

The Standard Martini Bar Strategic Marketing Plan

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The Standard Martini Bar is the newest bar in the downtown Des Moines area. The Standard's tagline describes its specialties: "Martinis. Superior Food. Exciting Entertainment." This intimate bar offers a full wine and beer list, knowledgeable bartenders and servers, a full lunch menu and live entertainment nightly. The bar specializes in martinis with original and unique ingredient combinations. Froot Loops, LemonHead candy, pineapple wedges, Redbull and whipped cream are some ingredients in their specialty drinks.

The Standard opened its doors on February 18, 2012, and its grand opening took place on March 2, 2012 under the direction of its three owners: Dante Heck, Brandon Kelly and Rob Lovino. The bar is located on 208 3rd Street, Des Moines, IA 50309.

Marketing Mix

Product

The Standard Martini Bar offers specialty martinis, a full beer, cocktail and wine menu. The bar's specialty, which is martinis, is divided into multiple categories: classics, cocktails, modern martinis, frothy, fruity and miscellaneous martinis.

Each martini is given a snappy name that highlights what the drink contains. Some names include: NesQuik Dirty Sunday, Blushing Bride, Milk Chocolate Covered Pretzel, Sexy Alligator, Trip Across the Triangle and Jamaican Motor Bike.

The wine menu offers both white and red wine, the majority of which are bottles perfected recently at Jasper Winery in Des Moines. This menu focuses on Chardonnay, Riesling, Garncha and champagne cocktails. The beer menu includes domestics, imports, micro and premium beers.

The Standard also includes a full lunch menu that includes soups (including a soup of the day), salads, sandwiches and a variety of tapas. Tapas include stuffed peppers, bacon and sage French fries, mixed nuts and marinated olive plates.

Gift certificates are also available.

Price

At The Standard, there is a focus on quality. The owners established the bar to be quality in atmosphere, staff, drinks and food served. This focus on quality makes The Standard more expensive in comparison to other bars in the area, although they are still competitive with other high quality bars and restaurants in the area.

Specialty martinis are priced at \$7 or \$8 even, as are all glasses of wine. A bottle of beer is \$3.50 for domestics, \$4.50 for imports and micros, and \$5 for premium beers. Items on the lunch menu are competitive with a full service restaurant lunch menu with prices between \$6 and \$12.

Place

The bar is located on 208 3rd Street, Des Moines, IA 50309. This location is 8 blocks off highway 235 through Des Moines, which is right in the heart of Downtown Des Moines. They are situated on the corner of 3rd where the street intersects with Court Avenue. Court Avenue is known for its restaurants and bars, and is the prime location for The Standard.

The Standard is located within proximity of some major corporations, including Mercy Medical Center, EMC Insurance, Principal Financial, Polk County offices and Nationwide Insurance. The Civic Center and Kaleidoscope at the Hub are also nearby.

When they first opened last month, The Standard also had a nightclub on the second floor of the business. After opening, the owners have recognized that the clientele who frequent the nightclub are entirely different from the target market for the lower level (which serves martinis and lunch items). The owners have decided to rebrand the nightclub to be a

completely separate business from The Standard Martini Bar. This way they can use two different creative strategies, promotional messages and use promotion in two separate ways. This promotional plan focuses solely on The Standard Martini Bar and not the nightclub located above The Standard.

Promotion

The owners of The Standard understand that it is important for their new business to use marketing and promotions immediately in order to gain revenues and loyal clientele. Please refer to the internal analysis for more information on The Standard's promotional philosophy.

Target Markets

The Standard Martini Bar has three distinct target markets, as defined by demographics, psychographic and dynamic variables. Since this business is local, all three of these segments are based on the geographic segment of the Greater Des Moines Area. These target markets are: 40-60 year old professional lunch crowd, 21-35 year old evening crowd, and couples going on a date.

The 40-60 year old professionals are constantly multitasking. They have many responsibilities at work and at home, and many rely on their technology to get through the day. Most have planners to organize, or they use scheduling programs on their smart phones and computers.

Mentally, those in "Middle Adulthood" or the 40-60 age range are confident decision makers and excellent at analyzing situations rationally. Socially, this market experiences an increase in friendships of those with similar interests, although this category has a high divorce rate. Emotionally, they fit into 2 categories. The first are those who have reached a point of contentment and satisfaction with their lives. The other category is those experiencing a mid-life crisis. The Standard is targeting those in the first category.

These professionals work in the Downtown Des Moines area (many from the major companies highlighted in the location section above), and are looking for places to eat on their lunch hour. They have a variety of companions they choose to eat with, including coworkers, appointments, friends and spouses. When it comes to choosing a place to spend their lunch hour, they want somewhere classy and different from the stereotypical "fast food." Most have a full hour, and often want someplace where they will not feel rushed.

According to the 2006 Census, there is approximately an equal amount of males and females in the 42-60 category surveyed (49.1% male, 50.9% female) in Iowa, with 26.1% to 27.9% of the total Iowan population in this category. The city of Des Moines is slightly lower, with 24.0% to 26.0% of the population in the 42-60 in this age range. This number has been consistent since 2000, as the number of people in this category has varied only by .1%.²

The majority of the professionals are married, as 56.3% of people in the 42-60 category are. Nevertheless, 11.7% have never been married and 32% are divorced or widowed. The Standard's target market for 40-60 year old professionals is targeting the 28.8% of the 42-60 category of the Census that holds a Bachelor's degree or higher. The bar can also target the 28.9% of professionals in this age range that have some college experience, because this would include administrative assistants, entry-level employees and those with an Associate degree. The Standard is targeting the 74.1% of this category that is currently employed.²

The second target market for The Standard is the 21-35 year old evening crowd. These are mature and self-confident young people who are secure with their current status. This status includes being a student or a young professional, and being satisfied with their current friend and relationship status.

Those in the 21-35 age range are “Digital Natives” who are very connected to technology. They have grown up with the technology, and have come to rely on it to solve problems, connect socially and make decisions. 53% of the total blogging population fits in this category, as do almost half of YouTube’s users. 75% of those in this category have a social networking profile.⁴

This category is also known as the “Millennials” who are social, like to celebrate diversity and enjoy collaborating with others. 40% of this group are people of color. Approximately 2/3 of this category have full or part-time jobs, 60% have switched careers at least once, and approximately 30% say their current job is their career.⁴

Currently this market is looking for their niche or hangout spot with friends, and this market is all about spending as much time with friends as is possible. They disfavor the idea of bar-hopping and constantly being on the move when they are out with friends. This market is looking for unique drinks, and something different from what they feel is the typical bar scene. Many have experienced other bars on Court Avenue, but are not loyal to any particular establishment.

