

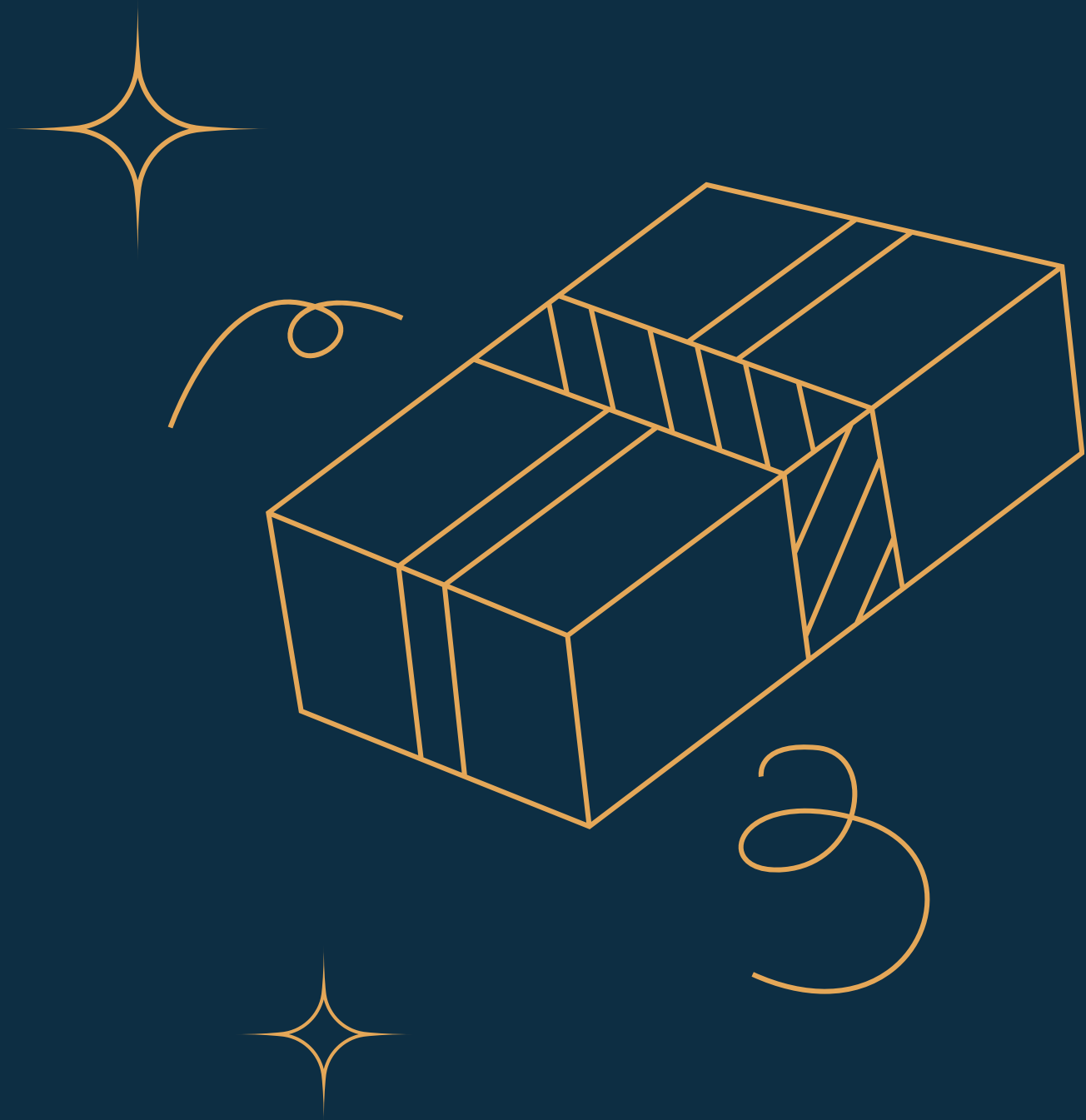
Presentation

ÉVORA
RESTAURANT & CAFE

Christmas campaign

YM11

01 - Introduction



Holly Jolly Évora

As we embrace the holiday season, our mission is to transform Évora into a hub of festive joy and memorable experiences. Through a meticulously crafted strategy, we aim to fill every seat, delight our guests with enchanting holiday ambiance, and create unforgettable moments for families, friends, and food enthusiasts. Let us take you through our comprehensive plan to make this Christmas season truly magical at Évora.

