

ELKAFÉ

Teacher/Advisor: **Phil Brueggemann**

Student Manager/New Product Contest Chairperson: **Gabby Richardson**

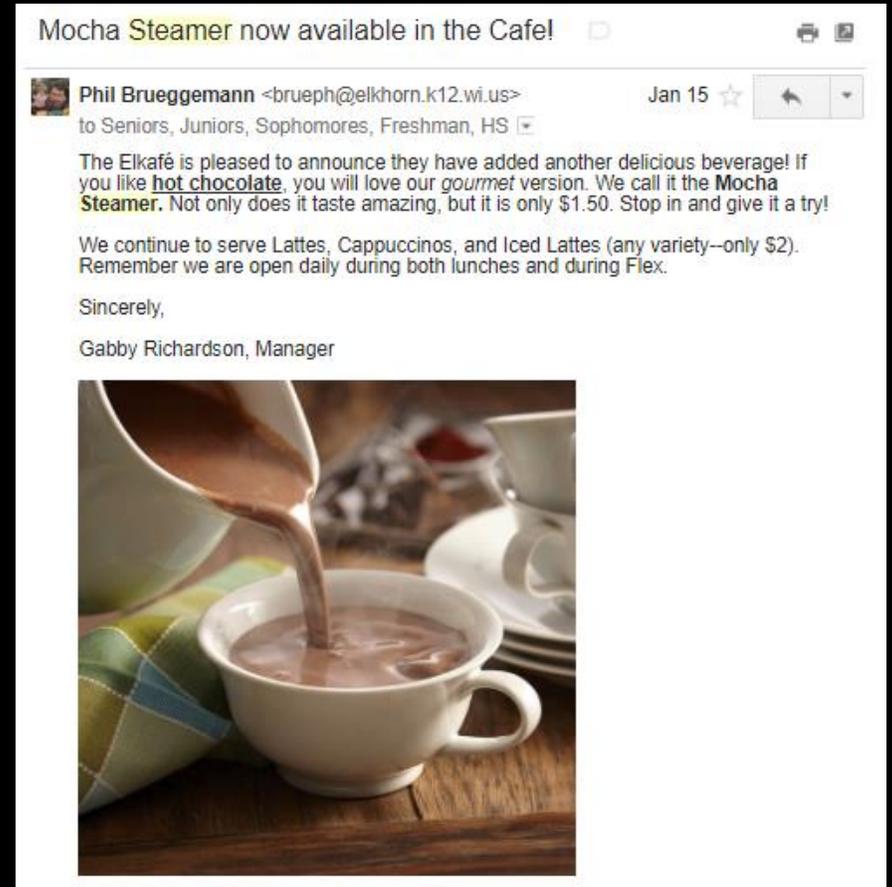
Café Team Members: **Jordyn Wisniewski, Leah Meersman, Elsa Angulo, Molly Prendergast, Mia Ciancio, Payton Boutelle, Casandra Jauregui**

ELKHORN AREA HIGH SCHOOL, Elkhorn, WI

INTRODUCING... THE STEAMER

All 8 PROMOTIONS CREATED and implemented over the course of a 1-month campaign to launch the STEAMER

1. 30-Second Video
2. Counter Display
3. Signage
4. Sponsored Marketing Event
5. Pricing Incentive
6. Email Blast
7. Free Samples to Educate
8. 15-Second School Announcement



The Mocha STEAMER is like a gourmet hot chocolate! Steamers contain steamed milk and zero-calorie syrup (with different flavor options introduced each week). The result is a gourmet-tasting hot beverage that is healthy for you!