The final target market for The Standard are couples who are in the beginning phase of their relationship. They are mature adults who are looking for a stable, committed relationship (which may or may not include marriage).

These couples want a unique venue that is different from a full restaurant or venues that just include bars. They want a venue that allows them to meet and linger for a while, or allows them to make an exit if the night is not going as expected. Generally they are looking for an intimate, classy venue with a modern vibe in order to best impress their company.

Dates are looking for a place with unique drinks, an appetizer menu and the option of a meal. They want a place quiet and intimate enough to easily carry on a conversation, yet have classy music (live music is a plus) to help avoid awkward silences.

The concept of dating has changed dramatically in recent years. Duke University reports that the size of the single population is increasing with more time. This increase is likely to be a result of high divorce rates and a higher percentage of those who have never been married. These circumstances increase the geographical density of possible partners, particularly in large cities.

Internet dating has also increased dramatically, as these sites help divide the large singles market into those with much in common. Dating sites also assist who are “disadvantaged” in the traditional dating market find possible partners.³

Couples who are in the beginning phases of dating prefer to meet in venues that provide entertainment, food and some type of drink. Most feel that a drink or two helps them relax and helps ease the nerves associated with the date. This is particularly true for those who first meet online.³

Situational Analysis

Prior to the development of The Standard Martini Bar’s IMC plan, no thorough situational analysis was completed. The only external factors that were really considered was the competition, The Standard believing that they would stand out in their offering of a restaurant atmosphere in addition to a specialty bar. Below a thorough situational analysis has been completed for The Standard Martini Bar.

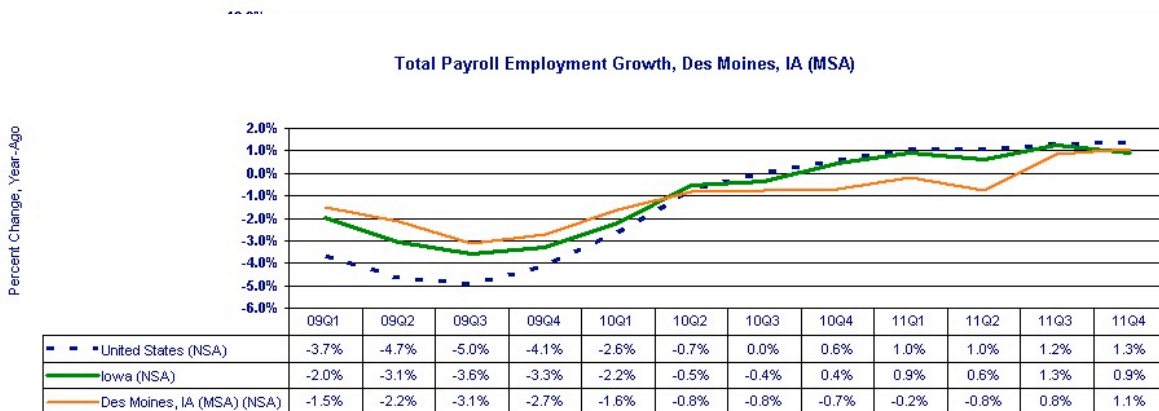
External Analysis

Technology

While improving, there is still a long way to go for the economy to recover from the Great Recession. There are still 13 million people unemployed nationwide.¹ While the unemployment rate in Iowa and Des Moines is lower than the nation's, it is still an important factor to consider. Although unemployment has decreased, it is still important to consider a decent portion of the population in Des Moines is unemployed.²

It's also important to note the trends in the payroll of those employed. Up until very

Unemployment Rate, Des Moines, IA (MSA)



NSA = Not Seasonally Adjusted
 Source: Bureau of Labor Statistics (Haver Analytics) Created 2/8/2012 4:39:01 PM

recently, there were consistent decreases in payroll growth.²

While the Standard Martini Bar was not open in 2008, how different bars and restaurants fared during this difficult economic time is important to consider. At that time, Miller Brewing of Milwaukee reported a decline in sales of their more expensive and premium beers. Therefore, although improving from 2008, the remaining economic difficulties can be expected to have an effect on The Standard's sales as well. The Standard Martini Bar's drinks average in the seven to eight dollar range, which is comparable to the prices of more expensive and premium beers.³ With a decent portion of the De Moines population still being unemployed, this will have an effect in their choices of disposable income. Other bars who have dealt with higher unemployment have noticed. While these unemployed individuals may visit The Standard because of their interest in martinis, their spending will not necessarily reflect their spending prior to being unemployed. For example, instead of ordering three drinks, they may just order two. Instead of ordering a full meal, this unemployed individual may just order an appetizer.³ With the downturn in the economy across the country in 2008, 40 percent of bar owners saw a decrease in consumer traffic, and 25 percent noted a decrease in the number of drinks ordered.

Additionally, the casual dining sector reported a 46 percent decline.⁴ As previously mentioned, in both the country and Des Moines alone, times are better than in 2008. However, it is fair to say that there hasn't been a full recovery. Therefore, The Standard should be aware that traffic in both their bar aspect and restaurant aspect will be difficult to obtain. There will be a decrease in bar traffic as a whole due to both more unemployed individuals and the decreases in wages of those individuals who are still employed. The Standard should also be conscious in knowing that customers will not be ordering the same amount that they would in good economic times.

There's another way that typical bar visitors are choosing with the level of unemployment and decreased wages: making the drinks themselves. With a downturned economy, sales in liquor stores are up. Common drinkers find ways to cut disposable costs by buying the liquor from liquor stores and creating their own drinks and martinis at home.⁵

As of 2012, e-babies are now reaching adulthood. The majority of US adults now own a smart phone and electronic devices top holiday wish lists most often. Personal technology is only expected to continue to increase in the following years. Some of the most dominant technologies include mobile smart phones, tablets, and desktops.⁶

All of these increased technologies bring about more emphasis on social media. Social media allows customers at a bar or restaurant to check in and share how they're feeling about their experience. Social media is allowing customers to look up ratings about a place before deciding to visit. This is one reason why having a Facebook page is so important.⁷

There are many important things for bars to take note of when designing their Facebook page. First, it's important that the URL be customized. It's important that the URL include the bars name instead of random numbers, in case a situation arises in which the URL needs to be shared without having the luxury of a link.⁸ The Standard Martini bar has been successful in this first aspect of an effective Facebook page, with the Facebook URL of <https://www.facebook.com/thestandarddsm>.⁹

Secondly, it is important that the page be a business page and not a personal page. Being a business page allows customers to "like" it, which will be shared with their friends and spread the word.⁸ The Standard has also followed this suggested aspect.⁹ Another suggestion is to keep conversation going on the Wall to keep new visitors intrigued and more likely to click "like."⁸ Again, The Standard has been successful in keeping up to date with current updates.⁹ Finally, for a bar to be successful in their Facebook page, it is important that they include information about the business and make sure photographs shared stay tasteful.⁸ The top of The Standard's Facebook page provides the price range, address, phone number, and opening time. The photographs shared are all professional and reflective of the Standard's atmosphere.⁹ Overall, The Standard has followed the recommended suggestions of an effective bar Facebook page.

