



# TWENTY THREE

MARKETING CONCEPT

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23 DESIGNED BY CIVEO

The following Marketing Plan is conceptual and can be altered to meet the needs of both the Remail Modern Art Gallery of Saskatchewan and the foodservice requirements.



## EXECUTIVE SUMMARY

Inspired by the Remail Modern Art Gallery of Saskatchewan and Picasso's art style, the 23 concept envisions a bistro-style restaurant within the Gallery.

During the day, the restaurant will provide a selection of hot and cold offerings, designed to serve customers looking for a quick bite to eat after touring the gallery, or a quiet and quick breakfast or lunch. In the evening, the ambience will change and 23 will become a more formal, yet still relaxed, destination for a nice meal or a drink after work or after a show.

The focus of the cuisine will be a "Farm-to Fork-Concept" highlighting local producers and offering a menu based on seasonal produce and meats. This focus will form the backbone for both the restaurant and catering menus.

23 will operate as an independent entity under the auspices of Civeo, which will provide operational, administrative and financial support. Civeo has a 40-year history of catering experience in Canada. This expertise, combined with Civeo's volume grocery purchasing power, will allow 23 to offer quality items at a competitive cost.

## OPERATIONS

23 will be an independent operation, financially supported by Civeo, a corporation whose revenues in 2015 were \$518 million. Civeo Corporation operates in Canada, Australia and the United States, and has the financial backing to finance this project.

The restaurant and catering menus will be designed by blue and red seal chef Chris Rochford, Senior Director of Ancillary Services for Civeo and by Dennis Lowen, Civeo's Senior Executive Chef. Mr. Rochford will be responsible for hiring the executive chef and general manager for 23. The company will also contract a local public relations firm to work in conjunction with the Remai Modern Art Gallery of Saskatchewan to promote 23 as a destination restaurant and catering service.

The restaurant will be in the style of a traditional bistro, with a selection of hot and cold offerings for breakfast and lunch, with a more formal menu for dinner service. Operating hours will be as follows:

Monday – Closed (in conjunction with the Gallery)

Tuesday – 10 a.m. – 10 p.m.

Wednesday – 11 a.m. – 10 p.m.

Thursday – 11 a.m. – 10 p.m.

Friday – 11 a.m. – 11 p.m.

Saturday – 10 a.m. – 11 p.m.

Sunday – 10 a.m. – 6 p.m.

These hours will encompass the Gallery's opening hours, as well as extra time in the evening to accommodate dinner guests.

Civeo will contribute approximately \$250,000 towards capital startup fees, which can be used to purchase equipment and furnishings for both the restaurant and the catering services for the Riverview Room.

## MARKET SUMMARY

The food scene in Saskatoon is driven by a focus on locally-sourced products and experimental takes on traditional comfort foods. This focus is largely driven by the demographics of Saskatoon, which are primarily European, with Germans being the largest ethnic group, followed by British, Scottish, Canadian, Irish and Ukrainian.

The catering artistry 23 will provide is beyond cafeteria-style food and includes vegetarian and specialized menus for large and diverse groups. With the Gallery looking over the river in Saskatoon's south downtown area, it will be a perfect place for customers to eat their meals while seated at the outdoor patio.

We envision 23 offering catering services for the following events:

- Mobile catering
- Wedding catering
- Corporate parties and lunches
- Birthday parties

## TARGET MARKET



23 will achieve excellent customer service to customers at the Remai Modern Art Gallery of Saskatchewan. In addition to targeting art gallery visitors, our goal is to also attract repeat customers with an interest in entering the gallery to eat at our establishment. Residents that live in and around the area of Saskatoon will visit the art gallery and dine at the restaurant for breakfast, lunch or dinner. Our vision for the restaurant will be a place for individuals, families and visitors to the art gallery that will appreciate quality food in a casual setting, a location for customers to meet for a brief meeting, or experience a meal in the evening at a world class restaurant in the heart of Saskatchewan.

