

# (Ad)VENTURE PR

CREATING A MORE VIBRANT WORLD,  
ONE VENTURE AT A TIME

# Planbook



**Bake & Bev**  
where art meets appetite





# Table of Contents



## THE (AD)VENTURE PR AGENCY

---

- 03** About the Agency
- 04** Our Mission
- 05** Meet the Team

## UNDERSTANDING THE CLIENT

---

- 08** About the Client
- 09** Real State vs Ideal State
- 10** Key Issues
- 11** SWOT Analysis
- 12** Competitor Analysis

## AUDIENCE

---

- 13** Audience Overview
- 14** Target Personas

## RESEARCH

---

- 18** Research Questions
- 19** Literature Review

## THE PLAN

---

- 37** Plan Goal
- 38** Key Messages
- 39** Plan Objective
- 40** Objective #1
- 46** Objective #2
- 50** Objective #3
- 53** Objective #4

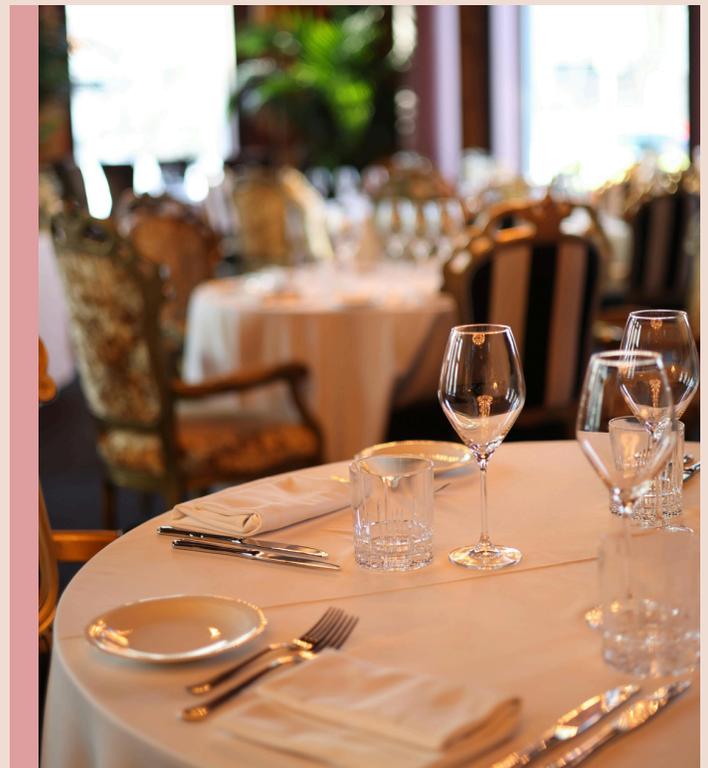
## THE CAMPAIGN

---

- 55** Campaign Phases
- 56** Budget
- 58** Evaluation
- 59** Meeting Minutes

# About the Agency

**(Ad)Venture PR** is a women-owned public relations firm in New York City that seeks to work with companies primarily in the travel, hospitality, and leisure markets. We have a deep passion for sustainability, inclusion, health promotion, and women's empowerment. (Ad)Venture strives to holistically help our clients meet their most ambitious goals by leveraging our expertise in trends, social media strategy, and community relations, with a special emphasis on collaborating with other women-owned businesses.





# Our Mission

As a thought leader in the PR industry, we are dedicated to fostering a better world by empowering our clients to prioritize sustainability, inclusion, and health promotion. Through our collaborative and holistic approach, we help clients achieve their boldest goals and make a positive impact. ***At (Ad)Venture PR, we hope to create a more vibrant world one venture at a time.***

*Gabrielle Piccirilli*

**PRESIDENT & CEO**

*Katie Tulecea*

**VICE PRESIDENT & COO**

*Katie Cheson*

**DIRECTOR OF STRATEGIC  
COMMUNICATIONS**

*Grace Hyland*

**DIRECTOR OF MEDIA  
RELATIONS**



# Meet the Team



## GABBY PICCIRILLI

*President and CEO*

Gabby Piccirilli graduated from Villanova University in 2025 with a Bachelor of Arts in Communication, specializing in Public Relations and Advertising and minoring in Writing & Rhetoric and Creative Writing. Through an accelerated program, she received her Master of Arts in Communication and a certificate in Strategic Communication just a year later. Gabby's expertise in writing, design, and her keen attention to detail led to her joining the (Ad)Venture team six years ago. In 2023, she rose to the role of President and Chief Executive Officer. Outside of work, Gabby is working on a novel she hopes to publish and enjoys reading as well as spending time with her family, friends and pet bunny.

## KATIE TUBEROSA

*Vice President and COO*

Katie Tuberosa graduated from Villanova University in 2025 with a Bachelor of Arts in Communication, specializing in Public Relations and Advertising while minoring in Theatre and Writing and Rhetoric. Katie joined Mike WorldWide as an Account Coordinator and before working her way to the Director of Strategic Communication. Katie recently joined (Ad)Venture PR as the Vice President and Chief Operating Officer and is excited to work on her first big project with the agency. Her public speaking experience and work with crisis communications makes her a valuable asset to the firm. In her free time, she directs and choreographs musicals at her local community theatre.



# Meet the Team



## KATIE CLAESON

*Director of Strategic Communications*

Katie Claeson graduated from Villanova University and received a Bachelor of Arts in Communication, with a double specialization in Public Relations and Advertising, and Media Production. Katie has been with (Ad)Venture for four years now, operating as our Director of Strategic Communications for the past two years. With over eight years of experience in the field, Katie leads our strategic communications efforts, blending innovative thinking with data-driven insights. She excels in enhancing brand visibility and reputation for clients across various industries. Her collaborative approach ensures that every strategy meets the clients' goals.

