



# SODA VINE

Est. 2014



# Key Message

SodaVine is a **fun, unique, classic, and affordable** place for a quick snack or a social gathering.



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# Situation Analysis

SodaVine is a promising new business struggling to get its foot in the door. That's the bottom line. It has a lot going for it. SodaVine also has some serious challenges that need to be addressed.

First, the owners opened the doors for this old-styled soda fountain in 2013. It hasn't been around very long, so people don't know much about it. Also, its location leaves something to be desired. It's seen as being too far out from the busy college campus which is only a few blocks away. It's also positioned on one of the busiest roads in Rexburg. The traffic may affect how many customers come inside for delicious treats and snacks, especially since the building itself blends into the surrounding environment. There are also many competitors doing roughly the same thing throughout Rexburg.

Despite all of these issues, SodaVine has something going for it. For one, the fact that it's a new store could bring in the crowds. Young people are more than happy to try out something new. The 1950's style theme is also a big draw. Who doesn't dream about having a milkshake at a diner with a jukebox on full blast over your shoulder? This theme is unique and exciting, and it will bring customers in. Another draw is the focus on health and quality. The products seem to speak for themselves. There are so many opportunities in this business that have yet to be realized.





# Challenges

**1. Lack of Awareness:** The community is not aware of SodaVine's presence. Even the people who have heard of SodaVine will not want to go to the other side of town for a restaurant they don't know.

**We have to show people why SodaVine is different, why it's worth the walk.**

A lack of social media presence is detrimental, especially among our college aged target audience.

**2. Image:** Another main challenge that SodaVine faces is the fact that they are not very noticeable and aren't big or obvious enough to have a differentiating factor.

Branding SodaVine's image in the community will help with both of these main challenges.

**We have to make people see why SodaVine is so great!**

**3. Reaching Out:** Seperate strategies will have to be implemented to reach both the combined audiences of university students and local community.

# Goals

Our primary goal for this PR plan is to increase awareness of SodaVine in Rexburg, Idaho.

We want the public to see SodaVine as a fun, unique, classic, and affordable place for a quick snack or a social gathering.

Increase:

- awareness among BYU-Idaho students in one semester.
- awareness among the Rexburg community in 3 months.
- costumers by 50% in 6 months.
- social media followers by 50% in 6 months.
- social media engagement by 50% in 6 months.





## Audience

**Primary Audience:** The local community

It is vital to bring in the community at large because they are able to remain loyal over a much longer period of time compared to the temporary students.

We believe bringing in the locals will be easy once the word is out and the ball is rolling. These community members most often come in the form of families. The family appeal is important to our message.

**Secondary Audience:** The university

The main sources of income for Rexburg businesses are honestly the college students attending BYU-Idaho. Without them, Rexburg would not be the city it is today. It's important to keep their loyalty and devotion.

These are the two main audiences we will focus on. But it is very important to separate the two groups for maximum effectiveness because both are reached through different mediums.

## Targeted Messages

Want your date to be great?  
Come to SodaVine!

Want a little taste of Italy?  
Come to SodaVine for Gelati,  
Italian Ice, Italian Sodas and  
more!

Do you love Snoasis? Then  
you'll love SodaVine! With over  
20 different kinds of soda and  
over 30 flavor shots, we've got  
it!

Want to help students pay for  
college? Come to SodaVine!

A fun family atmosphere that  
appeals to the nostalgia in all  
of us!

# Communication Vehicles

## Social Media:

We believe that social media is a great way to get the message out there!

Expanding the interaction and engagement of the Facebook page could tap into the local community as well as the college scene.

There is a very active Twitter community on campus which would be great to tap into as well. That would not be as effective with the community members, however.

Pinterest is an expanding platform that could be utilized to freely advertise SodaVine's products and image to draw users to the website.

## Events:

We also know that events are very important. We will focus on two main events and promote these in both the Scroll and the Post Register; one event for the students and one for the community. These events will be spaced out over a few months.

It is vital to ensure that SodaVine makes an appearance at major community events. Staying on top of these events and getting involved will raise exposure and create awareness.

When an appearance is made at events it is essential that the image of a fun, family-friendly atmosphere be promoted to the community.

