

Communications Plan - Lazy Creatures Cafe

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Positioning statement / Background

For students in post-secondary education and working professionals from the ages of 18-30 with consuming capacity, they need a place that provides a bright, open, and welcoming environment that is optimal for studying/working and gathering with friends or family. Lazy Creatures is a cafe located in River Point Landing, Prince George that provides specialty coffee, sandwiches and pastries in an intimate atmosphere made up of cozy colors, chill background music, and is scheduled to open in 2023, Feb. With the aim of “elevating the overall quality of coffee in the city,” We serve specialty coffee, seasonal fresh pastries, and brunch/late noon sandwiches. Unlike Ritual Coffeeworks in downtown, our cafe's seating capacity are more, The aesthetic in person is everything the consumer is looking for; our decoration makes the café have a warm and homey vibe will makes every student want to come to enjoy a brew while doing homework or chatting with a friend, furthermore the location is more safe than in downtown. The biggest competitive advantage for us is the pastries we have are different from Ritual Coffeeworks which we focus on cakes, cakes in pieces.

Discussion of the product or service

Lazy Creatures is a new cafe that will provide consumers with specialty drinks, such as coffee and tea, sandwiches, and pastries. Opening in the River Point Landing area of Prince George, BC, the cafe aims to provide consumers with an intimate atmosphere full of cozy colors and chill background music. The cafe is not solely focused on the foods and drinks they provide but also focuses on creating an atmosphere where consumers are going to want to stay for a while to do their work or chat with friends and family. By providing this experience to consumers, we are hoping to build not only brand awareness and reach early on, but also brand loyalty so that consumers will continue to come back and purchase our products.

Competitive Analysis

In order to understand how to best position the company in the marketing campaign, an understanding of the industry is required. The limited-service eating places are the Canadian industry category for coffee shops and had an overall profit margin of 5% back in 2018 (UBC, n.d.). Canada is one of the top coffee-consuming countries in the world, with 82% drinking coffee at least once a week (UBC, n.d.). After taking a dive in 2020, the coffee industry's revenue has risen steadily over the last two years and is expected to continue climbing for the foreseeable future (Statista, n.d.). This is partially due to coffee shops finding new avenues for success after the Covid-19 pandemic, such as selling coffee beans online or offering delivery through apps such as Uber Eats. Approximately 9% of Canadians aged 18-24 drink coffee which is significantly lower than the next segment of 20% between the age of 24-34 (Statista, n.d.). Consumers' attitudes toward coffee have also started to shift in recent years. Consumers have grown increasingly invested in specialty coffee, where the coffee is seen as an artisanal product and the focus is on providing the users with an experience alongside their beverage (UBC, n.d.). Now that an understanding of the industry and the recent effects on it have been established, a dive into the competitors for the business can be explored.

There are several competitors for Lazy Creatures in the Prince George area. For direct competition, competitors include Ritual Coffeeworks, Degrees Coffee Co., Zoe's Java House, and bigger name companies such as Tim Hortons and Starbucks. For substitute competitors, competitors who offer different products or services but are in the same geographic location and share a somewhat similar target market, there is Mr. Mikes, Subway, and Marble Slab Creamery. Since these substitute competitors are more food-focused and less on the experience of the visit they can be easily distinguished from Lazy Creatures during their marketing campaign. Lazy Creature's marketing campaign is going to primarily focus on

building awareness of the brand and encouraging users to visit the cafe, whereas the bigger companies' marketing campaigns are more heavily focused on engaging with previous users. The big chains do not need to worry about increasing reach as they are already household names and have a steady stream of customers. For Lazy Creatures, they are a new, never before heard of cafe, so they will need to work on first increasing their reach, and then over time work on converting people into paying consumers. When looking at the local companies, many have similar ideals and target markets to those of the Lazy Creatures Cafe. Like Lazy Creatures, Degrees is heavily targeted toward college/university students and provides them with the food and drinks they need to make it through the school season. Where Lazy Creatures differentiates itself from Degrees, is that it is focused on providing not just food and drinks to aid the studying process, but providing an environment that further aids that process. Unlike Degrees, Ritual Coffeework's main focuses include the quality of their coffee and their environmentally conscious business approach. Zoe's Java House offers baked goods and has a larger seating area just like Lazy Creatures. Where Lazy Creatures can differentiate itself from these smaller companies is by focusing on three key areas. First, as previously mentioned, they will need to focus their marketing campaign on highlighting the environment of the store. Showcasing that it is the perfect place for consumers to come and study, do homework, or just relax with friends. Secondly, they can focus some of their marketing on the location of the store. Not only is it in a more central position in the city, but it is in a safer location than the downtown businesses. Although not normally a concern for most businesses, many Prince George residents have mentioned feeling unsafe downtown in the past couple years. Having this as one of the key areas gives access to a target that the other local competitors are not able to properly reach. Lastly, Lazy Creatures marketing campaign is going to have a stronger digital focus than the smaller local competition. Many of their local competitors have social media and websites, but where they are failing is