Political & Legal Concerns

There are many different political and legal concerns for both serving food and providing alcoholic beverages. The Standard, being unique in its bar and restaurant atmosphere, will have more to deal with than just your average bar or average restaurant.

When it comes to serving food, managers must follow the Uniform Commercial Code Warranty. This code states that it is the manager's responsibility to ensure all the food served at the establishment is safe for human consumption. This includes the manager's responsibility to protect its patrons from food borne illness and other injuries that can be obtained from food. Additionally, the manager must ensure that local health codes are understood.

There are also Truth-in-Menu laws. The key to this law is that the menu reflects what will honestly be served at the price that it is listed. Preparation of these menu items is also very important. If the menu states that an item is prepared in a certain way, it must be ensured that the food item will be cooked that way. For example, if a menu states "grilled," the item cannot be served fried. It also must be honest about ingredients and health claim, etc.

Being an establishment that serves alcoholic beverages, The Standard Martini Bar is responsible for knowing the alcohol-related laws in the United States. Some of these laws include the following:

- **Alcohol Service Liability:** If an individual causes damage to themselves or other due to consumption of alcohol, the law gives a portion of the responsibility to the establishment that served the individual.
- **Third-Party Liability:** There are three parties that are held responsible in the circumstance of an illegal sale of alcohol. This includes the individual buying/consuming the alcohol, the establishments selling/dispensing the alcohol, and any individual

indirectly related to the sale/consumption of alcohol. Managers must understand their responsibility and resulting liability when serving alcohol.

- *Special Host Liability:* Managers must understand that being a licensed establishment, they will not receive the same treatment in courts as those who are hosting a party.
- *Dram Shop Liability:* Liquor licensees are responsible for harm and damages to first and third parties previously mentioned under certain circumstances.
- *Training for Responsible Service:* It's important that servers of alcoholic beverages are well trained. The training should be ongoing and thoroughly documented.
- *Approved Course:* The training used for employees must be approved.
- *Alcohol Absorption into the Bloodstream:* Managers must have a thorough understanding of the body's reaction to alcohol and how it is absorbed into the bloodstream.
- *Legal and False Identification:* Establishments must use reasonable care in spotting false identification
- *Early Intervention:* Ability to identify an intoxicated person and refuse to serve the individual
- *Documentation of Training Effectiveness:* Employee training must be tested

It's important that The Standard Martini bar follow all the codes and regulations that are in regard to restaurant service or alcohol service. If the policies are not followed, The Standard could face a costly fine, lose customer respect, or be shut down completely.¹⁰

Socio-Cultural Trends

It's important that The Standard keep up with trends associated with restaurants, bars, eating and drinking trends in order to continue to offer what the target market is looking for. One popular trend as of 2012 is the combination of the food and the bar. Many bars are now using techniques from traditional cooking and using them to make specialty drinks and martinis. The same goes for the other way around. Overall, the real trend is concerned with the focus on the restaurant and a bar, not just a restaurant that has a bar attached.¹¹ The Standard Martini Bar has been successful in this aspect. The owners pride themselves on being a combination of a restaurant and a bar that really complement each other in the environment. The specialty martinis are unique and a great addition to the variety of food.

While the economy is not back to normal, there is a trend in 2012 of individuals returning to restaurant life. These individuals are not looking to spend a lot, however, but want to enjoy how they spend it.¹² This is in line with The Standard Martini Bar's options. The Standard provides a fun atmosphere with the benefit of inexpensive food, generally ranging from seven to ten dollars.¹³

In 2012, the trends in drinking times are changing. Social times are shifting cocktails to 4:00 and dinners even later.¹² This too is in line with The Standard, who offers happy hour from 3:00 to 7:00 P.M. and serves food until 10:00 P.M.¹⁴

Another trend that is very in line with The Standard Martini bar is the shift away from foods with bells and whistles, and moving onto more extravagant and unique drinks.¹⁵ The

Standard Martini Bar offers simple food at a good price and therefore focuses more on the specialty martinis that are also frequently changing for more variety.

2012 predicts that the line between dining and entertainment is also being blurred.¹⁶ This is spot on for The Standard Martini Bar, who focuses on their variety of entertainment, ranging from their popular artists to bingo nights.

Direct Competitors

1. Dos Rios

Dos Rios is located on the Court Avenue district in very close proximity to the Standard Martini Bar. Dos Rios is very comparable in that they specialize in both food and drinks. While the lunch menus are comparable in price, Dos Rios dinner menu is slightly more expensive, ranging up to about 15 dollars.¹⁷ Both can provide the late-night cocktail atmosphere that is less intense than the nightclub scene and would both be an excellent place for a first date, as the owner of The Standard Martini Bar mentioned in his interview. The two restaurants differ in their cuisine and atmosphere. Dos Rios, although calmer than the nightclub scene is still a bit louder and more energetic than the relaxed feel The Standard can provide.

2. Sbrocco

Sbrocco is also located in the Court Avenue district. Sbrocco is like The Standard in the relaxed atmosphere it provides. The lunch menu is very comparable in both offerings and price ranges. Sbrocco does differ in some other aspects, however. The dinner menu is very highly priced, separated from their lunch menu. Most different is their drink menu. While The Standard's target market may be interested in Sbrocco for their lunch menu and relaxed atmosphere, if the market is looking for special and unique martinis, Sbrocco does not have that to offer.

3. Court Avenue Brewery

Court Avenue Brewery is located in the same district as the previous two direct competitors. Court Ave Brewery is similar, as the other two direct competitors also were, in the lunch menu and atmosphere. However, Court Avenue Brewery, while it does have some selection of specialty martinis, it is very limited, with about six items. Their dinner menu has a higher price point. The Brewery does have a bar that is open late.

Indirect Competitors

The Standard has many indirect competitors. The majority of which are located on the Court Avenue district. These establishments differ because the majority of them don't offer food and offer a different atmosphere. They don't have the relaxed atmosphere or live bands that The Standard has to offer. These establishments have more of a nightclub feel and are very crowded and energetic.

It's also important to consider individuals who cook and mix drinks at home. With the downturn in the economy, many individuals are able to cut costs by simply eating out less and buy their own liquor instead of visiting bars.

