

Claire Griggs  
Jour 3055  
September 25, 2019

## Brief Package

### 1. Creative Brief

**Client - *The Old Warsaw Restaurant***

**Key Objectives** - Increase sales by 10% in 2020.

**Situation Analysis** - Since 1948, the Old Warsaw Restaurant has been a part of the Dallas dining scene. Couples and critics alike head to the local spot, best known for its beef wellington and lobster thermidor. Sales have been steady over the years but reviews on many sites have criticized the Old Warsaw Restaurant for “not keeping up with the times” in terms of decor and atmosphere. However, some say that the charm of this restaurant is unique just for this reason and that it is a reminder of the “good old days.”

**Target Market** - Males, ages 25-34, bachelor's degree and up, living in the Dallas-Fort Worth Metropolitan area. These young men have recently graduated college and make \$65,000 annually as business analysts.

**Psychographics** - Most aren't married yet but have been dating their partner for 2+ years. These men are adventurous and want to try the hottest dining spots in town, so they can bring impresses their bosses and colleagues. They enjoy drinking fine wines and spirits, no matter the price. Impressing people close to them gives these men a large boost to their egos. Most were in a fraternity in college, so they value camaraderie and lifelong relationships. They use streaming services like Netflix and Hulu and are subscribed to national newspapers, like the Washington Post. They love to go on Twitter and Instagram in their limited free time.

**What do they think of the brand now** - They have no idea it exists...yet.

**How we want them to think of the brand** - We want them to be so impressed by the Old Warsaw Restaurant that they feel the need to book a reservation immediately.

**IMC Elements** - We will be creating a single print advertisement.

**Brand Personality** - The Old Warsaw is the epitome of nostalgia and elegance. While the rest of Dallas has evolved with the times, this restaurant has remained an oasis of the past.

**ONE Idea** - The Old Warsaw Restaurant is a great place to impress my boss and colleagues.

**Benefit** - My boss will think higher of me and I'll get that major promotion.

**Feel** - *Important* after taking my boss to the restaurant. *Confident* that I will get a leg-up in my career. *Satisfied* in the good food that the Old Warsaw Restaurant delivers.

**Think** - I will propose to my girlfriend here.

**Do** - Book a reservation immediately.

**Call to Action** - Enjoy the finest dining in the Dallas-Fort Worth area.

**Creative Guidelines** - Use witty, sarcastic humor, similar to The Economist magazine. Emphasize the price and quality of the menu items.

## 2. S.W.O.T.

### *Strengths*

- Quality food.
- Historical ambiance and decor.
- Overall, great reviews online (Yelp and Facebook).
- Easy to navigate website.
- Great entertainment (pianist comes most nights)

### *Weaknesses*

- Some very bad reviews online (Yelp and Facebook).
- Valet service is not the most professional nor the most efficient.
- Poor service is the number one complaint.

### *Opportunities*

- More of a social media presence on Twitter and Instagram.
- Have more social media involvement with customers.
- Recent population growth in the DFW area will bring more potential customers.

### *Threats*

- Competition from other fine-dining restaurants.
- Meat and produce recalls (FDA)
- Menu hasn't been updated in a while.

**S.W.O.T. Analysis** - The Old Warsaw has been a favorite restaurant of locals for generations. It's a well-known brand among certain demographics and is starting to branch out in different directions. This restaurant is like a precious time capsule from the 1950's. The elegant ambiance and rich food bring back memories for a lot of guests. The social media presence on Facebook is good, but it would be a bonus if Twitter and Instagram were added to the mix. The restaurant also needs to pay closer attention to online reviews and fix the issues, instead of simply addressing the customer's complaints.

## 3. MARKET PROFILE

Jordan Brown is a 29 year old business analyst who lives in Plano, Texas. He commutes to his job every day in his recently purchased a matte black Tesla Model S car. He is a hard worker and often stays hours later than most of his co-workers. When he gets home, he likes to watch action movies on Hulu with his long-term girlfriend, Angela and their dog, Sir Puggles. Jordan met

Angela at the University of North Texas where they both majored in business and graduated in 2012. Jordan and Angela share similar interests, such as: going to live concerts, visiting art galleries, wine tasting, and hanging out with close friends. Luckily, their friend groups get along well and dinner parties are a common event at Jordan and Angela's Midtown Dallas apartment. Jordan has been eyeing the senior management position that just opened at his work and is looking for the right opportunity to impress his boss. He is very driven, passionate, and extraverted.



#### **4. POSITIONING STATEMENT**

To Young Digeratis, The Old Warsaw Restaurant is the flame that cooks success as rare as filet mignon.

#### **5. STRATEGY STATEMENT**

My client, The Old Warsaw Restaurant, wants to increase sales by 10% in the coming year. My target market "Young Digerati" based on the Claritas Values and Lifestyles Segmentation, live in a fast paced urban environment. They are educated, affluent, and ready to take their careers to the next level. This market is always looking for the hottest trend to call their own, whether it's an artisan pale ale or the new designer brand of eco-friendly clothing.

For my campaign strategy, I want to appeal to the target market's desire to pursue success in both the workplace and in life. To do this, I have chosen the "bring success to the table" strategy. I plan to show the target market how the Old Warsaw Restaurant can help them impress their boss and bring rich culture into their lives. To these men, food shouldn't just be nutritiously fulfilling, but should create a conversation to bring "it" to the next level.