

Social & Healthy

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Table of Contents

Executive Summary: Page **3**

Situation Analysis

- Panera's Current & Past Marketing Efforts: Page **5**
- Industry and Environment Marketing analyses: Page **6**

Overall Campaign Objectives: Page **8**

Target Market Research

- Psychographic: Page **9**
- Demographic: Page **10**
- Benefits Sought: Page **10**

Key Consumer Insights: Page **11**

Creative Strategy

- Unique Selling Proposition: Page **12**
- Brand Image and Slogan: Page **13**
- Creative Strategy: Page **14**
- Ad Sample- Magazine Advertisement #1: Page **15**
- Ad Sample- Magazine Advertisement #2: Page **16**
- Ad Sample- Outdoor Advertisement: Page **17**
- Ad Sample- Radio Advertisement: Page **18**
- Ad Sample- Television Commercial Storyboard #1: Page **19**
- Ad Sample- Television Commercial Storyboard #2: Page

Integrated Marketing Communications Elements

- Public Relations: Page **21**
- Personal Selling: Page **23**
- Internet Interactive: Page **24**
- Direct Marketing: Page **26**
- Consumer-Oriented Sales Promotion: Page **27**
- Trade-oriented Sales Promotion: Page **29**
- Alternative Marketing In-App Integration: Page **31**

Marketing Campaign Budget

- Marketing Budget Breakdown: Page **32**
- Campaign Budget Analysis: Page **33**
- Gantt Chart Schedule: Page **34**

Campaign Implementation and Evaluation: Page **35**

Meet the Team: Page **37**

Executive Summary

An overview...

- Outline of case brief
- Identification and research of target market
- Summary of key findings from research
- Brief of creative strategy
- Brief outline of IMC elements
- Budget breakdown
- Description of media strategy



Panera has requested a marketing campaign proposal. This proposal is directed at the older Generation Z age group from 18-24. The campaign is to last from February 2022 to January 2023 with a total budget of \$75 million. Panera leads the “fast-casual” restaurant segment in annual sales. Panera wants to promote their linger time and invite guests to stay and relax for a while. They are considered to be an eco-friendly brand with natural food options. This has been displayed by their past marketing efforts like the “One Panera for a Healthier and Happier World” campaign. Panera wants to focus on the first four levels of the Hierarchy of Effects model: awareness, knowledge, liking, and preference.

To identify marketing strategies, we began target market research on Americans from ages 18 to 24 and their consumer preferences. We found that this is a generation that values learning in person with hands-on activities. It was also identified that this generation uses the internet more than any other ever before. Generation Z loves coffee and cares about what they put in their body and the environment.

Throughout our research, we found some of the most important findings that defined our campaign. 95% of the generation can get their hands on a smartphone and their second-most favorable drink is coffee. This generation has the highest chance of enrolling in secondary education with nearly 60%. It was found that more than 80% of the generation prefers brick-and-mortar shops over e-commerce. Finally, the generation is extremely environmentally conscious with nearly 70% feeling anxious about the outcomes. These key findings helped the team develop a creative strategy.

To summarize all the research’s key findings and to create a tangible idea behind it, the team decided it would be most beneficial to add some in-house amenities that would serve as incentives to spend time at Panera. One creative element that we want to see is the addition of QR scanner codes at the center of each table. This will kick off our “Study Points” campaign. To support Generation Z’s education push and their in-store preferences, we want to create an incentive for them to come and study and redeem points for doing so. The scanner codes will direct the user to the app where they can build up points to receive free coffee.

Executive Summary



To promote this new idea, the team developed a media strategy. The media strategy includes a billboard ad, two print ads to be featured in magazines, a radio ad, and a television story board to be approved by Panera. The team used images and descriptions to effectively portray the campaign message to the target audience.

To push these new initiatives, the team will use an integrated marketing communications approach. For one element, the team pushes their public relations. By doing this, we plan to extend the Panera Giving and Panera Fundraising initiatives towards local education partners and school districts. The team will use the direct sales element to improve the in-house team. This will train the existing team to invite customers to stay awhile by proving information on the scanner codes and handing out free Panera pens. Our internet and interactive element will be the most important to get the Panera customers engaged with their online activity. We plan on using this element for both feedback and promotional purposes. We will use the customer base email and phone number list to promote the initiative through direct marketing. Finally, to get our suppliers excited about the changes and to provide them new opportunities to network, Panera plans on launching an annual trade show event with an aim to push eco-friendly products.

To determine how the \$75 million budget should be allocated, we generated two criteria that would determine what percentage of the budget should go to each promotional element. The two criteria decided was cost of the medium, and relevance of the medium to the campaign and the target market.

Panera's Current & Past Marketing Efforts



Jose Andres Food Insecurity Awareness campaign

- “Restauranteur” Jose Andres teamed up with Panera to fight the food insecurity problem.
- Andres works with the World Central Kitchen.
- The Tv show Food Uninterrupted had a special episode called Hunger, Uninterrupted.
- The pledge made by Panera was that when purchasing a sandwich at a Panera, they will donate a portion of their proceeds to World Central Kitchen (1).
- “One plate at a time, one sandwich at a time.”
- Andreas is from Washington DC where food insecurity is one of the worst in the nation. Additionally, Panera decided to donate fresh meals to Washington DC’s Martha’s Table.
- This took place in March, 2021 (1).

The “Yes” campaign television ad campaign

- Panera decided to combine their mac and cheese and grilled cheese menu items to create a mac and cheese sandwich.
- The commercial was about 14 seconds the ad says the word “yes” 5 times (3).
- To promote this new menu addition, they offered a \$1 delivery when you order through their app. This is a push for consumers to get engaged with the company via means of new additions to their menu.
- The narrator at the end quickly reminds the audience to order on the Panera App. No incentive to do so this time.



AR Campaign

- In November, 2019 Panera launched the augmented reality campaign on their mobile app. It animated the breakfast wraps when customers scanned their newly purchased meal. Once scanned, the nutritional facts and ingredients appeared in thin air via cellphone.
- The campaign announced that 9.3 million people tried to use it (2).
- The campaign only cost Panera around \$50,000 across platforms Facebook and Snapchat.
- The campaign included the addition of a temporary Snapchat filter. The filter allowed customers to view menu mash-up items.



(1) Panera Bread, “Panera Bread Launches ‘Hunger, Interrupted’ and Teams up in the Kitchen with José Andrés to Raise Awareness around Food Insecurity,” Panera Bread Launches “Hunger, Interrupted” and Teams Up in the Kitchen with José Andrés to Raise Awareness around Food Insecurity, March 23, 2021, <https://www.prnewswire.com/news-releases/panera-bread-launches-hunger-interrupted-and-teams-up-in-the-kitchen-with-jose-andres-to-raise-awareness-around-food-insecurity-301253449.html>.

(2) Nina Aghadjanian, “Panera’s AR Campaign Drives 34,000 Store Visits,” AList, January 23, 2020, <https://www.alistdaily.com/technology/panera-augmented-reality-ad-unit-results/>.

(3) “Panera Bread TV Commercial, ‘Time to Say Yes: No Offer,’” iSpot.tv | Realtime TV Advertising Performance Measurement (Panera Bread), accessed December 10, 2021, <https://www.ispot.tv/ad/qdpc/panera-bread-time-to-say-yes-no-offer>.

Industry Marketing Analysis

Competitor 1- Chipotle

• **Current tagline**

"Better for you, better for People, Better for our Planet" (1)

• **Current Advertising campaign(s)**

Chipotle enacted "Chipotle Rewards" or a revamped loyalty program and application. Additionally, they also are currently running campaigns and ads on popularized social media apps such as TikTok which engage both millennial and Gen Z consumers. (2)

• **Historical tagline**

"As Real as It Gets" (4)

• **Historical campaigns**

Chipotle ran a contest on Twitter and Facebook in 2015 which offered a free Chipotle dinner for two people based on the best burrito themed Haikus. Chipotle chose 20 of the best Haikus based on how many likes and tweets each got. (3)



Competitor 2-Starbucks

• **Current tagline**

Starbucks or nothing.
Rewarding taste buds.
A taste of the holidays. (8)



• **Current Advertising campaign(s)**

Currently, Starbucks utilizes social change and social media platforms to reach their audience. One example is the #ExtraShotOfPride campaign which supported the LGBTQ community by launching rainbow colored reusable cups across the US and Canada and the creation of colorful content showcasing LGBTQ staff's story. (5)

• **Historical taglines**

"Meet Me at Starbucks". (7)

• **Historical campaigns**

In 2014 and 2015 Starbucks introduced the #redcupcontest on the social media platform Instagram. Users were prompted to post pictures of their red cups and tag Starbucks for a shot to win one of the featured five prizes. (6)

Competitor 3-MOD Pizza

• **Current tagline(s)**

"All Pizzas Welcome" (9)

• **Current Advertising campaign(s)**

In 2021, Mod Market launched "The All-Pizzas Welcome" campaign which is chiefly about celebrating individuality. The main idea is that individuality rules and should be recognized. (9)

• **Historical taglines:**

"Gratitude with Attitude." (10)

• **Historical Campaign(s)**

During the "Gratitude with Attitude" campaign, MOD pizza donated \$1.00 from every MOD sized pizza bought at every location in both the U.K. and U.S. (10)

Fast Casual Restaurant Market:

Valued at \$125.6 billion in 2019; expected to reach \$209.1 billion by 2027 (10). This market has also grown over 500% since 1999. Fast Casual accounts for less than 10% of the total restaurant market (11).

Expansion of "deliver-to-door" services boost sales/profits of fast casual restaurants in the coming years. Success of this market is due to consumers in search of healthier lifestyles, but also getting their food within a timely manner.



(1) Kelly, C. (2020, December 9). Mobile Marketer of the year: Chipotle. Marketing Dive. Retrieved December 12, 2021, from <https://www.marketingdive.com/news/mobile-marketer-of-year-chipotle-2020/589048/>.

(2) Our values. Chipotle. (n.d.). Retrieved December 12, 2021, from <https://www.chipotle.com/values>.

(3) Top digital marketing case studies & strategies [2021]. IIDE. (2021, October 30). Retrieved December 12, 2021, from <https://iide.co/case-studies/>.

