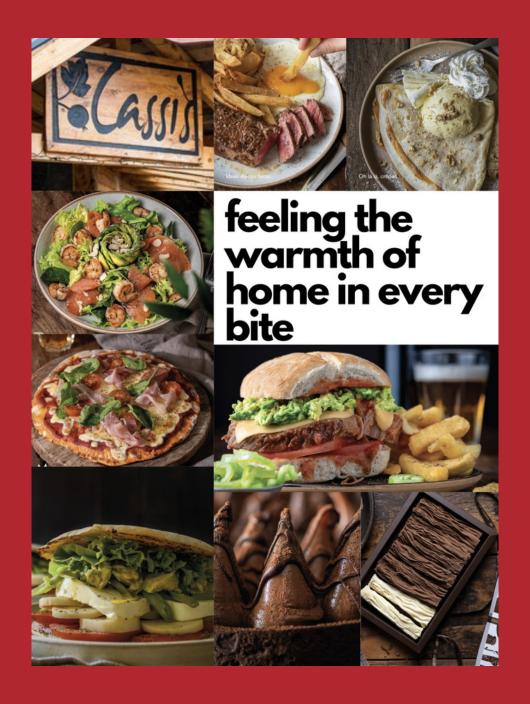
Cassis Restaurant



Macarena Gracia Loch



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INTRODUCTION

The food industry in Chile stands out for its home cooking and an extensive list of preparations that are unique to this territory. Cassis is a Chilean restaurant born thanks to a family tradition, the heiress and owner of the restaurant was inspired by the smells of cocoa and dulce de leche, which were present at home during her childhood. That is how Cassis was created, a restaurant that brings together the ancestors' knowledge with the wealth offered by the land and raw materials of southern Chile. Initially, the restaurant was located in Pucon, a small town in the south of Chile that brings together different preparations characterized by their flavors and homemade authenticity that managed to captivate all Pucon visitors. Over time, it achieved a resounding success, which led to the creation of more restaurants throughout the national territory, currently having 19 restaurants distributed in the country's different regions. Thanks to this, the idea of crossing the Atlantic Ocean and establishing a restaurant in the lands of Germany, whose gastronomy stands out for having a wide variety of dishes and different cultures, make it a perfect place to establish itself with this food industry.

BACKGROUND

EXTERNAL ENVIRONMENT

Driven by COVID-19, the restaurant sector in Germany is undergoing a significant structural change. Because of this, it can identify specific trends regarding the future of the industry in Germany. Delivery services will gain more importance because people place more delivery orders every day than



going to a physical restaurant. Restaurant chains are currently investing more in digitization and improving their apps for customers. Another significant change is the automation in the kitchen and the reduction of personnel, which will lead small and independent companies to face a great challenge to continue maintaining themselves. Cassis had already incorporated several of these trends and maintained a great protocol regarding COVID-19. There was a long time in Chile when restaurants had to close due to the pandemic and incorporated delivery services; therefore, these challenges will not be so difficult to face when establishing in the German territory.

INDUSTRY

National and international companies operating in the sub-segments of the food market in Germany make more than 170 thousand different food products available to German customers. That helps to establish a restaurant with Chilean traditions because its great variety of products makes it possible for any kind of dish preparation. Germany is a country that is highly receptive to new cultural influences and culinary trends, making the integration of an international restaurant possible. The German food market is the second most important distribution channel within the industry as the number of consumers who enjoy eating out in restaurants and cafeterias has grown, which has led to significant growth in sales within the foodservice industry.

CLIENT

Cassis's target market includes families of any number of members; it also includes single parents or single mothers. Another primary target market is young people in their 20s and 35s who are single. Within the trajectory of



Cassis in Chile, it has stood out for covering an extensive target market that it can adapt to any need. The main objective of the restaurant is to cover a large number of target markets, appealing to the essence of being a home restaurant that delivers dishes made with fresh and natural products which can provide the feeling of home to consumers.

PRODUCT, SERVICE, OR ISSUE

Cassis is a family and homemade restaurant that currently manages 19 restaurants throughout the Chilean national territory, making it one of the best restaurants in the country. The restaurant's main focus is typical dishes from the southern sector of Chile, which includes a fairly extensive menu where consumers can find pizzas, hamburgers, sandwiches, sweets, chocolates, ice cream, and baking. Cassis is characterized by its incredible flavors and the simplicity of its preparations, which are made with fresh and well-maintained products. In this way and fulfilling its tradition of homemade and tasty dishes, Cassis is a restaurant with affordable prices for its consumers and big plates that leave all its consumers satisfied.