our message



Évora's magic, Christmas classic





02 - Target Audience

primary Audience

Families with Kids:

Looking for a festive, family-friendly atmosphere where everyone, including kids, can enjoy the holiday season.

Motivated by the idea of shared experiences and special family deals.

Interested in activities like “Breakfast with Santa” or themed décor.

Couples:

Searching for a cozy, romantic setting to celebrate the season.





02 - Target Audience



Groups of Friends:

Want a lively space to gather and celebrate together,
Attracted to exclusive Christmas menus,

Local Community:

Residents of El Sheikh Zaid and surrounding areas.

Food Enthusiasts:

People interested in unique and high-quality dining
experiences





02 - Target Audience

Secondary Audience:

Tourists and Expats:

Looking to experience a traditional Christmas atmosphere while exploring the city.

Drawn to themed menus or events that offer a taste of home.

Foodies:

Excited about innovative, festive dishes and Instagrammable dining experiences.

Likely to be influenced by social media campaigns and special menu previews.



03-SWOT

Strengths:

Prime Location and spacious setup create opportunities for viral content and customer activities.

Strong reputation for quality food and service provides trust and a foundation for online campaigns.



Weakness:

Évora social media presence disorganized and not aligned with its brand identity

-Minimal interactive post for activities lead to weak customer connection online

SWOT

Opportunities:

Festive Seasons: Christmas provides a perfect opportunity to boost visibility through themed campaigns and offers.

Social media tools like Stories, Reels, and ads can amplify Évora's reach with the right content.



Threats :

Competitor Domination: Restaurants with stronger branding and aggressive online campaigns overshadow Évora.

Customers may choose competitors with better visibility and reputation during the festive season.

04- Competitors analysis

Ovio

Campaign Overview

Ovio has initiated a Christmas campaign with two creative activities and a special Christmas menu to attract customers during the holiday season.

Creative Activities:

- Cookie Decorating: A hands-on activity where customers, especially families and children, can decorate Christmas-themed cookies.
- Letters to Santa: An engaging activity for children to write letters to Santa Claus, enhancing the festive spirit.

Christmas Menu Additions:

- Pumpkin Salad
- Honey Glazed Lamb Chops
- Matcha Pancakes



04- Competitors analysis



Strengths

- Family Engagement: Activities like cookie decorating and writing letters to Santa cater to families and children, making it a go-to spot for holiday family outings.
- Menu Innovation: Introducing unique dishes for the Christmas season appeals to customers looking for festive and novel dining experiences.
- Enhanced Ambiance: Such activities and special menus likely enhance the festive atmosphere in the restaurant, making it a memorable dining experience.

Potential Weaknesses

- Activity Limitations: While the activities are engaging, they might only appeal to families with young children, potentially excluding other customer segments.
- **Menu Specificity:** The Christmas menu additions, while unique, might not cater to everyone's taste preferences, limiting their appeal.



04- Competitors analysis

Bistro Paris

Campaign Overview

Bistro Paris has launched a Christmas campaign that includes festive activities, , and notable decorations to attract customers during the holiday season.

Creative Activities:

- **Christmas Brunch with DJ Andy:** A festive brunch event featuring live music from DJ Andy to create an enjoyable dining experience.
- **Special Hot Chocolate:** Introducing a unique holiday-themed hot chocolate to delight customers and enhance the festive mood.
- **Thanksgiving Special (28th November):** Serving a special dish for Thanksgiving - Turkey Breast with wine orange gravy, green beans, and roasted potatoes.
- **Decor and Santa Claus :** Featuring impressive holiday decorations and a visit from Santa Claus to enhance the festive atmosphere, based on their successful decor from last year.



