

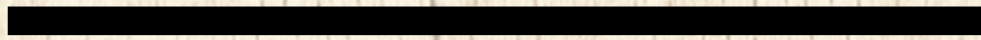
LITTLE RAVEN



CREAMERY



TOP



SHELF

Advertising Agency

Little Raven Creamery

Advertising Plan Book

Joe Heins
Nicole Leeper
Aaron Morden

Table of Contents

Executive Summary	1
Company Overview	2
Objectives	2
Market Analysis	3
Competitive Analysis	6
Product Analysis	8
SWOT	10
Strengths	10
Weaknesses	11
Opportunities	12
Threats	13
Media Schedule & Budget	18
Creative Strategy	19
Compositions	20
Biographies	27
Resources	28

Executive Summary

Top Shelf Advertising Agency is excited for the opportunity to offer a new advertising campaign for Little Raven Creamery. Since this restaurant is new to the area, we believe there are great opportunities for Little Raven to grow and expand its business and brand awareness throughout Peoria.

This plan book provides a brief background of Little Raven Creamery and its offerings. For a more thorough understanding of the target audience, we compiled a detailed view of the Peoria and surrounding area markets. A competitive analysis evaluates the other dessert and grilled cheese places in the immediate area. Since we believe the product offerings of Little Raven are unique and stand out from the competition, we also included a product analysis to explain all the menu items at the restaurant. An extensive analysis of the strengths, weaknesses, opportunities, and threats of the creamery helps give insight into where Little Raven can grow and improve.

For this campaign, there are two target audiences we plan to advertise to. Our primary audience includes female millennials, ages 18-30 years old. The secondary audience includes older adults, ages 40 and older, with families and strong ties to the community. Although very different in terms of lifestyle and values, we believe Little Raven Creamery offers qualities that can appeal to both markets and generations.

We provide a detailed view of our media schedule and budget for the campaign. The media vehicles are designed to cater to the very different demographics. First, to address an overall lack of branding issue, we updated the current Little Raven Creamery take-out menu. Following a set creative strategy--with a main emphasis on guerilla marketing--we plan to utilize bumper stickers, coffee sleeves, and wristbands. There will also be heavy implementation of social media during the course of the campaign; we include various sample posts to steer the direction we want the social platforms to utilize. Finally, to reach the secondary audience, traditional print direct mailers and posters will be distributed to promote our message in a method more effective for the secondary demographic.

Overall, we believe this campaign has the tools to make Little Raven Creamery a prominent dessert shop in the Peoria community.

Company Overview



Little Raven Creamery is a new restaurant in Campustown Plaza that serves handcrafted cakeshakes and gourmet grilled cheeses. The restaurant was opened in February 2016 by Steven Reeves, who recently partnered with his mother to run the business. Using the best possible ingredients, Little Raven serves traditional comfort food with unique twists. Cakeshakes and grilled cheeses are the main sellers of the restaurant, but the menu also offers soups, salads, smoothies, and baked goods. With 14 grilled cheeses and various combinations of cakeshakes to choose from, Little Raven Creamery has opened a unique niche of the market in Peoria, Illinois.



Objectives

- At the current rate of increasing 30% year over year, increase sales and profits of Little Raven Creamery by an additional 5% by December 2017.
- Increase social media synergy and reach 25,000 Facebook likes by December 2017.
- Expand consumers' knowledge and awareness of Little Raven Creamery, establishing the business as a premium dessert shop in Peoria by December 2017.

Market Analysis

Peoria County

Peoria county is a mid-sized county located in central Illinois with a population of 186,221 people. Peoria's coldest month is January, when the average temperature overnight is 14.3°F. In July, the warmest month, the average daytime temperature rises to 85.7°F. Peoria experiences humid continental climate with hot summers and no dry season.

Age	
Under the age of 5	7%
Under the age of 18	23.9%
19-64 years old	53.7%
65 years and older	15.4%
Median Age	36.8

Income	
By Household	\$49,747
By Family	\$63,163

Gender	
Male	48.4%
Female	51.6%

Households	
# of Households	76,019
# of Families	47,248
Households w/ children under age of 18	30.5%
Married	44.1%
Non-Families	37.7%
Individuals	31%

Race	
White	74.5%
Black or African American	18.3%
Asian	3.9%
Hispanic or Latino	4.6%

Tazewell County

Tazewell county is just across the river from Peoria County and has a population of 135,394 people.

Age	
Under the age of 5	6%
Under the age of 18	22.9%
19-64 years old	53.6%
65 years and older	17.5%
Median Age	39.8

Income	
By Household	\$57,052
By Family	\$66,764

Households	
# of Households	54,146
# of Families	37,163
Households w/ children under age of 18	31.4%
Married	54.2%
Non-Families	31.4%
Individuals	26.3%

Market Analysis

Woodford County

Woodford county is just north of Tazewell and has a population of 39,227 people.

Age	
Under the age of 5	6.2%
Under the age of 18	24.6%
19-64 years old	52.6%
65 years and older	16.6%
Median Age	36
Income	
By Household	\$65,890
By Family	\$75,601

Households	
# of Households	14,276
# of Families	10,675
Households w/ children under age of 18	34.8%
Married	63.7%
Non-Families	25.2%
Individuals	21.8%

Fulton County

Fulton county is south of Peoria county and has a population of 35,699 people.

