

**I. EXECUTIVE SUMMARY**

The **description** for our event is something we know will bring a more lively and upbeat experience to Rotelli on Lyons and Hillsboro in Coconut Creek. The **Sales Promotion** for Rotelli will be “the football madness season special “. Rotelli will be offering a delicious variety of gourmet foods and entrees during all the madness. We will be offering wings, baked ziti, pizzas, calzones, gourmet salads, chicken parm and Stromboli. In promoting this special our main **objective** is to increase sales by at least 10%, Advertise our new brand of delicious and tasteful wines, and getting more loyal customers signed up for our Rotelli customer rewards card. Our **Target Market** includes people of all ages. However, our new brand of wines will only be available to adults 21 years of age and older. For the entire football season we will be **advertising** our promotions by T.V commercials, online advertising, billboards and direct mail. We feel all of these forms of advertising will be very effective and beneficial. For instance T.V commercials are essential in advertising they get the word out and can entice viewers by visuals of hot, steamy delicious foods viewers won’t be able to resist. Billboards can be a major help with consideration they can be placed a few miles away with directions right on them, and with respect to their enormous size they really draw attention. Direct mail is great for people who don’t get out much; the advertising will come right to you. Online advertising guarantees Rotelli top exposure on search engines like Google. Also most people check their mail after work and instead of starting dinner after a long day Rotelli will start sounding better and better. **Budget:**

Advertising Media	Price
T.V commercials	\$ 16,800
Online advertising	\$3,600
Billboard	\$ 24,000
Direct mail	\$175.00
<b>Total</b>	<b>\$ 44,575</b>

**Schedule of Planned Advertising:** Week 1- Online Advertising: Rotelli will invest in pay per click by Google to kick off the football season with online exposure. Week 2- Rotelli will have a billboard placed along the Sawgrass expressway enticing travelers and their families to stop and enjoy a tasteful meal at Rotelli. Week 3- We want to attract people living within a 3-7 miles radius; this includes Boca Raton, Deerfield Beach and Coconut Creek residences. Week 4- Rotelli will be focusing on T.V advertising we will have a series of 30-second commercials played during prime time hours grabbing the attention of many people. A **promotion activity** for Rotelli will consist of a drawing every Sunday at half time for an autographed football and a meet and greet with your favorite football star, as well as a wine tasting night every Friday. Rotelli will be having irresistible offers like; buy any two meals at regular price and receive a mouth-watering dessert or appetizer of your choice for half price. Rotelli is a pizza, pasta, perfect place to spend time with friends and family.

## II. DESCRIPTION:

### A. Description of business

Offering all the appeal of a neighborhood Italian restaurant, Rotelli's is an appetizing destination featuring a warm and comforting environment. With take-out, delivery, and complete table service Rotelli's is extremely convenient. With a menu of huge variety there's something that will catch your eye from gourmet pizzas, hot chicken parm subs, delicious entrees like Bella Rottelli with chicken, As well as fresh tossed Malibu chopped salad with fresh mozzarella, bacon, avocado, and mixed greens served with a creamy house dressing, to mouth watering desserts prepared on the site like canoli's and chocolate decadence cake. **Location;** Located nearby your local ice cream store and grocery store in Coconut Creek, Fl on Lyons and west Hillsboro BLVD it opens the perfect opportunity to bring the whole family together.

Joseph Bilotti a former commercial airline pilot was assigned president of the wonderful and growing franchise, which was established in 1999. It's grown quickly because of the great concept of a neighborhood Italian restaurant. The founder wanted to bring a little bit of Italy into the American Society. He wanted it to be an experience like on other. The goal was to have people feel like they are in Italy with their families eating mom's good cooking, they're concept was simple yet profound. Designed with the customer in mind, today's families are busier than ever they longed for a convenient Italian restaurant that offered more than just pizza. It has

Expanded tremendously now with stores operating in more than 6 different states. To attract Internet users Rotelli's now offers free WiFi and an accessible website [www.rotellis.com](http://www.rotellis.com).

## **B. Description of client / advertiser**

**Emily Lagrange** is a seventeen-years old. She is a junior at Monarch High School. Needless to say she is a 1<sup>st</sup> year member of DECA and a former member of JROTC. Emily likes doing community service and helping out any way she can. She is a very trustworthy person. She is always determined to do her best and work to her full potential. She has many goals, including graduating with her class and attending NSU to study business.

