is offering free food, a prize that anyone is interested in.

2. A second example is an exclusive fan coupon. North Social makes it easy to create campaigns, which offers exclusive fan coupons after a fan has liked a brand page. A positive to this type of promotion is that the coupon redeemed is then shared among the redeemer's friends. Secondly, North Social offers analytical software to track just how well certain coupons are working. An example of a fan coupon is offering 20% off coupons. When creating this campaign, it would fall under the Fan Coupon option in the North Social dashboard. This example specifically targets existing customers by encouraging them to increase their repeat business with Stella's.

Facebook Strategies - Weekly Flavors and Sandwiches:

The final promotional campaign through Facebook consists of weekly sandwich or flavor promotions. Social media marketing is dependent on relevance and a presence by brands. If customers do not feel like there is relevant information on a social media account there is very little reason for them to continue to go back to the brand page. For that reason, it is suggested to initiate weekly sandwich or flavor themes that drive the rest of the content on the page. This final suggestion does not require any budget at all; it simply requires consistent and relevant content from Stella's to its customers. Practically speaking by communicating weekly themes, Stella's is given the option to promote a number of marketing objectives. For example, if Stella's is looking to increase foot traffic in the afternoons it could feature a weekly special on the Classic Turkey Sandwich every afternoon.

Posting about the promotion two to three times per week lets customers know that Stella's is looking to get

customers in the door and is willing to do so by offering deals. Thus, in this case sandwiches of the week can increase customer foot traffic. Other options include promoting flavors such as pumpkin spice, given the season. Promoting flavors via Facebook gives customers a reason to return back to Stella's and try out new and limited flavors, resulting in an increase in return customers.

In the example on the previous page, Georgetown Cupcake features daily flavors rather than weekly flavors. Time span aside, it is clearly an effective marketing tool for increasing return customers and foot traffic. Another reason that weekly dishes or flavors are an effective tool is because it keeps the social traffic consistent by incentivizing fans to continually be checking back to the Stella's Facebook page to see what the new sandwich or flavor is.

Under all four of the Facebook promotional strategies outlined, there are three prevalent themes. First, consistent content creation is essential for increase Facebook fan growth and brand reach. Second, an effective social marketing strategy requires both short and long term tactics. Weekly flavors hit fans on a weekly basis whereas promotions through North Social are monthly campaigns. Offers, having similarities to tab applications using North Social are suggested to be put into practice bi-monthly while weekly-promoted posts are effective ways of keeping engagement numbers and PTAT high. And lastly, it should be reiterated that consistent content should take the form of at least one post on Facebook per day. It does not have to be an Offer or a Promoted Post, but the post should be informative, interesting and include a photo where applicable.

TWITTER STRATEGIES:

Twitter is another premium outlet for brands or non-profits but takes on a much different look that Facebook. Because Twitter is strictly on a chronological framework, it is appropriate to talk (tweet) on Twitter much more often than Facebook. While conversations can certainly occur on Twitter, a key element to Twitter is the fact that many people use Twitter as a Newsfeed. Essentially, Twitter is a place to share news and answer questions. A second element of Twitter to mention is on the egalitarian approach the social network takes. Everyone is on the same page, there are no special brand pages (like on Facebook) and this gives users the sense of empowerment to reach out to anyone. This can result in effective networking. For instance, Twitter is a perfectly appropriate platform to promote Stella's sandwiches and news such as trivia nights. Other appropriate actions on Twitter include reaching out to other likeminded cafés, individuals and small businesses in hopes of collaborating to share the name of Stella's to more users.

In regards to Twitter, a much more straightforward marketing approach can be taken. While, Twitter does allow for advertising (and is excelling past Facebook in mobile advertising), Stella's Twitter account is just getting started and is by no means an acceptable substitute to the café's Facebook following. While Twitter advertising is not an approach suggested for Stella's, there are certain key takeaways regarding the social network.

Twitter Strategies - Key Takeaways:

- Tweet at least once an hour for the full 8-hour day, while be careful not to overdo it. Because the Twitter news feed is continually running it isn't uncommon for each tweet to hit 2.5 – 5% of followers. If you start a tweet off with an @ sign, the tweet only is seen by the recipient and the mutual followers that Stella's and the recipient have. Simply put an apostrophe in front of the @ if you are starting a tweet off with an @ symbol and you want it sent to the whole following. When Stella's is engaging in a conversation with a person, omit the apostrophe. It isn't necessary to have all of a company's followers seeing a long conversation with only one other person.
- Tweet photos when possible, they increase engagement (just like Facebook).
- Although Twitter allows for 140 character maximum, try to stay under 120 characters (100 is ideal). The

nature of Twitter allows users to skim. Make your tweets stand out.

- Always include links when necessary (such as linking to a blog or news article). When you can mention where you obtained the article, this will help you show up in a Twitter search.
- When using links, use a link shortener. It is suggested to use Bit.ly. It condenses all links into 20 characters and it allows you to track your links and how many times they have been clicked and several other variables. (See Appendix D)
- Studies show that the best time to Tweet is on weekends. However, this is not industry-specific. Be sure to schedule at least two tweets a day over the Saturday and Sunday each week to keep engagement up.

WEBSITE STRATEGIES:

To restate a theme throughout the interactive and social media advertising analysis, Stella's does not utilize their website, which is why the majority of the suggestions have been focused toward Facebook. It is suggested to refine the website, but it is not expected to begin to draw traffic away from Facebook on to a company website. The reason being is Facebook already has an audience, websites do not. When a website is created, several advanced marketing skills are needed. These include, search engine optimization (SEO) and html, CSS and C-sharp coding.

That being said, it is suggested to move the current Stella's website at stellacafe1.com to a Wordpress hosted website using the domain, stellascafe.com; according to GoDaddy, the domain stellascafe.com is currently available. Wordpress is a powerful service that allows small businesses to make simple yet professional looking websites. Further, through Stella's has the opportunity to host their domain through Wordpress for $18 a year (hosting through Wordpress allows for the ".wordpress.com" to be taken out of the URL).

The second reason that it is suggested to move to Wordpress is that there are thousands of plugins accessible with a Wordpress account that are beneficial to businesses. For instance, Wordpress offers plugins for Facebook, Twitter or email lists.

Thirdly, Wordpress' sheer size proves advantageous for small businesses. Using Wordpress allows for people or businesses to become connected with every other Wordpress hosted site, essentially drawing traffic to blogs or websites. And finally, Wordpress offers tools to optimize websites to be more easily crawled by major search engines including Google and Bing. Websites are dependent on SEO and Wordpress comes with built in tools to help low traffic sites move their way through Google's PageRank algorithm, which determines search results.

SOCIAL MEDIA ADVERTISING CONCLUSIONS:

Social media marketing is about engaging and investing in fans, which doesn't mean pushing products into fans' faces. Find what fans want to talk about, and discuss it; educate fans. Facebook is a place where Stella's is personified and fans connect with Stella's through a determination to support local business and eat healthy. Remember, social media for business is marketing, customer service, public relations, crisis management and branding.

DIRECT MARKETING

Direct marketing includes any efforts which increase customer participation that is already present. This focuses mainly on customers who already have a connection with the business and provides opportunities to become more involved or establish additional touch points with the brand. If a customer is already near the café or is already making a purchase, direct marketing would involve them through a different aspect with the goal of

increasing brand awareness and customer interaction.

The customers being primarily targeted by these tactics are existing patrons who are already providing business to the café by purchasing food, but there initial interaction may not go beyond that. Through these tactics, they will be encouraged to interact in new ways, such as entering contests promoted by the café or viewing a photo gallery online of new seasonal offerings. While current customers are the primary recipients of direct marketing, it also needs to have aspects that relate to potential customers who may not have any interaction with the café as it is. Direct marketing could be utilized to draw them in through opportunities generated by Stella's, such as signage on the exterior that catches the attention of prospective customers who see the location from a distance without having to stand directly in front of the establishment.

MEDIA SELECTION: OUTDOOR, SOCIAL MEDIA, PRINT MEDIA

MESSAGE STRATEGY: CONATIVE, COGNITIVE
The primary message strategy for direct marketing is conative because of its objective of convincing customers to participate and interact. While aspects may be cognitive, such as displaying a sign so that customers are aware of the café's physical location, the main messages will be communicated in a way that encourages customers to take action. The goals are to reach customers on a variety of platforms, encourage repeat business through different types of interaction and awareness and ultimately involve them in the happenings of the business other than simply purchasing a meal.

Signage:

EXECUTIONAL FRAMEWORK: INFORMATIVE

APPEALS: RATIONALITY

Stella's should create an additional sign on the exterior of the building that may hang from the existing hardware installed adjacent to the front entrance. This would target customers already in the area (young professionals) by giving them a visual representation of the café's location, potential customers who pass the sign and are interested in what the business is (gives a first brand impression to those unfamiliar with Stella's), and also targets new customers who have already shown interest and are trying to find the building.

The sign should be utilized to give a first impression of the customer's experience. It should reflect the brand image and indicate the feel of the café before a customer even enters. It should include the logo for the purpose of brand familiarity, but should also be interesting and not simply a duplicate of the sandwich board that is placed on the sidewalk. One option would also be to have a sign that illuminates at night so that customers are aware that Stella's is still open late and available beyond just lunch services. Echoing exterior appearances of other downtown locations with successful evening businesses would be beneficial and help position Stella's to be an option in the evening. This type of appearance would increase visibility as well as potentially increasing customer traffic later in the day – especially during times of the year when the daylight quickly fades.

Business Card Contest:

EXECUTIONAL FRAMEWORK: INFORMATIVE

APPEALS: RATIONALITY

Similar to contests under Sales Promotions, Stella's could have a container inside the café where customers could place their personal business cards and win prizes for their office periodically. The cards will be entered in

promotional drawings that reward the business that the individual recipient works for. For example, prizes may include an office discount for delivery services, extra items included in their delivery or even a complimentary lunch delivery package. A standard prize of a discounted delivered lunch for the office would be given every one or two weeks (depending on interest and frequency availability within budget) and then additional prizes could be offered periodically as special corporate prize promotions. These could take place around holidays, when new products are introduced or when business is slow to revive interest in entering the store and encouraging businesses to become involved with the café.

Product Photos:

EXECUTIONAL FRAMEWORK: INFORMATIVE, DEMONSTRATION

APPEALS: RATIONALITY, EMOTIONS

A direct marketing promotion that could be beneficial across multiple platforms would be new product photos of the items Stella's offers on their menu. Stella's currently has a few product photos on their website and social media pages, but spending time to shoot high quality photos could be beneficial in order to show a wider range of items available as well as focus on appealing and appetizing aspects of the menu's offerings. These photos could be categorized to show sandwiches, baked goods and even the new drink offerings that go along with the café's later hours.

The photos could be used across a variety of media selections – online as well as in a printed format – and be used consistently across different promotions to create continuity and connections in the minds of customers. Professional-quality photos would also increase brand equity and encourage a high-quality reputation for the growing business. Since skilled photographers are not too difficult to come by, this service could be relatively inexpensive or even free if there is an option for a friend or client to shoot the photos.

PERSONAL CONTACT

Personal contact in the case of Stella's would primarily consist of opportunities for individuals within Stella's to interact with individuals among its clientele. This would generally be face-to-face or even just through contacting an individual, such as individually responding to a post on Facebook, for example. This could target both existing as well as potential customers and encourage them to connect a person to a business, therefore having a personal connection and feeling as though they can relate to the café as individuals who make up an entity.

MEDIA SELECTION: PRINT MEDIA

MESSAGE STRATEGY: COGNITIVE, CONATIVE

The message strategy for personal contact is both cognitive and conative. The cognitive side includes providing information directly to the customer that they may not have already and giving them an opportunity to learn more logical information about the café. However, on the conative side, providing this information also creates a means for involvement through future purchase opportunities as well as the option to give experience-based feedback based on their purchase. The information provided offers an advantage to the customer because through educating them about the available products, they feel that they have an incentive through being sufficiently informed.

EXECUTIONAL FRAMEWORK: INFORMATIVE

Informational Materials to Supplement Deliveries:

Giving out informational materials when deliveries are made to businesses offers many benefits to the café. The only additional effort beyond current services would be to make sure the customer is aware of the materials they're being given as well as factoring in the cost of printed materials. Since Stella's already currently makes deliveries to nearby businesses, it would be beneficial to provide printed materials to the locations they serve whenever a delivery is made. This would be in the form of cards with instructions on how to place an order for delivery, menus and potentially surveys for customer feedback in order to gain suggestions to improve delivery services.