continuing to actively use these platforms. Most post only between one to four times a month, and typically just for holidays or updated hours. Lazy Creatures is going to use social media not just for advertising, but for regularly posting content. By implementing a content schedule, they can make sure they keep up with content creation and build a community online. By creating a sense of community they can increase their brand loyalty and turn one time customers into repeat customers. As more than 50% of coffee shops go out of business within the first five years, using social media to first increase the reach and then create brand loyalty can help keep Lazy Creatures a success (Source).

Consider the legal constraints of marketing communications in the industry

When looking at the ethical or legal constraints of marketing for Lazy Creatures or just the ethical concerns of the business itself, there is one main area of importance. That area is focused on where the cafe is getting its coffee and other products. Since the cafe is planning on selling their coffee at a higher price compared to some of their competitors, the use of slightly more expensive but ethically sourced coffee beans can be more easily implemented. Lazy Creatures can get their coffee beans from Ethical Bean Coffee Company, which is a company that provides 100% fair trade and organic coffee, while also using renewable energy (Ethical Bean Coffee Canada, n.d.). Through using these coffee beans, Lazy Creatures can attract the growing audience of consumers who are more conscious about choosing environmentally friendly options. In addition to this, they can also include separate recycling and composting bins to further promote their environmentally conscious principals. Each bag provided by the Ethical Bean Coffee Company also includes a QR code that will show consumers where the coffee came from and the process of getting it into consumers hands (Ethical Bean Coffee Canada, n.d.). Lazy Creatures could showcase these QR codes in the store as a way to further interact with their consumers. Lazy Creatures do not have to only rely on the ethical source of their coffee when trying to promote themselves. They can also

promote their values and ethics through their social media accounts, as well as displaying their values somewhere inside the store so that consumers get a better idea as to the company and their ideals.

Define the target audience

Lazy Creatures target audience is going to primarily consist of post-secondary students and working professionals between the age 18-30. Users of any age will still be able to come in and enjoy the experience the cafe offers, but the marketing efforts for their campaign are going to be directed toward this target market. In Prince George, individuals between the ages of 18-30 make up approximately 16,000 of the population. This equates to 20% of the city's total population (City of Prince George, n.d.). As they are either post-secondary students or working professionals, they will most likely be leading busy lives. This is one of the reasons the environment inside the store is one that aims to help people relax with its warm, welcoming atmosphere. As the most common consumers of coffee are the older generation, targeting the niche of younger consumers will allow the cafe to create more specific advertisements in their marketing campaign. For example, the younger generation tends to prefer speciality coffee, such as lattes, cappuccinos, cold brews, etc., whereas the older generation prefers plain coffee (Packaged Facts, 2020). Marketing advertisements towards the target market could highlight one of the specialty coffee drinks that the cafe offers.

Brand position for Lazy Creatures is going to involve making consumers perceive the brand as favorable when it comes to looking for a place to do work, relax, or hang with a friend. A differentiation brand position strategy will prove most successful for the company. Lazy Creatures will not be offering the cheapest prices or the highest quality compared to their competition, so using the differentiation strategy will allow them to highlight where they do offer the best value, their atmosphere and location. The big name competitors mentioned

previously focus on offering less expensive products in a fast delivery environment.

Competitors like Degrees focus on a fast delivery environment but offer products at a more expensive price than the big names. Ritual Coffeeworks focuses on a comfortable environment and a more expensive price. Lazy Creatures is going to share a similar segment with Ritual Coffeeworks, but will have more focus on the comfortable environment and a slightly less expensive price.

Basic objectives for the campaign

As a new coffee shop in Prince George, the biggest fear is that there will be no customers coming to the door. The only way to create business opportunities is when there are crowds. Therefore, when opening a store for business, of course, it is necessary to organize promotions to attract visitors to the door, so that consumers have the opportunity to get to know the newly opened store and the various products sold in the store. This campaign aims to allow customers to gather in coffee shops for a short period of time. The general public has a characteristic that they like to gather in crowded places. Therefore, it is very important to create a "popular scene" in the store for grand openings. Whether it is pricing or products, the opening promotion must be about making consumers have a sense of shock so that we can achieve the effect of attracting consumers' attention, causing word of mouth publicity, and attracting passers-by to enter the store to create a "popular" atmosphere.

