

CAT EYE MEDIA PRESENTS

JANUARY - DECEMBER 2020

EINSTEIN BROS. BAGELS LUNCH CAMPAIGN



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INTRODUCTION

WHY ARE WE DOING THIS?



Einstein Bros. Bagels is the “neighborhood gathering place for good conversation and great food.” Customers know goods and coffee are always fresh first thing in the morning, but not many are aware of the Einstein Bros. Bagels lunch menu. We believe it’s this lack of awareness that prevents the usual lunch rush crowd from choosing Einstein Bros. Bagels. We are here to present a campaign that will change the way current and future customers will approach their lunch break to increase in-store traffic.

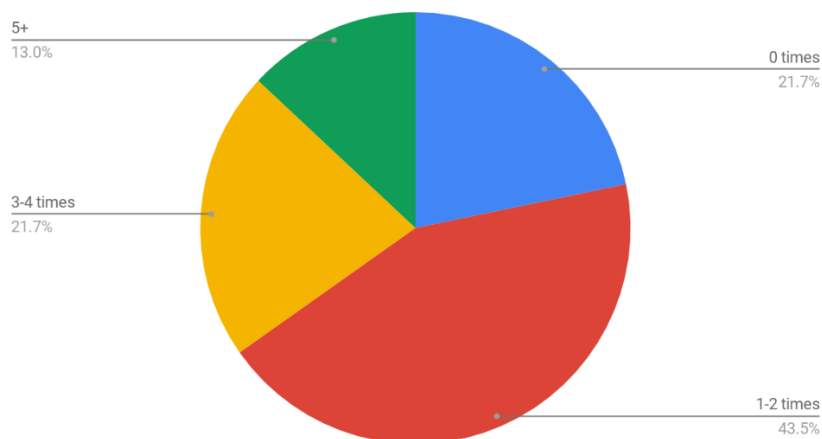
RESEARCH

RELEVANT RESEARCH THAT LED TO OUR BIG IDEA.

Primary Research

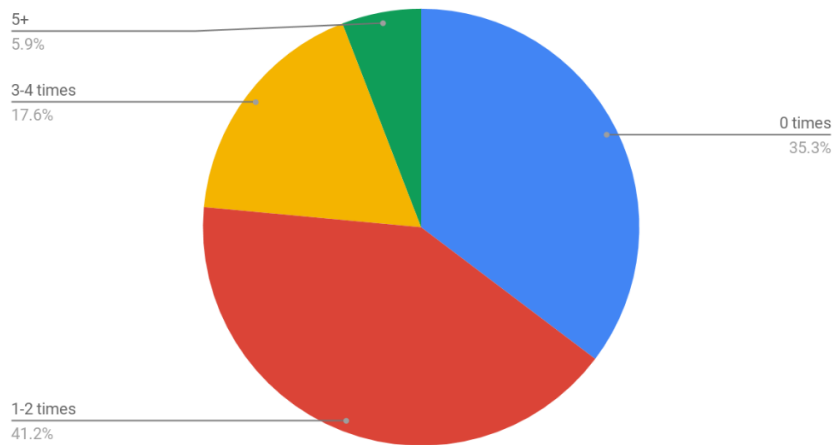
In order to be able to gather data about the lives of office lunch culture, we decided to create a survey and distributed it to people in the Daytona-Orlando area. The survey asked questions about their lunchtime habits, such as who they eat with, coupon usage, priorities when choosing their lunch, ages, and genders. We collected responses for two weeks, then collected and analyzed the data. We found that males were more likely to eat out during the workweek, with over half of females bringing their own lunch most three to five times a week.

How many times a week do you eat out for lunch? (Males)