Tan, J., Jon Tan My coffee expenses and my office rental are one and the same.Terrified of mathematics and carbohydrates. View all posts, My coffee expenses and my office rental are one and the same.Terrified of mathematics and carbohydrates., posts, V. all, says:, L. K., & says:, V. @ R. C. (2020, November 5). 9 ways the chipotle marketing strategy kept it real (and won). Word-of-Mouth and Referral Marketing Blog. Retrieved December 12, 2021, from <https://www.referralcandy.com/blog/chipotle-marketing-strategy/>.

(4) Chipotle keeps it real with launch of ad campaign focused on real ingredients. (n.d.). Retrieved December 12, 2021, from <https://ir.chipotle.com/news-releases?item=122408>.

(5) Starbucks Marketing Strategy Case Study. IIDE. (2021, August 24). Retrieved December 12, 2021, from <https://iide.co/case-studies/starbucks-marketing-strategy/>.

(6) Gorbach, A. (2021, November 18). Starbucks: Top best and worst marketing campaigns. Awario Blog. Retrieved December 12, 2021, from <https://awario.com/blog/starbucks-best-and-worst-marketing-campaigns/>.

(7) Siebenthaler, A. (2016, January 17). Meet Me at Starbucks storytelling campaign. Medium. Retrieved December 12, 2021, from <https://medium.com/@audrey.siebenthaler/meet-me-at-starbucks-storytelling-campaign-2f56d330a27b>.

(8) Starbucks logo and tagline. Logo & Taglines. (2021, June 8). Retrieved December 12, 2021, from <https://logotaglines.com/starbucks-logo-tagline/#:~:text=The%20best%20coffee%20of%20the%20Morning%20starts%20with%20a%20coffee.>

(9) Mod pizza's 1st national campaign targets inclusivity. www.pizzamarketplace.com. (2021, November 5). Retrieved December 12, 2021, from <https://www.pizzamarketplace.com/news/mod-pizza-s-1st-national-campaign-targets-inclusivity/>.

(10) Mod pizza highlights its "Purpose beyond pizza" with spreading modness 2016. RestaurantNews.com. (2016, November 17). Retrieved December 12, 2021, from <http://www.restaurantnews.com/mod-pizza-highlights-its-purpose-beyond-pizza-with-spreading-modness-2016/>.

(11) Research, A. M. (2020, July 6). Fast casual restaurant market to reach \$209.1 bn, globally, by 2027 at 10.6% CAGR: Allied Market Research. Fast Casual Restaurant Market to Reach \$209.1 Bn, Globally, by 2027 at 10.6% CAGR: Allied Market Research. Retrieved December 12, 2021, from <https://www.pnewswire.com/news-releases/fast-casual-restaurant-market-to-reach-209-1-bn-globally-by-2027-at-10-6-cagr-allied-market-research-301088253.html>.

(12) Franchisee Resource Center. (n.d.). Fast casual industry analysis 2020 - cost & trends. Franchisee Resource Center. Retrieved December 12, 2021, from <https://www.franchisehelp.com/industry-reports/fast-casual-industry-analysis-2020-cost-trends/>.

- **Macro:** larger societal forces that effect the microenvironment
- Demographic- Targeting the age of 25-44 which consists of mostly millennials
- Political- In 2016 Panera bread spent a total of \$16,247 to party recipients in the electoral vote. \$9,612 to democrats (63%) and \$5,624 to Republican (37%)
- Ecological- in Panera's 2020 responsibility report they reported 55% of their entrees were certified and labeled as low carbon cool foods, 25% of their entrees are plant based and 23% reduction in scoop 1 and 2 emissions per square foot since 2016.
- Technological- Investment in online ordering and self-ordering Kiosks in 2019
- **Micro:** the environment comprising of all the actors of an organization's immediate environment which influences the performance of the company
- Competitors- Chipotle, Panda Express, Jimmy Johns, Zaxby's, Five Guys, Wingstop, Qdoba, Jersey Mike's, Firehouse, Cane's, Noodles & Co., Smashburger
- Suppliers- Panera's bread comes is shipped every night and baked fresh daily from a source close to each location. Their chicken and turkey breast meat are both supplied by Hain Celestial Group
- Shareholders- Panera bread was bought out by Krispy Kreme in 2017 for \$7 billion. JAB Holding Co. currently owns panera and is listed under a private company
- Media- "In 2015, Panera signed on to the Center for a Commercial Free Childhood's campaign, pledging not to target media and marketing to children."
- Customers- "Email, phone, social media, frequent surveys through the MyPanera® loyalty program, American Customer Satisfaction Index industry surveys." Panera takes the steps needed to make sure they are transparent with all customers.

Market/Environment Analysis

- **Internal:**
- **Vision-** "to continue to be a leader in the fast-casual dining and quick service industry by putting an emphasis on employee development and providing our community with healthy food choices while maximizing profits for their shareholders."
- **Mission-** "One Panera for a Happier and Healthier World"
- **Strategy-** When COVID hit Panera adopted "Panera groceries" which allowed for customers to buy groceries from the Panera restaurant. They also had the option for curbside pickup and contactless delivery for all customers
- Resources-
- Processes- in Panera 2017-2019 responsibility report "There were three major steps in our materiality process: identification of the material topics, stakeholder engagement and feedback, and prioritization and validation."
- Products & Services- in 2017 Panera made the commitment to remove all artificial ingredients from their menu as a promise to serve healthier foods
- <https://www.panerabread.com/content/dam/panerabread/integrated-web-content/documents/press/2020/panera-bread-gri-index-2017-2019.pdf>

Overall Campaign Objectives

Target Gen Z

Increase sales for Panera amongst Gen z and overall younger generations.

budget breakdown, and media strategy.

Creating a situation analysis

Investigate past and present marketing efforts

The “yes” campaign tv ad

Jose Andres Food Insecurity Awareness campaign

AR Campaign

Detailed Competitor Analysis of:

Chipotle

Starbucks

MOD Pizza

Environmental Analysis

Political, Economic, Social, and Technological factors

Research Summary

Demographics

Population data of 18-24-year-olds

Gender data of 18-24-year-olds

Education research of Gen Z

Psychographics

Internet usage amongst Gen Z-ers

Drinking preference data of Gen Z

Views on global warming data of Gen Z

Consumer Preferences of Gen Z-ers



Development of a creative strategy.

Offer incentives for Panera Bread customers

Placing QR codes on the tables/around the inside of Panera restaurants.

Give out promotional Panera pens.

Sharing study experience on social media earns you a free bagel.

Create appealing ads

An outdoor ad for Billboards

Print ads for magazines

A radio ad

Television ads

Integrated Marketing Communication

Advertising

Direct Marketing

Digital/Internet Marketing

Sales Promotion

Public Relations

Personal Selling

Alternative Marketing

o In-app Avatar Integration

Target Market Research: Psychographic

Gen-Z

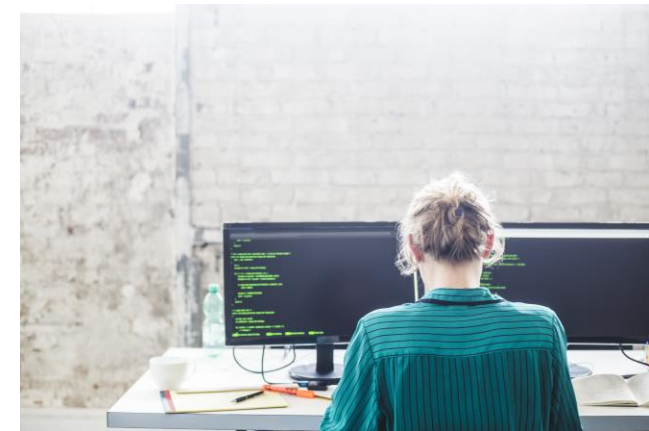


Internet Usage- Gen Z-ers are online more than any other generation with an average of 8 or more hours online each day and 55% of the group use their smartphones for 5 for more hours per day (1). 95% of the group also own or have access to a smartphone (1). This affects the ecommerce trends with about a third of all transactions taking place on a cellphone (1). The group is two times more likely to shop on their devices than Millennials. . The e-commerce trend has integrated itself on the social media e-commerce. Reportedly one third of Gen Z-ers are persuaded to purchase something after seeing it on social media. A similar number of shoppers participate in online reviews. More importantly, more than half of Gen-zers check their email more than one time per day. The trend towards these activities is making it easier for marketers to effectively find their sub-groups within the Gen Z market segment by gaining immediate feedback. All internet usage statistics were taken from an article on 99firms.com. The article was compiled of data from 35 different sources like Business Insider, Forbes, and Pew Research Center.

- Media preferences: magazines- 7% of Generation Z purchases magazines either online or physical. Of that 7%, only 15% of Generation Z readers order an actual copy in their mail (2). This is a very small number, but magazines are a good way to reach a very specific target market. The most purchased magazines of this generation are People, Time, Cosmopolitan, Times of New York, and National (2).

- Media Preference: radio-This generation listens to the radio daily including streaming and traditional radio. It was found that 63% even stream music daily from online apps. Only 22% of the generation listen to traditional radio on a daily basis (3). According to Ashley King of Digital Music news based on all Gen-Z online listeners, "68.4% are Spotify listeners, 32.9% Apple music, 30.4% YouTube music, and 26.6% Soundcloud" (King, 2021).

- Views on global warming: On social media, 69% of Gen Z-ers expressed anxiety regarding the future of our planet (4). The expression that Gen Z-ers feel like towards climate change according to a survey is anger. 49% of Gen Z republicans say that action must be taken at the highest priority to reverse climate change (4).



(1) "Generation Z Statistics - January 2021," 99firms, July 18, 2021, <https://99firms.com/blog/generation-z-statistics/>.

(2) ""What Magazines Are Millennials & Gen Z Actually Reading?," YPulse, July 15, 2019, <https://www.ypulse.com/article/2017/10/16/what-magazines-are-millennials-gen-z-actually-reading/>.

(3) Ashley King, Paul Resnikoff, and Dylan Smith, "Gen Z Streaming and Radio Listening Habits for 2021 – Report," Digital Music News, September 20, 2021, <https://www.digitalmusicnews.com/2021/09/20/gen-z-radio-streaming-listening-habits-2021/>.

