**3.4Using the marketing mix**

**Promotion methods: Activity**

You have set up a **new themed restaurant** in the area as a partnership. You must **plan a promotional strategy** to raise awareness for the restaurant in the local area, create a brand and build a loyal customer base. You must plan what you would do for promotion strategy by completing the tables below. **Be specific – what will you do, where and how.**

|  |  |
| --- | --- |
| **Restaurant name and theme** | **Logo** |
|  |  |

|  |
| --- |
| **Target audience (Consider age, gender income level, lifestyle, location)** |
|  |

**Promotion strategy**

**Task**

Choose which of the four promotion methods below you will use within the budget of £4,000.

|  |  |
| --- | --- |
| **Method** | **Cost** |
| Local television advertising | £3,000 for 5 adverts in one day only and £1,000 to make the advert |
| To be featured in a national cookery show | £3,000 (1 episode, 1 minute) |
| Sponsorship of local football team | £850 for a season |
| Local newspaper advertising | £550 for one day, quarter page |
| Local radio advertising | £100 per 20 second advert and £700 to make the advert |
| A launch night with a local celebrity (public relations) | £3,000 |
| Inviting a local newspaper critic to review the restaurant (public relations) | £200 |
| Relying on the word-of-mouth of people who have tried the restaurant | Free |
| Putting flyers into local residents doors (direct mail) | £300 for design and printing |
| Setting up a website | £1,500 |
| Putting banners or pop-up adverts on local tourism and restaurant listing websites | £850 per year |

**Final choices**

**Task**

Select the top four promotion methods you will use for your restaurant and give a detailed supported final judgement about why you chose these methods. Be clear and explain how you will use this method, where, when, etc.

|  |  |
| --- | --- |
| **1.** | **2.** |
| **3.** | **4.** |

Use this space to show calculations of promotion method costs and working within the £4,000 marketing budget.

|  |
| --- |
| **Total amount spent on promotion (with calculations)** |
|  |
| Total amount: £ |

Select which two methods you believe would be **least suitable** for this restaurant and explain why.

|  |  |  |
| --- | --- | --- |
|  | **Method** | **Reasons not suitable for this business** |
| 1. |  |  |
| 2. |  |  |

**Discussion points**

* Why is it important to establish a strong brand name (what are the main advantages)?
* Is the main priority for a new start-up business to establish its brand using promotion methods?
* Does the strength of a firm’s brand become more or less important as the business grows?
* Is the key to a strong brand effective promotion?