Our highest priority will be to deliver high quality food to create an “OMG” moment at every opportunity. With the location in the business district of the city, we envision business owners and workers in the surrounding area coming to 23 during lunch or in the evening after business hours. Furthermore, the demographics will include, tourist, students from surrounding educational institutions and senior citizens living in Saskatoon. 23 will serve customers with the following characteristics:

- 20 - 64 years old
- \$49,344 - \$96,139 household income
- Diverse backgrounds: European, Indigenous, South Asian, Southeast Asian, Black and Latin American
- Have children or grandchildren
- Professionals, writers, artists, and the general public
- Residents in Saskatchewan, Canada and international visitors to the province

## BRANDING ELEMENTS



The '23' concept was inspired by Saskatoon's Art Gallery with a tribute to Picasso's art style. '23' is the number of words in Picasso's name. The number '2' with the circle graphic element pays homage to the style Picasso depicted of eyes in his works of art. The backwards '3' is used to juxtapose the often blatant and purposeful use of seemingly random artistic decisions to combine two or more objects that may have no shared relevance or realistic alignment with the natural world. Both design elements can and should be used in Marketing and design materials to help tie the visual brand together.

Dark colours were chosen to be both symbolic of the colour palette Picasso had available during his time, and the earthy farm-to-fork solidarity the establishment will be known for. The primary and secondary colours also fit well with the wide variety of ale's that will be offered, as well as a prairie association to the location of the gallery itself.

Accent colours were carefully chosen to compliment the copper facade of the Rемаi Modern Art Gallery of Saskatchewan.

## BRANDING COLOURS

### BURNT BROWN

- Used as the primary background colour to anchor the '23' brand.
- Can be used as a primary colour choice for body text on light coloured backgrounds.

### DARK COPPER

- Used for main titles and the primary accent colour for design.
- Is recommended as the primary colour overlay for photos to create a duo-tone effect.

### KHAKI

- Used for secondary titles, or titles used on dark backgrounds
- Used as a secondary accent colour in designs

### BURNISHED PLATINUM

- Secondary background colour, and tertiary accent colour if needed
- Should not be used on titles, but body text on dark backgrounds is acceptable.

## PRODUCT & SERVICE INNOVATION

23 will be an active participant in the community with educational programs for students and events held on and off of the premises. Engaging with the community in Saskatoon will also be core to our marketing efforts. We will aim to be the restaurant that Food Bloggers, the media and customers mention on social media, radio and television that will help promote the business. Our market can be divided as:

**Prospects:** Guests that have received a first time coupon or provides their contact information via raffle, website, or mailing list).

**Customers:** One meal enjoyed at 23 Restaurant and adds their name to our mailing list anticipating returning and dining with us again.

**Premium Customers:** These customers come in several times a year, bring friends, colleagues, extended family and plan ahead to attend theme nights. They take part in the 23 Restaurant Customer Loyalty Program and refer prospects.

## MARKETING MATERIALS

A printed marketing kit will be used based on the food items listed on the 23 restaurant menu and website. Additionally, a separate catering menu on the will be designed by our in-house marketing team for prospective clients to select food options for their event. It will be used as a press kit when building relationships with membership organizations that can provide referrals. These marketing materials will not be sent or provided to customers. The press/marketing kit will include:

- Case statement: covering the Picasso exhibition at the Remai Modern Art Gallery of Saskatchewan
- Difference summary: describes the theme nights taking place in the restaurant



- Ideal customer description: a story that describes a customer that brings their children and grandchildren to 23 Restaurant
- Copy of menu and food prices for catering and in the restaurant
- List of upcoming theme nights
- General customer testimonials
- FAQ's with details on directions, parking, policies and rules, etc.
- Selection of press articles

## MENU ITEMS

Breakfast and lunch will both be counter service, with a selection of cold and hold items. Dinner will feature an *a la carte* menu, along with a *prix fixe* menu, in which diners will be able to select from a number of dishes for a set price.

**A** special place for art lovers, friends, families, locals and tourists to enjoy a delicious meal during the day. In the evening, a warm and inviting restaurant destination of fine cuisine in Saskatoon. The restaurant will offer the best and most knowledgeable customer service in the city.

23 Restaurant's menu is made with sourced food from local farmers in Saskatchewan. Our commitment to creating an authentic culinary experience will be supported by food vendors in the area. We take pride in creating a food service experience that customers will remember for a lifetime.

**WHY TWENTY THREE?**  
The '23' concept for the restaurant was inspired by Saskatoon's Art Gallery and Picasso's art style. '23' is the number of words in Picasso's name. The number '2' with the circle graphic element pays homage to the style Picasso depicted of eyes in his works of art. The backwards '3' is used to juxtapose the often blatant and purposeful use of seemingly random artistic decisions to combine two or more objects that may have no shared relevance or realistic alignment with the natural world. Accent colours were carefully chosen to compliment the copper facade of the Saskatoon Art Gallery, as well as the inspired cuisine that is offered throughout the menu.