(4) Gen Z, Millennials Stand Out for Climate Change Activism, Social Media Engagement With Issue | Pew Research Center

Target Market Research: Psychographic

Drink preferences: 65% of Gen Z claim they purchase food and beverages from coffee shops, or similar store, at least once per month (1). 44% say they would prefer to cook at home, but struggle for time. Most popular drink for Gen Z is cold and iced coffee with 56% of the generation purchasing it at least once in the past month (1). The second most purchased drink is hot coffee with 54% saying they have purchased at least once in the last month.

Consumer preferences- Gen Z-ers value clean eating and value healthy dining. 88% said Gen z children influences household food and beverage purchases from their parents and 87% influence where they dine out according to the National Retail Federation's Consumer Fall Review of 2019 (2). The heavy influence that the group already holds will be even stronger as the generation grows older and make 100% of their purchasing decisions, not just influence them. The report also states that Gen Z will make up 40% of all consumers soon. Since Gen Z is the first generation that has changes the way marketers will find up to 40% of the market (and growing). The increase in digital preferences will make marketers find their audience nearly all online to influence purchasing decisions. The CBRE report also found that 81% of Gen Z shoppers still prefer to go in store to shop (2). This will emphasize the necessity for brick-and-mortar operations to remain a priority for companies.

(1) Fetco, "What's Gen Z Sipping on?," CSP Daily News (CSP Daily News, December 11, 2018), <https://www.cspdailynews.com/foodservice/whats-gen-z-sipping>.

(2) National Retail Federation Published Oct 1 and National Retail Federation, "Consumer View Fall 2019," NRF, accessed December 10, 2021, <https://nrf.com/research/consumer-view-fall-2019>.

(3) US Census Bureau, "2019 National and State Population Estimates," Census.gov, October 8, 2021, <https://www.census.gov/newsroom/press-kits/2019/national-state-estimates.html>.

(4) Sieva Kozinsky, "How Generation Z Is Shaping the Change in Education," Forbes (Forbes Magazine, July 24, 2017), <https://www.forbes.com/sites/sievakozinsky/2017/07/24/how-generation-z-is-shaping-the-change-in-education/?sh=3e9597e26520>.

(5) James T. Meadows, "Millennials and Generation Z Favor Higher Education," Thrive Global, August 13, 2019, <https://thriveglobal.com/stories/millennials-and-generation-z-favor-higher-education/>.

(6) 2020 Victoria Campisi | July 27 et al., "Gen Z's Influential Food Preferences - The Food Institute %," The Food Institute, October 3, 2021, <https://foodinstitute.com/focus/gen-z-preferences/>.

Target Market Research: Demographics

Population: Population and Marital status: total 18–24-year-old population according to the 2019 US Census is 29,085,000 people. 2,330,000 18–24-year old's are married (8.01%). Panera's target market of 18-to-24-year old's are mostly single with only 8.01% of the target population married (3).

Gender: total 18–to-24-year-old male population is 14,605,000 according to the US census. total 18-to-24-year-old female population is 14,479,000 according to the 2019 US Census (3).

Panera's target market of 18–24-year-old's is evenly split between the two genders. 51.45% of the population is female and 48.55% of the population is male (3). These statistics should not affect Panera's marketing strategy as it is a close call.

Education: Generation Z values hands on learning experiences in school. Sieva Kozinsky of Forbes found after a survey that "51% of surveyed students said they learn best while doing and 12% said they learn better through listening" (Kozinsky, 2017). Gen Z tend to enjoy traditional classrooms rather than online. They prefer collaborative learning environments. Gen Z views college as a good thing as 80% saying they see college as a benefit (5). 57% is currently enrolled in secondary education (5).

Target Market Research: Benefits Sought

Social benefits: the coronavirus pandemic was a prime example of how Gen Z preferred to continue to go out to eat and remain social, while the rest of the world was hide. 23% of Gen Z said they went out to socialize with others (6). This is high compared to other generations who reported 14% willingness (6). It is reported according to the Food Institute that dining in public areas helped the Gen Z population feel like the world was at a normal once again. The highlight of the pandemic for social benefits for Generation Z is measured because it highlights how important it is for the group to meet socially to eat. It also highlights the importance for restaurants to remain attractive for the generation, even if trends seem to be leaning towards food delivery.

Key Consumer Insights

Gen Z's internet usage

- They are the highest internet usage age group with an average of 8 or more hours per day.
- 95% have access to a smartphone. 32% of their transactions are online.
- 33% of the generation is persuaded to buy something after seeing it on social media

Gen Z's food and beverage preferences

- 65% of the generation want a “plant forward” diet
- 79% eat meatless at least once per week.
- The group is up to trying new diets, but prefers not to commit.
- Most popular drink= iced tea, 56% say they purchased at least once in past month
- Second most popular drink= hot coffee, 54% claim they purchased at least once in past month.

Gen Z's social and educational preferences

- 81% of the generation still prefer to go in-store to shop and eat.
- During the coronavirus pandemic, 23% of Gen Z saw themselves going out regardless of restrictions.
- 51% of Gen Z students prefer hands on school work rather than lectures. Prefer to meet in person for meetings
- 65% of Gen Z has purchased coffee or food from a coffee shop (or similar shop) at least once in the past year.
- 57% of the generation has enrolled in secondary education

Creative Strategy (USP)

QR codes

- Code redirects user to Panera mobile app
- When users scan the code, it gives them a "study point" that they can build up to collect rewards. Three points would earn a free medium-sized coffee. If the user wanted to build up points, they could redeem a bagel with 5 points.
- The code itself is a redirect inside of the existing Panera app. If the user does not have the app, it will invite him or her to download the app.
- The code recognizes that it is part of the promotion and will treat the scan as 1 study point. It will not allow more than one scan per device in a time frame of 24 hours.
- The goal of this initiative is to make Panera students loyal and make that student and coffee relationship
- Codes are to be green. This follows suit with Panera's style and mood. It also follows how consumers are to associate the color green with eco-friendly and socially aware.
- The QR codes should be positioned in the direct middle of the table. It will have a label attached to it stating, "Study Points."
- The codes will be in the form of a sticker.

Panera pens

- The pens will be green with our new tagline: "Social and Healthy".
- As part of the initiative to get more student to study at Panera, we have decided to give out study material.
- This will be a small, but meaningful step. It is presumed that students will take these pens to both study in the store and take them home when they are done. This draws attention to the new slogan and reminds the public that Panera is a perfect place to study.

Share on Social Media!

- Panera visitors have a new incentive to share their "study experience" on social media.
- Part of this promotion will include a free bagel to people who share their Panera experience on Instagram, Facebook, or Twitter.
- This will help push the linger time that Panera strives for.
- To do this, the post must be made to shine a positive light on Panera's new student initiative.
- The poster must show a Panera employee. Employees will be trained to become aware of the new initiatives and be willing to hand out free things to participants.
- To incorporate the 4 key consumer insights, we have generated some promotional activities that will be designed to push the target market to Panera. Gen Z spend more than eight hours per day on their cell phones making it apparent that cell phones should be incorporated in some fashion. Coffee dominates the target market's preferences, meaning a coffee promo is a cheap and effective method to draw in Generation Z visitors. All of this is relevant because the generation prefer a brick-and-mortar shop more than other generations, despite what many may think.

Creative Strategy (Brand image, Slogan & Creative Threads)

Brand Image

The brand image we will be pursuing will emulate a social, academic and health centered personality encouraging a community type feel that is studious and focused. This personality will be associated with professionalism, optimism, understanding, unity within friendships and classmates, health and scholarly relationships. This campaign will be focused on students' academic success as well as cultivating academic relationships. This will be the most applicable with our campaign because we are targeting the older Gen Z generations that are pursuing college or high school degrees. In its essence this target market embodies the brand personality of this campaign because the majority of them spend their days in academic settings with their peers and friends—having numerous social and academic affiliations. Additionally, this target market also values health more than any other generation.

Slogan

- We want to focus our marketing efforts on showing consumers that our restaurants can be a place where people can come together for social interactions, a healthy lifestyle, and getting things done for school or work. The slogan "Social and Healthy" is perfect for this campaign because it encompasses two of the most dominant aspects of it. We want our customers to be encouraged to excel academically and socially in the healthiest way possible and this slogan is able to convey this motivation in a catchy and simple way. Additionally, this slogan is compact and small enough that we are able to fit it nicely on all of our promotions and design it in a way that is appealing to the eye and easy to comprehend.

Slogan: "Social and Healthy"

Creative Threads

-Our creative threads will include the following: Same use of fonts and colors, smiling faces socializing and drinking coffee, the slogan "Social and Healthy" emphasizing the recycling logo on bags, napkins, pens and QR codes that showcase the new slogan. To be more specific, the font we will use throughout this campaign will be Postrema accompanied by the turtle green color. Additionally, there will be the repeat use of the same group of actors smiling, socializing and drinking coffee in a Panera setting. The last two creative threads we will use will be the inclusion of a recycling logo on bags, napkins and QR codes as well as emphasizing both the logo in the visual aspects of our promotions and giving out pens with the slogan "Social and Healthy" on them.

Creative Strategy (Campaign Appeal & Positioning Approach)

Product-User Approach (Positioning)

For this marketing campaign, our team has made the executive decision to position by product user which essentially means that we will be associating Panera with both college and high school students. Our marketing campaign will achieve more success by positioning it towards students because it focuses extensively on portraying Panera as a quiet, productive place to study for students that provides healthy and sustainable alternatives.

We have chosen to position this product towards high-school and college students because this younger generation is extremely interested in “fast casual” restaurants that promote sustainable and healthy alternative. In fact, the younger generation of Gen z is more willing to spend 10 percent more on sustainable products. (Forbes, 1) By positioning this product by user, the younger generation will be more attracted to study at Panera and eat there due to its alignment with their social values. Positioning it as a study place for college and high school students will ultimately assist in changing the perception of Panera to the general public. It will be associated with the younger generation which is mainly made up of students. This as perception by the public will encourage more students to study at Panera with their friends.

