

# ChikaLicious Digital Campaign

*Kaitlin O'Donnell & Katie Miller*

# What is ChikaLicious?

- Head chef: Chika Tillman
- Japanese heritage fused with American and French style desserts
- Dessert Bar
  - Multiple course experience
  - Wine and dessert pairings
  - Chef interaction
  - Intimate, exclusive, Asian minimalist feel
- Bakery & Dessert Club
  - To-go desserts and minimal seating
  - Desserts inspired by the Dessert Bar at a lower price



# Current Business Status

- The three locations all exist separately online
- The overall state online is chaotic, not user friendly, and it's difficult to know that the three places are all one company
- Minimal social media presence
- Locations have their own social media handles
- Only advertising is through word of mouth
- Reservations and classes only available through offsite email



ChikaLicious

dessert bar

*New York's First*

Reservations

Gift Card

...

**ChikaLicious Dessert Bar  
(EAST VILLAGE)**  
203 E. 10th St.  
b/t 1st&2nd

Open:  
Thu-Sun: 3pm to 10:45pm  
Closed:  
Monday - Wednesday  
~ Watch YouTube ~

...

**Dessert Club, ChikaLicious**  
[dessertclubnyc.com](http://dessertclubnyc.com)  
(204 E. 10th Street  
b/t 1st&2nd)

Open Daily  
7AM- midnight daily,  
~11PM Sunday  
~ Watch YouTube ~

...

**The Dessert Club By  
ChikaLicious**  
(WEST VILLAGE)  
[Info@thedessertclub.com](mailto:Info@thedessertclub.com)  
<http://www.thedessertclub.com/>

27 Bedford St.  
@ Downing St  
(212) 691-2426

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DJC

GALLERY

TO-GO

COUNTER

PROFILE

SPACE

SPECIALS

CONTACT

ORDER WITH  
POSTMATES

## Gallery



...  
Located between  
2nd and 1st  
Avenues, close to  
the Astor Place  
subway station

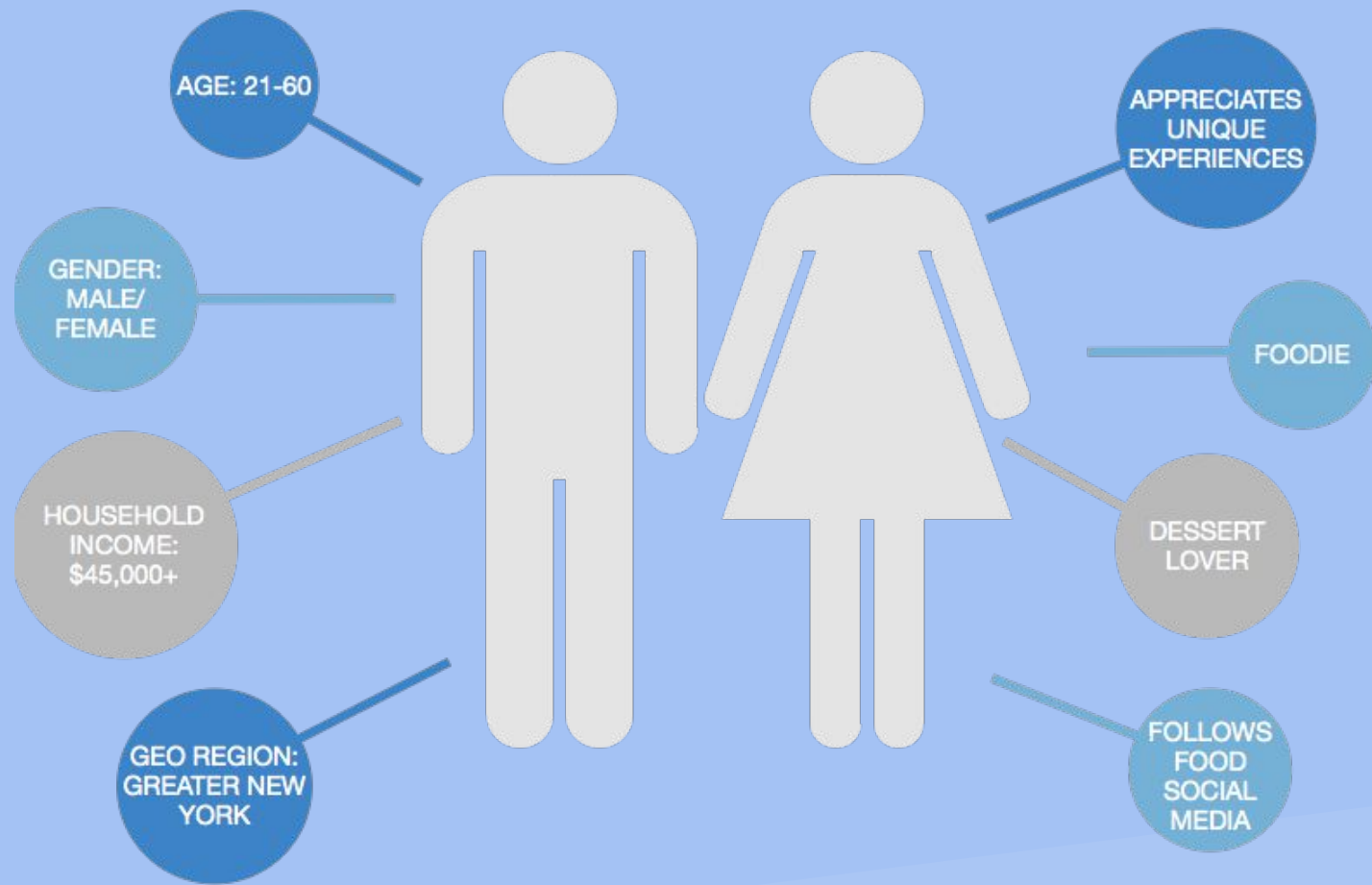
[ MAP ]