## GRACE HYLAND

*Director of Media Relations*

Grace Hyland graduated from Villanova University in 2025 with a Bachelor of Arts in Communications with a specialization in Public Relations and Advertising and minors in English and Peace & Justice. She started working for (Ad)Venture directly out of college and has been there for six years. Her love of language and attention to detail allowed her to prosper and work her way to her role of Director of Media Relations. Outside of work, Grace loves to indulge in a great book, great food, and time with family and friends.





# Bake & Bev

where art meets appetite





# About the Client

**Bake&Bev** is a new experiential dessert option located in the heart of SoHo, New York. They offer a wide selection of healthy dessert options that guests decorate themselves with their confectionary design kits. Additionally, they have a full cocktail and mocktail bar for their customers to enjoy.

By promoting the importance of an immersive dining experience, healthy food and drink options, and sustainability, **Bake&Bev** strives to bring communities closer together and form new ones that are looking to celebrate, host an event, and have a high-end dining experience.

## *Bake&Bev, Where Art Meets Appetite*



# Real State

V.S.

# Ideal State



Bake&Bev is a brand-new ‘mom-and-pop-shop’ located in the heart of SoHo. In one of the most oversaturated markets in the country, Bake&Bev is looking for different ways to stand out among several dessert venues offered in the city. With popular franchise bakeries and experience-based businesses already established among the local population as well as tourists, Bake&Bev is struggling to establish itself as a prominent, unique dining experience. As a new women-owned business, Bake&Bev does not have the capacity in-house to launch their business in this competitive industry. Although Bake&Bev has established a small social media following, the excitement of the business opening has waned.

Within a year of opening its doors, Bake&Bev strives to become a premier dining experience in New York City. Bake&Bev hopes to become a popular spot for SoHo locals, which will also attract tourists in the New York City area. They will work to become a go-to spot for couples, celebrations, and bakers looking for night out while catering to drinkers and nondrinkers alike. Bake&Bev aims to become a viable competitor in the dessert and experiential dining industry by gaining macro-influencer status on social media and establishing relationships with the SoHo community and other neighboring towns.

## (AD)VENTURE PR'S ROLE IN REACHING IDEAL STATE

Specializing in hospitality, (Ad)Venture PR brings the experience Bake&Bev needs to put themselves on the map in the oversaturated dessert industry in New York City. (Ad)Venture PR has successfully launched several female-owned hospitality businesses through their expertise in social media marketing, design, and community relations. The firm is ready to help Bake&Bev embark on their journey to establishing their unique restaurant endeavor.



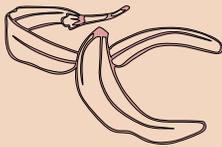
# Key Issues



## Tangible



Gaining brand recognition and awareness as a new, never-seen-before company.



Addressing food waste issues in the restaurant industry.



Competition with other niche dining experiences.



Tracking and maintaining a positive online presence through owned and earned media.

## Inferred

Bake&Bev has not yet established brand recognition or a loyal fanbase with its target audiences as a new company. It may be a challenge to become a recognized dining experience in New York's competitive experiential dining market.

The restaurant industry is a high contributor to food waste. It can be difficult to accurately predict customer demand to avoid both economic loss and food waste. We may experience negative public opinion if we contribute to the issue of food waste.

New York City is highly populated with niche dining experiences. Bake&Bev, a newly launched experience, may have difficulty maintaining a consistent and adequate amount of customers, especially when competing with already existing, known, and popular experiences.

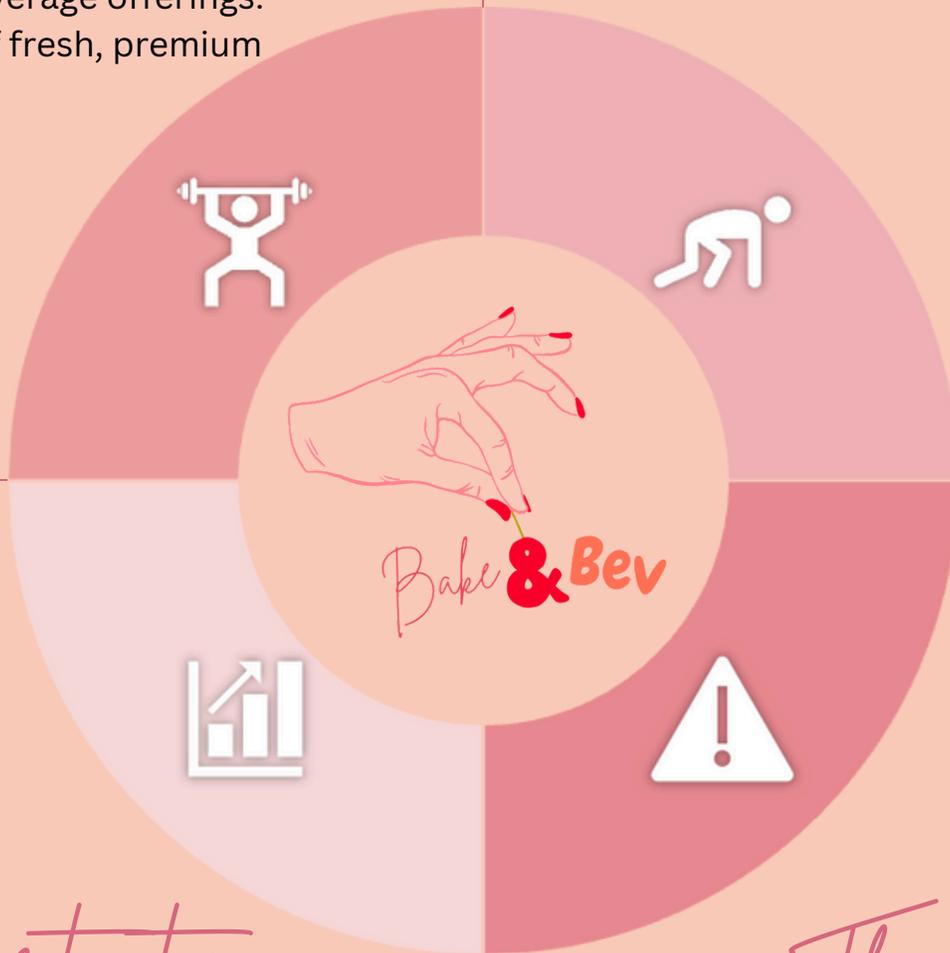
In today's digital age, maintaining a consistent brand identity and positive online presence is essential for a brand's success. Thorough research is necessary to identify the most effective and appropriate ways to represent the company across online platforms. As a new company, an effective brand personality must also be developed and instilled into the customers and community.