Internal Analysis

Financial Resources

The Standard is a new company, as it opened on February 18, so it doesn't have a large amount of financial resources. Although one of the co-owners, Dante, did not share specific financial details with us, one can expect that they does not have a huge financial backing right now, especially because this is the first business that the co-owners have started. Dante did share how The Standard has a "skeleton budget", and that it will take a couple of months before they have a solid budget to work with.

Despite having limited financial resources at this time, The Standard is able to keep their prices relatively low, which is being done in an attempt to bring in more customers. Most items on the menu are between \$7 and \$8. This pricing is comparable to other quality bars in the area.

Human Resources

The Standard does not have a large amount of human resources either. The bar was started by Dante and his 2 co-owners Brandon Kelly and Rob Lovino. The company only has 15-20 employees at any one time. This includes bartenders, waiters, cooks, etc. The Standard is relatively small and has no intention of expanding at this time, so no more human resources are needed at this time. Having any more than 30 employees would require many of them to take smaller shifts, even if business was booming and constantly busy, and dwindling hours would probably upset a large number of the employees.

One thing that should be included in human resources is the fact that Dante and his co-owners are not experts in the bar/restaurant business, although Dante was a bartender when he was drafting the business plan for The Standard. Dante graduated fairly recently, so the management lacks a good amount of real world experience to rely on if they come across problems.

The Standard does not have a marketing or promotional specialist, which could affect how effectively the promotional budget is used. Because The Standard is relatively close to Drake University and Grand View, we would suggest that they hire at least one or two interns who could help them in their promotional efforts. As a new bar, there are probably a number of things that the two co-owners could focus on more intently if a number of unpaid or paid marketing interns were present. This also relates to the next aspect, The Standard's philosophy towards marketing.

Philosophy Towards Marketing

One thing that Dante said to us that, as a new company, marketing should be playing a big role in the beginning of the bar. So the owners clearly understand that marketing is something that they cannot ignore, but as I referenced earlier, they aren't exactly specialists in promotion. Their budget for promotion was described as "choosing a certain amount of money, whatever we feel like is the best way to reach the audience we are going for." They currently have a number of promotional elements that are starting to be put into play. They have ads in Des Moines' JUICE and CityView publications, and they were also in the process of doing radio ads when we spoke with them. They also have a fairly decent presence on the internet, as they have a website, Facebook, Twitter, FourSquare, and UrbanSpoon. They also had a special on Living Social recently.

One of the things that seems to be missing amongst the elements that are currently in use is a brand identity. They have a logo, and they tend to use a black background on their website and print ads, but other than that things vary quite a bit. There isn't a specific font they go with, or a certain set of colors besides the black they like to use. For example, the website is black and red primarily. One week's JUICE ad had yellow and blue font. The next week had lime green and blue. The menu also doesn't have a specific brand feel to it either.

Also, one main thing The Standard could improve upon is integration as their print advertisement does not have their website on it, nor did it have any of their social media destinations. Finally, one of the draws of The Standard is the specialty martinis, yet this is not something that is shown on the website. The lack of integration in these two areas alone is severely hurting The Standard.

Growth Plans

Dante told us that they plan to increase their menu items once they develop a good initial customer base. They plan on introducing new specialty martinis, food items, events, and “new things to hype up the crowd.” One thing that was concerning was that Dante said they would most likely decrease their marketing budget when they establish that initial customer base.

Also, because The Standard is still a new venture, there are no plans to turn this into a chain of bars. They are just attempting to generate awareness right now, and once they have more people aware of the bar they can start rewarding loyal customers from then on.

Position

The Standard currently has a position as a classy martini bar that also has a full lunch menu and appetizer options. The atmosphere and aesthetics of the bar can be seen as a “classic spin on a modern bar” with an intimate feel. They also have the position of having original and high quality martinis and knowledgeable bartenders.

This position is ideal for the bar, because it fits all three target markets. The 40-60 year old market appreciates and recognizes the sophisticated feel of the bar and the classic drinks they offer. Since this market is becoming more reliant on technology, they can identify with the modern twist. Additionally, these professionals can conduct business easily at The Standard.

The 21-35 market identifies with this position because they desire original drinks and unique ingredients in their martinis. They also want high quality for the price they pay. The intimate and unique atmosphere can become “the place” for this market.

This position is accurate for couples on dates because they want an intimate, classy feel with knowledgeable bartenders. The “classic spin on a modern bar” aspect is what will make this venue memorable for them.

The current position of The Standard is right for the bar, and it is recommended that they stick to this position. They do have the resources to maintain this position in the long run.

Promotional Messages

The existing creative platform of The Standard is scattered and disorganized in both creative layout and messages. Current advertisements discuss lunch offerings, drinks and the atmosphere all at one advertisement. The advertising has been consistent with the typeface, logo, color scheme and simplicity of the ads. Nevertheless, The Standard has used factual, informational messages, as well as creative, bold messages that have not been consistent with any particular type of approach. Dante Heck has acknowledged that this is a current issue, and has attributed some of the confusion to The Standard’s connection with the nightclub upstairs.

In order to improve the creative platform, The Standard should focus its creative messages on the position of the bar and they should tailor messages to match one of the

target markets previously discussed. The Standard should use an imagery approach to creative, in combination with other approaches. As discussed in the position section, The Standard is unique because of the classy atmosphere it has, as well as the original drinks it offers. The best way to advertise this atmosphere is through strong imagery and a simple message per advertisement.

The simple message included in each advertisement should focus on one clear message targeted to one of The Standard's target markets. These messages can include: lunch items, specialty martinis, happy hour or live entertainment.

Promotional Objectives

Overall Recommendations

In order to improve The Standard, the menu should be redesigned. The current menu, which is included in the appendix, is inconsistent and lacks the high quality The Standard would like to be remembered for. As the menu is, the pages are varying in sizes, the layout is haphazard, and the cover page of the menu needs a higher quality version of the logo.

We recommend that the menu be redesigned to be consistent with how the selections are presented, the logo should be higher quality, and all pages should be bound to be the same size. Additionally, the printing should be done on a higher quality paper. Making these changes will aid customers in navigating the menu and will make the menu reflect the position The Standard desires to have.

Every business should be focused on quality. A customer satisfaction card would help measure the quality The Standard portrays to its customers. This is a card that will be placed at the register for any customer to fill out. One side of the card will inquire about how the customer heard about The Standard, any improvements or recommendations they have, as well as a space to write a description about their experience. The other side of the card will request customer information. This information can be used to build a database of loyal customers, as well as provide avenues for management to respond to what customers write.

Elements Held Constant

Currently The Standard has utilized all the appropriate avenues to connect with their target markets on the internet, as described in the Internal Analysis section. The Standard should continue to maintain its presence through these avenues.