Whenever an order is delivered, that business will then have materials to pass around or post somewhere in their office, which should build brand awareness as well as increase delivery sales. When the materials are given along with a delivery, the customer also has a face to go with the café, which helps make a personal connection and increase the likelihood of a future order if the experience is positive. Each material distributed increases the chances of future business and further involves the customer in their brand associations.

EVENT, SPONSORSHIPS AND CUSTOMER SERVICE

Event marketing involves a company supporting a specific event. This typically includes setting up a booth or display and maintaining a physical presence at an event.

Sponsorship marketing means that the company pays money to sponsor someone, some group, or something that is part of an activity. The generic objectives of any sponsorship are to enhance a company's image, increase a firm's visibility, differentiate a company from its competitors, showcase specific goods and services, help a firm develop closer relationships with current and potential customers and sell more products.

Bloomsday Promotions:

An example of how Stella's could utilize event marketing is stated above with the Bloomsday promotion. Sponsoring a road race event will enhance the image of Stella's as a healthy lifestyle food choice and enhance the company's image in the local community, especially towards the vegan and vegetarian community, where healthy food options are what they seek.

Open Mic Night:

Another event that is recommended for Stella's to put on is an open mic night. With late hours and a bar opening, an open mic night is a great way to bring new customers in and build loyalty with current customers. To promote the open mic night, Stella's can utilize their social media platforms to inform their current customers. To inform potential new customers, Stella's should place flyers at the local colleges, and place informative advertisements once a month in the local newspapers. Open mic nights bring in people who are there to support their friends performing and may have never been in Stella's, so it is important to get food into their mouths. Implementing an open mic night discount can be beneficial.

Bloomsday Team Sponsorship:

A sponsorship idea Stella's should implement is sponsoring a group of vegan or vegetarian runners for the Bloomsday race. These runners would get Stella's running jerseys, and their cost of entry paid for by Stella's.

The cost of entry for a single participant is $17. If Stella's sponsored a group of 10 runners, that is $170 plus the cost of 10 running jerseys to be made. Sponsoring a vegan or vegetarian group of runners will give Stella's the opportunity to communicate to Spokane that they want to cater to the needs of the vegan and vegetarian community of Spokane.

Project Hope Partnership:

A partnership with Project Hope Spokane has the potential to build a strong brand name for Stella's. Project H.O.P.E. provides the means for disadvantaged youth in Spokane's West Central and Emerson Garfield neighborhoods to escape poverty and gang affiliation through entrepreneurial initiatives.

One of their programs is called the West Central Marketplace. The market provides an outlet for the organic produce from River Front Farms, one of their other programs, and offers training in retail sales, merchandising, display, marketing and customer service. Income realized from the market is directed back into the project. Here the youth sell locally grown vegetables. Using these vegetables or sponsoring this organization in some way can enhance the brand image of Stella's

Part III

Media planning has been executed for the 2013 calendar year. The media planning is color coordinated to outline primary and secondary promotional campaigns:

- Purple: Non-paid Facebook advertising
- Blue: Paid Facebook advertising
- Red: Business card winner chosen
- Salmon: Inlander advertising dates and submission requirements
- Teal: Secondary advertising suggestions if budget becomes available. These include Bloomsday and Hoopfest dates as well as advertising dates and submission requirements for *The Whitworthian*.

Facebook Media Planning Examples

It is imperative to be posting on Facebook at least a day to continually encourage fan engagement. That being said, Facebook posts need a healthy mix of content that is user focused, content should be intriguing to Stella's fans while showcasing highlights of the café as well. Thus, seven post ideas have been laid out for each day of the week.

Examples are below:

- *Sunday:* WEEKLY FLAVOR
  "Hey everyone! This week our featured flavor is tarragon. Be sure to come in to try one of Chef Tony's killer Chicken Salad sandwiches!" (Photo of sandwich included in post).
- *Sunday:* TRIVIA RECAP
  "We want to say thanks to everyone who came out last night for our weekly trivia nights. This week's winner took home a $25 Stella's gift card. Come out next Saturday evening for some trivia, good food and good times."
- *Monday:* QUESTION OF THE DAY (QOTD)
  "We're brainstorming some new recipes to try out this month. Any suggestions on sandwiches you'd like us to reinvent with a little Stella's twist?"
- *Tuesday:* FEATURED MENU ITEM
  "Check it out! Local bacon + lettuce + Tillamook cheddar + tomato + stone ground mustard = Stella's Classic Turkey sandwich. Hope you're hungry." (Photo of sandwich included in post).
- *Wednesday:* DID YOU KNOW?
  "Did you know that all of our soups and salads are gluten-free? Soup's ready!"
  (Photo of soup included in post)
- *Thursday:* QUOTE OF THE DAY
  "The care of the Earth is our most ancient and most worthy, and after all our most pleasing responsibility. To cherish what remains of it and to foster its renewal is our only hope."
  - Wendell Berry
- *Friday:* FEATURED LOCAL EVENT
  "It's Friday! Be sure to check out the MAC for their monthly First Friday event. Free art and free music."
- *Saturday:* TRIVIA NIGHT
  "Friends, tonight at 8 p.m. is Stella's weekly trivia night. Put your thumbs up for trivia."

Facebook promoted posts can be any of the above. They are scheduled for the second week of each month. Facebook offers are suggested to accompany the flavor of the week and are scheduled monthly in the final week of the month. The media calendar is on the pages to follow.

Jan 2013 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1 — Featured menu item; Happy New Years	2 — "Did you know?"	3 — Quote of the day	4 — Featured local event	5 — Trivia night
6 — Trivia recap w/; Weekly flavor	7 — QOTD	8 — Featured menu item	9 — "Did you know?"	10 — Café event; Quote of the day	11 — Featured local event	12 — Trivia night
13 — Trivia recap w/; Weekly flavor	14 — QOTD	15 — Featured menu item	16 — "Did you know?"	17 — Quote of the day	18 — Featured local event	19 — Trivia night
20 — Trivia recap w/; Weekly flavor	21 — QOTD	22 — Featured menu item	23 — "Did you know?"	24 — Café event; Quote of the day	25 — Featured local event	26 — Trivia night
27 — Trivia recap w/; Weekly flavor; Weekly Offer	28 — QOTD; Stella's delivery	29 — Featured menu item	30 — "Did you know?"	31 — Business card; Quote of the day	1 — Featured local event	2 — Trivia night

Feb 2013 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 Trivia recap w/ Weekly flavor 🟦 Weekly Offer	**28** QOTD Stella's delivery	**29** Featured menu item	**30** "Did you know?"	**31** 🟥 Business card Quote of the day	**1** Featured local event	**2** Trivia night
3 Trivia recap w/ Weekly flavor	**4** QOTD	**5** Featured menu item	**6** "Did you know?"	**7** 🟦 Café event Quote of the day	**8** Featured local event	**9** Trivia night
10 Trivia recap w/ Weekly flavor	**11** QOTD	**12** Featured menu item	**13** "Did you know?"	**14** Quote of the day Valentine's Day post	**15** Featured local event 🟦 Submit to	**16** Trivia night
17 Trivia recap w/ Weekly flavor	**18** President's Day post QOTD	**19** Featured menu item	**20** "Did you know?" 🟦 Whitworthian	**21** 🟦 Café event Quote of the day	**22** Featured local event	**23** Trivia night
24 Trivia recap w/ Weekly flavor 🟦 Weekly Offer	**25** QOTD Stella's delivery	**26** Featured menu item	**27** "Did you know?"	**28** Quote of the day	**1** Featured local event	**2** Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
24 Trivia recap w/ Weekly flavor ■ Weekly Offer	25 QOTD Stella's delivery	26 Featured menu item	27 "Did you know?"	28 Quote of the day	1 Featured local event	2 Trivia night
3 Trivia recap w/ Weekly flavor	4 QOTD	5 Featured menu item	6 "Did you know?"	7 ■ Café event Quote of the day	8 Featured local event	9 Trivia night
10 Trivia recap w/ Weekly flavor	11 QOTD	12 Featured menu item	13 "Did you know?"	14 Quote of the day	15 Featured local event	16 Trivia night
17 Trivia recap w/ Weekly flavor	18 QOTD	19 Featured menu item	20 "Did you know?"	21 ■ Café event Quote of the day	22 Featured local event	23 Trivia night
24 Trivia recap w/ Weekly flavor ■ Weekly Offer	25 QOTD Stella's delivery	26 Featured menu item	27 "Did you know?"	28 Quote of the day	29 Featured local event	30 Trivia night
31 ■ Business card Trivia recap w/ Weekly flavor	1 April Fool's Day post QOTD	2 Featured menu item	3 "Did you know?"	4 ■ Café event Quote of the day	5 Featured local event	6 Trivia night

Apr 2013 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31 Business card; Trivia recap w/; Weekly flavor	**1** April Fool's Day post; QOTD	**2** Featured menu item	**3** "Did you know?"	**4** Café event; Quote of the day	**5** Featured local event	**6** Trivia night
7 Trivia recap w/; Weekly flavor	**8** QOTD	**9** Featured menu item	**10** "Did you know?"	**11** Quote of the day	**12** Featured local event	**13** Trivia night
14 Trivia recap w/; Weekly flavor	**15** QOTD	**16** Featured menu item	**17** "Did you know?"	**18** Café event; Quote of the day	**19** Featured local event	**20** Trivia night
21 Trivia recap w/; Weekly flavor; Weekly Offer	**22** Earth Day post; QOTD; Stella's delivery	**23** Featured menu item	**24** "Did you know?"	**25** Quote of the day	**26** Featured local event	**27** Trivia night
28 Trivia recap w/; Weekly flavor	**29** QOTD	**30** Featured menu item	**1** "Did you know?"	**2** Café event; Quote of the day; Submission of	**3** Featured local event	**4** Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 Trivia recap w/ Weekly flavor	29 QOTD	30 Featured menu item	1 "Did you know?"	2 Café event Quote of the day Submission of	3 Featured local event	4 Trivia night
5 Bloomsday Bloomsday post Trivia recap w/ Weekly flavor	6 QOTD	7 Featured menu item	8 "Did you know?"	9 Inlander Coupon Quote of the day	10 Featured local event	11 Trivia night
12 Mother's Day post Trivia recap w/ Weekly flavor	13 QOTD	14 Featured menu item	15 "Did you know?"	16 Café event Quote of the day	17 Featured local event	18 Trivia night
19 Trivia recap w/ Weekly flavor Weekly Offer	20 QOTD Stella's delivery	21 Featured menu item	22 "Did you know?"	23 Quote of the day	24 Featured local event	25 Trivia night
26 Trivia recap w/ Weekly flavor	27 QOTD	28 Featured menu item	29 "Did you know?"	30 Café event Quote of the day	31 Business card Featured local event	1 Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26 Trivia recap w/ Weekly flavor	**27** QOTD	**28** Featured menu item	**29** "Did you know?"	**30** Café event Quote of the day	**31** Business card Featured local event	**1** Trivia night
2 Trivia recap w/ Weekly flavor	**3** QOTD	**4** Featured menu item	**5** "Did you know?"	**6** Quote of the day	**7** Featured local event	**8** Trivia night
9 Trivia recap w/ Weekly flavor	**10** QOTD	**11** Featured menu item	**12** "Did you know?"	**13** Café event Quote of the day	**14** Featured local event	**15** Trivia night
16 Trivia recap w/ Weekly flavor Weekly Offer	**17** QOTD Stella's delivery	**18** Featured menu item	**19** "Did you know?"	**20** Quote of the day	**21** Featured local event	**22** Trivia night
23 Trivia recap w/ Weekly flavor	**24** QOTD	**25** Featured menu item	**26** "Did you know?"	**27** Café event Quote of the day	**28** Featured local event	**29** Hoopfest @ Hoopfest post Trivia night
30 Hoopfest @ Trivia recap w/ Weekly flavor	**1** QOTD	**2** Featured menu item	**3** "Did you know?"	**4** post Quote of the day	**5** Featured local event	**6** Trivia night