# Strengths

- Appeals to a wide range of consumers and various audiences.
- Unique brand identity sets it apart from competitors.
- Committed to sustainable, environment-friendly practices
- Inclusive beverage offerings.
- Utilization of fresh, premium ingredients.

# Weaknesses

- Positioned as a specialty rather than a necessity.
- Lack of brand recognition.
- Significant initial investment.
- Limited menu options.



# Opportunities

- Event partnerships and influencer collaborations.
- Reinforcing sustainability and inclusivity.
- Social media marketing and using appealing content to create a strong online following.
- Themed events.

# Threats

- Economic fluctuations in the restaurant industry.
- Competitors from full-service restaurants.
- Evolving consumer preferences.
- Negative online reviews.



# Audience Overview

Our agency conducted extensive research into Bake&Bev's target audiences. Given their strong preference for unique and experiential dining, we identified **Millennials** and **Gen Z** as the primary demographic.

These generations value social experiences and seek out venues that offer fun, engaging activities. Bake&Bev, with its creative beverages, delicious desserts, and interactive atmosphere, aligns perfectly with their desires. Additionally, the venue appeals to those passionate about crafts, baking, and self-expression, offering a space to indulge in creative pursuits. Bake&Bev's inclusive approach, offering cocktails, mocktails, and health-conscious desserts, coupled with its commitment to sustainability through food waste reduction, further enhances its appeal to a diverse audience.



# #1

# Target Personas



## Sarah, 21 y.o., Birthday Girl

### CELEBRATING A SPECIAL SOMEONE

Sarah just turned 21! She's the last of her college friend group to hit this milestone, and she's looking for a way to bring her friends and family together on this special day to celebrate.

Most of her friends have gone to the same few restaurants to ring in the new era, but Sarah is looking for something different. She wants to create new memories, eat great food, and enjoy some cocktails.

Sarah discovers Bake&Bev after researching dining experience options in New York City. She makes the reservation on a whim and enjoys every second! Her friends cannot stop raving about the full-service, dessert-themed cocktail bar and the seasonal dessert options. Although Sarah's friends are all 21, they already booked their next reservation to experience the evolving menu once again!





