



Advertising Campaign Proposal By Rachel M. Esterline

Client Information

Brand Character

The Daily Grind, a friendly restaurant and coffee shop, creates nostalgia with its calm, welcoming atmosphere and home-cooked style meals that remind customers of “mom’s kitchen.”

Current Advertising & Promotion

The Daily Grind does not have any current advertisements or promotions. Business information is mostly spread by word-of-mouth.

The name, address, and phone number are listed in the current Isabella/Clare/Gratiot Phone Directory Services phone book under “Coffee Shops,” but not under “Restaurants.”

Competition Information

Competition Yardstick

Competition for The Daily Grind includes restaurants and coffee shops in the historic downtown Mount Pleasant area that serve deli-style, soup, salad and bakery items at low to moderate prices (\$5-\$7) and/or a variety of coffee and tea choices.

Competitor Statements

Max & Emily’s	Competitor	Fifi’s French Press
Primary competition	Type	Secondary competition
Historic downtown Mount Pleasant	Location	Historic downtown Mount Pleasant
Deli-style, soups, salads, and bakery items.	Menu	Bakery items. Large selection of coffee, tea, and other drinks.
Moderate - \$2-\$8	Price	Low - Under \$5
Central Michigan Life, word-of-mouth	Advertising & Promotions	MySpace, Central Michigan Life, word-of-mouth

Advertising Platform

Advertising Objective

To encourage local college students to go to The Daily Grind for affordable, home-cooked style meals in an environment that is as welcoming as “mom’s kitchen.”

Positioning Statement

The Daily Grind: Stop in at mom’s kitchen.

Creative Selling Ideas

1. Dialogue spot featuring two roommates discussing how one feels homesick and misses home-cooked meals and the other suggests The Daily Grind because of their food reminds her of “mom’s kitchen.”
2. Univoice spot featuring college student explaining how The Daily Grind makes her feel “at home” because of the welcoming environment and home-cooked food.
3. Multivoice featuring college students discussing how The Daily Grind serves home-cooked meals that college students can afford.
4. Dialogue spot featuring two classmates looking for a place to eat and study between a class that is affordable and welcoming.
5. Dialogue spot featuring college student and server at The Daily Grind discussing the home-cooked meals.
6. Multivoice spot featuring college student customer and server at The Daily Grind about the comforting environment and food.
7. Multivoice spot featuring college student complaining about stress and keeping up with the “daily grind” and other voice suggesting The Daily Grind as a place to take a break and eat.
8. Univoice spot featuring college student explaining that she likes to stop in at The Daily Grind for bakery items in the morning because it reminds her of “mom’s kitchen.”
9. Dialogue spot featuring college student complaining that she does not have enough time to cook dinner during the week and another student suggests The Daily Grind and their home-cooked “Dinners-To-Go.”
10. Musical spot featuring college student talking about how she feels at home at the Daily Grind while using first six lines from Lone Star’s song, “You’re like coming home.”