The Standard currently uses Juice ads to promote the bar. This is something the bar should continue because it is a newspaper with a readership that includes the 21-35 year old target market of The Standard. We recommend that they use Juice advertising twice a month, with a half-page ad. The Customer Satisfaction Card mentioned in the Overall Recommendations section will include an option for customers to check if they recall a Juice ad of The Standard. This will help measure the effectiveness of this advertising campaign.

Radio ads are another medium that The Standard currently uses. They advertise during the daytime hours on 99.9 and 107.5 FM. These stations are made for the 21-35 target market of The Standard, although the time the ads are run could be improved.

Objective #1

To increase awareness of lunch menu items among 40-60 year old working professionals in downtown Des Moines by 15% by August 1, 2012 measured by aided recall.

Strategies:

Advertising:

To increase awareness of the existence of the Standard Martini bar it is important to get the word out. One effective way to do this is through the radio. We recommend advertising on the station WHO-AM. This station reaches out to the majority of the market we are trying to target, between the ages of 35 and 54. Additionally, the majority of listeners have an income of over \$75,000 dollars, which can be expected from professionals in the downtown area.

Budget: Advertising between 8-9 am Monday through Friday for 4 weeks; Total \$4,200

Internet:

The Standard needs to improve their Search Engine Optimization (SEO) in order to appear in the internet searches this target market completes on their computer, tablet or mobile phone. As discussed in the Target Market section, this target market is constantly multi-tasking and needs to find information about The Standard quickly. Particularly, they need access to the address, phone number, social media distinctions and menu quickly. Currently when a customer searches "The Standard Martini Bar," The Standard's website appears at the bottom of the first page of results.

The best way for The Standard to improve this is to use Iowa Get Your Business Online. This resource is a free workshop directed by Google that helps small and local business maximize SEO with Google's search engine. 90% of all searches are completed on Google, so The Standard will benefit by taking this workshop.¹

This workshop will go through The Standard's website and improve the framework of the site to be more compatible with Google. Google will not change any of the content or actual layout of the site, it will simply clean up the technical components it was built upon. It will also improve where the website appears when certain key words are typed by a customer into the search box.

Budget: \$0

Objective #2

To increase awareness among 21-35 year old in the Des Moines Area by 15% by August 1, 2012 measured by aided recall.

This is a strong communication objective, as it is important to increase awareness of The Standard Martini Bar to the target market.

Strategies:

Advertising:

While The Standard is currently using radio ads, their current ads are not as effective as they could be. The Standard should advertise on 99.9 and 107.5 FM between 4 and 7 PM Monday through Friday. This is the time when young professionals will be leaving work, and these stations are consistent with the 21-35 target market. These ads will follow the promotional messages and creative ads previously discussed.

Budget: Advertising between 4-7 pm Monday through Friday for 4 weeks; Total \$2,600

Internet and Sales Promotion:

The Standard will use a Facebook Sweepstakes. The bar will work with the Civic Center to obtain 2 tickets to a show, with the show being 2-3 weeks away. The Standard will post a picture of the tickets on their Facebook page, and have people tag themselves in the picture.

By doing this, The Standard will increase their awareness because this picture will appear in the newsfeeds of people who are friends with those tagged. This is a relatively inexpensive way to increase awareness, especially if they work with the Civic Center to obtain inexpensive tickets. This strategy is also interactive, allowing individuals to share the photo.

This also encourages people to “like” The Standard Martini Bar page, tag themselves in the photo and share the photo.

Budget: 2 tickets at \$40; Total \$80

Public Relations and Sales Promotion:

The Standard will connect with organizations in the community that are in their target market of 21-35 year olds. One such organization is the Young Professionals Connection. The bar will attend a meeting of this organization to speak about the bar and hand out fliers and samples. These fliers will include the contact information of The Standard, including their social media distinctions and website. The samples will be of lunch menu items, and will help The Standard be part of their top-of-mind awareness when they are looking for a night out.

Additionally, The Standard will offer to host meetings or gatherings of the organization at the bar. This strategy will attract the young professionals to The Standard and increase word of mouth communication about the bar.

Budget: \$.25 per flier for 50 members; Total: \$12.50

Des Moines University offers another place for The Standard to connect with this target market. DMU offers a graduate program approximately fifteen minutes from the bar. The Standard should hang posters on university bulletin boards according to the creative and promotional messages previously discussed. These posters will increase awareness, so they will be ads with imagery. They will also include pull tabs on the bottom which will include the address, website and social media distinctions of The Standard. Please see a sample poster in the section titled Creative.

Budget: \$.50 for 10; Total: \$5.00

Objective #8

To increase trialability of lunch menu items among 40-65 year old working professionals in downtown Des Moines by 15% by August 1, 2012 as measured sales promotion redemption.

Strategies:

Public relations and sales promotion:

A creative way to attract attention from downtown professionals is to hire a flair bartender. This entertainer will perform a show in the Hub of the skywalk. During lunch hour on a Friday (on the day of the special promotion or event) would be an ideal time to have this promotion.

This would create awareness for The Standard’s happy hour specials. The bartender should be wearing The Standard’s apparel and there should be two staff members accompanying him also in The Standard’s t-shirts. One person should carry the stereo and control the music while the other will hand out fliers and coupons with a code to measure the promotion. The fliers will advertise happy hour and have the URL for the website and online community distinctions (such as Facebook and FourSquare). A copy of this flier can be seen in the section titled Creative. Additionally a small calendar of upcoming events will be on the flier. The local Des Moines flair bartending company IowaBarten will partner with The Standard for this event.

Budget: \$150 fee plus the cost of alcohol₁

Sales promotion and Advertising:

The Standard will advertise lunch specials in the skywalk for one month. Professionals who use the skywalk frequently would be repetitively exposed to the advertisement. To get skywalk advertising, an application needs to be sent in 8 weeks prior to the installation date. ₂

Budget: \$152 per 11 x 17 poster advertisement, one month

Advertising and Sales Promotion:

Tri-fold table tent advertisements will also be placed on the tables of the skywalk hub restaurants. The Standard will ask for permission to set them out at large downtown corporation lunch tables at Principal Financial, Meredith Corporation and Nationwide Insurance. Each table tent will have pull off tabs with a code for coupon redemption.

Budget: \$.25 per color print, 200 prints; Total: \$50

Public Relations, Sales Promotion and Advertising:

The Standard staff mentioned they are going to extend their hours during the farmer's market this summer. During these extended hours, lunch options will be served. Fliers should be handed out throughout the farmer's market with the company contact and social media information. Additionally, a coupon to increase return trialability will also be included. This coupon will be for 15% off their next lunch purchase of \$20 or more. If The Standard will also list their upcoming live music schedule and drink specials on the flier.

