



MERIDIAN MARKETING GROUP

August through December Calendar of Events

Corporate Christmas Party Booking: Get a jump-start on your competition and market your restaurant to companies for office Christmas parties and catering. Explain to them that your restaurant was in such high demand last year that they need to reserve early. Make it easy for clients to book their event with you. Send a questionnaire that they can fax directly to you that will identify their needs and allow you to create and offer the perfect package for their event. Become a holiday event specialist by suggesting different references for entertainment such as live music, DJs and gifts for their employees (like a special price on bulk purchases of gift certificates that they can give as a gift to every employee).

We recommend that you follow a 5-step approach with this campaign by highlighting your services to the same companies with different messages and availability updates. This campaign should be repeated at the beginning of every month from August to December. Restaurants that offer an incentive (like a \$100.00 certificate redeemable when a Christmas party of 30 employees or more is booked before a certain date) have had a higher success rate. For optimum performance the incentive needs to reflect the market, average price per person, type of restaurant and type of companies.

Summer Corporate Lunch Campaign: Beautiful weather, upcoming vacations or employees returning from vacations - make sure the employees in your neighborhood understand the value and benefits of eating lunch at your restaurant. This campaign is strategically aimed at employees in your restaurant's market. Show them the difference a lunch at your restaurant can make to their afternoon.

Here are some important criteria to address:

1. Efficient service (it is important to be able to be in and out in 1 hour) with a relaxed and comfortable atmosphere.
2. Diverse menu (salads, sandwiches, entrees, etc...).
3. Delicious menu items.
4. Competitive prices/lunch specials.

August Special Event Campaign: Target your slowest night of the week to stage a special event. Mail and e-mail your entire database and give your preferred customers a certificate good for every Tuesday night in August (the offer can increase from Tuesday to Tuesday).

Example: \$5.00 off a minimum \$30.00 check for the first Tuesday of the month.
 \$7.50 off a \$40.00 check on the second Tuesday.
 \$10.00 off a \$50.00 check on the third Tuesday.
 \$15.00 off a \$60.00 check on the fourth Tuesday.

This gives a total of \$37.50 off \$180.00 spent in August.



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For optimum performance, the incentive needs to reflect the characteristics of your database, average price per person and type of restaurant.

August Festival Campaign: Jazz festival, theater festival, local community festival, seasonal food festival, outdoor concerts or once a year sporting events (racing or golf). We can help you design a campaign around the theme of the festival and run it for multiple days or focus on slower nights.

Golf Tournament Campaign: If your restaurant has an annual golf tournament, use your database to cross-promote and book the tournament. If your restaurant is a sponsor in a tournament, offer the organizers the use of your database to book their event. Offer a gift certificate (applicable on a minimum purchase) to every participant. Make arrangements to have the tournament dinner in your restaurant instead of the golf club. Give the organizers the right incentive to stage their event at your restaurant.

Labor Day Campaign: Lots of people stay home and make the long weekend a reason to go out to restaurants and celebrate the summer coming to an end. If Labor Day weekend has a tendency to be slow, create a Labor Day event featuring different menu items, wines, etc... Invite your guests, inform them of your hours and make sure they know that you are open. You can also take advantage of this campaign to promote your September calendar of events.

Bring a Friend Promotion: Through offering an incentive such as a discount on a 2nd, 3rd or 4th entrée, we can encourage your guests to introduce their friends to your restaurant. Not only will this bring your regular clients back into the restaurant but it will also help you solidify a relationship with new clients.

NFL Kickoff Campaigns: Visit www.nfl.com to view the entire 2005-06 schedule. If this campaign fits the profile of your restaurant, create strategic campaigns around the games that interest your clientele. Make sure to target key dates and games that you want to promote and use your database to advertise cross promotions with your beer distributor and any neighborhood business owner that wants to be involved. Do a draw for 2 tickets to a football game for your preferred clients or for the winner of a pool. E-mail your guests weekly to inform them which games you will be showing and what specials you will be offering. Maximize the full potential of the football season. Best of all, Monday Night Football is the perfect way to turn a slow dreary night into an exciting weekly event. Create a VIP club within your database for regular clients attending the games; give them special privileges and discounts. The possibilities are endless.

465 MCGILL ST., 5TH FLOOR, MONTREAL, QUEBEC H2Y 2H1

Montreal•Toronto•Vancouver•Chicago•Dallas•Miami•New York•Seattle•Boston•Phoenix•Los Angeles•Indianapolis•New Orleans•Orlando•Washington D.C.

E-mail: support@mmsgusa.com Website: www.mmsgusa.com

Toll Free Phone: 1-877-218-6664 Fax: 1-877-399-5044



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World Series/NBA/NHL Campaigns:

Same strategy as NFL campaigns.

