

HOT & COLD CAFE

**Advertising Campaign Created By:
Rachel Thompson-Smith**

PART ONE

Market Research

COMPANY OVERVIEW

Company background

- Founded in 2007 by Uday Mukherjee and his wife Timby Mukherjee
- Indian-Mediterranean fusion restaurant

Mission

The mission of Hot & Cold Cafe is to bring great Mediterranean food to the Lynchburg, Virginia area at

Current Local Target Market

- Millennials ages 25-40
- Media preferences lean towards social media and online content for information as well as news
- Likely married with either no children or one child
- Typical activities include eating out, exercise, and spending time together
- Middle to upper middle class economic status

Brand Components

- Colors: Black and White
- Basic sans serif type faces
- Bright colorful images but conflicting one another
- Limited Facebook presence and no other social media

Competitors

- Chain Restaurants
- Cava
- Al Ryan
- Garbanzo Mediterranean Fresh
- Action Gyro

SWOT ANALYSIS

Strengths

- Food made from scratch
- Not a chain
- Excellent customer service
- Affordable prices

Weaknesses

- Limited meat options
- Limited Social Media
- Unconsistant branding

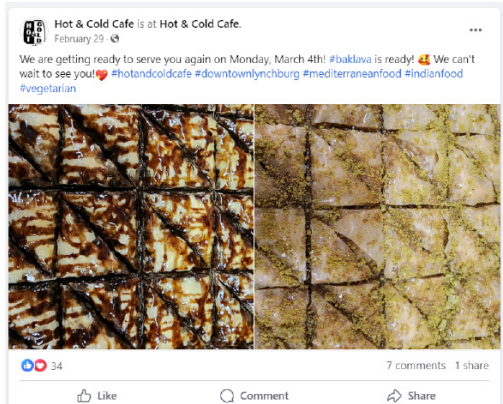
Opportunities

- Create more social media
- Create more meat options
- Improve online presence
- Create more consistant branding

Threats

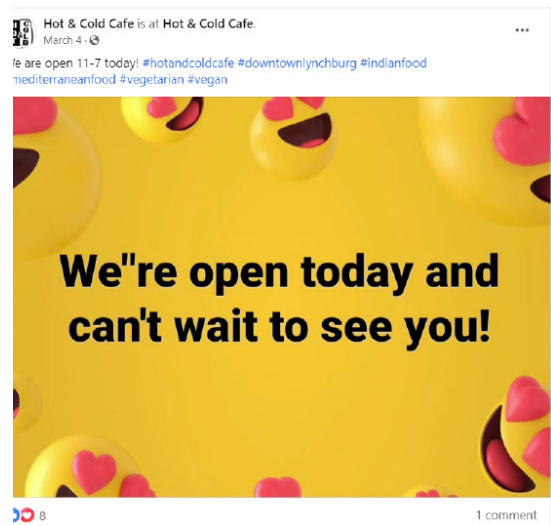
- Al Ryan
- Cava
- Chain Resturants
- Action Gyro
- Garbanzo Mediterraean Fresh

VISUAL AUDIT



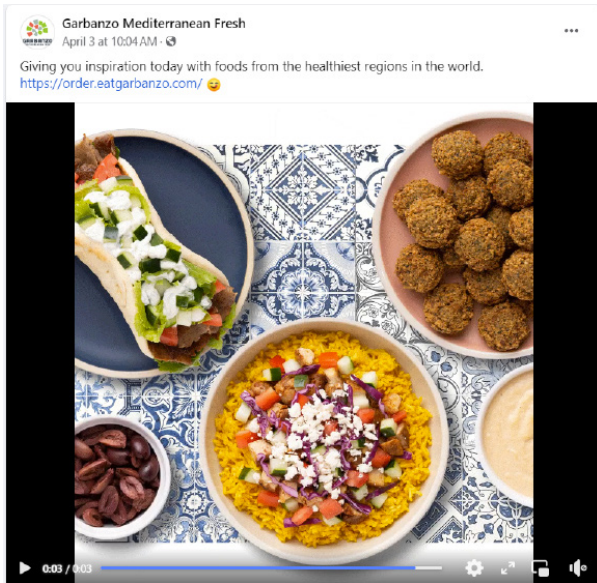
- Media: Facebook
- Target Audience: Current Customers
- Goal: Bring in customers for dessert
- Success: Showcases an offered dessert
- Failure: Not very appetizing
- Overall: Not successful for target message

