

## Fresco's Pizza's Promotional Mix

- Fresco's Pizza is a pizzeria restaurant chain that does pick ups, deliveries, and sit down orders. They serve various fountain drinks, pizzas, and pastas.
- Fresco's Pizzeria has a billboard and a large, visible sign above their shop. They have banners in the Westview School Gym, and despite having no current TV or Radio campaigns, they place their ad in newspapers and sponsor school fundraisers.
- Fresco's Pizza has three main personal sellers:
  - The cashiers, who handles transactions with customers who come to the physical store, the waiters, who handles customers who eat at the physical store, and the delivery people, who handle interactions with customers who ordered delivery.
- Although Fresco doesn't have much sales promotion material, they claim to have the best New York style pizza around, and they occasionally give out 5-20% off coupons or flyers, mostly to students during Fresco-sponsored school fundraisers.
- Fresco sponsors a lot of fundraisers and has pretty good press for this and their famously low prices. Fresco hasn't done anything flashy in a while, but they have great local public relations for their sponsorship.

As I keep mentioning, Fresco effectively uses fundraisers to increase sales and public opinion. Almost everyone in this classroom knows what Fresco's is and where it's located because of this. After all, by getting kids to remember their name and brand, they not only get the family's money because kids usually go with their families, and they also invest in teenagers because teenagers eat the most pizza of any age group. Sales promotion is what Fresco's is best at.

I have not seen a single ad for Fresco Pizza online ever. I walk past the Fresco sign on my way leaving school, but I have never seen a physical non-fundraiser or non-sponsorship Fresco advertisement. This is an area they could seriously capitalize on. They need more product promotion.

Because Fresco's is a pizza place, more training for the staff to be friendlier would improve personal selling, but Fresco's needs more product promotion.

They have enough sales and fundraisers that sales promotion is no issue, and neither is there public and community relations, but if they don't have advertisements, how can they expect to get customers outside of a local range. Now, just because I haven't seen one of their ads doesn't mean they don't have any, but it does mean that their ads aren't getting enough exposure. If I were their Marketing Consultant, I would recommend the put 10 second skippable ads on fortnite and Minecraft YouTube videos, as well as putting up more billboards. Fresco's Pizza simply needs to rethink some aspects of their product promotion, and they'd have a much better promotional mix.