#2

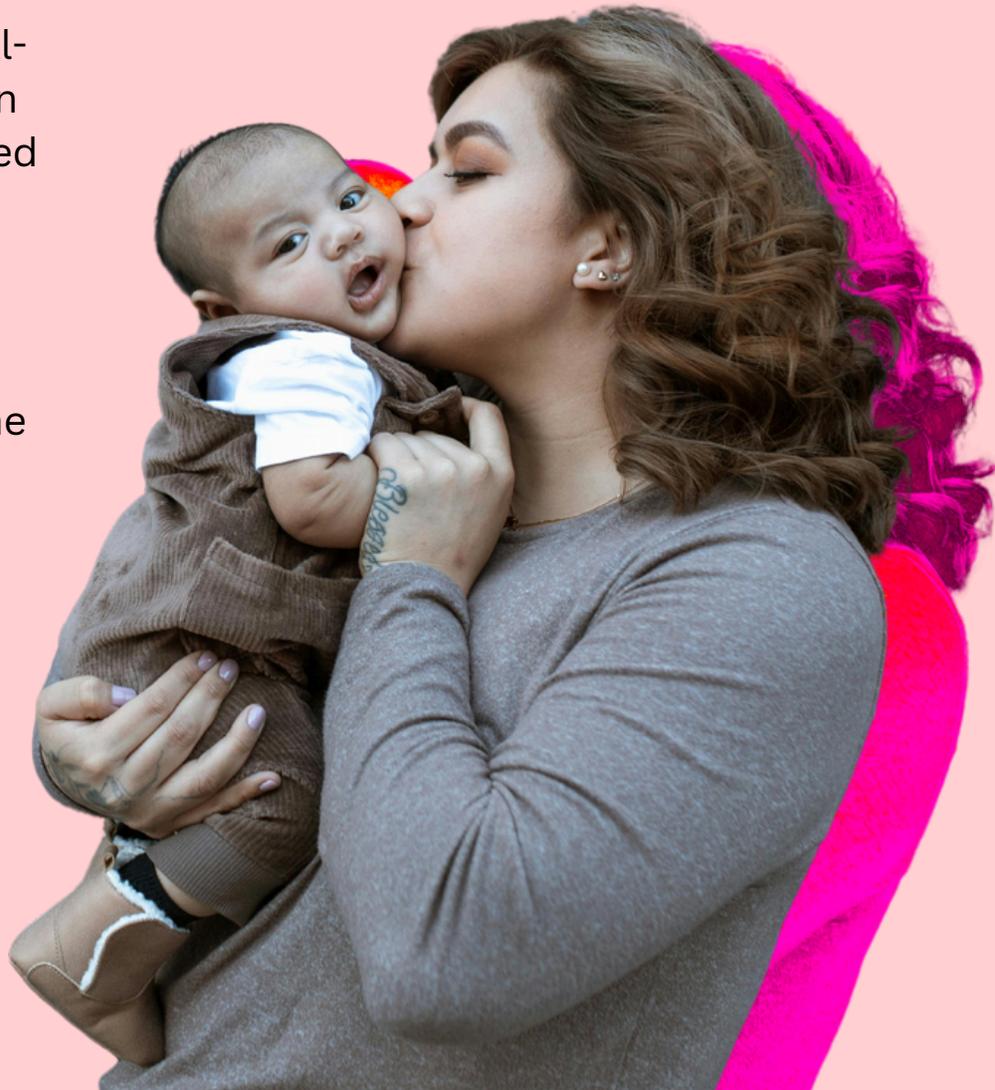
## Claire, 29 y.o., New Mom

### EVERYONE HAS A SEAT AT THESE TABLES

Claire is a 29-year-old new mom and the first of her friends to have a baby. She has missed spending quality time with them and has been struggling to find her place in their girls' nights out both during her pregnancy and now postpartum while she is breastfeeding her son. She's not quite ready to hit the bars again, but misses her friends.

She discovered Bake&Bev's full-service mocktail bar through an online 'mommy blog' and invited her girls to give it a try. With plenty of fun but alcohol-free options to choose from, Claire felt like one of the girls again without compromising what she feels is best for her baby and body.

Now, Claire and her friends spend their Friday nights at Bake&Bev, raising their glasses to a new favorite hangout with cocktails and mocktails alike.



# #3



## Ashleigh, 58 y.o., Baker - to - Be

### FREE TIME AND A CRAFTY HEART

Ashleigh is a 58 year old Mother of 2. Her youngest just went off to college a couple of months ago and she has been looking for some new hobbies to get into.

She has always loved sewing, making jewelry, and doing crafts with her kids.

Ashleigh has always wanted to get into baking but has never had the time or resources to learn. With more time on her hands now, she has started, but is looking to gain more guidance and experience. She is great at following recipes, but has struggled making her delicious treats look as good as they taste.

She heard about Bake&Bev from her neighbor and was immediately dying to go. After her first visit she had already scheduled monthly Bake&Bev nights with her friends. Bake&Bev was the perfect place to learn and practice her pastry decorating skills, while enjoying a night out with her fellow crafters.



# #4



## Kevin, 34 y.o. & Julia, 33 y.o.

### AN EXPERIENCE MEANT TO BE SHARED

Kevin and Julia met in 2017 at a singles event in their local bar located in SoHo, where they now reside together. As individuals, they are both very crafty and adventurous people. While Kevin works as a financial analyst during the day, he enjoys woodworking in his home studio in his free time and the peace he gets through designing them.

Julia works as a librarian at the New York City Public Library and enjoys embroidery as a hobby.

The couple tied the knot in an intimate ceremony in the fall of 2020. During the pandemic, they decided they wanted to find a hobby that they both enjoy. They discovered a love for baking -- a pastime that brought them both joy through their shared love of design. As the city started to open back up, they looked to continue this hobby and incorporate their other friends.

After seeing Bake&Bev's social media page being promoted by her favorite influencer, (insert craft influencer here), she decided to go to Bake&Bev with Kevin for date night. They loved their experience of designing the sweet treats of their choice while enjoying their favorite cocktails. They now go once a month and bring their friends to connect their love of their new hobby with the love of their friends and each other.



# Research Questions



1.

**WHAT DO CONSUMERS LOOK FOR WHEN SELECTING A DINING EXPERIENCE?**

2.

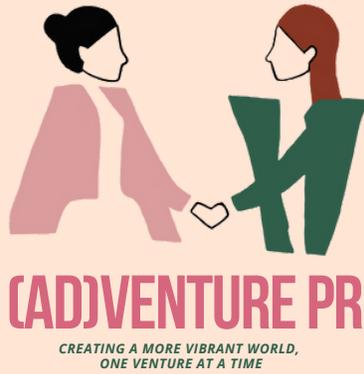
**HOW DOES ALCOHOL INFLUENCE HEALTH, CULTURE, AND THE RESTAURANT INDUSTRY?**

3.

**HOW SIGNIFICANT IS FOOD WASTE IN THE RESTAURANT INDUSTRY AND HOW CAN IT BE IMPROVED?**

4.

**HOW SIGNIFICANT IS THE DEMAND FOR EXPERIENTIAL DESSERT-ONLY SPACES?**



# Plan Goal:

TO ESTABLISH BAKE&BEV AS A RENOWNED  
DINING EXPERIENCE IN NEW YORK CITY



# Key Messages



## Treat Yourself

Bake&Bev provides a place for you to relax and give yourself a break. It enables you to try new things or to indulge in activities you already love. It is a welcoming space to enjoy delicious food and beverages, and the little things in life.



## Build Connections

Human beings are naturally drawn to connect through shared experiences. The simplicity of design allows a creative space of collaboration for old relationships to grow and new relationships to form.