- Media: Facebook
- Target Audience: Current Customers
- Goal: Inform customers of reopening
- Success: Informs customers of reopening
- Failure: Incorrect spelling and not on brand
- Overall: Not successful for target message



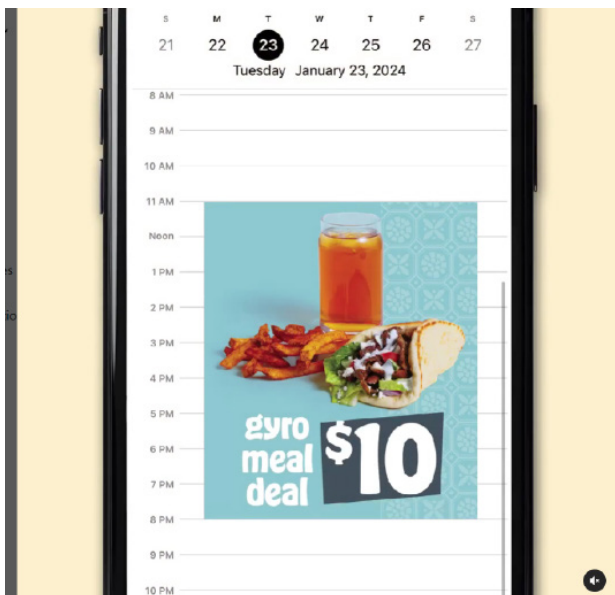
- Media: Facebook
- Target Audience: Current Customers
- Goal: Celebrate 17 years of business
- Success: Informs customers about being open for 17 years
- Failure: Very plain and not creative
- Overall: Successful for target message

COMPETITION VISUAL AUDIT



- Media: Facebook
- Target Audience: Current Customers
- Goal: Show new menu items
- Success: Informs customers about new menu items
- Failure: N/A
- Overall: Successful for target audience and message

- Media: Instagram
- Target Audience: Current Customers
- Goal: Show off their fresh food and menu options
- Success: Informs customers about menu options and that it is food worth sharing
- Failure: N/A
- Overall: Successful for target message



- Media: Instagram
- Target Audience: Current Customers
- Goal: Inform about \$10 meal deal on January 23
- Success: Informs customers about the meal deal
- Failure: Could have been more creative
- Overall: Successful for target message

PART TWO

Project Brief

PROJECT BRIEF

Project Goals:

Our 20th year anniversary is coming up and we have been fortunate enough to build a relationship with very loyal customers in the Lynchburg area. They have been with us since the beginning, helped us grow, and kept us afloat during Covid-19. To celebrate our 20 years, we would like to update our identity. Give us what you would call a little face lift. To support this new change, we also want to create a campaign that assists us in advertising our new look while informing our audience that we are still the same great company that they know and love. We are also open to running some sort of promotion with this campaign with the goal of saying thank you to our customers.