Dessert Club, ChikaLicious

*new york city*

HOME : PHOTOS : WHOLESALE : CONTACT & STORE INFO : MENU : CLASSES





# ChikaLicious Customer

# Competition

## Spot Dessert Bar

- The main competition for ChikaLicious is Spot Dessert Bar, which is located on St. Marks, geographically it is in the same neighborhood which intensifies the competition.
- Both label themselves as a dessert bar, and just as Chikalicious has a bakery across the street Spot also offers a “to go” style location just a few doors down from their dessert bar.
- They both are Asian inspired in their desserts



# SWOT

## Strengths

- Strong word of mouth
- Unique experience

## Weaknesses

- Minimal online/social media presence
- No cohesion
- No previous advertising

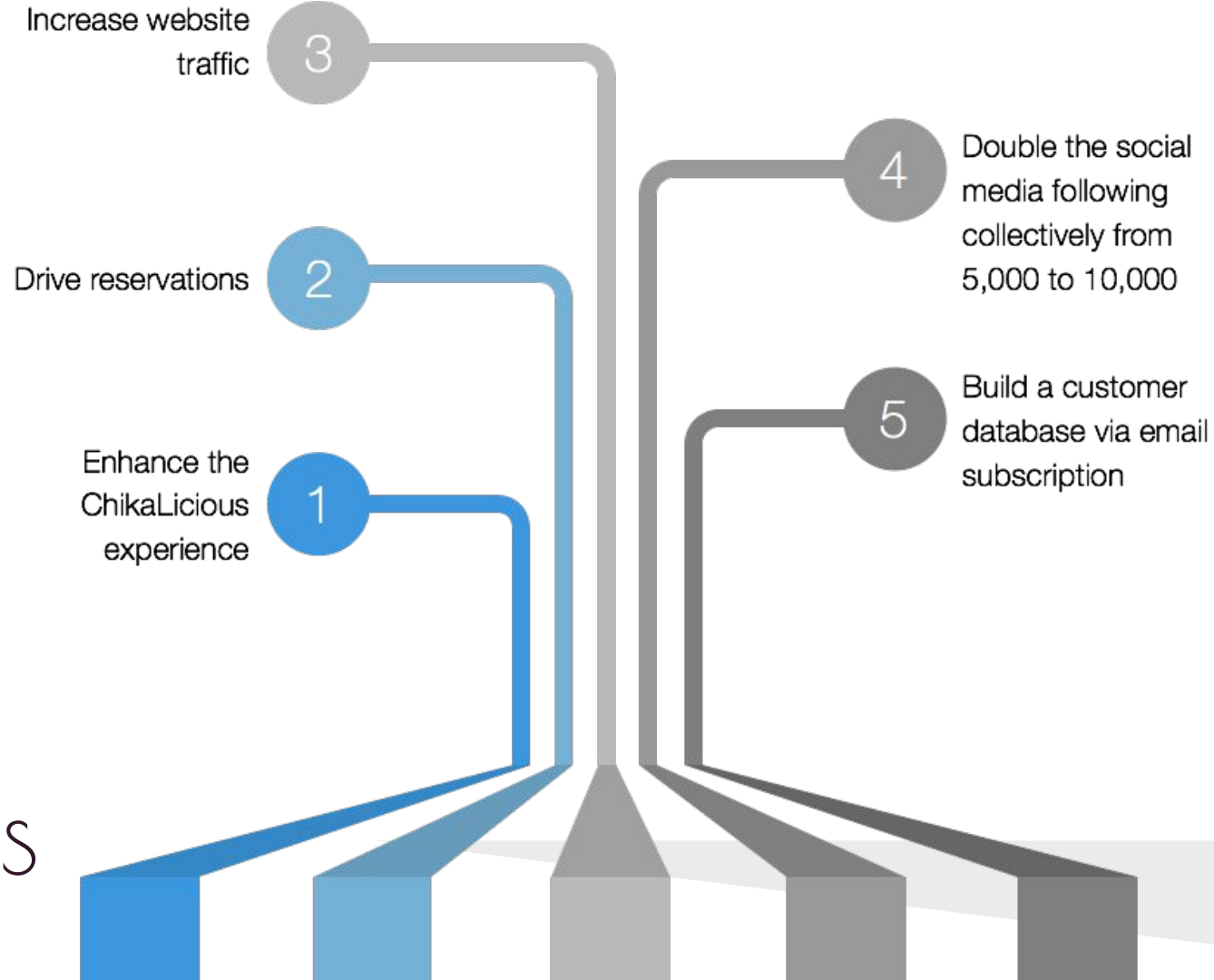
## Opportunities

- large growth potential online/ social media
- create symbiotic relationship b/w all locations

## Threats

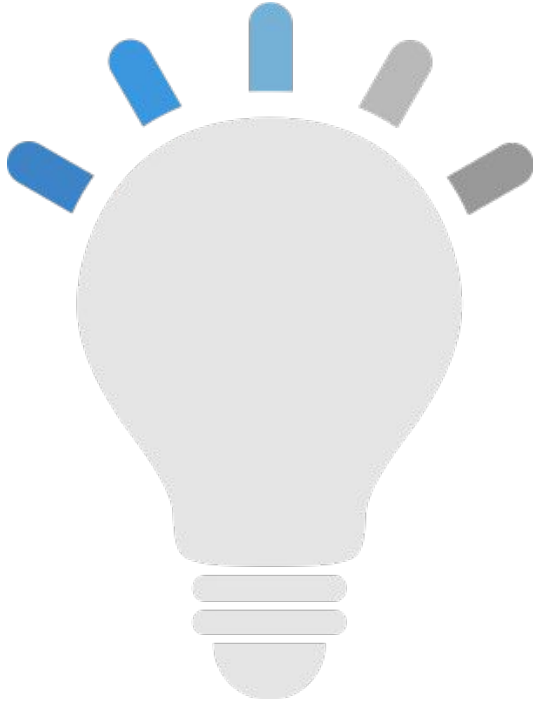
- spot dessert bar - geography/services/product
- health conscious trend