Age	
Under the age of 5	4.7%
Under the age of 18	19.8%
19-64 years old	56.1%
65 years and older	19.4%
Median Age	41.9
Income	
By Household	\$41,268
By Family	\$50,596

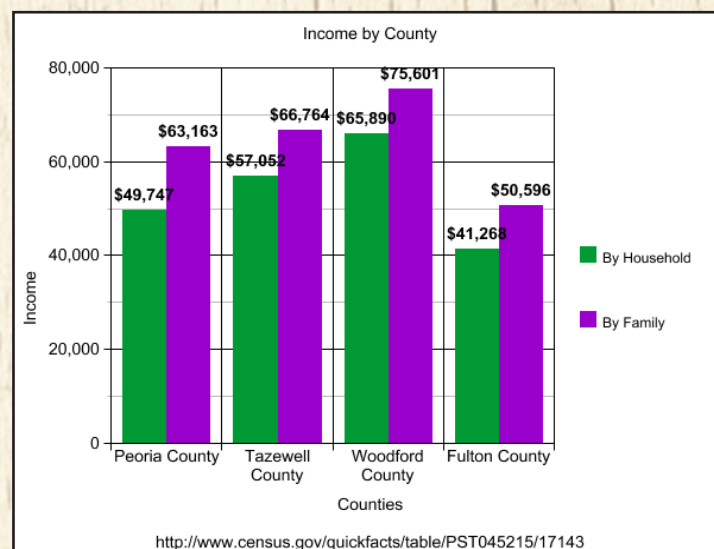
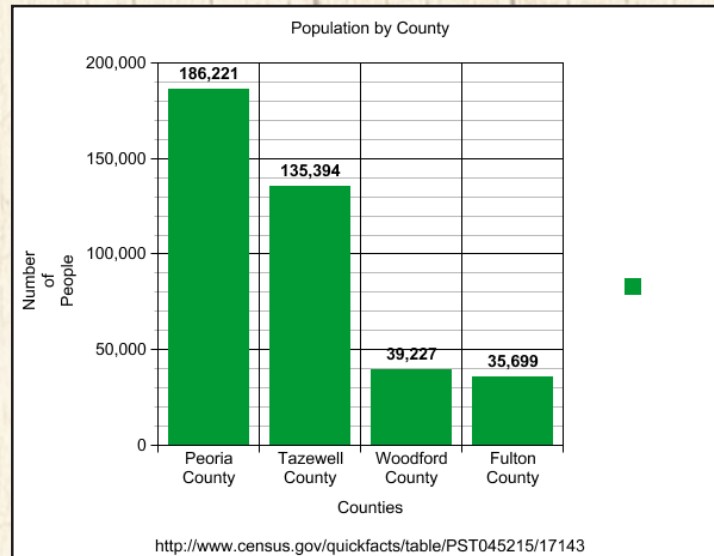
Households	
# of Households	14,536
# of Families	9,744
Households w/ children under age of 18	29.3%
Married	52%
Non-Families	33%
Individuals	28.1%

Market Analysis

Market Opportunities

With the growing success of Little Raven Creamery since opening this past February, we see an opportunity to gain new customers and continue to grow in the dessert market in Peoria. By expanding into different counties outside of Peoria, we can capture our secondary demographic who are more likely to live in those suburban areas. A large amount of the population is 18 to 64 years old, which influenced the age range of our target audiences.

Another opportunity we took note of was the average temperatures of the county. Peoria generally experiences hot, humid summers with an average temperature of 86°F. This could be considered an opportunity to sell the colder products that Little Raven offers.



Competitive Analysis

Las Delicias Helados y Paletas

Las Delicias Helados y Paletas (ice cream and yogurt) is a local Mexican ice cream parlor located on West Main Street, approximately one mile away from Bradley University. Privately owned by two couples, the business has been in operation since 2013 serving homemade ice cream, frozen yogurt, smoothies, popsicles, and other Mexican desserts. Mexican specialties include chicharrons (fried dough), papas fritas (fried chips), mangoneadas (a frozen, sweet and sour mango dessert), various flavors of horchata (sugar water), and more. Everything is homemade with fresh fruits and ingredients; many products, such as the popsicles, are water-based to appeal to lactose-intolerant individuals in the community. The Mexican specialties and bright decor bring customers to a little piece of Mexico. The shop is open year round with varying summer and winter hours. With the shop's mix of unique product offerings, the business successfully attracts college students and a great deal of the Peoria community.



Emack & Bolio's

Emack & Bolio's is a chain ice cream shop with three locations in Illinois, two of them in the Peoria area. Originally founded in Boston, Emack & Bolio's started in 1975 as a basement ice cream shop serving homemade ice cream for rock n' roll musicians in the late night hours. Now with many franchises in several states, Emack & Bolio's is a successful dessert establishment that serves premium ice cream, yogurt, smoothies, fudge, chocolate, micro-brewed sodas, and ice cream novelties. With over 100 ice cream flavors, flavored cones, Kosher products, and a strong opposition to cows genetically induced with bST hormone, Emack & Bolio's has found great success across the country. This chain ice cream shop has the resources to constantly try new things, stay true to its healthy ideals, and corner a portion of the Peoria market.



Competitive Analysis

The Ice Cream Shack



The Ice Cream Shack is a locally-owned, classic walk-up shop that serves ice cream, shakes, sundaes, chili dogs, and Polish sausages. This local business is very small with only a walk-up window to order and several outdoor tables. Due to its outdoor nature, the business is only open March through September. The business is known for 25 different flavors of ice cream, wizards (which are similar to DQ Blizzards), and great chili cheese dogs. Although it is small, this local shop competes strongly against the larger dessert chains by serving larger portion sizes for a lower price.

Theo's Ice Cream



Theo's is a family owned shop in Peoria that features a classic walk-up style window and atmosphere. Driven by a very strong family bond, the small shop has been in business since 1994. Very similar to the offerings of The Ice Cream Shack, Theo's serves fat-free sugar-free yogurt, soft serve, Iceburgs (similar to DQ Blizzards), and grilled food such as hot dogs and tamales.