Project Budget: \$100,000

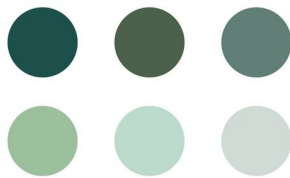
Target Audience: Lynchburg Locals

Timeline/Schedule: Pitch Presentation in 5 Weeks

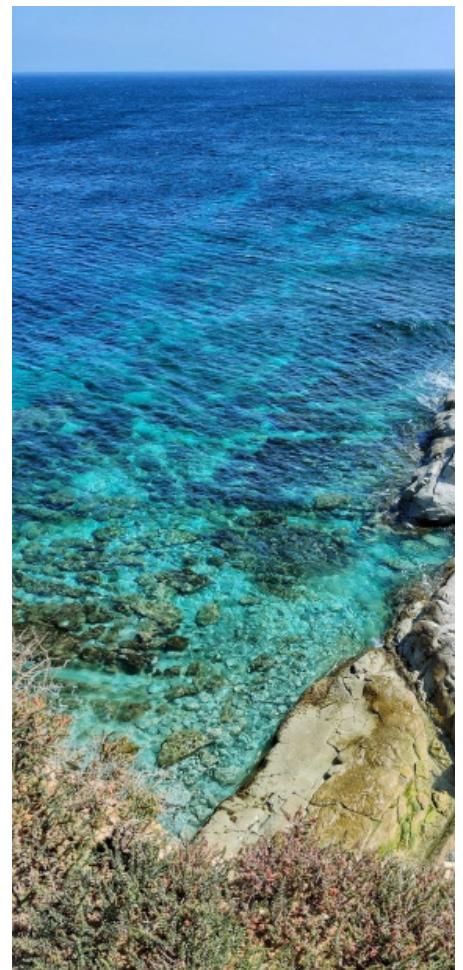
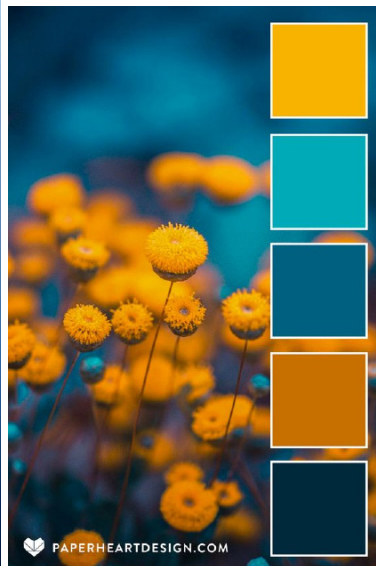
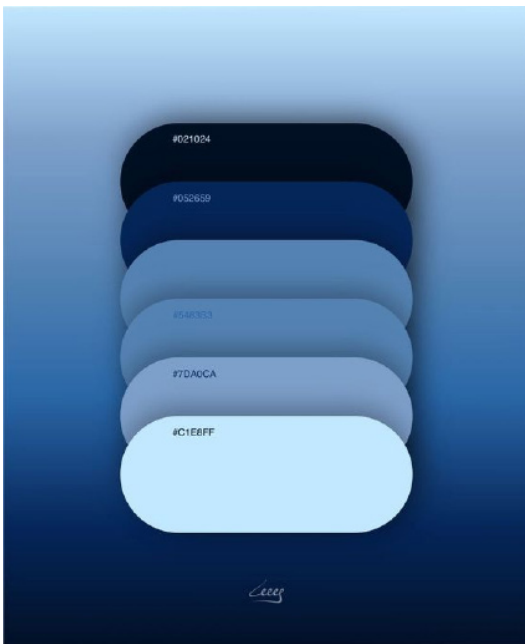
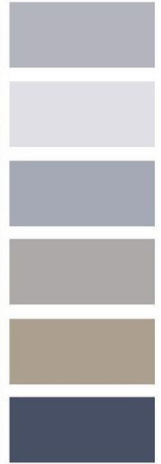
MOOD BOARD INSPIRATION



SEA TURTLE



MINT MOUNTAIN MEDIA





Photograph by Luke Stephenson - Palette by Cotton & Brass

tone message and style

Tone: The tone that I am going for to rebrand the Hot and Cold Cafe is light and playful. Hot and Cold Cafe does not have a very serious vibe around their company. They are community based as well as family friendly. To fit this tone, I am going to create a campaign to fit this.

Message: The message that I am portraying for this campaign is to come and enjoy the restaurant during their rebranding. The rebranding message is that just because the name has changed does not mean that the quality has changed.