30-SECOND VIDEO

A video was created with the help of a couple student “actors” and a fog machine. The video showcased the new product and mentions how it is a healthier alternative to coffee drinks. All of our products, including the new STEAMER (which can be made in a variety of flavors), meet the nutritional guidelines for Smart Snacks in Schools. The video was effective at creating buzz for the new product introduction. It aired during announcements the first week of product introduction. *It was later uploaded to YouTube for this contest.*

DATES: January 15 & 16

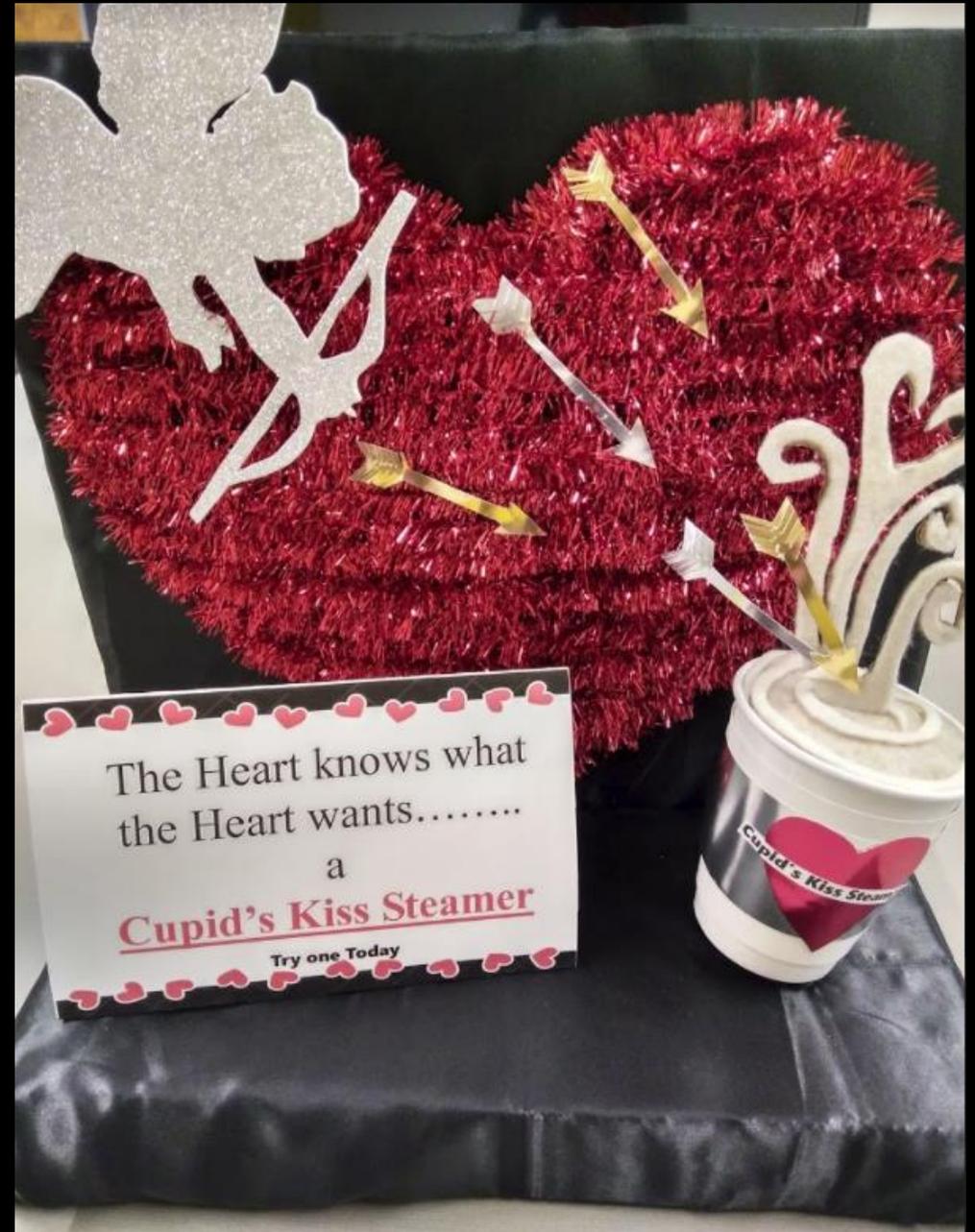


Click [here](#) to view the video on YouTube!