Budget for fliers: \$.25 per color print, 500 prints; Total: \$125

Sales Promotion:

The Standard will partner with a Des Moines area Hy-Vee and have a Catalina coupon printed at the register. When someone purchases green olives or liquor, they will receive a coupon. The coupon will be for \$5 off their total bill of over \$20 and will have an expiration date of four weeks from the printed date with a of one per person. The Standard's website, address and phone number will be on the coupon. A coupon code will measure redemption.

Budget: 4% redemption rate; Total expected: \$300

Objective #4

To increase sales of specialty martinis among the 21-35 year old target market (full description found earlier in the report) in the Des Moines area by 15% by August 1, 2012 as measured by coupon redemption.

To have this objective realized, we recommend that The Standard enact a number of new things from various promotional elements. But before they do that, the website must be updated with the list of specialty martinis. As all of their elements become more integrated with the website, it will play a key role in providing more information for new and current customers. Actually having one of the unique selling points on The Standard's website is absolutely critical. Once the website is updated, the following promotional pieces can be put into play. A screenshot of The Standard's homepage can be found in the appendix.

Strategies

Sales Promotion - Rewards Program:

Sales promotion is marketing activities that provide extra value or incentive for a customer and can stimulate immediate sales. The first sales promotion program we want The Standard to implement is a rewards program just for their specialty martinis. This will come in the form of a punch card, where a customer will have it punched every time they order a specialty martini and once they reach a certain number of punches, they are rewarded with a free martini. The punch card can be seen in the appendix.

The typical sales promotion is something like a coupon, which is very good for the short term but has the issue that customers may only become loyal to the coupon. The great benefit about the rewards program is that it will be long lasting and isn't something like a coupon that just offers a discount every time you use it. By having the customer come back to continually get punches in their card, a repeat purchase is stimulated and not just immediate sales. Also, by

having the punch card have no limits on which specialty martinis are eligible for a punch, customers have more freedom to choose what they want. They could try eight unique martinis for eight punches, or they could find one they absolutely love and can have a punch for each time they get one of those.

To measure the effectiveness of this campaign, the employees at The Standard will make sure to keep track of each customer's punch cards once they completely fill it out and are rewarded the free martini. This way The Standard can not only see how many customers are using the punch cards, but how frequently they use it as well. They will be able to find out which customers are using the rewards program frequently, and possibly provide them with other loyal member benefits in the future.

Another benefit of the rewards program is that it won't be expensive to introduce. As a small business, The Standard can simply use Vista Print or another similar service for their printing needs. For example, Vista Print has a number of prices for different quantities and paper types of their "loyalty cards." 2,000 matte finish punch cards would only cost \$37.49.¹ We recommend they start out with 2,000 cards, and they can easily reorder more if demand is high for them.

Budget: 2,000 cards at \$44.49

Event: Martini Month

This event will integrate the following IMC elements: Sales Promotion, Public Relations, Advertising, Internet and Personal Sales.

Sales Promotion:

One program we recommend for The Standard is "Martini Month," where every day during the month of July will feature a different specialty martini. The daily specialty martini will be offered at a slight discount to entice customers to try it out, therefore making it a sales promotion that will provide extra incentive to stimulate sales. By changing up which martini is featured each day, the customer cannot become loyal to the coupon for each martini. If they try a certain martini and really enjoy it, then the next time they buy it, it will be full price. There is a risk that customers will become loyal to the discount, but the rewards program punch card mentioned before will help make sure customers continue to buy the martinis after July. Please see the section titled Creative for a copy of a punch card.

Public Relations:

The first step in promoting Martini Month is to send out press releases to local magazines, newspapers, and websites like Juice and Cityview so they can come in and preview the martinis that will be featured during the month and write reviews and articles about the martinis and the event. Juice and Cityview did articles about the opening of The Standard, so getting their attention again for Martini Month should not be a problem.

The great thing about getting these publications to write previews of the event is that it is completely free besides the cost of emailing or mailing them a press release. Also, by having outside media write previews for the event, the customer sees it as something much more credible than an advertisement.

Measuring the effectiveness of the PR is quite easy, as it will be deemed effective if articles are written about the Martini Month. The one problem with this is that The Standard will be out of the control seat here. There is no 100% guarantee that an article would be written about the event, and if no press was given to the event that would severely affect how many people become aware of it. Therefore, advertising is also needed.

Budget: \$0

Advertising (Facebook):

Currently, The Standard advertises in Juice magazine, which should continue for the Martini Month promotion. The first ad will happen sometime in late June, before Martini Month goes into effect, so that readers become aware of the event. The ad in the next Juice will advertise the upcoming martinis that customers can expect to see. This will not add anything to the budget, as The Standard currently has Juice ads within their budget.

A Facebook advertisement is a good way to reach the target audience for the specialty martinis. The Facebook ad will be integrated with the website, because when one clicks on the ad it will take them to a page on the website specifically about the Martini Month. It will be a calendar that shows which martini is assigned for which day, which will also be used as a handout (which will be discussed shortly).

The benefit of having advertising is that, unlike public relations, The Standard is in the control seat, which means that if they pay for it, it will appear. One of the negatives is that it is not as credible, since people have grown accustomed to ignoring ads online. The internet is a cluttered advertising space. The click-through rate for online ads varies depending on which site the ad appears, but it is oftentimes rather low.

21-35 year olds are some of the primary users of Facebook, and advertisers can select specific demographics to target to. The Standard's ad will only show up to those in the Des Moines area, as having it appear nationally would have too much wasted reach. Because the costs of the ads are determined by cost per click, we don't know the exact price will be.

The way Facebook works though is that a company can put money on their account. When the set amount of clicks occur and the company's account no longer has a balance, Facebook simply stops showing your ads. If The Standard wants to continue using Facebook ads, they can simply decide to add more money to the account. They can measure how successful the ads are by a direct inquiry test for those who come in for the specialty martinis. A simple "What brought you here to try the specialty martinis today?" will work well.

Budget: \$.05 per click at 500 views; Total: \$25

Advertising (Handouts):

We recommend that The Standard create a handout that included the calendar of July and has the featured martini for each day listed. This way, customers can find which martinis interest them and visit on that day. This will be a part of an integrated effort, so things like links to the website, Facebook page, and Twitter handle will all be included on the handout. It is also a good reminder of the event in general, and something that will make an excellent handout, whether that is putting it at the bar, in the check booklets customers pay for after a meal, or handing them out at the events that The Standard will be at. Again, we can measure the effectiveness of the handouts by asking customers who buy the specialty martinis if they received the calendar. If they did, that means it worked well. If they came for another reason, you can give them a calendar so they know what martinis will be featured in the future.

We chose not to go with direct marketing for this, because as a company that has just started it seemed like something that would be too expensive. From finding a list of people we want to mail to, to buying that list, and finally sending them out, the costs would ramp up rather quickly.