**CONCEPT MENU DESIGN**  
· CONTENT SUBJECT TO CHANGE ·

**TWENTY THREE**

## LOCAL LIBATION

RED	WHITES
Merlot \$5	Chardonnay \$5
Cabernet Sauvignon \$5	Riesling \$5
Pinot Noir \$5	Pinot Gris \$5
Shiraz \$5	Sauvignon Blanc \$5

CRAFT BEER
Smooth Hoperator \$5
Duck Duck Goose \$5
Hell \$5
Frankwhorl \$5
Mama's Little Yellow Pili \$5
Effinggood \$5
Burning Gazebo \$5
Raspberry Pi \$5
Blind Pig IPA \$5
Brew or Die \$5
Hop Zambie \$5
Smooth Hoperator \$5
Bad Elf \$5
Lil' Helper \$5
The Picasso \$5
Herfem Home Brew \$5
Wailing Wench \$5
Dang Good \$5

<p><b>\$5 Continental Breakfast To Go</b> 7 grain muffin, yogurt, coffee, tea or juice</p> <p><b>\$5 Smoked Salmon Bagel</b> Cold smoked salmon, goat cheese spread, arugula</p> <p><b>\$5 Smart Start Breakfast</b> Fresh fruit, mint yogurt, granola</p> <p><b>\$5 Banana Bread French Toast</b> Fresh made banana bread, warm caramel syrup, local turkey sausage and fresh berries</p> <p><b>\$5 Chefs Garden Omelet</b> Egg whites, roma tomato, goat cheese and whole grain toast</p> <p><b>\$5 Omelette Tortilla Nicoise</b>  Bell peppers, tomato concasse, aged olive oil and fresh fruit</p> <p><b>\$5 Eggs Benedict</b> Focaccia biscuit, Canadian bacon and rosemary hollandaise</p>	<p><b>\$5 Beef and Mushroom Bisque</b> Wild mushroom, Alberta beef</p> <p><b>\$5 Roasted Butternut Squash and Orange Salad</b> Quinoa, arugula, candied pecans and red wine shallot vinaigrette</p> <p><b>\$5 Smoked Brisket Sandwich</b> Marble rye, pickled red cabbage, Swiss cheese and mustard aioli</p> <p><b>\$5 Grilled Panini</b> Roast vegetables and mozzarella cheese</p> <p><b>\$5 Brute 23</b> Toasted hoagie, capicola, Swiss cheese and caramelized onions</p> <p><b>\$5 Mac n cheese Beef Burger</b> Fresh beef burger, topped with our mac n cheese, greens, fresh tomato and asiago mayo</p> <p><b>\$5 Chef Feature</b> Created daily fresh and local</p>	<p><b>\$5 Chefs Gazpacho Soup</b> Served chilled and Topped with focaccia croutons</p> <p><b>\$5 Quinoa and Roast Vegetables</b> Roasted carrot hummus, lemon quinoa, watercress, celeriac chips, pumpkin seeds</p> <p><b>\$5 Slow Roasted Beet Salad</b> Farm cheese, balsamic drizzle, toasted pinenuts</p> <p><b>\$5 Dungeness Crab Cakes</b> Bell peppers, flat leaf parsley, and smoked paprika aioli</p> <p><b>\$5 Poached Pear and Brie Flatbread</b> Slow roasted red onion confit</p> <p><b>\$5 Wild Mushroom Risotto</b> Asiago, parmesan, fresh chives</p> <p><b>\$5 Free Range Chicken Breast</b> Sundried tomato fettuccine, asparagus and lime cream sauce</p> <p><b>\$5 Fire Cooked Beef Tenderloin</b> Local prairie beef, 23 layer grain potato</p> <p><b>\$5 Saskatoon Berry Pie</b> First thing Chef makes each day</p>
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 Picasso's Personal Favorite

## FOOD SAFETY



23's Food Safety and Training programs will be designed to ensure key steps, also referred to as critical control points, that will be followed with elements that include:

- Proper food handling
- Appropriate food storage
- Internal inventory, processes, and supplier documentation records are kept
- Cleaning and sanitation techniques are fully implemented and timely enacted as part of standard operating protocols
- Hazard Analysis and Critical Control Points (HACCP) procedures will be implemented in the restaurants kitchens and offsite for catering opportunities as required by the Public Health Act

## COMPETITION

The restaurant food services industry is highly competitive in Saskatoon. There are five restaurants that serve the low to middle end of the market in the area surrounding the gallery; four of these restaurants are located inside of hotels. These restaurants compete to some degree on being established food providers to customers that live and work in Saskatoon.