## Practice Mindfulness

Prioritizing yourself and the community allows you to emulate a healthy lifestyle concentrating on sustaining our environment and giving back to those in need.

# Plan Objectives



1.

**TO BUILD BAKE&BEV'S BRAND LOYALTY AMONG CURRENT AND PROSPECTIVE PATRONS**

2.

**TO PROMOTE BAKE&BEV AS A BRAND THAT PRIORITIZES PHYSICAL AND MENTAL WELL-BEING WITHOUT COMPROMISING TASTE OR ENJOYMENT**

3.

**TO ESTABLISH BAKE&BEV AS A PLACE THAT ENABLES SELF-EXPRESSION AND CREATIVITY**

4.

**TO CULTIVATE BAKE&BEV AS A THRIVING SOCIAL HUB THAT BUILDS AND STRENGTHENS RELATIONSHIPS**



# Objective #1



## TO BUILD BAKE&BEV'S BRAND LOYALTY AMONG CURRENT AND PROSPECTIVE PATRONS

### Strategy 1.1:

#### TAILOR THE DINING EXPERIENCE TO EACH INDIVIDUAL PARTY

TACTIC 1.1.1: ESTABLISH A WEBSITE WHERE GUESTS ARE RECOMMENDED TO CREATE A PERSONALIZED ACCOUNT

TACTIC 1.1.2: DISSEMINATE AN INCENTIVIZED WELCOME SURVEY BEFORE THE FIRST DINING EXPERIENCE TO LEARN MORE ABOUT THE GUESTS

TACTIC 1.1.3: CUSTOMIZE THE MENU, TABLE, AND DECORATIONS BASED ON GUESTS' PREFERENCES

TACTIC 1.1.4: COLLECT CUSTOMER ANALYTICS FROM ACCOUNT ENGAGEMENT AND INCENTIVIZED FEEDBACK WHEN UPDATING THE MONTHLY MENU

### Strategy 1.2:

#### CREATE A PREMIER RESTAURANT CULTURE

TACTIC 1.2.1: COLLABORATE WITH OUTSIDE BUSINESSES TO CREATE IMMERSIVE DINING EXPERIENCES SPANNING BEYOND THE LOCATION

TACTIC 1.2.2: FORMULATE VIRTUAL NETWORKING COMMUNITIES BASED ON DIFFERENT MILESTONE CELEBRATIONS

TACTIC 1.2.3: HOST INVITE-ONLY EVENTS FOR VIP MEMBERS THAT CONTAIN UNIQUE PASTRY CREATIONS

TACTIC 1.2.4: RECEIVE FREE TREATS BASED ON DIFFERENT MILESTONES (E.G. BIRTHDAYS, GRADUATIONS, ANNIVERSARIES)

TACTIC 1.2.5: UNLOCK PREMIER MERCHANDISE (E.G. WINE GLASSES AND BAKING TOOLS) AFTER REACHING A SPECIFIC NUMBER OF VISITS

### Strategy 1.3:

#### ENCOURAGE BAKE&BEV BUZZ AMONG GUESTS

TACTIC 1.3.1: UTILIZE THE HASHTAG #NYCBB FOR PASTRY REWARDS & POST USER-GENERATED CONTENT

TACTIC 1.3.2: COMPLETE SOCIAL MEDIA CHALLENGES DURING THE EXPERIENCE FOR DINING DISCOUNTS

TACTIC 1.3.3: ESTABLISH REFERRAL PROGRAMS FOR VARIOUS OCCASIONS TO RECEIVE EXCLUSIVE B&B ITEMS

TACTIC 1.3.4: CAPITALIZE ON THE PREVIOUSLY-ESTABLISHED LOYALTY PROGRAM WITH PASTRY REWARDS

TACTIC 1.3.5: CREATE "BAKE&BEV & BUZZ," A COLLABORATION WITH REGULAR CUSTOMERS TO FACILITATE TAKEOVERS AND LIVE Q&AS





# Objective #1



**TO PROMOTE BAKE&BEV AS A BRAND THAT PRIORITIZES PHYSICAL AND MENTAL WELL-BEING WITHOUT COMPROMISING TASTE OR ENJOYMENT.**

## Strategy 2.1:

**LEVERAGE THE UNIQUE FULL-SERVICE MOCKTAIL BAR TO PROMOTE INCLUSIVITY OF NON-DRINKERS.**

TACTIC 2.1.1: OBTAIN MENTIONS IN MOMMY BLOGS AND MOTHERHOOD MAGAZINES (SCARY MOMMY)

TACTIC 2.1.2: COLLABORATE WITH SOBER INFLUENCERS (MEG FEE, @YOUDONTHAVETODRINK)

TACTIC 2.1.3: HIGHLIGHT A COCKTAIL AND COMPLEMENTARY MOCKTAIL - A 'BEV PAIR,' WEEKLY ON SOCIAL MEDIA

## Strategy 2.2:

**COMMUNICATE BAKE&BEV AS A DESTINATION FOR HEALTH-CONSCIOUS INDULGENCE.**

TACTIC 2.2.1: HOST A "HEALTHY HOUR" SERIES FEATURING HEALTH-FOCUSED GUEST SPEAKERS WHO DISCUSS FINDING A HEALTHY BALANCE BETWEEN INDULGENCE & NUTRITIOUS EATING AND DRINKING.

TACTIC 2.2.2: SHOWCASE A DESSERT WEEKLY ON SOCIAL MEDIA - A 'BALANCED BAKE,' PROVIDING TRANSPARENT DETAILS ABOUT ITS HEALTHY INGREDIENTS TO EMPHASIZE COMMITMENT TO HEALTHY OPTIONS.

