



RAMMP

HOSPITALITY BRANDS INC

CAMPAIGN DOCUMENT

doyenne
COLLECTIVE

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SITUATION ANALYSIS

1 INTRODUCTION

RAMMP Hospitality Brands, a foodservice company located in Canada, has been providing their guests the best in class experience within their community. Their heritage brand, Mr. Mikes, has gained iconic status over the past 51 years, with over 40 current locations and 27 more on the way!

In developing this situational analysis, the company hopes to build awareness around RAMMP by targeting a more specifically defined audience and encouraging a more in-depth look at franchises and the opportunities within the company. The brand hopes to connect with two major target audiences: franchisees and franchisors. By updating the website to brand RAMMP and Mr. Mikes separately, starting a blog and creating additional marketing materials, the company hopes to improve communications and be able to add more restaurants down the line.

This report provides the clear evaluation about the situational analysis of the RAMMP foodservice market. The objective of this report is to identify key target audiences, strengths, weaknesses, opportunities and threats. In addition, this report seeks to analyze the industry and develop suggestions that will help achieve the company's objectives.

2 OVERVIEW

2.1 History of RAMMP

RAMMP Hospitality Brands Inc. was created by a group of senior restaurant industry specialists with over 100 years of combined experience. Our goal is to build national hospitality brands through long standing and profitable franchisees that are well supported by leading processes and practices at the franchisor level.

We are a thriving network of partners, franchisees, employees, brands and suppliers that share a rich history in the foodservice industry. Our uncompromising commitments to bring signature menu items prepared from premium ingredients; to focused selection and guidance of franchisees; and to provide the “best-in-class” guest experience to our patrons will establish RAMMP and you - our Franchise partners - as the most successful food industry company in Canada.

Our “heritage” brand – Mr. Mikes Steakhouse Casual® has attained iconic status in Western Canada with 51 years of longevity. The past and future success of this brand is driven by our product quality standards, a mid-scale price point, our customer service experiences, and a contemporary, yet casual atmosphere.

RAMMP's growing success is built on the strength and commitment of the partnership between the franchisees and the RAMMP team. With an established track record of successful restaurant leadership, 360 degree development and operational guidance, comprehensive training programs, and our branded advertising and marketing expertise we are confident that together we have what it takes to RAMMP up your success!

[- RAMMP Website](#)



2.2 Organization Today

Although RAMMP has worked with Pantry and Rockwells, their current and only franchise opportunity is Mr. Mike's Steakhouse Casual®. The brand started with 13 locations in 2011 and has grown to 40 current locations, with 2 more opening this year and 27 under development. Their main goal is to become the best foodservice company in Canada.

2.3 Mission Statement

To be the best foodservice company in Canada by selecting, training, and providing systems that help franchisees be profitable and focused on providing their guests the best in class guest experience within their community.

2.4 Description of Brand

RAMMP's franchise opportunity Mr. Mike's Steakhouse Casual® thrives on their "steakhouse casual" attitude. They want to remain unpretentious, and encourage customers to "come as you are and feel like you belong."

2.5 Current Logo



3 TARGET AUDIENCE

RAMMP aims to connect with two distinctly different audiences. The first group is made up of entrepreneurs who specifically want to open a Mr. Mikes Steakhouse Casual® franchise. The [“Upcoming Opportunities”](#) page of the RAMMP website indicates a variety of areas in Canada (specifically, in British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario) that have been targeted for desired franchises.

One of the most appealing parts of owning a franchise is the idea of being your own boss. Weaven, Baker, Edwards, Frazer, and Grace (2018) suggest successful franchisees are in their mid-30s, predominantly male, and likely hold either an undergraduate degree or an advanced degree. They also found that entrepreneurs who chose franchising are likely already business savvy and are looking for the security and immediate market equity that comes from working with an already established brand (Weaven et al., 2018).

RAMMP also indicates desirable characteristics in their franchisees: “You have to be a people person, hardworking, upbeat, and fired up about high standards... You don’t have to be a business baron or a restaurant mogul to get on board, either. Just willing to roll up your sleeves and dive in” (RAMMP, 2018)

The second audience that RAMMP targets are those independent restaurant owners who want to grow their brand that they have already established; essentially, RAMMP would bring these owners on as franchisors. Weaven et al. (2018) suggests successful independent restaurant owners are in their late-40s, slightly more male than female, and likely hold at least a technical or vocational certificate; additionally, these owners tend to have been in the industry for at least eleven years. Independent owners have strong people skills and connect with their clientele; because they’ve built up their restaurant and brand overtime, independent owners develop relationships with customers and deeply care about their happiness (Weaven et al., 2018).

Siebert (2004) suggests that those independent owners who want to grow, but do not have access to resources (time, knowledge of how to grow, money, etc.) should look into franchising their brand. RAMMP can provide these individuals with essential services and skills, while maintaining brand identity; and, potential franchisees provide the money for a new location. It’s a win-win for the independent owner who is growing their business and for franchisees who want to get into the restaurant business. RAMMP is the bridge that brings these two groups of people together.

We’re Looking for People Who Are:

- MIGHTY MANAGERS & MOTIVATORS** - you can make decisions, lead & inspire a team
- INTELLIGENT** - you are able to learn new things & confident enough to ask for advice if needed
- KIND** - you put people first & are interested in seeing them succeed
- EXCELLENCE OBSESSED** - you set ambitious goals & work hard to achieve them

4 INDUSTRY ANALYSIS

4.1 Trends

The franchise industry in Canada is prosperous. The constantly evolving market trends result in new business opportunities every day and keep franchise owners on their toes. Since the beginnings of franchising, small business owners were provided an exciting opportunity to dive into business ownership. Canada is not new to this trend - “Franchising is also an established business model: the majority (62 percent) of franchises are established brands that have been operating in Canada for at least 11 years, and 30 percent of franchises have been operating for more than 25 years,” such as Tim Horton’s, Dairy Queen Canada, and Pizza Pizza (Canadian Franchise Association, 2018).

According to Forbes in an article titled, “For The Franchise Industry, The Times Are A-Changin,” Chris Myers tells the story of the 2008 financial crisis unprecedented impact on the franchising industry (Myers, 2018). When the unemployment rate was rising, people were looking for a means to stay afloat and franchising provided an opportunity to invest for a stable return. One could open a franchise with the franchise business model as insurance. “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. Strong brands with quality concepts will outlast the slowing economic growth trend.

While RAMMP Hospitality brands is most focused on the food franchise, many new franchise categories are making the most growth in Canada today. The top 5 include fastest growing sectors include, home/maid cleaning services, employment/personnel services, real estate, education product services, as well as food-quick service restaurants (Canadian Franchise Association, 2017). Each category has its own reasons for coming into such popularity - for instance, demographic changes in Canada like the household dynamics paved way for the home/maid services category. While more women are taking full-time jobs and the general population is working more, the need for household care comes into play (Canadian Franchise Association, 2017). In terms of Food-Quick Service Restaurants, there are a wide variety of new concepts entering the market every year. Something RAMMP is very conscious of is providing quality food for a decent price. Canadians are leaning towards this offering in their everyday lives, and “are no longer tolerating is average-quality food, and they’re voting with their wallets,” explains Prenevost (Canadian Franchise Association, 2017). Companies like RAMMP Hospitality Brands are providing franchisees support in all areas of the new business venture from guidance in operations to marketing activities.

4.2 Macro-Environmental Analysis

Six factors make up the Macro-Environmental Model and contribute to the environmental impacts of the franchise industry. The internal and external factors include demographic, economic, political, ecological, technological, and socio-cultural (Claessens, 2018).



DEMOGRAPHIC

“Changing demographics mean changing markets,” therefore, to be effective, marketing strategies must reflect the evolving market (Claessens, 2018). The population of Canada is 37.1 million people with a median age of 41.2 (PopulationOf, 2018). A median age of 41.2 signifies that the population in Canada is aging, and this can also affect marketing strategies. The small number of younger generations will be more worried about having to take care of the older generations. In addition, the world population is expanding rapidly, expecting “to reach 8 billion by the year 2030” (Claessens, 2018). Canada’s vast land size and smaller population attributes to the small population density of 4.1 per km²; and while the Canadian population is growing at a .88% rate, the ratio of men to women is 9.85:10 (PopulationOf, 2018).



ECONOMIC

The economic state of a businesses country vastly changes the outlook on strategy. “The Canadian economy advanced 0.7 percent on quarter in the second quarter of 2018, following an upwardly revised 0.4 percent growth in the previous period” (Trading Economics, 2018). This can be attributed, in part, to higher household spending and growth in exports.



POLITICAL

Current Prime Minister Justin Trudeau is in the liberal party. With much support at the beginning of his leadership, ratings have fallen over the years. While shying away from directly supporting a political candidate, for possibly alienating potential customers, it is important for RAMMP to support consumer spending and consumer confidence.



ECOLOGICAL

As the polarization between the Trans Mountain depicts, Canadians are very concerned with the environment. Climate change is also top of mind, and the effects are concerning to Canadians for the oil and gas operations of the country diffuse mass amounts of greenhouse gases. “A large amount of the Canadian population lives in urban areas and cities are notorious for their poor air quality” (Smith, 2018). With that being said, RAMMP should focus on promoting their sustainability interests and the ecological impact they have on the country. This message will resonate with environmentally concerned which is a majority of potential customers.



TECHNOLOGICAL

New opportunities for businesses are constantly arising with the increasing technological advancements. Mobile shopping is one advancement that dramatically changed the way people are living and businesses have to adapt. “Nine percent of Canadian consumers are influenced by a social media platform in their restaurant choices, and 14% of consumers are influenced by digital means before a shopping trip, be it digital coupons, emails, apps or online flyers” (Bauer and Mosher, 2017). Trade shows are a major way RAMMP Hospitality Brands acquires leads, yet with the increase of online ventures these trade shows are becoming less attended. RAMMP and businesses alike will have to reach audiences elsewhere. Meeting and engaging with customers on social media platforms will make a huge impact on brand presence.



SOCIO-CULTURAL

The socio-cultural forces including the way a society talks, acts, worships, studies, among other actions influence the way a business should look at marketing to that audience. Education level is one way to determine the literacy of the audience being served; over 56% of Canada’s population has a post-secondary certificate or a university degree (Statistics Canada, 2017). Additionally, Canada faces some issues with income inequality.

Hofstede’s cultural dimension theory looks at a society’s values and how that reflects and affects the society’s behavior. Canada’s scores and their meaning are interpreted below (Hofstede Insights, 2018):

——— **POWER DISTANCE:** Low

Relative equality between power holders and the people exists in Canada.

——— **INDIVIDUALISM:** High

People are more inclined to support individual goals rather than the society as a whole.

——— **MASCULINITY:** Moderate

Canadians are likely to strive for success, but are also concerned with quality of life.

——— **UNCERTAINTY AVOIDANCE:** Moderate

Overall, the culture is accepting of new ideas and feels comfortable with an ambiguous future. Relaxed attitudes toward status are common.

——— **LONG-TERM ORIENTATION:** Low

Belief in traditions and norms is important and Canadians may be suspicious of change.

——— **INDULGENCE:** High

People like to have fun and indulge in their impulses; leisure time is important to Canadians. There is a general sense of positivity.

5 COMPETITION

RAMMP identifies three main competitors:

- Recipe Unlimited Corporation (formerly CARA Operations Limited)
- MTY Food Group Inc.
- FranNet Consultants

Recipe Unlimited Corporation and MTY Food Group are similar to RAMMP because they work with specific restaurant brands with the purpose of recruiting franchisees and growing the brands; however, both companies are much larger than RAMMP in terms of brands. Recipe works with eight Canadian restaurant brands available for franchising; restaurants range from quick-serve to reservations required (Recipe, 2018). MTY Food Group is huge. They have over 70 restaurants between their Canadian and United States sectors; and, they're growing rapidly (MTY, 2018b). FranNet is a bit different from RAMMP, Recipe, and MTY. This large network of consultants works with potential franchisees to help them launch a successful franchise. They are in the business of matching people and franchises rather than helping to create more franchises of a particular brand. In a Google search of "Canadian restaurant franchise opportunities," RAMMP shows up before all three competition companies.

Recipe

Recipe currently has two websites associated with its name. The [CARA website](#) features more traditional website features like brand listings, careers, in the community, and investor relations. However, their [Recipe site](#) showcases their eight franchising opportunities. No social media links are included on either website. There is some difficulty when searching for "recipe" if you do not know exactly what you are looking for. Google returns results for websites that hold actual recipes with instructions for preparing meals.

The franchising site is quite beautiful. Each restaurant's page features a large header video, themed information images, and investment information. Example: [Montana's](#)

MONTANA'S IS PART OF THE CARA FAMILY OF BRANDS,

That means franchisees get a competitive advantage in purchasing, real estate, construction, marketing, information technology and more.



The image displays four circular logos for brands under the CARA family. From left to right: 1. A circular logo with a black border containing the text 'Home of the CANADIAN BBQ'. 2. A square logo with a black border containing the text '100+ LOCATIONS across CANADA'. 3. A circular logo with a black border containing the text '\$2.8 BILLION IN-SYSTEM SALES'. 4. A circular logo with a black border containing the text 'FAMOUS IN-HOUSE SMOKED RIBS'.

The organization, as a whole, seems to be having a sort of identity crisis. Documents listed on the CARA website have the Recipe name. Are you CARA or Recipe? To make matters a bit more confusing, their [LinkedIn profile](#) is listed as CARA, but the profile image shows Recipe. The website address is listed as Recipe, but when clicked, it goes to the CARA page! To their credit, the profile has nearly 9,000 followers.

