

CAMPAIGN PITCH



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INTRODUCTION

CURRENT ISSUES FACING RAMMP

- **RAMMP** is not currently branded on its own and Mr. Mikes needs to be worked into their messaging as more of a subsidiary, with room to add on more franchises as the company grows.
- **Current website** is confusing to users, needs a modern update, and is not mobile friendly. The website needs to be able to be used as a marketing and information tool but currently lacks structure to convey essential details.
- **Lack of** social media presence and website traffic; blog is non-existent. RAMMP wants to get potential franchisees excited about the possibility of working together, while giving them information.

TARGET AUDIENCE

TWO DISTINCTLY DIFFERENT AUDIENCES:

Potential Franchisees

Entrepreneurs who specifically want to open up a Mr. Mikes franchise.

Independent Restaurant Owners

Restaurant owners who want to grow their brand that they have already established.

INDUSTRY ANALYSIS

The constantly evolving market trends result in new business opportunities every day and keep franchise owners on their toes.

“We now live in a world where ‘leads’ (people looking to buy a franchise) are in short supply. This reduction in leads is making the sales process dramatically more difficult for industry insiders, driving the change I’ve been seeking” (Myers, 2018).

This means that competition for acquiring your customers will be fierce and reaching those people first and with the right message will be of utmost importance.

COMPETITION

- Among the competition is Recipe Unlimited Corporation, MTY Food Group Inc., and FranNet Consultants.



- Recipe Unlimited and MTY, which are most similar to RAMMP, feature a blog on their websites. This could be a great opportunity for RAMMP to get more traffic to their website.
- FranNet is not a direct competitor to RAMMP. However, FranNet's opinion of RAMMP as a company can influence potential franchisee's that contact (or contract) FranNet as part of their pre-purchasing planning.

SWOT ANALYSIS

STRENGTHS

- A focus on Mr. Mikes
- Building relationships with franchisees

WEAKNESSES

- RAMMP is so connected to Mr. Mikes SteakhouseCasual because it is their main brand. They lack an independent identity of their own
- Low interactions on Twitter

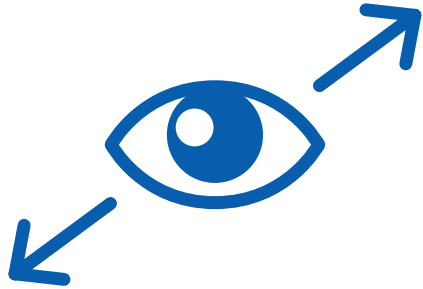
OPPORTUNITIES

- Who is RAMMP?
- Appeal to those with a business background that are interested in becoming a franchisee
- Target potential franchisors
- Create a blog

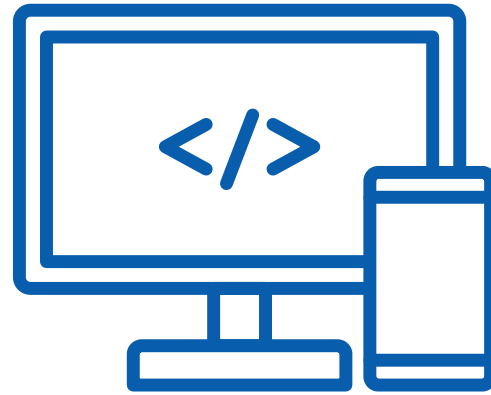
THREATS

- RAMMP has one brand available for potential franchisees
- As little as \$230K for a New York Fries ([Recipe Franchise Opportunity](#))

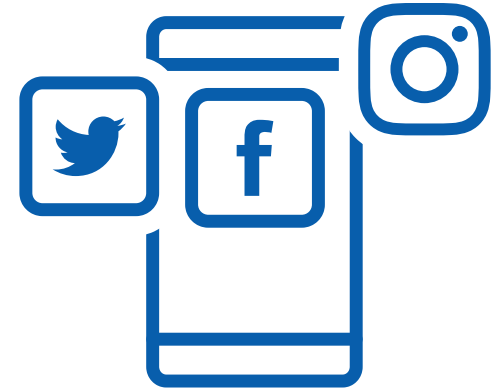
RESEARCH CONCLUSION



Focus on building a strong, memorable identity for RAMMP that is separate from Mr. Mikes.