As a new restaurant and food catering provider in the area, we will distinguish ourselves in the market because of the prime location of the establishment inside of an art gallery. Our biggest advantage is to remain visible to the public not solely relying on the visitors at the gallery.



## CUSTOMER SERVICE EXPERIENCE

A combination of customer service strategies will be practiced at the restaurant. On social media our in-house marketing team will use Yelp to market catering services and the restaurant. In addition, Yelp will also be used as a customer service analytical tool to capture customer's feedback that will be reviewed periodically to improve the overall experience in the foodservice operations. In an effort to reach a wider audience, 23 will work with food bloggers and food testers in the area.

The restaurant manager will hire a secret shopper to help our business development department conduct internal research to determine ways to improve. Positive feedback will result in recognition for employees that will be displayed on social media. Additionally, the help of a secret shopper will help us to determine components that need to be discontinued or implemented for the following year. The general manager will work closely with the Remai Modern Art Gallery of Saskatchewan on exploring a Customer Loyalty Program to provide discounts to repeat customers. In addition, we will work with the art gallery's staff and board for a test kitchen and dry run services.

## “OMG” MOMENT

The definition of 23's “OMG” moment is delivering exceptional customer service and unique, fresh food at every opportunity.

Both our restaurant and catering menus have been designed to put a fresh and unique twist on standard Prairie fare. It is our belief that our menu, combined with the excellent service that comes from Civeo's nearly 40 years of catering experience, will deliver that “OMG” moment.



## **MARKETING CALENDAR**

Our staff will be trained to discuss daily marketing activities which include:

- Reading and analyzing customer reviews and suggestions from the previous day in the morning before the art gallery doors open
- Devote one hour to the theme of the day – 8 to 9 a.m.
- Dedicate one hour to marketing activities (newsletter, advertising, direct mail, Public Relations, referrals, etc.) – 12 to 1pm

The monthly marketing theme will be used for four weeks and actionable responsibilities will be delegated to the staff. Employees will join for meetings once a week before the beginning of each month.

## **CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE**

A key indicator of customer's purchasing power will be dependent on CRM software to understand customers purchasing behavior and preferences. Our team of Culinary Arts food experts will review reports on a quarterly basis. Critical financial numbers will be tracked in the system to assist with marketing the most popular purchased meals. Key metrics, customer transaction, and seasonal changes will be a projection to the potential success of the company in the following year.

## **EMPLOYEE MARKETING TRAINING PROGRAM**

Our goal is for all of our employees to be able to relate to our target market of customers that eat at 23. This will be achieved with all of our staff receiving training that is specific to their role as a server, cashier and kitchen staff:

- Core messaging and branding
- Food presentation
- Marketing kit materials
- Website
- Marketing efforts
- 23 Restaurant Customer Loyalty Program

23 general manager's responsibility will be to hold five, 90-minute marketing training sessions with all new and existing staff. Ongoing training will receive a bi-weekly marketing refresher. The staff that works in the morning will be updated in the beginning of their shift. Training will be delivered on a rotation to ensure the appropriate number of staff is working. Table topics will be open to all employees to review customer's feedback, updates on marketing programs and processes and employees ideas to be implemented.

## **GRAND OPENING**

The Grand Opening event for 23 Restaurant is scheduled to be on Picasso's birthday, October 25 2017. To align with the Remai Modern Art Gallery of Saskatchewan's branding, a poster of the Picasso exhibition and our menu will stand in front of the restaurant entrance to help advertise the museum.

Restaurant employees will administer a Raffle Contest for a chance for two customers to win 2 free tickets for a Valentine's Day dinner valued at \$100. The dinner will include a meal and a dessert of choice for both contest winners. Restaurant employees will ask each customer that walks in to purchase tickets for a chance to win two tickets to the Bistro on Valentine's Day. Our marketing team will post pictures of the contest winners on social media for additional advertising.