# Objectives





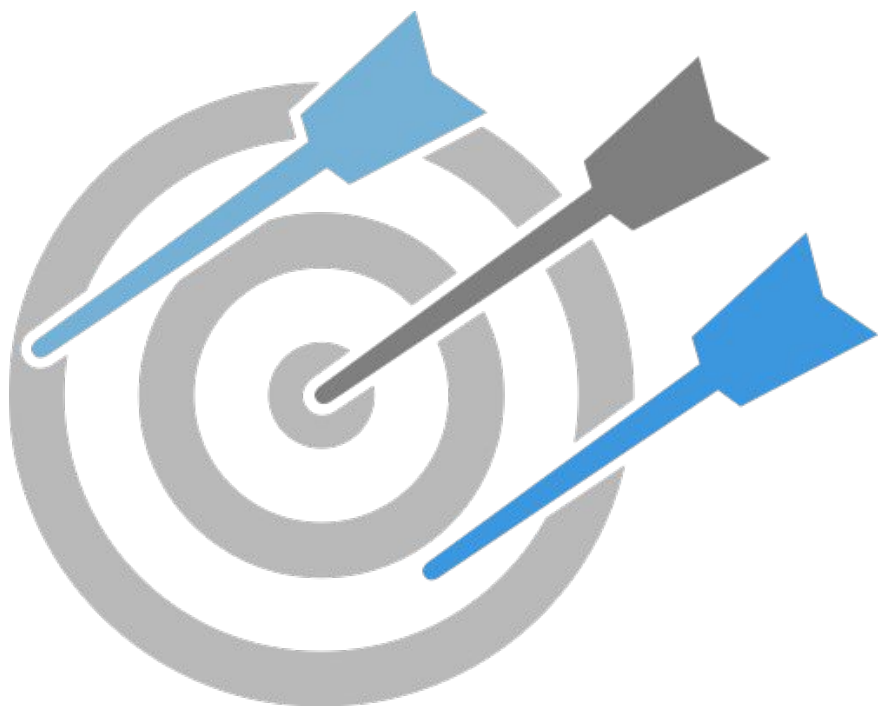
# ChikaLicious Digital Campaign



Desserts come and go,  
but sweet moments last forever.

*ChikaLicious is about a special experience that allows people to have memorable moments together over desserts and drinks. People often get dessert to simply satisfy a craving, but ChikaLicious focuses on the overall experience of being with people and sharing something unique.*

# How to Drive the Campaign



- **Website Overhaul**  
Enhance the online experience,  
drive reservations, increase traffic
- **Social Media**  
Create a cohesive social media  
presence and align with influencers
- **Advertising**  
Increase awareness among  
potential customers and convey the  
unique experience

# Website Overhaul

Goal: To create a user friendly website for all three locations, that will enhance the ChikaLicious experience, drive reservations, and create a database

## Tactics

- Integrate the three company websites into one ChikaLicious website
- Create content about the brand to increase understanding of the dessert bar and connection to other locations
- Simplify the reservation system
  - Open table
- Easy class sign-ups
- Build a database through email subscription
- Social Media links



# Current Social Media Presence

- Present on Twitter, Facebook, Instagram
  - Dessert Bar and Bakery have their own handles
    - No cohesion, appear to be separate companies
  - 5,000 followers
  - Dessert Club has no social media
- Zero content about the ChikaLicious experience
- Infrequent posting
  - Zero posts for the Dessert Bar
- Lack of variety in posts
  - Only used to announce dessert offerings
  - The same content is posted multiple times



socialmention\*

12%  
strength

5:1  
sentiment

25%  
passion

42%  
reach

52 seconds avg. per mention

last mention 3 minutes ago

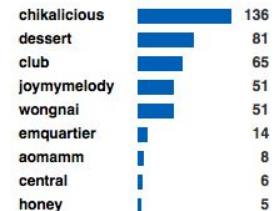
84 unique authors

52 retweets

## Sentiment



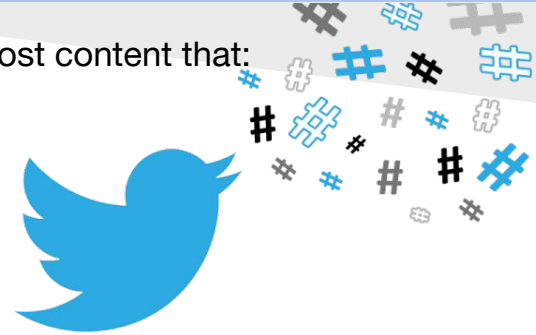