Create a new, mobile-friendly website that is modern and has room to add more franchisees as the company grows.



Showcase the identity on the new website, blog, social media channels, and other marketing materials.

LOGO & BRAND REDESIGN

CREATIVE BRIEF

OBJECTIVES OF BRANDING & COMMUNICATION CAMPAIGN

To position the company as a respectable and knowledgeable franchisor. The audience will view RAMMP as an expert in the foodservice franchise industry, which will encourage partnerships with new franchisees.

CREATIVE STRATEGY

We will distinguish RAMMP as the professional and experienced entity, separate from Mr. Mikes, by focusing on RAMMP's brand presence. Audiences will understand RAMMP as a brand through the tone across all social media platforms, as well as, the website and other marketing materials.

LOGO & BRAND REDESIGN

the logo

PRIMARY LOGO

This new logo uses simple imagery to quickly tell the viewer that RAMMP is not only in the foodservice industry, but, more importantly, in the franchising industry.



SECONDARY LOGOS

HORIZONTAL



SMALL SPACE



FAVICON



LOGO & BRAND REDESIGN

color palette

COLOR PALETTE

THE DECISION TO MOVE TO BLUE WAS NOT MADE LIGHTLY.

Ultimately, RAMMP's logo must be able to immediately evoke feelings of security and quickly earn the trust of potential franchisees. The color psychology tells potential franchisees, "Let's do business and be successful together."



RGB 6/94/171
CMYK 93/67/1/0
HEX #065EAB



RGB 248/159/29
CMYK 0/43/99/0
HEX #F89F1D



RGB 209/210/211
CMYK 17/13/13/0
HEX #D1D2D3



RGB 26/55/95
CMYK 98/83/36/27
HEX #1A375F



RGB 216/129/25
CMYK 0/50/100/14
HEX #D88119



RGB 174/175/175
CMYK 33/26/27/0
HEX #AEAEAE



RGB 39/152/213
CMYK 74/26/0/0
HEX #2798D5



RGB 254/204/125
CMYK 0/21/58/0
HEX #FECC7D



RGB 234/235/235
CMYK 7/4/5/0
HEX #EAEEBE

LOGO & BRAND REDESIGN

typography

PRIMARY TYPEFACE

MONTSERRAT

Our primary typeface is Montserrat.

Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.

Aa

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-@*#?!/+(.,:;)

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-@*#?!/+(.,:;)

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-@*#?!/+(.,:;)

Aa

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-@*#?!/+(.,:;)

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-@*#?!/+(.,:;)

Aa

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-@*#?!/+(.,:;)

SECONDARY TYPEFACE

LORA

Lora was chosen as our main font for body copy. Since modern sans-serif fonts can be difficult to digest in large paragraphs, we chose a traditional serif with a more refined look.

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- & * # @ ? ! / + (, . ;)

Aa

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- & * # @ ? ! / + (, . ;)

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- & * # @ ? ! / + (, . ;)

Aa

BOLD ITALIC

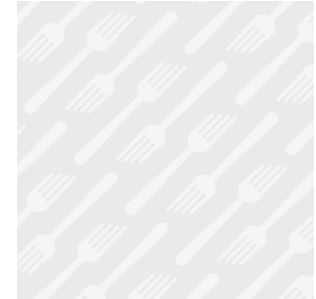
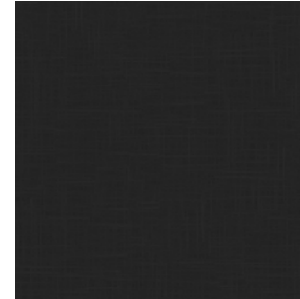
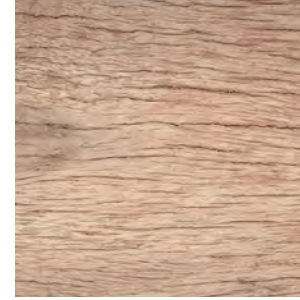
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- & * # @ ? ! / + (, . ;)

LOGO & BRAND REDESIGN

pattern + texture

PATTERN & TEXTURE

Pattern and texture can be used across print and web materials to provide our users with a consistent visual identity that they will easily recognize and associate with our brand.



