

FEBRUARY 2021 DECEMBER 2021



FUEL YOUR INNER INNOVATOR

EINSTEIN BROS. BAGELS

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TABLE OF CONTENTS



RESEARCH - PG. 3 - 4

OBJECTIVE + STRATEGY - PG. 5

TARGET AUDIENCE - PG. 6 - 8

CREATIVE - PG. 9 - 23

MEDIA PLAN + CALENDAR - PG. 24 - 25

PR PLAN + EVENTS - PG. 26 - 30

MEASUREMENT & EVALUATION - PG. 31 - 32

03

RESEARCH FINDINGS

Based on our secondary research, we found that the number one reason for dining out in America is convenience. According to a 2020 QSR survey, 72 percent of people with children at home spend on dining at least once a week. Another study conducted by GALLUP concluded that those who have children in their household are more likely to have dined at a restaurant, indoors or outdoors, within the past 24 hours.

When this information came to light, we wanted to further examine quality time between parents and their children. Based on a study done in 2018 by Quartz at Work, parents spend only about two hours a day exclusively focused on their children when the kids are 6 years old or younger. However, they devote only half that time to kids when they fall between the ages of 6 and 12.

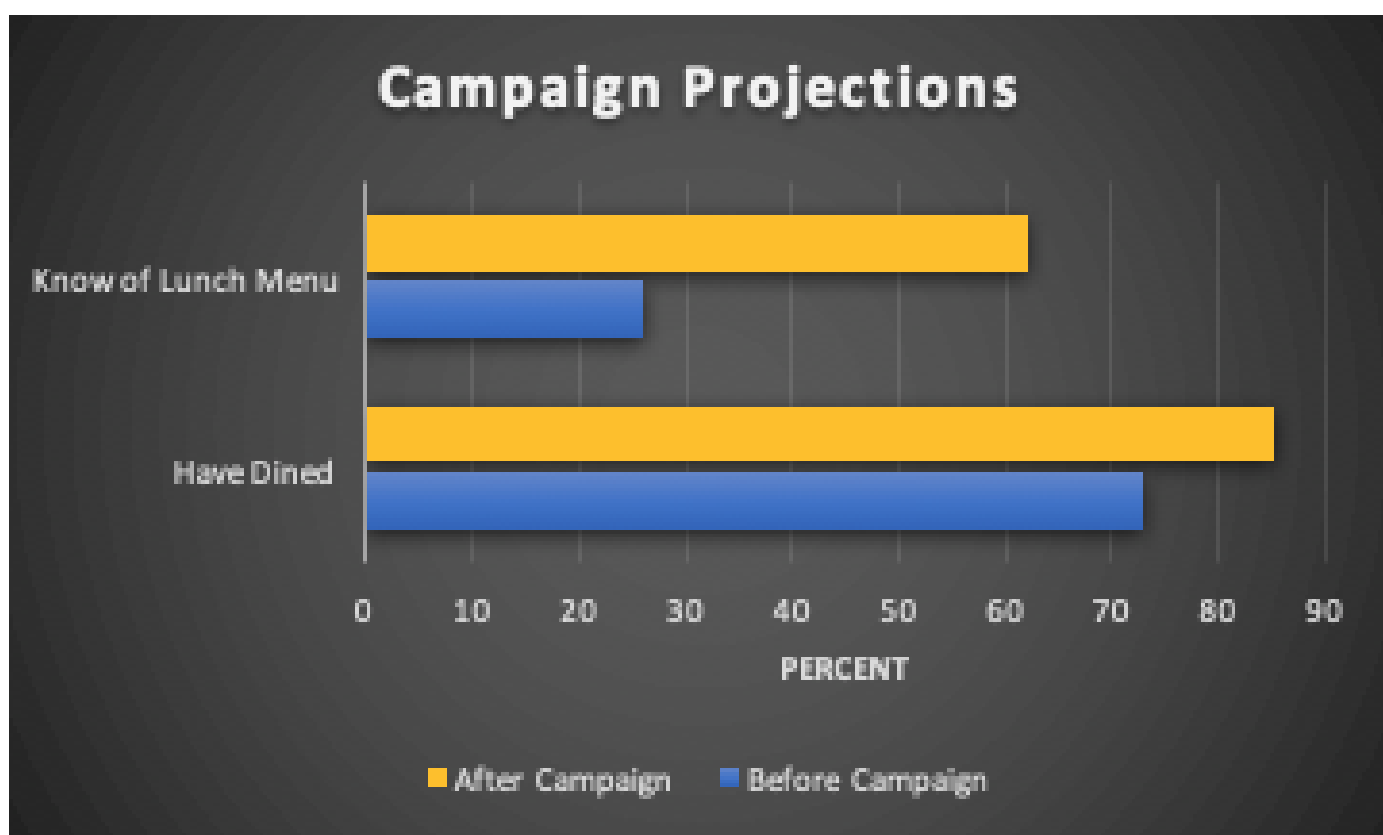
In 2019 Sitter City found that dads were spending about three times as much time with their kids as they were 50 years ago. However, among married or partnered respondents with children, after adjustment for work hours, spousal employment and other factors, women spent 8.5 more hours per week on domestic activities. These findings are what led us to create our target persona, Diana.