Recipe does have a [blog](#) on their franchising site; however, it is not maintained (last entry February 2016). Topics include: announcements, events, attempts at interactions with visitors, but there is nowhere for visitors to comment or connect with back with Recipe. Opportunities to inquire about franchising are plentiful and appear as call to action at the ends of each restaurants' info page.

MTY Food Group, Inc.

MTY's brand identity is incredibly cohesive. Their [website](#) is very simple, is to navigate and features some captivating information for potential franchisees. The most notable page is the ["Our Expertise"](#) page which lists and describes ways that MTY group will help the franchisee be successful.



Marketing

Generate traffic and boost your banner visibility—we have dozens of internal strategies to do just that!

MTY Group makes sure its franchise network is supported through marketing activities. These activities relate primarily to advertising and promoting the trademark image, planning in-store promotional offers and promoting new products. In addition, the Marketing Department supports our franchisees by helping with their local marketing activities.

The MTY website also has a type of blog featuring "articles" that focus on topics like opening new restaurants, new logos/styles, new menu items at restaurants. One of the articles discusses how MTY Food Group just recently combined with Canadian organization Invescor Restaurant Group which added five more brands to the group (MTY, 2018a).

No social media links are included on this website. However, MTY does maintain a [LinkedIn profile](#) with over 2,500 followers. A Google search of "MTY" returned the food group in the down the entire first page. This could also be a result of MTY being a publicly traded company as much of the information is related to stocks.

FranNet Consultants

When navigating to the [FranNet website](#), it appears to more business-focused, as opposed to restaurant focus. And, this makes sense for FranNet because they will connect people who are interested in opening a franchise to a particular franchise category before helping the client actually open the franchise.

Of note is FranNet's "Client Bill of Rights." This header image talks about how FranNet will put their clients first and is dedicated to help clients make the right decisions for themselves.



FranNet maintains a very active blog which includes topics like Celebrating your Franchise on "Labour Day" and back-to-school, but also plenty of entries related to franchising (advice, tips, etc.) Opportunities to inquire about FranNet's services through online form are plentiful, but in an almost painful way – they're very bright, but can be disruptive to the flow of the page.

FranNet lists [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#) as social media links on their website; however, their following is not large on any platform. A Google search of FranNet returns a filled first page; however, the various links appear to be franchises (consultant offices located throughout the United States and Canada) of FranNet. Because their United States branch is separated from their Canadian one, these results could be impacted by the searcher's physical location.

After the above analysis, we do not believe FranNet is a direct competitor to RAMMP. 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. If the opinion is positive, it could be good for RAMMP as they work to grow Mr. Mikes.

6 GENERAL COMMUNICATIONS STRATEGY

6.1 Current Communication Goals

RAMMP Hospitality Brands aims to guide their audience into becoming franchisees, starting from initial contact to final purchase and continuing guidance through franchise ownership.

1. Build awareness around RAMMP Hospitality Brands by targeting more specifically a defined audience (don't try to appeal to an audience who doesn't have the funds to open a franchise)
2. Encourage a more in-depth look at franchises and the opportunities within RAMMP Hospitality Brands

Their messaging should be informative and inspiring, and encourage the audience to want to take part in the franchise.

6.2 How RAMMP Reaches the Public

RAMMP Hospitality Brands attends trade shows to acquire potential customers and leads for their franchise business. Media that is distributed at trade shows include business cards, flyers, and information packages. These elements all aim to get the leads to become more involved with RAMMP Hospitality Brands. They can be found across social media platforms including [LinkedIn](#), [Instagram](#) and [Twitter](#). RAMMP also reaches the public through traditional print ads in magazines. Followers of the brand will also receive e-newsletter blasts to stay in touch with current updates on the RAMMP and their “heritage” brand, Mr. Mikes. Potential customers can also reach RAMMP on their [website](#).

6.3 Our Suggestions for a Better IMC

Push RAMMP Hospitality Brands to add new franchise brands. When it comes to expanding brands, independent restaurant owners will already have a network in the industry to go to; they'll be able to trust the RAMMP model. Let's also aim to promote Mr. Mikes success and the experiences RAMMP has had to take the brand to a new level! This could be in the form of blog posts as well as TV ads and across current social media channels. When RAMMP creates a blog to gain more interest on the page, it is important to adapt SEO for the page's success.

6.4 RAMMP Branding & Positioning

RAMMP Hospitality Brands prides themselves on their years of working in the industry and experience. The messaging is constantly positive, encouraging, and playful. RAMMP's marketing materials reiterate their strong values that include: respect, accountability, making it fun, momentum, and profitability.

The RAMMP mission statement says a lot about the work ethic you would experience if you became a franchisee of their brand. "To be the best food service company in Canada by selecting training and providing systems that help franchisees be profitable and focused on providing their guests the best in class guest experience within the community." RAMMP is a credible brand throughout their marketing strategies and the online presence.

6.5 Current SEO

RAMMP Hospitality Brands and www.rammp.net, are currently using referral sites to drive traffic. www.rammp.net is promoting the most users to the landing page, also, users are spending the most time once on the page. The other sites don't come close to driving as much traffic as www.rammp.net.

Keywords RAMMP is ranking for include, Mr. Mikes Franchise, Steakhouse Franchise Opportunities, Franchise Restaurants Opportunity, Canada Hamburger Franchise, Restaurant Franchises Opportunity, Canadian Franchise Opportunities, and Hamburger Franchises. People are spending a lot of time on your site when coming from organic search. The keywords are effective in reaching the people that are looking for your service. Additionally, there are a number of paid search ads for keywords, such as "Canadian franchise opportunities" and the competitors include, Mrs. Fields, Health Source, CMIT Solutions, Workplace Impact. These paid search ads are appearing before RAMMP can reach the viewer and RAMMP Hospitality could be losing out on leads from these ads.

RAMMP Hospitality Brands' main web page is getting a lot of direct traffic; this could mean advertising elsewhere is effective, such as in print or word-of-mouth. In contrast, social is not driving people to the site. Perhaps RAMMP social needs to be more engaging and make viewers feel encouraged to click through to www.rammp.net. Mr. Mikes Strategy page is losing interest; we believe this could be attributed to the non-intuitive layout and/or lack of flow and white space, headers, breaks, and double navigation bar.

6.6 Social Media & Online Presence

LinkedIn is a great social resource for reaching audiences with a more business-focused mindset. RAMMP's current presence on [this platform](#) is informative and consistent with the brand's image. Some of the posts highlight certain characteristics that make RAMMP the best entrepreneurial choice for franchisees while some could look more like promoting Mr. Mikes as a restaurant option when scrolling through your feed quickly.

RAMMP's Instagram account [@rammpfranchise](#) appeals to the younger entrepreneur with their use of hashtags and promotional content. The "Staff Spotlight" features make the brand have a familial feel and a community to be a part of.

With the Twitter handle [@RAMMPFranchise](#), RAMMP is consistent on this channel as well, although Twitter could be altered to better fit the format and audience expectations on the platform. Engagement is key on this platform, including responding to customers and interacting in current event threads.

Email blasts are used by RAMMP to send out updates on Mr. Mikes franchise opportunities. They could also include industry updates and current events to encourage potential franchisors to start their franchise journey.

7 SWOT ANALYSIS

Strengths

A focus on Mr. Mikes

- A smaller organization that can focus on helping franchisees be successful.

Building relationships with franchisees

- Evidence seen on RAMMP website & social media shows how the company treats their franchisees – and it's well! They have a lot of fun while providing a lot of resources to be successful.

Weaknesses

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

- Instagram: Balance of food/Mr. Mikes with images of corporate-style gathers, events, and activities
- LinkedIn & Website: "Are you a MIKE?" Very similar posts as on other social media

Low interactions on Twitter

- Posts should encourage audience interaction and RAMMP should respond to all customer tweets on their page.

Opportunities

Who is RAMMP?

- Let's restructure and create a memorable identity that is independent of Mr. Mikes.

Appeal to those with a business background that are interested in becoming a franchisee

- Use research-based information on website to attract potential franchisees

Target potential franchisors

- Add a branch of communications focused on trying to recruit more brands to RAMMP

Create a Blog

- Show off advantages of working with RAMMP, business strategies, success stories from reports

Threats

RAMMP has one brand available for potential franchisees

- Competitors have several opportunities for people looking to open a new franchise of an existing restaurant. The variety of possible restaurants require different levels of monetary commitment.

As little as \$230K for a New York Fries (Recipe Franchise Opportunity)

- Compared to \$1.8-2 million for a Mr. Mikes

8 CONCLUSION

Identifying these strengths, weaknesses, opportunities, and threats will assist the brand in building awareness around RAMMP and encouraging a more in-depth look at franchises and the opportunities within the company.

Focusing on Mr. Mikes and showcasing their relationships with franchisees prove to be substantial strengths for the company. However, since there is such a strong focus on Mr. Mikes, RAMMP lacks their own identity. Therefore, focusing on building a strong, memorable identity for RAMMP that is separate from Mr. Mikes and showcasing this identity on a new website, blog and other marketing materials will allow the company to target potential franchisors and show off advantages of working with RAMMP.

Screenshot of RAMMP Website

RAMMP
HOSPITALITY BRANDS INC.

ABOUT | **FRANCHISING** | CONTACT US | IN THE NEWS

MR MIKES
SteakhouseCasual

STRATEGY | OUR STORY | SUPPORT SERVICES | UPCOMING OPPORTUNITIES | FAQs | **GET STARTED TODAY**

INTRODUCING STEAKHOUSECASUAL

Mr. Mikes SteakhouseCasual came to life in 2010 from the passion and the love of food and fun of Mike Cordoba, Al Cave and Robin Chakrabarti, three entrepreneurs who saw the potential in the heritage brand Mr. Mikes. Sharing core values of family, friends and fun, Mike, Robin, Al recreated Mr. Mikes into a place where people can connect through unique experiences driven by memorable moments on a platform of great food, ambience, and being proud Canadians.....SteakhouseCasual.

SteakhouseCasual is about feeling like you belong, where everyone feels comfortable in his or her own way. Guests can come as they are and instantly feel like they fit in, and they will want to return again and again because they genuinely feel valued.

An experience in Mr. Mikes gives guests a chance to let their hair down, relax and have some fun. It's a place where you don't have to be something you're not, you can just be yourself. It means tasty and affordable creations from our signature steak and Mikeburgers to our home-branded wines and beers. It's about creating memories, uncontrollable laughs and the charm of warm service.

And at Mr. Mikes we offer two experiences under one roof, a restaurant on one side and an urbanlodge on the other. Many places have lounges. Even more have sports bars. Nobody has an urbanLODGE. urbanLODGE is a sanctuary. It's a place where you can meet and engage with family and friends. While the "LODGE" really seems to be a natural descriptor of the familiar, welcoming, wooden, rustic feel of MR MIKES, the "urban" means a little more hip, not to mention definitely more irreverent; the ambience, décor, drinks and the music played are all a little more edgy and self-aware than the traditional pub or watering hole.

Bob & Nick Constabaris were onto something way back in 1960 when they opened the first MR MIKES restaurant on Granville St. in Vancouver. MR MIKES has always been defined by what it isn't, as opposed to what it is. Our brand is unstuffy, unpretentious and unassuming. Although some things haven't changed in our 60+ years as a brand – like our focus on the guest and serving great food – the markets in which we operate have. Our success has come through a balance of changing to meet guest demands while still sticking true to our roots, and we will continue with this strategy in the years to come.

At MR MIKES, we don't presume to be average or ordinary. We celebrate our uniqueness and the momentous events that contribute to our diversity. We chuckle in the face of political correctness and etiquette as we reminisce about that time, way back when....