Stella's Media Planning

Jul 2013 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30 Hoopfest @ / Trivia recap w/ / Weekly flavor	**1** QOTD	**2** Featured menu item	**3** "Did you know?"	**4** post / Quote of the day	**5** Featured local event	**6** Trivia night
7 Trivia recap w/ / Weekly flavor	**8** QOTD	**9** Featured menu item	**10** "Did you know?"	**11** Café event / Quote of the day	**12** Featured local event	**13** Trivia night
14 Trivia recap w/ / Weekly flavor / Weekly Offer	**15** QOTD / Stella's delivery	**16** Featured menu item	**17** "Did you know?"	**18** Quote of the day	**19** Featured local event	**20** Trivia night
21 Trivia recap w/ / Weekly flavor	**22** QOTD	**23** Featured menu item	**24** "Did you know?"	**25** Café event / Quote of the day	**26** Featured local event	**27** Trivia night
28 Trivia recap w/ / Weekly flavor	**29** QOTD	**30** Featured menu item	**31** "Did you know?" / Business card	**1** Quote of the day	**2** Featured local event	**3** Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
Trivia recap w/ Weekly flavor	QOTD	Featured menu item	"Did you know?" ■ Business card	Quote of the day	Featured local event	Trivia night
4	5	6	7	8	9	10
Trivia recap w/ Weekly flavor	QOTD	Featured menu item	"Did you know?"	Café event Quote of the day	Featured local event	Trivia night
11	12	13	14	15	16	17
Trivia recap w/ Weekly flavor ■ Weekly Offer	QOTD Stella's delivery	Featured menu item	"Did you know?"	Quote of the day	Featured local event	Trivia night
18	19	20	21	22	23	24
Trivia recap w/ Weekly flavor	QOTD	Featured menu item	"Did you know?"	Café event Quote of the day	Featured local event	Trivia night
25	26	27	28	29	30	31
Trivia recap w/ Weekly flavor	QOTD	Featured menu item	"Did you know?"	Quote of the day	Featured local event	■ Business card Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Trivia recap w/ · Weekly flavor	**2** Labor Day post · QOTD	**3** Featured menu item	**4** "Did you know?"	**5** Café event · Quote of the day	**6** Featured local event	**7** Trivia night
8 Trivia recap w/ · Weekly flavor · Weekly Offer	**9** QOTD · Stella's delivery	**10** Featured menu item	**11** "Did you know?"	**12** Quote of the day	**13** Featured local event · Whitworthian	**14** Trivia night
15 Trivia recap w/ · Weekly flavor	**16**	**17** Featured menu item	**18** "Did you know?" · Whitworthian	**19** Café event · Quote of the day	**20** Featured local event	**21** Trivia night
22 Trivia recap w/ · Weekly flavor	**23** QOTD	**24** Featured menu item	**25** "Did you know?"	**26** Quote of the day	**27** Featured local event	**28** Trivia night
29 Trivia recap w/ · Weekly flavor	**30** QOTD	**1** Featured menu item	**2** "Did you know?"	**3** Café event · Quote of the day	**4** Featured local event	**5** Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29 Trivia recap w/ · Weekly flavor	**30** QOTD	**1** Featured menu item	**2** "Did you know?"	**3** Café event · Quote of the day	**4** Featured local event	**5** Trivia night
6 Trivia recap w/ · Weekly flavor · Weekly Offer	**7** QOTD · Stella's delivery	**8** Featured menu item	**9** "Did you know?"	**10** Inlander Seasonal · Quote of the day	**11** Featured local event	**12** Trivia night
13 Trivia recap w/ · Weekly flavor	**14** QOTD	**15** Featured menu item	**16** "Did you know?"	**17** Café event · Inlander ad · Quote of the day	**18** Featured local event	**19** Trivia night
20 Trivia recap w/ · Weekly flavor	**21** QOTD	**22** Featured menu item	**23** "Did you know?"	**24** Quote of the day	**25** Featured local event	**26** Trivia night
27 Trivia recap w/ · Weekly flavor	**28** QOTD	**29** Featured menu item	**30** "Did you know?"	**31** Business card · Café event · Halloween post · Quote of the day	**1** Featured local event	**2** Trivia night

Nov 2013 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 Trivia recap w/ Weekly flavor	**28** QOTD	**29** Featured menu item	**30** "Did you know?"	**31** 🔴 Business card 🔵 Café event Halloween post Quote of the day	**1** Featured local event	**2** Trivia night
3 Trivia recap w/ Weekly flavor 🔵 Weekly Offer	**4** QOTD Stella's delivery	**5** Featured menu item	**6** "Did you know?"	**7** Quote of the day	**8** Featured local event	**9** Trivia night
10 Trivia recap w/ Weekly flavor	**11** QOTD Veteran's Day post	**12** Featured menu item	**13** "Did you know?"	**14** 🔵 Café event Quote of the day	**15** Featured local event	**16** Trivia night
17 Trivia recap w/ Weekly flavor	**18** QOTD	**19** Featured menu item	**20** "Did you know?"	**21** Quote of the day	**22** Featured local event	**23** Trivia night
24 Trivia recap w/ Weekly flavor	**25** QOTD	**26** Featured menu item	**27** "Did you know?"	**28** 🔵 Café event Quote of the day Thanksgiving post	**29** Featured local event	**30** Trivia night

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Trivia recap w/ Weekly flavor ■ Weekly Offer	**2** QOTD Stella's delivery	**3** Featured menu item	**4** "Did you know?"	**5** Quote of the day	**6** Featured local event	**7** Trivia night
8 Trivia recap w/ Weekly flavor	**9** QOTD	**10** Featured menu item	**11** "Did you know?"	**12** ■ Café event Quote of the day	**13** Featured local event	**14** Trivia night
15 Trivia recap w/ Weekly flavor	**16** QOTD	**17** Featured menu item	**18** "Did you know?"	**19** Quote of the day	**20** Featured local event	**21** Trivia night
22 Trivia recap w/ Weekly flavor	**23** QOTD	**24** Featured menu item	**25** "Did you know?" Christmas post	**26** ■ Café event Quote of the day	**27** Featured local event	**28** Trivia night
29 Trivia recap w/ Weekly flavor ■ Weekly Offer	**30** QOTD Stella's delivery	**31** ■ Business card Featured menu item	**1**	**2**	**3**	**4**

INLANDER COUPON PROMOTION

In order to match Stella's' budget, the media planning will focus on placing two small coupon advertisements in *The Inlander*. The first coupon will be placed in the May 9, 2013 issue. It must be submitted no later than May 2. The focus of this coupon will be bringing people into Stella's. It will focus on the vegetarian facet that Stella's brings to some of its products. The advertisement will focus on being healthy as summer comes by focusing on the vegetarian aspect. The coupon will be for $1 off any soup or pasta when redeemed in the café.

The second coupon will be published on October 17, 2013. The coupon needs to be submitted to *The Inlander* no later than October 10. This advertisement will focus on the turning of the seasons. Winter is coming and Stella's has new products such as pumpkin scones. The coupon will be targeted towards a dollar off the specific seasonal scone, when redeemed in the store. Each ad that is placed will contain information linking the viewer to Stella's website or Facebook. It will also provide an address and hours for Stella's.

In order to record the overall impact of *The Inlander* coupons, Stella's will track the number of coupons that are redeemed for each of the two coupons that are published. The only way to know the effectiveness of this sort of promotion is to count how many customers come to the door with coupon in hand. *The Inlander* media kit states that it reaches over 200,000 viewers. This is a wide reach for Stella's to get its name in front of. At the same time it does not do anything if the viewers do not become aware of Stella's or be inclined to visit the café. By tracking the number of coupons that are brought back through the store, will be the guide to see how effective the print advertisements are working.

A second way to track the effectiveness of the coupons is by creating a place on the website or Facebook page that can be used as a place to evaluate where the person heard about Stella's. Making a simple post that asks the viewers of the page where they heard of Stella's' name, can give Stella's a basic foundation to go off of as to how effective their various promotions are, specifically how many people replied based off the coupons.

SIGNAGE

When the new sign is posed outside, Stella's can post a photo on their Facebook page showing the new exterior and write a description about it indicating that less people should get lost and that they're easier to see. They can then track views, likes, comments and shares of this post to see a general response to having the sign.

This will be incorporated into the objective of building brand awareness as well as increasing sales by 10 customers per day. Stella's can compare the number of customers per day before and after the sign has been displayed, and if there is an increase at the same point in time, there may be a correlation.

DELIVERY MENUS

When a delivery is made, a menu will be distributed to that business so they have a hard copy for reference. When deliveries are placed, the person taking the order can ask how they are ordering (viewing online or a hard copy) to get a percentage of deliveries that are being made using the distributed menus.

Menus will be distributed in two sizes - a quarter page and a full page, so this could also contribute to the objective of increasing sales. Placing the menus in a visible locations can raise awareness among new customers and increase delivery orders, therefore increasing sales.

DELIVERY SURVEYS

Surveys can help measure effectiveness based on how many are returned to Stella's. At the bottom of each survey, there will be a line requesting that they bring the survey back and receive 10% off their next purchase for doing so. Stella's can track how many they've distributed with their deliveries compared to how many they've received back, which can be calculated into a percentage of return.

These surveys will also provide feedback for areas that may need improvement. Improved services can increase brand awareness and the discount offered for catering will help work toward increasing sales.

BUSINESS CARD CONTEST

The effectiveness with the business card contest is simple – see how many cards are added to the jar for an amount of people in local businesses who are interested in the promotion. Since they're already giving you some indication of loyalty and interest, counting the cards is a straightforward method of measuring involvement.

PRODUCT PHOTOS

While photos can be used for a variety of purposes, one thing that can be done with them is create an album on the Facebook page and track views and interactions with those photos. Through Facebook insights, you can see how many views photos have received as well as see how many times they have been liked, shared or commented on. This can give a numerical amount to the response to the new photos.

COUPONS

Because of the limited budget, Stella's will not be able to implement all of the recommended sales promotions and events and sponsorships. It was recommended to implement a coupon highlighting the vegan friendliness of Stella's, as well as a coupon highlighting the seasonal foods Stella's offers, and a coupon enticing students to come. Since the budget only allows for two advertisements, the highest priority advertisements are those put in *The Inlander* because it has greater reach. Only two advertisements can be implemented in one year so it is suggested to implement one advertisement in the spring that highlights Stella's' vegan-friendliness and one advertisement that highlights Stella's' seasonal foods in the fall leading into the holiday season. These advertisements will include a coupon so the measurement will be by the amount of coupons redeemed.

Our objectives include increasing brand awareness, build brand as a vegan-friendly café, and increase in store traffic by 10 people a day during slow hours. In order to realize these objectives, we suggest implementing the above coupons in *The Inlander*. *The Inlander* reaches 200,000 Spokane consumers. By implementing these coupons, the possibility of 200,000 Spokane area readers will see our coupons, increasing awareness of our brand. By implementing the coupon in the spring, highlighting the vegan-friendliness, our vegan brand can be made aware to said 200,000 readers. This coupon also entices consumers to make the trip into the store and promotes final purchase. By counting the coupon redemptions each day, Stella's can realize how effective these coupons are, and whether or not they are assisting in reaching the objective to increase in store traffic.

FACEBOOK

In order to gain a successful Facebook following there are certain measurements to be considered. These measurements are intended to compare actual results with objectives stated in Part 2. Specifc to the social media marketing promotional strategies the objectives are:

- Consistently increase Facebook fans by 15% each month
- Increase PTAT by 20% and maintain PTAT metric of 15 – 20% of fans each month

To follow is an explanation of tactics that are designed to help Stella's analyze engagement based off of posted content.

FACEBOOK INSIGHTS

There are certain metrics to look at regarding the life of your post and how well it is performing. In the Insights dashboard on Facebook you are given a screen like this:

From this dashboard, a lot of data can be gained. First, likes are a good measurement tool, but "People Talking About This" and "Weekly Total Reach" are more important metrics to look at. The reason being is that Stella's should be interested in "after-like marketing." After-like marketing is how Stella's going to engage with fans after the initial like. If a brand has 50,000 likes but only 500 people talking about them and a weekly reach of 50,000 only 1% of fans are talking about the brand and the reach is to only 50,000 people, not specifically fans. Further, without active engagement from fans, Facebook will take notice, reduce post Edge Weight and then posts will begin showing up less in fan Newsfeeds.