To have a clearer understanding of our target audience, we researched common dining habits and how they would fit into their budget. The Bureau of Labor Statistics claims the average American household spends about 3,000 dollars per year dining out, and dining out for lunch just twice a week takes up over a third of that money. A 2019 Yahoo Finance survey found that 35 to 44 year olds spent 75 dollars per week on dining out for lunch. The same study also noticed that consumers with an income between 50,001 dollars and 60,000 dollars ate out the most, at an average of just under 4 times per week. Once this information came to light, we understood the financial situation of our target audience.

We also wanted to analyze booming trends taking place in the American food industry. A 2017 QSR study states that associate professor of business management at The Culinary Institute of America Bill Guilfoyle found that millennials love customization during their quick service experience. This information is what influenced adding in a build-your-own menu item for our campaign to increase sales during lunch time.

04

PRIMARY RESEARCH & PROJECTIONS



At the beginning of this campaign we conducted a survey that included 36 Orlando residents. In that survey we found that 73 percent of those surveyed had dined at Einstein Bros. Bagels in the past, and only 26 percent were aware of their lunch menu. When we redistribute the same survey after our campaign, we predict that the number of consumers that have dined will increase by 12 percent, and the number of consumers aware of the lunch menu will increase by 36 percent.

05



OBJECTIVE:

We want to increase sales by 15 percent and traffic by 20 percent for lunch business at all Orlando DMA stores between January 2021 and December 2021 among families in the Orlando DMA.

STRATEGY STATEMENT:

The campaign will show that there is an exciting place where you can be innovative with your lunch.

BIG IDEA:

Eating at Einstein Bros. Bagels is the best way to celebrate and fuel your inner innovator.

TAGLINE:

FUEL YOUR INNER INNOVATOR.

06

TARGET AUDIENCE



With this campaign, we are targeting new parents between the ages of 30 and 44 living in Orlando, Florida. These parents are efficient with their time, hard working and always looking for the right kind of balance in their lives. They love their children and are on top of all their extra curricular activities, including soccer practice on Tuesdays. However, because of their careers, they are finding it difficult to be present for all the little things. Although they try to sit together for dinner every night, they haven't found a way to embrace quality time with one another while they cook, clean and their kids finish up homework for the following day. This audience is mainly college educated homeowners and averages an income of 50,000 dollars to 60,000 dollars per year.



07

MEET DIANA!



Diana is a 35-year-old female living in Orlando, Florida. Her and her husband Brian both graduated from the University of Florida with their Bachelor degrees and work 9-5 jobs.

They became homeowners two years after getting married and they now have two kids in elementary school. On top of being a driven worker Diana is an organized, hands-on mom. Her day-to-day planner proves it.

This woman is athletic and keeps in check with her health. During the week she makes sure to run a mile every day at 6 a.m. while playing her favorite Spotify tunes on her AirPods. Her and Brian usually switch up pickup and drop-offs for school, but the kids secretly enjoy her minivan more.

At work she multitasks and makes sure to check off things in both her professional and personal life. Her planner has multiple checkmarks next to work events that needed to be planned, and family trips coming up for the holidays. After a long day at work, her and Brian split up home duties while their kids do their homework.