Nacho Mama's Grilled Cheese



Nacho Mama's Grilled Cheese is a food truck that proudly serves 50 unique grilled cheese sandwiches. The food truck moves locations very frequently, covering Morton, Pekin, Washington, and Peoria areas for lunch and dinner. Operating since 2013 by owners Karen Harris and Heather Atkinson of West Peoria, Nacho Mama's offers a fun dining experience that is different from most Peoria food places. The food truck serves local cheese from Ropp Jersey Cheese in Normal, Illinois; however, not all 50 grilled cheese sandwiches are available at one time since the menu changes seasonally. Every meal is made-to-order to ensure each customer gets a fresh and hot grilled cheese. The website and social media pages are very active in communicating the schedule and menu offerings, so customers know how to always find the traveling truck.

Product Analysis



Little Raven Creamery offers a wide variety of different products to its customers starting with one of its signatures menu items: handcrafted cakeshakes. Cakeshakes are milkshakes that are made with milk, ice cream, and baked goods blended together. The final product is similar to a traditional milkshake, but has a thicker texture and a more robust flavor. Little Raven bakes a variety of different cupcakes and brownies fresh daily and they are then used in its cakeshakes. These baked goods are also available for individual sale. When a customer decides to purchase a cakeshake, they choose which baked good they would like and type of ice cream (chocolate, vanilla, or swirl) they prefer mixed in. Everything is made-to-order and fresh. This symbiosis between baked goods and cakeshakes allows Little Raven's customers the freedom to customize their desserts, as well as enjoy something new and tailored specifically to them.

Along with its cakeshakes and other cold dining options, Little Raven Creamery offers another signature menu item: gourmet grilled cheeses. The grilled cheeses are custom recipes found only at Little Raven. The restaurant offers fourteen different signature sandwiches that range from simple to artisanal, including sandwiches that can satisfy both vegetarian and meat-loving customers. The grilled cheeses incorporate different types of cheeses and fresh ingredients. According to the Little Raven website, its goal is to serve "traditional comfort food, but with the best available ingredients." What this offers, in practice, is a unique opportunity for customers to enjoy new twists on the classic grilled cheese sandwich.



Product Analysis

Accompanying these signature sandwiches are, of course, soups. Any good grilled cheese comes with some kind of soup, and Little Raven Creamery offers both homemade tomato or the ever-changing soup of the day to purchase separately. These soups compliment the unique taste and texture of the sandwiches, and provide a delicious addition to the dining experience. Additionally, customers have the option to purchase a salad instead if they are looking for a lighter meal. The salad menu, however, is not as robust as the grilled cheeses with only three different salads to choose from. Moreover, coming standard with every sandwich order are kettle cooked chips and a tangy pickle. Much like the soup, these items add flavor and an opportunity to mix up the traditional grilled cheese dining experience.

All in all, Little Raven Creamery combines the delicious and traditional food of home with the unique sensibilities of small-scale and contemporary urban dining.



SWOT Analysis

Strengths

When analyzing Little Raven Creamery, we found several internal strengths of the new business in Peoria. These strengths include: a robust and diverse menu selection, social media strategy, and physical location.

While the name “Little Raven Creamery” suggests an ice cream shop, the business also serves gourmet grilled cheese sandwiches, soups, and salads, along with their signature cakeshakes and smoothies. The wide array of options allows customers to try a different sandwich every time they dine at Little Raven. The menu, with its diversity of options and varying choices, is a strength of the business because it is one-of-a-kind in Peoria. The gourmet grilled cheese and cakeshakes are unique menu offerings that continuously bring people back because they can’t find them anywhere else. There is a permanent menu at the restaurant; however, there are also specials and limited time options available. The varying choices along with the permanent menu gives the restaurant the ability to change its selections whenever it wants, allowing the customer to try new things and not be confined to the same options every time. These internal strengths of diversity and change also create a very promising base to the business.

Little Raven Creamery is very active in communicating these menu options and specials to all their followers on social media, primarily Facebook. The restaurant has frequently unveiled new cakeshake and sandwich options, discounts, and more on social media to drive consumers into the shop. Social media is successfully used in communicating to the creamery’s target audience. We believe Little Raven’s strong social media presence and strategy display a firm grasp on reaching the target market.

The owner, Steven Reeves, owns the neighboring restaurant, Happy Fish Sushi. Since Happy Fish has been extremely successful over the years, we believe that Steven has insight into the Peoria community and food industry that helps Little Raven continuously find success in Campustown.

The physical location of the creamery in Campustown is also a great strength. The close proximity to Bradley University allows the student population to simply walk across the street to dine in or take out. Since a great amount of students do not have access to vehicles, the close location is a major strength for Little Raven to reach the Bradley community. Since Bradley students are not the only target, we believe the location is also convenient for all Peoria residents as well. It is in a popular area, which attracts not only close residents, but people willing to drive into the city to visit.



SWOT Analysis

Weaknesses

Weaknesses include the name, intentional lack of branding, and limitations of the product.

While the name is unique, we have found that some consumers automatically assume this is a traditional creamery or ice cream-only venue. This may limit how a potential customer perceives Little Raven Creamery. Because the business name incorporates “Creamery,” it may unintentionally prevent a customer from understanding the actual scope of menu options available. We found that Campustown has an exclusivity contract that restricts what each space can serve. Subway “owns” sandwiches, Starbucks “owns” coffee, and Panda House “owns” stir fry. The only available option to “own” is dessert, which Little Raven Creamery implies with its name. The creamery is internally weakened because it cannot promote its full menu without stepping on the toes of other restaurants.

Another key weakness is the intentional lack of branding Little Raven wants to utilize. The creamery thrives on the underground, word-of-mouth promotion. The current strategy intentionally does not make the logo and brand prominent, which could harm the business over time. A main example of this is seen in the take-out menu. The entire menu is a piece of printer paper cut in half with the typed menu options; no hours, no contact information, no name. We believe the take-out menu is an essential piece of branding material that customers keep in their kitchen drawers at home. The menu represents, and is the go-to source of information for, Little Raven Creamery outside of its location. If the take-out menu is poorly made and/or designed, this can impact potential customers returning or ordering again. Since branding is lacking and vague, we believe this is an internal weakness to improve upon, while still tailoring it to fit the client’s vision.