MR MIKES
SteakhouseCasual

IS MR MIKES RIGHT FOR YOU
LEARN MORE »

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Disclaimer - Privacy Policy | 604 536 4111 | 1-800-668-6453 (MIKE) | Website Designed By: [Logo]

Current Branding Examples

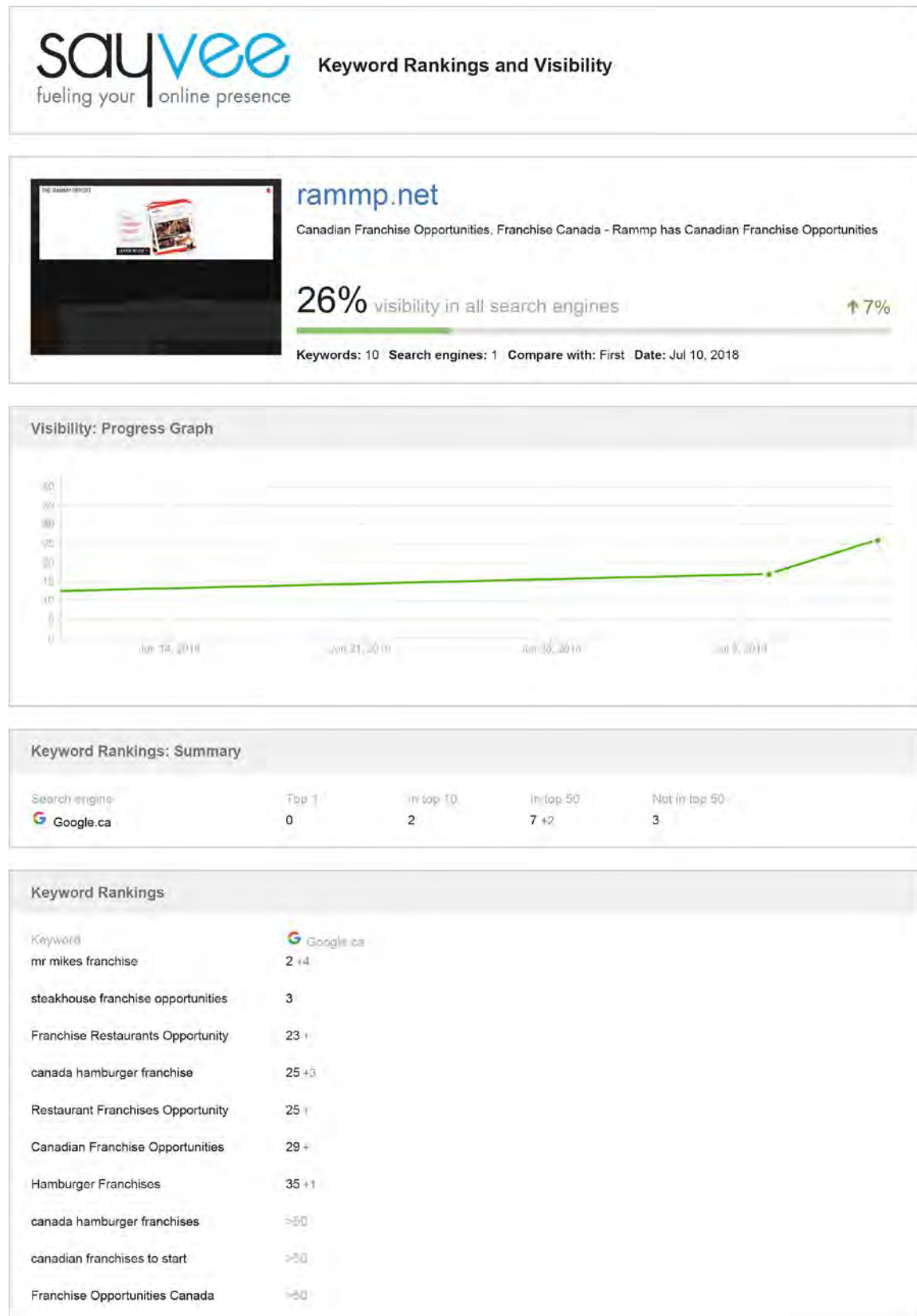
LOGO



E-BLASTS



Screenshot of Website Google Ranking



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LOGO REDESIGN PROPOSAL

INTRODUCTION

As noted in the Situation Analysis, we want RAMMP Hospitality Brands to stand on its own as a strong, stable, and trustworthy business that ultimately deals with hefty financial transactions. As such, one of our major goals for the RAMMP campaign is to develop a distinctive identity for the brand. This means we want to begin creating a few notable differences between RAMMP and Mr. Mikes. Although RAMMP's relationship with Mr. Mikes is critically important, it will be shown on the "Franchise" section of RAMMP's redesigned website.

RAMMP's current logo was created by one of the founding members and we understand that it is quite meaningful to the company. Upon first glance, the icon appears to be a ramp or even a fork, reminiscent of the foodservice industry. We believe that the gradient in the icon is symbolic and helps guide the viewer's eye up to each point; it says, "RAMMP can help ramp their customers up! They will grow with RAMMP!" The typography is simple, but effective. It is quite bold, so it captures the viewer's attention immediately.

However, the color red has been linked many times to the fast food segment of the food industry due to the speed associated with the color red; so, keeping the color red can potentially alienate future customers.

While the icon is definitely unique, there are a few elements of that appear outdated, such as the drop shadow. The icon can be difficult to work with; for example, it is difficult to resize without losing detail and may not appear properly on digital and print materials. Additionally, the logo is very abstract. Upon first glance, viewers cannot immediately tell what industry RAMMP is in or what the company does in that industry. Finally, as a favicon, the icon must be cropped; in doing so, the icon loses some of the symbolism present in the full logo.

CURRENT LOGO



SOLUTION

We believe one of the quickest ways we can accomplish our first goal is by designing a new logo for RAMMP. To this effect, each of our designers created multiple logo ideas. A few designs overlapped - signifying that perhaps these would be a solid option to develop. Ultimately, the Doyenne Collective decided to fully design two potential logos; we'll conclude with our professional logo suggestion.

Logo One - "The Fork"

Our first suggestion is a total redesign aimed at sparking immediate recognition with viewers. This 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.

IMAGERY

We originally discovered the fork imagery on the "Our Story" page of RAMMP's website. Overtly, the fork represents the foodservice industry; however, upon closer inspection, the viewer should see the essence of RAMMP's current logo - upwards movement of four strokes. We want the logo to convey that RAMMP and their subsidiaries are progressing and moving forward; they are constantly growing together!

The fork appears to be resting on a circular "plate," giving a further nod to the foodservice industry. Additionally, wrapping the fork in the colored boundary draws the viewer's eye into the layers of the fork. The lighter layers add form and movement to the icon, mirroring the fast pace of the kitchen. Overall, the logo holds many separate nuances, giving viewers something interesting to look at with every viewing.

COLOR

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. While the red is exciting and encourages quick action, the blue is more calm, inviting, and secure. The color psychology tells potential franchisees, *"Let's do business and be successful together."* Additionally, this logo very easily converts to a grayscale color mode.



FONT

The selected font is Proxima Nova. It is a sans serif which helps to keep this design very clean and modern. It is a bold display of RAMMP's strength, telling potential franchises that this company is more than capable of handling and supporting their franchisee's growth.

FAVICON

Having an incredibly recognizable image like a fork allows for a highly recognizable favicon on the web. We've simply removed the color boundary from the larger version of the logo. Even though the favicon design has a very simple, classic look, it also happens to match a trending theme of circles that has been popping up around the web recently (Google Chrome and Facebook pages and apps).

"The Fork"



Variation



Favicon



Logo Two - "Just RAMMPing It Up"

RAMMP has mentioned that they would like to keep their logo quite similar to their current one. However, we believe that there are a few elements of their current logo that appear outdated and can be updated. Ultimately, we adjusted these elements and updated the icon to be a bit more modern.

IMAGERY

First, we used a circle of red to show off the negative space of the original logo. The circle softens the sharp edges of the original logo design and makes it seem inviting. This softening also makes the RAMMP brand seem more financial - reminiscent of the banking industry. We also removed the dropshadow because we believe that without it, the logo has a more timeless appearance. We also adjusted the spacing in between the sharp points to be more continuous and flowing, whereas before they seemed to be a bit randomly spaced. We believe this update brings just a bit of newness to the brand, while keeping the stability that customers have come to expect.

COLOR

The red color is exciting and brings energy and a feeling of fun to the brand. This color encourages people to act now, which is a plus when time is of the essence. This logo very easily converts to a black and white or grayscale color mode.

FONT

We decided to keep the original font (Futura Black) in this logo. It is a sans serif which helps to keep this design very clean and modern, but it also has a slight slant to the letters (most noticeable in the M). This creates some intrigue and holds the viewer's attention a bit longer. Additionally, we have updated the alignment of the letters used in the logo, even though the font has remained the same. While these changes may seem small, they bring that extra touch of modernness and professionalism that conveys readiness and accessibility to potential franchisees.

FAVICON

Current employees, clients, and potential franchisees will surely recognize this small update from RAMMP's current logo. As they browse the updated website, users will spot the familiar shape to the left of the navigation bar.

"Just RAMMPing It Up"



RAMMP
HOSPITALITY BRANDS INC

Favicon



CONCLUSION

After careful consideration, we believe that selecting the fork logo would be the best option for RAMMP moving forward.

Transitioning to this logo will help to accomplish branding and communication goals as a complete campaign will be designed around this new personality. With the fork logo as the focal point, we can work on building recognizability, emphasizing trustworthiness, and promoting growth for RAMMP Hospitality Brands.

RAMMP Brand Manifesto

we are QUALITY. Our approach centers around respect, honesty, and profitability for all. **we are EXPERIENCED.** Our brands are well-supported by our leadership, systems, and practices. **we are STRONG.** Our success is built on the strength and commitment of our partnerships.

And, together, **we all WIN.**

CREATIVE
BRIEF

&

BRANDING
GUIDE

CREATIVE BRIEF

ORGANIZATION OVERVIEW

RAMMP Hospitality Brands Inc. was created by a group of senior restaurant industry specialists with over 100 years of combined experience. Their goal is to build national hospitality brands through long standing and profitable franchisees that are well supported by leading processes and practices at the franchisor level. They are the franchisor of Mr. Mikes SteakhouseCasual® restaurant.

TARGET AUDIENCE

Entrepreneurs who want to open a Mr. Mikes Steakhouse Casual® franchise in Canada. They are typically in their mid-30s, predominantly male, business savvy, and hold an undergraduate degree or an advanced degree.

Also, independent restaurant owners who want to grow their already established brand. They are likely in their late-40s, slightly more male than female, and hold at least a technical or vocational certificate. Typically, they have been in the industry for at least eleven years and also have strong people skills and connect with their clientele.

BRAND ATTRIBUTES

RAMMP's materials showcase their strong values that include: respect, accountability, making it fun, momentum, and profitability. Other attributes of the brand include successful, experienced, trustworthy, positive, encouraging, and playful.

CURRENT COMMUNICATIONS SITUATION

RAMMP Hospitality Brands attempts to guide the audience to becoming a franchisee, starting from initial contact to final purchase and continuing guidance through franchise ownership.

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.

MANDATORIES

Create a mobile-friendly website to brand RAMMP with Mr. Mikes as a subsidiary/franchise that is clean, modern, dynamic, and user friendly.

CREATIVE BRIEF & BRANDING GUIDE

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.

Overtly, the fork represents the foodservice industry; however, upon closer inspection, the viewer should see the essence of RAMMP's current logo - upwards movement of four strokes. We want the logo to convey that RAMMP and their subsidiaries are progressing and moving forward; they are constantly growing together!

The fork appears to be resting on a circular "plate," giving a further nod to the foodservice industry. Additionally, wrapping the fork in the colored boundary draws the viewer's eye into the layers of the fork. The lighter layers add form and movement to the icon, mirroring the fast pace of the kitchen. Overall, the logo holds many separate nuances, giving viewers something interesting to look at with every viewing.



SECONDARY LOGOS

On our horizontal lockup, we have increased the size of our “hospitality brands” qualifier, and stretched it to meet the size of our RAMMP letters. The graphic mark remains does not change until it reaches a size of under 250 px, at which point the colored boundary disappears from the edges and leaves a cleaner, more readable mark.

Having an incredibly recognizable image like a fork allows for a highly recognizable favicon on the web. Even though the favicon design has a very simple, classic look, it also happens to match a trending theme of circles that has been popping up around the web recently (Google Chrome and Facebook pages and apps).

HORIZONTAL



SMALL SPACE



FAVICON



MONOCHROME LOGOS

The grey version of the logo may be used where we want our brand's logo to be appear, but we don't want it to stand out as vibrantly.

The black and white version of the logo may be used in instances where the logo's blue just doesn't provide enough contrast (as an overlay on images, for instance).

It may also be needed in instances to hand off to a printer for certain embroidery or embellishment techniques.

PRIMARY



BLACK + WHITE



CLEAR SPACE

The clear space of the mark is determined by the “x-height,” which is a typographic unit that is measured from the baseline to the mean line. We allow “2X” of space around our logo at all times.

Having a designated safe space around our logo makes our designs look better, and gives the logos breathing room.



MINIMUM SIZES

Our logos should be always visible.

After our logo changes size at 250px, we implement minimum size requirements in order to keep our logo visible at all times. The tagline disappears at minimum sizes because it is not visible, and the fork is displayed in its simplest form.



INCORRECT USE

Don't stretch or condense.

Don't change color.

Don't rotate.

Don't use 3D effects or shadows.



MOOD BOARD



CREATIVE BRIEF & BRANDING GUIDE

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. While the red is exciting and encourages quick action, the blue is more calm, inviting, and secure. The color psychology tells potential franchisees, "Let's do business and be successful together." Additionally, we have chosen an orange to help compliment the blue on certain occasions.



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

CREATIVE BRIEF & BRANDING GUIDE

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

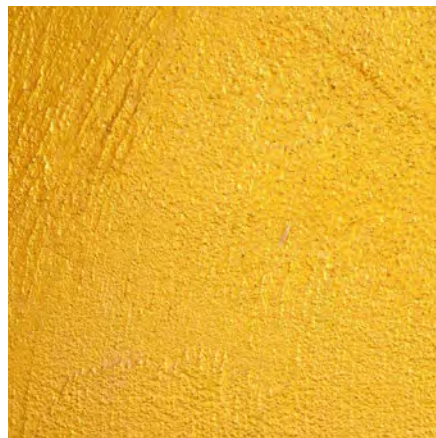
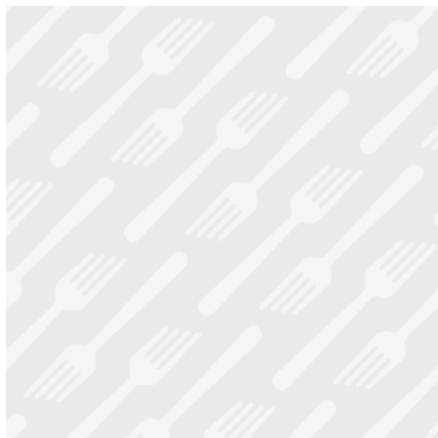
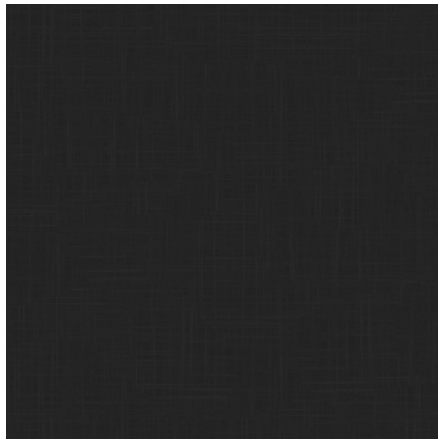
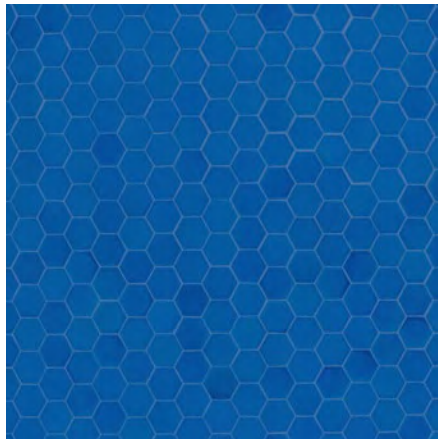
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789- & * # @ ? ! / + (, . ;)

CREATIVE BRIEF & BRANDING GUIDE

pattern + texture

PATTERN & TEXTURE

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



CAMPAIGN
STRATEGY

&

DESIGN
PIECES

CAMPAIGN STRATEGY & DESIGN PIECES

strategy

STRATEGY STATEMENT

OBJECTIVE

The objectives of our campaign are to reestablish RAMMP Hospitality Brands as a leading restaurant franchisor and develop greater brand awareness across Canada.