08

FREE TIME & FAMILY TIME

She looks forward to every weekend. During her free time she does chores around the house, works on the garden, does arts and crafts with her kids and joins future PTA meetings. Saturday's are her favorite. She dedicates the entire day to her family. She usually plans an activity during the day, such as taking the kids to SeaWorld, Disney World or the Kennedy Space center. Other times she just plans dinner and a movie. Don't worry, you won't miss any of it if you follow her Facebook, Instagram or Pinterest account.

Diana is content with her routine, but in the midst of all the multitasking she longs for **less box checking and more quality time** with her children. She wants to find a joyful place her kids love that involves no planning. No cooking. No cleaning. No work. No homework. No soccer practice. **A place where bonding is simple, sweet and uplifting.**



09



CREATIVE

Can you solve it ?

Before our actual campaign starts on February, we are going to have a one month small campaign called "CAN YOU SOLVE IT?"

The main goal of this campaign is to stimulate consumers' curiosity and creativity through mysterious and playful ads. This will prepare them and tease our actual "FUEL YOUR INNER INNOVATOR" campaign that will start on February.

The "CAN YOU SOLVE IT?" campaign will feature one billboard and two print ads (magazine and flyer). All of these ads will have a riddle and will contain the same format. In order to find the answers for the riddles, they will have to access our landing page. There, they will also be informed of our upcoming campaign.



10

CREATIVE

CAN YOU SOLVE IT?



BILLBOARD



11

CREATIVE

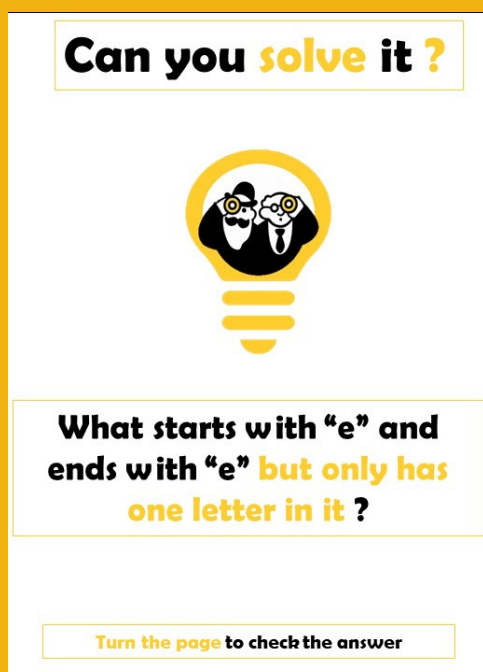
CAN YOU SOLVE IT?



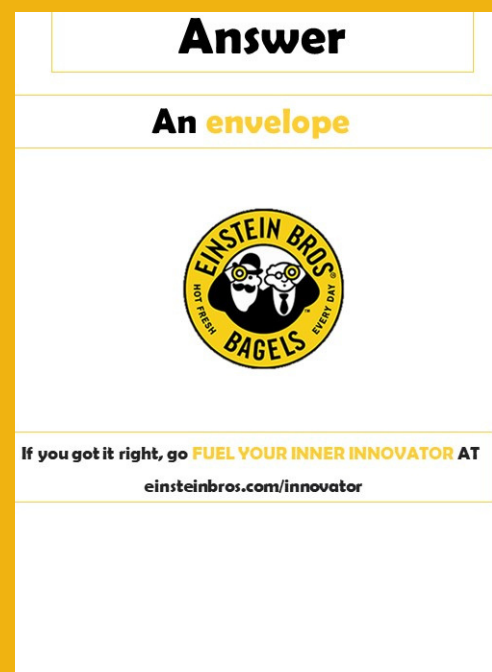
MAGAZINE



FRONT (FLYER)



BACK (FLYER)



