



Step 1: Create the Campaign

A few questions first:

What gender are you targeting? (Circle) Male or Female

What age group are you targeting?

Are you targeting a local business, hospital, or school?

What economic level are you trying to reach?

What is the goal of the campaign?

1. **Differentiation** – What would make you unique from the competition? (Price, Quality, Service, Fun, Food Type, Ordering Process, Atmosphere)

2. **Relevance** – How appropriate is the difference to the audience you want to reach?

3. **Communication** – What is going to be the theme of the campaign?

4. **Customer Evaluation** – Review with at least 5 people that fit into the bracket.

1. Is this differentiation offer something that solves a need for them?
 - Circle Yes or No
2. Does the slogan/theme communicate effectively the differentiation and relevance?
 - Circle Yes or No?



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Step 2: Launching Your Campaign

1. What is your budget to launch your Campaign? _____
2. Starting Date: _____ End Date: _____
3. Where are you going to spend your budget?
 1. Make sure that any advertising you do is relevant to the audience you have selected to go after. (If selected put in a dollar amount or NA if not used)
 1. TV _____
 2. Radio _____
 3. Newspaper _____
 4. Internet _____
 5. Other _____
 2. Using your Internal Marketing Power (X for completed NA for skipped)
 1. Email Blast. _____
 2. Website Changed _____
 3. Table Tents _____
 4. Banners _____
 5. Menu Inserts _____
 6. T-Shirts _____
 7. Posters _____
 8. Door Hangers _____
 9. Flier's _____
 10. Server Buttons _____
 11. Business Cards _____
 12. Rewards & Staff Incentives _____
 13. Other _____
 14. Other _____
 15. Other _____
4. Staff Communication and Implementation:
 1. Date 1: _____ Kickoff Meeting
 2. Date 2: _____
 3. Date 3: _____

***Tracking Charts & Pre-Shift Meetings
Who Is Responsible For This??***



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Step 3: Measure the Results of the Campaign

1. Did you reach your goal?
2. What are your year over year sales numbers of the restaurant?