



2023 MARKETING PLAN

# *Bearcats Culinary Group*



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# UNIVERSITY MISSION

## Excellence, Diversity, Community

The University of Cincinnati serves the people of Ohio, the nation, and the world as a premier, public, urban research university dedicated to undergraduate, graduate, and professional education, experience-based learning, and research.

We are committed to excellence and diversity in our students, faculty, staff, and all of our activities. We provide an inclusive environment where innovation and freedom of intellectual inquiry flourish.

Through scholarship, service, partnerships, and leadership, we create opportunity, develop educated and engaged citizens, enhance the economy and enrich our University, city, state and global community.



# GUIDING PRINCIPLES



## Engage

Events and programs that engage students and contribute toward their overall collegiate journey. We will advance our strong collection through a robust calendar of events to engage the entire campus community



## Educate

Continue to educate the University of Cincinnati community about the benefits of participating in the campus dining program, as well as educating students outside of the classroom through experiential learning



## Elevate

Elevate the brand image of Bearcats Culinary Group and the greater UC brand to ensure recognition as an incubator for innovation

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# *Meal Plans*



# MEAL PLANS

## Our 365 Day Meal Plan sales approach



### Bearcat Dollars Reload

Add \$100 in Declining Balance and get \$15 free.

Promo runs in both Fall and Spring semesters

### Refer a Friend

Allows consumers to get rewarded with an incentive when they refer a friend to purchase a meal plan.

### Check Your Balance

Campaign to explain how to manage your meal plan while encouraging reload of funds without an incentive. Promote low balance alerts (if applicable).

### Trial Meal Plan

Small meal plan offered for a limited time, targeting new meal plan customers.



# NON-TRADITIONAL PLANS



## Parents & Families

In most cases, parents & families make the purchasing decision for their student's dining needs. Targeting them specifically is a good way to build loyalty and repeat purchases of both Meal Plans and Declining Balance.

## Faculty & Staff

Faculty & staff represent a largely untapped revenue opportunity for the business unit so driving loyalty among this group is a significant opportunity



## Off-Campus Students

Reaching off-campus (commuter) students with Voluntary Meal Plan information requires a targeted approach through events like Commuter Appreciation Week and off-campus apartment move-in.

The focus of your campaigns should be on promoting the value, convenience and availability of Meal Plans for students who require additional flexibility due to their schedule and time on campus.

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# *Campus Engagement*



# EVENT PLANNING

## Our Focus

- Promoting Dining
- Customer Feedback
- Enhanced Residential
- Student Roundtable
- Sustainability
- Health And Wellness
- Consumer Insights
- Surprise & Delight
- Campus Events
- Meal Plan Sales
- Themed Events

	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
<b>MEAL PLANS</b>												
Meal Plan Brochures	●	●	●	●	●	●	●	●	●	●	●	●
Early Meal Plan Signup	●	●	●	●	●	●	●	●	●	●	●	●
Upgrade Campaigns	●	●	●	●	●	●	●	●	●	●	●	●
Meal Plan Promotions	●	●	●	●	●	●	●	●	●	●	●	●
Orientation Sessions				●	●	●				●	●	●
New Meal Plan Info Sessions	●	●	●	●	●	●	●	●	●	●	●	●
<b>EVENTS &amp; PROMOTIONS</b>												
National Food Days	●	●	●	●	●	●	●	●	●	●		
Themed Events	●	●	●	●	●	●	●	●	●	●		
Local Events	●	●	●	●	●	●	●	●	●	●		
Surprise & Delight Program	●	●	●	●	●	●	●	●	●	●		
Limited Time Offerings	●	●	●	●	●	●	●	●	●	●		
Sustainability Events	●	●	●	●	●	●	●	●	●	●		
Health & Wellness Programs	●	●	●	●	●	●	●	●	●	●		
Dietitian Tabling	●	●	●	●	●	●	●	●	●	●		
Community Day Activities		●							●			
Dining Ambassador Events	●	●	●	●			●	●	●	●		
Residential Events	●	●	●	●	●	●	●	●	●	●	●	●
<b>GUEST INSIGHTS</b>												
DiningStyles Survey		●	●	●								
VOC Survey	●	●	●	●	●	●	●	●	●	●		
Student Roundtable		●	●	●			●	●	●			

