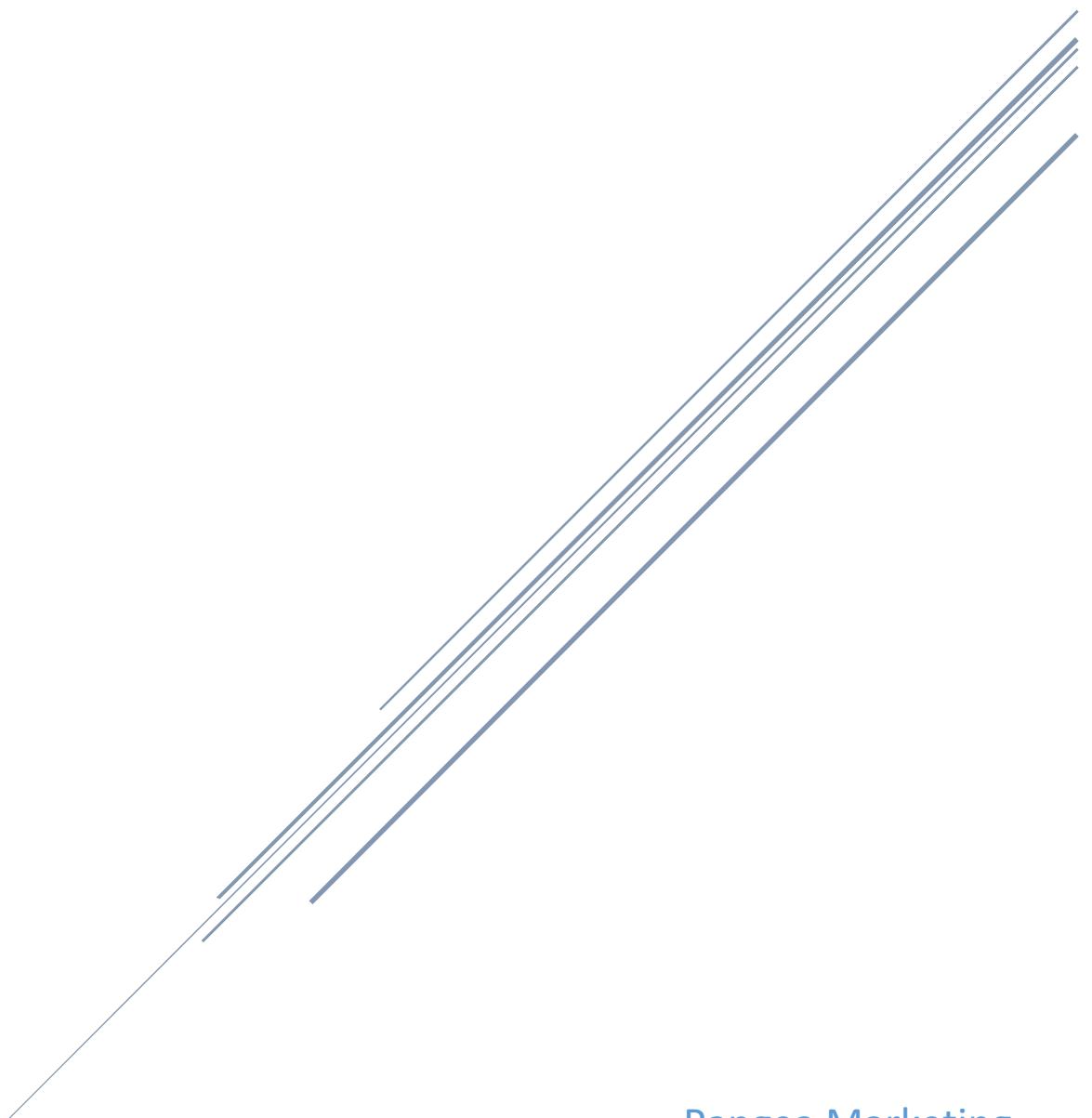


PASTA EXPRESS ITALIAN KITCHEN

Integrated Marketing Communications Plan: Remodel



Pangea Marketing
MKT 354-001 Spring 2018

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Pangea Marketing

Pangea Marketing is a marketing agency that helps companies find their identity. We are a creative agency that also specializes in interior design. We also specialize in helping small time or family owned businesses find ways to market themselves and get their word out to their customers. We help companies by pitching them ideas for rock solid brands, logos, slogans, and even advertisement campaigns.

