

# PUBLIC RELATIONS CAMPAIGN PROPOSAL



By Renata Diniz



# TABLE OF CONTENTS

3	Introductory Letter
4	Executive Summary
5-7	Situation Analysis – Mission Statement, Organization's Overview, Competitors, Team Bios, SWOT Analysis, Publics
8-9	Campaign Overarching Objective & Goals
9	Timeline
10	Budget
11	Publics and Messages Chart
12	Campaign Evaluation
13	Conclusion
14	References
15-18	Appendixes



1492 Zenith Way  
Weston, Florida, 33327  
June 10, 2020

Dr. Marcela Moyano  
Public Relations Professor  
Unilatina International College  
3130 Commerce Parkway  
Miramar FL 33025

Dear Dr. Marcela Moyano,

Please find enclosed a Public Relations Proposal for Tasty Bites Catering Company that presents goals, strategy and tactics. The timeline, budget and campaign evaluation are also enclosed for analysis.

This proposal will be executed from June 30<sup>th</sup> to August 30<sup>th</sup> in order to significantly improve the number of interested clients in our services.

Sincerely,

*Renata Diniz*



## EXECUTIVE SUMMARY

As a new company, we feel that would be interest for the Tasty Bites Catering to implement various strategies in order to attract Weston, FL clients. With many competitors in the market, we know that it can be a challenge. However, we feel that executing these proposed strategies will significantly improve the number of interested clients. Within the public, we feel that is necessary to put a primary focus on woman from 35 to 45 years old, since it is probable that they will need our services in different occasions.

With social media gaining rapidly in popularity, it is vital to a campaign strategy that we consider the effects of social media on potential clients. We should aim to spark conversation with our publics on these social networking sites so that make it convenient to inform and persuade.

We are confident that with the right methods of action, Tasty Bites Catering will be successful in bringing in a greater number of clients.

We have great potential to stand out in the catering market.



# SITUATION ANALYSIS

## **Mission Statement**

Tasty Bites Catering is a modern proactive focused and committed to provide catering services to the community by offering exceptional client value; ensuring the highest quality of service delivery and giving fair and balanced solutions. Tasty Bites offers a diverse menu with options for weddings, kids parties, cocktails parties, informal dinners and all kinds of celebrations. Menu options include Italian, Mexican, Mediterranean, American and others that can be developed based on the client needs.

## **Organization's Overview**

Our vision is to provide each and every one of our clients an excellent service based on a friendly but professional approach. We are devoted to giving personal attention to every detail of our clients' requirements, no matter how small. We draw on our flexibility and vast experience to guarantee the success of every event we undertake. We are committed to high standards in both the quality of our food and the quality of our service.

## **Competitors**

Based on a research conducted on May 2020, there are three major competitors that serve the Weston (FL) market. These caterers compete to some degree on price, more so on service. The quality of the food and the serving of the food are the main areas of service that the caterers compete on.

1. Fine Food Events – This company serves Dade, Broward and Palm Beach Counties. They serve clients from an informal cocktail party for 20 to a formal event for 500.
2. BCG Catering – Is a family owned company, founded 35 years ago and located in in Fort Lauderdale.
3. Tastebuds Fine Catering – Located in Davie and serving Broward, Miami Dade and Palm Beach Counties, this company was founded 25 years ago. Besides party catering they are now serving weekly family style boxed meals.



## Team Bios

Renata Diniz – *Co-founder, President*

Renata started in catering and event planning back in 2008 in Sao Paulo, Brazil when she realized the necessity of her city to have this specific business sector. She followed her love and passion for food as well as entertaining which has given her the drive to start a new business in the USA. Though the partnership of her husband Bruno, she started Tasty Bites Catering in 2020 and is confident that the business in the USA will be as successful as her business in Brazil that is celebrating its 12<sup>th</sup> anniversary.

## Publics

Based on the fact that each consumer has a unique set of criteria they use to make judgments about products, we found important to classify consumers by characteristics. Our researches were conducted in Weston, Florida and publics were defined based on this specific campaign.

- Demographic – This segmentation research was defined by factors such as age, gender, educational levels, racial diversity and income of Weston residents.
- Psychographics - This segmentation research was focused on collecting and analyzing the characteristics of an audience that are slightly more intangible, such as interests, habits, attitudes, emotions, and preferences.

Public 1 – Woman 30-45 years old, Weston (FL) residents, moms and housewives, engaged with schools and kids' events. This public purchases are based on practicality and customer service relations.

Public 2 – Woman 40-50 years old, Weston (FL) residents, businesswoman, multi-task, usually with older kids. This public enjoy hanging out with friends and hosting parties and get together at home.



