



UNIFY  
CAFE

# Unity Café Group: The Big Five

At the intersection of food and fellowship, you'll find " " Hospitality Group, a Black-owned collection of restaurants and food service providers in the Chicagoland area. What started as a vision for a café where coffee meets community has flourished into a conglomerate of like-minded restaurateurs working together to provide cuisine and connection to the city of Chicago.

Comprised of 5 brands, Sip and Savor, Ain't She Sweet Café, Outside the Box

Carryout and Catering, Batter and Berries, and Shawn Michelle's Homemade Ice Cream, these founders joined forces to accelerate toward a common goal – strengthening communities by bringing us to the table the best way they know how: over a delicious meal.

With over 4 decades of combined food and hospitality experience between them, the Sip & Savor Hospitality Group offers both retail restaurant and catering experiences that start with good food and end with a good time.

Whether you're getting your cup filled at the cafes, reliving your childhood with a scoop of homemade ice cream, feeding your soul with soul food, looking for a fresh bite from Beverly to Bronzeville, or simply starting your day with a locally sourced breakfast, there's a " cultural" experience for everyone.

## **Sip & Savor Coffee House**

Sip & Savor is a coffee house committed to pouring into the hearts and minds of the community. With 4 locations, Sip & Savor is a neighborhood fixture where Chicagoans from all walks of life come for the coffee and stay for the connection.

## **Ain't She Sweet Café**

Founded by a mother-daughter team committed to community and culinary excellence in 2008, Ain't She Sweet's nutritious options make everyone feel like family. The 2 locations in Beverly and Bronzeville are the freshest choice for eating and meeting on the South Side.

## **Outside the Box Carryout and Catering**

Known for providing soul food that feeds the soul, Outside the Box Carryout and Catering bridges the gap between good food and good times. A family-owned, family-first operation, Outside the Box enhances events with quality food and impeccable customer service.

## **Batter and Berries**

Batter and Berries is an eclectic stalwart in the Chicago restaurant community founded by Dr. Tanya and Craig Richardson in 2012. Fueled by a dedication to customer service, local merchants and that world-famous French toast, Batter and Berries is a unique dining experience deeply rooted in the city it calls home.

## **Shawn Michelle's Homemade Ice Cream**

At Shawn Michelle's, the ice cream really is homemade. With the same original recipe they first poured into a tabletop churner in 2015, Shawn Michelle's Homemade Ice Cream keeps fresh ingredients and old-school flavor front and center. Batch-made in the heart of Bronzeville, Shawn Michelle's will take you back to summer days on memory lane.

# 4.0 Public Relations & Marketing Firm: CHICK-FIL-A CASE STUDY #1

**The Situation-** Chick-fil-A (Hollywood Blvd Location) retained 4.0 Public Relations & Marketing Firm to produce their Block Party Celebration for the store's anniversary.

## **Chick-Fil-A's Goals & Objectives:**

- Increase Brand Awareness in the Los Angeles Market.
- Increase Sales and New Corporate Business.
- Build Customer Loyalty
- Partnerships with Vendors, Talents, Etc.

## **4.0 Public Relations & Marketing Deliverables:**

- Develop/design the press materials for Chick-Fil-A's "Block Party," which includes press releases, media alerts, press kit, event content, proposals, story angles, and pitch letters.
- Develop a publicity/social media campaign in efforts create pre/post awareness for the Chick-Fil-A "Block Party."
- Develop a media distribute list, which will be will utilized for press/media release distribution in efforts to garner local press coverage (Pre/post coverage: online, radio, television, print, etc.).
- Develop/implement a public relations, promotional, forecasting strategy for the "Block Party."
- Secure a host, DJ, and external vendors.
- Develop/distribute any necessary invitation to celebrities, influencers, tastemakers, public figures, industry leaders, etc.
- Design all promotional & marketing materials such as flyers, website, social media visuals, step & repeat, etc.
- Research and obtain any permits/licenses required by the City of Los Angeles, CA.
- Brand Ambassadors
- Strategic Partnerships: Build partnerships with local/national brands for promotional purposes, tickets accessibility, advertisement, cross promotions, and necessary activations.
- Provide printing, staffing, labeling, or any other necessary requirements for event production/set-up.
- Develop/implement all social media marketing & management campaigns such as: content development, advertisement, budgeting, contests, posting scheduling, etc.

## **Client Testimonial:**

"4.0 Public Relations & Marketing Firm is a well-versed public relations firm that was instrumental in our restaurant's campaign. The firm was an expert in their field who ensured that we were prepared, organized, and informed about the effective utilization of public relations. 4.0 PR understood our campaign goals and created a detailed synopsis of what was expected for our event."