As the dashboard shows, PTAT and page reach and fans are correlated, as fans increase, reach and PTAT increase. The example shows that fan growth increased by 1.52% for the week and page reach increased by .99% while PTAT increased by 52% (PTAT is the green line and reach is the blue line). For Stella's, fans should consistently be growing by 15% each month and PTAT should consistently grow also to keep the metric at 15 – 20%. To measure campaign effectiveness compared to objectives, divide PTAT by fans, which results in a percentage. For example, if there are 1,000 fans, to meet the marketing objectives, PTAT should be 150 – 200 (150/100 = 15%).

As stated in Part 2, Promoted Posts and Offers are the suggested ways to increase PTAT because they lead to heavy engagement. For Stella's it is suggested to closely monitor fans, reach and PTAT right before and after Promoted Posts and Offers campaigns. By doing so Stella's will be able to measure the effectiveness of the campaign, once again, through dividing PTAT by the number of fans.

Beside the basic metrics that can be found on Facebook, Facebook allows pages to download Insights to Microsoft Excel. Exported data is complicated, harder to use and gauge success. That being said there are six insights to pay attention to when Stella's decides to export insight data. When given the option to choose to export insight there are two options (photo is below).

Export Insights Data

Export data directly to Excel (.xls) or comma-separated text format (.csv). Choose either Page level data or Page post level data. You may select any date range, with a maximum of 500 posts at a time.

Select Data Type:
○ Page level data
● Post level data

Select File Format:
● Excel (.xls)
○ Comma-separated values (.csv)

Select Data Range:

Start Time: 6/10/2012
End Time: 7/10/2012

Insights data is not available before July 19, 2011.

Download   Cancel

All of the noteworthy insights are in the Post Level Data. Here is why: Page Level Data requires extreme consistency because numbers are based off over all page performance based on your posts for that week rather than each individual post. So for example, if one week there are five less posts this will certainly be reflected in the Page Level Data insights. Post Level Data is just that, information for each post. Once the report is downloaded and opened in Excel, the insights to take note of are as follows:

1. Lifetime Post Organic Reach: The number of people who saw your Page post in the NewsFeed or ticker, or on your Page's Wall. (Unique Users).
    a. Find it in Column F
    b. Importance: As of July 2, these numbers now include mobile.
2. Lifetime Post Reach By People Who Like Your Page. The number of people, who like Stella's page, who saw a page post. (Unique Users).
    a. Find it in Column U
    b. Importance: This gives the number and the percentage of post reach.
3. Lifetime Post Engaged Users: The number of people who clicked anywhere in a post. (Unique Users).
    a. Find it in Column M
    b. Importance: Engagement is much more than just likes, comments, and shares. Everything users do with a post counts as engagement and it helps with EdgeRank. Specifically, building a close Affinity Score between the page and the user engaging is crucial.
4. Lifetime Post Viral Reach: The number of people who saw a page post in a story from a friend. (Unique Users).
    a. Find it in Column H
    b. Importance: Viral means that the story appeared in the Newsfeed of John Smith's friend saying, "John Smith commented on Stella's photo" rather than, "Stella's posted a photo" which would be organic.
5. Lifetime Negative Feedback: The number of people who have given negative feedback to your post. (Unique Users).
    a. Find it in Column R
    b. Importance: The more negative feedback, the more Facebook will take notice, decreasing the post's EdgeRank. What is negative feedback? Either hiding a post or reporting story (see photo at right).
6. Lifetime Talking About This: The number of unique people who create a story about a page post. (Unique Users).
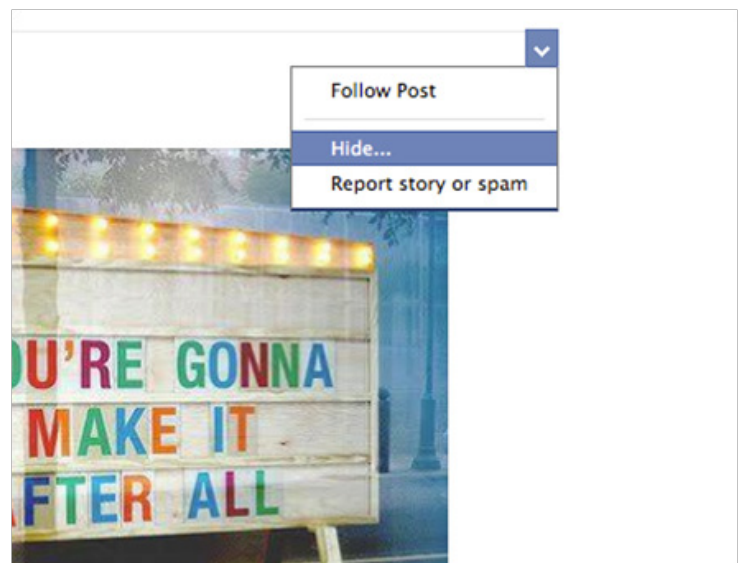
a. Find it in Column N

b. This tells you how well your content is resonating with fans.

Important: As of August 2012, Facebook has released new sets of data that also should be taken into consideration. The reason why is that these new metrics are specific to people that have liked the Stella's page. Essentially, these metrics describe how well content has resonated with Stella's fans in specific rather than everyone who saw or interacted with content.

    1. Lifetime Post Reach By People Who Like Your Page: The number of people (who like Stella's page) who saw the post (Unique Users).

        a. Find it in Column W

    2. Lifetime People Who Have Liked Your Page And Engaged With Your Post: The number of people who have liked Stella's page and clicked anywhere in the posts (Unique Users).

        a. Find it in Column Z

    3. Lifetime Post Stories By People Who Have Liked Your Page: The number of stories generated about a post by people who have liked the page (Unique Users).

        a. Find it in Column AA

    4. Lifetime People Talking About Your Post By Those Who Have Liked Your Page. The number of people who have liked the page and who are sharing stories about the page.

        a. Find it in Column AB

TWITTER

To evaluate the success of marketing objectives on Twitter the two main metrics to look at are follower count and mentions. SocialBro is a service exclusively for Twitter. It offers extensive information on an account's followers. i.e. inactive followers, active followers, and influential followers. Plus there are real time analytics among other tools that measure engagement, tweet impressions and user information. SocialBro allows users to track fan increase and decipher which fans are most beneficial to a business by allowing hashtags and mentions to be tracked. The real time analytics that SocialBro includes allows users to track followers that have engaged with Twitter in the past five minutes. This allows users to pinpoint who is actively using Twitter and then reach out to those users.

It should be noted that SocialBro is a Google Chrome extension. Installation is instant and SocialBro only requires basic Twitter account information. It can be downloaded at: http://bit.ly/Ws3JGH.
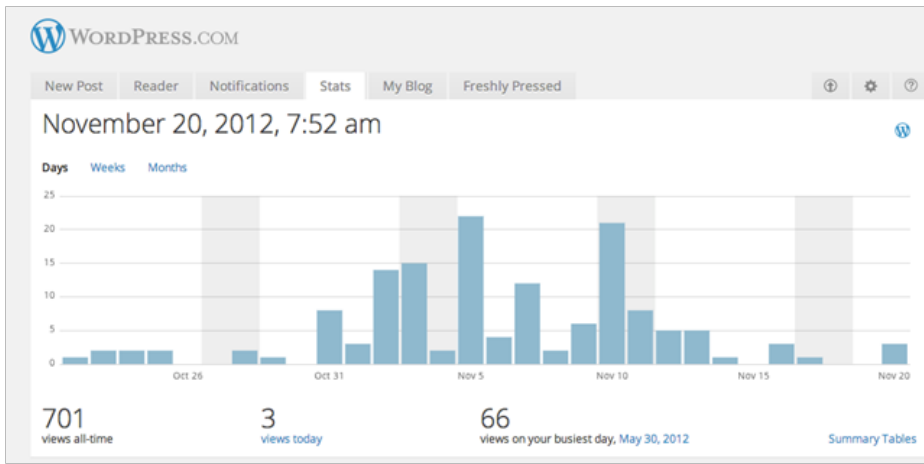
Similar to Twitter, to measure success, it is suggested to measure number of site visits. If the site is reconditioned through Worpress.com, several measurement tools become available. The three to take special note of are: number of visits, number of clicks and number of search engine referrals. Number of visits is broken down into daily totals. Number of clicks includes the number of posts or links that users clicked on. And the number of search engine referrals states where traffic is derived from. As Stella's grows and increases marketing efforts, website should also see an increase in traffic. To integrate marketing evaluation tools, website traffic should be in positive correlation with increased Facebook and Twitter traffic along with an increase in customers.

BUDGET

There are two budgets outlined for Stella's. The first is a $500 a year budget that fits into Stella's cost and pricing structure. The second budget is a $1,000 a year budget that includes additional campaigns that serve as a reference point for Stella's and what types of advertising could be done in the future as the budget expands. Within the $1,000 budget, increased print advertising is added.

Based off a $1,000 budget, Stella's will have a greater amount of money to spend on advertising. The first priority will be to double the size of *The Inlander* coupons. Based off the first run of advertisements in the $500 budget, there are two advertisements that are each one unit. The greater budgeted print promotions will increase each of the advertisements to two units. This will help catch the viewer's eye, and the more people who see and recognize the advertisements, the more awareness Stella's gains. This future promotion can be measured in much of the same ways of coupon redemption and online contact from the advertisement.

Another print media that will be utilized is *The Whitworthian*. Two advertisements will be placed around the beginning of each semester. The first, a quarter page color advertisement, will be placed in one of the early issues of *The Whitworthian*. It will primarily make students aware of Stella's and offer and add an incentive to come visit the café through either student events, coupons and discounts. The second ad will be an eighth page black and white. This advertisement is to remind students about Stella's.

Budget #1 ($500 annually)

Facebook		
Item 1	$	18.00
Item 2 ($10 per month)	$	120.00
Delivery Materials		
Quarter Sheet Menus (100 menus - 25 sheets @ $.49 each)	$	12.25
Quarter Sheet Customer Feedback Surveys (100 surveys - 25 sheets @ $.49)	$	12.25
Event Posters		
Trivia (25 posters @ $.49 each)	$	12.25
Print Advertisements	$	268.00
Inlander		
	$	442.75

Budget #2 ($1,000 annually)

Facebook		
Item 1	$	18.00
Item 2 ($10 per month)	$	120.00
Delivery Materials		
Quarter Sheet Menus (100 menus - 25 sheets @ $.49 each)	$	12.25
Quarter Sheet Customer Feedback Surveys (100 surveys - 25 sheets @ $.49)	$	12.25
11x17 Sheets (20 menus @ $.49 each)		
Event Posters		
Trivia (25 posters @ $.49 each)	$	12.25
Seasonal (25 posters @ $.49 each, 3 seasons [75 total])	$	36.75
Print Advertisements		
Inlander	$	536.00
Whitworth University - The Whitworthian	$	254.00
	$	1,001.50

The promotional campaign timeline includes six different promotional campaigns. The timeline documents when each promotional strategy will be implemented throughout the 2013 calendar year. Explanations for each tactic of implementation are to follow:

- Facebook will be implemented all year because it is Stella's' main brand touch point.
- *The Inlander* advertisements will be implemented twice a year, highlighting the vegan-friendliness of Stella's in the early summer and its seasonal offerings in the fall. *The Inlander* is used because it reaches over 200,000 readers in Spokane, of whom many may be vegans.
- If the budget allows, it is suggested to implement two advertisements and coupons in *The Whitworthian* to entice students to utilize Stella's as a social venue. These will be in the beginning of the fall semester and the beginning if the spring semester.
- Flyers will be provided during Hoopfest and Bloomsday because they bring 50,000 to 200,000 patrons to downtown Spokane.
- Personal contact efforts are in an attempt to enhance our brand image, and increase awareness of our brand name.