We also believe there are limitations in the products offered at Little Raven Creamery. While the products are extremely unique, ice cream cakeshakes and gooey grilled cheeses are hard products to physically deliver outside of the restaurant. Little Raven recently made a partial menu available for delivery; this included sandwiches, soups, and salads. Main sellers of the creamery, cakeshakes, were not made available for delivery. Since ice cream melts quickly, it is difficult to deliver unless the customer wants it partially melted. Grilled cheeses are usually more delicious when they are hot and gooey; while the food may still arrive hot, it would be better in-store. The main weakness from this idea is that even though Little Raven is attempting to expand, the products offered limit some business practices.

SWOT Analysis

Opportunities

We found several opportunities that we believe are potentially beneficial for the business, including menu expansion and seasonality, more live music, and education network.

After the conversation with our client, we found that Little Raven Creamery's menu has the opportunity to expand and be refined. While the creamery's menu is already very diverse and robust, the owner wants to create a more sophisticated and elaborate cakeshake menu to go along with its gourmet grilled cheeses. This expected expansion for the extremely popular cakeshakes is a great opportunity for the business to expand and to create more of a revenue stream to recoup growing pains. Seasonality and creating demand for specific products during different seasons is another opportunity for the restaurant. Since Little Raven has two popular menu selections, cakeshakes and grilled cheeses, the creamery has the opportunity to increase sales of each in different seasons, i.e. there is the opportunity to increase grilled cheese sales in winter when cakeshakes and ice cream are not as desired. This advertising opportunity can create demand for various menu items so the business can have multiple best sellers.



Finally, Little Raven Creamery showcases weekly live music from around the area only on Thursday evenings. We believe live music helps create the right environment and atmosphere while enjoying a meal. This is a great opportunity for Little Raven

to bring in local artists and promote the business as a hip, cultured place. Expanding open-mic nights and live music to more days of the week could attract more customers and fans of the artists performing; therefore, it could also increase the amount of time customers visit and stay in the restaurant, thus increasing the likelihood of them buying something.

The location of Bradley University is also another great external opportunity for Little Raven Creamery to utilize. Due to the restaurant being so close to campus, it would be entirely possible for Little Raven to create some form of partnership with Bradley (much like Sweet CeCe's before it), as well as a possible campus outreach to students. Little Raven is the perfect blend of exotic food, hip atmosphere, and relative closeness that makes it ideal for college students. More cooperation and outreach to Bradley, in general, could be a huge opportunity for Little Raven.

SWOT Analysis

Threats

There are a few potential threats to Little Raven Creamery's business; the first of which is competing business. While Little Raven is a very specialized and unique type of restaurant, there are a few locations within the area that may cut into its revenue. All competing locations serve ice cream, however since Little Raven also serves smoothies and cakeshakes, it is possible that these competitors may not be a prominent threat. Essentially, Little Raven's uniqueness help it stand out in the marketplace, but it still has competition.

In relation to competition, another possible threat to Little Raven Creamery may be its own newness and lack of reputation. Since it has only been open since February of 2016, Little Raven hasn't completely established and immersed itself into the Peoria community; therefore, not many people know about it. This may deter it from taking business from the already established competition. Additionally, the business previously owned Little Raven's location was a frozen yogurt and ice cream business named Sweet Cece's. Unfortunately, it went bankrupt. This suggests a new approach to the dessert market is needed.

Another external threat to Little Raven is the academic school year of Bradley University, which has the majority of students leaving the area for the summer months, the prime selling time for ice cream. Since it is likely that a great deal of students go to Little Raven Creamery during the school year, it is possible that foot traffic will decrease when school is not in session. However, due to the newness of the establishment, we do not know for sure if this is a major threat.



BRADLEY
University

Target Analysis

Little Raven Creamery is a place that is regarded for its originality and unconventional combination of hipster sensibility and repurposed Americana. This mix of traditional and modern attracts two very different, but surprisingly similar, groups of people. The target audience for Little Raven Creamery is broken down into two distinct subgroups: primary and secondary.

Primary

The primary audience is mainly composed of millennial women, ages 18-30, who live within a 10-mile radius of the restaurant. This geographic location was chosen because Mr. Reeves found that when promoting Little Raven on social media, the most actively engaged followers were younger women within a 10-mile radius. Most of this target group tend to live within walking distance of the restaurant or within a very short driving distance. This is mainly due to the close proximity of Little Raven Creamery to Bradley University. Many students do not have a car on campus; therefore they have relatively limited food options, which tends to raise the foot traffic of restaurants in Campustown plaza. Most students wish to try food that is different from the regular meals provided on campus, which helps Little Raven's appeal because of its uniqueness.

It is important to note that Bradley students, although a very important subsection of the primary audience, are not the only group to target. In general, Mr. Reeves wants to target the larger young adult and millennial demographic within the Peoria area. This group is primarily either some form of student or relatively recent graduate. In terms of education, the majority of this demographic is at least college-educated. Financially, this group earns less overall--roughly \$5,000 to \$45,000 annually--mostly due to the fact that they are relatively new to the workforce; on average, they are just starting out with their careers and working entry-level positions. The majority of members of this demographic are not homeowners, but rather choose to rent; this is, in part, due to a refusal to "settle-down" at this point of their lives. On average, the majority of income earned goes towards essential costs of living, such as rent, utilities, transportation, and food. This does not leave members of this demographic with too much discretionary income. However, many receive some form of third party financial assistance, mostly from parents or other groups.



Target Analysis

Psychographically, this group generally believes in modern, liberal ethics and can occasionally be classified as “hipsters.” For many hipsters, old is new, and reclaimed items from another time are viewed as “vintage.” They tend to avoid mainstream culture, as well as place value upon an idea / thing / concept as being “underground.” Underground is purer, and mainstream is more corrupted. This idea is part of a larger theme of rebellion against what is expected and traditional. Tattoos are often common among hipsters, as well as nontraditional hairstyles and occupations.

