

CAFE 180[®]

PR Campaign Plan

Flambé PR

Table of Contents

Executive Summary pg. 2

Situation Analysis pg. 3-7

- Background Statement
- Communication Audit
- Current Perceptions of Cafe 180 by Young Singlewood
- SWOT Analysis
- Communication Goals
- Communications Opportunities

Audience Analysis pg. 7-12

- Key Public
- Current Perceptions of Cafe 180 by Young Singlewood
- Key Takeaways from Survey
- Influences on Key Publics
- Secondary Publics
- Key Messages

Strategies and Tactics pg. 12

- Campaign Message
- Objectives
- Strategies

Campaign Calendar pg. 12

Budget pg. 13

Evaluation pg. 13

Appendices pg. 14-16

Executive Summary

Flambé PR has created a detailed public relations campaign and plan to boost the number of volunteers, increase the amount of paying customers and grow awareness for Cafe 180. We conducted extensive research on Cafe 180 and potential target audiences in order to frame our campaign plan.

In the plan laid out below, we have included detailed research about the current perceptions of Cafe 180; the strengths, weaknesses, opportunities, and threats; detailed research of the target audience; key messages and objectives tailored specifically towards the target audience; a loose schedule and budget for the campaign plan; and an elevation of how the plan is working.

We suggest targeting singles ages 20-30 who are looking to find connections offline and out of the bar scene. Singles in Denver are looking to meet people outside of dating apps and bars, in hopes of finding a partner that shares interests with them. At Cafe 180 our target audience would have the ability to give back to the community, as well as potentially meet a long-term partner. We see many opportunities to attract singles to the cafe and its mission – this target audience is ready to have a “full belly, full heart.”

To reach singles between the ages of 20-30, it will be important to update the social media and give it a refreshed, more youthful look. Along with updating social media, it will be important to raise awareness by finding local news channels or local magazines to cover stories about Cafe 180.

We also recommend hosting events to entice singles to come to Cafe 180 on a date to eat and/or volunteer. In order to alert Singlewood of the Single Sign-Up Saturdays, flyers posted around South Broadway St. would be best. The area is typically populated with young people shopping at the boutiques and hanging out at the local bars. Hosting Denver singles groups would also increase overall awareness of Cafe 180 and encourage the singles participating to go back together and volunteer.

Through the utilization of our recommendations, Cafe 180 will be able to grow awareness with the younger population of Englewood. This will contribute to the number of volunteers and paying customers frequenting Cafe 180.

Situation Analysis

Background Statement

Cafe 180 is a non-profit restaurant that offers meals for however much a customer can pay. Customers can pay monetarily, through volunteering in the kitchen, or can have their meals for free. Cafe 180's main mission is to provide its community with the ability to meet people from all socio-economic backgrounds and provide everyone with a nice lunch.

In the current socio-political climate, our target audience's desire to give back to their community has heightened. In conjunction, the pandemic has given the target audience a greater need to socialize face-to-face, as many now lack normal day-to-day socialization due to higher rates of online work.

Communication Audit

Cafe 180 currently has accounts on Instagram and Twitter. Both accounts lack a high number of followers and would benefit from a coordinated design posting scheme. The comments on all social media posts are mostly from those who volunteer and those who work at the Cafe. The volunteers and staff love the cafe and are avid supporters of social media. There is an opportunity to improve overall social media awareness by encouraging the volunteers to share posts on their personal social media. The current volunteers are a perfect place to start building more social media awareness around Cafe 180.

In addition to social media, 303 magazine is a popular source of information for a smaller portion of our target audience that is more interested in new and upcoming locations in Denver. Cafe 180 has very positive coverage, but nothing of note recently. All the stories about cafe 180 show that the community around them supports them fully and shows the good that they do in the community. However, in recent months there hasn't been enough coverage showing the work Cafe 180 is doing.

Cafe 180 has an impressive Yelp site. However, it remains unclaimed by the restaurant. They currently have 4.5 stars. The page also has a lot of positive comments that were posted within the last two years. The positive reviews of the restaurant will certainly improve the likelihood that members of our key audience will choose to eat there over lower-rated places in the same area when given the option. Unfortunately, Cafe 180 is not one of the first restaurants to appear when searching Broadway Street or South Broadway Street. There are a lot of opportunities to further improve Cafe 180's brand awareness by making Cafe 180 more visible on Yelp.