The firm was able to secure us vendors, entertainment, influencers, media partners, and city permits for street closures. 4.0 PR maintained consistent communication about the status of the campaign, information we would have to make decisions on, and updates. The firm worked extremely hard to make our event successful. Thank you to the team at 4.0 Public Relations & Marketing Firm! We appreciate all of your efforts towards a successful campaign!"

*D. Benton, Director of Sales & Brand Growth at Chick-Fil-A*

## **R.O.I:**

- Store will receive top-tier press placements
- Increase business relationships and direct access with celebrities/ public figures
- Increase sales for general consumers
- Increase relationship with external vendors which can convert into "new business catering accounts"

## **2<sup>ND</sup> Case Study:**

Link to "LOL Comedy Honors" Case Study: [https://issuu.com/kevinwilliams5/docs/lol\\_comedy\\_honors\\_campaign\\_recap\\_f](https://issuu.com/kevinwilliams5/docs/lol_comedy_honors_campaign_recap_f)


# Unity Cafe Target Market

**ABOUT-** At the intersection of food and fellowship, you'll find "Unity Bar", a Black-owned collection of restaurants and food service providers in the Chicagoland area. What started as a vision for a café where coffee meets community has flourished into a conglomerate of like-minded restaurateurs working together to provide cuisine and connection to the city of Chicago. Comprised of 5 brands, Sip and Savor, Ain't She Sweet Café, Outside the Box Carryout and Catering, Batter and Berries, and Shawn Michelle's Homemade Ice Cream, these founders joined forces to accelerate toward a common goal – strengthening communities by bringing us to the table the best way they know how: over a delicious meal. With over 4 decades of combined food and hospitality experience between them, the Sip & Savor Hospitality Group offers both retail restaurant and catering experiences that start with good food and end with a good time.

Whether you're getting your cup filled at the cafes, reliving your childhood with a scoop of homemade ice cream, feeding your soul with soul food, looking for a fresh bite from Beverly to Bronzeville, or simply starting your day with a locally sourced breakfast, there's a experience for everyone

- Unity Bar offers a variety of creative desserts, beverages, and cultural dishes. Our services caters to a large variety of consumers such as: Obama Library internal & external employees, residents, tourists, local and corporations from various regions (B2B). Within our external target audience, we are capturing the attention of cultural groups which includes all but not limited: coffee lovers, chefs, foodies, bloggers, college students either studying politics or history, event planners, internal brands, and more.

## Locations Targeting

Target Audience (B2C) + (B2B)	Regions	Marketing Tactics
Residents (Local)	Chicagoland Marketing	Website SEO Optimization
Institutions ( All Levels)	Midwest, East & West Coast	Television Advertisement
Hotels		Radio Advertisement
Corporate Event Planners		Digital Marketing (Content Marketing)
Cultural Food Groups		Bloggers + Earned PR
		Google Advertisement

## Core Buyer Personas

The Unity Bar must conduct marketing research to survey to collect organic data to understand their “Core Buyer Personas” behavior. Here are the following details that will be needed:

Age	Location	Occupation	Family	Income	Goals	Personality	Preferred Channel	Motivation	Frustrations
-----	----------	------------	--------	--------	-------	-------------	-------------------	------------	--------------

# INTERNAL & EXTERNAL ADVERTISEMENT & MARKETING POSITION(S) W/ TARGETED AUDIENCE- POST PLAN OF OPENING

**Google Business (Reservation Link):** The main benefit of Reserve with Google is that it boosts the number of online bookings you can potentially receive for your restaurant. While it is helpful to accept bookings through your website, it is worth remembering that most people will be searching for your restaurant by name through Google, not going directly to your URL, so you'll catch them here and enable them to reserve a table quickly.

Other potential customers may not know of your existence (yet) and will simply be searching for a local Italian restaurant, or family-friendly pub to visit. In fact, 60% of consumers look online for menus, photos and reviews before selecting a venue according to our own Tech Shift report.

**The benefits of Reserve with Google for your business are:**

- Streamlines the booking process for your existing customers
- Helps capture bookings from new customers
- Makes your business more visible
- Boosts booking numbers with no additional effort
- Presents real-time availability
- Allows quick deactivation of availability

**Email marketing that actually works (ie. personalized and automated):** Email is still a great marketing channel if you know how to use it - just remember you are competing with almost all of the biggest brands in the world for attention in people's inboxes. So how do stand out from the crowd? By sending an email that is targeted to the recipient based on their history with your restaurant. What would you send to someone who has only dined with you once in the past 3 months compared to someone who has come in once a week? By using your customer data and combining it with email marketing automation you can create email marketing that is relevant to customers rather than just 'spraying and praying'.

- Personalized emails stand out within the inbox as highly relevant, tailor-made material.
- Personalized emails make an email more likely to be opened and clicked on.
- Personalized emails strengthen customer experiences by sending the right content to the right people at the right time.