TACTIC 2.2.3: CREATE A MENU KEY FOR ITEMS THAT FIT SPECIAL DIET NEEDS, SUCH AS DIABETES-FRIENDLY, GLUTEN-FREE, KETO-DIET FRIENDLY, ETC.

## Strategy 2.3:

**EMERGE AS A LEADING ADVOCATE FOR SUSTAINABILITY AND HEALTH-CONSCIOUS PRACTICES IN THE RESTAURANT INDUSTRY.**

TACTIC 2.3.1: CREATE A PRESS RELEASE HIGHLIGHTING THE END-OF-THE-NIGHT PASTRY DISCOUNT TO LIMIT FOOD WASTE.

TACTIC 2.3.2: JOIN SUSTAINABILITY CERTIFICATION PROGRAMS (B CORP, GREEN RESTAURANT ASSOCIATION) AND PUBLICIZE CERTIFICATIONS IN THE RESTAURANT.

TACTIC 2.3.3: ESTABLISH A PARTNERSHIP WITH THE FOOD-SAVING APP, *TOO GOOD TO GO*, TO MAINTAIN A ZERO-FOOD WASTE POLICY AND PUBLICIZE THIS PARTNERSHIP.



# Objective #1 DELIVERABLES



Tactic 2.1.3: Highlight a cocktail and complementary mocktail - a 'Bev Pair,' weekly on social media.

Tactic 2.2.2: Showcase a dessert weekly on social media - a 'Balanced Bake,' providing transparent details about its healthy ingredients to emphasize commitment to healthy options.



# Objective #1

## DELIVERABLES



**Tactic 2.2.1: Host a “Healthy Hour” series featuring health-focused guest speakers who discuss finding a healthy balance between indulgence & nutritious eating and drinking.**

A promotional poster for a 'Healthy Hour' event. The background is a light pink color. At the top left, there is a logo for 'Bake &amp; Bev' featuring a hand holding a red cherry. The main title 'Healthy Hour' is written in large, bold, orange letters. Above it, 'cheers to' is written in a cursive font. To the right of 'cheers to' is a white starburst. Below the title, there are two questions in pink text: 'Looking for ways to indulge without compromising your health?' and 'Curious about how to balance nutritious eating &amp; drinking with your favorite treats?'. To the left of these questions, the event details are listed: 'Thursdays, 5-6pm' and '50% all cocktails &amp; mocktails'. Below the text is an illustration of a cocktail glass with an orange slice. At the bottom, there is a photograph of a smiling woman, Dr. Maya Brooks, wearing a white top. To the right of her photo, the text 'This Week: featuring guest speaker nutritionist, Dr. Maya Brooks!' is written in orange. A white starburst is next to this text, and a white graphic of concentric arches is at the bottom right.



*cheers to*

# Healthy Hour

**Thursdays, 5-6pm**

**50% all cocktails  
& mocktails**

*Looking for ways to indulge  
without compromising your  
health?*

*Curious about how to balance  
nutritious eating & drinking with  
your favorite treats?*

Join us for our *Healthy Hour* series, where we'll explore the art of finding harmony between enjoying life's pleasures and making health-conscious choices.

Learn from health-focused experts as they share tips and insights on maintaining a healthy lifestyle without sacrificing flavor.



*This Week:*  
**featuring  
guest speaker  
nutritionist, Dr.  
Maya Brooks!**



# Objective #1

## DELIVERABLES



**Tactic 2.3.1:**  
Create a press release highlighting the end-of-the-night pastry discount to limit food waste.

**Tactic 2.3.3:**  
Establish a partnership with the food-saving app, *Too Good to Go*, to maintain a zero-food waste policy and publicize this partnership.

### **PRESS RELEASE**

FOR IMMEDIATE RELEASE



**CONTACT:**  
Gabby Piccirilli  
555-555-5555  
gpicciri@bakeandbev.org

### **BUILDING A BETTER COMMUNITY, ONE DESSERT AT A TIME: BAKE&BEV LAUNCHES ZERO-FOOD WASTE INITIATIVE**

*Bake&Bev Launches Discounted Pastry Program and 'Too Good to Go' Partnership to Minimize Food Waste*

**NEW YORK, NY** — Bake&Bev, SoHo's newest destination for healthy, customizable desserts and an inclusive cocktail and mocktail experience, is excited to announce a new initiative to reduce food waste. In alignment with its mission to promote healthy experiential dining, sustainability, and community connection, Bake&Bev is proud to implement a zero-food waste policy by offering an end-of-the-night discount on pastries and partnering with the innovative food-saving app, *Too Good To Go*.

To minimize food waste while continuing to deliver delicious and health-conscious dessert options, Bake&Bev will now provide a special end-of-the-night pastry discount. Guests can enjoy the same high-quality, freshly made desserts with a reduced price tag in the final hours of operation, encouraging the community to take part in food-saving efforts and indulge in a responsible way.

As part of the zero-food waste initiative, Bake&Bev has partnered with *Too Good To Go*, the world's largest food-saving app, allowing customers to purchase delicious, unsold food at a discounted price. By using the app, Bake&Bev is making it easier for dessert lovers and eco-conscious consumers to access high-quality pastries and treats at a reasonable price, ensuring that no dessert goes to waste.

"Bake&Bev is more than just a dessert bar—it's a place where community, sustainability, and culinary artistry come together," said Grace Hyland, Director of Media Relations at Bake&Bev. "Our zero-food waste initiative is a reflection of our commitment to sustainability and creating a positive impact in our community. We're excited to partner with *Too Good To Go* and invite our customers to be part of this meaningful movement."