COUNTER DISPLAY

A counter display highlighting a new flavor of the STEAMER, a Cupid's Kiss Steamer, was created and displayed to promote the Steamer leading up to Valentine's Day. This new flavor in the STEAMER product line combined raspberry & white chocolate to create the gourmet hot beverage. It was an effective promotion due to the quality creation as well as the prominent placement right at the point-of-purchase.

DATES: February 5-16



SIGNAGE

Our chalkboard signage sits right at the front of the café and is updated each week. Here is a picture of the sign being displayed with the new addition, the STEAMERS, which could be made with any of the flavor options listed. It is an effective promotion because it is visible the entire day in a high-traffic hallway—not just in the café when it is open for business.

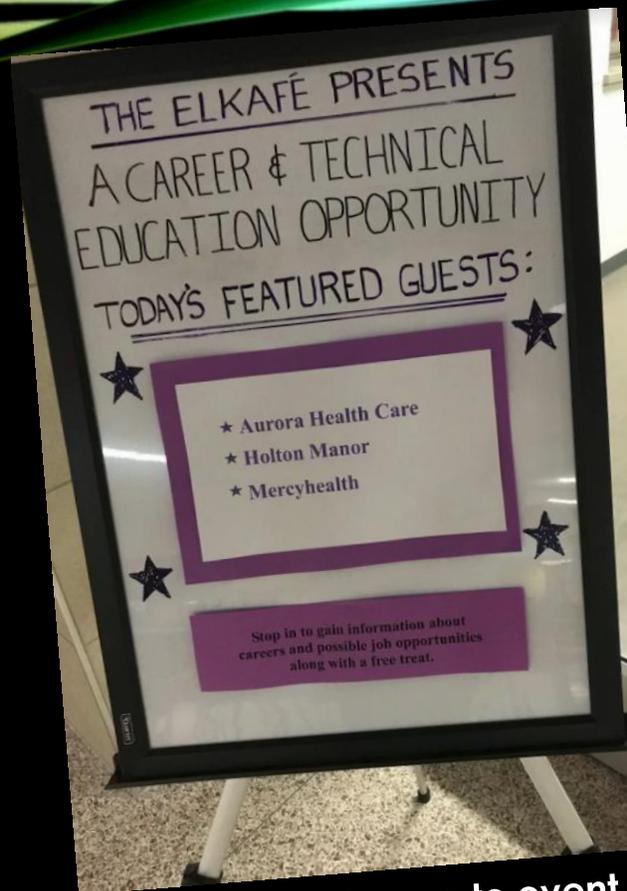
DATES: January 15 – February 16



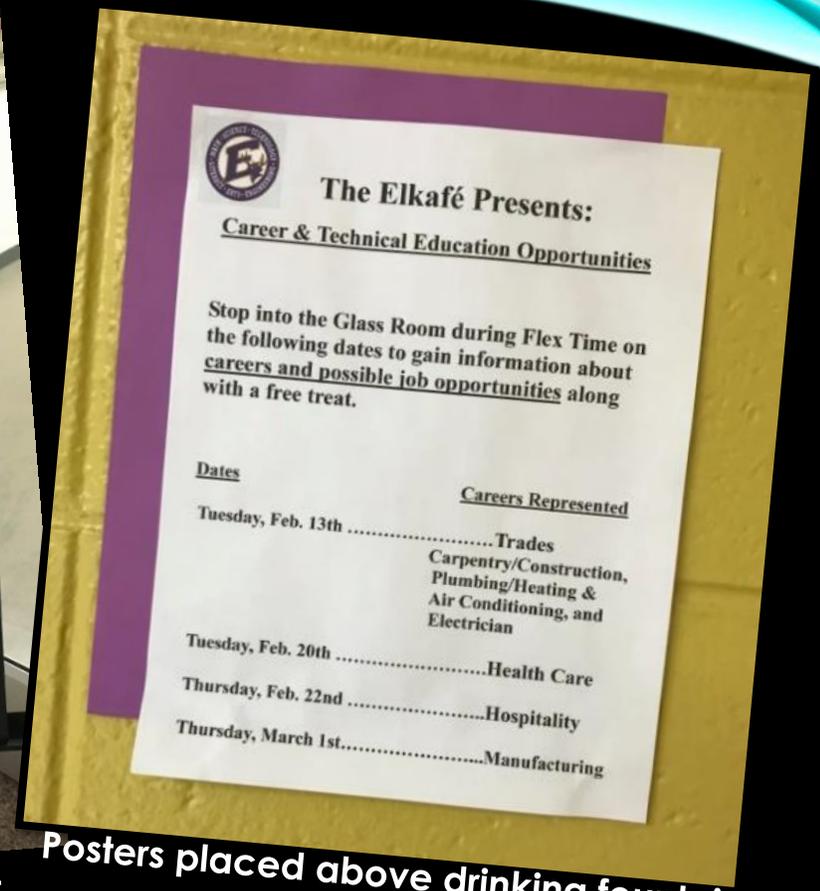
SPONSORED MARKETING EVENT

As part of Career & Technical Education Month, the Elkafé sponsored an event that Gabby Richardson, Elkafé Manager, helped organize. On four different days, representatives from area business came in to the room right next to the café and discussed career options within various career pathways to any students interested. [See signage to the right and picture below right.] This was effective in creating a positive image for the Elkafé.

DATES: All of February (CTE Month)



Signage at entrance to event.



Posters placed above drinking fountains.



PRICING INCENTIVE

A pricing promotion was created using a “two-for-strategy” in hopes to increase the awareness of the Steamers and other beverage options and to encourage regular customers to bring in new customers. It was an effective promotion as the pricing incentive had a purpose—to increase our customer base.