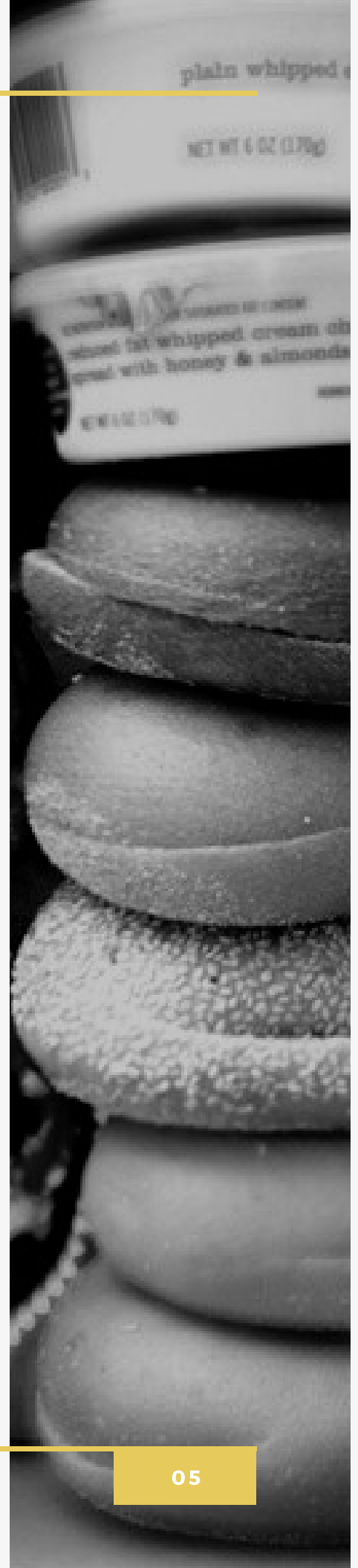


RESEARCH, CONT.

How many times a week do you eat out for lunch? (Females)



In our research, we also found that 51% of women use coupons and reward cards. This would be our group to become frequent buyers. This group could be targeted with coupons and deals since they are more likely to base their decisions on deals that are available. The majority of our survey participants say that cost is their main priority when choosing a restaurant for lunch. The second highest answer was about food quality since people want to make sure what they are getting is something they will enjoy to eat. When formulating our campaign, this was important to keep our results in mind to best formulate how to draw a lunchtime crowd. Einstein Bros. Bagels is already a popular location for breakfast, but since their lunchtime menu is not well known, we will be considering options to draw in the lunchtime office crowds.

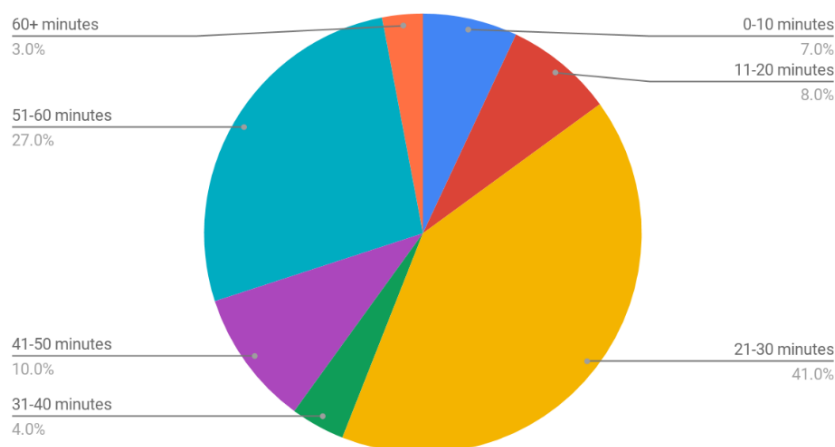


RESEARCH, CONT.

Secondary Research

Our secondary research helped us connect our survey findings to lunchtime culture among offices. While our survey allowed us to see an overall view of how people choose their lunches, we used our secondary research to help us understand why people choose to go out to lunch. According to Fooda, 63% of people who go out to eat for lunch will choose a restaurant near their location. Office lunchtime culture is an essential part of determining how well an office is working together. Psychology Today states that mealtimes have become social times for humans over time. There is a correlation between how many times employees eat together and how well an office works together. Companies such as Google often will often encourage group meals to help their teams work together as well as lunch meetings.

