

DIRECT MARKETING

MKTG5007



Submitted to

PROF. DAVID WARD

Submitted by

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Promotion plan for Proof Kitchen + Lounge

It is September 2022, when Proof Lounge turns 8 and what could be a better time to connect with the community and promote Proof. Hence, I have come up with a Birthday (party) Menu + Offers + Promotion + Free Stuff and Lots of Activities all month long from 1st-30th September. The promotions included are:

- Free Dessert with every meal (per bill) (Coupon in envelop)
- Lucky Draw for \$150 Proof Gift Card (Coupon in envelop, each coupon has a unique code)
- Free Welcome Drinks for the Group, when wearing Proof Lounge Birthday stickers (Stickers included in envelop)
- There is also a scannable QR code that tells about the special menu for the month of September and let's one book their table in advance
- Finally, each day of the week has fun activities planned ranging from Ballroom dancing to live bands, DJ Nights to Kid's Play Area.

Canada Post Budget:

1. Size of the Mail: Standard- 30.50 x 15.24 cm (12 x 6 in)
2. Weight: 30 grams
3. Costs Include: Transportation fee + (Ontario) Taxes
4. Receptients of the Mail: Houses, Apartments, Farms
5. Demographics: Household Income - Above \$100,000, Building Occupancy - Own and Rent, Building Construction Period - 1991 and After
6. Postal Code: N2L 1T5
7. Total Mail Pieces: 19,279
8. Estimated Delivery Cost: \$4,008.48
9. Pin codes:

Sites and Routes	Houses	Apartments	Farms	Total Residential	Total Distribution	\$
N2L	6,084	9,625	0	15,709	15,709	
DR0000 WATERLOO	0	0	0	0	0	
LB0001 WESTMOUNT	3	0	0	3	5	
LB0001 WTR CONESTOGA	5	0	0	5	1	
LB0001 WTRLOO PARKDALE	1	0	0	1	0	
LC0003 WATERLOO	0	0	0	0	0	
LC0004 WATERLOO	0	0	0	0	0	
LC0006 WATERLOO	0	0	0	0	0	
LC0008 WATERLOO	0	0	0	0	0	
LC0009 WATERLOO	0	0	0	0	0	
LC0063 WATERLOO	0	0	0	0	0	
LC0065 WATERLOO	0	0	0	0	0	
LC0067 WATERLOO	0	0	0	0	0	
LC0069 WATERLOO	0	0	0	0	0	
LC0071 WATERLOO	0	0	0	0	0	
LC0073 WATERLOO	0	0	0	0	0	
LC0075 WATERLOO	0	0	0	0	0	
LC0077 WATERLOO	0	0	0	0	0	
LC0079 WATERLOO	0	0	0	0	0	
LC0081 WATERLOO	0	0	0	0	0	
LC0083 WATERLOO	0	0	0	0	0	
LC0085 WATERLOO	0	0	0	0	0	
LC0087 WATERLOO	0	0	0	0	0	
LC0089 WATERLOO	0	0	0	0	0	
LC0091 WATERLOO	0	0	0	0	0	
LC0093 WATERLOO	0	0	0	0	0	
LC0095 WATERLOO	0	0	0	0	0	
LC0097 WATERLOO	0	0	0	0	0	
LC0099 WATERLOO	0	0	0	0	0	
LC0101 WATERLOO	0	0	0	0	0	
LC0103 WATERLOO	0	0	0	0	0	
LC0105 WATERLOO	0	0	0	0	0	
LC0107 WATERLOO	0	0	0	0	0	

Printing Cost (Staples): 19,279 (total pcs)

Envelop (\$164.99/500): \$6,391.68

Letter (\$139.99/250): \$10,795.46

Coupon (x3) (\$49.99/1000): \$2,891.27

Sticker (x2) (Vista Print: \$936/1200): \$30,075



WHAT ALL IS THE ENVELOP:



proof
KITCHEN / LOUNGE

Date: August 20th, 2022

Dear Ma'am/Sir

A month full of fun with family, friends and the local community awaits. Are you ready?

We turn 8 this September, and there is no better way to celebrate our birthday than being with the community who has helped us get where we are today.

Starting September 1st through September 30th, we are **open 24x7** and have the following celebrations in-house for you

- All exclusive **Birthday Month Food and Drinks Menu**
- **Live Band** every Saturday and Sunday
- **Ballroom Dance Nights** on every Friday
- **DJ Nights** on every Thursday
- Special **Happy-Go-Lucky Breakfast** on Monday and Wednesday
- Dedicated **Kids Play Area**, Magic Show, Temporary Tattoo Art, Hair Braiding and Wholesome Healthy and Fun food and Drinks for your little ones every day

To make our birthday month even more sweet, you get one **free** dessert with every meal.

Proof Kitchen + Lounge is a restaurant that offers an upscale contemporary dining experience coupled with a menu that reflects a dedication to using thoughtfully chosen ingredients with a local and world conscious initiative – we make good choices. From breakfast, brunch, lunch and dinner to late night to weekends, our menu is complemented by expertly crafted cocktails, a renowned wine list, and a great selection of local craft beers. The setting for all this is a space that will delight the senses and create a perfect backdrop to every occasion.

Sincerely,
 Laura Umbrio
 General Manager at Proof Kitchen and Lounge
 lumbrio@proofwaterloo.com

Laura Umbrio

P.S. In this envelope you shall find; QR Code for Table Booking, Detailed Schedule, Dessert Coupon Code, and Cute Proof Lounge Party Stickers (When you wear the stickers on, the whole group gets free welcome drinks) also your chance to draw for \$150 Proof Gift Card.



FRONT AND BACK OF THE ENVELOPE:



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Sincerely,

Laura Umbrio

General Manager at Proof Kitchen and Lounge

lumbrio@proofwaterloo.com



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COUPONS IN THE ENVELOP:

proof
KITCHEN / LOUNGE



FREE DESSERT WITH EVERY MEAL* CHOOSE ANY ONE OF YOUR FAVOURITE DESSERT WITH YOUR MEAL

*ONE DESSERT PER FINAL BILL RECEIPT. SUBJECT TO AVAILABILITY. PLEASE BRING THIS COUPON TO AVAIL THE OFFER.

COME CELEBRATE OUR BIRTHDAY!

proof
KITCHEN / LOUNGE

SCAN NOW



<https://proofwaterloo.com>

FOR EXCLUSIVE BIRTHDAY MENU, OFFERS, DAILY EVENTS, SCHEDULE AND BOOKING YOUR TABLE

1st-30th September 2022

proof
KITCHEN / LOUNGE



ENTER THE LUCKY DRAW FOR \$150 GIFT CARD

PROOF2231

SLIDE THIS VOUCHER WITH YOUR UNIQUE CODE, IN THE DRAW BOX ANYTIME DURING 1ST-30TH SEPTEMBER. WINNER ANNOUNCED ON 1ST OCTOBER.

STICKERS IN THE ENVELOP:



proof

KITCHEN / LOUNGE



*Our Birthday will be incomplete
without you, come join us!*