Our strength is that our team works together as one cohesive unit with the common goal to help companies become more marketable. We share the idea that advertising can either make or break a company. With this belief we take extreme pride in our work and build relationships with our clients that lasts beyond our working relationship.

Executive Summary

Objective

The main marketing objective of Pasta Express is to bring people together for a quality meal while providing quick service to their customers. Pasta Express attracts families and older crowds but have interest in expanding their reach to college students and millennials. They are wanting to transition their Republic location from a full-service restaurant to a self-service restaurant and need a remodel that will match the flow of this new structure.

With the needs of the organization in mind, two key campaign objectives are identified; to remodel Pasta Express into a self-service restaurant while keeping an authentic feel, and to increase Pasta Express's media presence to bring in millennials and younger families. To do this, we will be focusing on sales promotion, digital marketing, and public relations. More specifically, we will be directing our efforts in remodeling and then promoting the remodel by holding an event—a grand re-opening—advertised through social media and news releases. These three channels were chosen because they encourage customers to be engaged and has a potentially large reach at a low-cost.

Creative Strategy

Our message is: "Different feel, same great meal!" We will be integrating the channels to cohesively communicate this message. The slogan communicates how Pasta Express will "feel" different with the new interior remodeling. Nevertheless, it ensures the older audience and regulars, who may not be fond of change, that their favorite meal will not be changed. Our goal is help Pasta Express stand out from its competitors by offering its customers a dining experience different than other Italian Restaurants in Springfield, Missouri.

Background Information

Pasta Express Italian Kitchen

Pasta Express Italian Kitchen has been a favorite for families in Springfield, Missouri for over 20 years.¹ They pride themselves in being able to quickly serve high quality foods at a reasonable price. Pasta Express is committed to the community and take on many fundraising activities throughout the year. They are able to accommodate all groups including families, friends, and co-workers. Pasta Express offers a casual atmosphere that is perfect for all events and occasions. Whether customers are wanting takeout, delivery, catering, or dining room service, Pasta Express does it all every day of the week.

Branding

The running chef carrying a tray of spaghetti and meatballs gives a sense of quick service that distinguishes Pasta Express from the rest of its competitors. Taking a closer look at the logo, the Italian flag adorned on the chef's apron can be seen, a tribute to Italy. This gives a sense of pride and authenticity to the company. It has a good foundation that has the potential for growth. Classic and clean, the logo has important details that characterizes the company. The running chef has the potential to be Pasta Express's spokes-character, which will give the company complete image control.² We want to introduce a new Pasta Express as well as its mascot, which we have named Papa Linguine. Pasta Express has the potential to be a strong brand that brings people together to eat the Italian way. We want to communicate and show to customers that Pasta Express is more than just a "fast-food Italian restaurant."

¹ Pasta Express, Springfield Missouri Italian Restaurant (2017), <http://pastaexpress.com/>

² Dr. Clark, Ronald A. "Attitudes and Influencing Attitudes," Lecture, Consumer Behavior from Missouri State University, Springfield, MO (Mar. 2018)

Papa Linguini

Pasta Express is a restaurant for families with children on the guest list. Something that we noticed about the Republic location and Pasta Express as a whole is that they do not aim towards an experience for children as much as they do for adults. Therefore, we give you Papa Linguini! We saw that the logo has a mascot, so we brought him to life. We believe that this will create a kid-friendly experience for children and create future nostalgia. No, this is not to say that there will always be a mascot in costume standing in the store, but it does give kids a face to the name.