Cafe 180's most popular social media page is the Facebook page. While there are members of Singlewood on Facebook, they do not check it often. Therefore, although the Facebook account is the most robust account, it will be less important for this particular PR campaign.

The Cafe 180 website is clean and streamlined. It contains just the right amount of information about what exactly the cafe does. The website communicates the information that Cafe 180 wants to get across. However, we see an opportunity to add a tab for special events going on at the cafe. The website is linked at the top of all social media pages and all the links work correctly.

Current Perceptions of Cafe 180 by Young Singlewood

Cafe 180 is almost wholly unknown by Young Singlewood. Their followers on social media mainly consist of men and women in their late 30s or 40s. There is a small percentage of people from our target audience following Cafe 180, but not enough to show that a majority of our target audience is aware of Cafe 180.

An updated social media look may attract our target audience to be more willing to follow Cafe 180. This would increase the overall awareness of the Cafe and help boost the number of volunteers/customers from our target audience.

SWOT Analysis

| | |
|------------|---|
| Strengths | <ul style="list-style-type: none"> ● Charitable mission <ul style="list-style-type: none"> ○ “pay what you can” model ● Provides fresh, local, and sustainably sourced ingredients ● Good location: South Broadway <ul style="list-style-type: none"> ○ Parking is a plus ● No liquor license ● Day-time Dating is safer |
| Weaknesses | <ul style="list-style-type: none"> ● Lack of overall awareness of the business ● Social media presence and branding <ul style="list-style-type: none"> ○ Social media accounts are not <i>interactive</i> with followers ● Open between 11 am and 2 pm ● Uncertainty of not knowing how much to pay ● Location is off the beaten path of S Broadway St |

| | |
|---------------|---|
| Opportunities | <ul style="list-style-type: none"> ● Engage and host community events ● Having a stronger social media presence to attract new members and show their mission |
| Threats | <ul style="list-style-type: none"> ● Rising operational costs (that other big chains don't face) ● Fast-food restaurants on Broadway |

Cafe 180 is a restaurant located in Englewood with a great non-profit image. What sets Cafe 180 apart from other restaurants in the area is their “pay what you can” model. Despite this charitable mission, they are still able to provide fresh, local, and sustainably sourced ingredients. Cafe 180 parking makes it an easy place for lunch while also being located in an area with heavy foot traffic.

With these strengths, Cafe 180 also faces issues. While consistent, Cafe 180 has problems with social media presence and branding. The social media accounts are decently active in terms of posts, but not *interactive* with followers. An aesthetically blended relaunch could improve social media visitation and reposts. A push to make posts interactive with viewers will also increase overall awareness of the business while helping to spread key messages

Despite having a great menu, Cafe 180 does not have a liquor license and are only able to be open between 11 am and 2 pm each day. While people who can't afford it are able to eat with the “pay what you can” model, people who want to help face the uncertainty of not knowing how much to pay or what their payment goes towards. With these weaknesses comes an opportunity for Cafe 180. In order to gain exposure, Cafe 180 could engage in more community events as well as host more events. Another opportunity for Cafe 180 is a whole new rebranding, including a change in logo and social media. This gives the cafe the opportunity to be seen while also giving the company a much-needed rebrand. Threats that Cafe 180 faces include supply chain crises as well as rising operational costs that other big chains don't face. SAME is a cafe very similar to Cafe 180 that the company doesn't see as a competitor. Working with this cafe and similar cafes in the area and building on each other's successes could help Cafe 180 tremendously.

One of the core issues facing Cafe 180 is the lack of overall awareness of the business. The cafe has been financially broken even in past years, so it is not in danger of closing down.

Another core issue facing the cafe is the fast-food restaurants located up and down Broadway Street. The restaurants are more well known, can serve food faster, and are more comfortable with the Target Audience. In order to account for this threat, awareness of the cafe should be expanded, particularly in a way that lets people know about its important mission.

Cafe 180 has a noble image as a non-profit doing work that directly helps houseless populations in Denver. As homelessness is an issue in the city, a focus on the cafe's work in future communication of the business would create interest in the business.

The cafe also offers a hands-on way to get involved in the community at any given time. The ability to walk in and give back to the community is another benefit that is poorly communicated, but a unique aspect of the cafe.