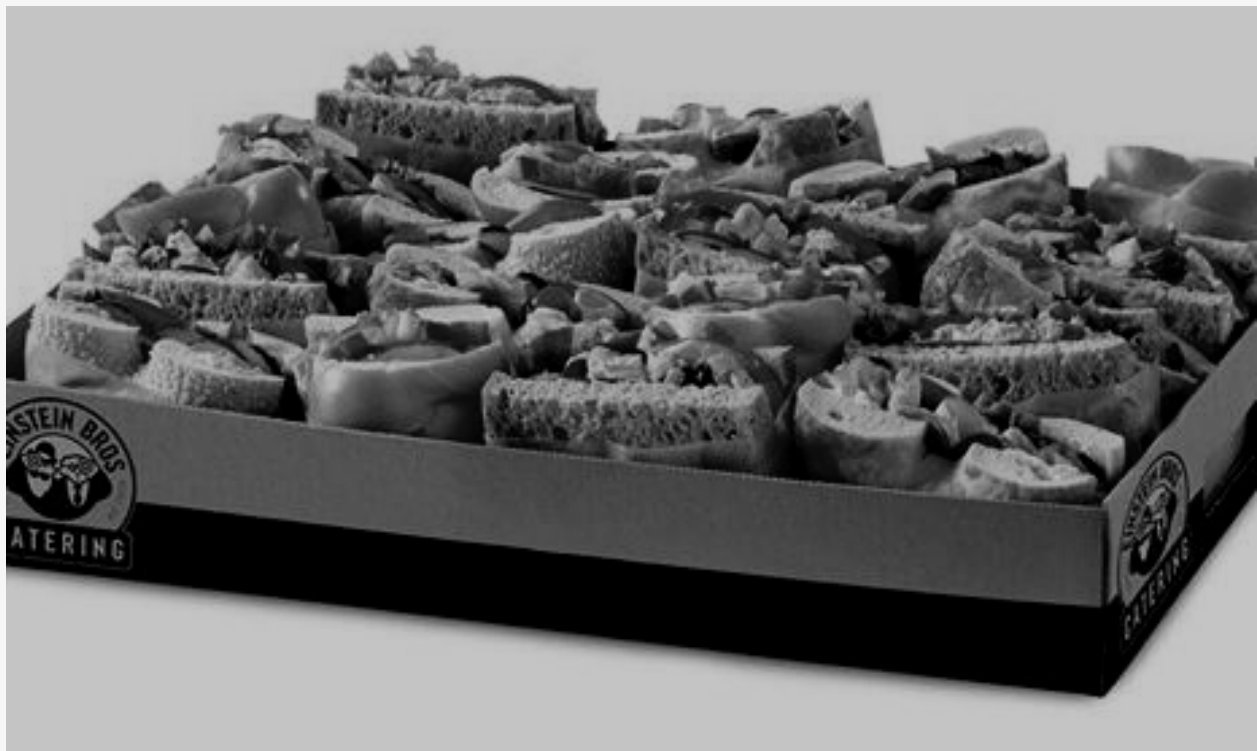
How Long People Take For Lunch (according to Office Teams)



RESEARCH, CONT.

WHAT DOES OUR RESEARCH TELL US? HOW DID IT CONTRIBUTE TO OUR IDEAS?

Even though these lunch breaks are helpful to an office, 56% of employees usually take a break of only 30 minutes or less, according to Office Teams and Ladders. This shows that many people will choose to get food at a restaurant that will be quicker. Since we will be targeting office workers, it is important to understand office culture and know that while they may not have a lot of time for lunch, it is best to make sure their few moments are relaxing.



Conclusion

Looking at our research, we can clearly see a trend in office workers either not using their lunch to relax fully. We've decided that we would like to focus our campaign on employees that are busy and don't have much time for lunch. We want to remind these people that taking time for lunch is a great way to stop for a moment and breathe.



OBJECTIVE AND BIG IDEA

OBJECTIVE:

To increase sales by 15% and in-store traffic by 25% over the 2020 12-month year.

BIG IDEA:

The Big Idea that we created for the Einstein Bros. Bagels is that having lunch outside of the office is a way for people to take a break from their normal day. We decided that to approach that, we would remind people that lunch is a special moment in their day and to enjoy it in a fun way. We created the tagline “Real Food. Real Moments.” This fit our campaign because we wanted to focus on our food, but also the importance of lunchtime, especially in an office environment. Whenever consumers see our lunchtime campaign, we want them to think of Einstein Bros. Bagels as a place where they can slow down and enjoy their lunch.

TAG LINE:

Real food. Real moments.

CREATIVE BRIEF AND ADVERTISING PLAN

CREATIVE STRATEGY STATEMENT

Ads will target business professionals desiring a fast but quality lunch and demonstrate that Einstein Bros. Bagels is the healthiest, freshest and quickest option for professionals taking their lunch breaks during the work day, providing an opportunity to breathe and take a moment to appreciate their lunch. A lighthearted and realistic exemplification of the experience that Einstein's offers will convince them.