Develop a basic campaign theme aimed at accomplishing the objectives

In the initial stage of opening a store, everything needs money, so marketing and advertising campaigns must be carried out with limited financial, material and human resources. Therefore, in the early stage of opening a store, the marketing focus will be on:

- Opening promotions - signature coffee specials for three consecutive days; On the first day of the opening, special price for 50 cups of signature coffee, the second and third day after the opening is the signature coffee. On the second and third day after

the opening, the signature coffee buy one get one free is available at 12:00 am and 5:30 pm. The two time periods of 12:00 in the afternoon and 5:30 in the afternoon are when most people go out for lunch, when students leave school, when office workers leave work, and when there is a lot of traffic on the road; plus the three-day opening ultra-low price preferential promotions can indeed attract many consumers who are grabbing cheap and enjoying discounts to wait in line at the door of the store. It will also attract the attention of most passing crowds and leave a positive impression of good business for newly opened stores.

- Print media (poster) - we can also select some residential buildings and commercial office buildings in the business district, and also put posters in the university and college in the city.
- Online marketing - we will be using Facebook and Instagram as our major social media.

When we obtain a certain level of customer, our long term strategy can be :

- We can skillfully use many creative ideas and combine them with special festivals, events or topics. There will be a multiplier effect in terms of publicity and promotion.
- Limited sales of special products at specific times - like seasonal drinks or cake.
- Combined promotion: There must be a concept of "peers do not have to be afraid of each other, different industries can form alliances", cultivate space for cooperation and cooperation with peers, and moderately choose to combine different industries with highly homogeneous operators, as long as they know how to use "different industries strategy "Alliance", you can quickly expand the source of customers and increase your market share with the least cost and effort.

- Community and school PR activities: Participate in community and school activities, and join relevant associations near the community, so that the industry can also understand the needs of consumers and the consumption habits of the community.
- loyalty cards - can have a stamp for every purchase they make, we can also randomly make it to double stamp for a purchase to boost our customer loyalty.

Actual advertisements to be used in the campaign.

This is how our poster looks : there is enough information that we want to tell our customer, such as opening time and location, what promotion are we having, and what kind of product we have (coffee and cakes).



We also design a website for our cafe shop : The website contains information of the cafe shop mission and our brand story, we also introduce our service, location and opening time, moreover in the second picture, we do update the “ earn your reward “ dates, because we decide to make the reward day randomly each month. Besides, we also provide a purchase option for the limited product for different festivals. Last, we allow our customer to give us reviews and feedback on the website.



We create unique
experiences that change
lives and bring people back



Our Services

Product

coffee & specialty espresso drinks, non-coffee drinks, bottled drinks, food items and other items.

Atmosphere

"welcoming environment" - atmosphere made up of cozy colors, chill background music

Convenience

Comfortable seating and free Wi-Fi, large parking lot.

< December 2022 >

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Loyalty cards

- Check out our double start day
- monthly change, randomly picked form each month
- One stamp with every purchase



More about our brand



For quality of life, the first thing that comes to mind is that you must have money to pursue the so-called quality of life, but in fact, the real quality of life is that we can love life, life can basically think of coffee, a fashionable and high-quality drinks.

In addition to enjoying coffee alone, it is also a gift to share and a way to communicate. If paired with a simple dessert in the afternoon, it will be more healing to the body and mind.

Delivering great coffee like in a cafe, just the way you would imagine at home, in a simple way. The technical goal is to help you make the coffee you love easily and quickly. We offer a service with experience that follows your tastes.



Christmas Time is coming, and we are going to have some special
product only for Dec1 - Dec 25



[Order Now](#)

Follow us on social



[Click here](#)



[Click Here](#)

We would like to here your feedback

First Name

Last Name

Email Address

[write a review](#)

Location

River Point Landing, Prince George

Hours

Monday — Sunday
9 am — 7:30 pm

Contact

LazyCreatures@gmail.com
250-614-5343

The best media channels for the targeted audience.