Looking Ahead

Pasta Express would like to take their business to the next level and further their reach. They are looking to target millennials while still holding onto their current target audience, families. Pasta Express is open to a complete makeover of their interior. This will include changing the seating, color, and lighting to create a more modern look. Their main focus being to change their location on W. Republic Road from full service to a counter service model like their other locations. This will include changing the building's flow so customers are able to smoothly navigate through the restaurant. We will not, however, be needing to change the structure of the restaurant. When we went in to eat, we felt like the restaurant is already set up for self-serve. The hallway already leads the customer to the register where they would order.

Interior Proposal

Interior Design Assessment

Many times restaurants do become customers' favorite because of its internal ambiance and interior.

³ Pasta Express's interior is outdated and, although it has a slight nostalgic feel reminiscent of the 90's that is attractive to some customers, a more contemporary design is recommended to stay relevant in today's food industry. Because different colors have different psychological effects on customers, the multitudes of reds, greens, oranges, yellows, can be overwhelming and confusing.⁴ It also makes the space feel smaller and cluttered. There once was a time when a restaurant's identity was defined by lavish wallpapers, oversaturated corners, and elaborate color schemes. Today, we're highlighting the craftsmanship.⁴ To utilize the space to its fullest potential, there should less distractions with accents that emphasizes the space that is being used.

Restaurant Interior and Social Media

In today's day and age, aesthetics is everything. With social media, people want any excuse to take picture, especially a good looking meal. Millennials want a scene that is "Instagram-worthy" and it is our goal to create that space. An atmosphere that is aesthetically pleasing will open the doors to more customers as well as free publicity as they are taking pictures of your establishment. In 2018

³ The Restaurant Times, "Restaurant Interior Design Tips To Attract More Customers & Increase Sales – The Restaurant Times." (7 Mar. 2018) www.posist.com/restaurant-times/restro-gyaan/striking-restaurant-interior-design-attracts-customers-increases-sales.html.

⁴ Howell, Ashley Anastasia. "Understanding Colour Psychology for Restaurants & Brands." *Medium*, Augmenting Humanity, 15 July 2016, medium.com/@ashley_howell/understanding-colour-psychology-for-restaurants-brands-dbb7ffbceae.

we are seeing a trend towards a warm and fresh environment for a more natural feel.⁵ We want to make Pasta Express feel like a trendy place to eat.

The Proposal



Adam Larkey, Bar Dough, Eater Denver (2017)

Our goal is to create a more contemporary space that is casual yet aesthetically appealing. To bring the colors down and to bring a sense of consistency, we recommend focusing on the colors presented in the logo: red, green, black, and white. Painting the walls white will give the place a more open, brighter, and cleaner feel. Then, we can supplement with accents of red and green. We can this by either painting opposite walls red or adding red furniture. All red or black booths would have a more classic, modern feel. We suggest using a burnt-red or maroon instead of pure red since it can be harsh to the eye and alarming. In contrast, a burnt-red or maroon is warmer and more

⁵ Ratliff, Laura. "The Restaurant Design Trends You'll See Everywhere in 2018." *Architectural Digest*, 8 Dec. 2017, www.architecturaldigest.com/story/the-restaurant-design-trends-youll-see-everywhere-in-2018.

welcoming, this will make people more likely to dine in the restaurant. Add pop of greens by placing plants around the restaurant. Becoming eco-friendly and experience a more natural, earthy atmosphere is an upcoming trend amongst millennials. Adding plants will give the place a casual, fresh feel that will appeal to all generations. Take advantage of Springfield's community and get in touch with some local florists who would be willing to donate plants in return for advertising in the restaurant.