## SWOT Analysis

### STRENGTHS

- Experience in Staff Training
- Excellent Networking
- Freedom to develop creative menus
- Improved Communication between staff and clients
- Social Media Plan
- Three Languages Spoken

### OPPORTUNITIES

- Freedom to promote extended services provision
- Freedom to negotiate price and quality with providers
- To growth loyal costumers
- To diversify and promote to new clients

### WEAKNESSES

- Financial Control: Risk if miscalculated business plan
- Increased Costs: food, staff, utility bills
- Initial lack of expertise in choosing the right providers
- Keeping up to date with new food standards

### THREATS

- Cost of training: fire, food hygiene, safety, first aid
- Staff: absence, loss of staff and commitment
- Capacity: Large parties needs investment in supplies and materials
- Food poisoning



# CAMPAIGN PLAN

## **Overarching Objective**

To generate interest and create demand on Tasty Bites services.

**Goal 1** - Introduce Tasty Bites to Weston residents, positioning it as a professional and trustable company to hire for an event or party.

- Public - This goal will focus on publics 1 and 2.
- Strategy - This strategy is very beneficial because they the public on focus would get to know the company. People who participate in city events are more likely to like parties and celebrations. Before the event we will send a press release to the Sun Sentinel Newspaper to promote and invite people to visit our booth.
- Tactic - In order to target a campaign strategy specifically toward public 1, we must consider activities and events happening on the city that are engaging this group. We plan to focus on a specific event called Weston's Annual 4th of July Hometown Celebration Parade. Tasty Bites will have a booth at the event and a staff member walking around the event inviting people to come and check out our booth. The booth will have free food samples with 4<sup>th</sup> of July theme. We will distribute business cards and printed materials as well. It is important to tell the visitors at the booth that our company staff has market knowledge, and that hiring a company to plan, organize and cater a party can be a great experience with many benefits for the host and guests.
- Key Message - "With Tasty Bites you just celebrate, and we do all the work for you".

**Goal 2** - To increase awareness of Tasty Bites' services to Weston Community.

- Public - This goal will focus on public 1
- Strategy - Social Media advertising to promote Tasty Bites' message and service to Weston residents active on Instagram, Facebook and YouTube. This strategy would target Publics 1, 2 and 3.
- Tactic - Create a marketing plan for YouTube focused with a series of cooking videos with recipes and tips with a partnership with our local farmer Brothers Farmers Markets. The purpose of the partnership with "Brothers Farmers Markets" is to increase networking and to attract more viewers to our videos.
- Key Message - "Passion for cooking starts with respect for the ingredients". The main message for this goal is to inform the costumers and possible clients that we use fresh, organic and reliable ingredients.





### Goal 3 – Attract potential customers for teens/adults' parties

- Public – This goal will focus on Public 2.
- Strategy – Tasty Bite will plan, organize and provide all items needed for a Instagram influencer party including foods and drinks. We will hire three companies that are highly active in the party's market to participate in the event providing their services and increasing our networking. This companies will be a luxury party rental (Weston Events); Photo/Video (Jozgirl Photography); Recrea USA (Show production/DJ). The influencer has 126k followers that are very engaged on her Instagram. In exchange she will promote our company for her followers that are our target public. If this strategy goes well, we will proceed with influencers of other nationalities.
- Tactic – We will promote a birthday party for a Brazilian Instagram Micro-Influencer, Kenia V Mello @aprendanacozinha. The event will be held in her house, in a Weston Community for up to 20 people.
- Key Message – "There is always a reason to celebrate". Emphasize our professionalism and experience as well as the quality of our ingredients. Also, the benefits of having a professional company organizing an event.

### Timeline





## **Budget**

### Printed Material - \$1.040

- Brochure (1000 x 0.85ea) - \$ 850
- Flyer (1000 x 0.15ea) - \$150
- Business Cards (1000) - \$40

### Weston Event Action - \$1.240

- Press Release Distribution Service - \$ 200
- Instagram Promotions (\$10/day for 5 days) - \$50
- Booth Structure for Weston Event - \$ 300
- City of Weston fees for event participation - \$ 250
- Staff Payment and lunch (6 hours) - \$ 90
- Food Supplies and Preparation - \$300
- Transportation - \$50

### Social Media Cooking Video Series - \$950

- Instagram Promotions (\$10/day for 15 days) - \$150
- Video production and editing (\$100/video) - \$ 800