## Visual Media:

Promotional Items (pg. 12)

Store appearance (pg. 14)

Logo design (pg. 18 )



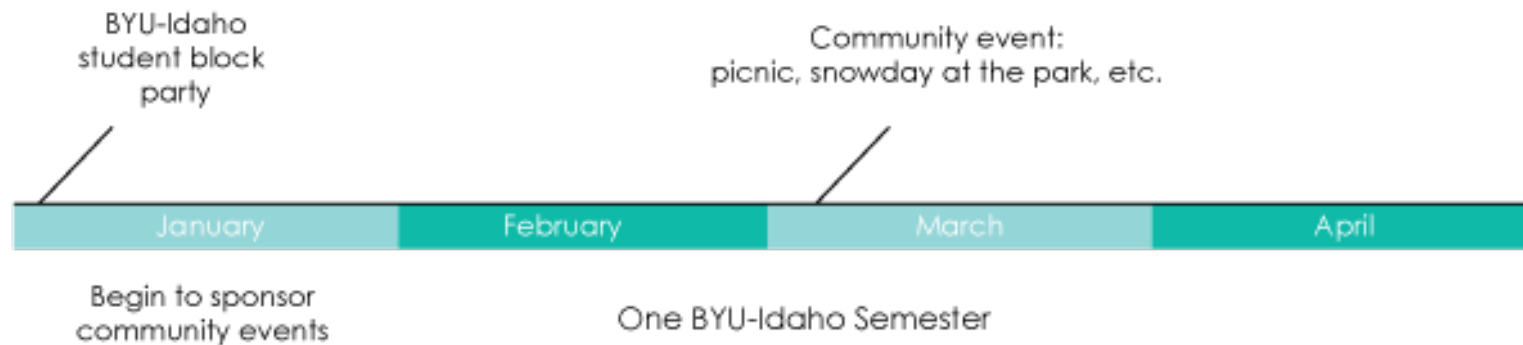
# Time Chart

This campaign will run the length of one school semester at BYU-Idaho (3-4 months).

Before the semester begins:  
Sponsor community events.

Early in semester:  
University Student Event

Mid-semester:  
Community Event



Get out!

Madison, South Fremont, Sugar  
Ciry, North Fremont, Ririe, Rigby,  
Teton, etc.

Give away something with every purchase.

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## Community Events

Marketed to the Rexburg Community and held mid-semester.

Day in the park - utilize the close proximity to Porter Park. During the warmer part of the year SodaVine can sponsor a picnic at Porter Park. Soda Vine could provide concessions, free samples, or coupons for those who attend.

Have logo well displayed at all events so that the public can become familiar with Soda Vine's image.

\*Smith Park or the Sugar City park would also be excellent venues for a community picnic because they are a little more separated from the university and SodaVine can really focus on the community's members.

## Sponsor Community Events

Sponsoring community events will foster positive relationships with existing businesses in Rexburg.

Getting in touch with The Dealio and offering the Soda Vine name as a community sponsor is a good first step.

Sponsor community activities such as the Color Run, Zombie Chase, Farmer's Market, etc.

Make an appearance at these events and offer handouts such as shirts, coupons, fliers, free samples, etc.

### ADDITIONAL EVENTS:

- Partner with Rexburg Rapids to sell at their concessions.
- Have a stand at the local Farmer's Market.
- Father/Daughter shake night

# Student Events

We have found that students are more likely to attend events that occur earlier in the semester.

Events like block parties would be most effective if they are held within the first three weeks of a semester.

Consistency is also a major key. When events are recurring they establish reliability and help with branding SodaVine among the BYU-Idaho students.

## BLOCK PARTY:

Team up with a well-known apartment complex to split the costs, profits, and advertising for a huge dance party.

Plaster the logo all over.

Bring SodaVine products and sell at the event.

Will need a DJ and venue. Working with a complex could provide a free venue and would reduce costs.