## **INTERNAL PLANNING**

23's Business Development, Media Relations and Marketing team will conduct a series of meetings to delegate tasks. Brainstorming sessions will take place to finalize the events presented at previous meetings. The preparation of media kits, notifying the press, creating signage, decorating the premises, inviting special guests, confirming vendor commitments, assigning wait staff and setting the tables will be included. At this time, the grand opening date will be confirmed that will appeal to the Art Gallery of Saskatchewan's clientele. A press release, sample menu, fact sheet and interior/exterior photographs will be distributed 6 weeks before the grand opening.

During the first year of the restaurant, \$50,000 will be allocated to the marketing budget. Two percent of the revenue will be used each year after. An estimated \$1,200 per month after the first year and depending on annual sales will be used towards marketing efforts. With over 40 years of experience our in-house marketing staff holds, we will take advantage of our strategic partnerships to minimize marketing expenses.

## SERVICE PLANNING



23 will provide training to restaurant employees on food preparation, customer service, the history of the art gallery and the Picasso Exhibition. The training period is expected to begin 90 days prior to the opening of the restaurant where written and oral tests will be assigned to each employee. As a reliable resource, an employee handbook will be provided outlining employment laws, safety procedures, dress code, and code of conduct.

Step-by-step instructions on cleaning food service equipment, health and safety will be presented through hands on training. In addition, activities such as role playing and shadowing will be a part of the employee training experience. An understanding of cash handling and point of sale transactions while delivering a quality customer service will attract new and existing customers to 23.

### 1 Branding and Restaurant Décor

#### 1.1 Contract PR Agency

The selected agency will assist with the ongoing promotions and marketing of 23 restaurants and catering, serving as a local contact for advertising and promotional logistics.

#### 1.2 Finalize Colour and Brand Approval from REMAI Executive Team

23's colour and brand have been specially developed by Civeo to be both symbolic of the colour palette Picasso had available during his time, and the earthy Farm-to-Fork solidarity the establishment will be known for. The primary and secondary colours also fit well with the wide variety of ales offered, as well as a prairie association to the location of the gallery itself. Accent colours were carefully chosen to compliment the copper facade of the Gallery. However, as part of the partnership, the Gallery will have final approval on the branding.

#### 1.3 Finalize Staff Uniforms

These uniforms, as part of the branding, will require final approval from the Gallery Board of Directors in order to ensure consistency with the Remai branding.

#### **1.4 Order Letterhead, Menus, and Other Printed Materials**

Once branding approval has been received from the Gallery Board of Directors, the administrative and operational materials will be presented to the Gallery Board of Directors for approval. Once approved, all printed materials will be ordered.

#### **1.5 Soft Launch Branding (Test) dinner with REMAI Executive Team and Board**

This will provide an opportunity for the Gallery Board of Directors and Operational Staff to experience and provide feedback on the menu, service style and customer experience. This feedback will be utilized and any suggestions considered prior to the restaurant's grand opening.

#### **1.6 Market Test Menu Dinner with REMAI Board and Executive Team**

This will be the second dinner provided to the Gallery Board of Directors and Operational Staff, reflecting any changes made due to suggestions from the soft launch and executive chef feedback.

#### **1.7 Identify Signage Requirements**

23 Will work with the Gallery Board of Directors to finalize internal and external signage for the restaurant.

#### **1.8 Design Signage for Approval**

Our in-house marketing department will be responsible for all design signage that will be consistent with the branding of the Remai Modern Art Gallery of Saskatchewan. The department will provide conceptual designs and pricing that will align with the allocated budget for marketing. Upon finalization of internal and external signage for the restaurant, 23 will present its signage designs to the Gallery Board of Directors for approval prior to printing.

#### **1.9 Signage Approved**

23 Restaurants staff will work with the signage company to finalize printing of the signage.

#### **1.10 Signage Produced**

23's staff will receive the signage and work with the Gallery Board of Directors for approval of its placement inside and outside the Gallery.

## **2 Pre Launching Marketing**

## **Radio:**

### **2.1 C95 FM Campaign**

23 Will contact the station to arrange an awareness campaign.

### **2.2 Rock 102 FM Campaign**

23 Will contact the station to arrange an awareness campaign.

### **2.3 96.3 CRUZ FM Campaign**

23 Will contact the station to arrange an awareness campaign.

### **2.4 Radio Contest Campaign (5 Couple Giveaways for Opening Night)**

23 Will contact 5 Saskatoon radio stations across various genres and demographics to coordinate a contest campaign for opening night.