ADVERTISING PLAN

Key Fact:

Fifty-six percent of employees take a lunch break of 30 minutes or less. They need to take this short time to relax and decompress with quality food. <https://www.theladders.com/career-advice/survey-56-of-employees-take-a-lunch-break-of-30-minutes-or-less>

Advertising Problem:

Fast food is easily accessible, and most people aren't aware that Einstein Bros Bagels offers lunch.

Advertising Objective:

To demonstrate that Einstein's is the best option for business professionals to make their lunch a special moment, even if it is brief.

Target Consumers:

Business professionals, age 29 to 45, working jobs that have shorter lunch periods and higher stress levels

Competition:

Direct: Panera

Indirect: fast food chains, home-packed lunches

Key Consumer Benefit:

Fresh, healthy, simple ingredients, just as fast as fast food. A special moment/break in their work day.

Support:

The more people eat together at an office, the better the morale is. Sharing meals is a social experience.

<https://www.psychologytoday.com/us/blog/ritual-and-the-brain/201802/building-company-culture-through-food>

60-second TV commercial, 60-second radio spot, billboard, digital banner ads.

Tone Statement:

fun, lighthearted, welcoming

Mandatories and Limitations:

Logo, slogan, legal disclaimer. \$1 million paid media. No PR budget.



TARGET AUDIENCE

A SAMPLE TARGET PERSONA OF OUR TARGET AUDIENCE



Meet Jason. He is 35 years old and a proud University of Central Florida alumni working in finance. He and his fiancée both work full days and don't always have time to pack lunch. He tries to eat healthy, but there's rarely any time. When Jason does happen to bring a lunch to the office, it's quick and rushed and eaten at his desk between emails and phone calls. The lunch hour is no less stressful than the rest of the day, and after a quick scroll through Facebook and stroll to the break room to chat with colleagues, he's back to work. On the weekends he likes to go rock climbing or relax at home with a book and his cat.

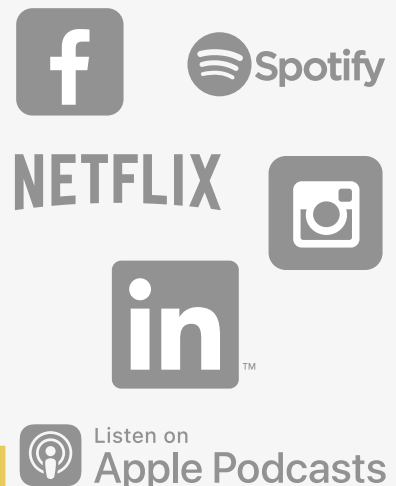
SHOPPING



LIFESTYLE



MEDIA



60-SECOND TV COMMERCIAL

TV COMMERCIAL: Broadcast, Cable, Hulu and YouTube Streaming



SFX: Slow clock ticking. Commercial in black and white until coworkers try Einstein Bros. Bagels for lunch.

TIME: 0:05



SFX: Slow clock ticking and people sighing

TIME: 0:10



SHOT: Person looks longingly out of window

TIME: 0:15



SHOT: Person gasps as they see Einstein Bros. Bagels out of window.

TIME: 0:20



SHOT: Coworkers look up, exhausted but curious about what person saw out of window.

TIME: 0:25



SHOT: Coworkers all standing in line for Einstein Bros. – impatient, bored, upset

TIME: 0:30

60-SECOND TV COMMERCIAL, CONT.

TV COMMERCIAL: Broadcast, Cable, Hulu and YouTube Streaming



SHOT: Person bites into bagel sandwich – color begins fading in.

TIME: 0:35



SHOT: Close up of eyes going wide in surprise. Full color now.

TIME: 0:40



SHOT: Coworkers start dancing; outfits are colorful and bright.

TIME: 0:45



SHOT: Hands reach in to grab various lunch items. Plate becomes empty. Zooms to create next shot.

TIME: 0:50



VOICEOVER: That's correct – we do have lunch! Stop in with your coworkers on your next lunch break and brighten up your day with our favorite lunch menu items.