# DRIVING ENGAGEMENT



## Theme Events

Our monthly themed events will continue to generate excitement among customers to build incremental sales, remind customers of the variety of items on the menu and drive consumer satisfaction showcasing innovative menu items.



## Campus Partnerships

Together with our campus partnerships, guests can look forward to thoughtful menus, student led activities and celebrations driven by student groups, organizations and campus communities.



## Pop-Ups

Our on-trend Pop-Up stations will create a one-of-a-kind destination, providing additional variety, flavor profiles and curated events focused on health and wellness, sustainability and more!



## Vendor Collaboration

Our vendor collaborations are essential to our dining program. Being able to bring community partners into our dining spaces will elevate and educate our guests throughout their dining experience.

# FOCUS ON COMMUNITY

## Student Orgs – Campus Community

Brining communities together is essential to our dining program. Food is an important vehicle for community engagement, including the campus and local communities



## Health & Wellness

We empower people to make healthy lifestyle choices:

- With dining programs that make it easy to eat well.
- With nutrition and wellness programs that support a culture of health and wellbeing.

A comprehensive and integrated approach featuring healthy food, nutrition education and wellness programs—all working together.



## ABC Day – Local Community

Aramark Building Community Day, is our global day of service. Thousands of Aramark volunteers, including Aramark Collegiate Hospitality, dedicate their time and energy to service projects in their local neighborhoods to help build strong, healthy communities worldwide.

## Diversity & Inclusion

Our people are our greatest asset. When you feel supported and inspired, you turn your creativity into innovation to serve our customers and deliver exceptional experiences.



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# *Retail Strategy*

# RETAIL STRATEGY



## Sales Drivers

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/December
RETAIL	Culinary LTO	Culinary LTO	Culinary LTO	Culinary LTO
C-STORE	Dorm Essentials	Game Day/ Fall Fest	Halloween	Holiday Stuffers
BOTTLED BEVERAGE	Case Pack Sales	Pepsi	Pepsi	Starbucks
SNACK	Frito Lay	Cliff	Chocolate/ Candy	Trail Mix

- Leverage brand partnerships for retail promotions/ raffles and tasting events
- Sync approved retail culinary LTO recipes/ programming once completed
- Sync convenience/ retail team calendar of events once completed



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# *Guest Insights*



# STUDENT ROUND TABLES

The purpose of a roundtable is to give each participant equal standing in a discussion, enabling them to contribute their perspectives and ideas freely and fully to the conversation.

- 1. Seating Arrangement:** Arrange the table in a round or oval shape, allowing everyone to see and interact with each other easily.
- 2. Equality in Seating:** Avoid assigning specific seats based on hierarchy or status, allowing guests to choose their seats freely.
- 3. Balanced Conversation:** Encourage all guests to actively participate and share their thoughts and ideas during the meal.
- 4. Active Listening:** Emphasize the importance of attentive listening and respect for each person's perspective.
- 5. Sharing and Collaboration:** Encourage guests to share food and dishes with each other, fostering a sense of collaboration and inclusiveness.
- 6. Respectful Dialogue:** Promote a respectful and constructive dialogue, where participants express their opinions in a considerate manner.
- 7. Time Management:** Allow sufficient time for everyone to contribute, avoiding rushed conversations or monopolizing the discussion.

By implementing these guidelines, you can create a roundtable dining experience that encourages engagement, inclusivity, and open communication among guests.