## ADDITIONAL EVENTS:

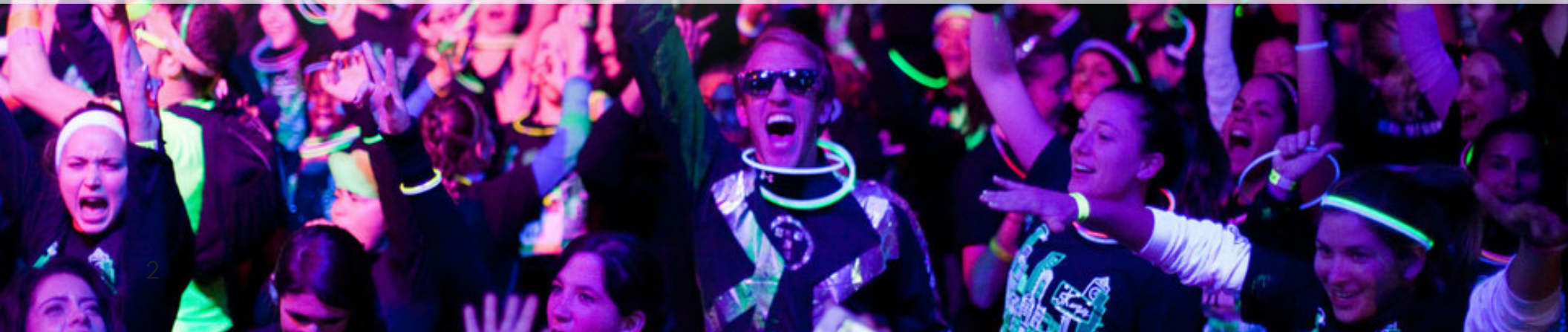
Date night deals

FHE/group events

Allow student performers

Karaoke

Dance party





# Gorilla Banana Bonanza

**WHY:** Creating traditions in Rexburg is what SodaVine is all about. Having a couple of mascots walking around Rexburg will create a fun and exciting way to get the community involved with SodaVine.

Our goal is to get the community involved and to keep them updated on SodaVine and the great events they are working on.

**HOW:** Create a month-long social media event/contest involving two “mascots” who represent SodaVine.

Our plan is to have a Gorilla and a Banana roaming around Rexburg to create a buzz.

We want to get people talking and wondering about the Gorilla and the Banana: where they are from and what they are promoting.

The goal of the contest will be to find and photograph both the Gorilla and the Banana around Rexburg and post the photos on social media.

In order for this to be successful all of the social media sites need to be up and running. Then when we introduce the Gorilla and Banana as the official mascots of SodaVine people will be able to post.

The post with the most likes will win free merchandise or products from SodaVine.

This will draw traffic to SodaVine's website as well as the social media sites. This will be a creative way to entice people to go out and find the SodaVine mascots.

Publicity for this stunt will be driven by SodaVine's own social media accounts and their content manager.



# Events

# Collateral plan

T-shirts or some sort of wearable clothing are LITERALLY NEVER BAD. They are a form of advertising that is incalculable but also invaluable!

Cool T-shirts and apparel will provide advertising for years and years. Another idea is to provide beanies for advertising in the cold Rexburg winters.







Promotional Items



# Improved Store Appearance

We think that the outside appearance of SodaVine could use a little spicing up!

Adding small changes would really make SodaVine stand out from the surrounding businesses and draw people in off the streets.

Distinguishing features on the outside would make the store easier to find and give people something to remember.





## Current store appearance: As of December 2014



Store Appearance





The tin roofing was a popular style for diners back in the 1950's. These features would give SodaVine a true 1950's look.

- Shiny tin roofing
- Lights around the rim
- Wooden panneling
- Darker bricks



Adding a rim of lights along the roof of SodaVine would be another way to make Soda Vine really shine between the surrounding stores. Since night time is a popular time to be going out, the lights would make the store more visible at night time.

- Lights around the upper rim
- Wooden panneling



Red and white striped roofing would help SodaVine to really stand out from the buildings on either side. This would be a simple, but impressive change that would draw more attention and awareness.



Having products listed will let the public know at a glance what SodaVine offers.

The tiling will be keeping consistant with the interior design of the store and 50's theme.

- Teal (or black) & white tiled roofing.
- Red fringe with specialty items listed.





# Improved Logo

We think that the current logo has room for improvement.

To remain consistent with the 50's theme of the store, Soda Vine needs to have a 50's retro themed logo.