	January	February	March	April	May	June	July	August	September	October	November	December
Social Media	Social Media Advertising--->											
Inlander						Seasonal Ad/Coupon				Seasonal Ad/Coupon		
Whitworthian			Coupons/Ad						Coupons/Ad			
Direct Marketing	Business card contest-->											
Events					Bloomsday	Hoopfest						
Personal Contact	Menus when delivering-->											

WORKS CITED

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Maghsoudi, M. (2012, October 23). 2 HUGE Ways Facebook Pages are at a Disadvantage in the Newsfeed. Retrieved November 5, 2012, from PostRocket: http://blog.getpostrocket.com/2012/10/2-huge-ways-facebook-pages-are-at-a-disadvantage-in-the-newsfeed/

Maghsoudi, M. (2012, July 31). 4 BIG Reasons You Should Be Posting to Your Facebook Page MORE Than 1x Per Day. Retrieved November 4, 2012, from PostRocket: http://blog.getpostrocket.com/2012/07/4-big-reasons-you-should-be-posting-to-your-facebook-page-more-than-1x-per-day/

Maghsoudi, M. (2012, October 12). Why Do Facebook Users 'Like' Pages? Comparing 2010 to Today. Retrieved November 4, 2012, from PostRocket: http://blog.getpostrocket.com/2012/10/why-do-facebook-users-like-pages-comparing-2010-to-today/

MEASURES OF ENGAGEMENT ANALYSIS (LIKE, COMMENTS AND SHARES)

Brand X's most popular post of all time reached 12,000+ people. 5,654 of that was organically generated. It had 108 comments, 74 likes and 1 share. After Brand X's major publicity stunt the next post generated 88 likes (14 more likes), 11 comments, and 13 shares with an organic reach of 2,574. Thus, comments are given more weight by EdgeRank, which as a result pushes the post to more people exposing Brand X. (See below). Note: Brand name has been kept anonymous.

Elaine Starbuck The choice to breastfeed is the moth

Organic	2,081
Viral	3,573
Paid	8,512

This is your Page's most popular post.

12,096 people saw this post

GreenCupboards.com Nellena we are still mulling o to say though that we are gonna do a couple things

Organic	1,710
Viral	864
Paid	1,131

12,096 people saw your most popular post.

3,606 people saw this post

OPTIONS FOR ENGAGEMENT: PHOTOS VS. TEXT

Below is an example of insights from a photo post. There are three options given here. Photo views are unique to photos. It means that a user simply clicked on the photo from the Newsfeed, viewed it, but didn't interact otherwise.

Below is an example of insights from a text only status update. Stories Generated means: a user has commented, liked or shared the post. Other Clicks means: a user has clicked on people's names, timestamps, or total number of likes etc.
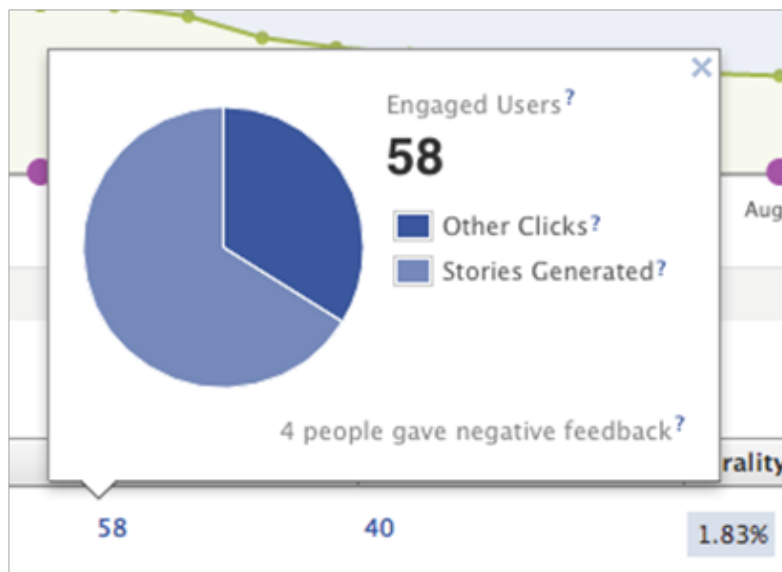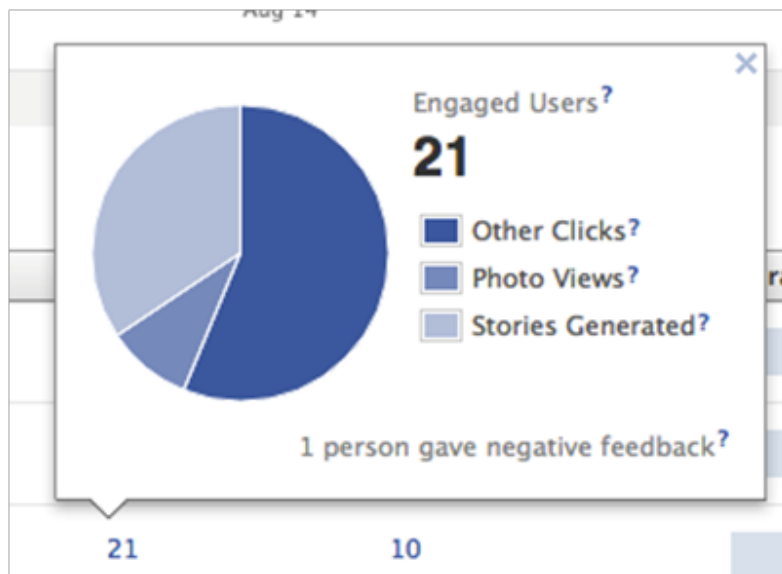
BIT.LY: SUGGESTED TWITTER SERVICE

A link shortener that is primarily used for Twitter because of the 140 character limit. Bit.ly tracks clicks and demographics of links.

Referrers

Referrer	Click(s)
Email Clients, IM, AIR Apps, and Direct	560
t.co	146
www.facebook.com	102
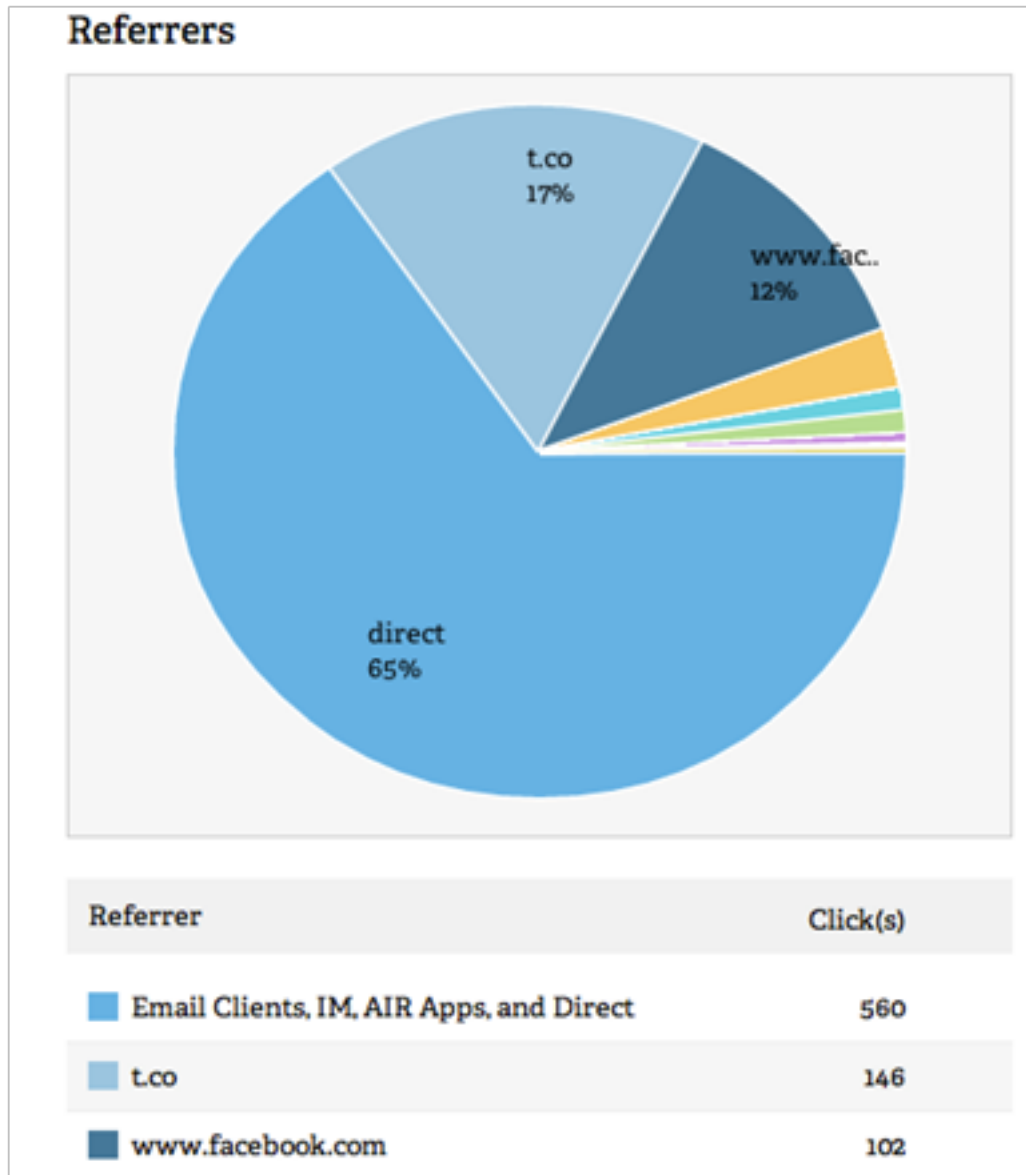
ADDITIONAL RESOURCES

There are hundreds of resources available so that social marketing can be more efficient and easier. Below is a list of resources that I use, their uses and for which networks. It it suggested that there always be research done in this field. Having the best tools makes social marketing more effective.

- CrowdBooster: For Facebook and Twitter. Easy to use, and easy to track fan growth and reach of posts and tweets. Also has a great scheduling tool with time suggestions based on user engagement.

- CircleCount: Analytics for Google+. Easy to use, tracks +1, comments and reshares with graphs. If Google+ does grow substantially then another tool to look into is HootSuite because Google+ recently released it's API and HootSuite was one of the early adopters.

- TweetDeck: Twitter monitor featuring interactions, news feed, and tweets. Very easy to use with a Chome extension as well.

- Statigr.am: Instagram analytics.

- IFTTT: If This Then That. Service that creates Excel-like IF statements for the internet. It puts the Internet to work for individuals.

- Google Reader: Excellent for generating news for Twitter.

- Google Alerts: Also an excellent resource to have for news generation.

- Mashable: The most up-to-date tech and social news source.

- GetPostRocket.com: A Facebook post tool to reach more users. It is a service that requires a request for access.

BLOOMSDAY SPONSORSHIP

Bloomsday Sponsorship Prices:

- $750.00 per booth (plus an additional $50.00 if food or beverage served).

- Checks are payable to Lilac Bloomsday Association.

- Limited booth space available. First come, first served! A $50.00 late fee will be charged after April 1.

- The rental fee is refundable only if written notice of cancellation is received by the Lilac Bloomsday Association on or before April 1, 2012, less a $50.00 handling fee per booth. Absolutely no refunds after April 1.

MEDIA KITS: THE WHITWORTHIAN, THE INLANDER AND THE GONZAGA BULLETIN

THE WHITWORTHIAN

Print Rates

Below is a sampling of rates for standard printed ad sizes. Don't see what you need? Contact ours ads manager at the email addresses listed above with any questions.

Custom Ads

We can create your ad for you for an additional 10% of your total cost. QR codes can also be added to any print advertisement for $10.00.

Column widths:
1 Column   .5601 in.
2 Columns   1.8168 in.
3 Columns   3.0668 in.
4 Columns   4.3168 in.
5 Columns   5.5668 in.
6 Columns   6.8301 in.
7 Columns   8.0668 in.
8 Columns   9.3168 in.

Advertisements (aside from full back page ads) are based on InDesign page size: 9.833" w x 11.75" h

Cost Per Column Inch: B&W = $6.50   Color = $7.50

Standard Sizes	Height	Width	B&W Price	Color Price
Full Back Page*	11.75	8 col.	$661.00	$755.00
Full Page	11.75"	8 col.	$611.00	$705.00
1/2 Page Vertical	11.75"	4 col.	$306.00	$353.00
1/2 Page Horizontal	5.875"	8 col.	$306.00	$353.00
1/4 Page	5.875"	4 col.	$153.00	$176.00
1/8 Page	3"	4 col.	$78.00	$90.00
1/8 Page Banner	1.5"	8 col.	$78.00	$90.00

*Premium placement

Discounts

Faculty, staff and students of Whitworth University receive a 50% discount on all advertising. Non-profit organizations get a 10% discount. In addition, there are several discounts available when you buy ad space in bulk.

