



E-MARKETING CHALLENGE



Welcome!

THANK YOU FOR COMING ALONG!

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Marketing Manager

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Welcome!

WHY?

We need **your help!**

- We want to give you **an opportunity** to get some commercial experience
- And the chance to **see your ideas implemented**
- You have the **knowledge and innovation** that is critical for successful online marketing





About Us!

the
restaurant
group plc





About Us!

- Chiquito established in 1989
- 63 restaurants across the UK
- Expanding in 2010
- 1.5 million guests every year
- We are passionate about what we do

**Manchester
Birmingham**

Leeds

Bristol

Glasgow

Edinburgh

Cardiff

London

Sheffield

Portsmouth

And all across the UK!

We strive to be famous for:

- being Mexican
- excellent hospitality
- having the best people
- serving amazing cocktails
- Party atmosphere





About Us!

OUR MENU

Represents real Mexico

Plenty of choice

Great cocktails

Famous for ...

Sizzling Fajitas

Margaritas

Magnificent Nachos





About Us!

OUR PERSONALITY

Fun

Quirky

Cheeky

Always where the action is

PARTY!





The Project

GENERATING BRAND AWARENESS AND FOOTFALL THROUGH ONLINE MEDIA





The Project

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





The Project

**Working either alone or
in a group of up to 4 people
(you choose)**

**We're looking for
Innovation &
Creativity**





The Project

- **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?**





The Project

THE TARGET MARKETS

A) 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 Project

B) 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.





The Project

Objectives:

Develop an online marketing campaign that:

- Increase 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





The Project

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?





The Project

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





The Project

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.





The Project

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



Don't forget to look on
www.go.herts.ac.uk/emktgchallenge
and download the full briefing