### Event for Instagram Influencer - \$650

- Food supplies and Preparation - \$ 300
- Staff Payment - \$200
- Party Rentals - \$100
- Transportation - \$50

Total Budget - \$ 3.880,00



## Publics and Messages

Public	Objective	Strategy	Tactic	Message
Publics 1 and 2	Introduce Tasty Bites to Weston residents, positioning it as a professional and trustable company to hire for an event or party.	Appeal to Weston Residents by participating in a City Event.	Include a booth in Weston's Annual 4th of July Hometown Celebration Parade distributing printed material and free food.	"With Tasty Bites you just celebrate, and we do all the work for you".
Public 1 - Woman 30-45 years old, Weston (FL) residents, moms and housewives.	To increase awareness of Tasty Bites' services to Weston Community	Social Media, specially YouTube Marketing Plan	Release a series of cooking videos with recipes and tips with a partnership with our local farmer	"Passion for cooking starts with respect for the ingredients"
Public 2 - Woman 40-50 years old, Weston (FL) residents, businesswoman, multi-task, usually with older kids.	Attract potential customers from Instagram	Hire three companies that are highly active in the Weston's party market to participate in the event providing their services and increasing our networking	Promote a birthday party for a Brazilian Instagram Micro-Influencer @aprendanacozinha	"There is always a reason to celebrate"



## **Campaign Evaluation**

As part of our proposal we want to explain how we will be able to evaluate our success and the progress we hope to make with this campaign. We will be able to gauge our success by evaluating the tactics we use to increase awareness of, to make it as simple as possible to assess our initiatives.

### **Estimates Requiring Form**

With the estimates requiring form we will be able to track each customer. It will be able to make it evident whether our efforts are appealing to Weston residents, our most essential publics. This estimate requiring form will make evaluation available at any point in the campaign. In the form, potential clients requiring an estimate will have to answer questions such as name, e-mail address, telephone number, how they met our company, what made them interested in asking for an estimate.

### **Social Media Tracking**

Our implementing of various social media tactics will be ongoing throughout the extent of the campaign. We will be able to track the number of new followers on Facebook and Instagram as well as comments and messages we receive from those interested in receiving an estimate. Our goal is to begin a conversation with the public, not just informing them. Therefore, our main method of social media tracking should be evaluating the increase in events postings and messages in interaction with the organization.



## **Conclusion**

With this Public Relations Campaign Tasty Bites will reach success because they will integrate it into their daily operations. The company's plan is critical to the development of a strategic outcome: success and growth of Tasty Bites Catering. As for any business, it is inherent to have the understanding of the target audience because it affects how businesses operate. Understanding the target audience, Tasty Bites is then able to cater to the local needs and operate based on needs to the customers. The company can easily make adjustments according to its strategic plan. This paper has recommended strategies in building media relations and generating publicity for Tasty Bites. It was provided a list of objectives for this PR campaign and identified Tasty Bite's publics as well as its risks in the strategy. In addition, a tactical plan was developed using various PR tools. the paper mentioned a timeline along with a budget estimate. Last, the paper mentioned a timeline along with a budget estimate.



## References

Newson, D., Haynes J. Public Relations Writing: Strategies & Structures. 11th Edition. 2017.



## Appendixes

### Appendix A – News Release

# NEWS RELEASE



#### FOR IMMEDIATE RELEASE

#### CONTACT:

Renata Diniz  
Marketing and Media Relations  
Tasty Bites Catering Company  
1492 Zentih Way, Weston, FL  
(754) 215-6310 Cell

#### Join Tasty Bites Catering at the Weston's Annual 4th of July Hometown Celebration Parade!

**June 30, 2020, Weston - FL** – Tasty Bites Catering Company will be participating in the Weston's Annual 4th of July Hometown Celebration Parade and they are inviting all Weston residents to visit their booth and taste their amazing food. Patriotic pride prevails at Weston's largest annual community event. Enjoy other local businesses, civic groups, schools, bands, organizations and residents on parade decked out in red, white and blue. The event has established itself as a favorite among families and business of Weston, FL. The parade will start at 12:30pm and take place in the Weston Town Center area on July 4<sup>th</sup>.

"Boring hot dogs, pizzas, and veggies trays have dominated the marketplace for on-the-go parties for far too long, but we're here to challenge that. Our menu options are made using fresh and local sourced ingredients that brings elevated flavor profiles to satiate cravings and deliver a unique party experience. We want to bring this experience to Weston and get people to know that" said Renata, Tasty Bites Co-Founder.

The Weston's Annual 4th of July Hometown Celebration Parade is organized by the City of Weston with the support of local businesses. For more information about the Event, visit <https://www.westonfl.org> or call the Weston Community Center at 954-389-4321.

