

GENERATING BRAND AWARENESS AND GENERATING FOOTFALL THROUGH ONLINE MEDIA

About Chiquito

Chiquito is the UK's largest, freshest and liveliest Mexican restaurant brand operating 63 restaurants across England, Scotland and Wales, with several further restaurants planned to open over the next few months.

We welcome over 1.5 million guests every year through our doors, serving over 120,000 chicken fajitas (no wonder we're so good at them ... well that's what we're told anyway!)

We are passionate about what we do, we treat our guests in accordance to the old Mexican mantra 'Mi casa es su casa' ... 'My home is your home'. We strive to be famous for: being Mexican, excellent hospitality, having the best people, serving amazing cocktails and not to forget – our electric Latino party atmosphere.

Our Brand

Think of Chiquito, think fresh, think vibrant, think modern Mexico on your doorstep... The restaurant and bar is a perfect location for meeting up to start a night out with friends; well, that's if you can tear yourself away from our cocktail menu ... the margaritas made with agave syrup and Ceurovo Tequila are to die for!

The menu is enormous, plenty of choice for everyone, including fabulous Mexican Favourites ... fajitas, tacos, burritos, chimichangas, enchiladas and quesadillas with a choice of filling.

The menu represents real Mexico - where it's not all about burning your tongue with spicy chillies! In fact in some places in Mexico it's hardly about heat at all! The ingredients are fresh, fragrant and full of juicy citrus just as much as a little bit of spice to add a subtle flavour. The chicken fajitas comes highly recommended!

With a truly amazing bar area (we are confident you'll agree with us here!) Chiquito is perfect for a few Margaritas with friends to get into that Latin party spirit! So be prepared to not only eat Mexican, but to really experience it and feel like you're at the biggest fiesta in town!

Local Restaurants:

- Stevenage Leisure Park, Stevenage (New – Opened September 2009)
- Army and Navy, Chelmsford (New – Opened August 2009)
- The Galleria, Hatfield
- Woodside Leisure Park, Watford

Project Overview

We are looking for you to work either in groups, of no more than 4, or individually (you choose) to plan and prepare an online marketing campaign to build brand awareness and generate footfall through the Chiquito website and restaurants.

You are encouraged to think out of the box – there are no wrong or right answers – we do not want to copy the industry we want to lead it – and your ideas will make this happen. Think about working in multi-disciplinary groups – and aim to be INNOVATIVE!

We would like you to provide insight into the below questions:

- How can we drive increased traffic to our website?
- How do we get more people to learn about how exciting and vibrant our brand is?
- How can we convert the online traffic into footfall in the restaurants?
- What other online tools can we use, and what can we gain from these?

We need to see your ideas, and explanation as to why you are proposing these ideas, by use of case studies and secondary research as appropriate.

Be as creative and innovative as you can!

Target Markets:

The Aspiring Youngsters

- Age 20-25, B/C1/C2
- Students and young professionals
- Technology Savvy
- This group plan and organise their lives online, sharing pictures, organising events, and choosing places to go. They have money to spend as although they don't have much income, their disposable income is high as they have few financial commitments. They set trends rather than following

The Established Professionals and Couples

- Age 26-35, B/C1/C2/C3
- Professionals and Couples, some with kids
- This group plan and organise their lives online, sharing pictures, organising events, and choosing places to go. They have disposable income although are price conscious and feeling the pinch although they will not give up going out, they will just be more fussy.

Objectives:

Develop an online marketing campaign that:

- Increases brand awareness within either one or both target markets as mentioned above
- Generate footfall from new customers into the restaurants (we need to be able to measure who is coming into the restaurant and from where, using our current technology and systems will the students get more information on this?)
- Increase frequency of visit (Aim to increase average visit frequency to once every 2 months from once every 3 months)
- Increase Chiquito email database (by 50% to 200,000 unique emailable addresses)
- Highlight all costs in your proposal and show an expected return of investment of 10:1
- Include creative ideas / content where possible

Return on Investment:

- How can we make the most of online / social online media at zero cost?
- We expect a return of 10:1 for any expenditure – how would your proposal generate this?

Deliverables:

Client Report detailing your proposal

Portfolio of any other accompanying items that back up your work

Shortlisted finalists will be asked to prepare a 15 minute presentation about the proposal

Timescales:

Project Launch: Wednesday 16th December

Question & Answer Session A: Wednesday 20th January 1-2pm (Room TBC – See

www.go.herts.ac.uk/emktgchallenge

Question & Answer Session B: Wednesday 17th February 1-2pm (Room TBC – See

www.go.herts.ac.uk/emktgchallenge

Submission of Reports: 5pm on Friday 2nd April – Email to Chiquito (Email address to be uploaded to

www.go.herts.ac.uk/emktgchallenge

Monday 12th April: Announcement of shortlisted groups on www.go.herts.ac.uk/emktgchallenge

Wednesday 21st April: Shortlisted groups presentation to Chiquito 9-11am (Venue: Chiquito in The Galleria)

Thursday 29th April: Awards Presented at e-mktgEDGE

What is in it for you?