Here are some examples of 50's retro logos and also a few logo ideas we have come up with.





# Improved Logo



# Advertising plan

We plan on using a good mixture of signage, social media, and events as mediums to get the word out.

We will put up signs near campus and near some of the more populous apartment complexes, as well as in the student newspaper and the local newspaper.

The frequency of these advertisements will be several times a week on social media, twice a semester for events, and constant signage.

Ads will be varied and eye-catching. Some will showcase specific products. Others will just advertise the 50's theme.

Also, apartment complexes will need to be contacted well before move-in day to ensure that signs are up beforehand.

## Spokesperson

Who better to represent the store than Robyn herself?

Robyn's story and passion for SodaVine are inspiring and contagious. We feel that Robyn should appear as the face of SodaVine. Especially since people LOVE to get to know the owner of any establishment.

Robyn has already proven that she is outgoing and personable enough to make an outstanding spokesperson.





## Media contacts

Have a story run on the local newspaper (Post Register) and/or The Scroll about SodaVine's struggle with getting SodaVine on the map.

They should mention the renovations and events that are constantly happening at SodaVine. Present the store to the public as a new and improved place to come hang out, with a feel of home and traditions all blended.

(See back of the book in the Media Kit for an example press release to be sent out.)

## Community contacts

Invite community leaders to visit SodaVine.

Develop a relationship with city council members to create goodwill for events such as the block party, which will take special permission to close down the block.

Most community contacts can be made at events such as a county fair or farmer's markets run by the city.

# Hire an Intern

All of BYU-I's Communications Majors are required to serve an internship in order to graduate.

Find an Intern:

- Attend BYU-I's Internship Fair.
- Have a link on the website for applicants to apply.

Pay:

- Unpaid internship
- Or offer a stipend (\$100 or so)

Responsibilities:

- Run social media campaigns
- Update the website
- Conduct surveys
- Plan events





# Community Survey

For this survey we went out and asked the community three simple questions. We only sampled 15 people (9 men & 6 women), but the answers we received were pretty interesting.

## 1. Have you ever heard of SodaVine?

No: 9  
Yes: 6

## 2. How do you hear about new restaurants opening in Rexburg?

Word of Mouth: 9  
Drive by: 3  
News: 1  
The Dealio: 1  
Store Banner: 1

## 3. How often do you go out to eat with your family?

3 times/month: 1  
Twice/month: 2  
Once/month: 3  
Couple times/week: 4  
Once/week: 3  
Everyday: 1  
Special occasions: 1

## 1. What is your gender?

#	Answer	Response	%
1	Male	33	22%
2	Female	119	78%
	Total	152	100%

Conclusions: Most respondents were female.

## 2. How old are you?

#	Answer	Response	%
1	Younger than 18	23	15%
2	19-20	59	39%
3	21-23	51	34%
4	24-26	16	11%
5	27 or older	3	2%
	Total	152	100%

Conclusions: Most respondents were young, around 19-23.

## 3. How long have you been at BYU-Idaho?

#	Answer	Response	%
1	1 year	79	52%
2	2 years	25	16%
3	3 years	18	12%
4	4 years	24	16%
5	5 years	6	4%
	Total	152	100%

Conclusions: Most respondents had not been at BYU-I more than a year.

## 4. Where do you live in relation to campus?

#	Answer	Response	%
1	North	40	26%
2	South	37	24%
3	East	25	16%
4	West	50	33%
	Total	152	100%

Conclusions: Among respondents, there was a fairly even mix of living locations around BYU-I campus.

## 5. Which are of the world most accurately describes where you're from?

#	Answer	Response	%
1	International	4	3%
2	Southern US	17	11%
3	Eastern US	12	8%
4	Midwest US	10	7%
5	Western US	51	33%
6	Northwest US	28	18%
7	Southwest US	26	17%
8	Northeast US	5	3%
	Total	153	100%

Conclusions: Most respondents were from the Western United States, whether Northwest, Southwest, or regular West.

## 6. How far from campus are you willing to go for food?

#	Answer	Response	%
1	1-5 mins	34	22%
2	5-10 mins	60	39%
3	10-15 mins	38	25%
4	20-30 mins	21	14%
	Total	153	100%

Conclusions: Most respondents are willing to travel 5-10 minutes for food. This fits perfectly within Soda Vine's location. Most students are within 5-10 minutes of Soda Vine.

