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Confidential Memorandum

To: Mayor James Diossa

From: Checkmate

Date: August 1, 2017

Re: Proposed Central Falls Restaurant Week Marketing Strategy

Please see the updated proposed marketing strategy for Central Falls Restaurant Week (CFRW) 2017.

Situation Analysis

-The City of Central Falls is looking to engage in a marketing campaign to raise the visibility and increase awareness of CFRW.

-CFRW has a relatively small budget of roughly \$10,000 for a statewide awareness campaign so we have to be thrifty and utilize marketing mediums that will give us the best bang for your buck.

-We currently have materials already designed and ads produced, they just need to be updated.

Goals

-Reach and retain the same demographic who attended CFRW over the last two years (focusing on CF and surrounding cities and towns), and reach new potential attendees as well by expanding the advertising beyond CF and surrounding cities and towns.

-Brand CFRW

Messages

-CFRW offers a world of flavors in one square mile.

-A small city with big flavor.

Audiences

-Central Falls and surrounding communities

-The "rest" of Rhode Island and southeastern Massachusetts

-RI Latino community

Media Strategy

With a relatively limited budget for a statewide campaign, we suggest a mix of paid and earned media activities. We feel that a strategically targeted digital and social media campaign, as well as an aggressive earned media campaign, is the best way to spread the word about CFRW. We want to incorporate a grassroots component of this as well, which will be mostly driven by event flyers and word of mouth in the CF community. We should also create a hashtag for use in all materials: #CFRestaurantWeek

We will utilize the Facebook page where our content lives and people can get more information about CFRW. We will use the CFRW City webpage as our landing page on all digital campaigns. We suggest starting the paid media blitz 2 weeks before restaurant week.

Activities

1. Facebook ads

- Launch targeted Facebook video ad to run for two weeks before CFRW and week of.
- Demographic: Rhode Island and Southeastern Massachusetts. We will identify keywords and interests to target these ads to people who have an interest in restaurants, food, and similar topics.
- Suggested budget: \$1,500
- Landing page will be CFRW CF city webpage

2. Google Ads

- Launch Google Display Network ads to run for two weeks before CFRW and week of.
- Demographic: Rhode Island and Southeastern Massachusetts. We will identify keywords and interests to target these ads to people who have an interest in restaurants, food, and similar topics.
- Suggested budget: \$1,125

3. YouTube Pre-roll Ads *

- Launch YouTube ads to run for two weeks before CFRW and week of.
- 15 second video ad (which can't be skipped) to run as pre-roll video on YouTube videos. -Demographic: Rhode Island and Southeastern Massachusetts. We will identify keywords and interests to target these ads to people who have an interest in restaurants, food, and similar topics.
- Suggested budget: \$75 per day, totaling \$1,575.
- *If budget allows

4. Latino Radio

- 30 second radio ad created by stations.
- Script TBD
- Suggested stations: Poder 1110 WPMZ, WKKB Latino 100.3, Latino Public Radio
- Budget: \$3,000 total for all 3 stations.

5. GoLocalProv

- GoLocalProv digital ads: \$1,000
- Will secure added value in the form of earned media

6. Grassroots Campaign and Collateral Materials

-Grassroots activities include flyer and sticker placements in CF restaurants, flyer drops at big events leading up to CFRW, outreach to business and other organizations (Chambers of Commerce, etc), and more

- Double-sided flyers (Qty: 1,000): \$250
- Street banners (2) sized 5x20: \$2,000
- 4x4 yard signs (2): \$150
- Window Stickers (20): \$50

7. Earned Media

-Checkmate will draft a press release for distribution to all local media outlets in advance of Restaurant Week.

Budget

Facebook ads	\$1,500
Google Display Network ads	\$1,125
Ad production updates	\$300
Latino Radio Media placement	\$2,500*
Collateral Materials	\$2,450
Checkmate Fee	\$1,500
-includes campaign consulting, coordination, design, media buys	


TOTAL **\$9,875**

Add-ons if funds allow:

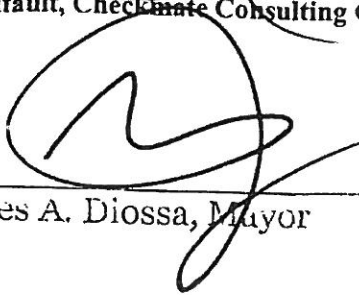
Youtube	\$1,175
Additional Latino Radio budget	\$2,000

TOTAL **\$13,050**

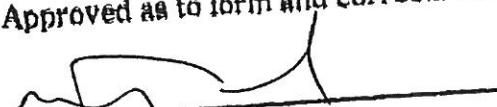
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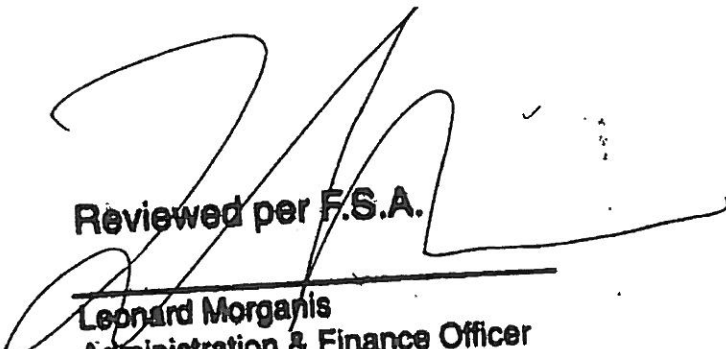
Brad Dufault, Checkmate Consulting Group



James A. Diossa, Mayor

Approved as to form and correctness


City Solicitor



Reviewed per F.S.A.
Leonard Morganis
Administration & Finance Officer