Campaign Appeal

- Our primary campaign appeal will be **rational**, specifically most of our ads will utilize the **feature appeal** approach. The feature that will be showcased is the health aspect of Panera. About 41% of the target market—college and high school students— will pay more for food that is healthier (1). By marketing this feature and capitalizing on the healthy feature of Panera, more students will be attracted to eat and study at Panera. The target market will resonate more with this type of appeal since one of the dominant traits of Panera is how health conscious they are. Essentially our advertisements will play on the fact that it is more rational for the younger generations to choose Panera over restaurants like McDonalds because they provide the healthier alternatives.

(1) Allison, C. (2020, August 5). *Six Generation Z Food Trends - A farmtrace breakdown*. FarmTrace. Retrieved December 12, 2021, from <https://farmtrace.com/six-generation-z-food-trends/>.

This advertisement will feature in the most popular publications for Generation Z. The most popular publications are People, Time, Cosmopolitan, New York Times, and National Geographic. Some secondary options for magazine mediums could be Vogue, Seventeen, ESPN, Forbes, Sports Illustrated, and Glamour.

This image will take up an entire page of a magazine. Readers will be drawn to the melancholic feeling of the ad as reusable Panera cups and complimentary Panera pens circle the overall message: EARN STUDY POINTS.

Magazine Advertisement #1

Creative threads: This advertisement caters to the feature appeals. The coffee cups and the pens are the focus of the campaign. They circle around the overall theme: participate to earn study points. The call to action reminds people that Panera is a nice neighborhood spot that local students can study at. The "comfy" word in the call to action highlights another reason why Panera visitors would enjoy spending quality time at a local store. The creative threads in this include the slogan on the pen and matching fonts.



Now offering free coffee to participating study buddies! Come study at your comfy neighborhood Panera.

Download the [Panera app](#) to join

This is the second magazine advertisement that will be featured within specific magazines. Like the other print advertisement this copy will additionally be featured in the most popular issues that our target market reads. These are as follows: People, Time, Cosmopolitan, New York Times, and National Geographic. Additionally, depending on the amount left in our budget this print ad might be placed in numerous other magazines such as Vogue, Seventeen, ESPN, Forbes, Sports Illustrated, and Glamour.

This print ad will take up a smaller portion on the bottom of the chosen magazine aside the other advertisements that are showcased there. The audience will be attracted to this print ad because of the optimistic feeling that it conveys. It exemplifies the academic personality trait that our campaign aims to accomplish.

Magazine Advertisement #2

Creative threads: The creative threads present in this ad include smiling faces drinking coffee, the slogan and the matching font. Additionally, there will also be the use of the same green color.

SOCIAL & HEALTHY

THE FUTURE IS YOURS

From homestyle chicken noodle soup, to warm, gooey and freshly baked cookies Panera Bread is here to fuel your academic success with deliciously crafted, fresh food. Find the nearest location to you by visiting our website today!

WE CAN HELP YOU GET THERE

Outdoor Ad

The billboard ads will be strategically placed near highways/freeways that are closely located to High schools and Universities.

The goal for the billboard ad is to attract our target market of Generation Z. We will be doing this by having bold pictures, bright colors with few words that get to the point

Creative Threads: The creative threads in this advertisements will include the slogan, smiling faces drinking coffee as well as the matching font. There will also be the use of the same green color.



Radio Ad

- "Hey there! Alec, from Panera's sales team here. Want free stuff? Do you want to help make this planet a better place by going green? Here at Panera, we are offering new incentives through the Panera app. When you stop by your local Panera, make sure you scan the QR code on the tables to redeem study points so you can earn free coffee for participating study buddies! Here at Panera, we are making a stance to go green. With our new biodegradable bags, napkins, and disposable silverware, we are doing our part to make our beautiful earth green again! We are social and healthy; we are Panera Bread. Download the Panera app today and start racking up those points!"

Streaming platforms will be important mediums to reach the specified target market. Based on our research, the top streaming platforms for Generation Z are:

1. Spotify
2. Apple Music
3. YouTube Music
4. SoundCloud

Each of these platforms will be perfect mediums to run a quick informative advertisement.

Creative Threads: The creative threads in this radio ad will be the inclusion of our slogan, and the emphasis on the QR codes.



We plan on running a 30 second radio ad in high trafficked stations. For example, in Colorado, the top 5 radio stations are:

1. **106.7 FM The Bull**
 - This station gravitates towards country music listeners.
2. **93.3 FM Modern Rock**
 - This station targets alternative artists and music.
3. **95.7 FM The Party**
 - This station spotlights Hip hop and Pop music.
4. **94.1 FM/850 AM Koa News Radio**
 - This station keeps the listeners updated on news, traffic, and weather.
5. **99.5 FM The Mountain**
 - This station is a top radio station for classic Rock n' Roll.



Television Advertisement Storyboard #1

Description:

- USP: social media posting incentives; scannable QR codes at tables
- Brand Image: Social and happy environment
- Positioning Approach: Attributes/Benefits & Product User
- Campaign Appeal: Rational – Convenience, Performance, Efficiency

Advertisement Location:

- This ad will be shown on Hulu streaming service, which is where our target market will be likely to interact.

Creative Threads: The creative threads used in this advertisement will be smiling faces drinking coffee, and the slogan pictured at the end of the television advertisement. Additionally, the same fonts and green color will be repeated throughout the advertisement.



ADVERTISEMENT 1: QR CODE STUDY POINTS



SCENE 1, WIDE ANGLE BACK SHOT

A group of three younger students are sitting at a table visibly studying for an upcoming exam.



SCENE 2, CLOSE UP

Each student pulls out their phone and begins to wave it over the new QR codes.



SCENE 3, MEDIUM SHOT

The camera zooms into one of the student's phones with a "ding" the redirected her phone to the new Panera App.



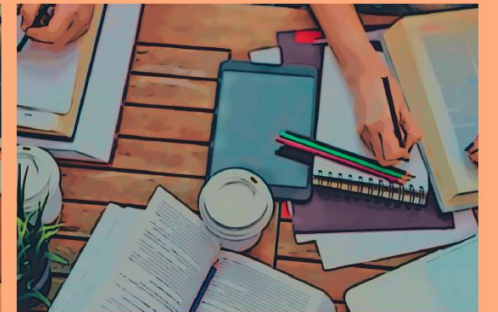
SCENE 4, SNAPSHOT

The app is pulled up with a celebratory screen pop-up stating, "Study Point Earned!"



SCENE 5, CLOSE UP

The students proceed to "cheers" their coffee cups.



SCENE 6, MEDIUM SHOT

The kids continue to study. (Narration while the students are studying) download the new Panera app to redeem study points and use Panera as your new study hall.

Television Advertisement Storyboard #2

ADVERTISEMENT 2: INCENTIVES



SCENE 1, WIDE ANGLE BACK SHOT

Dramatic zoom-in on the recycling sign on a Panera coffee cup.



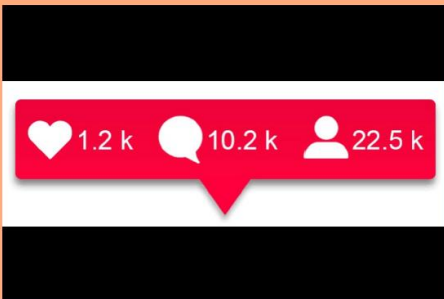
SCENE 2, CLOSE UP

Dramatic zoom over a recyclable Panera bag with the new campaign slogan 'social and healthy' in big letters across the bag.



SCENE 3, MEDIUM SHOT

A group of older students (college) post a picture a selfie holding up their Panera bags and coffee cups.



SCENE 4, SNAPSHOT

The Instagram story starts to "blow up" with likes and comments



SCENE 5, CLOSE UP

The person who shared the story shows his phone to the lady at the front counter



SCENE 6, MEDIUM SHOT

She hands him his free bagel with a big grin.

Description:

- USP: social media posting incentives; interest of younger demographics
- Brand Image: Social and happy environment
- Positioning Approach: Attributes/Benefits & Product User
- Campaign Appeal: Rational – Convenience, Performance, Efficiency

Advertisement Location:

- Again, this ad will be shown on Hulu streaming service, which is where our target market will be likely to interact.

Creative Threads: The creative threads in this advertisement will be the returning smiling faces drinking coffee as well as our slogan pictured at the end of the advertisements.



Public Relations Efforts



Public relations defined- Public relations defines the general perception of the company. The overall view on the company affects how the firm performs financially.

Common news sources- Gen Z gets most of their information from social media. YouTube, Instagram and Facebook dominate these statistics. Most of Gen Z select their news source as social media. Some mediums that have been left behind from Gen Z are newspapers, podcasts, and radio. “Gen Z are not active voters with only 46% of the generation claiming they are certain to vote”(1). No consistent information based on political identification within the generation. It can be assumed that because their most trusted news sources are CNN and The New York Times that their news sources are more liberal than conservative.

Current PR initiatives- Panera Day-End Dough Nation, Panera Gives, Bakers in Training, Panera Fundraising, and Scrip Fundraising. Panera currently uses public relations to shape community-based fundraising. When a local club, sorority, or team looks for local fundraising, Panera offers those groups the chance to fundraise through their fundraising initiative. This is a fantastic way for the community to shine a bright and positive light on the Panera brand.



**Panera Day-End
DOUGH-NATION**

(1)Rishika Dugyala and Kamran Rahman, "6 Things to Know about Gen Z, Politics and 2020," POLITICO (POLITICO, October 11, 2020), <https://www.politico.com/news/2020/10/11/gen-z-politics>

Public Relations

The problem is that Panera needs to gain public preference over their fast casual competitors especially for the target market of Gen Z customers. The problem is also the trickiness behind how Gen Z receive their information. Since social media is the most used news source for the generation, it is hard to determine if that news is coming from individual reporters or a general news source like CNN or Fox news. It can be assumed that the large news outlets like such are a large persuader of public perception and can shape the way that individuals report the news to their followers.



What: Panera will use this public relations opportunity to mention their contributions to local education partners. Panera can use a similar fundraising initiative that they have in the past to focus on a new perspective: education. With the current marketing plan for Panera, the company is giving out free coffee to students and community members who are using Panera as a meeting place. To associate the selling idea with a positive public relations campaign would be beneficial for the brand to connect their stores with educational activities.