12

CREATIVE

FUEL YOUR INNER INNOVATOR



BILLBOARD



13

CREATIVE

FUEL YOUR INNER INNOVATOR



MAGAZINE

Inventor



Invention



Fuel your inner innovator at



For more information visit einsteinbros.com/innovator

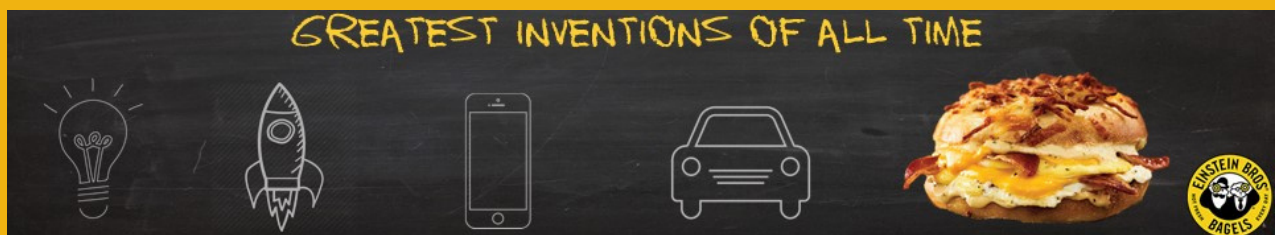
14

CREATIVE

FUEL YOUR INNER INNOVATOR



DIGITAL BANNERS



15

CREATIVE

FUEL YOUR INNER INNOVATOR



LANDING PAGE

EINSTEINBROS.COM/INNOVATOR

LEARN HOW YOU CAN FUEL YOUR INNER INNOVATOR

NUTELLA
CHOCOLATE
MORE CONFETTI
MARSHMALLOW
MOLASSES POWDER
SOYBEAN C
BREAD FLOUR
GREAM CHEESE
HAM
WATER
EC

Now, only during lunch time, you can build your own bagel at **Einstein Bros Bagels**

Order Now Learn More

Innovator of the month gallery

Can you solve it?
Questions and Answers

16

RADIO ADS



RADIO AD 1

Radio ad 1 (30 seconds) (Tv Ad) Radio ad 30 sec: Fuel your inner innovator

Sound: Music: 2001 Space odyssey intro playing. Voice of narrator is deep like movie.

Narrator: Throughout history mankind has innovated!

Narrator: Some of these great Innovations are the wheel, Electricity and the Bagel.

Narrator: Visit your local Einstein Bros Bagels and create your masterpiece. Any toppings, any combinations. The choice is yours!

Narrator: Now it's your turn to leave your mark on history so stop in for lunch and Fuel your inner Innervator.



17



RADIO ADS

RADIO AD 2

Radio ad 2 Narrator: It's 12 o'clock and time for lunch. You have been productive getting done what you needed to get done.

Narrator: you think of the perfect thing for lunch yet no one makes it and it's too bad that most places for lunch will not let you create the exact meal you want.

Narrator: Then it hits you Einstein Bros Bagels is now letting you innovate. Your mind rushes of all the possibilities that you can make.

Narrator: You think what kind of bagel or cheese and toppings you could get. It's almost endless the combination.

Narrator: Visit a local Einstein Bros Bagels in the Orlando area and build the lunch you have always wanted.

Narrator: Fuel your inner Innovator.



18



RADIO ADS

RADIO AD: LOCAL PR AD

Narrator: Calling all Innovators! This coming February 21st Einstein Bros bagels is having its first ever Innovator of the Month contest.

Narrator: Stop by anytime from 11am - 3pm to create your masterpiece and have a chance to win tickets to the Kennedy space center.

Narrator: Create your sandwich with any ingredient, toppings and bagels and find that perfect combination.
Bring your kids and check out our Innovator zone where they can innovate with legos minecraft and more

Narrator: And Remember this coming February 21st Einstein Brother Bagels in Orlando is having its first innovator of the month contest.
Einstein Brother Bagels :Fuel your inner innovator



19



30 SECOND TV AD 1

PROJECT NAME:

Einstein Bros Bagels

FUEL YOUR INNER INNOVATOR - HALLOWEEN/ MAD SCIENTIST

**SHOT:** Long Shot**ACTION:**

Long shot of house with lighting in the sky. The shot will also zoom into the house gently.

**SHOT:** Close up**ACTION:**

We see a scientist work on something on a blackboard. We see him scratch off an idea. Then we see him get an idea (eureka moment)!

**SHOT:** Medium Shot**ACTION:**

The scientist is now making his creation. We see many things picked and put down that have nothing to relate to bagels. Test tubes, maybe glowing.

**SHOT:** Close up**ACTION:**

Close up of his creation which is sandwich with bagels as a bun. (Ingredients)

**SHOT:** Medium Shot**ACTION:**

We see the scientist medium shot. He is shouting it is innovated! Like it is alive from Frankenstein. Followed by evil laugh.

**SHOT:** Full Shot**ACTION:**

Final scene we see the scientist walking into a Einstein Bros bagels. We see him ordering his creation. With the message "stop by for lunch and Fuel your inner innovator."

