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 activies 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. Recepients of the Mail: Houses, Apartments, Farms

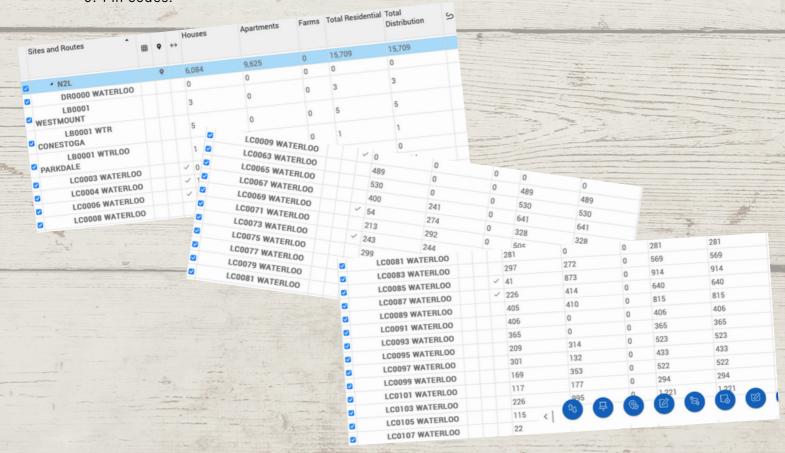
5. Demographics: Household Income - Above \$100,000, Building Occupancy - Own and Rent, Building Construction Period - 1991 and After

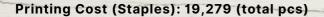
6. Postal Code: N2L 1T5

7. Total Mail Pieces: 19,279

8. Estimated Delivery Cost: \$4,008.48

9. Pin codes:





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:









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

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 **ENVELOP:**



9 Silver Linings Blvd,



COME CELEBRATE OUR BIRTHDAY!

MONTH LONG CELEBRATIONS WITH IRRESISTIBLE FOOD, DRINKS AND OFFERS SCAN THE QR CODE (INSIDE) FOR COMPLETE DETAILS



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FREE DESSERT WITH EVERY MEAL*

CHOOSE ANY ONE OF YOUR FAVOURITE DESSERT WITH YOUR MEAL

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

COME CELEBRATE OUR BIRTHDAY!



SCAN NOW





FOR EXCLUSIVE BIRTHDAY MENU. OFFERS.

DAILY EVENTS. SCHEDULE AND BOOKING YOUR TABLE

1st-30th September 2022



FOR \$150 GIFT CARD

PROOF2231





STICKERS IN THE ENVELOP:



Happy BIRTHDAY

proof□





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

HTTPS://PROOFWATERLOO.COM