Communication Goals

The PR campaign aims to communicate that Cafe 180 is a place to meet new people by volunteering, and it is also a great place to go for a lunch date. We would like Young Singlewood to better understand what Cafe 180 does and how they can get involved with the Cafe, whether that be buying lunch or volunteering.

Communications Opportunities

Due to the Cafe 180's image as a non-profit, a push on social media would increase the target audience's knowledge of Cafe 180. Creating infographics highlighting the benefits of spending money and volunteering at Cafe 180 and encouraging people to share information about the cafe that can be easily spread among Young Singlewood

Audience Analysis

Key Public:

A great new public for Cafe 180 to build its market is single people. In order to reach more 20-to-30 year old, we believe the client has the opportunity to reach out to young single people in Englewood. A few demographics we found are that they are active on South Broadway, and tend to have a hybrid working schedule. We have found that people fitting this description can be lonely, and more willing to try new things (less risk-averse). Many people working on South Broadway fit this demographic, who also tend to be looking for ways to meet people and are also willing to try new things.

Englewood? More like Singlewood!

An article by 303 Magazine named Denver America's worst city to find love in. It stated that “Denver daters earned themselves consistently low marks across the board in the realm of communication, style, confidence, and enthusiasm.” A survey of the marital status of people in Englewood found that out of married, widowed, divorced, separated, and never-married people, 40.50% of males and females were never married. This makes the overall marriage rate 37.7%.

In a survey, we conducted 60.4% of the people who responded said that they are currently single. When asked how they prefer to meet a potential significant other, only 11.1% said that they like to do it online. The other 88.9% of answers are related to situations where they would meet in person. Answers included meeting through friends, social events, volunteering in the community, etc.

Current Perceptions of Cafe 180 by Young Singlewood

Cafe 180 is almost wholly unknown by Young Singlewood. Their followers on social media mainly consist of men and women in their late 30s or 40s. There is a small percentage of people from our target audience following Cafe 180, but not enough to show that a majority of our target audience is aware of Cafe 180.

An updated social media look may attract our target audience to be more willing to follow Cafe 180. This would increase the overall awareness of the Cafe and help boost the number of volunteers/customers from our target audience.

Key Takeaways from Survey:

- 60.4% of people are single
- 50% of people visit South Broadway once or more times a week
- 60.4% of people volunteer
- 56.9% of people would volunteer more to meet new people

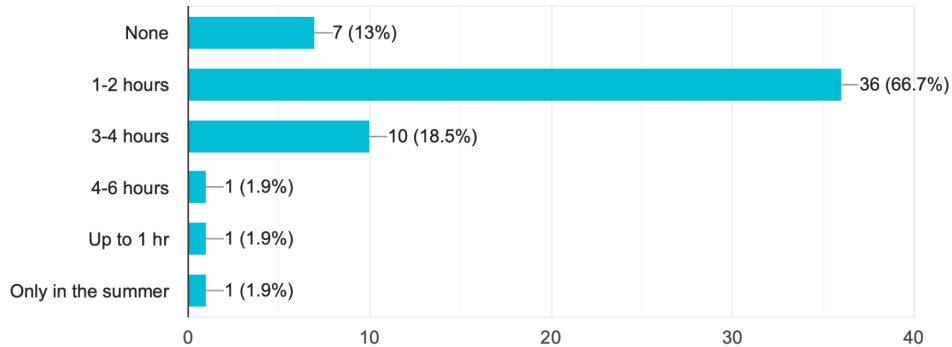
We created a survey that targeted single people living in or near Englewood. By posting the survey on Nextdoor and LinkedIn we were able to reach locals who were active online. Additionally, by approaching people on South Broadway and by word of mouth we were able to gather more surveys in order to acquire more accurate survey statistics.

We questioned people about their age and relationship status, how often they go to South Broadway, how often they go out for lunch, how they prefer to meet people, how much flexible time they have during the middle of the day, and if they volunteer, and a few more. With this information, we were able to gather an idea of how single people prefer to meet other single

people. The results of the survey showed that 88.9% of people who took the survey would prefer to meet a potential significant other face to face.