Our target market in this case is specifically students, and younger working professionals seeking a spot to relax as well as a quiet space to work. The age range we are particularly looking to reach are those between 18-30. Pew Research center reports that adolescents between ages 18-29 use Instagram and TikTok the most for social media channels. With 71% reporting Instagram daily use and 50% reporting daily TikTok use (Social media use in 2021, 2022). We feel that by advertising specifically on these two channels as well as affiliated websites, we will reach our desired consumers in a cost-effective way. A common way to connect with younger generations on social media platforms is by celebrity or influencer endorsement. After our grand opening, we can also cooperate with some influencer which is currently popular on our selected app to promote and advocate for Lazy Creatures Café, online users will feel more incentivised to visit as it has been endorsed by someone they trust or look up to. As our cafe shop name is Lazy Creatures Cafe, we would like to tell our customers that how you as a customer can be lazy here. We are planning to record the whole process of how our cafe shops are furnished and post it on Facebook or Instagram.

Develop and justify a media schedule that will outline the date, time and cost of each insertion.

We are marketing to a younger demographic, meaning social media channels are a cost-effective route to reach them. By using specifically Instagram and Facebook, we can use their paid ads to ensure we're reaching the right audience. With the use of the Facebook ad center, we have calculated that a month-long ad will cost \$500, and it will reach between 624 - 1.8k people. This ad will be automatically promoted by Facebook, and we will place

parameters for the characteristics of the target market we want to be seeing our ads. The same strategy will be used for the Instagram ads, we will pay \$500 for a month of advertising and have our ads geared towards young individuals living in prince George, with an emphasis on students and young working professionals. As Lazy Creatures is opening in February, we propose running the month-long ad campaign from mid-January to mid-February. This will generate excitement before our grand opening, and people will be planning on checking out a new business in town. This will also ensure that we are reaching as many people as possible in the first few weeks of opening to encourage more foot traffic. The poster distribution will be done on the same timeline as the media ads, we will have 50 posters to distribute around town in places that our target market will be most likely to see them. This will entail placing our posters on boards at the university, in high frequented areas around town such as restaurants and other local businesses, as well as poles around Prince George. This will cost \$55 to print 50 posters at Staples(*Printing, copying, photo gifts & more*), and they will be standard size, with a glossy finish to look more professional and grab people's attention.

KPI and Metrics

<u>Facebook</u>	<ul style="list-style-type: none"> ● Number of Fans ● Follower Demographics ● Reach by Post Type
<u>Instargram</u>	<ul style="list-style-type: none"> ● Follower change in absolute numbers ● Interaction Rate by Post Type ● Power of hashtags the performance (which of them are more focus)
<u>Online website</u>	<ul style="list-style-type: none"> ● Page Views by Sources ● Click-Through-Rate ● Average session duration

Set up a budget for your integrative communications campaign (and justify this budget).

Costs		
Printing Posters	\$	55.00
Facebook Ads	\$	500.00
Instagram Ads	\$	500.00
Total Costs	\$	1,055.00

The proposed budget for the first month is \$1,055. The posters we are printing will be purchased through staples at \$1.10 a sheet, for a glossy standard sized poster. This will give us 50 copies to hand out and put on boards. The facebook and Instagram ads are each \$500, this is calculated by the facebook ad center, which will promote this ad to between 624 and 1.8k people. We feel that this budget is very reasonable especially for the first month of operations, as there will be larger upfront costs, but they will decrease as the business becomes more well known and word of mouth marketing takes effect.

Develop a method for measuring the effectiveness of your campaign.

The main purpose behind this campaign is to generate excitement about a new business, and to maximize the amount of foot traffic upon opening. To measure effectiveness, we need to know if our marketing tactics did their job of letting people know what the business is, where it's located, and when it is opening. We will be able to see on the Facebook ad center how many people have interacted with the ad (clicking on it or reading the comments), as well as how many people have seen the ad on their social media feed. The goal we are setting for this is 2500 people reached, combined from Facebook and Instagram.

We feel this is very realistic as the maximum for each channel is 1.8k, so combined reaching 2500 people is very realistic. We are also assuming that people will interact with the ads by commenting and tagging their friends, which increases the amount of people seeing the ads. In order to determine if this has correlation with the amount of people that have seen the ads and then decide to visit the café, we suggest a survey that asks about customer satisfaction as well as how they heard about us. This can be offered within the café and be administered either online through a tablet when people pay/order, or through paper cards that customers can fill out. There is the potential to offer a discount for customers if they complete the survey, such as 15% off their next purchase, if Lazy Creatures finds that customers aren't filling out the survey as frequently as they'd like. A goal for this survey would be for 65% of the customers in store to have heard about the café from an online social media ad or have seen one of our posters. This is a very achievable goal, because we are specifying our target market when we run the ads so we will reach our customer base, and we are also assuming there will be organic excitement about the store, meaning people who haven't seen the ad will still decide to visit.

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