Additionally, this demographic is very tech savvy and are best reached through social media as well as more nontraditional means of advertisement. This group interacts with Little Raven, as well as their social media friends/followers, on posts made by the restaurant promoting new deals, menu items, or services. The most effective way to reach this primary demographic is through word-of-mouth and letting the consumers create and spread the buzz. Mr. Reeves has found that this method is more effective, as well as appropriate, cost effective, and in line with his own beliefs, than more traditional advertising routes from past experiences.



Primary Consumer Profile

Meet Tabitha Sofia, an artistic, self-motivated 21 year old college student majoring in Psychology. Tabitha enjoys meeting new people, attending music festivals, and posting on her social media accounts. Her favorite kind of music is Indie acoustic, and her favorite artist is Ed Sheeran. Tabitha’s favorite places to shop are H&M and Forever 21; she always tries to look good, but she doesn’t like to conform to the major style trends of the moment, instead trying to flaunt her unique style. Her hobbies include photography, reading novels, and crocheting. Her favorite genres of movies are horror or romantic comedy, and her favorite actress is Zooey Deschanel. She also prefers British-produced things to American, such as British films and music artists. Tabitha’s spends her weekends enjoying a few craft beers with her friends and roommates in her three-bedroom apartment, occasionally going out to the local college bars. She also works part-time at Starbucks on the weekends to help pay for living expenses. Her parents, who live in Chicago, also help pay for her rent and utilities.

Target Analysis

Secondary

The secondary target demographic is shockingly different from the primary audience. This audience is composed of mainly older (40+ years old), educated adults living within a 25+ mile radius of Little Raven Creamery. Geographically, this audience lives farther away from the restaurant, but they frequently go out of their way to drive into town for food and entertainment. Therefore, this demographic is willing to travel for food if they enjoy the restaurant enough. This 25+ mile radius was chosen to reach more settled-down individuals in more family-friendly and smaller, suburban communities outside of Peoria.

In regards to education, this audience is on average college-educated, with some having completed graduate school. Additionally, many members of this demographic have lived or worked in Peoria for years or even decades. They primarily work for large companies in the area, such as Caterpillar, earning roughly \$50,000 to \$100,000 annually. This demographic has more established roots in Peoria than our primary audience. The majority of this demographic have at least one child, and they have become more family-oriented and conservative as they have aged. More of their priorities focus on family, safety, routine, and comfortable things. Mr. Reeves mentioned that a good deal of people from this demographic attend religious organizations / have a religious background, and tend to come to Little Raven after services. This insight shows that members of the secondary demographic value community and favor in-person connections with other people.

Much like the primary demographic, this group heard about Little Raven Creamery through word-of-mouth. Although, unlike the primary demographic, this WOM was more likely done through literal face-to-face communication within their social groups rather than through an electronic medium. This audience tends to be less tech savvy, having not be raised with it. However, there is a growing use of Facebook among this demographic, which has been one of the most popular / successful ways of advertising that Little Raven has implemented thus far.

Target Analysis

Secondary Consumer Profile



Meet Carl Bickford, a hardworking and diligent 49 year old accountant for Caterpillar. Carl enjoys tinkering with his Ham radio, playing racquetball with his co-workers at the local YMCA, and spending time with his wife and three kids. His favorite genres of music are 70's/80's classic rock and Christian rock. His favorite music artists are Tom Petty and The Rolling Stones. Carl is a card-carrying member of Costco, and it is his favorite place to shop. His favorite outfit is his Old Navy polo, grey New Balance classics, and a nice pair of jean shorts. He loves any action movie, especially if they're

based on a true story. Tom Cruise and Mel Gibson are two of his favorite actors. Carl spends his weekends watching the Chicago Bears, bonding with his children over an outdoor activity such as fishing, or doing chores around the house. Carl is also a member of his Church Outreach program and spends some Sundays volunteering with the program.

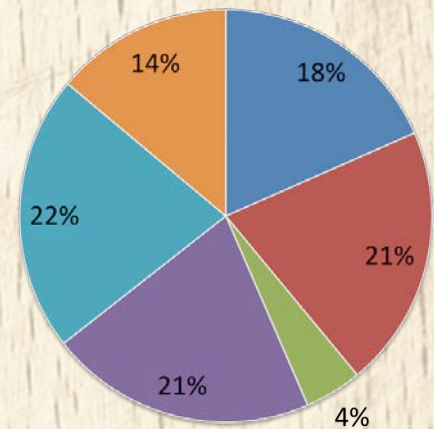
Media Schedule & Budget

This campaign will utilize multiple media planning strategies; continuous and flighting. Our social media will follow a continuous strategy year round. The rest of our media vehicles will utilize a flighting strategy, as shown in the following chart.



This campaign will utilize guerilla advertising, social media, event advertising, and traditional print advertising. Each of these different vehicles have a specific purpose to our campaign since they are used by our primary and secondary target demographics very differently.

Vehicle	Method	Quantity	Cost	Details
Guerilla Print	Wristbands	6,000	\$276.00	\$0.05 per piece
Guerilla Print	Bumper Stickers	5,000	\$564.00	3.75" x 11.5" Vinyl; High Gloss
Guerilla Print	Coffee Sleeves	2,500	\$480.00	Full Color CMYK
Traditional Print	Direct Mail	10,000	\$600.00	\$0.06 per piece 4.25" x 6" Postcard
Traditional Print	Posters	200	\$748.00	8.5" x 11" 24" x 36" High Gloss
Traditional Print	Menu	1,000	\$130.00	8.5" x 11" Half fold
Event Materials	Banners	2	\$53.00	6' x 2" Table 13 oz. vinyl
Event Materials	Canopy Tent	1	\$272.00	10' x 10' with Printed Logo
Event	Taste of Bradley	1	\$500.00	Booth providing food samples
Event	Taste of Peoria	1	\$1,000.00	Booth providing food samples
Social Media	Facebook	52 promoted posts	\$1,560.00	Weekly promoted posts at \$30 a piece
	Miscellaneous		\$1,000	
	Total Budget		= \$7,183.00	



- Guerilla Print
- Traditional Print
- Event Materials
- Event
- Social Media
- Miscellaneous

*A detailed view of the media budget.

