

MIDA MARKETING PLAN

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MIDA

BACKGROUND

- South End neighborhood restaurant serving Italian-influenced cuisine
- Chef Douglass Williams was named one of the top 10 Best New Chefs of 2020 by Food & Wine magazine
- Building community through hospitality
- Looking to re-launch their brunch offering with an updated value proposition

SITUATION ANALYSIS

Industry & Environment

Environmental Threats

- COVID-19 has presented difficulties to the restaurant industry as a whole
- Closing of BSO & Huntington Theatre

Environmental Opportunities

- Push toward supporting local businesses & restaurants
- Physical positioning close to Northeastern University
- Untapped potential market of young professionals & 21+ students

Competitive Field

Key Players

- | | |
|-----------|-------------------------|
| - Coppa | - <i>Earl's</i> |
| - SRV | - <i>Thornton's</i> |
| - Pammy's | - <i>Lulu's</i> |
| - Ilona | - <i>Lincoln Tavern</i> |

Competitive Advantage

- Diverse group of dedicated regulars
- Word-of-mouth marketing network
- Passion; celebration of its customers
- Observant & generous hosts creating an unforgettable brand experience

MARKETING GOALS

TARGET MARKET

College students and young professionals

BUILD AWARENESS & ENGAGEMENT

Increase awareness and engagement with target markets

VALUE PROPOSITION

Evaluate the value proposition of MIDA's brunch

RELAUNCH BRUNCH

Relaunch brunch in the spring, with the long-term goal of being consistently profitable



STRATEGY



RESEARCH

Primary and secondary research on both current and potential customer



BRUNCH PREFERENCES

- Preferred times and days
- Menu offerings
- Drinking habits



COMPETITORS

Evaluate competitor offerings to ensure MIDA's brunch maintains a unique value proposition, while still meeting the needs of their target market

STUDYING CONSUMERS

TARGET AUDIENCE: Young professionals and older college students in the Boston area.

Segmentation Strategy

- Mix of Demographic, Geographic, Behavioral
 - PRIZM Geodemographic Segmentation
 - Young Digerati and Connected Bohemian lifestyle groups

Positioning Strategy

- Positioning by Usage Situation
 - Position MIDA as a go-to brunch spot in Spring 2021

Targeting Method

- Concentrated Target Marketing
 - Strong overlap between two groups, can target simultaneously with this campaign

STUDYING CONSUMERS

Brunch Survey

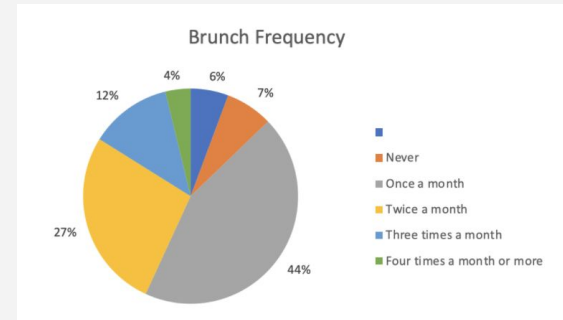
- 211 total responses
- 76% of respondents bet. 18 - 34
- 82% have never been to MIDA for brunch
- Insights into current brunch habits, the ideal experience, and more.

Secondary Research, Observations, and Interviews

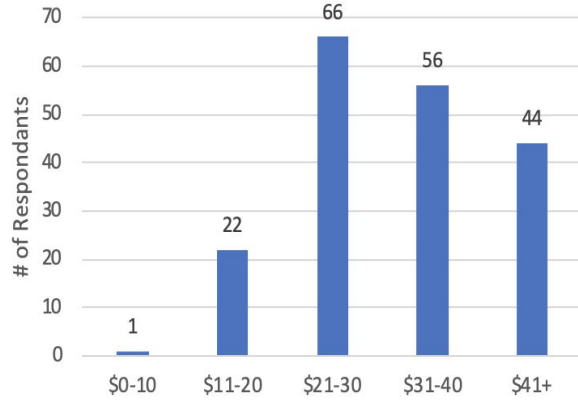
- Attitudes and statistics on dining out, brunch, etc.
- Insight into MIDA's current customer base + usage occasion

Suggestions moving forward

- 1) Conduct regular surveys to monitor current/potential customer feedback
- 2) Continue to lean into staff for deeper customer insights
- 3) Conduct brunch-specific observational research at other establishments