## Top Keywords



# How to Improve Social Media

Goal: To create cohesion between the ChikaLicious locations, and regularly post content that:

- Engages followers
- Has variety
- Shows the ChikaLicious experience
- Generates new followers



Tactics:

- Merge the accounts and use the handle @ChikaLicious, for all three locations on all platforms
- Begin posting about promotions, new desserts, links to company blog posts, making reservations, as well as content about the overall “foodie” and fine dessert world
- Post regularly and never repeat posts
- Use company relevant hashtags and trending hashtags to increase followers

Opportunities:

- Create a Pinterest account
  - Post content that interests the massive foodie community on Pinterest
- Create a Snapchat account
  - Snapchat is about sharing moments, so ChikaLicious can easily demonstrate their special dining experience

# Social Influencer Event

## Goal:

- To gain exposure through widely followed New York based, food social media accounts
- To show the unique ChikaLicious experience to potential customers
- Increase social media followers

## Event:

- May 1 - evening event at the dessert bar with 9 of the most influential food bloggers/instagrammers in the New York area
- Influencers are paid and tasked with expressing and showing their experience via their blog/instagram
- The influencers will use #chikamoment on social media to express the special moments had in the unique ChikaLicious experience
- Mutual following between ChikaLicious and the influencers to gain exposure/ followers through influencers
- Launch a social currency program through influencer event

@New\_Fork\_City  
217k

@nycdining  
56.4k

@infatuation  
221k

@eatingnyc  
73.2k

@nycfoodgals  
89.9k

@littlemissfoodie  
13.8k

Serious Eats  
Blog

Grub Street  
Blog

Restaurant  
Girl Blog

# Social Currency Campaign

Goal: To enhance the ChikaLicious experience through a creative social campaign, that will help increase customer interaction, gain more exposure, and increase followers.