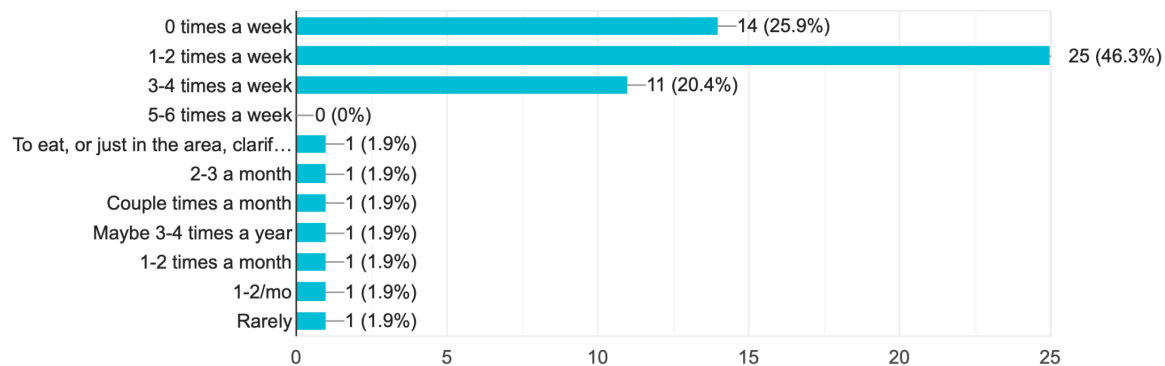
How much flexible time do you have in the middle of the day?

54 responses



How often do you go out for lunch?

54 responses



Influences on Key Publics:

A media channel that could be effective in reaching our key public is platforms such as TikTok and Instagram. As of 2021, a survey taken of TikTok users in the United States found that 22.4% of users land between the ages of 20 - 29. As of 2022, a global study found that 31.6% of all Instagram users are between the ages of 18 - 34. Due to these high statistics, TikTok and Instagram would act as effective communication channels for our key public. Effective communication methods, other than social media, could include flyers. 50% of the people who took our survey indicated that they visit South Broadway once or more a week. Flyers around South Broadway could be a great way of promoting the company and influencing our key public to either visit or eat at Cafe 180. Because Broadway extends geographically from Denver, we also imagine this campaign will be able to reach audiences living beyond the boundaries of Englewood.

Secondary Publics:

A few secondary publics that could help reach and influence the key publics include bars and businesses in Englewood that primarily cater to singles. Additionally, events that are already happening in Englewood that bring singles together could be very influential (like Atomic Cowboy and Punch Bowl Social).

Key Messages:

We understand that many single people are looking for human companionship, including romance. In the wake of the pandemic, this has become a higher priority for single people—many of whom realized more than ever the benefits of having companionship. Cafe 180 not only offers a place to take people on dates but also a place for people to meet while volunteering. Cafe 180 offers a great place to take someone on a lunch date—it's a place to show your values to a new person, and a great place to do a quick and meaningful activity together in the middle of the day, by volunteering.

Examples:

- Serve rather than be served at your next lunch date
- Ask not what your date can do for you, but what your date can do for the community
- Show your date what you stand for, sit down to lunch at Cafe 180

Strategies and Tactics

“Ask not what your date can do for you, but what your date can do for the community”

Summarized Phrase: Volunteer your heart for the community and yourself

Objectives

1. **Get single customers to collectively spend \$400 a week on lunch dates at Cafe 180**
2. **Get 10 single people to volunteer every week**

Strategy 1: Get News Outlets to Post Stories about Cafe 180 is a great date spot

Cafe 180 should connect with more local media sources in order to spread the word on how it could be a great spot to show a date how you care about the community.

Tactics: Media Outreach

Reach out and pitch volunteer-based dates to various local online and media print news outlets in Denver.

- Outlets: 303 Magazine (Young Professional Lifestyle magazine), The Denver Post, The Colorado Sun, Denver Life Magazine, Denver Westwood, 5280.
- Pitch ideas
 - “Top 5 places to go on a date after the pandemic”
 - “Do good for your community and heart”

Strategy 2: Increase following and awareness of Cafe 180 on social media

In order to draw the attention of Singlewood, Cafe 180 needs an updated and youthful presence on social media. It is important to bolster an online following as the majority of the target audience spends a lot of time on social media.