Style: The style that I am using for my campaign is a comfort forward social media campaign. The restaurant itself is limited in their social media usage. By harnessing the power of social media, the rebrand can be extremely successful.

DELIVERABLES

Deliverable #1: The first deliverable will be a banner for Facebook announcing their rebranding with the new name, logo, and promise of the same delicious food.

Deliverable #2: The second deliverable will be an Instagram ad that shows the brainstorming process of their new rebranded name. This will have a caption announcing the rebrand while telling customers that the quality will remain the same.

Deliverable #3: The third deliverable will be a twitter post that outlines a new campaign in conjunction with the rebrand. It will be biweekly coupons to the restaurant that will bring more customers in regularly.

CAMPAIGN DISPLAYED

Previous

Campaigns: Hot and Cold Cafe does not have many previous examples of campaigns that they have done. Their main focus is Facebook for social media. I have looked but their feed is limited.

Campaign

Placement: The campaign will be placed in three places. The first will be their Facebook page. This is their main source of social media so this is the best place to introduce the rebrand.


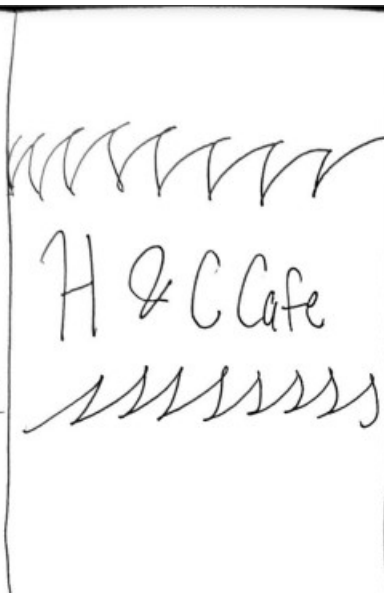

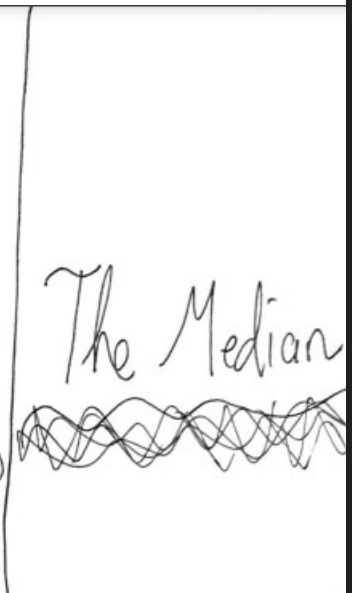




The second will be on Instagram. The creation of an Instagram will be a better place to post photos of their products and food as this platform is meant for such things.

The third will be on Twitter/X. This will be used for special promo codes and coupons to help draw customers in each week to experience new products and flavors. This will accomplish bringing in more Millennials as well as health conscious individuals.

PART THREE

Final Solution

LOGO THUMBNAILS

 <p>H & C Cafe ~~~~~</p>	 <p>~~~~~ H & C Cafe ~~~~~</p>	 <p>~~~~~ H & C Cafe ~~~~~</p>	 <p>The Median ~~~~~</p>
 <p>~~~~~ The Median ~~~~~</p>	 <p>~~~~~ The Median ~~~~~</p>	 <p>~~~~~ Median Cafe ~~~~~</p>	 <p>Median Cafe ~~~~~</p>