TIME: 0:53



VOICEOVER: Einstein Bros. Bagels. Real food. Real Moments.

TIME: 1:00

30-SECOND TV COMMERCIAL

TV COMMERCIAL, SPOT 2: Broadcast, Cable, Hulu and YouTube Streaming



SHOT: Bored coworkers in a break room eating lunches in muted colors
TIME: 0:03



SHOT: Shot of employee walking in holding a brighter Einstein Bros. lunch
TIME: 0:05



SHOT: Coworker with the Einstein lunch: "This is seriously the best lunch ever. You guys need to get out of this boring break room and head over to Einstein Bros. with me!"
TIME: 0:15



SHOT: Unconvinced, a coworker takes a bite and realizes the lunch is actually great and all the employees are happily surprised. They walk out the door.
TIME: 0:20



VOICEOVER: Shot of all the coworkers eating lunch happily at Einsteins.
TIME: 0:25



VOICEOVER: Einstein Bros. Bagels. Real food. Real Moments.
TIME: 0:30

RADIO SCRIPT: MAKING NEW LUNCH PLANS

Background: A conversation between coworkers on their lunch break.

SFX: Phones ringing, clock ticking, food containers opening - general office sounds

Coworker 1: I'm so bored of my basic leftovers for lunch everyday. What did you bring in?

Coworker 2: A bagel.

Coworker 1: A bagel? Bagels are only for breakfast.

Coworker 2: No they aren't. *{said matter-of-factly}*

Coworker 1: Yes they are.

Coworker 2: Not when they're made as sandwiches.

Coworker 1: Who sells bagel sandwiches? *{intrigued}*

Coworker 2: Einstein Bros. Bagels has lunch! It's fast and way tastier than other fast food. You should try it sometime instead of that leftover mystery meatloaf every day. *{laughs}*

Coworker 1: You're right. Let's go tomorrow for lunch then!

Coworker 2: Deal.

ANNCR: Einstein Bros. Bagels: yes, we do serve lunch! Stop in for a much-needed break in your day with your coworkers. Real food. Real moments.

SFX: Fade out cheery music

RADIO SCRIPT: BIRTHDAY IN THE OFFICE

Background: Surprise 30th birthday party. A group of coworkers decided to throw a birthday party for their good friend, Brittany. The party is taking place in the break room during their lunch hour.

SFX: People shuffling around, whispering "shh", footsteps of birthday girl approaching

Birthday girl: *{on the phone}* Yeah mom, I won't forget. My birthday dinner tonight at 7. Got it, can't wait to see you!

SFX: Door opens, flick light switch on

Coworkers: SURPRISE!!

Birthday Girl: *{gasps}* Oh my gosh guys! What is all of this?

Coworker #1: Happy birthday, Brittany! We grabbed you some lunch from your favorite place. Here, open it!

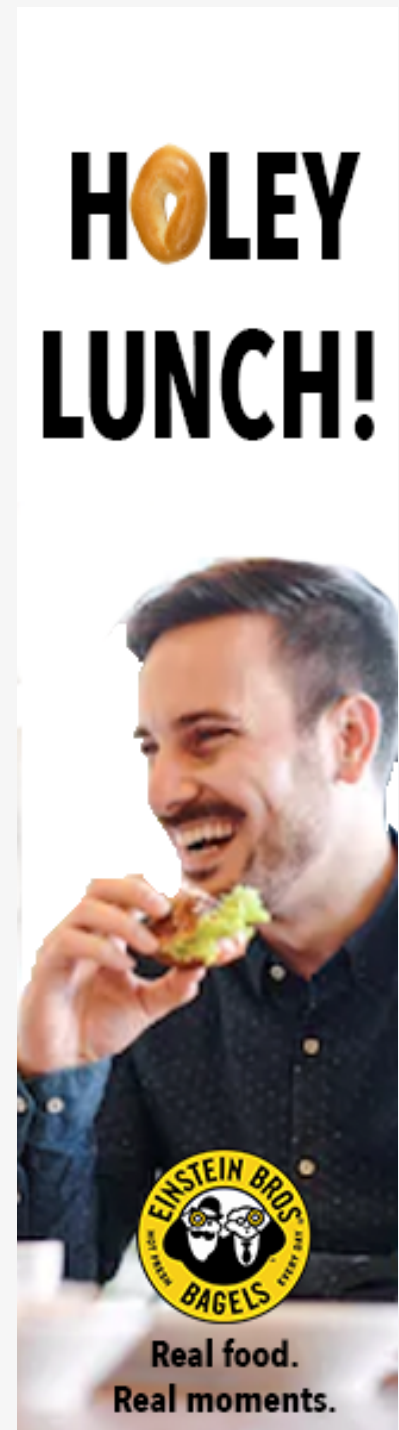
SFX: Wrapped box opens

Birthday Girl: NO WAY! YOU GOT ME EINSTEINS?! You guys know me so well!