Buying in Bulk	Total Column Inches	Discount
Tier 1	100+	5%
Tier 2	200+	10%
Tier 3	300+	15%
Tier 4	400+	20%

Online Rates

Online advertisements are available in the header ad space, which will be seen on any page, along with a single page ad space, which will be seen only on individual stories. Only static image advertisements are accepted. We will not accept flash advertisements, but the image may be made a link. Listed below is a complete list of the sizes available. Contact our advertising managers with any questions.

Available Sizes	Width in Pixels	Height in Pixels	Price per Week
Header ad	728	90	$36.00
Single page ad	468	60	$28.00

Printed Inserts

In addition to print and online advertising the Whitworthian also accepts pre-printed inserts. The charge for inserts regardless of the size is $300.00 per issue. Just send 2000 boxed and labeled inserts to the following address after reserving the space with the ads manager:
The Whitworthian
c/o the Wenatchee World
3 Ninth St., Wenatchee, WA 98801

Policies

Ads must be submitted in the form of a PDF to whitworthianadsmanager@gmail.com or croach14@ my.whitworth.edu no later than 5 p.m. the Friday before it is scheduled to run.

The Whitworthian reserves the right to accept or reject any advertising that does not meet the standards of Whitworth University. We do not accept advertising for liquor or alcohol, tobacco products, condoms, term paper sales, escort service employment or any other subject matter which the advertising manager and the editor-in-chief deem unacceptable.

The Whitworthian's liability for error shall not exceed that portion of the entire cost of the ad in which the error was made. The Whitworthian assumes no liability for typographic errors which do not lessen the value of the advertisement. Billing adjustments for advertising errors will be determined by the advertising manager and editor-in-chief in consultation with their advertiser, and will be based on what percentage the error detracts from the effectiveness of the total advertising message. The Whitworthian will not be liable for any losses or damages that result from non-publication.

Advertising agencies acting on behalf of retail advertisers are agents for the advertisers unless specified in writing and accepted by The Whitworthian.

Neither the advertiser or The Whitworthian shall be held responsible for failure to perform due to natural disasters, accidents, emergencies of any other situation out of their control. However, nothing in this paragraph can excuse an advertiser from paying The Whitworthian for advertisements published in the pages of The

Whitworthian.

Any advertising may have "advertisement" placed above the ad if it may be mistaken for editorial content. Page position of advertising cannot be guaranteed. The Whitworthian assumes the right to require prepayment for any advertising.

Terms of Payment

Advertising invoices and tear sheets are mailed out monthly or as arranged with the ads manager. Payment is due within 30 business days of the invoice date. If the payment is not received within this time a 10% late payment fee will apply. All rates are non-commissionable, net rates. Please contact the ad manager with questions regarding your account.

Gonzaga University

2012-2013 STUDENT PUBLICATIONS MEDIA KIT

We are GU...

Gonzaga is a comprehensive University located in Spokane, Washington. It is dedicated to the Jesuit, Catholic, humanistic ideals of educating the mind, body, and spirit to create men and women for others. Located on the north bank of the Spokane River, Gonzaga University inspires and transforms people to shape a better world through education, character, service, and faith.

7,837 TOTAL ENROLLMENT

4,805 TOTAL UNDERGRADUATES

1,127 STAFF + FACULTY

$417 *billion** PROJECTED YEARLY COLLEGE STUDENT SPENDING

*2011 Alloy College Explorer Data

1

COVER PHOTO: Brett Bollier, Class of 2013
PHOTO AT LEFT: Zack Berlat, Class of 2011
GRAPHIC DESIGNER: Erin Burns, Class of 2012

502 E. BOONE AVE. MSC 2476
SPOKANE, WA 99258
adoffice@gonzaga.edu

AD OFFICE: 509-313-6839
ADVISOR: 509-313-5865

Publication Calendar 2012-2013

Fall Semester '12

SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

> Over 1,000 families visit Gonzaga during Fall Family Weekend

Spring Semester '13

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

KEY:
- Bulletin Publication Date
- Fall Family Weekend
- Bulletin Mail Home Issue
- Parent Guide
- Bulletin Orientation Issue
- Handbook
- Dining Guide
- Bulletin Basketball Issue

PHOTO: Zack Berlat, Class of 2011

The Gonzaga Bulletin

The award-winning Gonzaga Bulletin is the official student newspaper of Gonzaga University. Published weekly on Thursdays, the Bulletin provides the Gonzaga community with coverage of news, sports, arts and entertainment, opinions, and features. The Bulletin hires more than 70 students as writers, photographers, editors, and managers. Thousands of students, faculty, staff, alumni, and other members of the community read the Bulletin each week.

Distribution: 3,000 copies
Distribution Locations: 30
Format: Broadsheet

Rates

Local rate: $10.00 per column inch
National rate: $11.00 per column inch

Color ads are noticed an average of 60% more than black and white ads

Sizes

One column = 1.556"
Two columns = 3.222"
Three columns = 4.875"
Four columns = 6.542"
Five columns = 8.208"
Six columns = 9.875"

ADD FULL COLOR
Open rate: Add $7.00 per column inch
Full page: Add $420.00

FULL PAGE
(6 col x 20 col)
$1,200.00 local rate BW
$1,640.00 local rate Color

HALF PAGE
(6 col x 10 in)
$600.00 local rate BW
$1,020.00 local rate color

QUARTER PAGE
(3 col x 10 in)
(6 col x 5 in)
$300.00 local rate BW
$510.00 local rate color

EIGHTH PAGE
(2 col x 7.5 in)
(5 col x 3 in)
$150.00 local rate BW
$255.00 local rate color

16TH PAGE
(2 col x 4 in)
$80 local rate BW
$136.00 local rate color

Sample Sizes Only. Other Sizes Available.

Over **91%** of students read the newspaper*

2.7 readers per copy**

72% of Gonzaga students have visited a business advertised in The Bulletin*

* Fall 2011 Gonzaga Readership Survey **2011 Re:Fuel Readership Study

PHOTO: Molly Johnston, Class of 2012

BASKETBALL SECTIONS

The Gonzaga Bulletin highlights the Men's and Women's Gonzaga basketball teams with a commemorative preview edition of the paper. Join in the excitement of the season by advertising in these popular issues!

Special Section rate:
2 col x 4 in. full color ad = $200.00

Example Page:

Sponsor a Go Zags! Poster:

"Go Zags!" posters are distributed in the Bulletin during basketball season. Your business can sponsor the back of this fan favorite.

GO ZAGS!

Sponsor a ZagFan Poster:

ZagFan Posters are full page, full color, newspaper sheet pullouts with a rally cry on the front and a sponsorship on the back. ZagFan Posters will be inserted into the Bulletin before a home game against a major rival.

PHOTO BY Jake Kelly, Class of 2013

Bulletin Special Promotions

SAVOR DINING GUIDE

Placement in Savor, our magazine-style dining guide, gives you the opportunity to not only promote your restaurant, but also to build relationships and strengthen rapport with our undergraduates and the rest of the Gonzaga community. Savor will be released during times of celebration on campus, including Fall Family Weekend and Commencement. Savor provides you with the perfect opportunity to invite families to celebrate in your restaurant. Each sponsorship includes a detailed description of your business, in addition to photos and contact information; you may also upgrade your sponsorship in Savor with an additional display ad. We invite you to join Gonzaga students, family, friends and alumni in celebration of good food and community.

Publication
October 9, 2012

Distribution
Fall Family Weekend - October
Valentine's Day - February
March Madness - March
GEL Weekend - April
Graduation - May
Orientation - August

Example Page:

DINING GUIDE 2012

Rates + Sizes

Full Page Listing and Full Page Display*	$475.00
Full Page Listing and Half Page Display	$400.00
Half Page Listing and Half Page Display	$300.00
Full Page Listing	$275.00
Half Page Listing	$175.00

*Upgrade to premium placement for $100.00

The Bulletin Online

www.gonzagabulletin.com

The Gonzaga Bulletin Online has more than 7,500 registered users and counting. During publication, the website reaches more than 37,000 page impressions per month. Advertising with this burgeoning website is a great way to reach alumni, prospective students, parents, and community members.

37,000
AVERAGE MONTHLY IMPRESSIONS

RATES + SIZES:

Per 1,000 impressions

Leaderboard (728x90)	$25.00
Top Tile (200x90)	$20.00
Top Box (300x250)	$20.00
Banner (468x60)	$16.00

CLASSIFIEDS:

Go to www.gonzagabulletin.com to order classifieds

PHOTO BY Molly Johnston, Class of 2012

BULLETIN SOCIAL MEDIA

facebook.com/gonzagabulletin

twitter.com/gonzagabulletin

gubulldogblog.wordpress.com

Bulletin Special Promotions

PHOTO BY Alex Dumke, Class of 2012

CAUGHT READING

CAUGHT READING!?

74% of students are familiar with Caught Reading

Rates:
$25.00 gift certificate
+ $50.00 cash per issue

Every week, one lucky student is "caught reading," and receives a $25.00 gift card, or credit, to your business. Weekly winners and sponsors are highlighted in the following week's issue of The Gonzaga Bulletin and on The Bulletin's Facebook page. Make your business a recognized campus favorite!

PUZZLE SPONSORS

Crossword + Sudoku

Puzzle sponsorships are a high-impact placement in our newspaper. Engage readers while they are actively involved with The Bulletin. Secure prime placement next to the most fun and interactive section of the newspaper.

2x5 sponsor
$120.00

2x2 sponsor
$50.00

2x5 sponsor
$120.00

SUDOKU

INSERTS

$300 per 3,000. Maximum size is 11x12 inches, minimum size is 5.5x5.8 inches, and in no more than four pages. Call for rate if insert is more than four pages. An actual copy of each insert must be delivered to our office one week prior to publication for review per our Ad Policy. Advertisers must provide inserts and deliver to our publisher: Target Media NW at 13026 W. McFarlane Rd, Bldg D-2, Airway Heights, WA 99001

Spires Yearbook

The award-winning Gonzaga University Spires Yearbook captures the highlights and achievements of the school year. The support of the business and professional community is critical to providing a quality yearbook for the University.

Yearbook advertising provides a wonderful opportunity to reach out to current students and recent alumni as they make key financial decisions. Spires offers discounted early commitment pricing. All contracts signed and paid prior to December 15th will receive the early commitment price of 10% off the open rate. Ask your sales rep for more information.

RATES + SIZES:

Full page
Open rate $1650 / Early rate $1485

Half page (horizontal or vertical)
Open rate $900 / Early rate $810

Quarter page
Open rate $495 / Early rate $445.50

Eighth page
Open rate $350 / Early rate $315

Parent Guide

At Gonzaga, we believe that parents and families are a critical part of any student's college experience. The Gonzaga University Parent Guide provides a comprehensive guide for Gonzaga's parents as they journey with their student through college. It provides important information about the campus, student life, the role of a parent, and the Spokane community. Ask your account executive for more information.

Typical college students communicate with their parents over **16** times per week

RATES + SIZES:

Two Page Spread	$2,800.00
Full Page	$1,400.00
Back Cover	$1,800.00
Page Three	$1,800.00
Inside Front cover	$1,800.00
Inside Back cover	$1,800.00
Half Page	$800.00
Quarter Page	$450.00
Eighth Page	$399.00

* 2011 Alloy College Explorer Data

Student Handbook

The extremely popular Student Handbook is distributed in August and is a critical aspect of Gonzaga's culture and day-to-day life. The handbook contains a planner, an academic calendar, information on student services, the student code of conduct, and other valuable resources for students. Ask your account executive for more information.
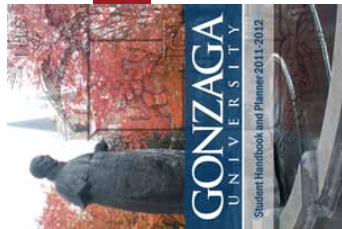
4,700 students receive the Student Handbook in late August and early September

The Gonzaga Handbook and planner is used by **84%** of students

RATES + SIZES:

Back Cover (Color)	$2,095.00
Full Page	$1,495.00
Half Page	$795.00
Quarter Page	$495.00
Eighth Page	$295.00
Two Line Listing	$195.00
Additional Line	$40.00

PHOTO BY Bethany Blair, Class of 2012

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11

Distribution Locations

Legend:
- Newsstand
- Campus building
- O Student Publications (CG 433)

N. Hamilton
E. Boone
N. Cincinnati
E. DeSmet
N. Dakota
N.Standard
N.Addison
N. Astor
N.Lidgerwood
N. Pearl
E. Sinto
E. Sharp
Ruby
Lake Arthur
Spokane River
N. Cincinnati
E. Spokane Falls Blvd.
TO I-90
NORTH
TO DOWNTOWN

PHOTO BY Brett Boller, Class of 2013

Bulletin Deadlines + Policies

Space and artwork deadline:
Friday at 5PM, 6 days prior to publication

Prepayment deadline:
Monday at 3PM, 4 days prior to publication

Artwork requirement:
All ads received must be camera-ready, hi-res PDF, EPS, TIFF, or JPEG files in CMYK or GREYSCALE color space. Please embed all links and fonts. Student Publications is not responsible for typographical errors on ads provided and proofed by the advertiser.