20



30 SECOND TV AD 2

FUEL YOUR INNOVATOR: Life worth Innovating



SHOT: Medium Shot

ACTION: Kid building

From an early age we have all have had an innovating spirit. Cheerful music playing.



SHOT: Close up

ACTION: Kid building

Any creation was not out of mind. No matter the material. Music continues playing.



SHOT: Medium Shot

ACTION: Kids playing

Even though we have grown up doesn't mean our innovative spirit has gone away



SHOT: Close up

ACTION: Bagel shown

Now in the Orlando area you can use that innovative spirit and create the perfect sandwich.



SHOT: Medium Shot

ACTION: Bagels options shown

With any ingredient, any toppings the choice is yours. So stop in for lunch



SHOT: Einstein Logo

Fuel your inner Innovator

21

SOCIAL MEDIA



To stay top of mind amongst our consumers we'll be marinating a strong social media presence throughout the length of the campaign. This will give us the opportunity to communicate with consumers. It's also how the Innovator of the Month events will be advertised as well as the Innovator of the Year.



INSTAGRAM



einsteinbros · Follow
Orlando, FL



Liked by lego and 534
einsteinbros Need to embrace your creative genius?
Let Einstein Bagels fuel your inner innovator with a complimentary Lego set included in your lunch order!
Available every day between 11:30 a.m. and 2 p.m.
#einsteinbagels #innovatorsunite ... more

View all 32 comment



Add a comment...

1 February



einsteinbros · Follow
Orlando, FL



Liked by kennedyspacecenter and 582
einsteinbros Is it a bagel? Is it a burger? It's Both! Congratulations to our Innovator of the Month, Michael! Thanks to you, this menu new item will be available for your fellow innovators to enjoy for the entire month of July. Don't forget to pick up your special prize! Fuel your inner innovator. #einsteinbagels #innovatorsunite ... more

View all 44 comment



Add a comment...

30 June

22



FACEBOOK

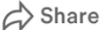


 **Einstein Bros. Bagels**
October 1 at 11 a.m. • 🌐

Haven't gotten to share your masterpiece with us yet? Fear not fellow innovators, it's spooky season! Upload a picture of your spookiest bagel and tag us for a chance to win Innovator of the month! Fuel your inner innovator.



 76 21 Comments 10 Shares

 Like  Share

[View more 16 Comments](#)

 Write a comment... 

 **Einstein Bros. Bagels** at [Orlando, FL](#)
March 5 11am • 🌐

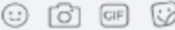
These littles have all got it in them. Let them shine during lunch time! Fuel your inner innovator. #einsteinbagels #innovatorsunite



 84 21 Comments 10 Shares

 Like  Share

[View more 19 Comments](#)

 Write a comment... 

23



PINTEREST



Sweet or salty? You decide.



Fuel your inner innovator.

Get creative with your lunch!



Fuel your inner innovator.

24

MEDIA PLAN

The goal of our media plan is to place our ads where they will target our intended audience in a way that fully conveys our message. Here is a list of mediums where our ads will circulate:

Social media – This will allow us to reach our target audience and help start a conversation with our audience.

Television - Airing our ads on regional TV channels will help increase exposure and awareness to our target audience.

Digital Ads - We will use geo targeting and behavioral targeting to insure our intended audience is receiving our message.

Print Ads (Magazine (Retail Inserts?)) – This will allow a more detailed message to reach our consumers.

Out of Home - Billboard ads well helps us to obtain our audiences attention by placing ads where they drive by almost everyday.

Radio - This medium allows us to repetitively reach our audience while they're on their commute.



25

MEDIA CALENDAR

[illegible][illegible]

26

PR RATIONALE

Strategy

Based on our research we have come up with a PR strategy focused on getting our brand to better connect with the people in the target audience. We recognized that since families are who we want to attract that kids need to want to eat here as much as their parents. So outside of just having exciting event for the parents we choose to partner with brands that kids will recognize too. All of the donations gathered in this campaign also go towards funding STEM programs for kids.