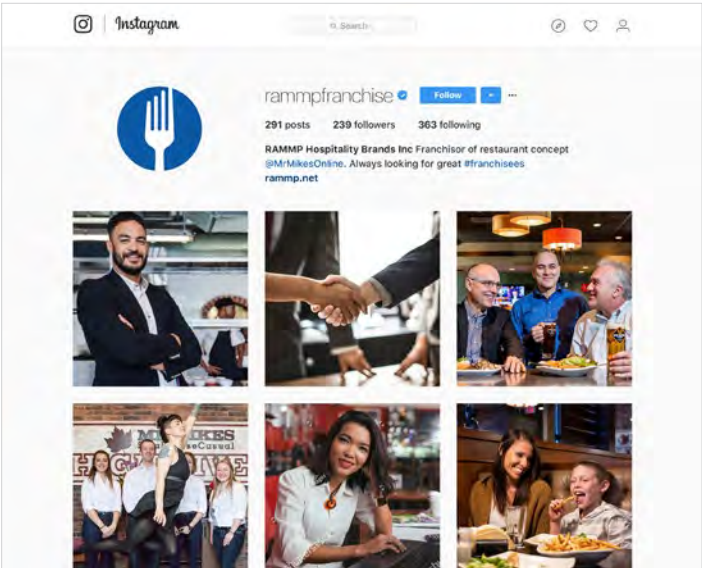
CAMPAIGN
STRATEGY &
DESIGN PIECES

ORGANIC DIGITAL STRATEGY

ORGANIC SOCIAL MEDIA CAMPAIGN

—• Instagram

INSTAGRAM FEED



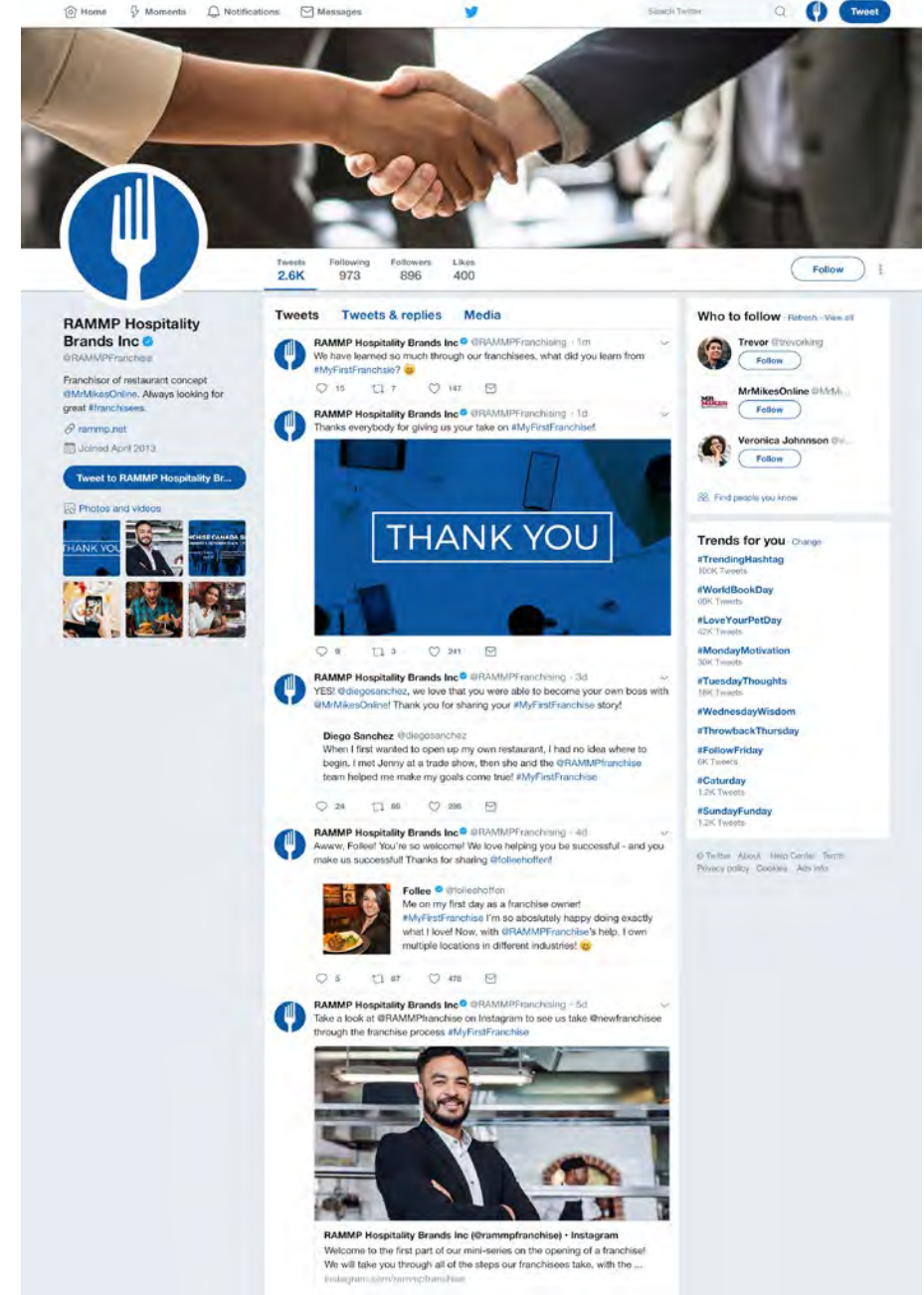