## 7. How much money per month do you spend eating out?

#	Answer	Response	%
1	\$0-\$10	32	21%
2	\$11-30	67	44%
3	\$31-\$50	33	22%
4	\$51-\$80	14	9%
5	\$81-\$100	7	5%
	Total	153	100%

Conclusions: Most respondents will spend \$11-\$30 on eating out each month. This is a bit lower than expected.



**8. If there were an establishment that helped the community of Rexburg out, would you be more likely, less likely, or indifferent about going there?**

#	Answer	Response	%
1	More Likely	70	46%
2	Less Likely	1	1%
3	Indifferent	82	54%
	Total	153	100%

Conclusions: It was fairly even between More Likely and Indifferent. This seems to mean that respondents do not care much about the community of Rexburg. This suggests that advertising and marketing from this angle would not reach this particular audience.

**9. Do you drink soda?**

#	Answer	Response	%
1	Yes	92	61%
2	No	60	39%
	Total	152	100%

Conclusions: Most respondents drink soda. This is good for Soda Vine!

**10. Which establishment did you most recently visit?**

#	Answer	Response	%
1	Kiwi Loco	52	35%
2	Sammy's	21	14%
3	Nielson's Frozen Custard	24	16%
4	Shake Out	29	19%
5	Carrie Ann's	3	2%
6	Great Scott's	20	13%
	Total	149	100%

Conclusions: Kiwi Loco is the most popular dessert establishment in Rexburg out of these options by almost double.

**11. Which establishment do you most often visit?**

#	Answer	Response	%
1	Kiwi Loco	61	42%
2	Sammy's	18	12%
3	Nielson's Frozen Custard	25	17%
4	Shake Out	18	12%
5	Carrie Ann's	5	3%
6	Great Scott's	18	12%
	Total	145	100%





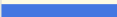
Conclusions: Kiwi Loco is the most popular dessert establishment in Rexburg out of these options by almost double.

**12. Which of the following do you most often purchase?**

#	Answer	Response	%
1	Soda	16	11%
2	Juice	10	7%
3	Popcorn	2	1%
4	Hot drinks	9	6%
5	Shakes	18	12%
6	Baked Goods	3	2%
7	Ice Cream	47	31%
8	Fries	25	17%
9	Hamburgers	21	14%
	Total	151	100%






Conclusions: According to respondents, ice cream is the most in-demand item from Soda Vine. Fries and hamburgers came in second place. This suggest that Soda Vine may be missing a key market.

**13. On a scale of 1-5, how much do you like a restaurant theme of the 1950's?**

#	Answer		Response	%
1	1		6	4%
2	2		11	7%
3	3		39	26%
4	4		42	28%
5	5		54	36%
Total			152	100%


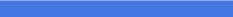
Conclusions: Respondents are overwhelmingly in favor of a 1950's themed restaurant. This should influence marketing and advertising.

**14. On a scale of 1-5, how would you rate your knowledge of the Soda Vine?**

#	Answer		Response	%
1	1		90	59%
2	2		14	9%
3	3		20	13%
4	4		11	7%
5	5		18	12%
Total			153	100%


Conclusions: Most respondents do not know about Soda Vine. This is a definite area for improvement.

**15. Have you ever been to the Soda Vine?**

#	Answer		Response	%
1	Yes		46	30%
2	No		107	70%
Total			153	100%

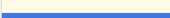

Conclusions: Most respondents have not been to Soda Vine. In relation to other questions, (such as 13 and 18), this suggests that simply getting people inside the store could be enough to create loyalty.

**16. If you've heard of the Soda Vine, did you hear about it through an advertisement? (Leave blank if you've never heard of it)**

#	Answer		Response	%
1	Yes		26	20%
2	No		103	80%
Total			129	100%






Conclusions: Advertising for Soda Vine has not taken off yet. Most respondents who heard of Soda Vine did not get it from Soda Vine itself.