Creative Strategy

Our campaign will focus on elaborating the comfortable, yet hipster, culture of Little Raven Creamery. With an air of mystery and vagueness, consumers are invited to find out more about Little Raven through call-to-actions, which will ultimately increase social media likes and drive consumers to visit the restaurant.

With this campaign, we will use the concept of home to exude the vibe of Little Raven Creamery and its decor. According to founder and co-owner of Little Raven, Steven Reeves, the general feel of the restaurant is meant to remind people of home. It is a location that captures the welcoming appeal of home while also specializing in crafting high end, unique versions of typical “homey” foods. We believe home is never overly designed or flamboyant; since it is a safe haven, the campaign will promote comfort, realness, and delectable food.

We will utilize mainly non-traditional vehicles to reach our primary audience consumers in places they would not expect to find advertising. The messages will be subtler, simpler, more understated, as well as unconventional over time to intrigue the audience instead of driving them away with overbearing advertising. With minimal information and non-traditional mediums, Little Raven Creamery will promote an underground street vibe since it goes against mainstream ways. Our goal is to leave consumers looking for more. Utilizing guerilla marketing tactics will help our messages not appear as advertising and will help to create more positive and lasting brand awareness in an ad cluttered society.

The most effective way to reach the primary audience is in places they frequently venture, such as coffee shops, Peoria bars, and on the streets with high foot-traffic. By showcasing the cakeshakes and gourmet grilled cheeses, consumers will be excited and driven by hunger to try a unique creation so close to home.

On the other hand, the most effective way to reach the secondary audience is through a more direct vehicle strategy utilizing traditional media. By employing the same message through a different medium, to ensure better reach and comprehension, the secondary audience will feel more inclined to bring their family, church group, or large gathering to Little Raven Creamery.

***“Home is understated.
Home is comfortable.
Home is Little Raven Creamery.”***

Redesigned Menu



LITTLE RAVEN
LC
CREAMERY

Dine-In or Delivery

Open 11AM - 9PM everyday

(309) 643-1616
1200 W Main St #21A
Peoria, IL 61606



Our Famous Cakeshakes: Medium \$5.50, Large \$6

Choose any cupcake and an ice cream flavor; we blend it up to make your cakeshake!

- Single Cupcake - \$2.25
- Single Brownie - \$2.25

Premium Soft-Serve:
(Vanilla, Chocolate, or Swirl)

- Small Cup - \$2.50 Medium Cup - \$3
- Large Cup - \$3.50 Sugar Cone - \$2.50

- Toppings \$0.50** - Brownie-Bits, Blueberries, Strawberries, Chocolate Chips, Cookie Crumbles



Fresh Fruit Smoothies: Medium \$5.50, Large \$6

- "Tell-Tale Heart" - Mixed Berries, Banana, Agave Nectar, Almond Milk
- "Metamorphosis" - Avocado, Oatmeal, Honey, Coconut Milk
- "Prohibition" - Spinach, Pear, Banana, Agave Nectar, Apple Juice
- "Gambler" - Peanut Butter, Banana, Honey, Coconut Milk
- *Additions - Whey or Vegetable Protein, Vitamin Boost, Energy Boost \$1

Other Drinks:

- Black Cherry Soda, Cream Soda, Sparkling Water, Spring Water, Ginger Ale, Berghoff Root Beer - \$2.50

Soups:

- Tomato
- Small - \$3, Large - \$4
- Soup of the Day
- Small - \$3.50, Large - \$4.50



Follow us on Facebook and Instagram!

Gourmet Grilled Cheese Sandwiches:
(served with kettle chips and pickle spear)

- "The Raven" - Turkey Breast, Provolone, Pesto Aioli, Sun-Dried Tomato on Wheat - \$8.50
- "The 1845" - Ham, Bacon, Tomato, Provolone, Pesto Aioli, on Sourdough - \$9
- "Will It Play in Peoria?" - Smoked Salmon, Mozzarella, Arugula, Truffle Oil on Country White - \$9
- "Shelton Gang" - Roast Beef, Tomato, Sharp Cheddar, Horseradish, Parmesan Aioli on Sourdough - \$8.50
- "The Colombian" - Prosciutto, Salami, Mozzarella, Roasted Red Peppers, Chipotle Aioli on Country White - \$9
- "The Duryea" - Apple, Bacon, Sharp Cheddar, Garlic Aioli on Sourdough - \$7.50
- "The Victorian" - Smoked Salmon, Dill, Goat Cheese, Cucumber on Country White - \$9




Hearty Vegetarian Sandwiches:
(served with kettle chips and pickle spear)

- "The Poe Boy" - Sharp White Cheddar and Medium Cheddar on our Country White Bread - \$6.50
- "Skeleton Key" - Fig Jam, White Cheddar, Honey on Sourdough - \$7
- "Retrofuture" - Mozzarella, Tomato, Basil, Balsamic Reduction on Country White - \$7
- "The Steampunk" - Roasted Red Peppers, Arugula, Goat Cheese, Garlic Aioli on Country White - \$7.50



*Wheat bread available on any sandwich upon request
Substitute Gluten-Free bread or Vegan Cheese for \$1 each