Budget: \$.07 for 2000 calendars; Total: \$137.49

Internet - Social Media:

We also want to make sure The Standard is alerting their Twitter and Facebook followers about all this as well, as the targeted age group are heavy users of social media. Before Martini Month, a Facebook event can be created for it and all those who "like" The Standard can be invited and be encouraged to invite their friends. Also, both Facebook and Twitter will remind followers of the daily featured martini and describe what is in it. A name may

not mean much to the followers, so describing it will grab their interest more. Updating the social media should be done primarily during the lunch hour when people are away from their desk checking their Facebook and Twitter, and also at the end of the day if they are looking for a good place for happy hour.

Budget: \$0

Personal Sales:

When we visited The Standard, we noticed they did not have any table tents drawing attention to daily specials or certain things they wanted to highlight on the menu. Therefore, we thought it would be a great idea to have creative table tents shaped like martini glasses with the different types of martinis in them. Not only is this something that can catch the customers eye when they sit down, but also something that will allow the waiters to do a bit more personal selling. It can act as a conversation starter about the specialty martinis, and have the waiter recommend their favorite or help them choose one that fits their tastes.

Budget: \$12 per martini table tent for 8 tents; \$96

Promotional Budget

Objective 1:

Radio Advertising

1 ad	\$210
4 weeks (M-F)	20
	\$4,200

Iowa Get Your Business Online Session

	\$0
\$	-

Objective 1 Total Cost:

\$4,200.00

Objective 2:

Radio Advertising

1 ad	\$130.00
4 weeks (M-F)	20
	\$2,600.00

Facebook Sweepstakes

Ticket Cost	\$40.00
Number of Tickets	2
	\$80.00

Young Professionals Meeting Flyers

Cost per print	\$0.25
Number of prints	50
	\$12.50

Des Moines University Flyers

Cost per print	\$0.50
Number of Prints	10
	\$5.00

Objective 2 Total Cost:

\$2,697.50

Objective 3:

Flair Bartender

One Time Event	\$150.00
Alcohol	\$100.00
	\$250.00

Sky Walk Poster Advertisement

Cost per Print	\$2.00
Number of Prints	1
Placement Cost	\$250.00
	\$252.00

Sky Walk Table Tent

Cost per Print	\$0.25
Number of Prints	200
	\$50.00

Catalina Coupons

Catalina Coupon Fee	\$200.00
Cost of Coupon	\$5.00
Number Printed	500
Coupon Cost (4% redemption)	\$100.00
	\$300.00

Farmers Market Brunch Coupons

Cost of Print	\$0.25
Number Printed	500
	\$125.00

Objective 3 Total Cost:

\$977.00

Objective 4:

Punch Cards

Cost per card	\$0.02
Number of Cards	2,000
	\$37.49
Double Sided Cost	\$7.00
	\$44.49

Press Releases

\$0
\$0

Facebook Advertising

Cost per Click	\$0.05
Number of Views	500
	\$25.00

Calendar Advertising

Cost per Calendar	\$0.07
Number of Calendars	2000
	\$137.49

Martini Table Tents

Cost per Table Tent	\$12
Number of Tables	8
	\$96

Objective 4 Total Cost: \$302.98

Promotional Budget Total: \$8,177.48

Creative




Poster #1

The STANDARD Martini Bar

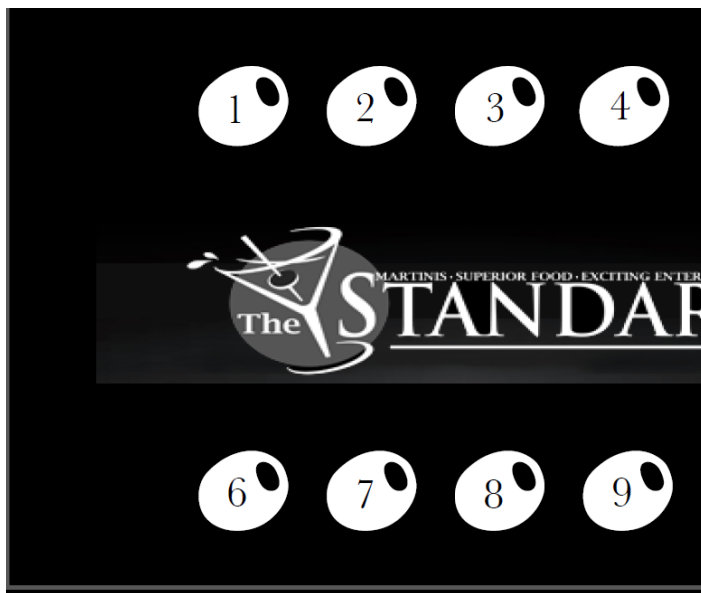
Join us for lunch!
Just steps from your office
in the Court Avenue Distri
Full Lunch Menu ● Relaxed Atmosphere

Poster #2

The STANDARD Martini Bar

 Join us for lunch
\$5 off coupon below

In the Court Avenue district
208 3rd Street | Des Moines



Appendix
Menu
Front Cover



Back Cover

Punch Card

Flier

Pull Tab Coupon



208 3RD STREET
DES MOINES, IA 50309

HOURS:
MON-FRI 11AM-2AM
SAT & SUN 5PM-2AM

JOIN US AFTER WORK!

HAPPY HOUR SPECIALS AND
ENTERTAINMENT
MON-FRI 3PM-7PM

SPECIALS

½ PRICE MARTINIS
½ PRICE BOTTLES OF WINE
\$3 ALL BEERS

ENTERTAINMENT

MONDAY- MARTINI TOUR MONDAY. DRINK
ALL OF OUR 49 MARTINIS, GET A
PERSONALIZED MARTINI GLASS!

TUESDAY- BAR BINGO! 2 FOR 1'S AND WIN
PRIZES ALL NIGHT!