SITUATION ANALYSIS

The German national diet is much more diverse than prevailing cliches believe. Germany is one of the largest food and beverage markets in Europe and has a lot to offer for both consumers and producers. A commitment drives Germany's food industry to choose the best and actively respond to its consumers' changing wants and needs. Consumers are currently looking for complete and efficient services; after the pandemic, people got used to food services delivered to consumers' homes more expeditiously, which is one of the essential requirements when setting up a new food business. In addition,



after the pandemic, people are looking to get out of their homes to enjoy going to places to eat, since after being in lockdown for a long time, people are looking for activities to do outdoors. Consumers today prefer to spend money going to a good restaurant than spending that money on other goods.

One of the biggest challenges that Cassis restaurant can go through when opening a franchise in Germany is the post-COVID-19 problem. Temporary restaurant closures due to the coronavirus pandemic and declining household income in 2020 caused a significant drop in revenue. The impact of the coronavirus pandemic is expected to continue to affect the industry over the next five years, likely to be reflected in continued low-profit margins for industry players. That would certainly be a great challenge to face. Still, it is expected that soon, both daily life and the restaurant business should slowly return to normal due to the start of vaccination and the relaxation of infection control measures.

CORE PROBLEM/OPPORTUNITY

The era of dining has changed in recent years; as I mentioned earlier, restaurants have had to go through further reforms when adapting to the imminent changes that the pandemic has had during these years. Many restaurants were forced to close their doors because revenues dropped sharply during the lockdown; only the restaurants that had the resources to adapt could stay afloat during the lockdown. That is one of the biggest challenges Cassis would go through in the opening in Germany. Cassis is a restaurant that currently has sanitary protocols in Chile up to date; during the pandemic, they managed to continue delivering a quality and efficient service to their consumers. They currently have a website where consumers can place orders and be received at home, as well as the possibility of taking food out. That is



why, even though the post-pandemic is a great challenge, it could be successfully established.

GOALS AND OBJECTIVES

Communication Goal: Increase brand awareness amongage groups between 35 and-65-year-olds living in Germany starting in May 2022.

- →Smart Objective 1: Increase by 30% the number of Facebook users living in Germany among 35-65 who engage with us by August 2022.
- →Smart Objective 2: Increase website visits by 20% through radio and television commercials by July 2022.

<u>Communication Goal:</u> Increase brand awareness amongsingle professionals between 25-35 years olds living in Germany starting May 2022.

- →Smart Objective 1: Increase by 35% the number of Instagram and Facebook users living in Germany who engage with us by August 2022.
- →Smart Objective 2: Increase Facebook and Instagram engagement through posts by 20% by the end of July 2022.

Communication Goal: Increase brand awareness amongcollege students between 18-25 years olds living in Germany starting May 2022.

→Smart Objective 1: Increase by 40% the number of Instagram users living in Germany among 18-25 who engage with us by August 2022.



→ Smart Objective 2: Increase TikTok engagement by 30% through Instagram stories by the end of July 2022.

Business Goal: Increase sales by 30% by the end of the year.

BIG IDEA, KEY PUBLICS, MESSAGES, STRATEGIES AND TACTICS

BIG IDEA

Use the restaurant as a meeting point where customers can feel the warmth and union of a home, where they can meet with their friends and family feeling at home with each of the homemade food preparations.

BIG IDEA STRATEGY

The big idea is to encourage people to meet again with their loved ones after difficult times in a place where they can feel at home. What makes the restaurant unique and homely is that it is initially located in the south of Chile, a place where most of the year it is cold and a place characterized by family unity. That is why the "Cassis" restaurant is where families and friends can come for a hot coffee or a plate of homemade food. The idea is to make customers feel the warmth of home in each of the preparations and create an experience of reconnecting and having special moments as if they were all together at home.

BIG IDEA MESSAGE



Cassis is a Chilean restaurant that focuses on creative cuisine dominated by unique and specially combined flavors embodied in vegetables, soups, meats, sandwiches, pasta, and pizzas. It also has an artisan chocolate shop and an Italian gelateria method to give life to water ice cream and cream ice cream flavors. In addition to confectionery with cakes based on biscuits, chocolate, dulce de leche, homemade delicacies, and caramelized nuts. Varieties of cakes, kuchen, half-moons, and pastries. The restaurant is unique and homely because it is initially located in the south of Chile, where most of the year is cold. It is characterized by the family union, making the restaurant "Cassis" a place where families and friends can arrive for a hot coffee or a plate of homemade food.

SLOGAN

"Feeling the warmth of home in every bite"

KEY PUBLICS

- 1.Single dads: This public consists of single parentswith young children looking for a place where they can take their family and feel the warmth of home. They are working parents who do not always have time to prepare homemade food for their children. They are also parents who are usually between 30 and 50 years.
- →Self-interests: They enjoy homemade food, and they like to take their children to different places to discover.
- →Relationship: Informed about different restaurants but do not know the one characterized by homemade food.