SFX: Music begins to play.

ANNCR: Special events - like birthdays - should be just as fun on a work day. That's what we're all about here at Einstein Bros. Bagels. Real food, real moments.

DIGITAL BANNER ADS



MAGAZINE AD

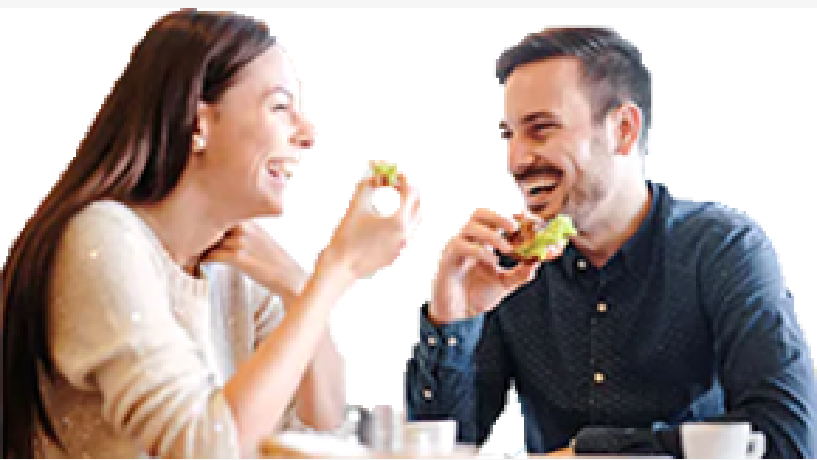


That's right! Einstein Bros. Bagels offers lunch. From bagel sandwiches to small bites, there's something for every craving. We may be speedy, but we don't sacrifice quality. Made with fresh ingredients, our lunch menu is here for you during your busy day to help you take a special moment for yourself. Stop in with your favorite coworkers during our lunch Happy Hour for a BOGO deal on lunch items today!



Real food. Real moments.

BILLBOARDS



HOLEY LUNCH!

Real food. Real moments.



EVERYTHING FOR LUNCH.

Real food. Real moments.



[illegible]

MEDIA CALENDAR AND RATIONALE

MEDIA

OUTDOOR

APPEARS FOR EVERY MONTH THAT IS FOUR WEEKS LONG FOR MONTH-LONG EXPOSURE

RATIONALE

BILLBOARDS WILL BE
PLACED ON POPULAR
ROADWAYS AND HIGHWAYS
IN THE CENTRAL FLORIDA
AREA - ESPECIALLY NEAR
OFFICE PARKS AND
BUSINESS AREAS (I.E.
DOWNTOWN ORLANDO)

ONLINE STREAMING

AT \$15/CPM, OUR CURRENT BUDGET
PUTS US AT 1,386,666 IMPRESSIONS

ONLINE STREAMING ADS
WILL APPEAR ON HULU AND
YOUTUBE STREAMING
SERVICES CONTINUALLY
THROUGHOUT THE YEAR.

DIGITAL ADS

AT \$5/CPM, OUR CURRENT BUDGET PUTS US
AT 5,044,000 IMPRESSIONS

DIGITAL ADS WILL APPEAR
AS BANNER ADS ACROSS
GOOGLE, AS WELL AS SOCIAL
MEDIA ADS ACROSS
MULTIPLE PLATFORMS
INCLUDING: FACEBOOK,
INSTAGRAM, TWITTER -
CONTINUOUSLY
THROUGHOUT THE YEAR.