Another thing to take advantage of is all the local artists in Springfield. Local artists are constantly looking for ways to promote their art and this would also be a good way to get amazing wall décor. Furthermore, this will give families something to do while they wait for their food or when they're waiting on that one family member to finish his or her meal. Art gives a space character and adds interest to walls. Since the art will be chosen by Pasta Express, they will be able to choose what kind of art fits their taste. There can be a new featured artist every month, that way the art will always be changing, which more interest to the interior of Pasta Express



Daniel Krieger, Atrium Dumbo, Eater NY (2013)

Bright lights are recommended for running a fast-paced, family-friendly restaurant since they make people feel more alert and awake.⁶ Since customers will not be reading the menu and ordering at the table, lights directly above the tables are not necessary. The big windows are a great way to get natural light into the restaurant, which is great because it's free! Add accent décor string lights along the ceiling to make the restaurant stand out. This will also create an enchanting atmosphere for dining in for dinner. Lighting is crucial and essential for creating just the right warmth and ambience for any restaurant.⁷

⁶ WebstaurantStore. "Why Is Restaurant Lighting Important?" 1 Mar. 2018, www.webstaurantstore.com/article/7/restaurant-lighting.html.

⁷ Gardner, Shellie, and David Robinson. "Christmas Light Source." *Christmas Lights Make Your Celebrations Sparkle All Year*, www.christmas-light-source.com/Decorating-a-Restaurant-with-Lights_ep_54-1.html.

Target Market

Pasta Express caters to a lot of different demographics, but our main focus for this new era of Pasta Express is to draw in and maintain younger families with children, known as Promising Families⁸, most of whom are in their mid-thirties or younger.



These families consist of parents who are recently married, relatively new to the workforce, and are raising children in affordable living situations such as modest homes in subdivisions, apartments, or rented living spaces. This demographic does not have a lot of free time and not a lot of disposable income. The parents drop the kids off at school, go to work, pick the kids up from daycare or school, and tend to want to go home and rest for the next day. Because Pasta Express is quick and affordable, it is a perfect place for these families to stop by for a speedy meal that doesn't empty their wallet.

Springfield, Missouri

Springfield has a population around 167,000 people. The median age in Springfield is about 32 years old and 37.5 percent of the population are married with children.⁹ This means about 62,000 people fit into our target market just in the city of Springfield alone. This doesn't even account for the surrounding metro area.

⁸ <http://www.experian.com/small-business/mosaic-promising-families.jsp>

⁹ <http://www.city-data.com/city/Springfield-Missouri.html>

Pasta Express on Republic Road is near the Prairie View Heights subdivision and Quail Creek Apartments. Prairie View Heights is a subdivision with over 400 homes and caters to new families with working parents and their children. Quail Creek Apartments cater to smaller families with not a lot of disposable income. Both of these living spaces appeal to the Promising Family demographic we are striving to cater to.



Social Media and Who Uses It

With our new rebranding and remodeling, we are trying to get the word out on social media platforms. Facebook, Twitter, and Instagram are all great ways of spreading news about Pasta Express. Twitter currently has over 313 million active daily users¹⁰ and 66 percent of these users have discovered a small business through Twitter. Of users who follow small businesses on Twitter, 94 percent of them have bought or plan on buying from that company. Of our age demographic of about 28 to 40 years old, 32 percent of them are daily users of Twitter. In Springfield, this means our target market should have around 20,000 active Twitter accounts for us to reach out to. If we can promote the Pasta Express Twitter account, the numbers suggest our Promising Families will be reminded of our product and are more likely to swing by with the kids after work.

Facebook is a great platform for us to market to these families as well. 71 percent of Americans use Facebook on a daily basis, suggesting Springfield would have well over



¹⁰ <https://blog.hootsuite.com/twitter-demographics/>

100,000 people to advertise to through this platform. Facebook Audience Insights also allows businesses to access data regarding the demographics of your local area and who is visiting your business' page.¹¹ This allows you to focus your advertising energy on exactly who you want. Instagram is another useful tool for our target market. 28 percent of our demographic use Instagram on a daily basis. Using Instagram along with Twitter and Facebook is a great, inexpensive way to spread awareness of our new brand to thousands of residents in Springfield and the surrounding areas.

¹¹ <https://blog.hootsuite.com/facebook-demographics/>

Event Marketing

What is it?