## **III. OBJECTIVES**

**Promoting wine sales by 8%-** We will increase wine sales by having a wine tasting night, from 6 to close once a week during the month of December. Anyone from ages 21 and up can join. Rotelli's will also be promoting five new wines, all personally selected by top chefs all over the United States.

**Increase food sales by 15%-** During the month of December we will be promoting a new Christmas special .The special includes buying one entrée and getting the second one for 99 cents with the purchase of two beverages.

**Promoting Online Customer Loyalty Program-** To thank our customers for being loyal and consistent we will be promoting our Rotelli's customer rewards card by putting it on every table in the restaurant and having every waiter/waitress explain the benefits for example 5% cash back and being

able to accumulate points and receive coupons. In addition every customer that signs up will receive a free desert at the end of his or her meal.

**Promotional Ad-** We will be advertising all of these new and exciting events with a television commercial. The commercial will be played three times a day on CBS. We will target 18-40 year old locals to come out and enjoy a tasteful meal for a reasonable price.

**Consumer Promotions-** Rotelli's will be offering coupons in the clipper magazines and local newspapers. The coupon will include two large pizzas 12 garlic rolls and a 2liter bottle of soda for the low price of \$19.99. This is just one of the great deals that will be offered in the clipper magazine.

#### **IV. IDENTIFICATION OF THE TARGET MARKET**

**A. Primary Market** - America is a melting pot full of people of different races, cultures, ages, and sizes. Male or female, old or young Rotelli is sure to satiate their appetite. Rotelli's primary responsibility is to always give customers impeccable food and service. Everyone is made to feel welcome at Rotelli. In this particular restaurant the demographic includes families and men and women between the classes of (generation X) and (baby boomers) retirees living in nearby retirement communities. The location or Geographic's for Rotelli in Coconut Creek, Florida attracts people from Boca Raton, Parkland, and Deerfield Beach. Families love to eat out, and they typically prefer to be in an atmosphere for families. Rotelli is a vibrant and dynamic place where families, students, and

seniors can all go to enjoy a nice cooked Italian meal and a prestigious restaurant experience.

**B. Secondary Market** - South Florida is very popular among the **snowbirds** coming down from places like Canada and New England in an attempt to hide out from the freezing temperatures. French Canadians and people from the tri state area love coming down for the winter. Florida being the retirement state there are many senior living communities located all over. Seniors are very limited but they like to go out as much as they can. Rotelli being so close is the perfect spot to take a break from such consonant routines. Not only is South Florida popular with the snowbirds but it is also a very touristic spring break location. College students like eating at Rotelli because of its amazing food, and being not too far from campus it is a very convenient location to spend some time without having to waste too much gas. Especially in today's economy everyone is looking for ways to save money and still have a good time.



## **V. ADVERTISING MEDIA SELECTION**

**1. Television-** By the age of 65 the average person will have seen two million television commercials. Television is an essential way of advertising. Rotelli will be advertising on local channels during the evening. There will be a series of 30-second commercials played in an attempt to attract more customers. The goal is to bolster the percentage of customers that eat at Rotelli. Having a visual of sautéed calamari in a homemade marinara sauce- served over linguine or a plate of tiramisu is sure to be an inciting visual of the foods offered at Rotelli. During Sunday night football Rotelli will be advertising their wing and beer specials. There will be two for one deals and cards handed out. The cards will be stamped after every visit, when a customer dines at Rotelli six times the customer will be given a free dinner for any other night they would like.

**2. Billboards-** The Sawgrass expressway and the Florida Turnpike are both used by many locals and travelers. People looking for a place to dine are sure to notice the billboards placed along the highways. Rotelli will have a number of billboards along these highways in Coconut Creek. Rotelli hopes to captivate the attention of drivers and also promote their specials and any new entrees available.

**3. Direct mail** – Advertising through direct mail will allow people to receive promotional coupons and take out menus with out having to leave the comfort of their home. This is an effective way of getting locals within a 3 to 7 mile radius to visit Rotelli. Rotelli will advertise in the following Coconut Creek housing communities; Winston Park, Water Ways, Banyan Trails, Township, and Sorbet. People having a problem deciding where to eat for lunch or dinner will have an

easier time choosing where to go when they see a menu from Rotelli in their mail. Not only will the homeowner get the idea, the mailman might consider stopping by Rotelli as well.