Everyone who takes part will receive

- Written personal reference for work carried out

All finalists will receive in addition:

- Voucher for a free lunch at Chiquito

One winning group / individual will receive:

- £500 to share
- A VIP party for the group at our newest restaurant in Stevenage

Intellectual Property

The Restaurant Group PLC will deem ideas presented as part of the project free to use in any future marketing of business activity. In return the Restaurant Group PLC will acknowledge the work by providing references for all individuals involved.

Limitations

- Only secondary research can be carried out
- Do NOT liaise directly with the restaurants or our guests
- Do NOT publish any content online – we encourage you to get content ready– but do not upload it.

A bit more about Chiquito ...

- 65 sites nationwide
- 7 new openings planned in 2010
- Key cities: Manchester / Birmingham / Bristol / Edinburgh / Glasgow / Cardiff / Nottingham / Leeds / Sheffield / Hull / London
- Three new sites opened in Herts / Essex – Stevenage, Chelmsford and Watford (recently refurbished). Our Hatfield site opened in December 2008 and is in a slightly older style

Our New Website

Have a sneak preview of our new website (launching Q1 2010) your strategies can have elements that would link into the website BUT please do not focus your report on the website – we are more interested with how to get new people visiting the website from other online channels and following that up with a visit to one of our restaurants.



STEEEL London - Microsoft Internet Explorer provided by City Centre Restaurants

File Edit View Favorites Tools Help

Address http://chiquito.demosite.london.co.uk/20225_website_2009/strage5/default.asp?path=03%20the%20food

Home The Fun **The Food** The Drinks The Deals Find a Chiquito
 Dear postcode

CHIQUITO

Lip-smacking Mexican dishes

Discover more about our delicious Mexican menu. See our top 10 dishes, customer recommendations and vote for your favourite. Click a dish to find out more.

→ Everything ← Starters Mains Vegetarian Desserts

Sizzling Chicken Fajitas

The Chiquito top 10

- 1 Acapulco Chicken Fajitas**
Topping our chart is this tasty Fajita, made with marinated chicken topped with salsa, crushed tortilla chips and melted Monterey Jack cheese. **Love it?**
- 2 Mexican Paella** **I love it!**
- 3 Southern Soul Chicken** **Love it!**
- 4 Chiquito Steaks** **Love it!**
- 5 Chicken Fajita Sandwich** **Love it!**
- 6 Fiery Verde Burger** **Love it!**
- 7 Chili Con Carne** **Love it!**

Chiquito recommends

Rob - Chef in Edinburgh
Rob's been working in our Edinburgh restaurant for 3 years. His personal favourites from the Chiquito menu are...

Nachos
"I've never seen Nachos as good as ours anywhere! Imagine a mountain of crispy tortilla chips, melted cheese, salsa, sour cream and guacamole. The Sloppy Jose Nachos are the best, with chili!"

Chicken Fajitas
"The sizzling Chicken Fajitas are..."

Customer's favourite

David loves... Tacos
"I just love your scrummy Chiquito Tacos. I could eat a hundred of them. Thank you Chiquito!"

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Chiquito Menus

Claim one free kids meal with every adult main course.

Mexican wrap, light sandwich, sugar substitute.

★ **Looking for the latest deals?** Just tell us your email address

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|---|---|---|---|---|---|
| Home The Fun The Food The Drinks The Deals Restaurant Index | The Fun Our Suggestions Starters Sides Vegetarian Mains | The Food Food suggestions Starters Sides Vegetarian Mains | The Drinks Drink suggestions Cocktails Beers Spirits Wines Soft drinks | The Deals Vouchers Lunch deals Seasonal offers Student offers Kids offers Party offers | Find us Store Index Facebook Twitter About Contact Careers |
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Social Networks

Tell us how to use these better – what are the up and coming networks we need to be a part of?

<http://www.facebook.com/#!/chiquito.restaurant>

Facebook:

facebook Home Profile Friends Inbox 1 Hilary Mendelson Settings Log out

Link your page to your Twitter account close
You can now export your Facebook page updates to Twitter. Click here to enable this feature.

CHIQUITO
Wall Info Photos Boxes Discussions Video >> +

What's on your mind?
Attach: [Icons] Share

CHIQUITO Join us for a New Year's Eve celebration
Options Remove

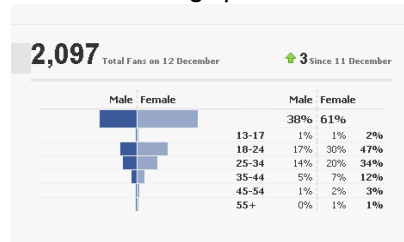
We have a fantastic New Year Menu, with a welcome drink and some fizz to start 2010 in style.
Each restaurant has a full fun packed night to take you into 2010 with our biggest party of the year.
To find your nearest Chiquito go to <http://www.chiquito.co.uk>

New Year's Eve
Time: Thursday, 31 December 2009 18:00
Location: Chiquito

Win Mexcellent prizes (including a VIP Party worth £500) @ www.chiquito.co.uk

Information
Founded: 1989

Facebook Demographics:



Other Networks:

- We are on Twitter
- Blogger
- Flickr