Event marketing is a tactic used to promote a big company sponsored event. The idea being that the event will help lead to increased profits and be used as a great way to generate customer relationships. These events can range from a re-opening, grand opening, yearly sponsored picnic, community outreach programs etc... We at Pangea Marketing felt like this would be an ideal way to better engage with new customers while still showing our appreciation for our loyal customers. ‘

Pros and Cons

As I highlighted some of the pros in the paragraph above, you need to be extremely confident with event marketing as there are a lot of ways it could go wrong. Say an accident happens at the event, things could turn into a public relations nightmare so it is important to stress customer safety. Also things could backfire if an event doesn't garner the attention or reaction you were looking for. If that happens then the important part is to remain positive.

The pros are that if you knock the event out of the park the positive reactions could really boost sales and help your company tremendously. This could also help gain new and loyal customers. Also a well-executed public event can lead to beneficial word of mouth marketing. Which is our goal with this grand re-opening.

The Re-opening

For the grand re-opening we have several activities planned. As I mentioned earlier we will be having a 20% discount on every customer who comes in to eat on the day of the re-opening. With that included, we will have Papa Linguini himself at the re-opening opening and parents who take a

picture of him with their kids can post the picture on either Facebook or Instagram with the hashtag #PastaExpressReOpen for a chance to win a \$75 gift card for any location in Springfield. Also, to help establish a more family driven atmosphere, Pasta Express will have a Pasta Art station for all the kids in the catering room, and each and every piece of art will be hung up.

The big thing to take away from this re-opening is the newly remodeled restaurant on Republic street. We are doing away with the older outdated look to introduce a more authentic Italian feel. This restaurant will try to appeal more to young families as we try to create a quick service, family sit-down restaurant.

Justification

The reason we chose to do a re-opening tied in with event marketing is because we are changing the slogan and remodeling the store to give Pasta Express a more authentic Italian feel. And we felt the best way to generate buzz with this was to promote a re-opening event that gives each customer a 20% discount on their food and many other cool items for kids to enjoy. We are really trying to show people that Pasta Express now has a, “Different feel, same great meal.”

Digital Marketing / Social Media

What is it?

As time has gone on in society around us, social media has evolved. Everywhere and everyone either has a smart phone, tablet, laptop as a device to the digital world. Although we all know what social media is and all the different platforms; what exactly is the definition of social media? From the Merriam-Webster Dictionary source online the definition of social media is stated as, “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).¹² As one can see social media is depicted to be a way for individuals to not only share their lives with the world, but for businesses to share their company and help themselves grow in a positive direction.

There are many different platforms to social media as well. Some of the popular platforms are Facebook, Twitter, Instagram, Snapchat, and YouTube are the main ones that most individuals use. For this campaign, Pangea Marketing wants to focus especially on Facebook, Twitter, and Instagram. There are many different ways to approach each of these platforms to make it engaging to our target audience.

Facebook

Facebook has been the leading competitor in social media platforms. Within this particular interface I am going to integrate a sweepstakes within the posts. A sweepstakes is a great

¹² “Social Media.” *Merriam-Webster*, Merriam-Webster, 5 May 2018, www.merriam-webster.com/dictionary/social%20media.

way to share the page and to get new customers interested in Pasta Express. The typical format that I am going to implement is to create a post then go on and share, comment on the post, and then giving the page a like! Within this format this is a great way to have followers of Pasta Express share the page with their friends who may or may not have been following already.

A company in Springfield that does a great job of Facebook Sweepstakes is Hurts Donuts. This specific donut shop focuses on having individuals share the page; this really helps the company get their name out to members of society who have not yet tried them or are just not following their Facebook page.