**4. Online advertising-** Today's generation is all over the Internet. Technology has evolved over the years. Almost everybody has a smart phone a computer or an mp3. The Internet is a crucial form of advertising for any business. Online advertising not only can attract locals it can attract the attention of people all over the world. Say a person is planning a vacation to Florida. They will want to know the activities available in the area as well as restaurants to dine at, the first thing most people in this generation do is Google. Search engines are very popular and very effective for customers and businesses. It is very important that Rotelli has top exposure when people Google Italian restaurants in coconut creek. Top exposure will attract more customers. With pay per click marketing Rotelli will buy search engine traffic based on relevant keywords.

**VI. BUDGET**

<b>ADVERTISING MEDIA</b>	<b>COST</b>
<b>ONLINE ADVERTISING</b> 300 PPC (Pay per click) Online hits on Google	\$600 x 6 months = \$3,600
<b>BILLBOARD ADVERTISING</b> Rotelli will rent 1 billboard along the Sawgrass Expressway and 2 along the Florida Turnpike	\$4,000 x 3 highways x 2 months = \$ 24,000
<b>CABLE TELEVISION ADVERTISING</b> Comcast will be airing 12 Rotelli commercials during prime time hours (7pm- 11pm)	\$350 x 4 channels x 12 commercials = \$ 16,800

<b>DIRECT MAIL ADVERTISING</b>	\$175
Rotelli will invest in the self-mailer package. It is a more efficient way of advertising to locals	
<b>TOTAL</b>	\$ 44,575

**VII. SCHEDULES OF ALL ADVERTISING PLANNED**

Rotelli will be advertising during the entire football season starting from September to January. The new football madness season special is the reason for advertising during those months. The **first week** of September, Rotelli will invest in Online advertising this will give Rotelli top exposure during the first week of football. The **following week** Rotelli will disclose billboards along 3 well-known highways in the South Florida area. The billboards will provide directions to the Rotelli in Coconut Creek, FL and a photograph of the best dishes Rotelli has to offer. For the **third week** Rotelli will advertise using direct mailing giving locals more of an advantage. Finally the **last week** will consist of a series of television commercials giving people a visual of all the new specials that will be offered throughout the football season.

**VIII. SCHEDULES OF ALL PROMOTION ACTIVITIES PLANNED**



Throughout the month of October Rotelli will host some promotional activities in order to attract more customers for the Football madness Season Special. **Week one** will start off the new wine tasting nights. Rotelli will be promoting five new wines; in an attempt to increase sales on the wine Rotelli will have wine tasting available every Friday night in the month of October and November for adults 21+. Appetizers will be served as well for half price with every bottle of wine bought by the customer. **Week two** will be the half time Sundays specials which will consist of a drawing every Sunday at half time. For a chance to win an autographed football, a meet and greet with your favorite football star, or NFL souvenirs like towels, cups, shirts, hats, etc. The customer will be able to participate in the drawing with an order of any family size appetizer. **Week three** Rotelli will be have an irresistible offer of buying any two meals at regular price and receive a mouthwatering desert or appetizer at half price. Week three will also be the happy hour week where adults 21+ can come and enjoy happy hour and receive any half-size sub of their choice. **Week four** Rotelli will be introducing fantasy football nights. For every person wearing a jersey their party will get a complimentary bread basket and a 10% discount off of the overall order as well as buy one get one half off discount for their next visit. This week Rotelli will also be launching a variety of new and improved sauces and an organic menu. The organic menu will have entrees like early branch peach apricot pesto pasta, fresh pesto with basil and arugula tossed over pasta, and arugula & fava bean bruschetta. Making Rotelli's menu more diverse.

## **IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER**

Rotelli hopes to have an increase in sales by at least 10% with the football madness season special event. There are numerous benefits that will come with this event such as an increase in customers and making the Rotelli brand a one of a kind prestige Italian restaurant. Rotelli wants to provide the community with a vibrant yet homey Italian place. As well as making the Rotelli franchises grow by becoming better known with the travelers and locals. Finally, by being a NFL supporter Rotelli will be sure to gain more football fans. Rotelli is likely to receive a positive reaction from customers and have more return visits by previous guests. Another important aspiration for implementing this Ad campaign is to increase exposure for Rotelli by promoting the football madness season special throughout the entire football season.

## **X. BIBLIOGRAPHY**

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## XI. APENDIX

### Rotelli's famous entrees.

Chicken Parmesan



Angel hair alla Rotelli



Stromboli



Penne alla Vodka



Grilled Mahi Mahi