SOCIAL MEDIA

SAMPLES OF SOCIAL MEDIA EFFORTS

While current social media accounts wonderfully showcase seasonal flavors, family fun and #FurryFriendsFriday, there is little representation of real customers or lunch menu sandwiches. With Instagram's tagging abilities and emphasis on images, we can easily share real customers sharing real stories during their lunch break and demonstrate how rewarding a relaxing moment can be. By encouraging customers to tag @EinsteinBros and **#RealFoodRealMoments** they have the chance to get reposted along with a short description of how they are enjoying their afternoon. Part of Einstein Bros. Bagel's mission is to "spread a little more joy and happiness in the world." Sharing customer experiences will encourage the audience to follow suit by reminding them to escape the office for a while and go to Einsteins for a quality lunch.



SOCIAL MEDIA, CONT.

SAMPLES OF SOCIAL MEDIA POSTS



Einstein Bros.

@einsteinbros

Follow



It's tough being an adult. Luckily, our mini summer break starts at noon every day.. Share some **#RealFoodRealMoments** in your office with our fresh lunch menu items.

10:50 AM - 20 November 2020

10 Retweets 28 Likes



100



10



28



45



Einstein Bros.

@einsteinbros

Follow



'Tis the season to invite your favorite coworker out for **#RealFoodRealMoments** and a good cup of coffee. Try our Tasty Turkey sandwich for a terrific Tuesday!

11:50 AM - 20 October 2020

12 Retweets 32 Likes



100



12



32

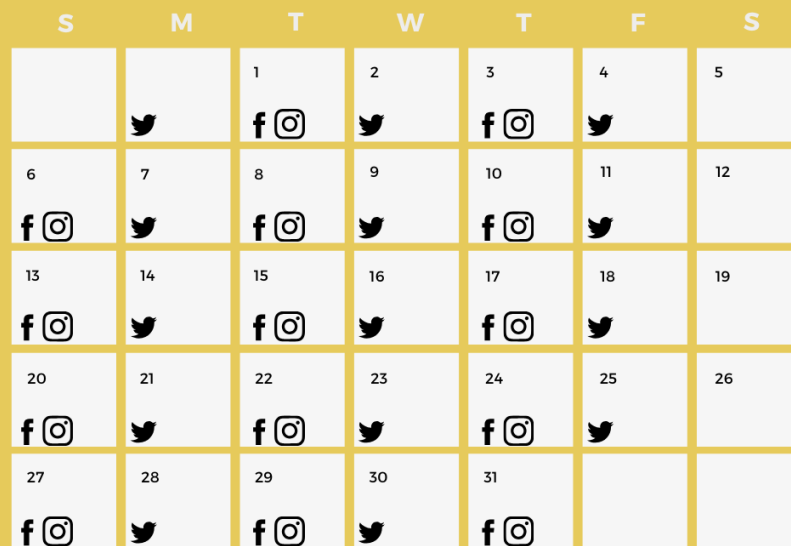


45

SOCIAL MEDIA CALENDAR

MONTH

SAMPLE SOCIAL MEDIA CALENDAR



S	M	T	W	T	F	S
		1	2	3	4	5
	🐦	f @	🐦	f @	🐦	
6	7	8	9	10	11	12
f @	🐦	f @	🐦	f @	🐦	
13	14	15	16	17	18	19
f @	🐦	f @	🐦	f @	🐦	
20	21	22	23	24	25	26
f @	🐦	f @	🐦	f @	🐦	
27	28	29	30	31		
f @	🐦	f @	🐦	f @		

Facebook and Instagram posts should be shared three times a week to reinforce engage with followers and keep reminding them about lunch at Einstein Bros. Bagels. Posts on Sundays will give followers an opportunity to think about meals in the work week to come. We chose not to post on Saturdays because it's the first day of the weekend, so the audience may be less receptive to work-related messages such as work lunch options, and they may not remember something on Monday that they saw on Saturday. Twitter posts are more frequent at three times a week to give opportunity for interaction with followers and witty comments and replies. They will occur on days that Facebook and Instagram posts aren't going up so that there is constant engagement from Einstein Bros. Bagels.

PUBLIC RELATIONS INTRODUCTION

WHY OUR PR TACTICS ARE SO IMPORTANT



The public relations components of this campaign aim to continue building the Einstein Bros. Bagels brand image as fun, welcoming and comforting. To reach our intended audience and beyond, we will establish partnerships, and launch the “Bagel Break” which will be promoted through office contests and radio spots in the Daytona-Orlando area. This “Bagel Break” includes lunch happy hour deals in-store, and winners of the “Bagel Break” contest will be awarded a lunch break on a catered party bus. These tactics align with our theme of getting people involved in the fun of the brand while still raising awareness and sales of lunch.