Gift Certificate Campaign: Your restaurant's gift certificates can be the ideal birthday, wedding or thank you gift. Allow your guests to purchase gift certificates from you for their friends, colleagues and clients. Example: Let them know they can purchase 5 certificates and get the 6th certificate free!

Most importantly, make it easy to purchase the certificates. Tell your guests that:

- 1 You can ship certificates directly to their home or office.
- 2 Transactions can be made over the phone.
- 3 They can fill out the purchase form found on your website* and the gift certificates will be mailed to them.

*If you do not have a website or if your website needs updating, inquire about our web programming services. We can take care of creating a brand new website for you or design and upload the necessary additions to your site.

Wine Dinner:

Invite your guests to join you on a slow night (Monday, Tuesday or Wednesday) while you treat them to wines that are expertly paired to enhance the natural flavors of the accompanying dishes. This is perfect for your guests who enjoy the finer things in life.

First Day of Fall Special Tuesday Night Event: Create an entire event that will take place on the first day of Fall. Create a special menu with Fall seasonal fares, special wines, an art exposition, bands, etc... Make an exclusive RSVP event out of this date. You can use this date to launch your own October Fest. Design an event that matches your community and climate or create a promotion to market your new fall menu and boost up what may be a slow month.

Fall Menu Promotion Monday and Tuesday Night Special Event: Make every Monday and Tuesday night a special theme night. Based on your response from your August Monday and Tuesday Nights Special Campaign, repeat the same process or adjust the process in order to achieve optimal results.

Halloween Party Campaign: Retail stores start advertising Halloween a full month in advance; you should take the same approach. Mostly, capitalize on the 6 days leading up to Halloween by staging special events that will intrigue your guests into bringing their friends. Decorate for Halloween, offer special Halloween drinks, cross-promote with costume rental shops and get the stores to agree to offer a \$10.00 gift certificate to your entire database. Inform your guests that your venue is available for special



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Halloween group bookings. Host a costume party on the Friday or Saturday night before Halloween with a redeemable gift certificate for guests who show up in costume. Award a free dinner to the best costume. If you are more a family restaurant, you can orient your Halloween campaign towards kids.

Christmas Gift Certificate Campaign - Steps 1 through 5: A large portion of the guests on your database will spend anywhere from \$50.00 to \$5000.00 on gift purchases for Christmas. If you have not been selling gift certificates for Christmas, this is the time to start. If you have been selling gift certificates by suggesting them on table advertisements and postings around your restaurant then imagine how much you will be able to sell by actively staging a 5-step database campaign. We propose you offer incentives on purchases of a certain amount or denomination of certificates.

A dinner at your restaurant is a great gift idea for many situations (office gift exchanges, gifts for family, friends, etc...). Most of your guests will not come up with the idea themselves. You need to market your certificates at the right time with the right offer. This is why we will execute a five-step database campaign that will be adjusted after each step to maximize the campaign's performance.

- **Step 1 (Second week of November)**
- **Step 2 (Fourth week of November)**
- **Step 3 (First week of December)**
- **Step 4 (Second week of December)**
- **Step 5 (Third week of December)**

Thanksgiving Campaign: Wish your guests Happy Thanksgiving. Inform them of your special menu or sponsor a local foundation that helps families in need (donate a percentage of the proceeds you earn during thanksgiving week).

Christmas Shopping and Dinner Promo: When your customers are shopping, they often eat out after their shopping spree. After all the money they've spent, allow them to save at your restaurant with a gift certificate. Stores are usually open for longer hours so it is the perfect opportunity to capitalize on the chance to bring more clients in. This is a great opportunity to design a promotion focused on increasing traffic during weeknights.

Merry Christmas/Happy Hanukkah Campaign: Wish your guests Merry Christmas and/or Happy Hanukkah and best wishes for the upcoming year. Organize a Christmas dinner, Hanukkah party or New Year's Eve party and encourage your guests to reserve ahead of time.



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New Year's Eve Party Campaign: Stage a New Year's Eve event featuring: live music, dancing, a set price all-inclusive menu, DJ, Champagne at midnight, large screen with simultaneous broadcast of the N.Y. countdown, confetti, balloons, and fireworks. This is the celebration of the year. Sell out your event ahead of time by using your database. Make a price per person that is lower if the tickets are purchased before Christmas. Go all out - your guests will come and you will set precedence for the following year. Invite the families of your staff members at a special restaurant price.

Ring in the New Year Campaign (Early January traffic generator campaign):

Make sure to plan ahead with this campaign. You do not have to experience a considerable slowdown in January if you double your marketing efforts to your database.

E-mail or mail your customers your January menu, your special theme nights, and a special New Year promotion. Many of your guests will be on vacation or out of town visiting family so upon their return, give them a chance to experience something special.