How: Panera managers will be instructed to find local non-profits or schools that support educating the youth of the country. Each store will differ, as the focus will continue to be on the community. When the new initiatives are launched, it is imperative that news sources are targeted to cover the new initiatives. Panera will encourage these news sources to cover the education fundraising initiative on their social media pages. The two main news sources that Panera need to reach out to are CNN and The New York Times. According to YPulse, CNN and The New York Times are the most used news sources for Generation Z. The coverage would be beneficial on a news segment on cable TV, however the focus of this marketing effort is on social media. This is because Gen Z tend to get their news from scrolling on the likes of Facebook and Instagram.



Examples:

CNN: 6 of their 15 posts on recent Instagram feed mentioned another company. This is either good or bad feed. The “Costco is Raising its Minimum Wage to \$16 an hour” headline is likely to draw positive PR towards the company. This is because CNN is recognizing the move. 15.9 million followers.

NY Times: 3 of their 15 posts on a recent Instagram feed mention another company. As this is less, it still holds strong value for those who are mentioned. 13.7 million followers.

Personal Selling

This element's goal is to influence a positive message among existing employees. Middle management and shift leaders will be informed of the new "Social and Healthy" marketing campaign and the benefits that should be offered to the customers. Employees will be informed and motivated to share current efforts. The cashier representative will inform people who either appear to be staying a while, or have a bookbag on their back. Other social cues will also signify that the person at the counter is either coming for a quick bite, or at the store for a while. Middle management will be the drivers of the personal selling efforts and should find ways to motivate their employees to adhere to the new marketing efforts.

Employees will be the front line in the implementation of the new marketing efforts, so the more they inform customers, the more likely the customers are to adopt the trends. Employees should all be informed and even active on the new Panera app with its new customization features (mentioned in the Alternative Marketing section). They should demonstrate knowledge of the consumer-oriented sales promotion that the app and QR codes offer. When a customer visits the counter, it will be pivotal to ask whether the visitor has been there or not before and if they are part of the new rewards program. Asking these questions will initiate conversation and will ultimately lead the customer to the curiosity stage. Once at the curiosity stage, the employee should push the issue and start talking about all the free stuff that the customer can have if they engage in the in-store promotions.

These efforts should be taught in new employee training when there are new hires. The employee should know that he or she is the driving force behind sales in the store. The rest of the integrated communication elements will be obsolete without the implementation of personal selling.

An effective personal selling campaign will aid in a strong word-of-mouth marketing campaign. When a Panera employee treats a customer well, the return will be that that customer will talk about it to their friends in a positive light.



Personal Selling is a person-to-person communication process. This function can vary greatly depending on the type of industry and what the company is selling.



Pros: Allows for two-way interaction (ordering from cashier at Panera), tailor the message specific to our consumers, lack of distractions, more involvement in the decision process.

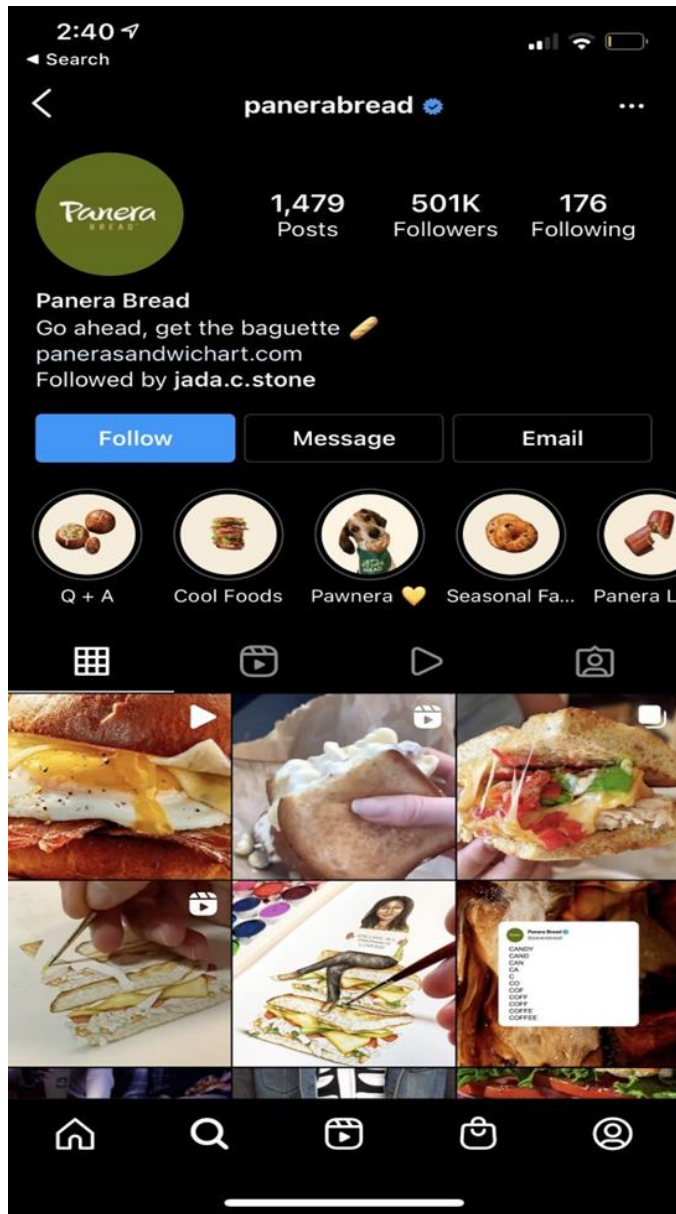


Cons: Inconsistent messages, sales force/management conflict, high cost, poor reach/potential ethical problems.



Panera's initiatives: Friendly face-to-face communication from cashier to customer, encourage customer to try new products and interact with promotional deals, offer samples and receive immediate feedback, ask about a customer's experience in person as opposed to online.

Interactive Marketing



Interactive Marketing defined-Essentially interactive marketing is driven by user data and behaviors and emphasizes advanced interactions between the consumer and the business.

Relevance of Digital Marketing: As of 2019, there are 3.97 billion internet users worldwide which means that over half of the world's population uses the world wide web, making it an essential way to reach consumers. (1) Implementing interactive marketing through the use of social media platforms, like Instagram, is one of the most lucrative marketing methods available to businesses. 3.87 billion individuals use social media on a daily basis (2)-- averaging 2 hours and 3 minutes dedicated solely to social media. (3)

Panera's Past with Interactive Marketing -, Panera has run contests, Q & A sessions and more through their social media platforms.

- (1) Johnson, J. (n.d.). Topic: Internet usage worldwide. Statista. Retrieved December 12, 2021, from <https://www.statista.com/topic/1145/internet-usage-worldwide/>.
- (2) Gaubys, J. (n.d.). How many people use Social Media in 2021 [updated Jan 2021]. Oberlo. Retrieved December 12, 2021, from <https://www.oberlo.com/statistics/how-many-people-use-social-media>.
- (3) Published by Statista Research Department, & 7, S. (2021, September 7). Daily Social Media Usage Worldwide. Statista. Retrieved December 12, 2021, from <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>.

Interactive Marketing

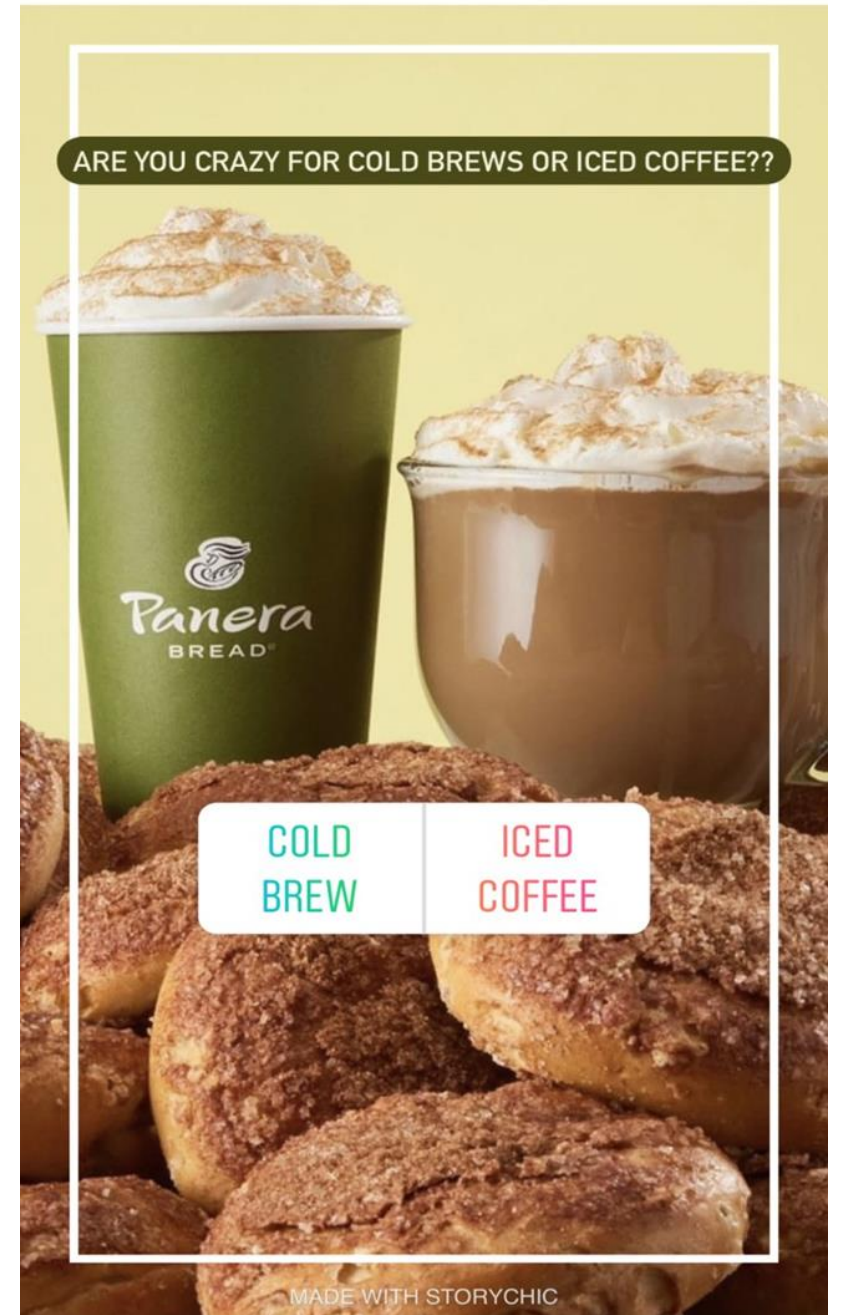
To boost brand awareness and the emotional relationship between Panera and its customers, interactive marketing is essential. The problem is figuring out an effective way to connect with customers, particularly young students and Gen Z. College and high school students tend to use social media platforms like Instagram more than the older age groups. Interactive marketing offers a way to reach this target audience while also obtaining feedback on the brand image and how successful their business is. Therefore, creating weekly polls on Instagram stories should be executed immediately.