04- Competitors analysis



Strengths

- **Event-Based Engagement:** Hosting events like the brunch with DJ and Thanksgiving special creates excitement and attracts different customer segments.
- **Menu Innovation:** Introducing festive drinks and dishes adds to the novelty and appeal of the menu.
- **Atmosphere Enhancement:** Strong emphasis on decorations and Santa appearances enhances the overall holiday atmosphere, making it a memorable dining experience.

Potential Weaknesses

- **Limited Appeal:** Some activities, like the brunch with a DJ, might only appeal to a specific demographic, potentially excluding others.



04- Competitors analysis



Berro's

Campaign Overview

- Berro's doesn't have a specific Christmas campaign but is known for its branding and ambiance
- They offer a cozy and inviting atmosphere with a focus on French and Mediterranean cuisines

Strengths

- **Brand Identity:** Strong branding and a loyal customer base
- **Quality Food:** Known for its high-quality dishes and excellent service
- **Positive Reviews:** Cairo Eats praises Berro's for its upscale yet casual atmosphere, fresh and locally-sourced ingredients, and innovative dishes



04- Competitors analysis



Potential Weaknesses

- **Limited Festive Activities:** Lack of specific Christmas activities or promotions might make it less appealing during the holiday season.



04- Competitors analysis

Aubaine

Campaign Overview

Aubaine has launched a teaser campaign for Christmas, featuring the Cairo Foodie Couple (Shahan & Melisse Terzibashian)

Strengths

- **Influencer Collaboration:** Partnering with the popular Cairo Foodie Couple to create engaging content.
- **Positive Reviews:** Cairo Eats praises Aubaine for having one of the best French toasts in.

weakness

- **Lack of Specifics:** The teaser campaign hasn't announced specific promotions or activities yet, which might leave customers waiting for more details



05-objectives



- **full Seat Occupancy:**
Achieve 100% reservation capacity throughout the Christmas season.
- **Create a Sense of Exclusivity and Festive Appeal:**
Build excitement and urgency by showcasing Évora as the ultimate holiday destination.
- **Enhance the Dining Experience to Boost Brand Loyalty**
Ensure guests leave with memorable experiences and return for future events.
- **Upsell Takeout**
Capture additional revenue from customers unable to dine in.
- **enhance customer experience**
- **increase online engagement**
- **growing customers database**



06 - campaign voice



Tone

Festive & Joyful: Reflect the holiday magic and excitement.

Warm & Inviting: Make guests feel at home.

Style

Use descriptive, festive words: magic, warmth, joy, indulge, delight.

Conversational and heartfelt, with touches of playful holiday phrases



07-how we can achieve our objectives

OFFLINE



- **Christmas posters** : Create and distribute festive posters announcing the Christmas events and activities at Évora to each customer before Christmas ,encouraging more reservations .
- **On-Site Activities for Families:** Provide interactive workshops like cookie decorating, allowing guests to get creative and enjoy hands-on activities.
- **Instagrammable Moments:** Set up a festive photo booth where guests can take instant pictures, write short messages, and create personalized gift cards or envelopes.

07-how we can achieve our objectives



OFFLINE

- **Christmas Tree Gifts:** Place numbered gifts under a beautifully decorated Christmas tree, with each gift corresponding to a table number. This creates excitement and encourages reservations.
- **Take-Home Feast Kits :** Provide take-home kits with ingredients and recipes for a festive meal, allowing customers to recreate the Évora experience at home.
- **sky lanterns :**offer a sky lanterns customers can write their names on and light-fly it (Not free)
- **Personalized Christmas Glasses:** Provide blank glasses and markers for guests to draw Christmas-themed designs, creating memorable keepsakes
- Tent table announce the christmas event