PUBLIC RELATIONS

PARTNERSHIPS

In order to reach and entice our target audience, we plan to partner with business conferences and trainings to distribute promotional office supplies such as sticky notes, pens and USB drives. Bankers, engineers, realtors, and others that tend to spend a lot of time working in an office cubicle and attending trainings could certainly use a break. In partnering with company meetings we will discount our catering prices and provide coupons for lunch menu items only.



PUBLIC RELATIONS

"BAGEL BREAK"



Our weekday happy hour from 12 p.m. to 2 p.m. will give everyone the “Bagel Break” they need. With a valid work ID, employees can invite the whole office out for lunch and take advantage of a Buy One, Get One deal on lunch menu items with the purchase of two drinks. This gives customers the opportunity not just to have a healthy meal, but to develop valuable relationships and take a breather before continuing their productive day. The “Bagel Break” can be promoted through in-store signage, social media, and radio.

PUBLIC RELATIONS

"BAGEL BREAK", CONT.

IN-STORE SIGN



THANKS FOR TAKING A BAGEL BREAK!

We hope you enjoyed and hope to see
you on your next lunch break!

Follow our social media to stay posted
on upcoming promotions and contests.



@einsteinbros



@EinsteinBros



Einstein Bros.



PUBLIC RELATIONS

BAGEL BREAK BUS



A contest will take place in which various offices or office departments can enter to win on our website. The randomly selected winner will receive a fun, branded party bus during their lunch break. During this trip, the winners will be served free Einstein Bros. Bagels lunch while the party bus takes a brief drive and drops the attendees back at their office. The contest will be advertised with Einsteins Bros. Bagels lunch as a method of unwinding during the day. We will use a 60 second radio spot and social media to bring awareness to the contest and the food that will be available.

The bus will provide a ride and lunch to three winners per county. To enter the contest, someone from the entering office must submit a link to a photo posted on social media of them enjoying their lunch break with a colleague or friend.

PUBLIC RELATIONS

BAGEL BREAK BUS, CONT.

SOCIAL MEDIA FLYER AND POST



PUBLIC RELATIONS

BAGEL BREAK BUS, CONT.

RADIO SPOT: WIN A PARTY BUS LUNCH

Background: Einstein Bros. Bagels is throwing a contest where various offices and office departments can participate to win. The winning department would get to ride around the city in a party bus during their lunch break with free Einstein Bros. Bagels lunch and branded items. Laura and Alex are coworkers looking to enter this contest.

SFX: Loud clock ticking noise followed by a heavy sigh

Laura: I could use a good lunch break.

Alex: And a change of scenery from this cubicle.

Laura: I was thinking Einstein Bros. for lunch?

Alex: That's perfect! I actually know of something even better.

SFX: Upbeat music

ANNCR: Don't let the office life get to you. Enter to win a lunchtime trip with your office department on the Einstein Bros. Bagels party bus! We'll take you on a ride around the city with free lunch and merchandise for everyone. What are you waiting for? Enter today!

SFX: Music fades out

ANNCR: Visit our website for contest rules and more details.

MEASUREMENT AND EVALUATION

In order to be able to evaluate if our campaign is effective, we will measure the foot traffic in Daytona-Orlando stores before our campaign begins and after our campaign is concluded. We will then compare the foot traffic to see if there was an increase or decrease in the number of people coming into the stores in the Daytona-Orlando Area.

Also, we will measure every three months during the campaign the amount of lunchtime sales in our Daytona-Orlando Area stores and compare with data from across the entire campaign to see if there was an increase in sales. Pulling the amount of lunchtime sales every 3 months allows us to see if our campaign is working and make adjustments as necessary.

HOW WILL WE KNOW IF WE SUCCEEDED?

According to our objective, we wanted to increase sales by 15% and in-store traffic by 25% over the 2020 12-month year.

If we see an increase in sales within a 5% margin of this 15%, and in-store traffic within a 5% margin of this 25%, we will consider this campaign a success.