What:

Designing and utilizing Instagram stories will ultimately boost the relationship between Panera's customers and them. It offers a way to reach the younger population of college and high school students. Additionally, it will let customers have a voice and feel more involved within the campaign. Instead of Panera choosing something for the customer, they are now in control of what they receive and when they will receive. It also will provide immediate feedback about the brand and what they should change. This will also include using the advertising and promotion option on each platform.

How:

Panera should designate a day for posting Instagram Polls on their story, preferably Friday. The polls should be different each week and surround the idea of education as this is mainly what our campaign is about. For instance, one of the first posts could feature a poll which offers two choices between the flavors of free coffee offered to students as part of the marketing campaign. The flavor that receives the most votes should be served as free coffee for students for that week. The Instagram story should resemble the picture to the right. Panera will also use the paid promotion function to push their posts the people who do not already follow the account. This will help drive traffic to the page.



From your friends at Panera

HAPPY NOVEMBER!



Stop in this month, scan
our QR codes and earn
incentives!

Direct Marketing

Panera's Check In



Panera Bread <panerabreadrewards1@gmail.com>
to Alechranicka ▾

9:03 PM (1 minute ago) ☆ ↶ ⋮



Happy November Alec!

This is your monthly reminder to rack up those points to earn your freebies. This month's specialty coffee is a salted caramel cinnamon latte and our specialty food item is turkey noodle soup with stuffing on the side. Round up your study buddies, head over to your local Panera, scan the QR codes located on all of our dining tables, and get your free coffees!

Stay social and healthy,
From your friends at Panera

To keep the customers interest in Panera we have produced multiple ways to reach out to Panera members. The first form is direct mail, as seen in the photo on the left, to mail this to them each month. The next form we developed is email. This also could be sent every month to check in on members reminding them to come check out their local Panera Bread. Lastly, we have created a mass text message chain to send to Panera members encouraging them to build up their points to earn incentives.

9:14



810-43 >

iMessage
Today 9:13 PM

Panera Bread: Visit your local Panera Bread locations for November specialty items. Rack up your points to earn free coffees and other incentives! See you soon!

To unsubscribe text
STOP



iMessage



Consumer Oriented Sales Promotions- Background

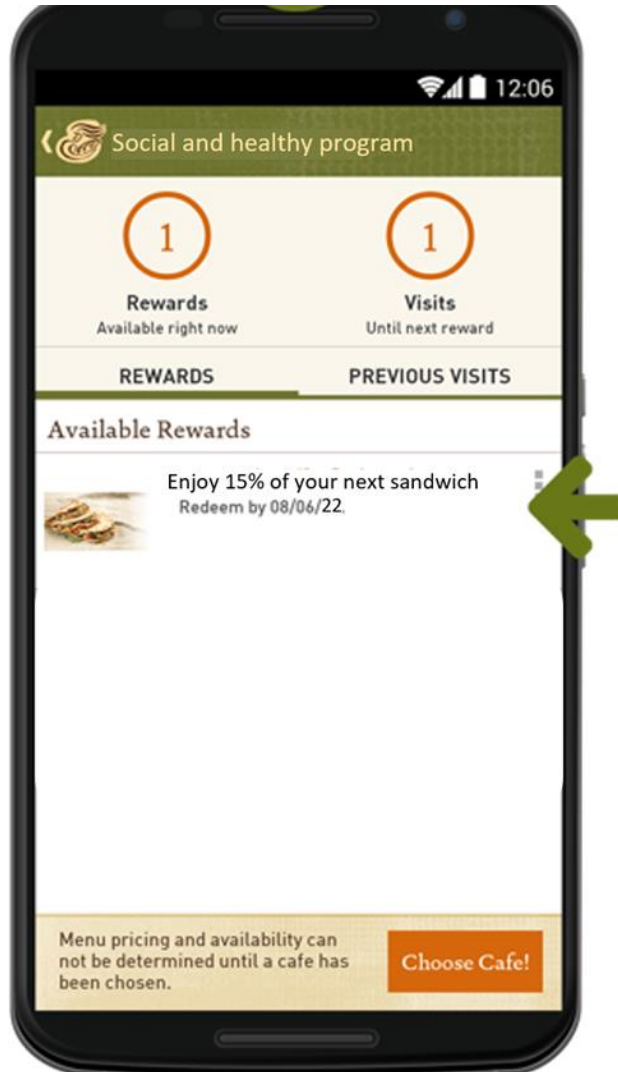
Consumer Oriented defined- The consumer-oriented promotion tools are aimed at increasing the sales to existing consumers, and to attract new customers to the firms.

Importance of Consumer Oriented Promotions: sales promotions have a significant impact on the consumer's decision-making process. Approximately 70% of decisions about which brand to purchase are made in-store (De Pelsmacker et al., 2001). Understanding the factors that influence an existing or potential customer's decision process is essential for business entities in implementation of an effective marketing mix that generates sales. (Nagar, 2009)

Panera Bread initiatives: Throughout the years Panera has done multiple sweepstakes such as: mypanera+ coffee sweepstakes, Panera mac and cheese sweepstakes, both of which require users to have a mypanera+ account along with either a twitter TikTok or Instagram account. Panera has also done sample and premium offers by having customers sign up for a monthly paid membership to the MyPanera+ Coffee program and then customers can get the first three months for free.



Consumer Oriented Sales Promotions



- **Problem:**
 - The problem for Panera's sales promotion arises with what type of consumer-oriented promotion will target Panera's demographics the best. As not all promotions will be attractive enough for Panera to be profitable. While Panera in the past has done sweepstakes and contests, there has been nothing in recent years that has gained national attention. For this new initiative to take off Panera must market to their targeted audience in an attractive way.
- **What:**
 - Panera can incorporate consumer-oriented sales into their plan by offering a new type of promotion. While the plan is to already give out free coffee to customers who use Panera as a meeting place. Panera can take the route of coupons by allowing people who participate in this, the option of redeeming the points they earn for coupons that they can use at any time for a percentage off of their meals. This will not only attract more people to use Panera as a meeting place, but it will also persuade people into buying more meals.
- **How:**
 - Panera will need to use the social media aspect, especially their app for this to work. The goal for Panera is to allow an option in their app for people to not only track when they come in for a meeting, but also to redeem their points for different types of coupons. The coupons can be ranged anywhere from 10-25% off of their meals, soups, sandwiches and salads. In order to keep this a special type of sales promotion, customers will only be allowed to redeem their points for coupons and nothing else. The program will be separate and different than the mypanera+.

Trade-Oriented Sales Promotion

Trade Oriented defined- Targeted toward marketing intermediaries such as wholesalers, distributors, and retailers. Panera would have to find a way to reach their business-side to attract awareness to their new campaign.

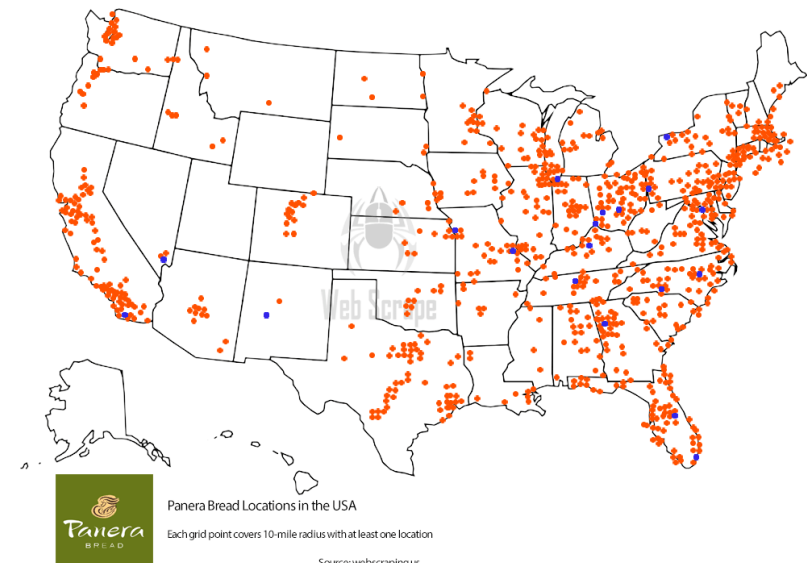
Importance of Trade Oriented Promotions: the best promotional tools are used to encourage trade to stock and promote a company's products and services. This is extremely important to Panera because in order for the company to portray a certain image, Panera needs strong support channels. These support channels include suppliers, wholesalers, and producers.

Some ideas that Panera can pursue- dealer incentives that promise continued support if the supplier portrays similar values to the new campaign. This would also allow Panera to offer trade allowances down their supply chain. Another idea is to offer scholarships to employees in their staff who look to pursue college after their Panera career. Panera could host a trade show to promote local vendors and diversify their relationships.

Panera Bread Initiatives: One initiative Panera could bring forth is both attending trade shows hosted by others, or host a Panera trade show. We would show off our new promotional campaigns and new foods and services to consumers and other stakeholders. With the new era of social media, Panera would gain a lot of publicity from online exposure as well. The more people know about Panera and our new promotional deals, the better. The exposure would also help us build loyalty and more Panera franchise locations across the country.