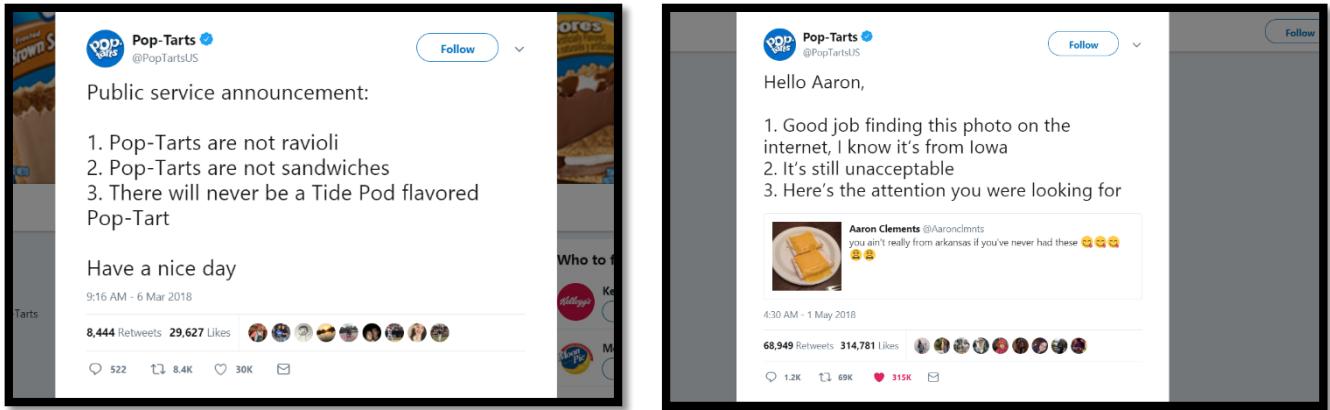


Here is an example of an average posting of Hurts doing a sweepstakes. The key concept to this post is to keep the reader engaged. When first the reader views this post they are grabbed by the fact that the donut shop tells the individual that this is all thanks to them;

there is instant gratification. Not only does it keep the information short and sweet, but grabs the individual's attention due to the all caps and the exclamation marks that make Hurts appear excited about this promotion.

Twitter

Twitter is another form of social media that is a rising competitor. Compared to lengthy posts that Facebook makes available to make Twitter is special and has a limit of 280 characters within each tweet. With that being said it is highly important to keep all of the information compact and to the point. A younger generation has taken over Twitter and the platform has been a hotspot for jokes, memes, inspirational quotes and thoughts, pictures, and all around a variety of quick responses. A great deal of individuals focus on going viral. Although many individuals focus on going viral, so do many companies and celebrities. There are many accounts for popular restaurants and or brands that focus on keeping their tweets and replies humorous and as a slang term would say "savage". A popular account that keeps their replies under that description is Pop-Tarts.



From the picture on the right as one can see that Pop-Tarts is creating a fun atmosphere. Within that one specific tweet they are using creativity and using random food objects and then applying it to pop culture today and what individuals are seeing on different social media platforms and what is trending currently. The left picture is showing Pop-Tarts having humorous and “savage” comeback with their quote tweet. Once again this tweet is creative, but uses parallelism to the other tweet by providing a numbered list. Constant parallel structures help a page flow more and create unity within the theme of their profile.

From these examples I want to help give the Pasta Express account a makeover. Their presence on Twitter is practically nonexistent and not interactive at all with individuals of social media. I want to help create a fun atmosphere that not only create an engaging environment, but helps promote their image and creates positive chatter. Another effective tool, just like Facebook has with sweepstakes is the matter of a contest within Twitter as well. Twitter is a quick and easy way to share content. This is done by a retweet and like of the tweet, and sometimes it is possible to do a follow of the account. With the matter of Pasta Express and this reopening I believe it is important to keep the factor of following the account because it grows the followers count and then the multiple retweets help grow traction about Pasta Express as a whole.

Instagram

Instagram is considered the most up and coming social media platform out there. This platform is known for being able to post pictures of your life and share them with all your friends. Just like Facebook and Twitter, an individual can like and comment on each post. Instagram specializes in editing pictures before you post them. This is sort of like an extremely simplified version of Photoshop. Creating a theme on Instagram is incredibly important if you are a holder of a high follower count because you are famous, etc. or a business creating an inviting theme to your followers is incredibly important.