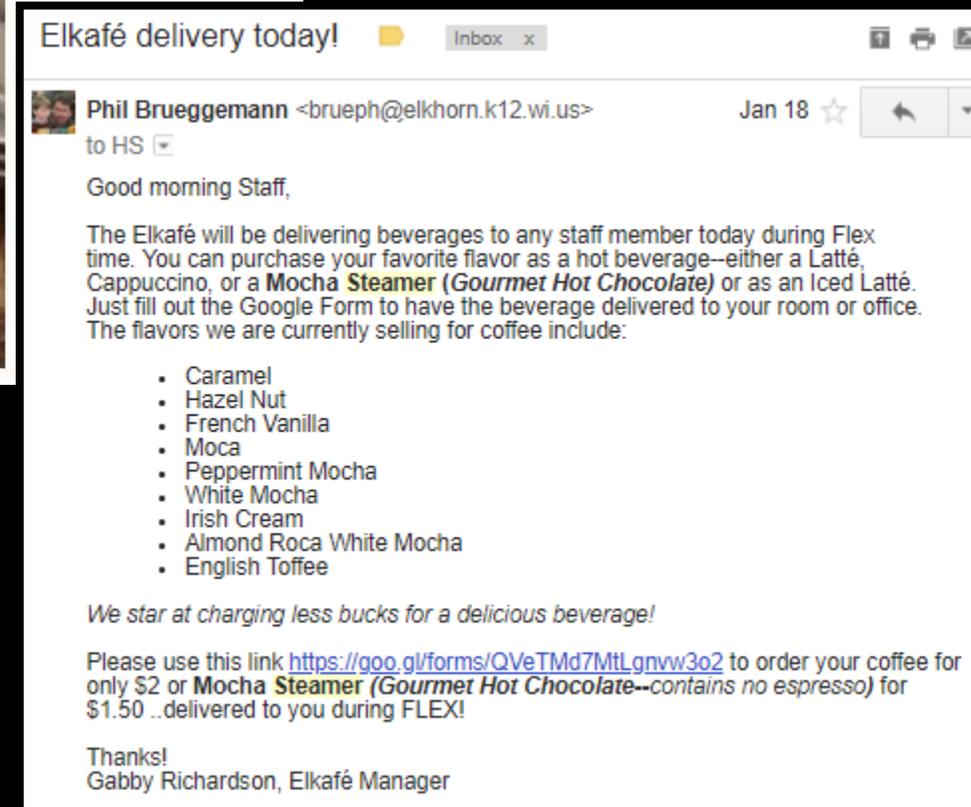
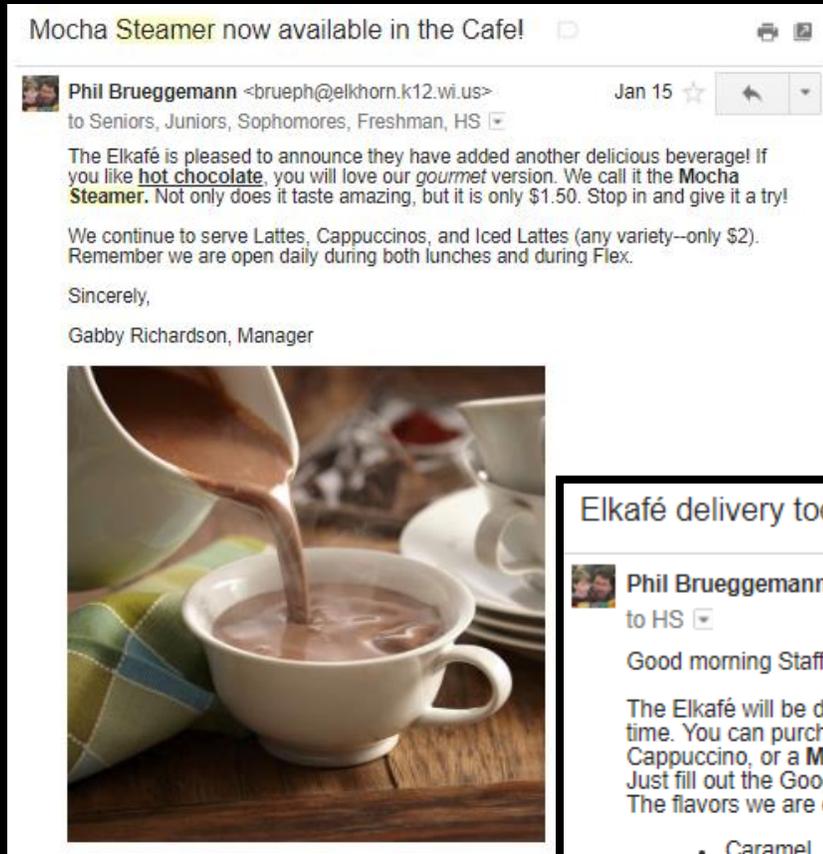
DATES: February 12 - 14



EMAIL BLAST

Multiple emails were sent out to all students and staff during the week that the Steamer was introduced for the first time. [Two of these emails are to the right.] The emails continued to promote our normal options, but emphasized the new Steamer option. These were effective as they reached a large audience and the message was received at the person's convenience when they opened their email.

DATES: January 15 - 19



FREE SAMPLES... TO EDUCATE

Students in Entrepreneurship class were given free samples of the new product to try out prior to launch date. The goal was to get feedback before introducing the product. It was an effective idea because we were able to get valuable feedback from our main target audience and it also helped to create hype for the product launch via word-of-mouth advertising.

DATES: January 10



Students line up to try the Mocha Steamer prior to launch date.

15-SECOND SCHOOL ANNOUNCEMENT

To go along with the first email sent, we also created a 15-second radio spot (which we announced during morning announcements on the first day of the Steamer introduction). It was effective as a promotion because it helped reinforce the new product being introduced and increased the repetition of the messages that our target audience was exposed to.

DATE: January 15

Elkafé 15-second radio spot [morning announcements]

ANNOUNCER: The Elkafé is pleased to present...the STEAMER! If you like hot chocolate, you will love our *gourmet* version. We call it the **Mocha STEAMER**. Not only does it taste amazing, but it is only \$1.50. Stop in and give it a try!