07-how we can achieve our objectives



OFFLINE

- **Cozy Pajama Brunch:** Host a cozy pajama brunch event where guests can come dressed in their pajamas. Create a warm and inviting atmosphere with cozy seating, festive decorations, and soft lighting.
- **Hot Chocolate Bar:** Set up a hot chocolate bar with various toppings like marshmallows, whipped cream, chocolate shavings, and flavored syrups.
- **Build Your Own Chocolate Bar:** Offer guests a hands-on experience to create customized chocolate bars under the guidance of a professional chef.
- **Limited-Edition Christmas Menu**
- **instant camera that guests can take photos every where**

07-how we can achieve our objectives

ONLINE



- **Early Bird Discounts:** Offer a complimentary festive drink or dessert for reservations made before December 15th.
- **Countdown Campaign:** Use social media stories and posts to create urgency
- **Golden Table Contest:** Automatically enter customers who reserve early for a chance to win the best table and special perks on Christmas Eve.
- **Social Media Content:** Share high-quality visuals advent calender of the festive décor,activites and Encourage user-generated content by having guests share their experiences.

07-how we can achieve our objectives

ONLINE



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07-how we can achieve our objectives



ONLINE

- **Holiday Menu and Reservations:** Create an online link for the Christmas menu and a reservation system. After completing a reservation, a customized invitation with a good theme pop up on email.
- **Cookie Decorating Workshop:**
Ad ideas :
 - **Instagram/Facebook Reels and Stories:** Share a time-lapse video of a cookie being decorated, ending with “Join us to create your own!”
 - **Interactive Polls:** “Which cookie would you decorate: Snowman or Reindeer?” followed by event details.
 - **Influencer Role:** recorded funny reel showcasing themselves and their family decorating cookies at Évora.

07-how we can achieve our objectives

ONLINE

- **Photo Booth and Instant Cameras**

Ad Ideas:

Carousel Ads: Show off Évora's festive photo booth setup, complete with Christmas props.

User-Generated Content (UGC): Encourage guests to share their photos using a branded hashtag

Influencer Role: Post Instagram Stories/Reels of themselves using the photo booth and taking instant photos around Évora.

Highlight the props, festive backdrops, and overall experience to entice their followers.



07-how we can achieve our objectives

ONLINE



- **Christmas Tree Gifts**

Ad Ideas:

- **Giveaway Campaign:** “Guess how many ornaments are on our Christmas tree and win a special Évora gift!”
- **Instagram Story Countdown:** Build excitement by teasing gifts under the tree with daily reveals.
- **Influencer Role:**
Film an unwrapping of one of Évora’s Christmas tree gifts and showcase the unique surprise inside.

Create a poll asking followers to guess what’s under the tree, driving engagement.

07-how we can achieve our objectives



ONLINE

- **Take-Home Feast Kits**

Ad Ideas:

How-To Video: Showcase how easy it is to enjoy Évora's feast kits at home.

Influencer Role: Create a short "unboxing" video of Évora's feast kit, highlighting the presentation and quality.

- **Sky Lantern Wishes**

Ad Ideas:

Emotional Ads: Post videos of guests writing wishes and releasing lanterns with heartfelt captions.

Influencer Role: Record themselves writing a wish on a lantern and releasing it, capturing the magical atmosphere.

Talk about the significance of their wish to create an emotional connection with their audience.

07-how we can achieve our objectives



ONLINE

- **Personalized Christmas Glasses**

Ad Ideas:

Video Demo: Show how guests can customize their glasses with names or holiday messages.

Before & After Post: Showcase a plain glass turning into a festive keepsake.

Influencer Role: Film themselves personalizing a glass, showing how easy and fun the activity is.

Share ideas for creative personalizations, like names, festive messages, or unique designs.

07-how we can achieve our objectives



ONLINE

- **Build Your Own Chocolate Bar**
- **Ad Ideas:**
- **Step-by-Step Reel:** Show the chocolate-making process to entice viewers to participate.
- **Influencer Role:**
- Post a Reel or TikTok of the chocolate bar-making process with chef , highlighting the options and creativity
- **Limited-Time Christmas Menu**
- **Ad Ideas:**
- menu Spotlights: Feature the special menu.