3 Weeks - May 7 - May 31

Customers in the Dessert Bar can share a photo of their experience on instagram, use #chikamoment, and use their amount of followers as social currency to receive money off their purchase.

250 - \$1	2,000 - \$5
500 - \$2	3,000 - \$6
750 - \$3	4,000 - \$7
1,000 - \$4	5,000 + \$10



# Advertising

Goal: To reach people looking for a unique experience in the Greater New York Area, and to convey the special moments and fine desserts had at ChikaLicious.

Advertising Creative Concept:

Content and tone shows intimate, memorable experiences between people as they enjoy special desserts.

Channels:

- Tripadvisor- online and mobile  
Goal: Target NYC tourists looking for special dining experiences  
Impressions: 1,050,000
- Yelp- Online and mobile  
Goal: Target people looking for a highly rated food experience  
Impressions: 1,100,000
- New York Times- Online weekend edition  
Goal: Target New Yorkers who want a unique weekend experience  
Impressions: 500,000

\*\*\*Based on a \$10 CPM rate





# Advertising

## Channels:

- Youtube

Goal: Show the ChikaLicious experience through video, and geo-target to Greater New Yc

Views: 141,000 (at estimated 10 cents a view)

- Classes on Coursehorse

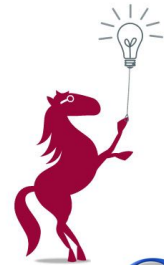
Goal: Target people with an interest in cooking classes in Greater New York area

- Google AdWords

Goal: Target people with an interest in cooking classes in Greater New York area

- MTA Subway: L-Train Takeover

Goal: Target people who take transportation within a very close proximity to ChikaLicious



	April				May				June			
Media	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Instagram	////////	////////	////////	////////	////////	////////	////////	////////	////////	////////	////////	////////
Facebook	////////	////////	////////	////////	////////	////////	////////	////////	////////	////////	////////	////////
Twitter	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
Pinterest	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~	~~~~
Snapchat	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
MTA Subway Ads: L Train Takeover												
Social Influencer												
Social Currency												
Timeout.com Banners												
Tripadvisor Online/Mobile												
Yelp Online/Mobile												
NYT Online												
YouTube												
Coursehorse												
AdWords												

Key: Per Day

1 Post

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2 Posts

\*\*\*\*\*

3 Posts

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# Media Plan

# Budget

| Date                  | Expense                   | Amount   |
|-----------------------|---------------------------|----------|
| 4/1/2016 - 4/29/2016  | MTA Subway Ads            | \$10,000 |
| 4/15/2016             | Social Influencers        | \$1,800  |
| 6/1/2016 - 6/30/2016  | Timeout                   | \$6,000  |
| 6/15/2016             | NY Times/Online           | \$5,000  |
| 4/15/2016 - 5/15/2016 | Tripadvisor Mobile/Online | \$10,500 |
| 5/1/2016 - 5/31/2016  | Yelp Mobile/Online        | \$11,000 |
| 4/1/2016-4/29/2016    | YouTube                   | \$14,100 |
| 4/1/2016-6/30/2016    | Google AdWords            | \$10,000 |
| 4/1/2016-6/30/2016    | Coursehorse               | \$6,500  |

|              |          |
|--------------|----------|
| Budget       | \$75,000 |
| Amount Spent | \$74,900 |

# Evaluation

Throughout the campaign, we will track the KPI's and continuously evaluate how to improve and what to change. The following are the KPI's that we will track:

- Google Analytics
  - Site traffic
  - Social media
  - Advertising click through rates
- Reservations
  - Open Table
  - Email/Phone
- Email subscribers
  - Database
- Pay-per-click traffic
  - Google Ad Words
- Social Mentions
- New followers on all platforms

# Recommendations for Success

We recommend in addition to everything we have presented thus far, that in order for this campaign to be successful there are additional needs:

- Physical makeover of bakery and dessert club to reflect the cohesion of their new online presence and with the Dessert Bar
- Implementation of iPads in stores in order to create symbiotic relationship between three locations (ie: make reservations at any location, pay- receipt via email- build database)
- Bring in a guest chef to create buzz, enhance the experience - instagram takeover, teach classes