Another factor of creating a theme of Instagram is picking a color scheme. When accounts use the same color, hue, brightness and darkness, etc. it helps the follower get a feel for how the account wants to present itself. When there is dark imagery through an account it is hard to have the feel of being invited to the page and to follow accordingly. Lighter accounts have a more inviting aesthetic and creates a desire to follow.

For Pasta Express I want to focus on using colors such as red, white, black, and green for our color scheme. Those are the classic Italian colors and will be used in detail throughout the remodel of the restaurant. Not only do I believe that creating pictures that use inviting designs, for example there could be simplistic shapes that are circles or squares and don't distract the reader from relevant information. Although creating simplistic designs for posts is important, so is creating posts that showcase the food. The picture of food should be a good enough distance away from the camera, too up close can create too much detail regardless good or bad, bright colors to show the food is freshly prepared, and positioned on a smaller plate or bowl. The smaller dishware makes the

portions look bigger and that the pricing is extremely cost efficient. With an Instagram theme it is all about capturing the audience's attention with what they want to see.

Another feature of Instagram are Instagram stories. Instagram stories at the max for each section of the story can last 10 seconds and can be interactive. There are many different ways to use effects, tag others, stickers, and even use interactive polls and help followers showcase their opinions. With an Instagram story, Pasta Express can post polls and help the followers feel in control of what Pasta Express should and can do, instead of being a bystander.

Justification

We chose the avenue of Digital Marketing / Social Media because although not something that costs any money, anything digital is up and coming. Many individuals in society are constantly on some sort of social media and are sharing, liking, following, and commenting on many different accounts. Within this section we are able to dive into what others are doing well, so that we can do it better. In order to compete in today's day and age it is crucial to keep up with the trends.

Public Relations

What is it?

Public relations is the management function that evaluates public attitudes and executes a program to earn public understanding and acceptance. Public relations professionals attempt to create a positive image of the company to not only the community around a company and beyond, but also for employees, shareholders, and the media. This is where press releases come in handy. The goals of Public Relations are to maintain a positive company image, get involved with the community, and ensure not only a high impact on customers, but to also receive high exposure.

Outline of Press Release

Pasta, Discounts and Prizes at Pasta Express' Grand Re-Opening

Springfield, Missouri (DATE)... Springfield's family owned pasta restaurant Pasta Express is re-opening their newly revamped 3025 W Republic Rd location (place date here).

For one day only, Pasta Express will offer a 20% discount on all orders in appreciation for their wonderful customers. There will also be an opportunity to win a \$75 gift card by taking a picture with Papa Linguini, Pasta Express' new mascot.

Customers will have to post a picture on Facebook or Instagram with the hashtag #PastaExpressRe-Opening to enter. Kids will get their own coloring booklet to color with Papa L. and get to show us their creative pasta art. This will be a recurring trend every month as we look to generate a loyal demographic.

"We want to assure our customers know that we will not be changing our menu or the quality of our food," (Pasta Express Spokesperson) said. "We are opening with the phrase 'Different feel, same great meal!'"

The Republic store has been completely remodeled with an authentic Italian bistro feel including new paint, tables, lighting and more, but the menu will stay the same.

"We want our customers to know that we will always put their satisfaction before anything else," (Pasta Express Spokesperson) said. "We want to create a fun family environment for generations to come."

Contact: (We will include the individuals to be contacted once discussed with Pasta Express)