INSTAGRAM LIVE



ORGANIC DIGITAL STRATEGY

ORGANIC SOCIAL MEDIA CAMPAIGN

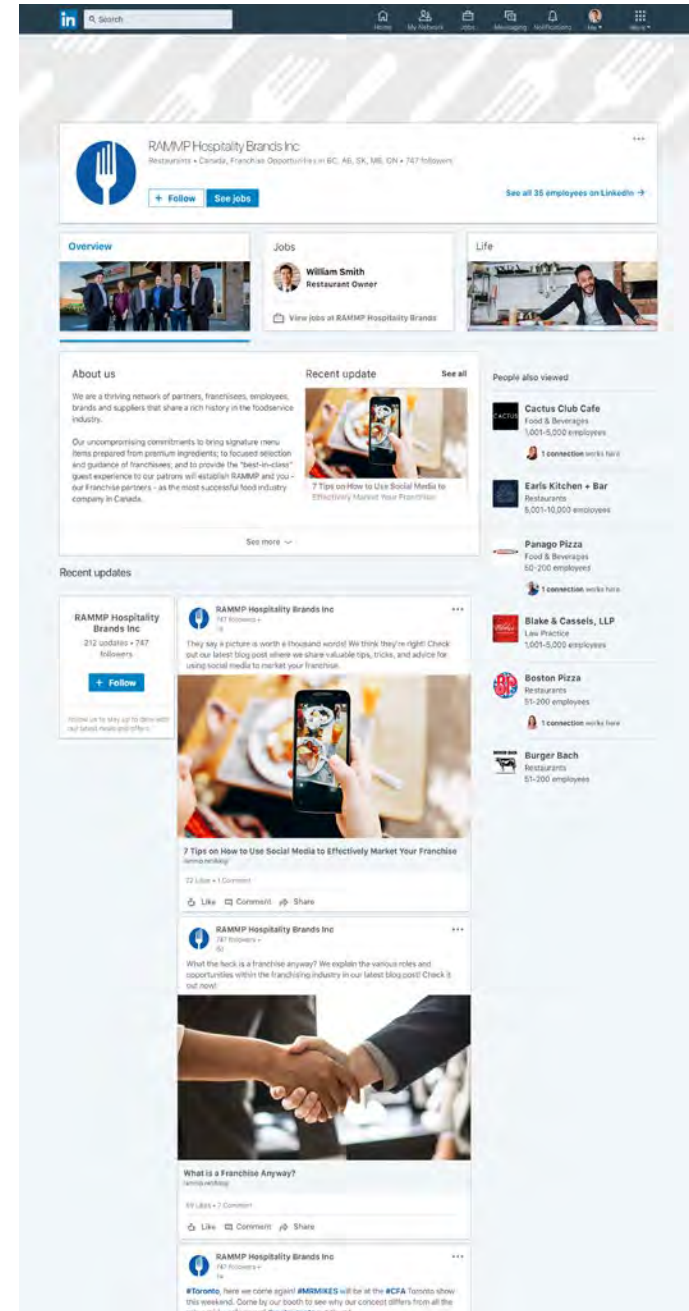
— Twitter



ORGANIC DIGITAL STRATEGY

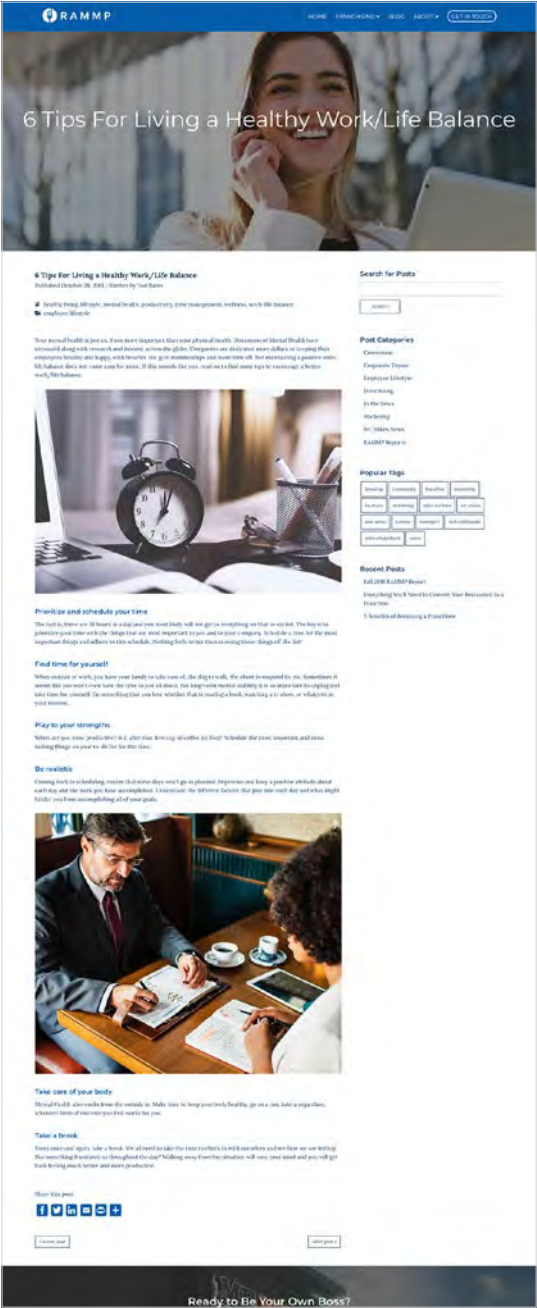
ORGANIC SOCIAL MEDIA CAMPAIGN

— LinkedIn



ORGANIC DIGITAL STRATEGY


BLOG POSTS




ORGANIC DIGITAL STRATEGY

EMAILS

MOBILE VIEW




Ready to be your own boss?
New Opportunity in Nanaimo!