[click here](#)



08 - visuals



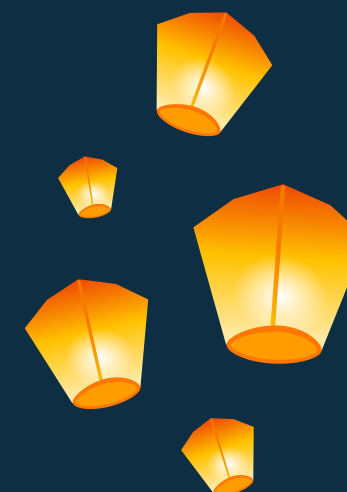
Christmas posters



Cookie decorating



photo booth and
envelopes



sky lanterns



glasses painting

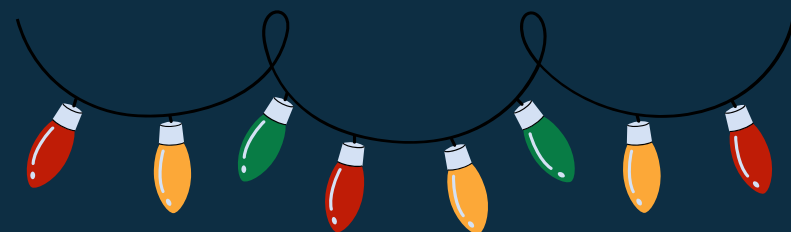




08- visuals



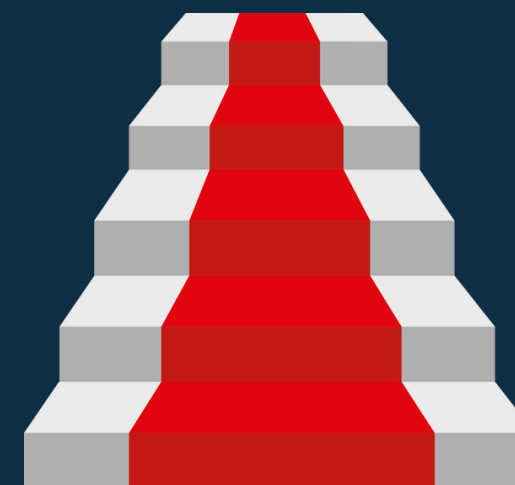
portal decoration



hall decoration



open area
decoration



stairs



table decor





08 - *visuals*



piano

07 - influencers



Yasser Ahmed

Aya Ibrahim

Yomna Reda

Nada Tarek

Esraa Ragheb

Dalia Ragheb

Fatima badawy.

Aly Shakhr

Menna Ehab

Nour Ehab

Cairo Foodie Couple (important)

Amr Elhady

Manar Hesham

Perry Eissa

Dina Elkhattam

Cairo 360

Cairo west

scene eats



8-logo



Options:

Santa Claus for the Letter "O"

Concept: Replace the "O" in Évora with an icon of Santa Claus.

Ensure Santa's face or hat fits well within the "O" shape to keep the logo balanced and readable.



Reindeer for the Letter "O"

Concept: Replace the "O" in Évora with a reindeer's face.

Choose a simple and clean reindeer design to maintain clarity and ensure it complements the rest of the logo.

09 - Implementation

Timeline

Early December

- Set up the online reservation system and digital menu link.
- Design and schedule email campaigns , customized invitation and social media posts promoting early bird specials.
- Collaborate with influencers
- launch advert calender



09 - Implementation

Timeline

Mid-December:

- Launch the campaign and start posting festive and interactive content.
- Promote virtual workshops and Christmas karaoke live streams.
- Share user-generated content and encourage more customer participation.