Tactics: Updating Social Media Aesthetic

We recommend updating the overall aesthetic of Instagram, by choosing specific fonts for the stories and setting filters to put over posts. This will create a cleaner aesthetic that will be more appealing to Singlewood.

Tactics: Collab with Denver food influencers

Working with Denver food influencers will draw the attention of Singlewood and promote more customers to come to Cafe 180.

Tactics: Consistency, Hashtags, and Slogans

Posting daily and using the hashtags listed below would create a stronger presence on social media. The following slogans can be used as captions for the new posts in conjunction with the hashtags listed below:

- Captions:
 - Serve rather than be served at your next lunch date
 - Ask not what your date can do for you, but what your date can do for the community
 - Show your date what you stand for, sit down to lunch at Cafe 180
 - Real love is found at lunchtime
- Hashtags:
 - #FullBellyFullHeart
 - #Cafe180
 - #LetsEatSinglewood
 - #Singlewood

Strategy 3: Use Cafe 180 Events to attract more singles to go on volunteering dates at Cafe 180

Tactics: Single Sign-Up Saturdays

Singlewood is likely to attend events at which they meet other singles, by rebranding Saturday volunteering to “Single Sign-Up Saturdays”, Cafe 180 will capture the attention of singles in

Budget

Strategy 1

- No Monetary Investment Needed

Strategy 2

- Targeted Social Media Ads on Instagram
 - Recommended: \$800 on monthly advertisement
- Yelp Sponsored Advertisement
 - Range: \$5-\$300 monthly
 - Recommended: \$100 monthly
- Canva Pro
 - \$12.99 Monthly
- Yelp Ads
 - Range: \$200-\$800 monthly
 - Recommended: \$200 monthly

Strategy 3

- Flyers Promoting Events
 - Recommended: VistaPrints, 500 flyers, \$40
- Event Budgets
 - Range: \$0-\$200, using partnerships between other Good Turn Businesses

Evaluation

| Communication Objective | Evaluation Tactics |
|---|---|
| Objective 1 Get single customers to collectively spend \$400 a week on lunch dates at Cafe 180 | 1. Measure and record any increases in weekly revenue 2. QR code survey at the counter for customers, recording why they came to Cafe 180v |
| Objective 2 Get 10 single people to volunteer every week | 1. Keep weekly count of new volunteers 2. QR code survey behind the counter specifically asking about demographics and relationship status |

Appendices

Appendix A: Primary Research

We conducted our primary research by interviewing people who live near and in Englewood.

Link:

https://docs.google.com/forms/d/19v9i-S2xK9M_toj4_KLyGjjyEU2uvtJi2ssDK_G27gc/edit

Survey Questions:

How often do you go to broadway?

- 0 times a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week

How often do you go out for lunch?

- 0 times a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week

Are you on any dating apps, if so which ones?

- Tinder
- Hinge
- Bumble
- Match.com
- Other

How do you prefer to meet people?

- Online
- At a bar
- Volunteering in the Community
- Other

If other, how do you like to meet people?

Fill in: _____

How flexible much time do you have in the middle of the day?

- None
- 1-2 hours
- 3-4 hours

- 4-6 hours

Do you volunteer?

- Yes
- No

Do you volunteer?

- What would make you volunteer more?
 - Meeting New People
 - Being rewarded

If you were to meet other single people not online, what kind of events outside of bars would you want to attend, and where?

Fill in blank: _____

Appendix B: Secondary Research

Articles Used in Research

- <https://303magazine.com/2019/11/denver-named-americas-worst-city-love/>
- https://theses.ubn.ru.nl/bitstream/handle/123456789/4908/MTHEC_RU_Floor_van_Dorrestijn_s_4208943.pdf?sequence=1
- <https://www.zippia.com/volunteer-jobs/demographics/>
- <https://www.bestplaces.net/religion/city/colorado/englewood>

Previous Media Coverage on Cafe 180:

- <https://www.9news.com/video/life/people/warrior-way/englewood-caf-lets-customers-pay-what-they-can/73-94e5d57b-43d0-4920-85f9-ff3d48aeca5>
- <https://303magazine.com/2020/11/cafe-180s-pay-what-you-can-englewood/>
- <https://www.denverpost.com/2016/09/13/business-qa-cafe-180-englewood>