We continue to serve Lattes, Cappuccinos, and Iced Lattes (any variety--only \$2). Remember we are open daily during both lunches and during Flex.

THE BOTTOM LINE...

Our promotional efforts have increased awareness of the Steamer as a new product option. As a result, Steamer sales have added to the overall sales numbers. In addition, the promotional campaign efforts helped increase sales of all products sold at the Elkafé! [See the chart below which indicates the overall effectiveness of the one-month promotional campaign.]

STEAMER Numbers...

Quantity sold

89 @ \$1.50

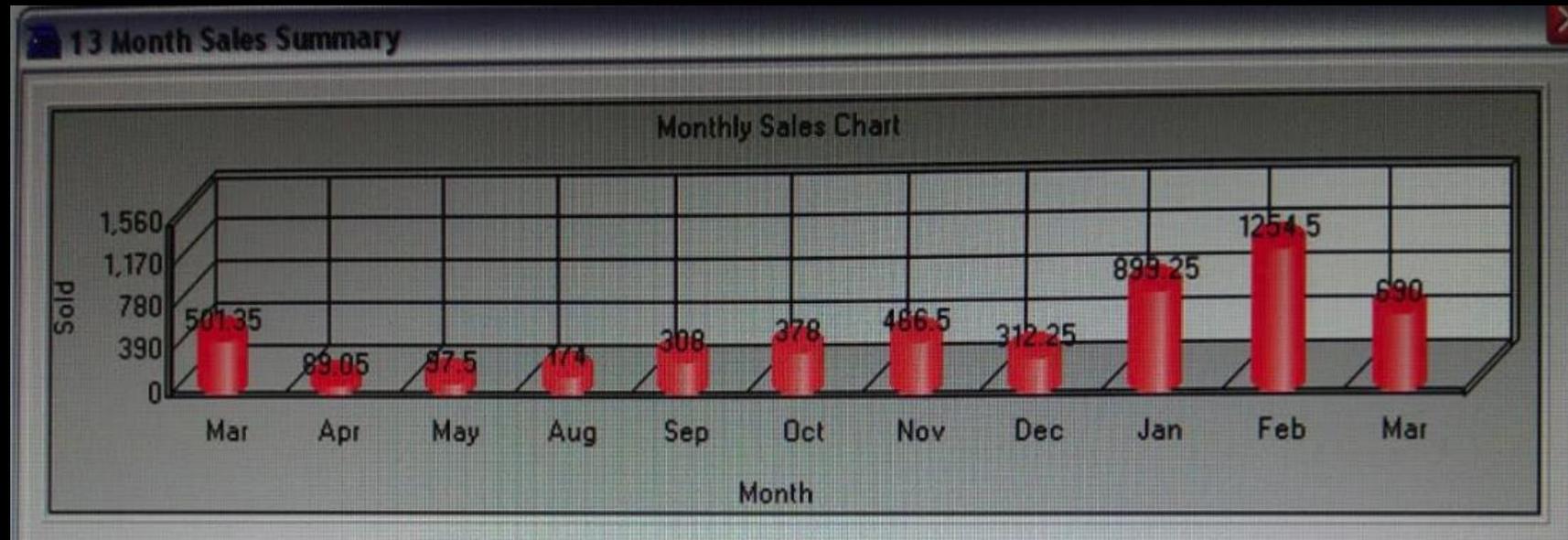
16 @ \$1.00 special

Gross Sales

\$149.50

Profit

\$70.75



IN CONCLUSION...

The Elkafé has only been operating for the past two years. A referendum and remodel ended up demolishing the old school store which had been in existence for almost 15 years and replacing it with a café in an entirely new location. In addition, the Smart Snacks in Schools policy has created challenges for the new venture. However, the Elkafé team was willing to meet these challenges and have created a successful venture that still has room to grow.

The promotional campaign created for this contest was a big success! The Elkafé team worked together to brainstorm a new product idea, coordinate promotional efforts to create awareness of the new idea, and carry out a successful campaign which helped to increase overall sales and awareness of the Elkafé.