### **2.5 Executive Chef Radio Availability**

23 Will contact Saskatoon radio stations to offer its Executive Chef for phone-in food spots or interviews.

### **2.6 Saskatoon Grand Opening Week Food Bank Drive in Partnership with Radio**

23 Will organize a food bank drive during its first week of operation, thereby helping raise awareness of the restaurant while contributing back to the community.

## **3 Television**

### **3.1 Executive Chef Breakfast TV Interviews and Live Cooking**

23 Will contact the local TV stations to explore the opportunity for appearances by 23's Executive Chef for interviews or live-cooking segments.

### **3.2 Cooked! Shaw Media Availability**

23 Will contact Cooked! to make them aware of availability for the Executive Chef.

### **3.3 In the Kitchen Availability**

23 Will contact local media to arrange onsite coverage in 23's kitchen.

## **4 Online**

### **4.1 Website Launch**

23 Will design and launch the restaurant's website, which will include reservation software, the seasonal menu and information on 23's suppliers and staff.

### **4.2 Social Media**



23 Will develop and manage social media campaigns, and respond to social media feedback.

#### **4.3 Planet S Magazine Advertising Campaign**

23 Will contact *Planet S* Magazine in regards to an advertising campaign.

#### **4.4 Tourism Saskatchewan and Saskatoon Advertising Campaign**

23 Will work with Tourism Saskatchewan on an advertising campaign.

#### **4.5 23 Chefs profile and favorite recipes YouTube Campaign**

23 Will coordinate and produce YouTube videos which will supplement and support the restaurant's social media campaign.

### **5 Community and Strategic Partnership**

#### **5.1 Saskatoon Chamber of Commerce Gala Dinner**

23 Will contact the Chamber of Commerce to promote the use of the Riverview Room for its Gala Dinner, to be catered by 23.

#### **5.2 Tourism Saskatoon Gala Dinner**

23 Will contact Tourism Saskatoon to promote the use of the Riverview Room for its Gala Dinner, to be catered by 23.

#### **5.3 Tourism Saskatchewan Gala Dinner**

23 Will contact Tourism Saskatchewan to promote the use of the Riverview Room for its Gala Dinner, to be catered by 23.

#### **5.4 Saskatoon Ex Taste of 23 Booths**

23 Will set up a food booth at the Saskatoon Ex.

#### **5.5 Farmers' Markets Booth event**

23 Will set up a food booth at local farmers' markets.

#### **5.6 Entertainment and Culture Media Reporters "Night Out" at 23**

23 Will host an evening in the restaurant for entertainment and culture media reporters, featuring new menu and drink items.

#### **5.7 Executive Chef Media Appearances**

23's Executive Chef will be made available to media for interviews or cooking segments.

#### **5.8 Grand Opening Budget**

The Grand Opening will be designed to provide an “OMG” experience that will stay in the mind of Gallery visitors.

## **6 Promotions**

### **6.1 Contests – couples exclusive first night dinner:**

23 Will provide dinner to the 5 winning couples of its radio contest campaign.

## **PROMOTIONS**

23's foodservice is very much a partnership between Civeo and the Remai Modern Art Gallery of Saskatchewan. Consequently, marketing and promotions are expected to be both joint and individual. 23 will market itself as a destination location for evening dining, while leveraging the Gallery's advertising and promotions for daytime service and catering.

Civeo has had previous experience in marketing its food services, with Senior Executive Chef Dennis Lowen appearing on cooking segments of local TV programs. 23 would draw upon these successful campaigns to develop local TV and radio campaigns, making 23's executive chef available for live cooking segments. 23 will also utilize media for a contest, offering giveaways for the restaurant's opening night.

23's website will utilize Open Table software for reservations, and will feature the updated menu, along with stories on the local producers that help form its supply chain. In keeping with its name, 23 intends to utilize 23 local suppliers, which will not only assist in 23's visibility and awareness, but also provide copy for the website that, in turn, also promotes the local suppliers.

## **7 Post Launch Marketing**

### **Radio:**

To effectively promote the opening of 23, our Media Relations department will work with C95 FM, Rock 102 and 96.3 CRUZ FM to reach a diverse target market. All radio commercials will run for two ads per day, 15 seconds, and three weeks per month lasting for one month.

### **7.1 C 95 FM**

We will purchase radio time with C95 FM to run a successful campaign with 1 free dinner within the month to 5 couples.