Credit and Billing:
All advertising is payable in advance, unless the advertiser has completed a credit application and credit has been approved. Student Publications has the right to withdraw or restrict credit. Student Publications can accept check, Visa or Mastercard. All reserved ads cancelled 5 days prior to the publication will be financially liable for the space reserved.

Acceptance:
Gonzaga Student Publications reserves the right to reject any advertising that violates our Advertising Policy or runs contrary to the mission of the University. All advertisements, insertions or other promotions must be reviewed prior to publication.

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CONTACT US:

Student Publications
502 E. Boone Ave, MSC 2476
Spokane, WA 99258

Ad office: 509-313-6839
Advisor: 509-313-5865

adoffice@gonzaga.edu

Gonzaga
SP
Student Publications

GONZAGA
UNIVERSITY

WHAT is Inland Publications?

The Pacific Northwest Inlander (SINCE 1993)
Published every Thursday, *The Inlander* has become the region's foremost authority on entertainment, events and arts as well as a respected source for award-winning, in-depth local news and commentary.
WEEKLY

Inlander.com (SINCE 2000)
This newly-updated website offers local news and arts coverage and unique searchability for the region's events. It also has archival features, blogs, current movie information, social networking and online contests.

Annual Manual Magazine (SINCE 2004)
This beautiful, high-gloss magazine, produced by the team of journalists from *The Inlander*, has become the official "Insider's Guide to the Inland Northwest". It's a year-round reference book filled with over 200 pages wih sections including food, family, outdoors, nightlife, arts and shopping.
LATE AUGUST

InHealthNW Magazine (SINCE 2004)
It's the region's premiere magazine aimed specifically towards those conscious about health and wellness. Special sections target the issues important to its readers, while providing targeted opportunity and visibility for advertisers.
BI-MONTHLY

Also online at www.inhealthnw.com

The Menu (LAUNCHED IN 2010)
An indispensible dining guide to the Inland Northwest, this uniquely-sized gloss publication offers stunning photos and an extensive array of menus from the region's foremost dining and entertainment establishments. *Eat*, *Drink* and *Celebrate* sections, navigable by Name, Neighborhood, and Cuisine Type, make this a must-have resource for locals and tourists alike.
MID-APRIL

Bloomsday Results Booklet
(SINCE 2005)
Bloomsday and Inland Publications combine forces to produce this commemorative, gloss cover race re-cap publication, providing details on each year's race, historical race facts and finishing times for all participants.

Inland Northwest Ski Map
(LAUNCHED FALL OF 2008)
This large-format fold-out map highlights ski destinations from Washington, Idaho, Montana and Canada within 250 miles of Spokane. Extensive distribution outside our region establishes the Inland Northwest as a bona fide ski destination.

Snow News
(SINCE 2001)
Inland Publications produces three editions per season for Ski the Northwest Rockies, focusing on our region's healthy downhill skiing and snowboarding community.

9 S. WASHINGTON, 4TH FLOOR, SPOKANE, WA, 99201 • 509.325.0634 • 800.232.6540 • WWW.INLANDER.COM

Growing and adapting to meet reader demand.

DISTRIBUTION

MORE COPIES THAN EVER

· **More than 52,000 copies** of *The Inlander* are distributed each week

· **3-5% weekly return rate** – meaning that 95-97% of our print run is picked up by readers every week

MORE LOCATIONS THAN EVER

· **Each of our 1000+ distribution points is monitored weekly** to ensure that our supply meets our reader's demand

· Papers can be found **as far north as Sandpoint,** and **south to Pullman/Moscow**

MORE CONVENIENT THAN EVER

THE INLANDER is distributed to high-traffic areas at businesses throughout the region. Readers can easily find their copy of *The Inlander* as they go about their weekly routine.

· Restaurants – **26.9%**
· Grocery Stores – **17.5%**
· Coffee Shops – **8.3%**
· Retail – **5.9%**
· Hospitals – **6.1%**
· Bars – **5.1%**
· Gas Stations – **4.3%**
· Hotels – **2.1%**
· Colleges – **2.4%**
· Other Businesses – **21.5%**

THE PACIFIC NORTHWEST

INLANDER

Map locations:
1 Spokane
2 Airway Heights & Fairchild AFB
3 Medical Lake
4 Cheney
5 Spokane Valley
6 Liberty Lake
7 Post Falls
8 Hauser Lake
9 Rathdrum
10 Hayden
11 Coeur d'Alene
12 Pullman
13 Moscow
14 Chattaroy
15 Deer Park
16 Elk
17 Newport
18 Oldtown
19 Priest River
20 Sandpoint
21 Ponderay
22 Spirit Lake
23 Plummer
24 St. Maries
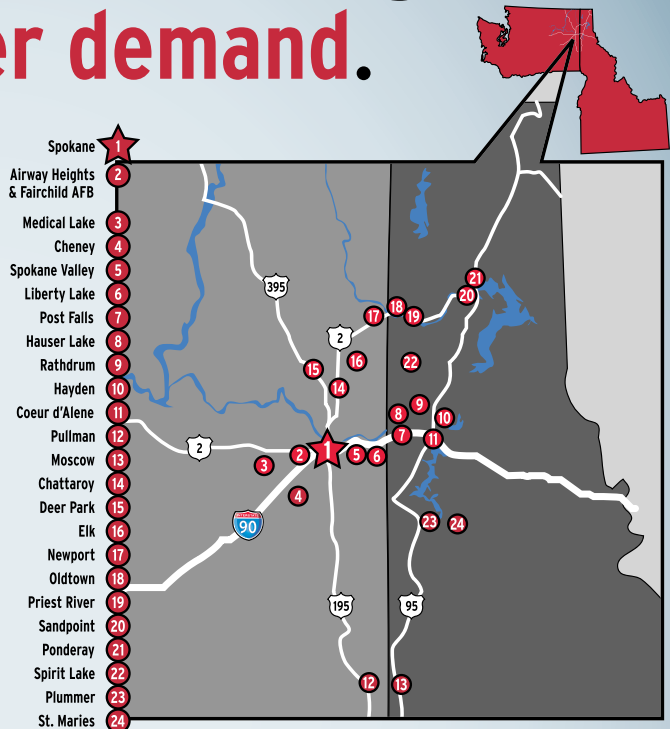
Total Inlanders Distributed Each Week

52,000
52,000 CURRENT WEEKLY AVERAGE
50,000
49,300
48,150
46,900
44,950
2007 WEEKLY AVERAGE

2007 2008 2009 2010 **2011**
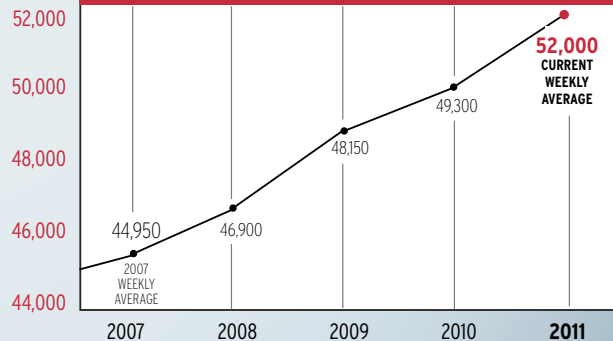
Total Inlander Distribution Locations

1000
1015 CURRENT DIST. POINTS
950
921
894
900
850
822
795
2007 DIST. POINTS
800
750

2007 2008 2009 2010 **2011**
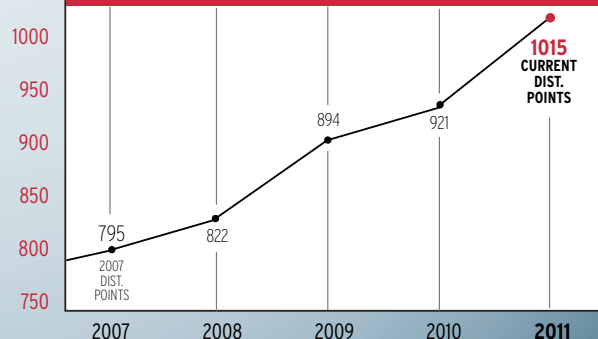
9 S. WASHINGTON, 4TH FLOOR, SPOKANE, WA, 99201 • 509.325.0634 • 800.232.6540 • WWW.INLANDER.COM

HOW do we COMPARE?

SPOKANE & KOOTENAI COUNTIES

The Inlander is read by **44.9%** of all adults in our area, making it the Inland Northwest's **most popular locally-produced media.**

On the right is a list comparing total number of users for each media. It includes all locally produced television newscasts, the 21 commerical radio stations in our market, the primary sections of our daily newspapers, and other weekly, monthly and bi-monthly publications.

METHOD OF COMPARISON:

Television	7-day cume
Radio	7-day cume
Sunday & Weekly Newspapers/Magazine	4-edition cume
Weekday Newspapers	5-edition cume

TOTAL ADULTS	100%	467,400
The Pacific Northwest Inlander	**44.9**	**209,800**
KHQ-TV (5pm/6pm Newscasts)	41.6	194,500
KREM-TV (5pm/6pm Newscasts)	38.6	180,400
Spokesman-Review (Weekday Section One)	33.7	157,700
Spokesman-Review (Sunday Section One)	32.8	153,200
KXLY-TV (5pm/6pm Newscasts)	27.2	127,200
KHQ-TV (Morning Newscasts)	21.5	100,400
Spokane/Coeur d'Alene Living	19.4	90,800
KREM-TV (Morning Newscasts)	19.2	89,700
Spokesman-Review (Wkdy Sports Section)	18.4	86,100
Spokesman-Review (Sun. Sports Section)	18.3	85,400
InHealthNW Magazine	**15.3**	**71,500**
KREM-TV (11pm Newscasts)	15.1	70,600
Journal of Business	14.4	67,200
KXLY-TV (Morning Newscasts)	14.3	66,600
KHQ-TV (11pm Newscasts)	13.0	60,800
KKZX-FM	12.4	58,100
KZZU-FM	11.7	54,600
KXLY-TV (11pm Newscasts)	10.8	50,600
KZBD-FM	10.8	50,300
KDRK-FM	9.0	42,200
Coeur d'Alene Press (Wkday Section One)	8.5	39,800
KQNT-AM	7.9	37,100
KISC-FM	7.9	36,800
KHTQ-FM	7.8	36,300
KXLY-FM	7.7	36,000
Coeur d'Alene Press (Sunday Section One)	7.5	34,900
KXLY-AM	7.4	34,700
KIXZ-FM	7.4	34,500
KEYF-FM	6.8	31,600
KAYU (10pm Newscasts)	6.6	31,000
KCDA-FM	6.4	30,000
OutThere Monthly	6.3	29,400
Pinch	6.2	28,800
KEZE-FM	5.4	25,300
KBBD-FM	4.4	20,400
Prime Magazine	3.7	17,100
Coeur d'Alene Press (Wkday Sports Section)	3.6	16,700
KXLX-AM	3.3	15,300
KGA-AM	3.1	14,700
KSKN (10pm Newscasts)	2.9	13,700
Coeur d'Alene Press (Sunday Sports Section)	2.6	12,200
KICR-FM	2.3	10,500
KJRB-AM	2.0	9,200
KEYF-AM	2.0	9,200
KVNI-AM	1.6	7,300
KPND-FM	1.4	6,600