Events

We will be conducting a variety of events throughout the length of this campaign that all work towards our goal of increasing lunch time traffic and increasing brand recognition. There will be a monthly event that keep the brand in the forefront of consumers minds that will also give a great opportunity for interaction. If consumers know that they have a chance to win a prize once a month in their stores then they may create a habit of going into Einstein's. Events are seeking to create a buzz around Einstein's new lunch menu items that will hopefully lead to returning customers. The events we've chosen to do also do a great job at creating a positive image in the consumer's mind when they think of Einstein's. They do this by showcasing the philanthropic efforts that we're making while still being sure to showcase the new menu options.

Partnerships

The partnerships we've decided to make for this campaign are LEGO and the Orlando Science Center (OSC). These partners both support the fundamental theme of our campaign which is innovation. We will be giving the opportunity to patrons to donate to the OSC as their checking out throughout the campaign. Since this campaign is only being run in Orlando the OSC serves as a recognizable charity to give to, this way people can see the effects of their donations in the community. LEGO serves as a highly recognizable brand that kids can get excited about. They also strive to be innovators and help kids access their creative side. As part of their partnership we'll be receiving small branded Lego figurines and sets to give out with kids size build your own meals.

27

PR CALENDAR

02.21 Einstein's in Eola Kick-off Event

03.31 Winner chosen for Innovator of the Month

04.30 Winner chosen for Innovator of the Month

05.31 Winner chosen for Innovator of the Month

06.30 Winner chosen for Innovator of the Month

07.30 Winner chosen for Innovator of the Month

08.31 Winner chosen for Innovator of the Month

09.30 Winner chosen for Innovator of the Month

10.29 Winner chosen for Innovator of the Month

11.30 Winner chosen for Innovator of the Month

12.01 Voting begins for Innovator of the Year

12.17 Winner chosen for Innovator of the Year



28

EINSTEIN'S IN EOLA

Media Advisory

For immediate release

February 21, 2021

Contact: Agency name

Xxx-xxx-xxxx

Events@agencyname.com

Einstein Bros. Bagels to host Einsteins in Eola event to raise awareness for new lunch options.

Who:

Einstein's Bros. Bagels

Lego

What:

Einstein's in Eola will promote the new lunch options that have been introduced and showcase the charitable partnerships made as part of the new "Fuel Your Inner Innovator" campaign. The event will feature food provided by einstein that is part of their new build a bagel lunch option. There will also be a variety of local STEM companies out showcasing their amazing innovations and getting kids interested in a future in STEM. As our partner LEGO will be providing a variety of sculptures for people to take pictures in front of as well as a LEGO build off competition.

Where:

Lake Eola Park, Downtown Orlando

When:

Einsteins in Eola event will be held on February 21, 2021

Why:

Einsteins is launching a campaign that puts a focus on their new build-your-own bagel sandwich option for lunch. As part of the campaign Einsteins is promoting the innovate and creative spirit in everyone. The goal is to have everyone try out the new lunch food and show families that Einstein is supporting their children's future.

Visuals:

- Large Lego sculptures
- Local STEM companies giving presentations
- Einstein's CEO will be making a speech and handing off a donation to the Orlando Science Center
- LEGO build off competition

29

INNOVATOR OF THE MONTH/YEAR

There will be a monthly event that will take place at the individual stores in the Orlando area and will encourage consumers to interact with the brand. The winner of the monthly event will have their creation put on the menu for the month and will receive a t-shirt saying they won. At the end of the year the winners of the monthly competition will have their creations all put up to win Innovator of the Year. The winner of this will receive tickets to Kennedy Space Center, as well as having their creation become a permanent menu item. To help consumers understand the process these posters will be put up in all stores:



30

MERCHANDISE

Giveaway Shirts

FRONT**BACK**

Innovator of the Month Shirts

FRONT**BACK**

31

MEASUREMENT AND EVALUATION



In order to measure the effectiveness of the campaign, we will conduct a study prior to the start of our campaign, January 1, 2021. This study will reveal our sales for the past year and our traffic patterns at lunch in our Orlando DMA locations. We will continue to measure sales and traffic patterns at the end of each quarter to track the progress of our goals. Each month, we will also track our rate of participation for the Innovator of the Month events. At the end of the campaign, December 31, 2021 we will conduct a study again to compare our results from the prior year. Our objective is to increase sales by 15 percent and traffic by 20 percent for lunch business at all Orlando DMA stores between January 2021 and December 2021 among families in the Orlando DMA.



32

MEASUREMENT AND EVALUATION