ROUGH LOGO AND BRANDING COLORS

Rebranding Media Kit

Name Change: The Median

Primary Logo



Typefaces

Arsenal Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Secondary Logo

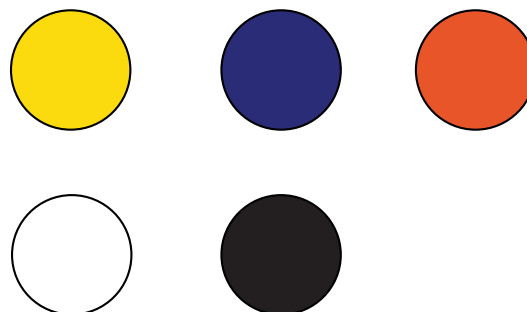


PF Mediterra Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Tertiary Logo



Brand Colors



FINAL LOGO AND BRANDING COLORS

Rebranding Media Kit

Name Change: Median Cafe

Primary Logo



Typefaces

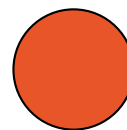
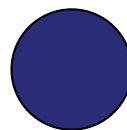
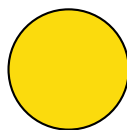
Arsenal Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Secondary Logo


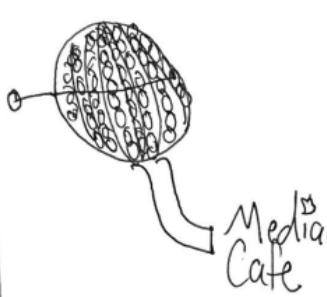


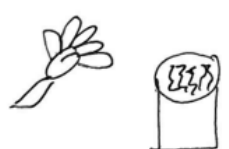

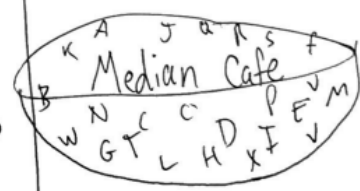


PF Mediterra Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

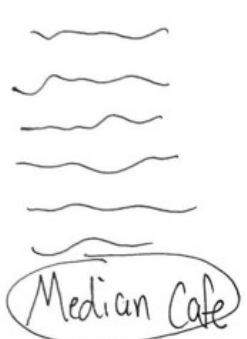
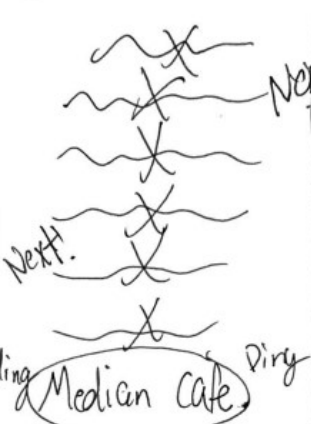



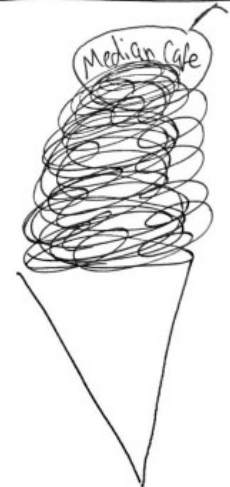
Brand Colors



SOCIAL MEDIA THUMBNAILS

<p>New Name Who Dis?</p> 	<p>Name BINGO!</p> 	<p>Median Cafe!</p> 	
<p>Median Cafe</p> 	<p>New Name Contest Winner!</p> <p>Median Cafe</p>		