Panera plans on hosting their own annual trade shows. The shows will be focused on the equity of suppliers and offering incentives to suppliers who show up. It would also help the networking aspect for both Panera and their partners. The trade show will also help fund Panera's *Knead for Knowledge Scholarship Fund* with an aim to expand that initiative. Groups that attend Panera's trade show will have the option to donate to the scholarship. This will help tie in our personal relations integrated marketing communications element. 3 trade shows will take place throughout the United States. After analyzing the map below, they would be best served in in the Los Angeles, Chicago, and New York areas. It should take place close to a large international airport.

The trade shows will be called "The Health Social" based on the current marketing campaign's slogan. The types of companies that will be invited



The Health Social

The trade shows will be called "The Health Social" based on the current marketing campaign's slogan. The types of companies that will be invited are current and prospective restaurant suppliers, wholesalers, and producers.

Elements of The Health Social:

1. Complementary Panera food.

Panera will give out free bagels to every participating booth at first thing in the morning when it starts at 9am. The main Panera booth will have a self-served coffee dispenser with a stack of recyclable coffee cup. It will have a nice point-of-purchase display detailing each of the suppliers that Panera receives their "coffee-making materials" from. The participating coffee suppliers will have the opportunity to bring their coffee beans to be brewed and set on display next to the other coffee vendors. Panera will also offer an array of their signature sandwiches for lunch time.

2. Current vendor freedom

Suppliers and current business partners will have first priority on placement of their booth over others. This is to help represent the healthy relationships that Panera have with their partners.

3. Keynote speaker

Panera will hire Greta Thunberg, a Swedish environmental activist, will speak for an opening and closing ceremony to the Health Social. She will be enthusiastic with the initiatives that every company part of the show is practicing. Greta is also a younger influencer, so she represents the target market that Panera's new marketing campaign is catering.

4. Affordable booths

Each booth space will be affordable, so it opens the door to more vendors both large and small. The booth spots will cost only \$1,500 each for a single day event. There will be 300 spaces at each of the three events.



Alternative Marketing Idea:

In-App Avatar Integration

What? Panera will partner with the Russian company, Avatarmaker. It is a free website that allows you to personalize the user's characteristics and makeup. Specific parameters that users can pick from are head shape, eye size and color, eyebrows, accessories, clothes and more. It is a simple app with basic features for avatars. Panera is teaming up with Avatarmaker to integrate their features in the new Panera app. When a Panera member downloads and signs up for the app they will be given the option to make an avatar.

Why? This provides a new and innovative way for Panera app users to get interactive and respond to trends. It makes the app more social and attractive. It gives the Panera user an identity. This also provides opportunity for more growth and integration with other aspects of the store like printing avatar faces for pickup bags and collect rewards (like Microsoft's Xbox). Panera will be seen as a fast-casual restaurant who is trendy and innovative. No other restaurant has ever done something like this, so it is bound to get plenty of media attention.

How will it work? Images A and B show the process of creating a Panera account on their new app. A and B show is what it looks like to sign up for a myPanera account. The avatar option will be at the bottom, below the option to add a card number. Avatarmaker will be embedded in the app so the user can make it when they sign up for the app. Once created, the avatar will appear in the top of the screen next the user's name.

How will it generate buzz? This will generate buzz because it is something that no other restaurant has done. It will make people interested in downloading the app and making an account. Since it has not been done, people who do not even go to Panera may even be interested in visiting.

2:07

X

Great, let's get started.

First Name

Last Name

Email Address

Phone Number

Birthday (Optional)

Do you have a MyPanera card?
No worries if you don't. You can still join MyPanera without a card.

Card Number Code

10-19 digits, without spaces 4-6 digits

Yes, I'd like to receive emails
You could get free stuff (like free bagels all month long), bonus rewards and more!

Join Here

1:40

MyPanera

YOUR REWARDS
Personalized rewards you've earned

1 Reward Available

Free Pastry or Sweet Welcome Reward (Up To \$5.00) Redeem by Jan 08, 2022

0 visits until your next reward

Missed a Visit?

YOUR OFFERS
Just because we value you

No offers available. Check back later.

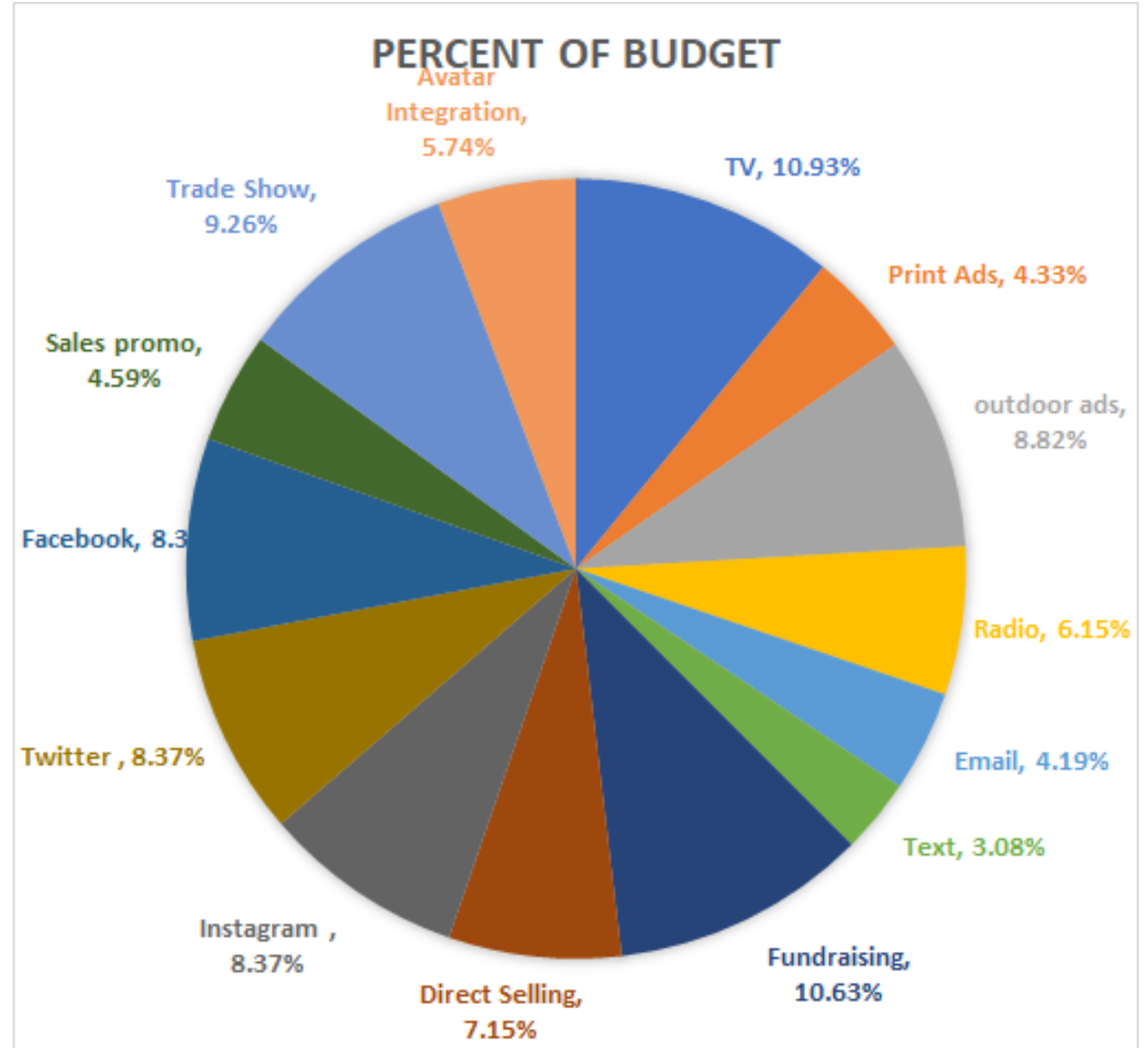
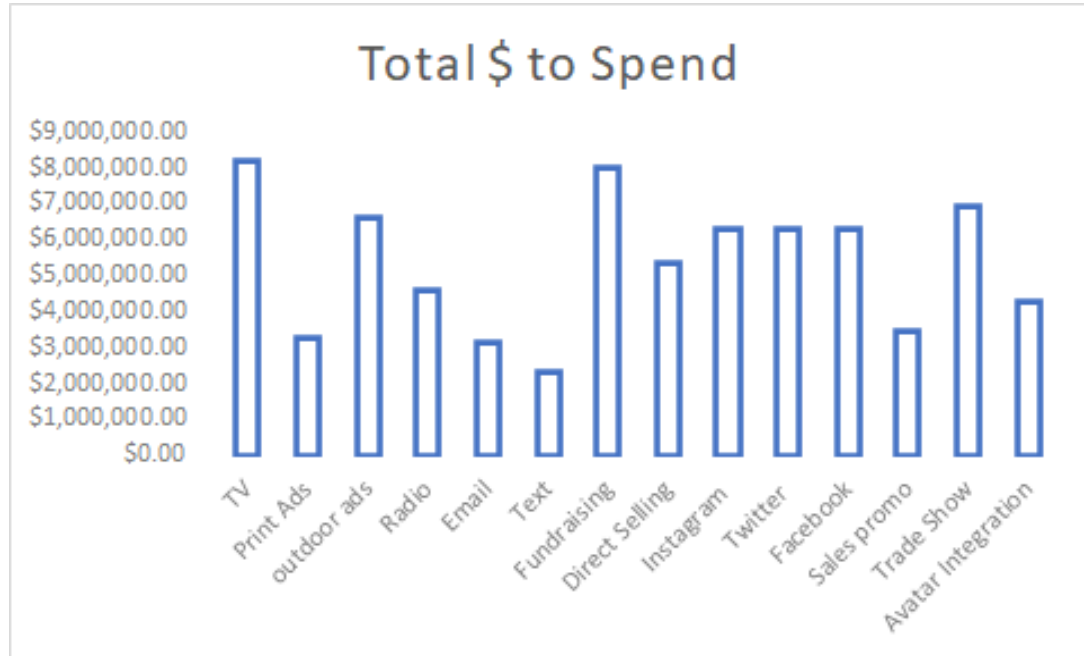
AVATAR MAKER