09 - Implementation

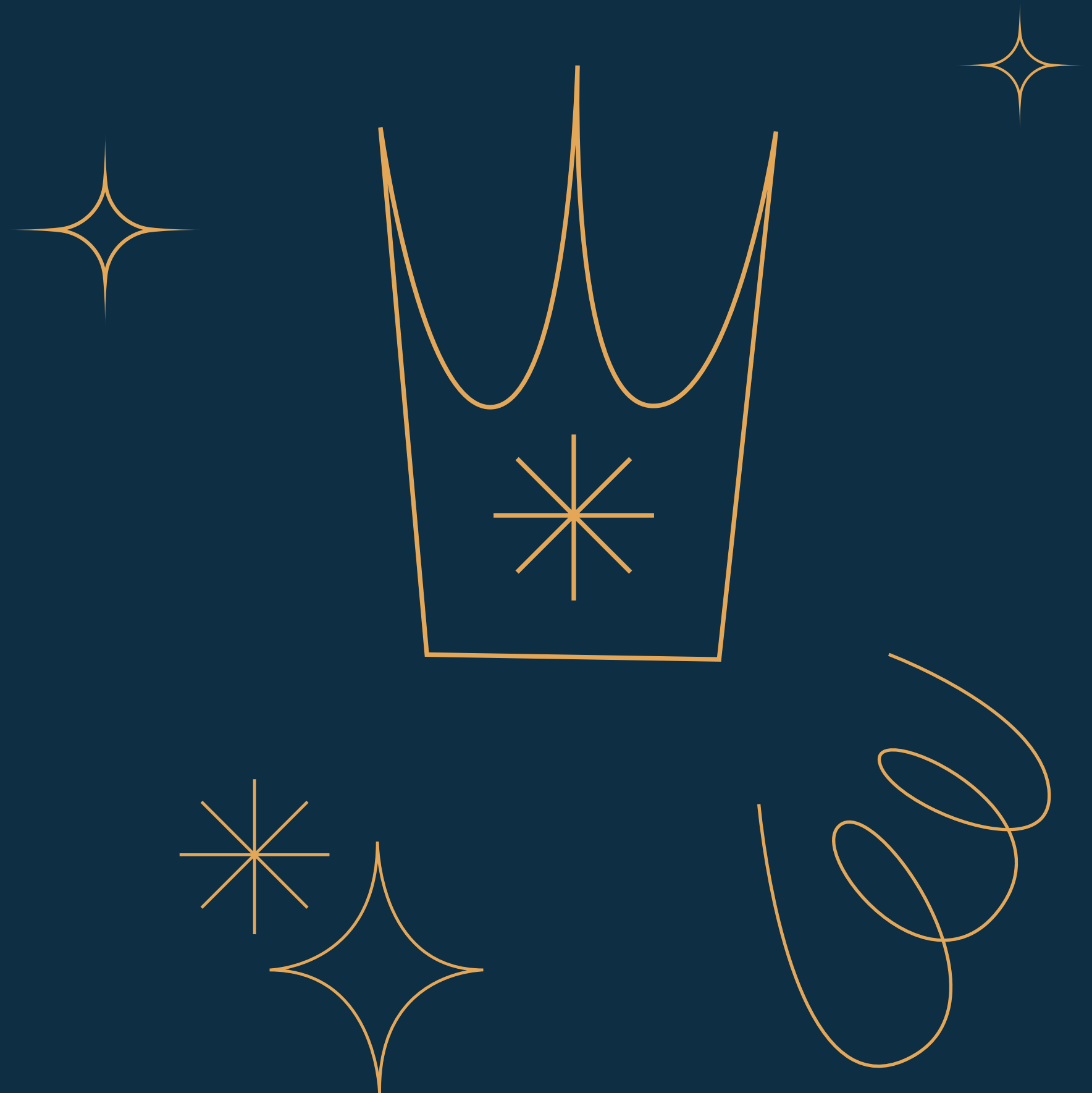
Timeline

Late December

- Continue engaging with customers through social media and email campaigns.
- Highlight last-minute reservation opportunities and special offers.

Post-Christmas:

- Host live-streamed events and virtual workshops.
- Share event highlights and customer experiences on social media.
- Review feedback and analyze the success of the online campaigns.



Presentation

Thanks