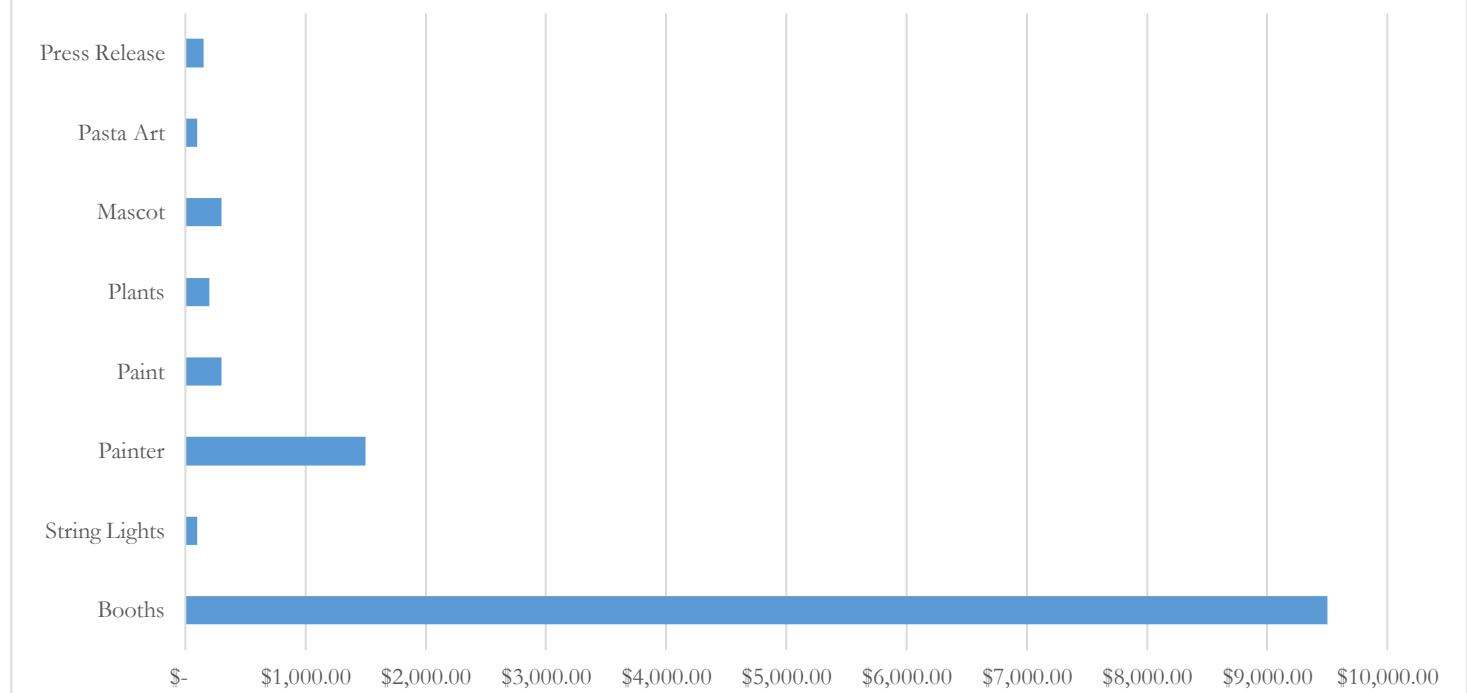
Further Information

Press releases help maintain a company's image by releasing a factual and interesting news-style story to a news company. The goal is to inform the public when a company is doing some sort of event or a change is occurring within the organization. Press releases are sent to news outlets to be used as a story. It is similar to an advertisement disguised as a news event, since it is used in the form of a news medium. Press releases are very inexpensive to send out and sometimes they can be free even. A press release is an effective way to advertise the reopening because it reaches a large group of individuals in Springfield and the surrounding areas and let's families know that the company is creating a more kid friendly and family-oriented environment with a more modern feel.

Budget Estimation

Booths	\$9,500.00
String Lights	\$100.00
Painter	\$1,500.00
Paint	\$300.00
Plants	\$200.00
Mascot	\$300.00
Pasta Art	\$100.00
Press Release	\$150.00
Total	\$12,150.00

Budget Comparison



Conclusion

We believe with the implements of event marketing, digital marketing / social media, and public relations that we will be able to create a successful campaign remodel for Pasta Express. Not only do we believe that our concepts are effective, but also in the idea that we are able to create a family friendly atmosphere that is not only inviting, but engaging for all. With the plan to remodel the restaurant with the leftover budget we plan on creating an upscale look with a cost efficient price. We are confident in the choices we have made for remodeling and believe Pasta Express will see a difference in a matter of no time. Pangea Marketing wants to see Pasta Express advance positively in the future and we believe with our help this is something that we can take on together.