PRINT

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. Our print pieces will focus on carrying out a strong brand presence, and the color scheme and font selection will follow our brand theme. Print materials will include a revamped RAMMP Report and trade show materials.

DIGITAL

Currently, RAMMP is not very active on social media and is not ranking on search queries. Social Media platforms, such as Twitter, Instagram, and LinkedIn, provide an opportunity to connect with and reach a larger audience of potential franchisees. With a strong focus on "Be Your Own Boss," RAMMP Hospitality Brands will encourage entrepreneurs to get into the franchise process. Imagery will be more professional, showcasing the business side of the RAMMP Hospitality Brands company to accentuate the expertise they have in the foodservice industry. RAMMP's priority on working together to drive success will also be a major theme in our imagery for digital media.

DIGITAL STRATEGY CAMPAIGN

ORGANIC SOCIAL MEDIA CAMPAIGN

For organic social campaigns it is vital to align content to the platform you are on. For instance, on Instagram RAMMP should show visually appealing images, likewise on Twitter RAMMP should make conversations using hashtags. You can create brand value on social media platforms through the things you post. The content RAMMP will be posting will focus on the brand's message - that they are a leading restaurant franchisor in Canada with years of experience. That the partnership between the franchisee and RAMMP will be profitable and successful. Across all platforms we will discuss how successful our franchises are, how you can easily be successful, and be your own boss, show tactical approach and real benefits of the franchise opportunity.

Instagram: Visually interesting images that bring in the audience to want to learn more about RAMMP and what exactly it is that they do. Showing RAMMP's fun and inspirational personality on this platform through positive imagery will increase the likelihood a potential franchisee will follow our brand. As mentioned in the Messaging Doc, RAMMP should use Instagram Live to take a customer through the journey of acquiring a franchise and partnering with RAMMP. From initial buy in to location opening and beyond, viewers will become more knowledgeable of the franchise process and feel more comfortable with the decision to join.

Twitter: Twitter is where we will engage with consumers and create conversations around franchise ownership and the restaurant industry. Using the hashtag, #RAMMPup, RAMMP will be distinguished on the platform. Twitter is a great tool for keeping followers updated with the business, events that are happening and current events that relate to the company.

LinkedIn: Posts will include references and links to company's blog posts. LinkedIn provides a great opportunity to share more in-depth information on the industry and what it is like to open a franchise with RAMMP. We will share others blogs related to RAMMP within LinkedIn. On LinkedIn we will also recommend RAMMP adding a job section to encourage joining the company and growing the business.

PAID SOCIAL MEDIA CAMPAIGN

Through the various Paid Social Campaigns, RAMMP should track metrics to maintain an understanding of their return on investment. Each platform will have a different measurement of success, Key Performance Indicators or “KPIs.” Also, each social media platform is to reinforce core messages that vary from platform to platform. Audiences can’t be found all on one social channel so it’s important to meet your target audience on their respective platforms. Targeting tactics include marketing to the people who have given you their information through trade shows or online contact form and the people who have followed other franchises in the area. That way, RAMMP is guaranteed the ads will be seen by who you desire to see it. Mainly, the goals of this paid social media campaign for RAMMP Hospitality Brands are to drive traffic to website and build brand awareness.

AWARENESS

Platform/s: Instagram

Format: Instagram Image Ads

Content/Strategy: The goal for RAMMP in this step is to gain awareness through Instagram image ads, as well as, followers and potential franchisees. On Instagram we will explain what a franchise is, how to get involved, and show behind the scenes to teach people about the business and get them interested in franchising. By doing so, we will showcase our fun personality and the steps we take for success. This immersive experience on Instagram builds brand awareness and lets potential franchisees have a peak behind the curtain, making them more comfortable with the process.

KPIs: impressions, Instagram ad views, reach

INSTAGRAM AUDIENCE

The screenshot displays the Facebook Audience Insights interface for a saved audience named "RAMMP Awareness".

Audience Section:

- SAVED AUDIENCE:** RAMMP Awareness
- AUDIENCE DETAILS:**
 - Location: Canada
 - Age: 25 - 65+
 - Language: English (UK), French (Canada) or English (US)
 - Interests: Business opportunity, Entrepreneurship, Investment, Business or Franchising, Job title: Business Owner or Franchise Owner/Operator
- People Who Match:** Business or Franchising, Job title: Business Owner or Franchise Owner/Operator
- Edit** button

Placement Section:

- New! Ads in Facebook Stories**

Right Panel:

- Audience Selection Gauge:** A gauge showing the audience selection is "fairly broad". The gauge has a red section for "Specific" and a green section for "Broad".
- Potential Reach:** 7,200,000 people
- Estimated Daily Results:**
 - Reach:** 2,200 - 14,000
 - Warning:** Your results are likely to differ from estimates. We have limited data available to calculate this estimate, so estimates may be less accurate.
 - Disclaimer:** The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
 - Feedback:** Were these estimates helpful?

INSTAGRAM BUDGET

Ad Set Name ⓘ

RAMMP Brand Awareness

⚙

Dynamic Creative

Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience.. [Learn more.](#)

ⓘ

Budget & Schedule

Daily Budget

\$5.00

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Graph not available ⓘ

Start Date

Nov 1, 2018

2:10 PM

Pacific Time

End Date

☐ Don't schedule end date, run as ongoing

INSTAGRAM DELIVERY

☐ Only when connected to Wi-Fi

Exclude Content and Publishers

Available for Audience Network, Instant Articles and In-Stream Videos.

Apply Block Lists

Exclude Categories ⓘ

Optimization & Delivery

Optimization for Ad Delivery ⓘ

Ad Recall Lift - We'll serve your ads to maximize the total number of people who will remember seeing your ads. To help us improve delivery optimization, we may survey a small section of your audience.

Bid Strategy ⓘ

Lowest cost - Get the most impressions for your budget. ⓘ

When You Get Charged ⓘ

Impression

Delivery Type ⓘ

Standard - Get results throughout your selected schedule

[More Options](#)

INSTAGRAM PLACEMENT

Placement

☆ **New! Ads in Facebook Stories**

Now you can reach people with ads in Facebook Stories. Videos and images appear in a full-screen vertical format so you can capture people's attention and encourage them to interact with your brand, product or service. Facebook Stories is included in automatic placements.

[Learn More](#)

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

- **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

Desktop and Mobile ▼

Asset Customization

1 / 7 placements that support asset customization

Select All

Platforms

Facebook	
Feeds	
Instant Articles	
In-Stream Videos	
Right Column	
Suggested Videos	
Marketplace	
Stories	
Instagram	
Feed	
Stories	
Audience Network	

[View Media Requirement](#)

TRAFFIC

Platform/s: Twitter/ some Instagram

Format: Image Website Card, Photo Ad

Content/Strategy: Through this step, RAMMP's goal will be to engage with customers and keep people involved. We will make franchises ownership approachable by having healthy conversations with the audience, who may be voicing their concerns with the process. Our target audience is mainly on this platform, as Twitter is an older user group than other social media platforms. So it is important to really engage on this social and drive people to the website landing page to learn more about RAMMP and all that the business can do for the franchisee. Images will be bold, focusing on that aspect of becoming your own boss, and enlighten the benefits of franchise ownership. RAMMP's brand presence will be carried out through these ads. Call to actions on this platform will include text such as, "Learn More", "Find Out How to Begin", or "Become Your Own Boss Now".

KPIs: Engagement, CTR

TWITTER AUDIENCE

Locations ⓘ

Canada X

▼ **Audience features**

Further refine your audience by selecting features to include or exclude in addition to demographics. ⓘ

All Search

Import multiple keywords and follower look-alikes

Interests ⓘ

Entrepreneurship X

Retarget people who saw or engaged with your past Tweets NEW

☐

Potential audience 9.6K-14.4K

▼ **Saved audiences**

Include or exclude these audiences from your targeting criteria. ⓘ

All Search

No custom audience targeting selected

☐ Expand your reach by targeting similar users.

▼ **Demographics**

Define your audience by selecting a combination of characteristics.

Select gender

Any gender Male Female

Select age

☒ All ages

☐ Age range

Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

TWITTER BUDGET

Ad group name

Be Your Own Boss

Start time ⓘ (optional)

+ Specify time

End time ⓘ (optional)

+ Specify time

Account timezone

America/Toronto

Ad group total budget (optional)

CAD 500.00

Bid type

Automatic bid

Optimization preference

Link clicks

CONVERSION

Platform/s: LinkedIn

Format: Sponsored Inmail

Content/Strategy: The LinkedIn platform provides the perfect space to reach our target audience. People will be in the business mindset on this platform and be more inclined to accept the information on this social media form, therefore the type of content in these ads will be more focused on the business of RAMMP. With Sponsored Inmail you are able to directly message potential prospects. This ensures your company is reputable and also can be used to personal invite people to join webinar or events from the company. This kind of personal engagement increases the rate of response. RAMMP should use interest based targeting to find those who are following other franchise companies on the social media platform, certain skills they have like entrepreneurship, and groups they are involved in such as Food Service Canada. Customer greeting and call to action that will lead to lead form with copy such as, "I Want To Be A Boss," "Join Our Team," or "Let's Do This Together."

KPIs: lead generation rate, retention

LINKEDIN AUDIENCE

Your estimated target audience

1,000+ LinkedIn members

[Learn more](#)

📍 Canada

👤 Franchisee, Franchise Owner, Franchise Manager, Franchise Director, Franchise Consultant, Director Of Franchise Development, Franchise Development, Franchise Development Manager, Franchise Coordinator, Director Of Franchise Sales, Director Of Franchise Operations, Franchise Business Consultant, Franchise Operations Manager, Franchise Partner

🏠 Restaurants

LINKEDIN BUDGET

Bid type ⓘ

☒ Cost per send (CPS)
Pay for every Sponsored InMail sent to a member's inbox.

Daily budget ⓘ

Your campaign's actual daily spend may be up to 20% higher. [Learn more](#)

(Minimum budget: \$10.00, includes amount already spent)

Bids ⓘ

Suggested bid to reach the majority of your audience is \$0.25.

(Minimum bid: \$0.20)

Campaign start date ⓘ

☐ Start Immediately

☒ Schedule start 📅

Campaign end date ⓘ

📅 [Run indefinitely](#)

PAID ADVERTISING CAMPAIGN

For their Google Adwords campaign to be effective, RAMMP should use keywords not currently in a high bidding war for. Niche long-tail phrases that are all-encompassing will reach more people for a lower price. “Best franchise opportunities Canada” ties in a lot more specific niche words to RAMMP Hospitality Brands, increasing the chances that their audience is being served the right information at the right time. Other keywords like, “restaurant franchises in Canada” or “best franchises to buy in Canada” will get them a better return on investment because of the longer worded keywords.

Banner and leaderboard ads will be displayed on related sites and use CTAs including “Learn More” and “Join the Team” to drive viewers to the RAMMP website. The content continues the encouraging and powerful, “Be Your Own Boss” theme across our marketing materials.

Review your ad settings

Ad name RAMMP Hospitality Brands Inc.

Estimated performance ⓘ

👁 3,844 - 6,429 views per month


👤 400 - 669 clicks per month

Your ad goal

📞 Call your business

Locations

Show ad to people interested in your products or services, in Canada.