**Out-of-Home Ads:** Online ad platforms give you the ability to 'geo-target your advertising. In the ad platform, you simply use your city or zip code and tell the system to only target people in your nearby location. For most restaurants, geo-targeted online ads are essential if you are going to run advertising at all. All the major ad networks like Google Ads, Facebook, Snapchat, etc offer geo-targeting so make sure it's up and running if you are running ads online.

**Inclusive Marketing:** is a way to reach consumers that goes beyond marketing's traditional definition of culture. It speaks to racial and ethnic culture - but also generational, sexual-identity, gender, and geographic culture.

**The result:** Impactful campaigns that celebrate diversity, respect individuality, and reach across more diverse audiences — with better results for your marketing spend..

## Sales Plan & Sources- The 14 Tactics

Yearly Sales Goals	Venue Capacity	Per Month \$ Target	Weekly \$ Target	Avg Breakfast Spend	Avg Lunch Spend	Consumer Avg Spend Per Day
\$5,000.000	250	\$416666.66	\$59523.71	\$15.00/\$20.00	\$15.00/\$20.00	\$45.00

**TACTIC #1: Get creative with your marketing:** Traditional marketing, like print ads in local publications or e-newsletters, can help spread awareness for your catering business, but they're initiatives that a lot of companies already implement, which won't help you stand out from your competition. Being creative and thinking outside-the-box when it comes to marketing will help you feel more authentic to your catering clients.

**TACTIC #2: Menu item can make a difference:** The menu item that can help you boost catering sales? Everybody knows and loves it: the sandwich. That's right — simply having sandwiches on your catering menu can help you reach new clientele during times you wouldn't normally be booked (like office lunches).

While having sandwiches catered in bulk does offer its fair share of challenges (how do you keep the bread from becoming soggy?), the rewards of reaching new casual customers are worth it. Plus, this key menu item will put you in line with the big players like Panera Bread and Jason's Deli.

**Tactics #3: Host tasting events:** Sure, you probably know how to market your catering business through newsletters and social media. But have you hosted tasting events? Building relationships with potential catering clients in person will allow them to see your presentation skills and try out your delicious menu items. The first step of hosting a tasting is to create a list of potential catering leads, like corporate prospects and engaged couples. Reach out to them with a fun, designed email and let them know the details.

**Tactics #4: Partner marketing goes mainstream and budget dollars follow:** Marketing research helps define the value of partner marketing along with the benefits and challenges that marketers experience. It also addresses what's needed in order for partner marketers to recognize success. The good news — 88% of marketers view partner marketing as a necessary marketing tactic that provides great/some value and 56% of partner marketing programs have yielded success over the past 12 months.

**Tactics #5: Group Marketing:** Due to the fact there are multiple partners within the Unity Group- each party can drive traffic through in-store advertisement through their physical locations.

**Tactics #6: B2B Partnerships:** Partner with local hotels and event planners to host on/offsite catering. We also sale catering packages to the following target businesses: CPD, CPS, local colleges and universities,

**Tactics #7: Earn Media:** The most obvious benefit of earned media is that it costs nothing, so the ROI is always going to be higher than with any other media investment. It's also a more organic way of building your credibility and heightening brand awareness that feels more genuine than owned or paid media tactics.

# Sales & Marketing Plan & Sources- The 14 Tactics

Yearly Sales Goals	Venue Capacity	Per Month \$	Weekly \$	Avg Breakfast Spend	Avg Lunch Spend	Consumer Avg Spend Per Day
\$5,000.000	250	416666.66	59523.71	\$15.00/\$20.00	\$15.00/\$20.00	\$\$45.00

**TACTIC #1: Employee Discounts:** Offer employee discounts of 10% and rewards programs. The daily dollar amount goal would roughly be the minimum of \$850.00.00 with breakfast and lunch traffic, which achievable due to internal employment being the volume of 422. We are expecting sit-down to be 79% active, along with remote traffic being 21%.

**TACTIC #2:** Offer local business and residents bundles deals ( breakfast, lunch, dinner). Examples: Spend the average of \$85.00 you'll get \$15.00 off!

**Tactics #3: Partner with popular delivery services:** In today's app-driven environment, convenience is king. Consider teaming up with popular delivery services in your area, like DoorDash. Partnering with delivery services is a great strategy to increase sales in a restaurant. This can help streamline your ordering process, attract new customers, and satisfy your existing customers all from the comfort of their smartphones.

**Tactics #4: Encourage visitors to get social:** Another way museums like the Met increase attendance is by creating exhibits specifically for fans to promote on social media. Instead of denying visitors a chance to share what they saw with friends, museums can encourage people to snap selfies and share the museum content online. These photos promote museums as cool places to be and make online users wonder what the exhibits would look like in person. User-generated content is one of the most cost-effective ways you can boost your museum marketing.