- →Opinion leaders: Peers, family, and single-dads friends.
- 2.Single professionals: This public consists of workerswho work all day, and when they finish work, they don't have time to cook and prefer to order food from restaurants or go out to eat. They are also workers who are usually between 25 and 35 years.
- →Self-interests: They like to stay at home and order food to try new dishes in different restaurants or go out to eat at a homemade food restaurant.
- →Relationship: Single employees usually want to go home when they finish work and don't want to be stressed by thinking about cooking.
- →Opinion leaders: Family, friends, and peers.
- 3.College students studying abroad: This public consistsof international students studying in Germany who miss the dishes that their mothers or fathers prepared at home. They are students who still do not know how to cook very well and want to eat a delicious homemade meal. They are also students who are usually between 18 and 24.
 - →Self-interests: Finding a new place where they can eat homemade food made with fresh products and seek to connect with other people.
- → Relationship: Little awareness about restaurants that have homemade food.
- →Opinion leaders: Classmates, friends, and influencers.

MESSAGES, STRATEGIES AND TACTICS	
1.Single dads:	



→ Inform single dads at the age of 30 to 50 living in Hamburg, Germany through TV ads that cassis is the only one with delicious homemade Chilean food that will give a feeling of warmth home for their children.

2. Single professionals

→ Convince single professionals at the age of 25 to 35 living in Hamburg, Germany through Instagram and Facebook that cassis is the only Chilean restaurant that gives you the feeling of eating at home even when you're not there.

3. College students studying abroad

→ Persuade college students studying abroad at the age of 18 to 24 living in Hamburg, Germany through Instagram and TikTok that cassis is the only restaurant with delicious homemade Chilean food that will give them the feeling of being back home again.

SOCIAL MEDIA STRATEGIES

1. Facebook

→Impressions: Facebook impressions are vital and fundamentalfor making an advertising campaign to reach the desired public.

When launching a marketing campaign, publishing content, or uploading stories, with the impressions, we can have an exact number of how many times our audience has seen the content and



- thus establish whether it is reaching the desired target market or not.
- → Reach: The amount of people we reach is also significant for the restaurant. The mission is to reach our target audience and reach many people who may be potential target audiences. Thanks to this, when users interact with our content and our page, we can realize how people relate to what we publish and thus know how to reach more people.

2. Instagram

- → Likes and comments: The number of likes and comments a significant factor as it helps us know if people like our content or if they are interested in the dishes we publish. On the other hand, with comments, we can understand what people's opinions are and have feedback to know what to post to get more engagement.
- → Follower Growth Rate: Knowing how many people followus on Instagram helps us know how many people we reach with our content. Also, depending on the number of followers, we can understand if the platform is interesting and attractive to them. This information is relevant since when we want to achieve more engagement from people and have more followers, we can know if we are doing things right or if we need to change some things to reach more people.



3. TikTok

- → <u>Views</u>: This factor will help us know how much reachour page has; if the video has several visits, our content reaches the public we expect. In addition, it also serves to know if the type of video that we are publishing is liking people or not; if the video has fewer visits than usual, it means that the audience is not interested in our content.
- Number of shares and likes: The number of shares issignificant because if people are sharing your videos, they are interacting with the platform and forming an idea about our company. In addition, the more people share the content, the greater the possibility of reaching more people. Likes are also crucial to measure the people who interact with our videos, like what we are posting or if we need to change the content to reach a more significant number of people who interact with the page.

BUDGET AND CALENDAR

Cassis Restaurant							
Macarena Gracia Loch							
Budget							
Dauget							
		Detail	Quantity	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Key Public: Single Dads		Down	Quantity	r or nom ook	Total F Tojecasa	aponisorea crean	recipal r rejected
	omemade Chilean food that will give a feeling of warmth home for their children.						
	the same of the sa						
Tactics:	TVAds	Different TV Adverstiment	48	\$30	\$1,440	\$0	\$1,440
	Print Ads	Business cards, posters, bus advertising	100	\$40	\$4,000	\$0	\$4,000
	Weekly Instagram Stories	Instagram posts and stories	96	\$0	\$0	\$0	\$0
	Weekly Facebook posts	Facebook posts	96	\$0	\$0	\$0	\$0
				4-			4.
	Strategy Subtotal:				\$5,440	\$0	\$5,440
Key Public: Single Professionals							
Strategy: Convince single professionals that cassis is the only Chilean	restaurant that gives you the feeling of eating at home even when you're not there.						
Tactics:	Weekly Instagram posts/stories	Instagram posts and stories	96	\$0	\$0	\$0	\$0
1000000	15% off promotion	15% off discount twice a month	24	\$0	\$0	\$0	\$0
	Google Ads	Google ads spread across the web	24	\$3	\$72	\$0	\$72
	Email Marketing	Send email blast to our customer data base	336	\$0	\$0	\$0	\$0
	Strategy Subtotal:				\$72	\$0	\$72
Key Public: College Students Studying Abroad							
Strategy: Persuade college students studying abroad that cassis is the	only restaurant with delicious homemade Chilean food that will give them the feeling of being	back home again.					
Tactics:	Coupons for Students	Special deals for students only twice a month	24	\$0	\$0	\$0	\$0
	Email Marketing	Send email blast to our customer data base	336	\$0	\$0	\$0	\$0
	Weekly Instagram posts/stories	Instagram posts and stories	96	\$0	\$0	\$0	\$0
	Weekly TikTok Video	TikTok Video every week of a dish from the men	96	\$0	\$0	\$0	\$0
	Strategy Subtotal:				\$0	\$0	\$0
	Campaign Subtotal:				\$5,512	\$0	\$5,512



