



MERIDIAN MARKETING GROUP

CORPORATE CHRISTMAS PARTIES CAMPAIGN

Description:

This campaign consists of targeting corporations in your restaurant's geographical market with a total of up to 100 companies. Depending on the type of groups you can accommodate and a ratio based on the existing corporate potential in your market of the selections will be made from 3 different company sizes listed below.

Small	1-25 Employees
Medium	26-99 Employees
Large	100+ Employees

Challenge:

To reach the person(s) involved in the decision making process for the booking of the annual Christmas party. The objective is to impress the target person(s) enough for them to initiate contact with the restaurant to further discuss the possibility of hosting their event at the restaurant.

Approach:

Presentation in writing of the following details:

- 1-Addressed cover letter
- 2-Calendar of available dates
- 3-Restaurant's unique selling proposition, history and description (brochure if available)
- 4-Menu packages and prices including bar and wine options
- 5-Gift certificate with incentive for booking party at restaurant (if applicable)
- 6-Incentive to guest attending the party (if applicable)
- 7-Availability of entertainment (if applicable)
- 8-Parking facilities or valet service

Possible Results:

Results will vary according to the following factors:

- 1-The budget of the targeted companies and the cost of hosting the event at your location
- 2-The incentive for the company and/or individual gift incentives offered to the staff attending the event
- 3-The timing and follow up (phone call or mailing) after the package has been sent
- 4-The reputation and style of the restaurant versus the profile of the company



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Money Facts:

If this campaign generates the booking of 5 parties with 25 employees (average minimum size)

At an average of \$100.00 per person:

$$25 \times \$100.00 = \$2500.00 \times 5 \text{ parties} = \$ 12,500.00$$

We recommend that the restaurant provide the employees with a Christmas gift (\$25 gift card redeemable before January 31, 2006). This is seen as a token of appreciation on behalf of the company for booking the holiday event. Not included in the above breakdown is the residual value generated by the return visits of people coming back to redeem their incentives.

Ex: 25 gift cards of \$25.00 X 60% (redeemable before January 31st 2006) = \$375.00 of incentive redeemed on \$2000.00 in sales during one of the slowest month of the year. 60% equals 15 clients returning for dinner (minimum two per table) multiplied by the average check per person of \$60.00.

Therefore the residual value of 5 parties can be: \$10,000.00 less redeemed incentive of \$1875.00.

In total five parties can easily generate an excess of \$20,000.00 in gross sales.

Implementation of Campaign:

MMG will contact the restaurant to incorporate this campaign in the restaurant's marketing agenda.