*Bake&Bev is a premier experiential dessert destination located in Soho, New York. Specializing in a wide selection of healthy, fully customizable desserts Bake&Bev offers a unique culinary experience where guests can decorate treats over beverages and beside loved ones. The restaurant features a full cocktail and mocktail bar, creating a space where indulgence, nutrition, and inclusion come together. Whether you're celebrating, hosting an event, or seeking a high-end dining experience, Bake&Bev offers a welcoming space for all. Bake&Bev — Where Art Meets Appetite.*

###



# Objective #3



**TO ESTABLISH BAKE&BEV AS A PLACE THAT ENABLES SELF-EXPRESSION AND CREATIVITY.**

## Strategy 3.1:

**HELP INTERESTED CUSTOMERS BECOME BETTER BAKERS**

TACTIC 3.1.1 PROVIDE RECIPE OF THE MONTH PAMPHLETS

TACTIC 3.1.2 HOST INSTRUCTOR NIGHTS

TACTIC 3.1.3 OFFER A PASTRY AT THE END OF THE NIGHT AT A DISCOUNTED PRICE TO CONTINUE PRACTICING AT HOME

## Strategy 3.2:

**ENABLE CUSTOMIZATION**

TACTIC 3.2.1 OFFER 'FREE CHOICE' KITS

TACTIC 3.2.2 OFFER A "CREATE YOUR OWN" MENU OPTION - CHOOSE PASTRY, ICING, TOPPINGS, FLAVORS

TACTIC 3.2.3 PRESENT A FULL MOCKTAIL AND COCKTAIL BAR THAT CATERES TO ALL TASTES

## Strategy 3.3:

**CREATE AN INCLUSIVE AND CREATIVE COMMUNITY**

TACTIC 3.3.1: PROMOTE A YEARLY MEMBERSHIP PROGRAM

TACTIC 3.3.2 OFFER A LOYALTY PROGRAM WITH PASTRY REWARDS

TACTIC 3.3.3 SHARE A SOCIAL MEDIA CUSTOMER CREATION SPOTLIGHT

TACTIC 3.3.4 DISPLAY A 'CUSTOMER CREATION PHOTO WALL'

TACTIC 3.3.5 HOST CREATIVE COMPETITIONS

TACTIC 3.3.6 HOLD THEMED EVENTS WITH MATCHING DECOR





# Objective #4



**TO CULTIVATE BAKE&BEV AS A THRIVING SOCIAL HUB THAT BUILDS AND STRENGTHENS RELATIONSHIPS**

## Strategy 4.1:

**ESTABLISH BAKE&BEV AS A POPULAR DATE NIGHT SPOT**

TACTIC 4.1.1 HOST MONTHLY COUPLES NIGHTS

TACTIC 4.1.2 PITCH CONDE' NAST TRAVELER TO INCLUDE BAKE&BEV IN AN ARTICLE TALKING ABOUT THE BEST DATE NIGHT SPOTS IN NYC

TACTIC 4.1.3 CURATE SPECIAL DATE NIGHT MENUS (SET DESSERT AND DRINKS COMBOS FOR A SET PRICE)

## Strategy 4.2:

**CREATE A STRONG SOCIAL PRESENCE THAT CURATES CONSUMER CONNECTIONS**

TACTIC 4.2.1 CREATE A HASHTAG CAMPAIGN WHERE CUSTOMERS CAN SHARE PHOTOS OF THEIR DESSERTS AND DRINKS TO GET \$1 OFF THE NEXT TIME THEY VISIT

TACTIC 4.2.2 COLLABORATE WITH INFLUENCERS (I.E. @THEVIPLIST) TO REVIEW AND PARTNER WITH BAKE&BEV

TACTIC 4.2.3 LAUNCH PARTY WITH INFLUENCERS BEFORE WE OPEN TO THE PUBLIC TO CREATE BUZZ AND DESIRE TO ATTEND BAKE&BEV

## Strategy 4.3:

**PARTAKE IN LOCAL COMMUNITY ENGAGEMENT**

TACTIC 4.3.1 INPUT BAKE&BEV IN LOCAL VOLUNTEER EVENTS

TACTIC 4.3.2 HOST NIGHTS AT BAKE&BEV WHERE A PERCENTAGE OF THE PROCEEDS ARE DEDICATED TO A LOCAL CHARITY

TACTIC 4.3.3 REACH OUT TO SINGLES EVENTS COMPANIES AND OFFER BAKE&BEV AS A PLACE TO HOST



# Campaign Phases



## Phase #1

**January 2025 - March 2025**

- Establish media presence
- Ensure that Bake&Bev's key messages are represented through its opening
- Establish personalized guest experiences
- Enhance the brand's health-conscious and inclusive image



## Phase #2

**April 2025 - June 2025**

- Successfully incorporate outside businesses and people
- Enhance customer engagement
- Promote brand visibility
- Create unique experiences (in-person events, social media strategies, and partnerships)



## Phase #3

**July 2025 - September 2025**

- Gather feedback and analyze customer analytics
- Build off of feedback and improve
- Leverage customer engagement, social media, and sustainable practices to enhance brand visibility
- Gain media exposure



## Phase #4

**October 2025 - December 2025**

- Incorporate Bake&Bev into outside features
- Enhance customer loyalty
- Maintain media exposure
- Foster community involvement to position Bake&Bev as a socially engaged brand