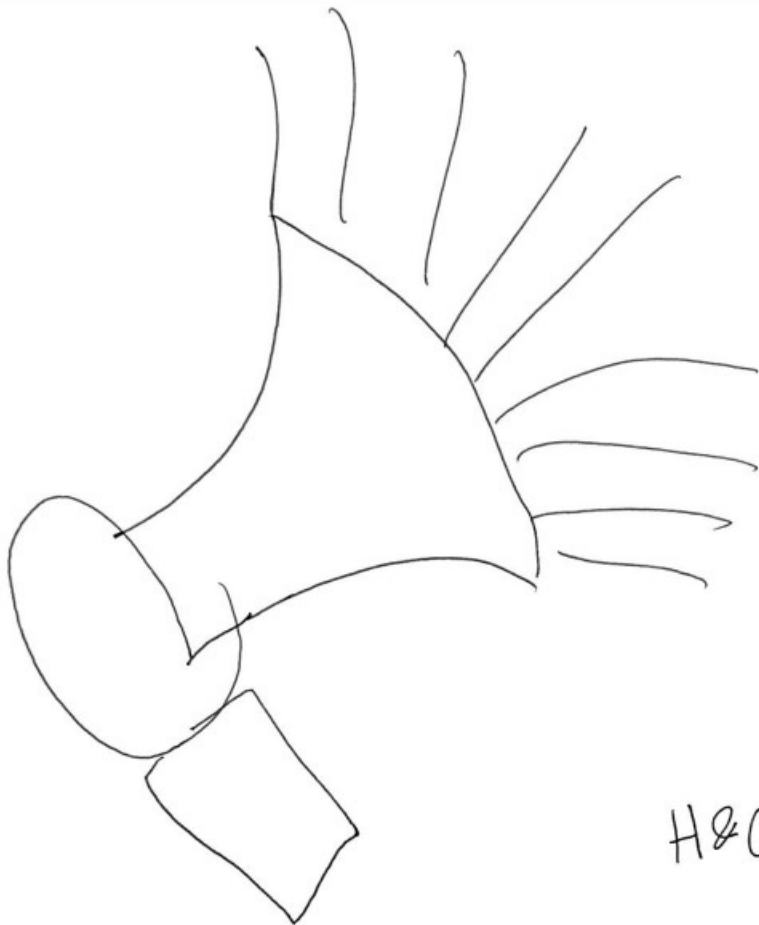
SOCIAL MEDIA THUMBNAILS CONT.

<p>Name Ideas</p> 	<p>New Name Ideas</p> 		<p>Any new ideas?</p>  <p>Median Cafe perfect!</p> 
<p>Name change form:</p> <p>B: Hot and cold Cafe</p> <p>A: Median Cafe</p>	<p>* New and Improved Median Cafe! *</p>		<p>CHATGPT: Name ideas!</p> <p>Result: Median Cafe!</p>

SOCIAL MEDIA THUMBNAILS CONT.

<p>(X)</p> <p>1/2 off apps</p>	<p>(X)</p> <p>BOGO Apps</p>	<p>(X)</p> <p>1/2 off 2+ entrees</p>	<p>(X)</p> <p>1/2 off All Guests 50+</p>
<p>(X)</p> <p>1/2 off Any entree</p>	<p>(X)</p> <p>Free dessert w/purchase</p>	<p>(X)</p> <p>Free dessert for couples (feeds 2)</p>	<p>(X)</p> <p>1 Free App with Promo: <u>X</u></p>

SOCIAL MEDIA ROUGH ONE



New
Name

Who

Dis?

H&C Cafe is now the Median Cafe
Same Location, Same Great Taste!

SOCIAL MEDIA ROUGH TWO

○ Median_Cafe

⋮

New Restaurant Name Ideas:

~~scribble~~ No!

Boring! ~~scribble~~

~~scribble~~

Ding! Median Cafe Ding!

Ding!

0a 1
xLikes

W

Median_Cafe: Caption Goes Here

SOCIAL MEDIA ROUGH THREE



SOCIAL MEDIA FINAL ONE



New Name Who Dis?

Hot and Cold Cafe is now Median Cafe

Same Location, Same Great Taste!

Median Cafe

SOCIAL MEDIA FINAL TWO

 Median_Cafe 



New Restaurant Name Ideas:

~~Mediterranean Cafe?~~ **NO**

BORING ~~Mix it up Mediterranean?~~

~~The Indian Fusion?~~

DING ~~The Median?~~ **DING**

DING Median Cafe?



408 likes

Median_Cafe The Hot and Cold Cafe is now the Median Cafe! Same location, same great food. Come and visit today!

5 Hours ago

SOCIAL MEDIA FINAL THREE



Median Cafe  @MedianCafe

New name, same great food! Hot and Cold Cafe is now Median Cafe. Come in between 4/25-4/30 for a free appetizer! Please inform your server of this promotion before ordering.

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