Google Map data ©2018. Terms of Use

EDIT

Budget

\$15.00 daily average ⓘ

\$456.00 monthly maximum

Your ad

RAMMP Hospitality Brands Inc. | Franchise Opportunities Canada

Ad www.rammp.net

Call today to talk with an industry specialist about partnering with Mr Mikes

EDIT

Product or service

Your business category
Food Franchise

Your products or services
best franchise opportunities Canada, food franchise opportunities, franchise, franchising, mr mikes Canada, restaurant franchise, restaurant franchises in Canada, smartcasual foodservice, what are the best franchises to buy in Canada

EDIT

MESSAGING DOC

MONTHLY CALENDAR

JANUARY 2019

KEY:

Blog Posts	Twitter Campaign #1	Twitter	Instagram Live
LinkedIn	Twitter Campaign #2	Instagram	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram "Behind The Scenes" Part 1	Instagram "Behind The Scenes" Part 1	Instagram "Behind The Scenes" Part 1	Instagram Live Bonus Looks	
		Share Relevant Posts on LinkedIn		LinkedIn (Share Blog Post #1)	LinkedIn (Share Blog Post #1)	LinkedIn (Share Blog Post #1)
		Blog Post #1 (Monthly Community Outreach Opportunities)				
		#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram "Behind The Scenes" Part 2	Instagram "Behind The Scenes" Part 2	Instagram "Behind The Scenes" Part 2	Instagram Live Bonus Looks		
				Share Relevant Posts on LinkedIn	Share Relevant Posts on LinkedIn	
#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign	#myFirstFranchise Campaign	Engaging Tweets

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram "Behind The Scenes" Part 3	Instagram "Behind The Scenes" Part 3	Instagram "Behind The Scenes" Part 3	Instagram Live Bonus Looks		
Share Relevant Posts on LinkedIn					LinkedIn (Share Blog Post #2)	LinkedIn (Share Blog Post #2)
			Blog Post #2 (Tips to Amplify Your Franchise Through Social Media)			
Engaging Tweets	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram "Behind The Scenes" Part 4	Instagram "Behind The Scenes" Part 4	Instagram "Behind The Scenes" Part 4	Instagram Live Bonus Looks		
LinkedIn (Share Blog Post #2)				LinkedIn (Share Blog Post #3)	LinkedIn (Share Blog Post #3)	LinkedIn (Share Blog Post #3)
		Blog Post #3 (Trending Topics in Canada)				
#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	#RAMMPup Campaign	Engaging Tweets

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Share Relevant Posts on LinkedIn						
Engaging Tweets						

TWITTER UPDATES

Everyday, more people are going to Twitter to connect with brands and stay updated in their particular industry. Twitter is a place to chat, engage, learn and explore with your customers and deepen your brand communication strategy. We want to run two hashtag advocacy marketing campaigns in this first month on Twitter, the first #MyFirstFranchise and the second, #RAMMPup. Hashtag campaigns create conversations between you and your brand followers and can answer questions for those who aren't as familiar. The first campaign, #MyFirstFranchise will run at the beginning of the month. This campaign is aimed towards those in the initial stages of connecting with your brand, maybe they are just beginning their franchise journey or are in the early stages of researching franchise business. The idea will be to spread first franchise stories, the trials and tribulations of entrepreneurship as well as the successes along the way. This shared knowledge can be important for new business owners and strengthen your business' expertise on the franchise industry. The second, #RAMMPup, will encourage your franchisees to share the gains they have accrued that could not have been accomplished without RAMMP Hospitality Brands. How did RAMMP #RAMMPup your businesses sales? The audience of this campaign is more directed at those farther along in the sales funnel, they are now looking at the specifics of each franchise business and where the individual would have the most success. Seeing these positive and actual facts of accomplishments, the brand followers would feel encouraged to partner with RAMMP Hospitality Brands. Finally, on Twitter it is important to stay engaged with your audience, by answering their directed questions and sharing relevant articles to boost your credibility. These posts will mainly take place after running the campaigns for a couple of days, but is a daily option for your social media strategy.

TYPE	DATE	TIME	MESSAGE	LINK
#MYFIRSTFRANCHISE				
	1/2/19	8:00	#MyFirstFranchise aims to tell those untold stories of YOUR first franchise so tell us, how did you start your first franchise?	www.rammp.net
	1/3/19	10:30	#MyFirstFranchise is on a roll, get in on the action and share your franchise stories!	www.rammp.net
	1/4/19	12:00	Repost Someone's #MyFirstFranchise story	www.rammp.net
	1/5/19	15:00	Did you all see @franchisefriend's hilarious as well as inspiring #MyFirstFranchise story?	www.rammp.net
	1/6/19	7:00	Have you been seeing #MyFirstFranchise everywhere? RAMMP Hospitality Brands is collecting franchise stories, tag yours today!	www.rammp.net
	1/7/19	9:00	Take a look at @RAMMPfranchise on Instagram to see us take @newfranchisee through the franchise process #MyFirstFranchise	www.rammp.net
	1/8/19	17:00	Repost Someone's #MyFirstFranchise story	www.rammp.net
	1/9/19	13:00	Thanks everybody for giving us your take on #MyFirstFranchise!	www.rammp.net
	1/10/19	8:00	We have learned so much through our franchisees, what did you learn from #MyFirstFranchise?	www.rammp.net
	1/11/19	12:00	We are wrapping up #MyFirstFranchise, did you tell us all of your wonderful franchise stories?	www.rammp.net
#RAMMPUP				
	1/14/19	9:00	How has RAMMP helped your business succeed? Tell us by using the hashtag #RAMMPup	www.rammp.net/strategy
	1/15/19	10:30	At RAMMP, we work tirelessly everyday to make our partnerships as successful as possible, what have you noticed has been the biggest success? #RAMMPup	www.rammp.net/strategy
	1/16/19	7:00	Repost someone's #RAMMPup tweet	www.rammp.net/strategy

	1/17/19	14:00	We LOVE to see all of your franchise success! Keep tweeting #RAMMPup, tell us more!	www.rammp.net/strategy
	1/18/19	16:00	Was it our 360 degree development? Our marketing expertise? To what do you attribute your success to from RAMMP Hospitality Brands #RAMMPup	www.rammp.net/strategy
	1/19/19	9:00	Repost someone's #RAMMPup tweet	www.rammp.net/strategy
	1/20/19	10:30	Thank you for taking the time to share your favorite parts about working with RAMMP! We will continue to #RAMMPup	www.rammp.net/strategy
	1/21/19	9:00	If our 100 years of combined experience hasn't sold you on partnering with RAMMP, check out our #RAMMPup campaign to read personal accounts from our franchisees!	www.rammp.net/strategy
	1/22/19	8:00	Repost someone's #RAMMPup tweet	www.rammp.net/strategy
	1/23/19	10:00	Hear from our own franchisees by looking through the #RAMMPup campaign!	www.rammp.net/strategy
	1/24/19	13:30	Feeling overcome with joy hearing from our franchisees and how RAMMP Hospitality Brands could #RAMMPup the business!	www.rammp.net/strategy
	1/25/19	8:00	Thank you to our franchisees for participating in #RAMMPup!	www.rammp.net/strategy
ENGAGING TWEETS				
	1/12/19	9:00	New Year, New You? What are some of your goals as a business for 2019?	www.rammp.net
	1/12/19	15:00	Repost relevant Franchise Topic	www.rammp.net
	1/13/19	7:00	Check out www.franchiseblog.com to keep up to date on the latest in the franchise industry.	www.rammp.net
	1/13/19	19:00	Repost relevant Franchise Blog	www.rammp.net
	1/26/19	10:00	What is your biggest concern in regards to opening a franchise? We are here to help!	www.rammp.net
	1/26/19	16:00	Have you ever dreamed of becoming an entrepreneur? Check out www.rammp.net to see how we can accomplish your dream, together!	www.rammp.net
	1/27/19	11:00	Did you know @RAMMPFranchising is also on Instagram and LinkedIn? Follow us!	www.rammp.net

LINKEDIN UPDATES

LinkedIn as a social media platform is aimed for the business community and connecting fellow professionals, and RAMMP should utilize it as such. LinkedIn is a great place to post your blogs as well as the current updates on your business, from changes in executive positions to awards won. The social media platform is great for expanding your business expertise and furthering the acknowledgement that RAMMP Hospitality Brands is an excellent source of franchise information. By sharing relevant topics in the industry and general Canadian business, the RAMMP brand will come across to the audience as knowledgeable. In regards to posts, RAMMP will also post about the release of the three blog posts each week they come out to bring this to the followers attention.

DAY	DATE	TIME	TITLE	MESSAGE	LINK	CAMPAIGN
BLOG POST #1						
Monday	1/3/19	9:00	Blog Post #1	Are you looking to stay involved in the your community? We have gathered all of the opportunities in your area of Canada, look at our blog post to find out more! #getinvolved #canadiancommunity	www.rammp.net/blog/community	Community
Tuesday	1/4/19	12:00	Blog Post #1	We believe the greatest success comes from a united community. We have collected all of the community outreach opportunities for you and you can find them at the link below!	www.rammp.net/blog/community	Community

Wednesday	1/5/19	16:00	Blog Post #1	Follow our blog to stay connected to your community and find volunteer opportunities in your area. Nothing is better than learning more about your neighbors and lending a helping hand.	www.rammp.net/blog/community	Community
BLOG POST #2						
Monday	1/18/19	9:00	Blog Post #2	Are you looking to boost your company's presence on social media, but don't know how? Check out our detailed outline of how we utilize all platforms for our franchisees in the blog post linked.	www.rammp.net/blog/socialmedia	Social Media
Tuesday	1/19/19	12:00	Blog Post #2	Have you read our newest blog post? You will learn the ins and out of all social media platforms and how they can RAMMP up your business strategy.	www.rammp.net/blog/socialmedia	Social Media
Wednesday	1/20/19	16:00	Blog Post #2	Social Media can make or break your business. Learn how to effectively use each platform to aid your business' brand and brand presence.	www.rammp.net/blog/socialmedia	Social Media
BLOG POST #3						
Monday	1/24/19	9:00	Blog Post #3	Ever lose track of what is trending across the internet? Follow RAMMP Hospitality Brands' "Trending Topics" blog to find out what people are talking about.	www.rammp.net/blog/trendingtopics	Trending Topics
Tuesday	1/25/19	12:00	Blog Post #3	It is important to know what people are talking about within your community and in your industry. You can use these topics to engage with your customers and brand followers. Find out what the "Trending Topics" are this month in RAMMP Hospitality Brands blog at the link below.	www.rammp.net/blog/trendingtopics	Trending Topics
Wednesday	1/26/19	16:00	Blog Post #3	RAMMP Hospitality Brands is always on top of the latest news and what the topic of conversation is. Check out our blog to see our view on the Trending Topics of today.	www.rammp.net/blog/trendingtopics	Trending Topics
RELEVANT POSTS						
Monday	1/1/19	9:00	Other Posts	Share Marketing Posts	N/A	Marketing
Thursday	1/10/19	12:00	Other Posts	Share Franchise Industry Posts	N/A	Franchise Industry
Friday	1/11/19	16:00	Other Posts	Share Canadian Political Climate Posts	N/A	Politics
Sunday	1/13/19	9:00	Other Posts	Share Canadian New Business Posts	N/A	New Business
Sunday	1/27/19	15:00	Other Posts	Share Internal Business Development Posts	N/A	Internal Business Development

INSTAGRAM UPDATES

Instagram is a great place to show your followers visually appealing content, in fact, you must do this to stay relevant on this social media platform. Content that engages and gives people a reason to come back for more will make your brand stand out from other foodservice franchise businesses on Instagram right now. The first goal on Instagram is to create a month long campaign or feature that takes your potential partners through the franchise process. Viewers love to go “behind the scenes” and get an exclusive look at the business, this would make the customer feel more confident in proceeding in a business opportunity with RAMMP Hospitality Brands. RAMMP will make a brief video series or descriptive photographs to show what goes into starting up a franchise. From the initial buy in, through location scouting and hiring, the social media follower will really get a feel for the process. The series will continue through marketing and branding and finally the location opening. The story will be broken up into 4 parts, shown each week, that will keep the follower coming back for more of the story. RAMMP can include Instagram “Live” in the series by sharing bonus special looks to further the brand dedication. Second, in 2018 Women in Business highlights on Instagram have skyrocketed. By showing the diversity RAMMP Hospitality Brands has through employee highlights, the entire market will feel included. Another feature on Instagram RAMMP can utilize is influencer collaboration. Partnering with relevant food bloggers and similar lifestyle bloggers on this social

media platform, RAMMP can increase their visibility and connections in Canada. Finally, RAMMP can use #explorecanada and #enjoycanada

DAY	DATE	TIME	MESSAGE	LINK FOR BIO	CAMPAIGN	IMAGE
PART 1						
Monday	1/1/19	10:00	Welcome to the first part of our mini-series on the opening of a franchise! We will take you through all the steps our franchisees take, with the RAMMP team by their side along the way.	www.rammp.net	Part 1 of "Behind the Scenes" Mini-Series	Video Footage
Tuesday	1/2/19	18:00	For starters, we meet our future franchisee partner and discuss the initial buy in! Our thorough explanation of the process guides our new entrepreneur through starting their own business successfully!	www.rammp.net	Part 1 of "Behind the Scenes" Mini-Series	Video Footage
Wednesday	1/3/19	7:00	See how our new franchisee feels about their first week of business ownership! Good feels all around!	www.rammp.net	Part 1 of "Behind the Scenes" Mini-Series	Video Footage
PART 2						
Monday	1/7/19	8:00	Part 2 has a lot of exciting clips of location scouting with our new partner. RAMMP Hospitality Brands is there for you every step of the way, let's get cooking!	www.rammp.net	Part 2 of "Behind the Scenes" Mini-Series	Video Footage
Tuesday	1/8/19	14:00	Have you been catching our Instagram "Live" for bonus behind the scenes looks?	www.rammp.net	Part 2 of "Behind the Scenes" Mini-Series	Video Footage
Wednesday	1/9/19	10:00	What all goes into the franchise process? Follow our "Behind the Scenes" four part mini-series to find out.	www.rammp.net	Part 2 of "Behind the Scenes" Mini-Series	Video Footage
PART 3						
Monday	1/14/19	20:00	This week we continue along the journey with our franchisee! We are making significant progress, keep a lookout for the new business.	www.rammp.net	Part 3 of "Behind the Scenes" Mini-Series	Video Footage
Tuesday	1/15/19	6:00	We are working on branding and marketing the new franchise in Part 3 of our 4 part mini-video series. Have you been following along?	www.rammp.net	Part 3 of "Behind the Scenes" Mini-Series	Video Footage
Wednesday	1/16/19	16:00	Check out the design process and branding decisions we made with our newest franchisee.	www.rammp.net	Part 3 of "Behind the Scenes" Mini-Series	Video Footage
PART 4						
Monday	1/21/19	11:00	We love to share our business process with our followers! We are wrapping up our mini-video series this week with the final touches on our new franchisee.	www.rammp.net	Part 4 of "Behind the Scenes" Mini-Series	Video Footage
Tuesday	1/22/19	18:00	Check out the details going into the opening of the new location, every little detail matters!	www.rammp.net	Part 4 of "Behind the Scenes" Mini-Series	Video Footage
Wednesday	1/23/19	9:30	We hope you enjoyed seeing a more in depth look at the franchise industry. Interested in franchising yourself? Find us at www.rammp.net	www.rammp.net	Part 4 of "Behind the Scenes" Mini-Series	Video Footage