Exciting news! We have secured a highly coveted site in Nanaimo, British Columbia and it's available now! If you are looking for an opportunity in British Columbia - do not wait! This opportunity will not be available for long!

[Learn More Now](#)




NEW STORES OF 2018

Summer flew by in the blink of an eye which brings us into fall! We are so excited to present to you an opportunity that allows you to become your own boss!


2018 has seen four new MR MIKES openings which takes us to 40 current locations! Our new stores:

- Vernon, British Columbia

DESKTOP VIEW




Ready to be your own boss?
New Opportunity in Nanaimo!




Exciting news! We have secured a highly coveted site in Nanaimo, British Columbia and it's available now! If you are looking for an opportunity in British Columbia - do not wait! This opportunity will not be available for long!

[Learn More Now](#)



NEW STORES OF 2018



VISIT US AT A SHOW NEAR YOU
Learn how you can be your own boss

TRADE SHOW SEASON

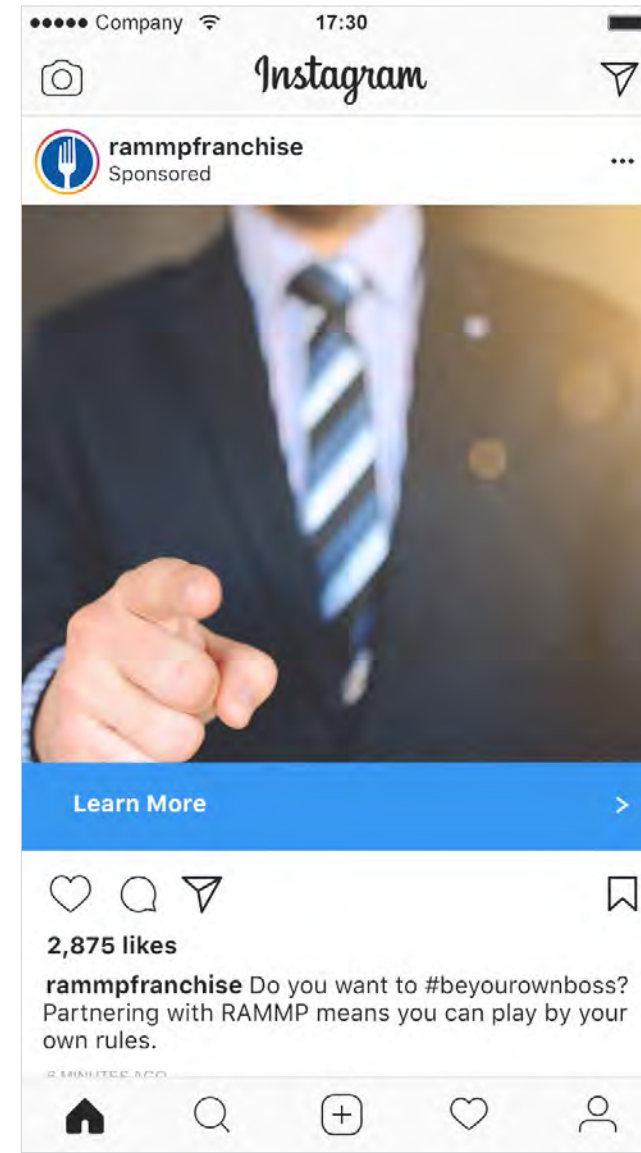
PAID DIGITAL STRATEGY

PAID SOCIAL MEDIA CAMPAIGN

Awareness

Platform: Instagram

Format: Instagram Image Ads



PAID DIGITAL STRATEGY

PAID SOCIAL MEDIA CAMPAIGN

Traffic

Platforms: Twitter/some Instagram

Format: Image Website Card, Photo Ad



RAMMP Hospitality Brands Inc. @RAMMPFranchise · 2h

Restaurant Franchising can be intimidating, but you will feel confident with a RAMMP team member by your side. #RAMMPup