Download

	Medium	Cost of Medium (1-10)	Importance of Medium (1-10)	Percent of Budget	Total \$ to Spend
Advertisements	TV	10	7	10.93%	\$8,198,356.81
	Print Ads	3	4	4.33%	\$3,251,173.71
	outdoorads	7	7	8.82%	\$6,613,849.77
	Radio	4	6	6.15%	\$4,612,676.06
	Email	2	5	4.19%	\$3,139,671.36
	Text	2	3	3.08%	\$2,306,338.03
	Fundraising	8	9	10.63%	\$7,975,352.11
Integrated Marketing Communications	Direct Selling	7	4	7.15%	\$5,363,849.77
	Instagram	4	10	8.37%	\$6,279,342.72
	Twitter	4	10	8.37%	\$6,279,342.72
	Facebook	4	10	8.37%	\$6,279,342.72
	Sales promo	1	7	4.59%	\$3,444,835.68
	Trade Show	10	4	9.26%	\$6,948,356.81
Other	Avatar Integration	5	4	5.74%	\$4,307,511.74

MARKETING BUDGET BREAKDOWN

Campaign Budget Analysis (\$75,000,000)



GANTT CHART

Months	February	March	April	May	June	July	August	September	October	November	December	January	Allocated Budget	
RADIO														
Spotify	[Pink bar]												\$4,612,676.06	
apple Music	[Pink bar]													
TV														
Hulu	[Blue bar]						[Blue bar]							\$8,198,356.81
DIRECT MARKETING														
Email	[Red bar]						[Red bar]							\$5,446,009.31
Text	[Red bar]						[Red bar]							
Mail	[Red bar]						[Red bar]							
SOCIAL MEDIA														
Instagram	[Green bar]						[Green bar]							\$18,838,028.20
Twitter	[Green bar]						[Green bar]							
Facebook	[Green bar]						[Green bar]							
PUBLIC RELATIONS														
Direct Selling	[Orange bar]					[Orange bar]								\$23,732,394.40
Fundraising		[Orange bar]			[Orange bar]					[Orange bar]				
Sales Promo	[Orange bar]													
Trade Show	[Orange bar]													
OUT OF HOME														
Billboards	[Blue bar]												\$6,613,849.77	
PRINT														
Print ads	[Yellow bar]												\$3,251,173.71	
OTHER														
avatar integration	[Grey bar]												\$4,307,511.74	
Total													\$75,000,000.00	

Campaign Implementation

Digital/Internet Marketing

- Designate a day for posting Instagram Polls on their story, first Friday of every month. The polls will be different each time one is posted surrounding the idea of education. Example: of the first posts would feature a poll which offers two choices between the flavors of free coffee offered to students as part of the marketing campaign. The flavor that receives the most votes should be served as free coffee for students for that week.
- **Evaluation**
 - Panera's Instagram account will be switched to a business account. Panera can now collect Instagram analytics for each Instagram story they post and the Friday of every month the digital analytics will be recorded in a database and compared to the success of the poll the month before.
 - During the month of June and July all social media polls will cease and the company will use this time period to combine and analyze all the analytics collected from each of the four Instagram polls. The following information will be compared:
- **Accounts Reached, Content Interactions, Profile Activity, Replies, Navigation (Forward, exited, next story, back), Followers. All this information will be comprised and compared**

Direct Marketing

- Companies can use direct marketing in different ways such as; emails, online ads, promo letters, newspapers etc.. This is an effective way to reach the right market. For Panera, since their target market is a consumer demographic ranging in ages from 21-44, targeting people in this demographic is necessary.

Evaluation

- **Email:** Once emails are sent out, we will gather analytics on how many people stayed on our mailing list, how many new subscribers Panera has gained and additionally how many people unsubscribed.
- **Text:** For texts, there will be option to text STOP to unsubscribe and there will also be a link to download mobile application. At the end of the period, the number of people who texted STOP will be compiled and measured. Additionally, the number of people who clicked the link and downloaded the application will also be compiled.
- **Mail:** Mail will be sent out within a 20-mile radius of each major college within each state. We can compare colleges in their respective states against each other to determine which college in each state is worth sending mail out to. We can expand on by comparing the states against one another to determine if there are any states/colleges not worth sending mail to.
- **This evaluation will be executed at the end of the year. Additionally, each respective direct mailing system will be analyzed separately and together. Each trimester will also be looked at on its own vs. Together.**

Trade-Oriented Sales

- Keynote speaker and panel will explain what Panera's culture is about, and our goals for making consumers pleased with their experience. Elaborate on new promotional deals at our restaurants and how they will create an even better environment in our stores, Taste Testing Options for Attendees

Evaluation

Before the session, each attendee will receive a pamphlet with details about the keynote speaker, details about Panera's history and culture along with a QR to fill out a survey at the end of the session. At the end of the keynote speaker's speech, the speaker will put up a QR code on the screen that attendees will be able to scan and complete a survey. The questions will include those resembling the list below.

- How would you rate the keynote speaker?
- Out of the samples included today, which was your favorite?
- On a scale of 1-10 how likely are you to visit your local Panera after the keynote speaker's seminar today?
- How likely is it that you would attend another session like this again?
- One Keynote speaker will be speaking during this period and the same survey will be handed out—the actual seminar and the samples included will be tweaked according to the last evaluations results.

Three keynote speaker sessions will be speaking during this time period. The same survey will be handed out the actual seminar and samples included will be tweaked

Campaign Implementation Continued...

Public Relations

- Panera Day-End Dough Nation, Panera Gives, Bakers in Training, Panera Fundraising, and Scrip Fundraising are public relations to shape community-based fundraising. When a local club, sorority, or team looks for local fundraising, Panera offers them a chance to fundraise through their initiative. This is a fantastic way for the community to shine a bright and positive light on the Panera brand.
- At the beginning of the campaign, we will distribute over 200 surveys to a blind focus group to gain insights into what exactly they look for in fundraising efforts. Once these results have been collected and analyzed we will use the information to structure each fundraising event towards the expectations of our customers. The main community-based groups that we will be collaborating with will be Sports teams.

Evaluation

- At the end of the first semester, to gain some measurement as to how successful our fundraising efforts were and how they were received by our target market, 200 surveys will be distributed again—not as a blind focus. Based on the feedback projected by those who participated in the fundraising events we will then format the summer month fundraising efforts to better fit the expectations of our target audience.
- At the end of the summer months, the same study will be conducted as is seen at the end of the first semester. The results will be compared to the first trimester and the necessary changes will be made to the upcoming fundraising efforts during the last trimester of the campaign.
- Essentially, at the end of our campaign, we will surmise and compile the data collected over each respective fundraising period. We will analyze these separately and then together to gain knowledge on how well-received each tactic and event was over the course of the campaign. Some of the information that we will consider is what type of fundraising event had the strongest turnout, which made the most profit, what time period worked the best for each type of fundraising event and the total amount earned overall.

Personal Selling

- Friendly face-to-face communication from cashier to customer, encourage customer to try new products and interact with promotional deals, offer samples and receive immediate feedback, ask about a customer's experience in person as opposed to online.

Evaluation

- For Panera to gauge personal selling performance such as: Face-to-face communication, customer interaction and experience. Panera will ask all customers who come between 5pm-9pm on every other Friday of the month, to conduct a survey (optional) about their experience. Questions that will be asked will be: How was your service today? Were you given details about Panera's current promotional deals? On a scale from 1-10 how interested are you in the promotional deals.
- The same survey will be conducted throughout summer months within the exact same time frame.
- The same survey will be conducted throughout summer months within the exact same time frame.

Consumer-Oriented Sales

- Panera will need to use the social media aspect for their app for this to work. The goal for Panera is to allow an option in their app for people to not only track when they come in for a meeting, but also to redeem their points for different types of coupons. The coupons can be ranged anywhere from 10-25% off their meals, soups, sandwiches and salads. In order to keep this a special type of sales promotion, customers will only be allowed to redeem their points for coupons and nothing else. The program will be separate and different than the mypanera+.

Evaluation

Every month run analytics on the apps to gain information and feedback on how many students are redeeming their points. In addition to this, the coupons will be distributed on the actual application and every time that the students redeem their points a survey will pop up. The survey will offer the following questions:

- How often do you visit your local Panera for studying or meetings a month? (1-5, 5-10, 10-15)
- How did you find out about the social responsibility program? (Social media, word of mouth, advertisements)
- What do you plan on using your coupons for? (Soups, Salads, Sandwich's, coffee, pasties)

In the summer months we will compile all the analytics gained throughout the first four months and adjust the questions appropriately. We will also gauge how many people take the survey and how many people are just clicking through it by including a question that requires actual attention from the consumer, for example refer to the following:

- What is 2+2

The same analytics will be running much like that done in the February – may. This will allow us to determine if any changes have been made.

Meet The Team



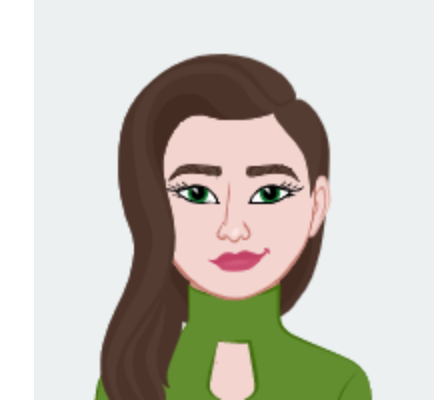
Liam McGuire: Liam plans on working for a sports organization in facility & event management. His goal is to continue working and living in Colorado as well.

Alec Hranicka: Alec has worked for a marketing agency called Magneti for the past four years. He is slowly but surely building up a track record to put himself in a position to become a top-level marketing executive.



Sean Geismann: Sean started his career as a concert manager for 2 years. After that he switched over to a digital marketing agency called Social SEO and for 3 years straight beat Bryn in sales.

Tanner Gonzales: Before taking on this project, Tanner has spent the past 5 years working in the sports marketing field where he has worked at the NCAA level. His experience in the sports industry has allowed for him to give different perspectives into the marketing industry.



Bryn Ventura: Bryn has spent the past five years working in the digital marketing firm for Social Seo. She has taken on numerous digital marketing projects and has worked on projects with notable companies such as Toyota, Honda, Modern Market and more.

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