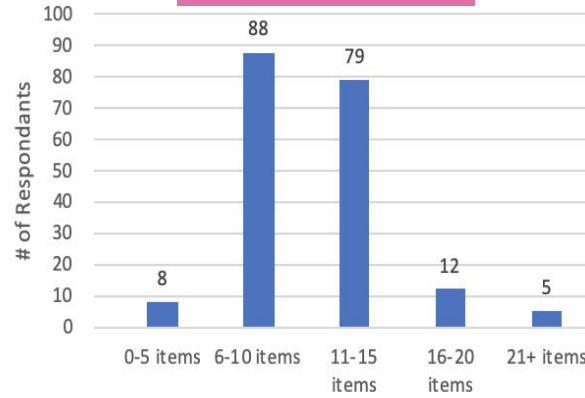


Average Sit-Down Meal Spend

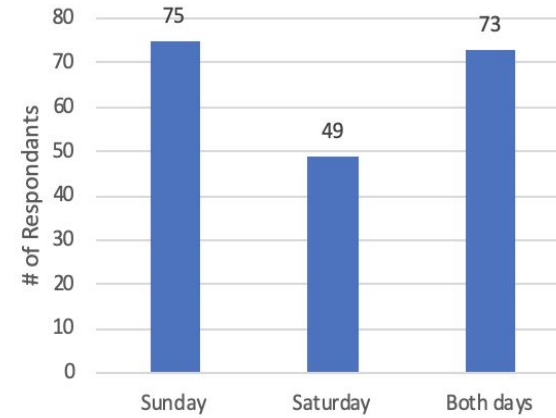


KEY DATA INSIGHTS

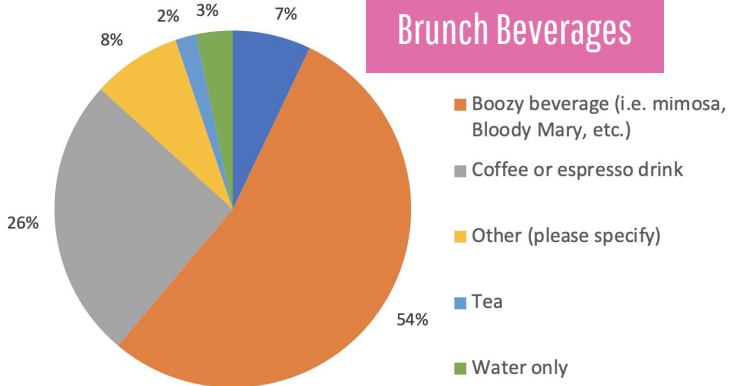
Ideal Menu Size



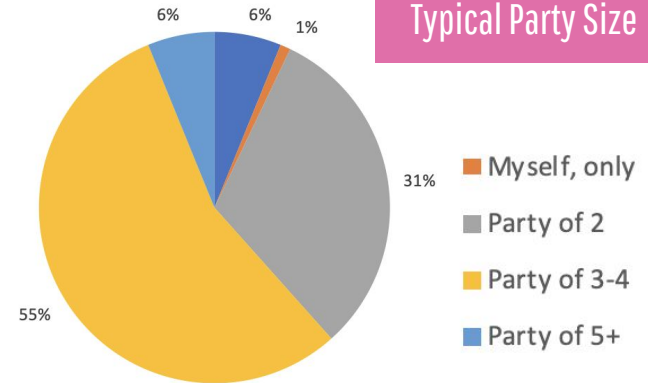
Brunch Day Preference



Brunch Beverages



Typical Party Size



KEY QUALITATIVE INSIGHTS

10% of respondents said they had visited MIDA for their brunch special.

What did you like about MIDA's brunch special?

"Creative food & drinks"

"Cocktails"

"The ability to do a combo"

"Superior service"

What DIDN'T you like about MIDA's brunch special?

"Not enough classics."

"I prefer more savory options."

"Small menu."

"Entree menu was limited to just 3 options."

SHAPING THOUGHTS

- Intensity
 - List a signature brunch item first on the menu to make a good first impression
 - Should be something that consumers expect to see in a brunch menu, but different enough to stand out from the competition.
- Novelty
 - Leverage the fact that MIDA has both a dinner special and a brunch special by cross-promoting the two
 - In addition, this can help to overcome the memory sin of transience, as multiple visits to MIDA will make consumers less likely to forget about it and more likely to keep coming back
- We suggest that MIDA's brunch menu contain 10 - 15 items, consisting of standard brunch items with a personal MIDA touch



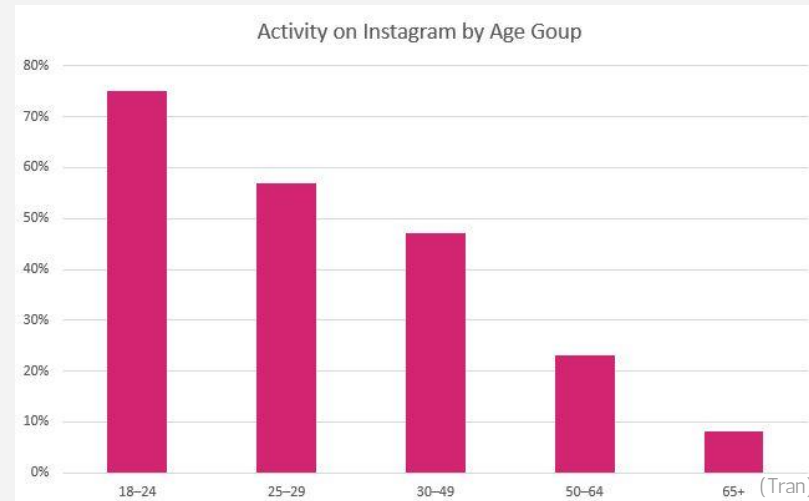
INFLUENCING ATTITUDES

Likeability Principle

- MIDA should take advantage of the relationship they have with current patrons by promoting their brunch offerings in-house
 - Calling cards on tables or with the bill
 - Signs promoting brunch by the door (inside and outside)