**17. If you've heard of the Soda Vine, did you hear about it from a friend? (Leave blank if you've never heard of it)**

#	Answer		Response	%
1	Yes		61	52%
2	No		57	48%
Total			118	100%

Conclusions: Of those who have heard of Soda Vine, it is split almost 50/50 whether they heard about it from a friend.






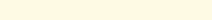
**18. If you've been to Soda Vine, on a scale of 1-5, how would you rate your experience? (Leave blank if you've never heard of it)**

#	Answer		Response	%
1	1		14	21%
2	2		2	3%
3	3		22	33%
4	4		15	23%
5	5		13	20%
Total			66	100%

Conclusions: Most reviews of the customer experience at Soda Vine were positive. A fair amount were not positive, but the majority were in the middle or above.









**19. On a scale of 1-5, how would you rate the food/drinks at Soda Vine? (Select N/A if you've never been there.)**

#	Answer		Response	%
1	1		1	1%
2	2		7	6%
3	3		8	6%
4	4		19	15%
5	5		12	9%
6	N/A		80	63%
Total			127	100%






Conclusions: Most respondents have never been to Soda Vine. However, of those who had, the majority gave positive ratings to the food/drinks.

**20. How likely would you be to recommend Soda Vine to your friends?**

#	Answer		Response	%
1	Unlikely		15	12%
2	Somewhat Unlikely		5	4%
3	Undecided		62	50%
4	Somewhat Likely		14	11%
5	Likely		15	12%
6	Very Likely		13	10%
Total			124	100%

Conclusions: It can be assumed that those who had not been to Soda Vine responded in the Undecided category. However, the majority of respondents had at least Somewhat Likely inclinations to recommend Soda Vine.

**21. On a scale of 1-5, how do you rate Rexburg in the quality of restaurants?**

#	Answer		Response	%
1	1		18	12%
2	2		41	27%
3	3		71	47%
4	4		16	11%
5	5		4	3%
Total			150	100%

Conclusions: Respondents in all were unfavorable toward Rexburg's restaurant quality. This indicates that Soda Vine may be able to easily fill a need in Rexburg. Competition may not be as tough as previously assumed since students may not be as satisfied with their current options.



# Evaluation plan

The best thing to do will be to pay attention to total sales and track the growth overall. You can measure the total number of customers who come through the door. This will require benchmarking at the beginning of the campaign.

A survey to measure public opinion/awareness of Soda Vine will be necessary at the beginning and end of the campaign as well. This can be given out to students and community members.

We will do multiple focus groups with different audiences to measure the unquantifiable opinions of the various publics.



# Budget

The costs that are stated in the chart are just estimations of what we think SodaVine will spend in advertisements, product development, collateral materials, etc.

We have left the last few boxes blank to be filled out after our plan has been taken into action.

<u>Item</u>	<u>Estimated Cost</u>	<u>Actual Cost</u>	<u>Charge Number(s)</u>	<u>Unit Number(s)</u>
Events	\$450			
Ad placement/Graphic Design	\$100			
Product Development	\$150			
Collateral Materials	\$100			
Miscellaneous	\$100			
<b>Total:</b>	<b>\$900</b>			

Budget



# Your PR Team:

## Jeremy Sessions:

Contact:  
jdsclassof09@outlook.com  
703.789.1337

Jeremy Sessions is a PR major at BYU-Idaho. No one is sure exactly what his face looks like since it's always partially obscured by a phone. His social media accounts are second to none though.  
@jd\_sessions

## Vianney Alcala:

Contact:  
joulgrin@aol.com  
310.691.4519

Vianney Alcala is a communications major with an emphasis in public relations. Currently a junior at BYU-Idaho, you can find her on social media at @heyyvianney

## Lindsey LeFevre:

Contact:  
lindsey.lefevre@yahoo.com  
928.551.2670

Lindsey is studying visual media and graphic design. She is passionate about design and creativity. Her hobbies include photography, long walks on the beach and playing the piano.

## Kyle Treasure:

Contact:  
treasurekyle@gmail.com  
208.351.8686

Kyle Treasure is a PR/Graphic Design student at BYU-Idaho. His talents include social media, design, Survivor trivia, and making outstanding mac n' cheese. To get to know Kyle better, follow him on Twitter, @KyleTreasure.