### **7.2 Rock 102 FM**

The executive chef at 23 will present a series of sound bites to Rock 102 promoting the opening of the Art Gallery of Saskatchewan and 23's restaurant.

### **7.3 96.3 CRUZ FM**

Our Media Relations department will work with 96.3 CRUZ FM to have the executive chef discuss the items available on the restaurant and catering menus.

## 8 Television



**Civeo Executive Chef Dennis Lowen on Dinner TV Edmonton, March 2, 2016**

### 8.1 CTV Saskatoon – Executive Chef Breakfast TV

With our existing relationship with Canadian Television Network (CTV), our executive chef will be interviewed on CTV Morning Live in the beginning of December to take advantage of promotions for the Christmas holiday season. Our chef will wear a 23 apron with a Santa hat teaching the news broadcaster simple to make Christmas meals.

### 8.2 Cooked! Shaw Media

After the 23 campaign in December ends, the restaurant will work with Cooked! With Shaw TV and our Executive Chef. The theme of the show will focus on New Year's Resolutions and 23's customer's favorite healthy food selections that are simple to make at home. Vegetarian and low fat meals will also be presented to promote healthy food options for adults and children.

### **8.3 Global TV**

A Valentine's Day themed live cooking segment on Saskatoon's Global TV with heart shaped cookies, a recipe for red velvet cake. Meals presented will provide ideas for couples and individuals with families with food that will appeal to adults and children. A variety of scenarios such as eating in with the family or hosting a Valentine's Day dinner will be presented.

## **9 Online**

### **9.1 Social Media Paid Advertising**

23 will use digital marketing on social media by managing a Facebook, Twitter, Instagram, and YouTube pages. Pay per click advertising and digital marketing best practices will be used to reach a national and global market of art lovers, tourists, the media and local residents. A wide range of creative posts will be used that will include video and pictures from the grand opening, sound bites from radio campaigns, video reactions of customers at 23 on the food both at the restaurant as well as catered events.

### **9.2 Google AdWords Campaign**

23 will run a Google AdWords Campaign primarily targeting individuals in Saskatchewan for a month. The secondary target market will focused on Manitoba, Ontario, Alberta and British Columbia. The messaging will vary for each target market but will mainly focus on driving awareness of the world class 23 restaurant. These advertisements will drive prospective customers to our website pushing promotions, special events and brand awareness.

### **9.3 Advertise with Tourism Websites**

To broaden our target market of potential customers outside of the Province of Saskatchewan and international tourists, the restaurant will purchase advertising space on tourist websites. A feature on the Tourism Saskatchewan and Tourism Saskatoon's websites listed in the Restaurant section and Explore Canada's website.

## **10 Community and Strategic Partnership**

### **10.1 Saskatchewan Polytechnic**

Community involvement at secondary institutions is an essential way for 23 to inspire students to reach their potential. The 23 Culinary Students Partnership program will provide 23 students from Saskatchewan Polytechnic for one semester each year with a chance to work beside our executive chefs. The students will experience a Day in the Life of a 23 Chef with the ability to add the experience on their resumes.

### **10.2 Farmers Market Booth Events**

Setting up a food booth at a Farmer's Market is an excellent way to not only promote the 23 brand, but to also support any local producers who are also there. This cross-promotion would be highly cost-effective.

## **11 PROMOTIONS**

### **11.1 Great Western Beer Co-Partnership/Marketing**

23 will approach Great Western Beer in regards to establishing a successful co-partnering effort to promote both. The marketing efforts could include the following:

- Social Media campaigns
- Employees hand out marketing materials at events
- Brief content of each company on public websites
- TV and radio advertisement mentions

### **11.2 A Day in the Life of Local Farmers**

23 employees will visit 23 restaurant booths at the Saskatoon Farmers Market, and speak with food vendors. At this type of event, local radio stations and television reporters often attend, providing exposure for the restaurant and, by extension, the Gallery.

### **11.4 Specialty Theme Nights**

One of our main objectives for the restaurant is to use creativity to show our customers a good time with themed promoting creativity and appreciation for their business. Specialty theme nights will include Family Day (where customers can bring their children to eat), and Wine Education Night with one of our executive chefs displaying the history of wine selections followed by wine tasting. Valentine's Day is another theme night for couples to enjoy a night out at 23. The results of purchasing activity with the use of our Customer Relationship Management (CRM) software will be used to determine if the theme nights can be used in the following year.