THE PACIFIC NORTHWEST

INLANDER

Demographic Source: The Media Audit, 2011 Report

THE PACIFIC NORTHWEST INLANDER

2012 RATE CARD · COLOR ADVERTISING

SPOKANE ■ EASTERN WASHINGTON ■ NORTH IDAHO

Rates Effective 01/01/12

SHORT TERM	FREQUENCY DISCOUNTS	1 UNIT	2 UNITS	3 UNITS	4 UNITS	5 UNITS	6 UNITS	8 UNITS	9 UNITS	10 UNITS	12 UNITS	15 UNITS	16 UNITS	20 UNITS
OPEN RATE		134	268	402	536	670	804	1072	1206	1340	1608	2010	2144	2680
4 CONSECUTIVE	10%	123	245	368	482	598	717	948	1066	1175	1397	1747	1847	2308
7 ADS IN 13 WEEKS	12%	120	241	361	473	587	704	930	1047	1153	1372	1715	1813	2266
13 CONSECUTIVE	16%	116	232	347	455	564	677	895	1007	1110	1320	1650	1745	2181

LONG TERM	FREQUENCY DISCOUNTS	1 UNIT	2 UNITS	3 UNITS	4 UNITS	5 UNITS	6 UNITS	8 UNITS	9 UNITS	10 UNITS	12 UNITS	15 UNITS	16 UNITS	20 UNITS
13 ADS IN 52 WEEKS	14%	118	236	354	464	575	691	913	1027	1131	1346	1682	1779	2224
18 ADS IN 52 WEEKS	18%	113	227	340	446	553	664	878	988	1088	1294	1618	1711	2139
26 ADS IN 52 WEEKS	25%	106	211	317	415	515	618	817	919	1012	1204	1506	1592	1990
52 ADS IN 52 WEEKS	35%	94	188	282	370	459	551	729	820	904	1076	1345	1423	1778
SIZE DISCOUNTS					2%	3%	3%	4%	4%	5%	6%	6%	7%	7%

BLACK & WHITE ADVERTISING
Black and white advertisements are accepted at a discount from the standard price.
Black & White only ....Deduct $20 per advertising unit

PREMIUM POSITION
Premium advertising space (located on pages three through fifteen) sells for 12% above normal space charges. The back cover and page 2 are a 20% premium. Premium positions are sold on a first come, first served basis. Check with your account executive for availability.

CLASSIFIED ADVERTISING
Classified section advertising is available. See separate rate sheet for pricing information.

INSERT ADVERTISING
Insert advertising is available. See separate rate sheet for pricing information.

NON-PROFIT ADVERTISING RATE
Advertisers with proof of non-profit status qualify for this discounted, non-commissionable rate ....$99 per advertising unit

ADVERTISING DEADLINES
SPACE RESERVATION......................Thursday, 3pm
(seven days prior to distribution date)

AD COPY/ARTWORK SUBMISSION.......Friday, Noon
(six days prior to distribution date)

SPACE CANCELLATION ....Friday, 5pm
(six days prior to distribution date)

SUBMIT CAMERA READY ADS ....Friday, 5pm
(six days prior to distribution date)

ALL ADVERTISING FINAL ....Monday, 3pm
(three days prior to distribution date)

E-MAIL ADS TO ....design@inlander.com

MODULAR SIZES

The Pacific Northwest Inlander ~ Spokane, Washington

9 UNITS
5.5" wide x 8.2" tall

4 UNITS (V)
1.7" wide x 11" tall

PRODUCTION CONTACT

WAYNE HUNT
Production Manager
(509) 325-0634 xt. 232
wayne@inlander.com

10 UNITS
9.3" wide x 5.4" tall

4 UNITS (H)
7.4" wide x 2.6" tall

1 UNIT
1.7" wide x 2.6" tall

File Formatting
4. Convert all colors to CMYK or grayscale, no RGB
5. Include linked images for InDesign or Quark files
6. All images must be at least 200dpi at 100% image size

12 UNITS (H)
7.4" wide x 8.2" tall

5 UNITS
9.3" wide x 2.6" tall

2 UNITS (V)
1.7" wide x 5.4" tall

12 UNITS (V)
5.5" wide x 11" tall

6 UNITS (V)
3.6" wide x 8.2" tall

2 UNITS (H)
3.6" wide x 2.6" tall

File Formatting
1. Convert all text to outlines, paths or curves
2. EPS or PDF format is preferred (PDFs must have fonts embedded)
3. To ensure color accuracy submit color proof

15 UNITS
9.3" wide x 8.2" tall

6 UNITS (H)
5.5" wide x 5.4" tall

3 UNITS (V)
1.7" wide x 8.2" tall

16 UNITS
7.4" wide x 11" tall

8 UNITS (V)
3.6" wide x 11" tall

3 UNITS (H)
5.5" wide x 2.6" tall

Camera Ready Ads
E-mail.....design@inlander.com
FTP.........contact Production Manager
On Disk.....CD/DVD-ROM/DVD-R/Zip Disk/Floppy Disk

20 UNITS
9.3" wide x 11" tall

8 UNITS (H)
7.4" wide x 5.4" tall

4 UNITS (S)
3.6" wide x 5.4" tall

CREATIVE BRIEF

MARKETING GROUP:

Corey Zalewski | czalewski13@my.whitworth.edu | 253.720.3850
Shannon Winant | swinant13@my.whitworth.edu | 509.768.3605
Pam Bauthues | pbauthues13@my.whitworth.edu | 360.306.1068
Christian Boudreau | cboudreau13@my.whitworth.edu | 503.956.0064

DIGITAL IMAGING GROUP:

Rachel Bair | rbair13@my.whitworth.edu | 619.871.9893
Chimera Fuller | cfuller15@my.whitworth.edu | 808.220.7922
Pam Bauthues | pbauthues13@my.whitworth.edu | 360.306.1068

CLIENT INFORMATION:

Our sandwiches, baked goods and other menu items are conceived and prepared with one purpose in mind: to be the best possible version of those things that can be found anywhere.

The principal figures behind Stella's have extensive experience in preparing and serving the highest quality in food and beverages. There is no other culinary theme behind Stella's Café. We explore French, Asian, Mediterranean and other cuisines while consistently applying the highest standard of quality, freshness and ingenuity to everything we do. We are also vegan and vegetarian-friendly.

Stella's Café offers dine-in as well as to-go options and for large groups we offer catering service.

IMC OBJECTIVES:

- Build brand awareness
- Communicate to the consumer new products and events
- Build brand as a vegetarian friendly and more specifically, a vegan friendly café
- Increase sales by 10 customers per day during slow times (Monday through Thursday from 2-7 p.m. and Friday through Saturday from 4-10 p.m.)
- Increase social media traffic (Facebook and Twitter)

TARGET AUDIENCE:

- Vegetarians and Vegan
- Local Businesses
- Ages 21-34
- College Students 18-24

MESSAGE STRATEGIES AND EXECUTIONAL FRAMEWORKS (TONE):

- Message strategies: Conative (enticing purchase), cognitive (informational)
- Framework: Informative, slice of life, demonstration

MATERIALS FOR DEVELOPMENT:

Loyalty Program Punch Card
- *Stella's Logo*
- *Buy 10 Sandwiches get one free*
- *3.5 in x 2 in*

Poster Print Advertisements
- *11 in. x 17 in.*
- *Trivia Night and seasonal advertisement (winter)*

Twitter Background
- *Text on left side, design throughout the rest*

Facebook Menu Icons
- *4 icons: photos, events, news, map*

Delivery Menus
- *Menu items (provided)*
- *Multiple sizes: Large for posting, small for handing out*
- *Contact information and how to order for delivery*

Delivery Survey
- *Customer Service Survey*
    - *Was your delivery timely?*
    - *Was your meal enjoyable?*
    - *How likely are you to order again?*
    - *How did you hear about us?*
    - *Are you vegetarian or vegan?*

SUPPORT INFORMATION

Logo (digital)
Menu/survey questions/delivery information (digital)
Main color palette: black, white, red (brick), light blue
See existing promotional materials (website/Facebook)

TIMELINE:

Client Visit: November 12
Concept Reviews (Sketches): November 15
Design Reviews: November 27
Approvals: November 30
Delivery Date for Files: December 3
Presentation Content and Practice: December 4
Presentation: December 6

STELLA'S

SANDWICHES - $7.50
(served with Tim's Cascade potato chips)

Roast Beef – *horseradish aioli, onion, lettuce, tomato, on a Kaiser roll*
Banh Mi – *roasted pork or ginger-marinated tofu, pickled vegetables,*
chili aioli, cilantro, on a Hoagie roll
Jerk Tofu – *Caribbean-spiced tofu, cabbage, cilantro, tomato, aioli,*
on a Hoagie roll
Egg Salad – *local bacon, shredded lettuce, tomato, on whole wheat*
Nam Prik Noom – *ginger-chili tofu, pickled cucumber, Thai eggplant spread,*
green curry aioli, on a toasted baguette
Classic Turkey – *local bacon, shredded lettuce, cheddar, tomato,*
stone-ground mustard aioli, on whole wheat
Tuna Salad – *celery, pickles, arugula, tomato, on a Kaiser roll*
Chicken Salad – *local bacon, tarragon, arugula, tomato, on a Kaiser roll*
B.L.T. – *local bacon, lettuce, tomato, mayonnaise on whole wheat*
Portabella – *roasted portabella, arugula, Kalamata olive, red pepper aioli,*
tomato, on a Kaiser roll
Roasted Vegetable – *basil, tomato, ricotta cheese, on a Hoagie roll*
Seitan & Peppers – *basil, fennel, garlic, paprika, on a Hoagie roll*
BBQ Tofu – *pickled onion, cabbage slaw, salsa verde, on a Hoagie roll*
Pulled Pork – *pickled onion, salsa verde, cabbage slaw, on a Kaiser roll*

HOT DOGS - $6.00
(your choice of sausage, served with Tim's Cascade potato chips)

Phoebus Apollo – *giardiniera, stone-ground mustard, cucumber*
Hephaestus – *chimmichurri, crème fraiche, pickled onion*
Quetzalcoatl – *vegetarian chili, queso Panela, minced shallots*
Loki – *pinenut butter, roasted Brussels sprouts, lingonberry preserves*
Hwanin – *quick kimchee, miso aioli, pickled ginger*
*Ask about our secret specials!

SALADS - $6.00 WHOLE, $3.50 HALF
SOUP - $4.50 BOWL, $3.00 CUP
QUICHE - $4.50 PER SLICE, $7.50 WITH SALAD
Soups, salads and quiches are made fresh daily and will change on
a regular basis

DELIVERY HOURS: 10 A.M. - 2 P.M. MONDAY-FRIDAY | $20.00 MINIMUM | ORDER FOR DELIVERY - LIMITED DELIVERY AREA

STELLA'S

SANDWICHES - $7.50 (served with Tim's Cascade potato chips)

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Jerk Tofu – *Caribbean-spiced tofu, cabbage, cilantro, tomato, aioli, on a Hoagie roll*
Egg Salad – *local bacon, shredded lettuce, tomato, on whole wheat*
Nam Prik Noom – *ginger-chili tofu, pickled cucumber, Thai eggplant spread, green curry aioli, on a toasted baguette*
Classic Turkey – *local bacon, shredded lettuce, cheddar, tomato, stone-ground mustard aioli, on whole wheat*
Tuna Salad – *celery, pickles, arugula, tomato, on a Kaiser roll*
Chicken Salad – *local bacon, tarragon, arugula, tomato, on a Kaiser roll*
B.L.T. – *local bacon, lettuce, tomato, mayonnaise on whole wheat*
Portabella – *roasted portabella, arugula, Kalamata olive, red pepper aioli, tomato, on a Kaiser roll*
Roasted Vegetable – *basil, tomato, ricotta cheese, on a Hoagie roll*
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$20.00 MINIMUM
ORDER FOR DELIVERY - LIMITED DELIVERY AREA**

CUSTOMER DELIVERY SATISFACTION

	Disagree			Agree
1. Was your delivery timely?	1 2 3	4	5
2. Was your meal enjoyable?	1 2 3	4	5
3. How likely are you to order again?	1 2 3	4	5

4. Are you either of the following (if yes, circle)?   Vegetarian   Vegan

5. How did you hear about us?

STELLA'S

**RETURN THIS CARD
FOR 10% OFF
YOUR NEXT ORDER**

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	Disagree			Agree
1. Was your delivery timely?	1 2 3	4	5
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