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# *Campus Communications*

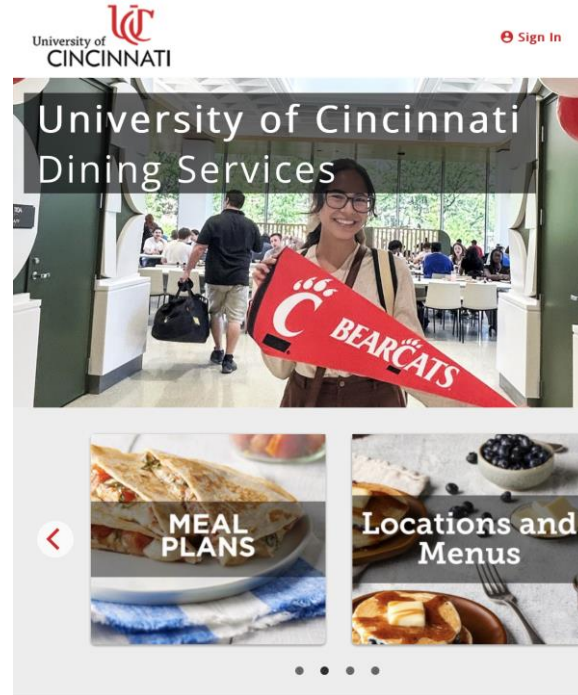
# LEVERAGING DIGITAL

## CampusDish

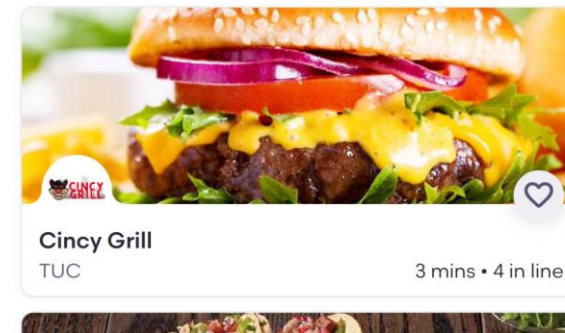
A great tool that provides valuable location, menu, and event information. A way to promote limited time offers, and build additional revenue via meal plans, care packages, and catering.

## Grubhub Mobile Ordering

A quick and convenient way to have meal plans at guest fingertips, with Grubhub being one of Aramark's top point of sale and digital ordering partners within the Collegiate Hospitality space.



### Restaurants





# SOCIAL MEDIA

## How We Use It

Our social media channels are one of our best ways at driving engagement and communicating with the student body.

### Instagram

Posting schedule

Recurring posts

Hashtags the account is using

Video content



# Instagram

Current

2024 Goal

4,149

4,978



Increase our social following by 20%

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# *Catering*

## Our Key Focus

### Differentiate & Delight

- Three new graphic menu appearance
- Consistently updated offerings
- Custom menus upon request
- LTO's & seasonal menus
- Allergen statements provide critical information to those in need
- Communicates to guests what they seeing in front of them
- Using the coordinated templates provides the next level of professionalism

### Experience Enrichment

- These three document help you "show-off" what you do best
- Showcasing menus and execution through Expos or Targeted Open House events
- Provide tastings for high level events, prove to your customers you know what you doing and what they can expect at the event
- On trend displays, smallware & packaging

### Consistent Communication

- Email survey follow up for event organizers to provide feedback on each event
- Email templates that match the graphic appearance of each catering menu to provide a consistent and coordinated marketing effort
- Email databases allow us to introduce a new team member, new product offers, or simply say thank you
- Email templates are preloaded into messages within our CaterTrax system



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# *Our Employees*

# OUR EMPLOYEES



Our people come first in our business. This semester we are focusing on empowering our front-line associates, building impactful relationships, developing their skills, and creating a diverse and inclusive culture.

## **We're excited to involve our associates in...**

- Guest Service Training WEST
- Check Average Contest
- Associate Recognition
- Thanksgiving Associate Recognition
- Winter Celebration