CHAMPAGNE COCKTAILS

6

Chambord & Champagne

*Chambord Raspberry Liquor and Champagne, Lemon
Blueberry Flag*

Blushing Bride

Peach Schnapps, Grenadine, Champagne

Bellini

Peach Schnapps and Champagne

Add Cherry or Raspberry

Mimosa

*Cointreau Orange Liquor, Orange Juice, Champagne,
Orange Twist*

Tickled Pink

X-Rated Liquor and Champagne

Wedding Cake

UV Cake Vodka, Simple Syrup, Champagne

Pom-Pineapple Fireworks

*Pearl Pomegranate Vodka, Pineapple Juice, and
Champagne, Pineapple Slice*

WINE LIST

Reds	GL	Bot
Gascon Malbec	8	31
Avalon Cabernet Sauvignon	8	27

FROTHY 30-42

Choco Taco
Chocolate Vodka, Godiva Dark, Milk, Rice Krispy rim

S'mores
Godiva, Pinnacle Whipped, Cream, Graham Cracker Rim

Irish Martini
Baileys, Jameson, Coffee, Crème De Cacao, Cherry Garnish

Chocolate Covered Raspberries
Raspberry vodka, Baileys, Crème De Cacao, Raspberry Schnapps, Chocolate Swirl Glass

Key-Lime
Whipped Vodka, Splash Lime Juice, Vanilla Schnapps, Cream with a Floating Lime Wheel

Lemon Meringue
Vanilla Vodka, Lemoncello, Lemonade, Cream with a Lemon Wheel Float

Milk Chocolate covered Pretzel
Frangelico, Pinnacle Chocolate Whipped, Milk, Salted Rim

Jamaican Motor Bike
Banana schnapps, Melon Liqueur, Malibu, Orange Juice, Cream, Orange & Cherry Flag

Jamaican Bicycle
Banana Schnapps, Melon Liqueur, Malibu, Pineapple Juice, Cream, Pineapple and Cherry Spear

Fruity Pebbles
Blue Curacao, Raspberry Schnapps, and Milk with a Fruit Loops Rim

NesQuik Strawberry Shaker
Strawberry NesQuik, Pinnacle Whipped Vodka, and Strawberry Schnapps with a Chocolate Swirl

Peach Push Pop
Absolut Apeche Vodka, Dr. McGillicuddy's Vanilla Schnapps, Peach Schnapps, Orange Juice, Cream with an Orange Slice

Carrot Cake
Goldschlager, Vanilla Vodka, Baileys, Butterscotch Schnapps, Cream

Pina Colada 'tini
Muddled Pineapple, UV Coconut Vodka, Skyy Pineapple Vodka, Vanilla Schnapps, Cream

MISCELLANEOUS 43-49

Bazooka Joe
Bacardi Limon, Grenadine, Redbull or Sprite, Big League Chew Rim

Night in Manhattan
Sweet Vermouth Swirl, Scotch, Cherry juice, Angostura Bitters, Triple Sec, Cherry

Scotch Cosmo
Scotch, Cranberry Juice, Lime Juice Splash, Lemon Twist

Salt and Spice
Three Olives Tomato Vodka or Chipotle Vodka, Bloody Mary mix, Garnish with a Olive, Lime, Pickle Spear

Sexy Alligator
Melon liqueur and Sonr, Layered Raspberry Liqueur and Floating Jagermeister

Margaritini
Patron Tequila, Cointreau, Splash of Sweetened Lime Juice, Sour with a Lime Wheel Floater

Black and Blue 'tini
Blueberry Vodka, Blackberry Brandy, Simple Syrup, Lemonade and a Splash of Bubbly with a Lemon Garnish

CLASSICS 8

The Standard Martini
Russian Standard Vodka or New Amsterdam Gin
Dirty or Dry

Add Maytag Blue Cheese Stuffed Olives for \$.75

Cosmopolitan
Absolut Citron, Triple Sec, Cranberry Juice, and a Splash of Lime Juice with a Lemon Slice

Lemon Drop
Absolut Citron Vodka, Lemoncello, Sour, with a sugared rim and a Lemon Slice

Side Car
Christian Brother's Brandy, Cointreau, Fresh Squeezed Lemon Juice, Simple Syrup, Lemon Slice

The French Martini
Stolichnaya Vanilla Vodka, Chambord, and Pineapple Juice garnished with a pineapple wedge

COCKTAILS 8

Bacardi Mojito
Lime and Mint Muddled with Simple Syrup, Bacardi Rum and Soda Garnished with a Lime Slice

The Boston Terrier
Rumbata, Kracken Spiced Rum, and Pepsi-Cola

Sazerac Cocktail
Sazerac Rye Whiskey stirred with Pernod and an Orange Twist

SANDWICHES

All sandwiches come with your choice of soup, salad, Fries, or Cottage Cheese.

Vegetarian Options

*Steak Sandwich on Ciabatta 10
Roasted Spiced Mushrooms, Tomatoes, Horseradish Cream, Caramelized Onion, Provolone Cheese, and a Fried Egg

Chevre Sandwich on Italian 7
Chevre, Avocado, Piquillo Peppers, Red Onion, and Arugula Pesto

The Double Standard 8
Sliced Ham, Avocado, and Provolone or Swiss

Club Standard 9
Ham, Turkey, Bacon, Swiss, Romaine Lettuce, and Garlic Mayo

Grilled Cheese on Italian 8
Provolone Mozzarella, Roasted Tomatoes, and Sliced Queen Olives

Turkey Breast on Ciabatta 8
Avocado, Bacon, Caramelized Onion, Garlic Mayo

Crab Po' Boy 7
Roasted Tomatoes, Red Onion, Lump Crab Meat, and Cajun Remoulade

Tilapia Fish Tacos 8
Fresh Pineapple Salsa, Avocado, and Spring Greens

SOUPS

Cup-4 Bowl-6

Creamy Broccoli and Cheddar

House Minestrone

Daily soup- Please ask your server.

SALADS

Standard Salad 1/2-6 Full-10
Chopped Romaine, Chopped Bacon, Avocado, Tomato, Bleu cheese tossed in Ranch Dressing

Spring Green Salad 1/2-5 Full- 8
Spring Greens, Red Wine Vinaigrette, Herbed Goat Cheese, Crostini, and a Balsamic Reduction.

Fresh Citrus and Crab Medley
Crab Cake, Leafy Greens, Citrus Vinaigrette, Red Onion, Orange Chunks 1/2-6 Full- 8

TAPAS

Cajun Style BBQ Shrimp 10
Cajun Spices, Beer, Butter, Crostini

Stuffed Peppers 2 for 4
Chevre, Olive Oil, Piquillo Peppers and Crostini

Pan Fried Quail Breast Tapa 12
Sriracha Vinaigrette, Crème Fraiche

Marinated Olive Plates 5
Chile Marinated, Citrus and Herb, Maytag Stuffed

Cornmeal Encrusted Crab Cakes 8
Cajun Remoulade, Spring Greens, Orange Segments, Red Onion

French fry Plates 6
Pick One Kind:

- House Spiced
- Parmesan and Olive Oil
- Bacon and Sage

Mixed Nuts 1 Kind-4 Both-7
Spiced Almonds, Candied Walnuts

***Beef Canapé** 7
Strip of Chilled Steak on a Crostini with your choice of topping.

- Pineapple Chutney and Garlic Aioli
- Sun Dried Aioli, Basil

*= These items are cooked to order and may be served raw or undercooked. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness.

Inside Pages of Menu