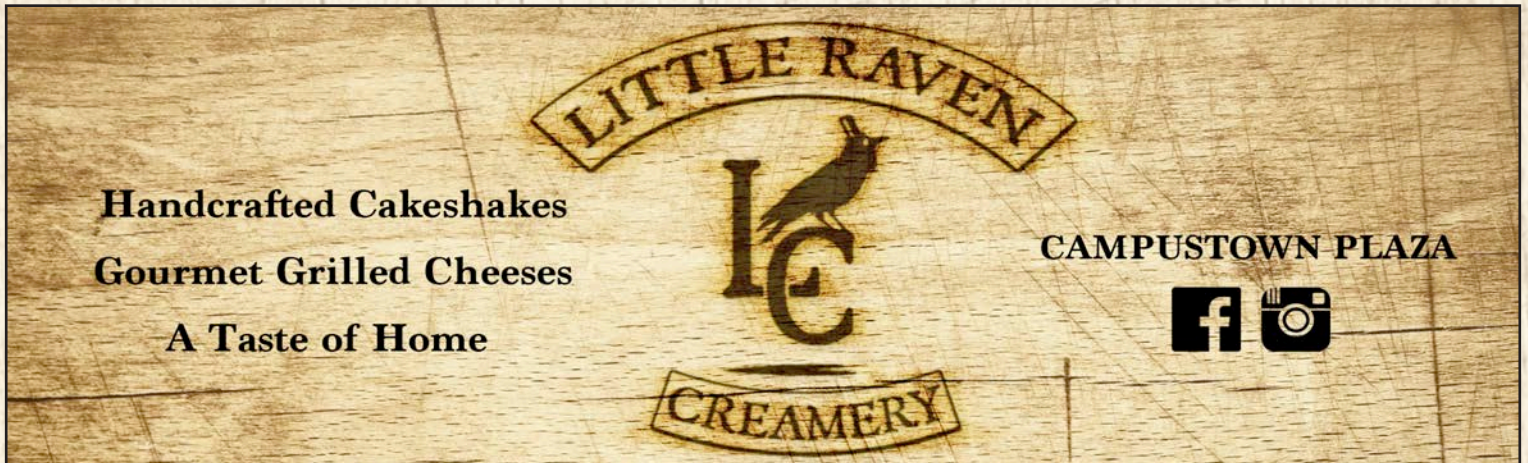



Open 11AM - 9PM everyday

(309) 643-1616
<http://littleravenpeoria.com/>
1200 W Main St #21A
Peoria, IL 61606




Bumper Sticker



The largest component of our advertising campaign is guerrilla advertising. Through discussions with the owner, we determined that guerilla advertising not only fits the style of Little Raven Creamery, but it also can be surprising effective among our primary demographic who live within the immediate Peoria area. Specifically, our guerilla tactics will include creating bumper stickers, coffee sleeves, and wristbands that bear the Little Raven logo and basic information.

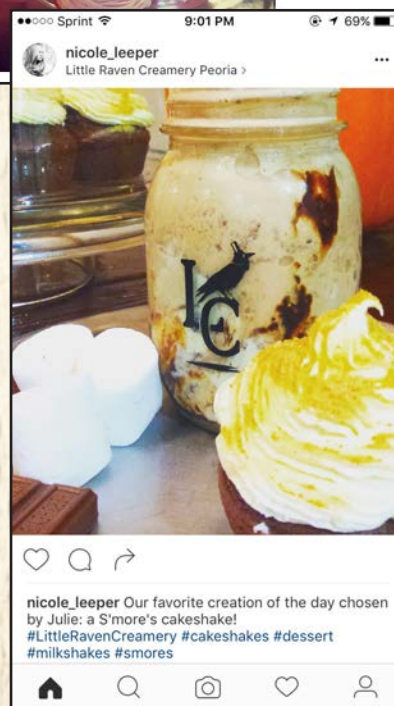
The bumper stickers will be placed in multiple locations around Peoria in hot spots of interest, such as downtown and immediately around Campustown. The idea with these are to peak interest and mystery around town, and ultimately spark word of mouth about Little Raven Creamery. Hundreds of these bumper stickers will be placed around the city and sold to patrons as merchandise. By seeing the bumper sticker on cars and buildings, this will make people curious to learn more about the restaurant.

Coffee Sleeves Wristbands



By partnering with 30/30 Coffee and Broken Tree Café, we plan to produce coffee sleeves that the coffee shops will distribute whenever they sell a beverage. We will incorporate their logos in the design, so the businesses receive an additional advertising benefit for partnering with and promoting Little Raven Creamery. We plan on implementing a similar tactic for the wristbands. These will be simple, event-style, paper wristbands that will be distributed to clubs and bars within the downtown Peoria area. These locations already distribute wristbands to their customers, and we wish to brand these items to draw interest in the restaurant. Since they provide these to their customers already, the bars and coffee shops will receive this product for free in return for distributing it. Similar to the coffee shops, we will incorporate the bars' logos in the design, so the businesses also receive advertising. We found that the demographics of 30/30, Broken Tree, and the local bars correspond with our primary target, so partnering with them to promote Little Raven--another locally-owned small business--makes sense.

Social Media



Our next largest tactic is to heavily emphasize the use of social media; specifically, Facebook and Instagram. Little Raven Creamery already has a very strong social media presence on Facebook, and we want to increase this as it can serve both our primary, and to an extent, our secondary demographics. A huge opportunity for Little Raven Creamery is Instagram. Little Raven creates food that is delicious, delectable, and visually appealing. At this moment in time, the restaurant's majority of Facebook posts include photos of food items. Expanding to Instagram, where visually appealing photos are the main focus, makes sense to build brand awareness and equity. Little Raven currently has a very small, fledgling Instagram account, and we plan to expand its output to draw in new followers.

Direct Mailer




Handcrafted Cakeshakes


Gourmet Grilled Cheeses

A Taste of Home


Little Raven Creamery is a new restaurant in Campustown Plaza right by Bradley University, and we want you to come give us a try today. That's why Little Raven is inviting you to come on in and try our delicious, handcrafted cakeshakes, as well as our gourmet grilled cheeses. We've got delectable homestyle meals with a unique modern twist. We hope that you'll come out and see what Little Raven Creamery has to offer.




NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES




Follow us on social media for exclusive deals!





Bring this into our Main Street location, and get 15% off your entire meal!



Next, we plan to utilize is traditional print advertising. This will be our least prominent tactic because it will solely be targeting our secondary demographic. We will send direct mail pieces to individuals to reach the secondary demographic in the suburban communities. Posters will also be distributed to local gathering places that our secondary demographic tend to visit and socialize in; for example, local churches. Our goal would be to place these posters in various spots within these locations, on things such as bulletin boards, that are easily seen and interacted with by all. This will ultimately spark conversation, as well as inform and encourage our secondary demographic to visit Little Raven Creamery.

Poster



309) 643-1616
1200 W Main St #21A
Peoria, IL 61606
Dine-In or Delivery
Open 11AM - 9PM everyday



Handcrafted Cakeshakes
Gourmet Grilled Cheeses
A Taste of Home

Come taste and see what
Little Raven has to offer today!



Event Materials



The final tactic we plan to utilize is event advertising. We plan to have Little Raven Creamery set up booths at the Taste of Bradley and Taste of Peoria to provide food samples to the Peoria and Bradley communities. Little Raven will be featured on all promotional material, as well as have its own branded booth with information and merchandise. These events will be an incredible chance for the restaurant to show off its food, as well as promote directly to the community.

Team Member Biographies

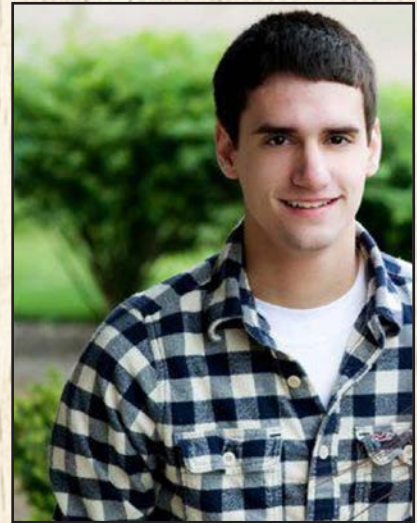
Nicole Leeper

My name is Nicole Leeper, and I am a senior at Bradley University. I'm from Urbandale, Iowa, a suburb of Des Moines. I will graduate this December with a Bachelors of Arts in Advertising and a minor in Social Media Marketing. I'm extremely excited to graduate a semester early! During my time at Bradley, I have become a member of the National Society of Leadership & Success and joined SONOR, a student organization that promotes positive social norms about alcohol, marijuana, and tobacco use on campus. I also work part time as a Marketing Intern at Mcomm Group in Peoria. In my free time, my hobbies include watching endless amount of television and snuggling with my puppy.



Joe Heins

My name is Joe Heins. I grew up in a small town called Washburn about thirty minutes away from Peoria. I am currently a senior at Bradley University with a Bachelors of Science in Advertising and a minor in Marketing. My hobbies include hanging out with friends, playing intramural basketball, and watching Netflix. In between classes, I work as a Marketing Intern for Pearl Insurance and love it. I am planning on graduating in December and look forward to seeing what the future holds.



Aaron Morden

My name is Aaron Morden. I am currently a senior at Bradley University. This upcoming December, I will be graduating with a Bachelor of Arts in Advertising and a minor in Marketing. I was born in Mississauga, Ontario, Canada, but I was raised in Carol Stream, IL, a suburb of Chicago. During my time at college, I lived, studied, and worked in Los Angeles as part of Bradley's partnership with the University of Texas Austin's UTLA Hollywood Semester program. In LA, I had the incredible opportunity to intern at Lionsgate in the Home Entertainment - AV department, which allowed me to help with the advertising campaigns for various Lionsgate films. My passion is storytelling, and I plan on returning to LA after graduation to pursue a career in Film/TV/Entertainment promotion and advertising. My hobbies include watching numerous TV shows and movies, as well as talking about my love for all things pop culture with my friends on the podcast "What We're Watching."



Resources

Census Bureau. U.S. Department of Commerce: United States Census Bureau. Retrieved October 12, 2016, from <https://www.commerce.gov/>

Hatch, D. (2013, April 6). New store trying to keep up with demand for Mexican popsicles and more. Retrieved October 25, 2016, from <http://www.pjstar.com/x1037533502/New-store-trying-to-keep-up-with-demand-for-Mexican-popsicles-and-more>

Ice Cream: It's all cool. (2011, July 28). Retrieved November 4, 2016, from <http://www.pjstar.com/x633529625/Ice-Cream-Its-all-cool>

Kelly, N. V. (2015, September). Meet Me At Theo's. Retrieved November 2, 2016, from <http://www.peoriamagazines.com/ibi/2015/sep/meet-me-theo-s>

Our Rock N' Roll Roots: An Ice Cream Legend is Born. (n.d.). Retrieved November 4, 2016, from <http://www.emackandbolios.com/rocknrollroots/>

Peoria County, IL Weather. (n.d.). Retrieved October 22, 16, from [http://www.rssweather.com/wx/us/il/peoria county/wx.php](http://www.rssweather.com/wx/us/il/peoria%20county/wx.php)

PLAN YOUR MARKETING CAMPAIGN FOR FREE! (n.d.). Retrieved November 6, 2016, from <http://www.postcardmania.com/postcard-printing>

The scoop on local ice cream shops. (2010, March 1). Retrieved November 1, 2016, from <http://www.pjstar.com/x1176903007/Emos-opens-for-perhaps-final-season>

You Gotta Eat: Las Delicias. (2014, February 20). Retrieved November 1, 2016, from <http://www.cinewsnow.com/news/local/You-Gotta-Eat-Las-Delicias-246433761.html>