Cassis Restaurant Macarena Gracia Loch														
Calendar														
		Month	September	October	November	December	January	February	March	April	May	June	July	August
		Week	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234
Key Public: Single Dads														
Strategy: Inform single dads that cassis is the	only one with delicious homemade Chilean food that will give a feeling of warmth home for their children.													
Tactics:	TV Ads		x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x
	Print Ada		x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x
	Weekly Instagram Stories		X											X
	Weekly Facebook poets		X											X
Key Public: Single Professionals														
Strategy: Convince single professionals that	assis is the only Chilean restaurant that gives you the feeling of eating at home even when you're not there.													
Tactics:	Weekly Instagram posts/stories		x											×
	15% off promotion		x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x
	Google Ads		x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x
	Email Marketing		X											X
Key Public: College Students Studying Abr														
Strategy: Persuade college students studying	abroad that cassis is the only restaurant with delicious homemade Chilean food that will give them the feeling of being bo	ack home again.												
Tactics:	Coupons for Students		x x	x x	x x	x x	x x	x x	x x	x x	X X	x x	x x	x x
	Email Marketing		X											X
	Weekly Instagram posts/stories		X											X
	Weekly TikTok Video		X											X

COMMUNICATION CONFIRMATION

Key Publicities	Objectives	Self-interest	Primary Message	Opinion Leaders	Strategies	Tactics
Single Dads	Increase brand awareness for age groups between 35 and 65-year-olds living in Germany through Facebook, Radio, and Television commercials.	They enjoy homemade food and take their children to places to discover.	Inform single dads that cassis is the only one with delicious homemade Chilean food that will give a feeling of warmth home for their children.	Peers, family, and single-dads friends.	Reach out to single dads on Facebook, TV, and radio commercials to increase awareness.	TV ads, weekly Facebook posts.
Single Professionals	Increase brand awareness among single professionals between 25 and 35 years old through Instagram and Facebook.	They like to stay at home and order food to try new dishes in different restaurants or go out to eat at a homemade food restaurant.	Convince single professionals that cassis is the only Chilean restaurant that gives you the feeling of eating at home even when you're not there.	Family, friends, and peers.	Create attractive posts and stories about our food to increase awareness through Facebook and Instagram.	Weekly Instagram posts and stories, Email marketing.
College students studying abroad	Increase brand awareness among college students living in Germany through Instagram Stories and TikTok	Finding a new place where they can eat homemade food made with fresh products and seek to connect with other people.	Persuade college students studying abroad that cassis is the only restaurant with delicious homemade Chilean food that will give them the feeling of being back home again.	Classmates, friends, and influencers.	Create videos about our food preparations on Instagram and TikTok to increase awareness of the brand.	Coupons for students, weekly TikTok videos.



EVALUATION CRITERIA AND TOOLS

Objective one:Increase brand awareness by 30% amongage groups between 35 and-65-year-olds living in Germany starting in May 2022.

- → Criteria: Cassis Restaurant awareness between 35 and 65 years old will be 30% higher (or more) than it is now by August 2022.
- → Tool: We will do a marketing campaign through Facebook, TV ads, and radio commercials so that more people know about our restaurant and our preparations.

Objective two: Increase brand awareness by 35% amongsingle professionals between 25 and 35 years old living in Germany starting May 2022.

- → Criteria: Cassis restaurant awareness between 25 and 35 years old will be 35 % higher (or more) than it is now by August 2022.
- →Tool: We will create a paid campaign on Instagramto increase the number of single professionals who engage with our content and thus increase the number of followers.



Objective three: Increase brand awareness by 40% among college students between 18 and 25 years old living in Germany starting May 2022.

- Criteria: Cassis restaurant awareness between 18 and 25 years old will be 40% higher (or more) than it is now by August 2022.
- → Tool: We will create content on TikTok about our favoritepreparations and dishes to increase the number of students who engage with our profile. We will also create discount coupons for students on special days.



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