BLOG POSTS

Bloggging is a multifaceted concept that benefits the business with brand voice, SEO, customer engagement, aids in becoming a thought leader in your industry. RAMMP Hospitality Brands should blog about topics they are experts in and topics that will appeal to their consumer. The first blog idea is "Monthly Community Outreach Opportunities." Not only should RAMMP be aware of and engaged in their community, it would be ideal for their consumer to be as well. Bringing the community together helps out both sides of the business and creating a blog post thread on this topic will keep followers coming back each month to check on the opportunities for community engagement. RAMMP Hospitality Brands is dedicated to social media for their franchisees, they can share this wealth of knowledge in a blog post for our second blog idea, "Tips on How to Use Social Media to Market your Franchise." Thirdly, everyone is wondering what will be the next big topic of conversation on the internet. RAMMP Hospitality Brands can get ahead of the curve and share a blog post on, "Trending Topics in Canada." Finally, an alternate to any of the previously mentioned blog posts could include what exactly is a

franchise. While the concept is familiar to us, many people might not have a very good concept of exactly how a franchise business might work. This would bring a lot of unfamiliar people to your brand and you will be the first they look to to clarify their questions.

DAY	DATE	TIME	MESSAGE	LINK FOR BIO	CAMPAIGN
ALL BLOGS					
	1/1/19	8:00	Monthly Community Outreach Opportunities	www.rammp.net/blog/community	Community
	1/16/19	15:00	Tips on How to Use Social Media to Market your Franchise	www.rammp.net/blog/socialmedia	Social Media
	1/22/19	8:00	Trending Topics in Canada	www.rammp.net/blog/trendingtopics	Trending Topics
Alternate			What is a franchise? and How does it work?	www.rammp.net/blog/whatisafranchise	Franchise Description

CAMPAIGN STRATEGY & DESIGN PIECES

design pieces

DIGITAL DESIGN PIECES

EMAIL TEMPLATE

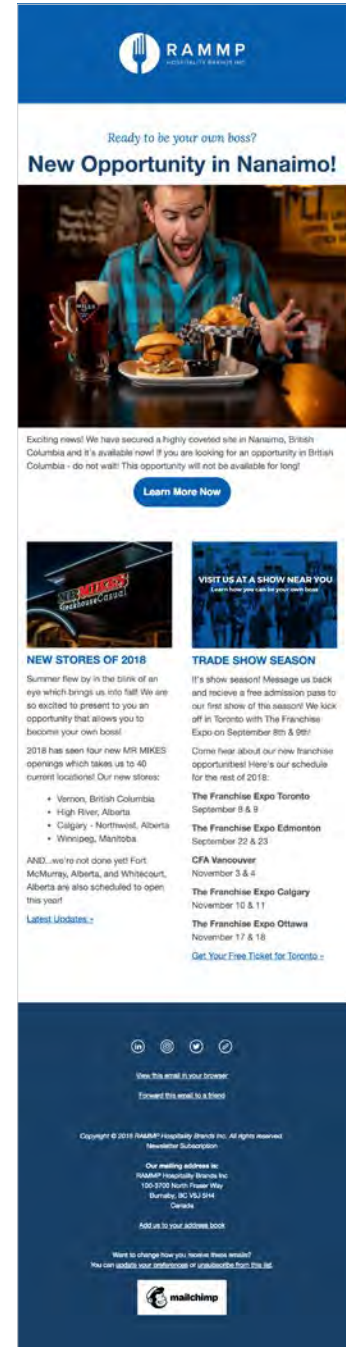
Upon inspection of RAMMP's current email materials, we noticed that they used the marketing platform MailChimp to create and send their newsletters. Instead of creating a template from scratch, we decided to explore MailChimp's offerings and create a template within the system that RAMMP could easily adopt through MailChimp's export/import template features.

The best part of MailChimp's themes and templates is that they are responsive. This means that the layout of the newsletter would change depending on which device the user accesses their email on. Here the template is shown on mobile at 400px wide, but the actual width will vary depending on the device.

The heights of both the desktop and mobile version are variable depending on what content is placed in the template.

Mobile (left): 400px by variable

Desktop (right): 600px by variable



DIGITAL DESIGN PIECES

BANNER ADS

Leaderboard

728 x 90



Wide Skyscraper

160 x 600



Inline Rectangle

300 x 250



DIGITAL DESIGN PIECES

LINKEDIN

Cover Photo

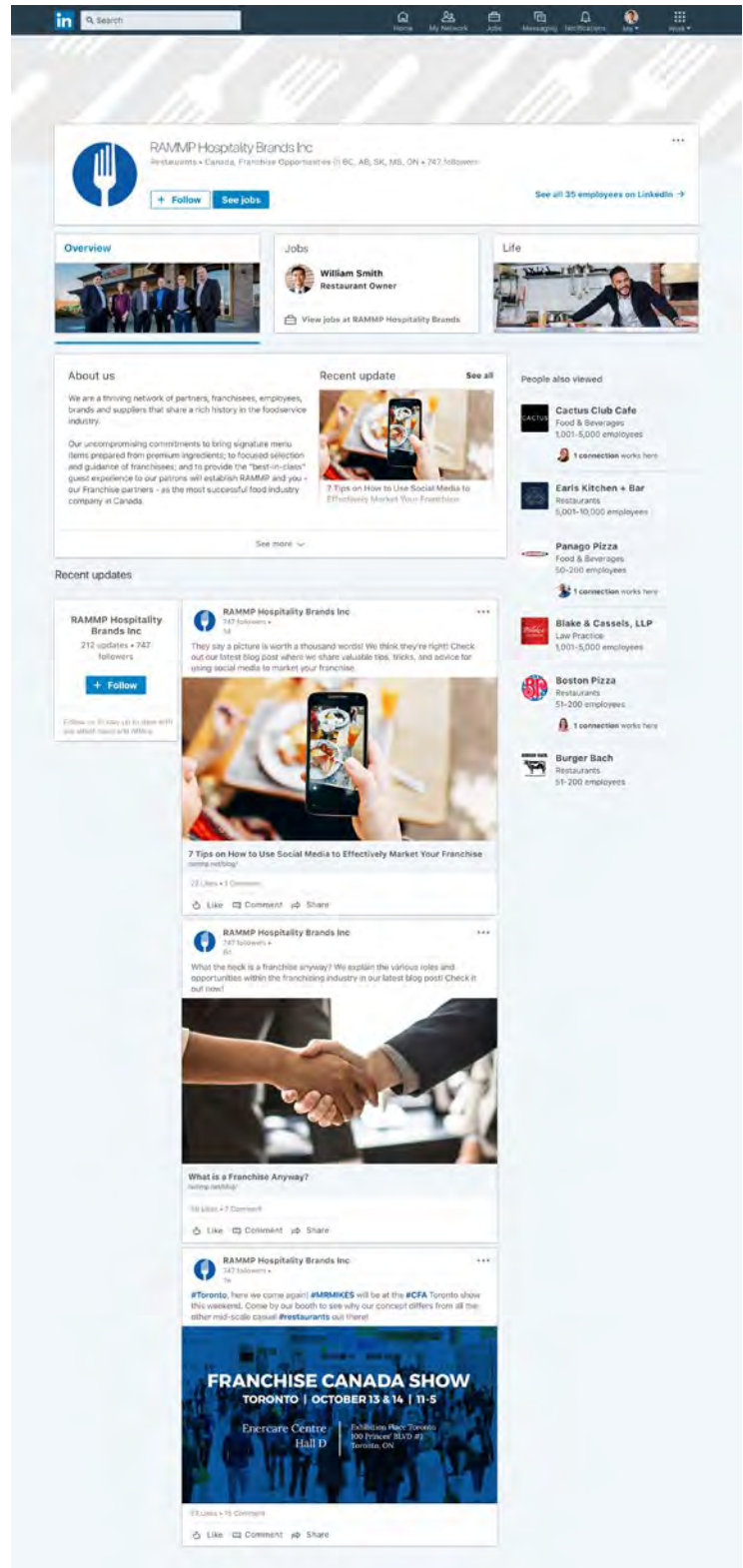
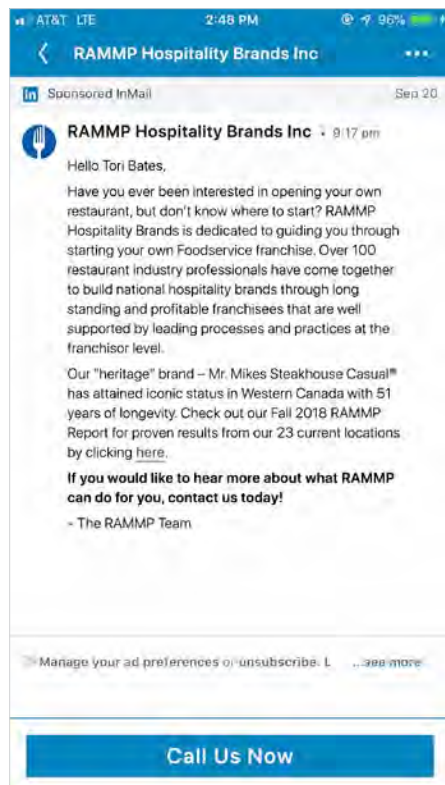
1536 x 768

Profile Image

300 x 300

Company Feed (right)

Paid Messaging (below)



DIGITAL DESIGN PIECES

TWITTER

Cover Photo

1500 x 500

Profile Image

400 x 400

Example of Twitter feed featuring #MyFirstFranchise campaign (right) Paid Ads (below)



DIGITAL DESIGN PIECES

INSTAGRAM FEED

The platforms crop these images as needed, but Instagram does follow some standards of best practices which can be found below:

Profile Image

600 x 600

Square

1080 x 1080

Landscape

1080 x 864

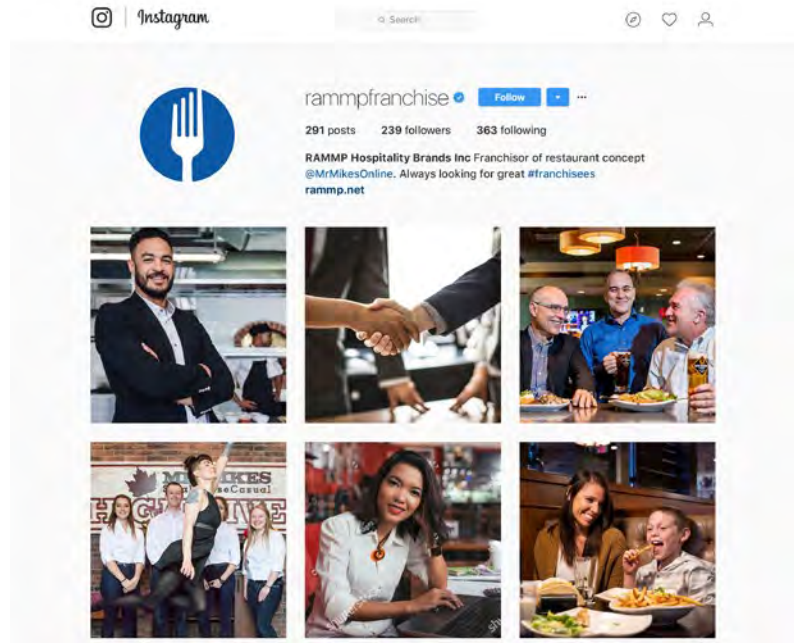
Portrait

1080 x 1350

Story

1080 x 1920

Images in profile feed are cropped to a 600x600 square. (right top)

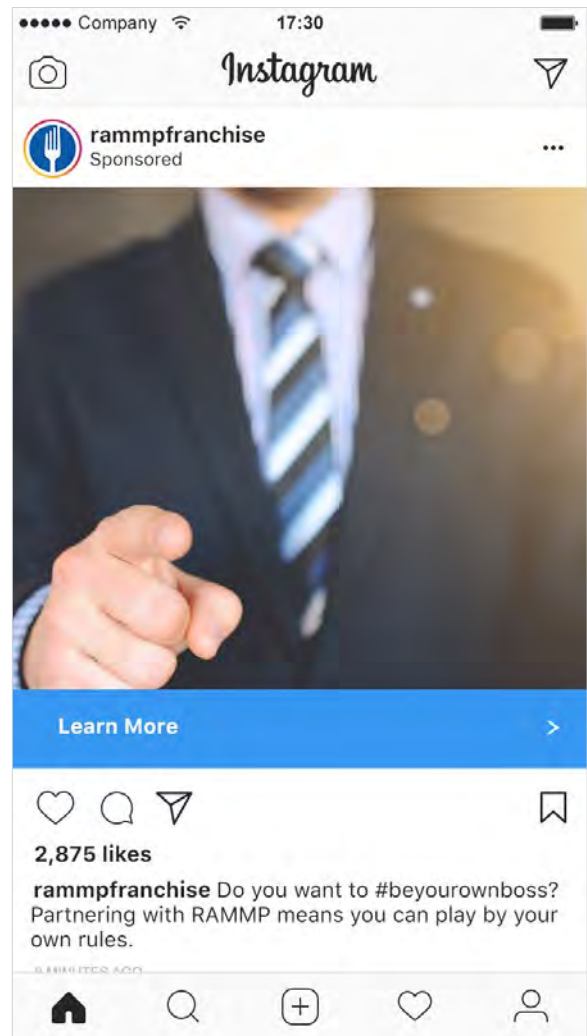


DIGITAL DESIGN PIECES

INSTAGRAM CONT'D

Instagram Live (left)