Social Proof Principle

- 67% of 18-29 year olds use Instagram regularly
- Build on MIDA's active social media presence
 - Reposting stories that tag MIDA
 - Monitor Instagram in real time
 - Surprise customers who tag MIDA with complimentary items



IMPACTING CHOICES

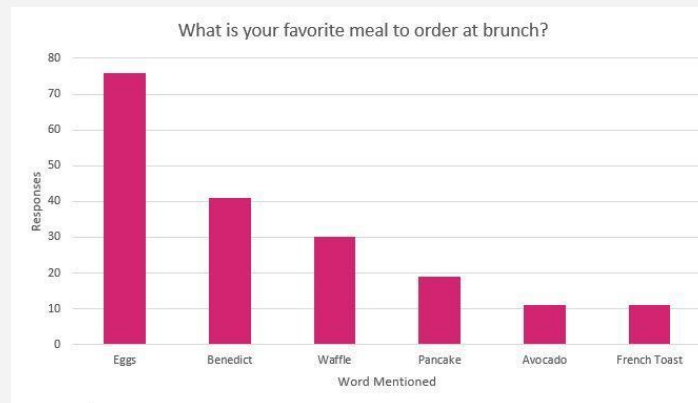
Unique experience through menu & drink options

- Menu that screams brunch and not dinner
- Avoid these thin slice judgments by
 - Change order of menu listing - brunch classics at the top
 - Adding more popular brunch classics

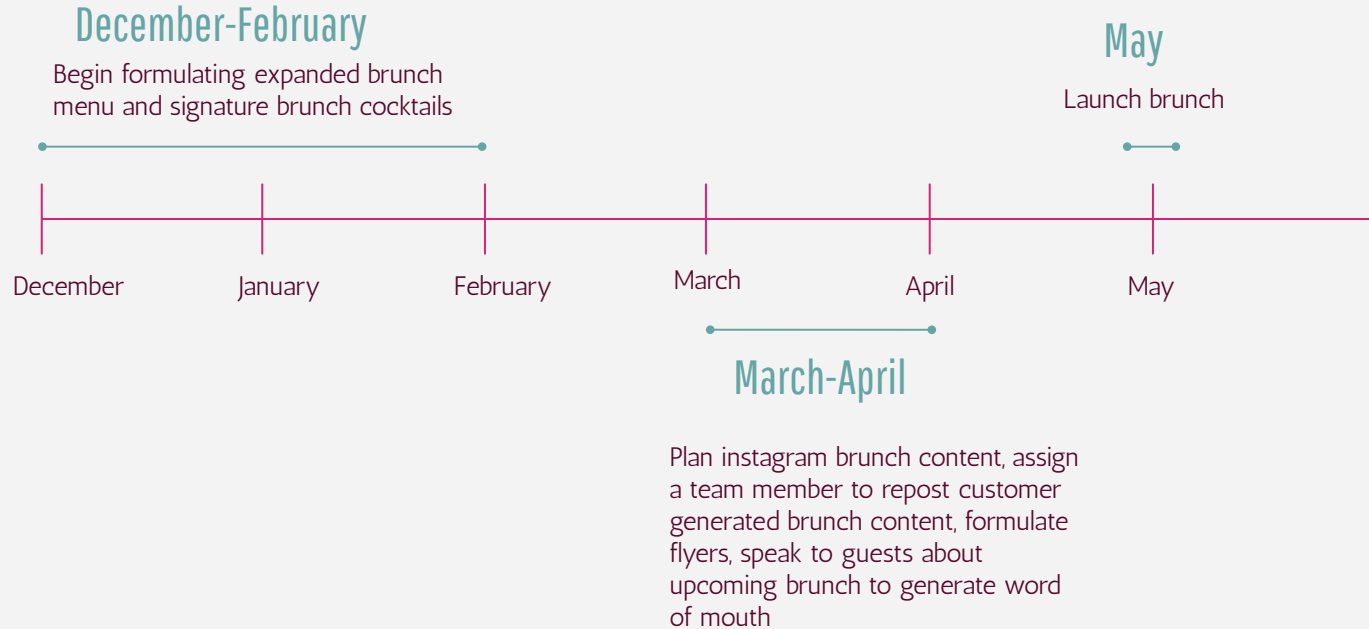


Ease of Recall

- Create an Instagrammable drink - the 'MIDA Mimosa Tree'
 - People posting it on their social media
 - Creating an urge to visit MIDA powerful marketing tool



IMPLEMENTATION: Timeline



6 Months Post-Launch

Evaluate success



June

July

August

September

October

November

BUDGET



1st

Labor Costs



2nd

Menu Development



3rd

Ingredients



4th

Social Media



5th

Flyers

EVALUATION



Outcomes

Patrons served, average check, total sales per brunch



How to Assess

Record data in an Excel spreadsheet



Benchmarks

Measure data against past brunch performance (pre-relaunch), and total costs per brunch



THANKS

Does anyone have any questions?

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