For more information please contact [renatadiniz@tastybites.com](mailto:renatadiniz@tastybites.com)



## Appendix B - Fourth of July Booth Layout



## Appendix C - Booth Banner



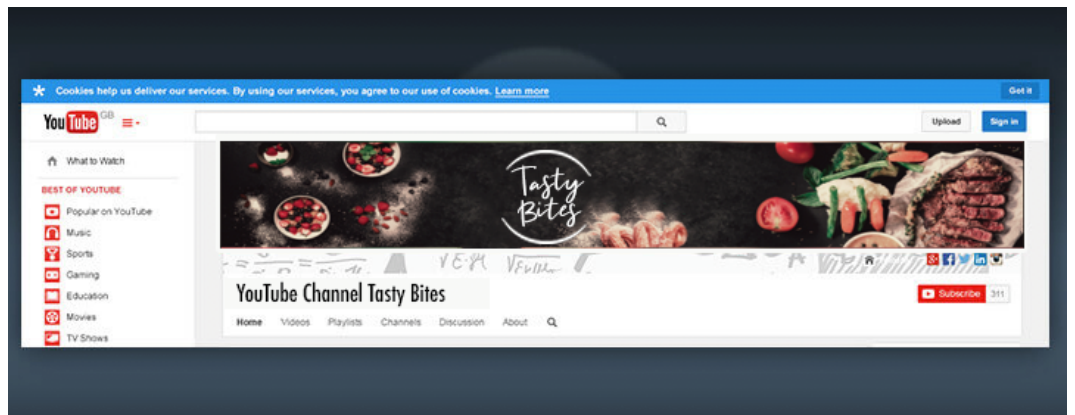




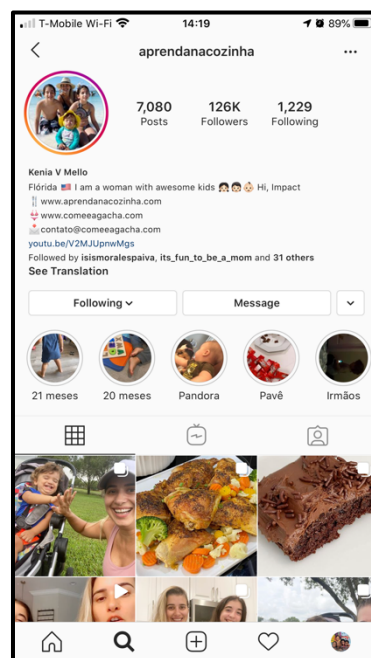
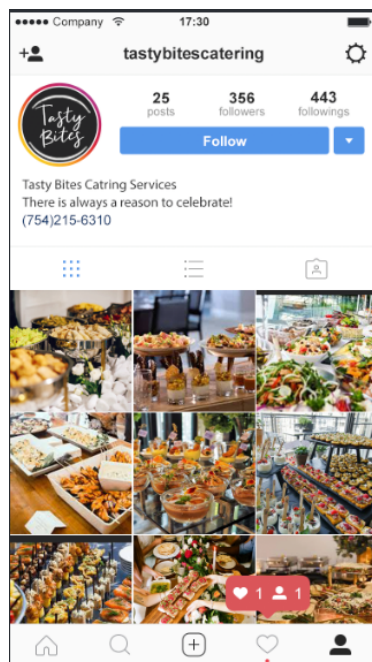
## Appendix D – Booth Business Card



## Appendix E - YouTube Channel Banner



## Appendix F – Tasty Bites Instagram / Brazilian Influence Instagram





## Appendix G - Estimate Requirement E-Form

### Estimate Requirement Form

<b>Name:</b>
<b>Phone Number:</b>
<b>E-mail:</b>
<b>What kind of event are you planning?</b> <ul style="list-style-type: none"><li><input type="radio"/> Birthday Party</li><li><input type="radio"/> Wedding</li><li><input type="radio"/> Informal Dinner</li><li><input type="radio"/> BBQ</li><li><input type="radio"/> Others</li></ul>
<b>How many guests are you inviting?</b>
<b>How did you hear about Tasty Bites?</b> <small>(Please select only one)</small> <ul style="list-style-type: none"><li><input type="radio"/> Facebook</li><li><input type="radio"/> Instagram</li><li><input type="radio"/> Youtube</li><li><input type="radio"/> Weston Event</li><li><input type="radio"/> Flyer</li><li><input type="radio"/> Friend Recommendation</li></ul>
<b>Notes:</b>