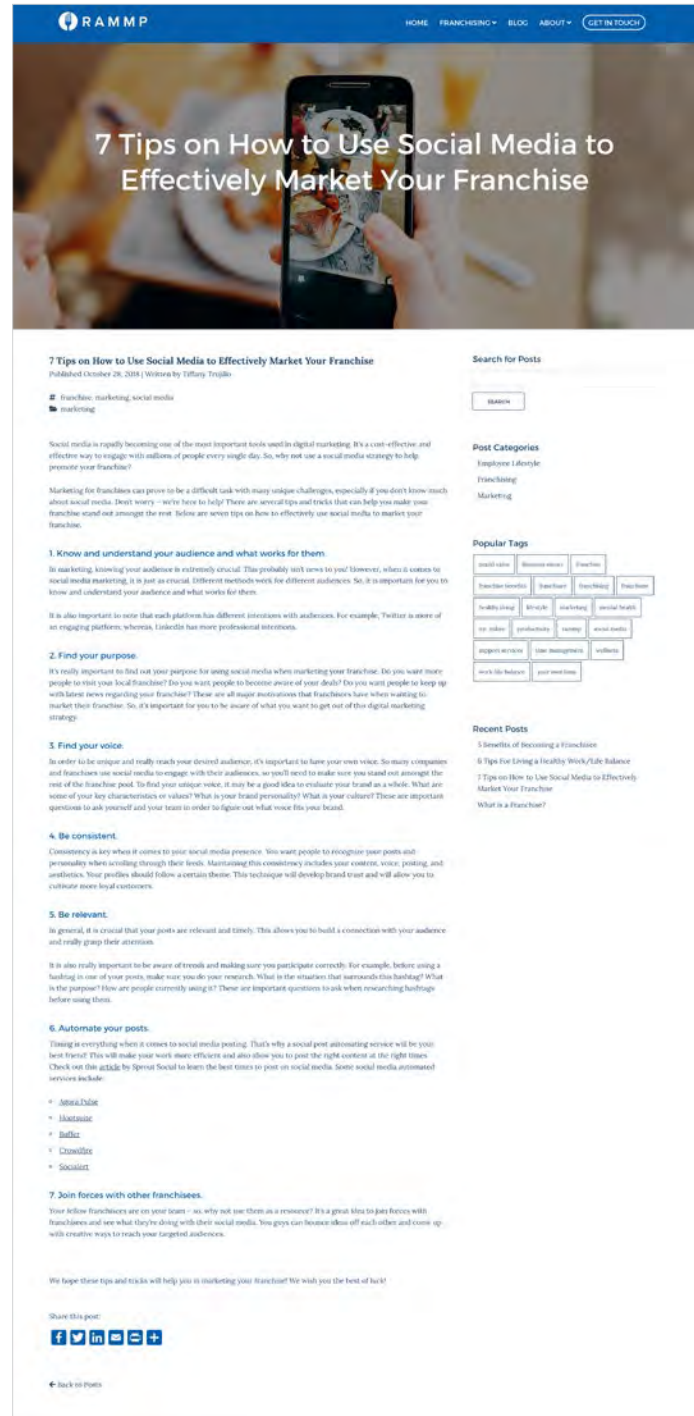
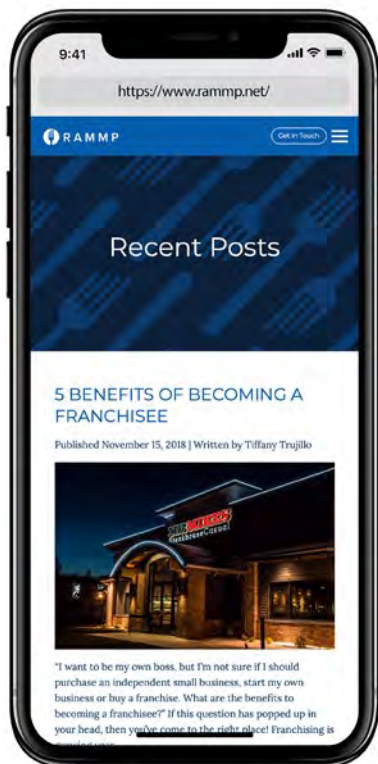
Sponsored Ads (right)



DIGITAL DESIGN PIECES

BLOG POSTS

These are examples of two potential blog posts and how they would look on the website - both on mobile and desktop. These posts will be no longer than 600 words and will be comprised of bullet point topics to engage readers. Topics will always be franchise or business related and will attract potential franchisees to RAMMP's site.



PRINT DESIGN PIECES

TRADE SHOW PIECES

Pens (bottom)

Polos (right)

Business Cards (below)



PRINT DESIGN PIECES

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. If each chain has their own branded report with a message from RAMMP tailored to the chain inside, it will help to separate the two messages.

REDESIGNED RAMMP REPORT TAILORED TO FRANCHISE



RAMMP REPORT BRANDED INSERT



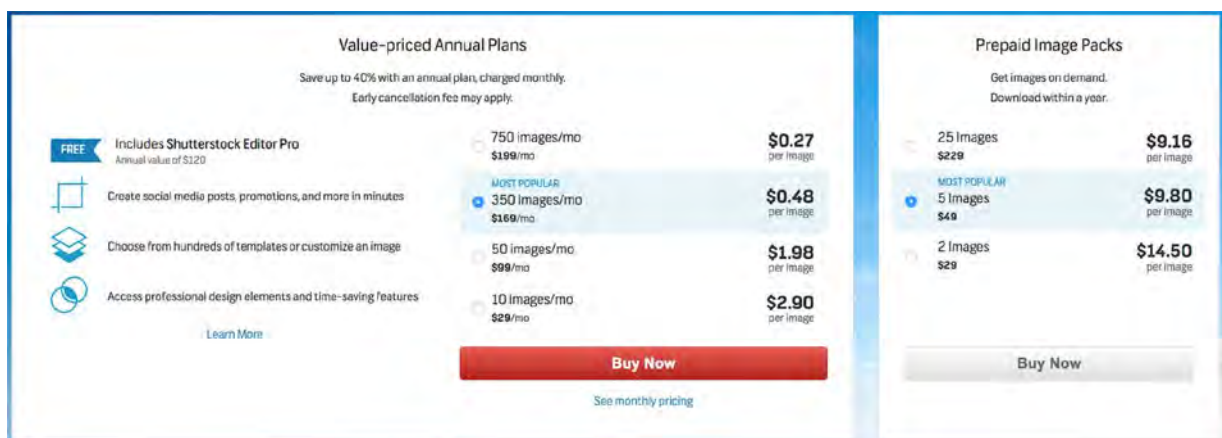
PHOTOGRAPHY

While we've included stock imagery to show the feeling of RAMMP's rebranded personality, we highly recommend using well-photographed images of real RAMMP employees, restaurants, and events across all the communications campaign.

Here are some links to get you started with using the stock photography that we have included in our presentation:

ABOUT USAGE <https://www.shutterstock.com/blog/ask-shutterstock-image-usage>

VARIOUS PRICING <https://www.shutterstock.com/subscribe>



The screenshot displays two pricing sections from Shutterstock. The left section, 'Value-priced Annual Plans', offers a 'FREE' plan that includes Shutterstock Editor Pro (valued at \$120) and features like social media post creation, template access, and professional design elements. It lists three subscription options: 750 images/month for \$0.27 per image, 350 images/month for \$0.48 per image (marked 'MOST POPULAR'), and 50 images/month for \$1.98 per image. A 'Buy Now' button is at the bottom. The right section, 'Prepaid Image Packs', offers images on demand with a one-year download window. It lists three packs: 25 images for \$9.16 per image, 5 images for \$9.80 per image (marked 'MOST POPULAR'), and 2 images for \$14.50 per image. A 'Buy Now' button is also present.

Plan	Images/Mo	Price
750 images/mo	750	\$0.27 per image
350 images/mo (Most Popular)	350	\$0.48 per image
50 images/mo	50	\$1.98 per image

Pack	Images	Price
25 Images	25	\$9.16 per image
5 Images (Most Popular)	5	\$9.80 per image
2 Images	2	\$14.50 per image

RESOURCES USED



www.shutterstock.com • 785814277

<https://www.shutterstock.com/image-photo/portrait-young-businessman-standing-his-restaurant-785814277>

Young business man in kitchen
Used on LinkedIn, Twitter, and Instagram



www.shutterstock.com • 746467498

<https://www.shutterstock.com/image-photo/happy-young-restaurant-owner-standing-kitchen-746467498>

Young businessman having fun in kitchen
Used on LinkedIn "Life" section



www.shutterstock.com • 719939668

<https://www.shutterstock.com/image-photo/large-crowd-anonymous-blurred-people-trade-719939668?src=wbFmCTI4p72Qv4qv1KnA-1-3>

Blurred people at a tradeshow
Used on LinkedIn and Twitter



www.shutterstock.com • 292664528

<https://www.shutterstock.com/image-photo/pretty-smiling-bar-owner-working-on-292664528>

Business woman at bar
Used on Instagram and Twitter

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)
- Learn more about it on their website, [here](#).



FINAL WEBSITE

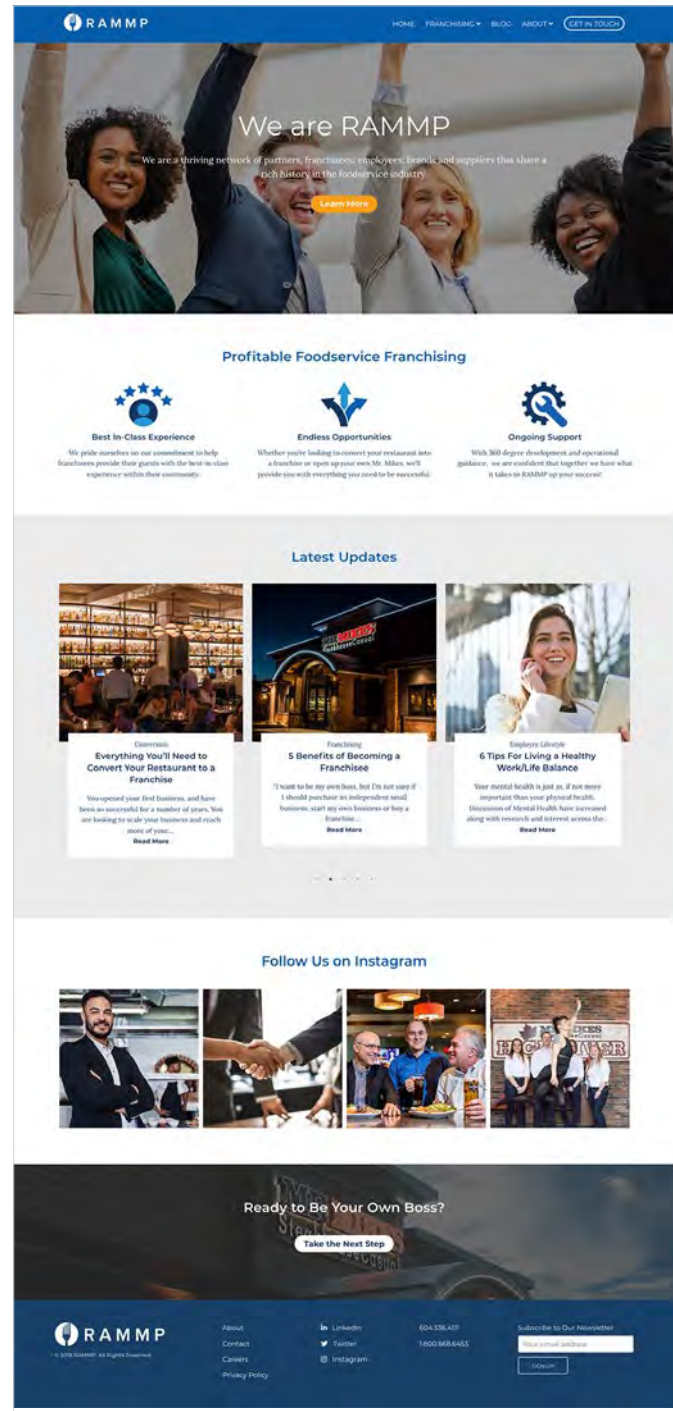
We've showcased your brand-new identity on a modern, dynamic and responsive website.

HOME PAGE

The homepage is the first place where we get to feature RAMMP's new identity and colors. Users arrive to see a large, full-width hero image of smiling business people. As they scroll down, users see featured icons that explain RAMMP's services, a carousel that showcases the latest RAMMP news and blog posts, and a customizable feed that automatically pulls in photos from Instagram. Finally, at the bottom, the call-to-action encourages users to learn more information about franchising opportunities. As RAMMP brings on more restaurant concepts, more images can be added to create a slider of brands!

