



## Happy heart BISTRO GRAND OPENING – MED II Café CLOSING MARKETING & COMMUNICATIONS PLAN

3.15.2018

**GOAL:** Inform the Health Sciences community that the MED II Café is closing June 8, and the happy heart BISTRO is opening June 25 in a different location.

### TARGET AUDIENCE

UNM Health Sciences, faculty, staff and students

### TARGET PLATFORMS - LAUNCH

#### Marketing

Digital boards signage

Printed A-Frame signage

#### Communications

Social media posts

Video story (day of)

HSC Connects announcements (ongoing)

### TIMELINE

January – March 2018 | identity development, signage planning, installation, printing menus, digital boards.

April – June 2018 | Newsroom story, photoshoot, happy heart website

### STRATEGY – INTEGRATED MARKETING & COMMUNICATION PLAN

- **Marketing** – brand recognition
  - UNM Hospital is the primary logo, happy heart BISTRO secondary logo
  - Build consistent visual identity and image usage for recognition
  - Plan launch through consistent messaging



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- Idea: rewards cards for patron loyalty
- Marketing includes
  - Design 18x24 posters, placed on North Campus – Grand Opening June 25
  - Digital boards throughout UNM Health Sciences Campus
    - Closing of MED II opening of happy heart BISTRO
  - Design menu, rewards cards, gift cards, digital boards, promotional items, HSC Connects banner
  - Submit to HSC Events Calendar
- **Communication** – outreach & messaging
  - Define key messaging (closing | grand opening)
    - Integrated social media posts, run consistently March 1 – June 25
    - Website – go live by June 20
  - Plan for launch on June 25, videographer, photographer, HSC Newsbeat story
    - **Internal Communications** –
      - Health Sciences - HSC Connects bi-weekly newsletter
      - UNM Hospital weekly communications

### TACTICS

#### OWNED

Website, social media

#### EARNED

News story on HSC Newsbeat

### LAUNCH

Invite HSC dignitaries for photo opportunities

Guest speaker: Vanessa Hawker, Mike Nuttall, Audrina Garcia

Balloons, giveaways, live music



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### MARKETING / SIGNAGE

Item	Quantity	Graphic Dimensions	Vendor	Price	Date	Notes
Menu	1,000	11x17	Starline	Approx. \$49.55 ea. (\$198.20 total)	Designed <b>April 16</b> Updated <b>May 25</b>	<b>SARA</b>  Menu is complete. Sent for final review to Audrina/Mike <b>May 25</b>  Will send to printer Week of <b>June 4</b>
Beyond Burger table tents	Rec 40					
Building signage	2-3	TBD	ARI Reprographix	TBD (pending final decisions)	Designed <b>April 3</b>	<b>SARA</b> STATUS: Unknown  Met with John Tomaszewski of UNM PPD for installation on April 4  Price quote submitted to Audrina/Mike/Vanessa along with options on April 16 and again May 25 to include Sharon Rodgers
<b>CLOSING SIGN</b>  Vinyl poster with Velcro backing (accompanies the 2 A-Frame boards owned by UNMH)	2	24x36	FastSigns	Approx. \$49.55 ea.	Designed <b>May 24</b>  To be posted on-site week of <b>June 4</b>  (ALEX's TEAM TO POST)	<b>SARA</b>  Completed. Emailed to team <b>May 24</b>  Someone else needs to coordinate with printer  UNMH contact needs to send over to FastSigns for price quote and payment
<b>OPENING SIGN</b>	2	24x36	FastSigns	Approx. \$49.55 ea.	Designed <b>May 24</b>	<b>SARA</b>



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Vinyl poster with Velcro backing (accompanies the 2 A-Frame boards owned by UNMH)				(\$198.20 total)	To be posted on-site week of <b>June 4</b>  (ALEX's TEAM TO POST?)	Completed. Emailed to team <b>May 24</b>  Someone else needs to coordinate with printer  UNMH contact needs to send over to FastSigns for price quote and payment
Laminated <b>CLOSING</b> Posters	4	11x17	UNM Copy Center	UNM: \$7 ea?	Designed <b>May 24</b> Send to UNM Copy Center <b>May 30</b>	<b>SARA</b> (WHO WILL POST ONSITE?)  Put on MED II doors
Laminated <b>OPENING</b> Posters	4	11x17	UNM Copy Center	UNM: \$7 ea?	Designed <b>May 24</b> Send to UNM Copy Center <b>May 30</b>	<b>SARA</b> (WHO WILL POST ONSITE?) Put on DOMENICI doors
Digital Signs located around HSC Campus	N/A	764x636, 1080x300	Alisa is contact	N/A	Designed April Updated <b>May 24</b>	<b>SARA</b>  Complete; ready to upload

### COMMUNICATIONS

Happy heart BISTRO website	1				Go live June 20	<b>REBECCA</b>
Happy heart BISTRO story	1				June 20	<b>REBECCA</b> Story posted with soft opening photos on June 20
Video/Stills	2				June 19, 2pm	<b>SARA &amp; JETT</b>
Social Media	Daily countdown		N/A	N/A	Monday <b>June 11?</b>	<b>CARLY</b>



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	Starting in June					Ensure that there is a buzz around the opening of June 25  Link to story/website (live by 20)
Video	1	N/A	N/A	N/A	Shoot soft opening <b>June 19</b>	<b>JETT</b>  Use to market Grand Opening June 25
Weekly Announcements	1-2 in month of June		N/A	N/A	Monday <b>June 4</b> Announce closing & opening  Monday June 11 Announce Grand Opening	<b>LUKE</b>
Email blast	1	N/A	N/A	N/A	Either Monday June 25 or week of June 18	<b>LESLIE</b>

- **Signage outside Domenici**
  - **OPENING** - 2 sandwich boards Velcro liner. FastSigns (it is printed on a weatherproof material that sticks to the Velcro).
  - Laminated **OPENING** posters (11x17) that we can place on the on ground floor and doors on bookstore floor
- **Signage outside Med II**
  - **CLOSING** - 2 sandwich boards Velcro liner. FastSigns (it is printed on a weatherproof material that sticks to the Velcro).
  - Laminated **CLOSING** posters (11x17) that we can place on the 2 doors that lead to Med II.
- **HSC Communications**
  - 1 standalone email announcing the move
- Add to HSC Announcements for the month of June (or as long as announcements are made)
- Add to HSC Events Calendar
- Digital signs
- Social Media
  - Miscellaneous
    - Coordinate with Audrina/Jett for soft opening stills/video on June 19