Be Your Own Boss

Discuss Franchise Opportunities with us today

Open Your Own Restaurant Franchise Today
www.rammp.net/contact

17 47

Promoted

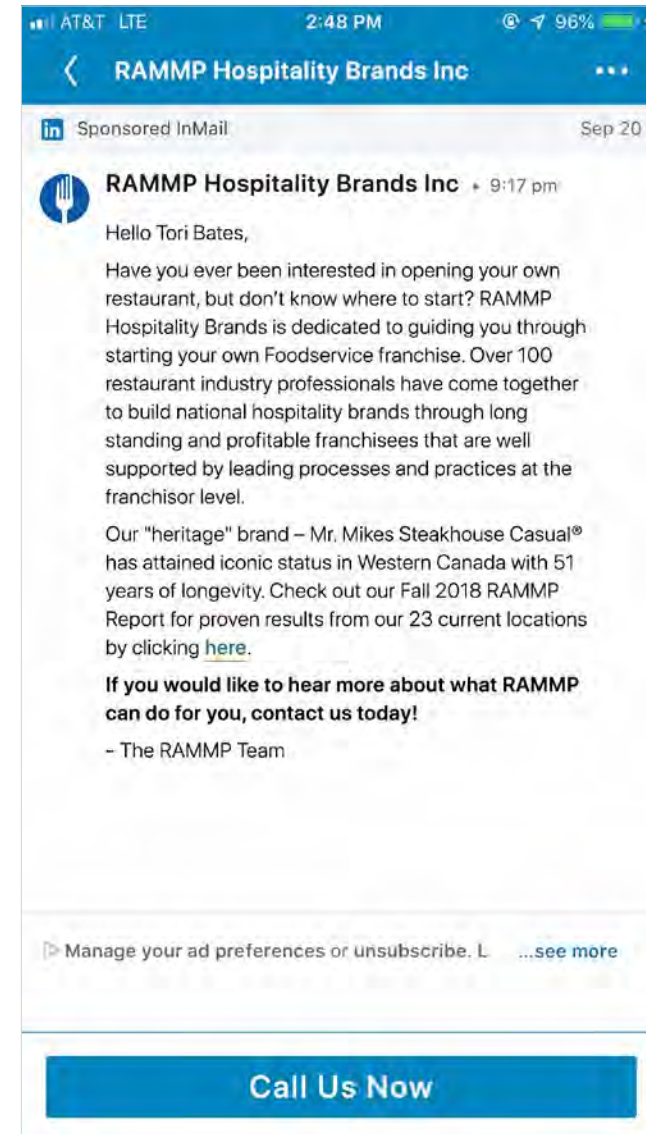
PAID DIGITAL STRATEGY

PAID SOCIAL MEDIA CAMPAIGN

Conversion

Platform: LinkedIn

Format: Sponsored Inmail



PAID DIGITAL STRATEGY

PAID ADVERTISING CAMPAIGN

Google Adwords

Google Banner Ads

GOOGLE BANNER ADS



GOOGLE ADWORDS



PRINT STRATEGY

TRADE SHOW PIECES

RAMMP's presence at various trade shows demands print media that are consistent with the company's brand while separating themselves from the franchise brands.

PENS (BOTTOM)

POLOS (RIGHT)

BUSINESS CARDS (BELOW)



PRINT STRATEGY

RAMMP REPORT REDESIGN

The RAMMP report currently feels more like a Mr. Mikes report, so we wanted to suggest a re-branding of the report itself. As RAMMP expands and opens different kinds of franchises, there needs to be a constant look and feel for messages coming from corporate vs. the franchises.

FINAL
WEBSITE

CONTENT MANAGEMENT SYSTEM

WORDPRESS

- Free and flexible
- Used by many top brands
- Allows for easy content updating
- Allows for organization and easy access of content
- Allows for user administration
- Allows a person with non-technical skills to manage and create content (to a certain degree)
- Very popular platform (many tutorials, blogs, and documentation available)