The footer features a short navigation to a few key pages, including a new, easy to manage career page for job openings, as well as quick contact information; additionally, a new "Subscribe to our Newsletter" form field immediately links new signups with your existing MailChimp account, creating an effortless system for adding new subscribers.

<http://brittanybellanca.com/rammp/>



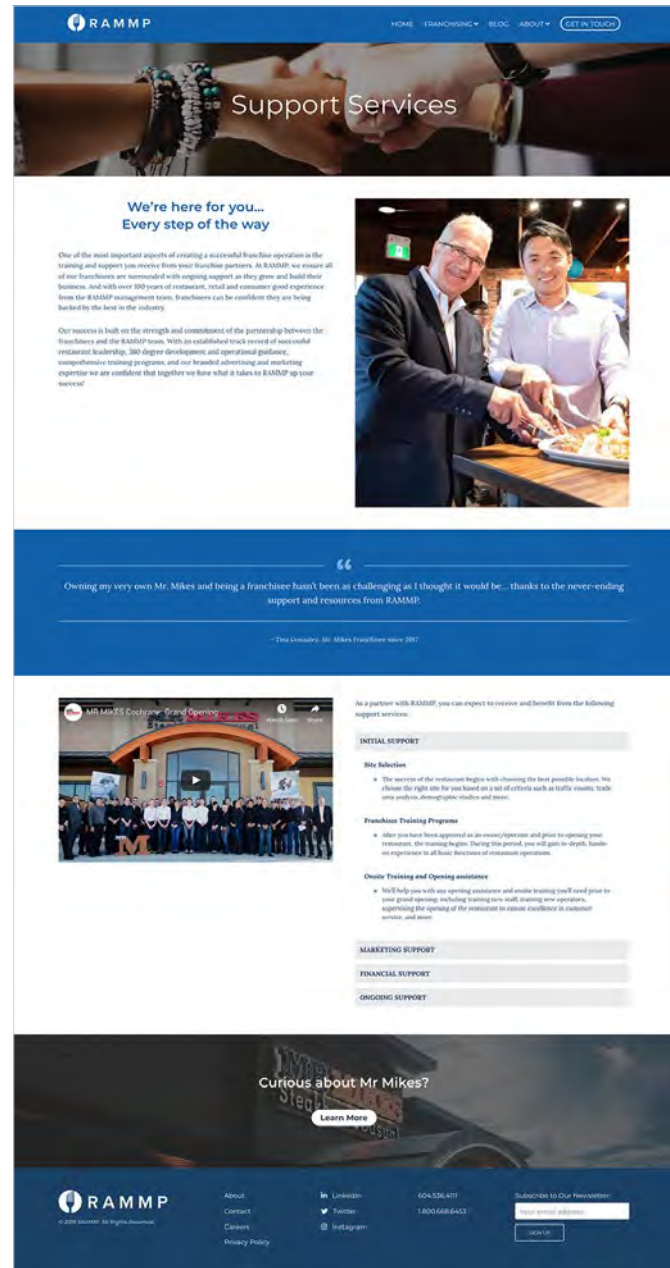
FINAL WEBSITE

SUPPORT SERVICES

Previously, Support Services were listed under the Mr. Mikes franchising section. In order help establish RAMMP as their own business, we relocated this information and created a new page under the Franchising tab. This allows the critically important information to be viewed by both potential franchisees or those interested in converting their restaurants into franchises. We've also featured a blue bar with a quote from a Mr. Mikes franchisee to help connect with the reader.

Lastly, the page features a video of showcasing the experience of a franchisee and an interactive menu that allows visitors to explore the specific support services that RAMMP offers. The information is separated into categories to make it easier for the user to process it quickly.

<http://brittanybellanca.com/rammp/support-services/>



FINAL WEBSITE

CONVERT YOUR RESTAURANT

In order to acquire new brands for franchising, we've added a Convert Your Restaurant page. This page targets business owners who have a well-established brand and are looking to grow, but might not be able to on their own. Well now that they have RAMMP at their side, they can achieve their goals! We feature one of our very own blog posts that explains the conversion process in more detail, as well as a quick, customized contact form for those ready to take the next step. After they've submitted their form, users can follow the call-to-action at the bottom and learn more about RAMMP.

<http://brittanybellanca.com/rammp/convert-your-restaurant/>

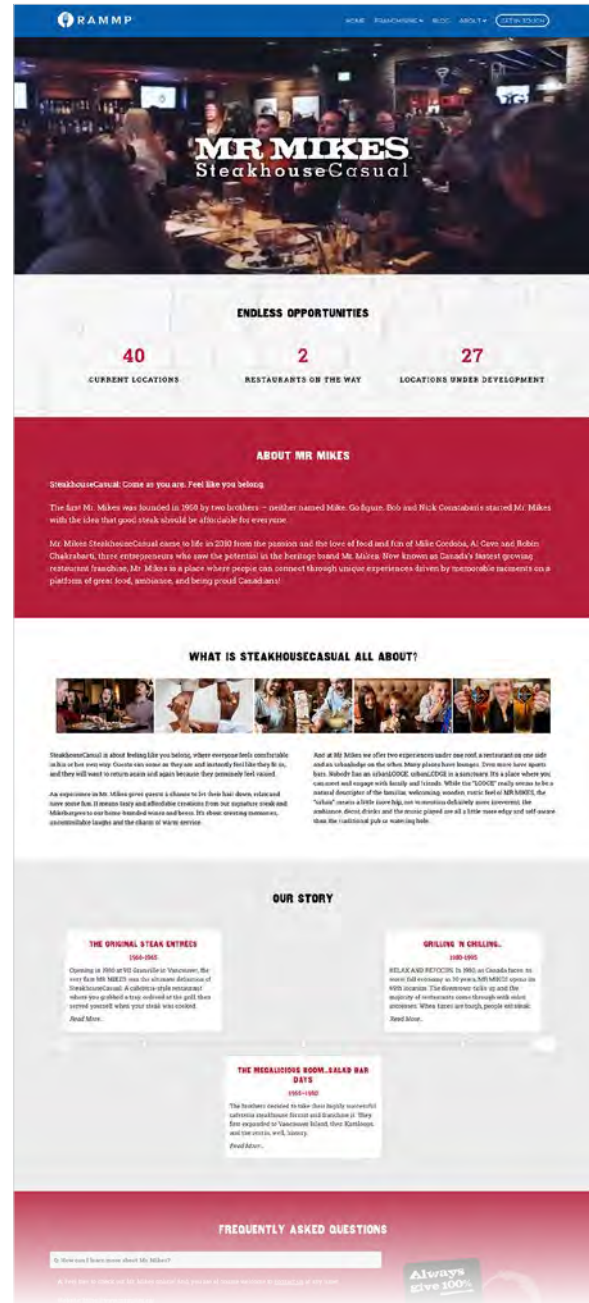
The screenshot shows the 'Convert Your Restaurant' page on the RAMMP website. The page has a blue header with the RAMMP logo and navigation links: HOME, FRANCHISING, BLOG, ABOUT, and GET IN TOUCH. The main heading is 'Convert Your Restaurant' over a background image of a restaurant interior. Below the heading is a contact form with the following fields: First Name*, Last Name*, Email*, Primary Phone*, and Cell Phone*. There is also a text area for 'Tell us a bit about your business' and a 'SEND' button. A small inset image shows a restaurant interior with the text 'Everything You'll Need to Convert Your Restaurant to a Franchise' and a 'Read More' link. At the bottom, there is a 'Learn More about RAMMP' section with an 'About Us' button. The footer includes the RAMMP logo, copyright information, and links for About, Contact, Careers, and Privacy Policy. It also features social media icons for LinkedIn, Twitter, and Instagram, along with contact numbers (604.536.4111 and 1.800.668.6453) and a 'Subscribe to Our Newsletter' form.

FINAL WEBSITE

MR. MIKES

When the user lands on the Mr. Mikes page, they'll know it's the Mr. Mikes page. This page is immediately different from the rest of the site in terms of color and typography and features the Mr. Mikes logo on top of a 30 second looping video of that awesome Mr. Mikes vibe - it's energetic and exciting! To keep the site fast and data-friendly for users on mobile phones, a high quality image is used in place of the video.

The body of the page is a long, scrolling page that features all of the information from the current RAMMP site, but in some new, interactive ways. As the user scrolls, number counters animate, showing the specific quantities of current Mr. Mikes restaurants, those on the way, and those under development; and, this feature is quick and easy to update! The informational copy has been split up into smaller chunks for easier, quicker reading. Users can learn about SteakhouseCasual through a photo gallery and about the history of Mr. Mikes through an interactive timeline. Both sections feature popup windows with their respective information.



FINAL WEBSITE

MR. MIKES CONT'D

Next is a clickable FAQ section where users can open and close tabs of information; this presentation saves space while conveying essential content. We've brought in the Mr. Mikes Google My Map and restructured the locations list to focus on opportunities. The Town Spotlight popups have been included and slightly redesigned, as well. Then, users can read through the testimonials from Mr. Mikes franchisees as they auto-scroll or users can click through when they're ready. At the very bottom is a call to action that takes users directly to the contact page where they can complete a franchise inquiry form.

It's important to note that all elements on this page are also designed for mobile devices. Information stacks, the timeline becomes vertical and each new entry fades in as users scroll, the opportunities map scales appropriately, and the testimonials will display one at a time but also become swipeable. Users will have an incredibly positive experience on either a desktop computer or mobile version of this site.

<http://brittanybellanca.com/rammp/mr-mikes/>



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<http://brittanybellanca.com/rammp/blog/>



FINAL WEBSITE

LEADERSHIP

This page showcases the successful and innovative leaders behind RAMMP. The partners are featured in the top section with completely responsive images - this means those images will look great no matter what size screen the user is on! More executives have been added to the second half of the page in a grid-like fashion which looks incredibly clean and organized. We've added links that will take users directly to the blog posts tagged with the leader's name. This increased organization will allow RAMMP to add as many pieces of media related to the leader without having to worry about adding that content directly onto the leadership page.

<http://brittanybellanca.com/rammp/leadership/>

RAMMP HOME PARTNERSHIP ABOUT ABOUT US GET INVOLVED

Leadership

Partners

MIKE CORDOBA
Chairman, CEO, Partner
Partner Mike Cordoba has 25 years of diverse business experience. He has managed a portfolio of public and private companies with \$200 million in total revenue in various industries including restaurants, retail, manufacturing and growing and retail. In his executive capacity he has built companies from the ground-up to become industry leaders in their regions. Mike currently sits on various company boards and is chairman of the board for the Lakeview. His experience in sales activity is highly regarded in the marketplace.
[Read or watch about Mike Cordoba in the news here.](#)

AL CAVE
Vice Chairman, Partner
Partner Al Cave has 20 years of experience in the foodservice and retailing industries. He has owned and operated his own businesses and been involved in the ownership and management of start-up and leading national brands. Al is known for his ability to combine a strategic vision with a focus on execution and a commitment to excellence. He currently serves as Vice Chairman of RAMMP's Board of Directors and is also a member of the Board of Directors of the National Restaurant Association. He is currently the Vice President of the National Restaurant Association's Foodservice Division.
[Read or watch about Al Cave in the news here.](#)

ROB N. CHAKRABARTI
President, Partner
Partner Rob Chakrabarti has 20 years of hands-on operational experience in consumer packaged goods, food service and other related and in receipt and acquisition across structured industries from North America and Europe. Having brought, sold, managed and operated multi-unit companies, Rob is uniquely positioned to understand and relate to the opportunities and challenges of RAMMP's franchisees and other stakeholders. He currently serves on the Board of Directors of RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Rob Chakrabarti in the news here.](#)

Additional Leaders

RICK VILLALPANDO
Senior Vice President Business Development
Rick Villalpando has 25 years of business development experience in the foodservice industry. He has worked for major food service companies and has been instrumental in the development of new business opportunities. He currently serves as Senior Vice President of Business Development for RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Rick Villalpando in the news here.](#)

TONY ZIDAR
Senior Vice President Operations
Tony Zidar is a seasoned operational leader in the hospitality industry with over 20 years of experience spanning many different sectors of the industry. Over the years, Tony has gained his experience developing concepts and taking them from idea to reality, through the development and execution of business plans, and the implementation of operational systems. He currently serves as Senior Vice President of Operations for RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Tony Zidar in the news here.](#)

DON COWAN
Senior Vice President Brand & Marketing
Don Cowan has over 20 years of brand management experience in the foodservice industry. He has worked for major food service companies and has been instrumental in the development of new brand opportunities. He currently serves as Senior Vice President of Brand & Marketing for RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Don Cowan in the news here.](#)

WARREN GOSS
Vice President Operations for RAMMP
Warren Goss has over 20 years of experience in the foodservice industry. He has worked for major food service companies and has been instrumental in the development of new business opportunities. He currently serves as Vice President of Operations for RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Warren Goss in the news here.](#)

SHERYL DINGLE
Vice President Finance
Sheryl Dingle has over 20 years of financial experience in the foodservice industry. She has worked for major food service companies and has been instrumental in the development of new financial opportunities. She currently serves as Vice President of Finance for RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Sheryl Dingle in the news here.](#)

BOB SCALI
Director of Purchasing
Bob Scali has over 20 years of experience in the foodservice industry. He has worked for major food service companies and has been instrumental in the development of new purchasing opportunities. He currently serves as Director of Purchasing for RAMMP's Franchisees and is also a member of the Board of Directors of the National Restaurant Association's Foodservice Division.
[Read or watch about Bob Scali in the news here.](#)

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YOU