**Tactics #5: Embrace smartphone culture:** For years, museums fought against smartphones, encouraging visitors to put away their technology and focus on the images and artifacts in front of them. However, the top institutions across the world have embraced modern technology in their museum marketing, and are reaping the benefits because of it.

**Tactics #6:** Automated Local SEO- SEO works by optimizing a website's content, conducting keyword research, and earning inbound links to increase that content's ranking and the website's visibility.

- **On-page SEO (on-site SEO):** On-page SEO, which is sometimes called on-site SEO, is the process of tweaking a page's content, tags, and internal links to improve search visibility and increase traffic. In other words, it's a means of optimizing your website to help search engines better understand your website.
- **Off-page SEO (off-site SEO):** Off-page SEO helps build a website's recognition and domain authority. Without it, your site will continually rank below other websites that already have a more substantial lead. While links are not the only off-page signals that Google's algorithm applies to rank a site, it is perhaps the most vital of the lot.
- **Local SEO:** Local SEO is one of the most effective types of off-page SEO. Local SEO works to improve your Google My Business profile, uses schema markups to make your business more visible on local searches (and also on maps), and is generally one of the best ways to forget about competitors that are not in direct competition with your business. There are many, many different strategies and tools to help you improve your local SEO efforts.

**Tactics #7: Rental Opportunities:** Rent the café space for intimate seminars, speaking engagements, with catering packages.

# Marketing Budget & ROI

Strategics	Investment	Frequency	R.O.I
Radio Ads Spots	\$5,000 or CPM	5 Spots per week	Increased Brand Visibility/ Converted to N.C
Out-of-Home (OOH)	\$25,000 or CPM	Monthly Custom Activation	Increased Brand Visibility/ Converted to N.C
Transit Media	\$21,000 or CPM	Monthly Custom Activation	Increased Brand Visibility/ Converted to N.C
Customer Relationship Management (CRM)	\$300.00	Monthly Custom Activation	Increased Brand Visibility/ New leads
Creative & Production	\$7,500.00	Depends on seasonal needs	Captivating Content
Multi-cultural PR Agency	5,000 to 10,000	Strategic Monthly Campaigns	Reaching Multi-cultural Audience

**Note: Based investment calculates to \$80,000 but is subject to change due to real-time situations**

## Best Recommended: Out-of-Home (OOH)

- Shopping mall kiosks – Shopping mall kiosks offer both static and digital ad options for between \$750 and \$2500 monthly.
- Gas stations and convenience stores – These days, gas stations offer a range of advertising opportunities, from video panels attached to gas pumps to signage on coffee cup sleeves. On average, you can expect to spend between \$150 and \$1,800 per month on this kind of advertising.
- Supermarkets – Supermarket advertising options include grocery cart ads, ads on welcome panels and market information centers, and floor graphics. Prices range between \$800 and \$1,500 per month.
- Restaurants and bars – Bars and restaurants offer captive audiences in high-traffic areas. With options like table tents, posters, and digital ads, you can expect to pay between \$300 and \$950 per month.
- College campuses – OOH ad space on college and university campus range from between \$500 and \$6,500 per month.

## Best Recommended: Transit Media

- Bus ads – For ads appearing on the exteriors of buses, expect to pay between \$150 and \$4,500 per month. Interior advertising can be even less expensive, running between \$20 and \$50 per month.
- Subway ads – \$75 to \$500 is the average cost of subway advertising monthly.
- Airport ads – Airport advertising ranges from \$1,500 to \$14,500 per month, depending on the airport and OOH advertising type.
- Taxi ads – For between \$200 and \$1,950 per month, your ad can be seen zipping all over town.

## Best Recommended: Transit Media

- Customer relationship management (CRM) marketing is a term referring to the strategies and tactics, as well as to the technologies supporting the execution of said strategies and tactics, marketers use in order to manage the relationship with their customers throughout the customer lifecycle.

- Benefits: Better knowledge of your customers, Better segmentation, Better customer retention, Better anticipation of needs, Better and speedier communication, Better protection of data privacy.



# Seasonal Themes & Rollout Plan

Month	Theme	Breakdown	Will this be a ticketed event?
January	Host Mini Restaurant Week	Inviting different top restaurants to showcase signature dishes	Yes
February	Black History Month	Showcasing the taste of the Black Culture	Yes
March	Taste of The Irish	TBD	TBD
April	International Chef Cook-Off	We will host a cookout Hell's Kitchen Style ( Invite Ramsey to Host)	Yes
May	TBD	TBD	TBD
June	TBD	TBD	TBD
July	Taste of Obama	Showcasing The Obama's favorite dishes	Yes
August	TBD	TBD	TBD
September	International Dishes		No
October	TBD	TBD	TBD
November	Thanksgiving Feed the Homeless Drive	TBD	No
December	Christmas/National Pastry Month	Showcasing international pastry	No