# Budget



Phase #1 - \$21,074

January 2025 - March 2025

- Tactic 1.1.1 Establish a website where guests are recommended to create a personalized account - \$18/month
- Tactic 1.1.2 Disseminate an incentivized welcome survey before the first dining experience to learn more about the guests - \$0
- Tactic 1.1.3 Customize the menu, tables, and decorations based on guests' preferences - \$30/month
- Tactic 2.2.2 Showcase a dessert weekly on social media - A 'Balanced Bake,' providing transparent details about its healthy ingredients to emphasize commitment to healthy options. - \$0
- Tactic 2.2.3 Create a menu key for items that fit special diet needs, such as diabetes-friendly, gluten-free, keto-diet friendly, etc. - \$0
- Tactic 3.1.1 Provide Recipe of the Month pamphlets - \$10/month
- Tactic 3.1.3 Offer a discounted pastry at the end of the night at a discounted price to continue practicing at home - \$0
- Tactic 3.2.2 Offer a "Create your own" menu option - choose pastry, icing, toppings, flavors - \$0
- Tactic 3.2.3 Present a full mocktail and cocktail bar that caters to all tastes - \$0
- Tactic 3.3.2 Offer a loyalty program with pastry rewards - \$0
- Tactic 4.2.3 Host a 'Launch Party' with influencers before we open to the public to create buzz and desire to attend Bake&Bev - \$20k
- Tactic 2.3.3 Establish a partnership with the food-saving app, "Too Good To Go," to maintain a zero food waste policy and publicize this partnership. - \$300/month

Phase #2 - \$39,024

April 2025 - June 2025

- Tactic 1.2.1 Collaborate with outside businesses to create immersive dining experiences spanning beyond the location - \$6000/month
  - Tactic 1.2.2 Formulate virtual networking communities based on different milestone celebrations - \$0
  - Tactic 1.3.1 Utilize the hashtag #nycbb for pastry rewards & post user-generated content - \$0
  - Tactic 1.3.3 Establish referral programs for various occasions to receive exclusive B&B items - \$0
  - Tactic 2.2.1 Host a "healthy hour" series featuring health-focused guest speakers who discuss finding a healthy balance between indulgence & nutritious eating and drinking. - \$800/month
  - Tactic 3.1.2 Host instructor nights - \$1,200/month
  - Tactic 3.2.1 Offer 'Free Choice' kits - \$0
  - Tactic 3.3.3 Share a social media customer creation spotlight - \$0
  - Tactic 3.3.5 Host creative competitions - \$50/month
  - Tactic 3.3.6 Hold themed events with matching decor - \$1,600/month
  - Tactic 4.1.1 Host monthly couple's nights - \$0
  - Tactic 4.1.3 Curate special date night menus (set dessert and drinks combos for a set price) - \$0
  - Tactic 4.2.1 Create a hashtag campaign where customers can share photos of their desserts and drinks to get \$1 off the next time they visit - \$0
  - Tactic 4.2.2 Collaborate with influencers (i.e. @theviplist) to review and Partner with Bake&Bev - \$3,000/month
  - Tactic 4.3.2 Host nights at Bake&Bev where a percentage of the proceeds are dedicated to a local charity - \$0
  - Tactic 1.2.5 Unlock premier merchandise (e.g. wine glasses and baking tools) after reaching a specific number of visits - \$0
- Repeat expenses from previous phases: \$1,074

# Phase #3 - \$54,554

July 2025 - September 2025

- Tactic 1.1.4 Collect customer analytics from account engagement and incentivized feedback when updating the monthly menu - \$500/month
  - Tactic 2.1.3 Highlight a cocktail and complementary mocktail - A 'Bev Pair,' weekly on social media - \$0
  - Tactic 2.2.2 Showcase a dessert weekly on social media - A 'Balanced Bake,' providing transparent details about its healthy ingredients to emphasize commitment to healthy options. - \$0
  - Tactic 1.3.2 Complete social media challenges during the experience for dining discounts - \$0
  - Tactic 2.1.1 Obtain mentions in mommy blogs and motherhood magazines (Scary Mommy) - \$0
  - Tactic 2.1.2 Collaborate with sober influencers (Meg Fee, @youdonthavetodrink) - \$3000/month
  - Tactic 2.3.1 Create a press release highlighting the end-of-the-night pastry discount to limit food waste - \$0
  - Tactic 2.3.2 Join sustainability certification programs (B Corp, Green Restaurant Association) and publicize certifications in the restaurant. - \$5000
  - Tactic 3.3.1 Promote a yearly membership program - \$0
  - Tactic 3.3.4 Display a 'Customer Creation Photo Wall' - \$30
  - Tactic 1.3.5 Create "Bake&Bev & Buzz," a collaboration with regular customers to facilitate takeovers and live Q&As - \$0
- Repeat expenses from previous phases: \$39,024

# Phase #4 - \$50,604

October 2025 - December 2025

- Tactic 1.2.4 Receive extra perks based on different milestones (e.g. birthdays, graduations, anniversaries) - \$0
  - Tactic 4.1.2 Pitch Conde' Nast Traveler to include Bake&Bev In an article talking about the best date night spots in NYC - \$0
  - Tactic 4.3.1 Input Bake&Bev in local volunteer events - \$300/month
  - Tactic 1.2.3 Host invite-only events for VIP members that contain unique pastry creations - \$0
  - Tactic 4.3.3 Reach out to singles' events companies and offer Bake&Bev as a place to host - \$60/month
- Repeat expenses from previous phases: \$49,524

Phase #1: \$21,074

Phase #2: \$39,024

Phase #3: \$54,554

Phase #4: \$50,604

**Total = \$165,256**

