

Cocktails and Bites Campaign

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Connective Communication

At Connective Communications, we strive to develop articulately-arranged campaigns for your brand's expansion. Whether it be a new product launch, or a redesign of your branding, we can help you implement the appropriate wording, creative design and social media tactics to meet your goals.

Sarah Turney: Creative Director

I have always had a passion to create, from designing letterheads online to building tables and bookshelves with my own hands. I appreciate organization above all else and believe that when you have prepared the world around you, it is prepared for you to take on whatever task is at hand. It is just as important to show that there is nuance to both your organizations "why" alongside it's "what" and "how." I know we can help you get there at Connective Communications.

Joseph Phan : Project Manager

I've always been someone who loves starting passion projects. Creating something from scratch and following through is such a satisfying feeling when you see the end result of what you created. With experience in video editing and basic graphic design skills, I use these skills to create projects and help people make their dreams come true. Currently interning at B/HI, I draft press materials and compile press coverage reports.

Susie Lopez : Lead Copywriter

I believe that writing is a strong connective tool. I am adamant about using written language to communicate a message or promote an idea. I have written several press releases, media alerts, welcome letters, and fact sheets for the Anaheim YMCA and the Segerstrom Center for the Arts in Costa Mesa, California. I love to not only cultivate a brand's relationship with its publics, but also develop a sense of trust and community between the two entities.

Madelyn Droessler : Social Media Relations

Staying connected is what I am all about. Passionate about helping people and companies grow to their fullest potential through social media strategy. Showing the authentic moments of who you are, what makes people feel inspired by you. I've been running a personal social media brand since 2018 and now run accounts for a fashion brand and fine dining restaurant. My experience in PR, journalism, trend forecasting, networking and photography are at the center of what I do here.

Rebecca Hernandez : Publicist

I believe communication is the root that ties all of us together. At Connective Communications we believe that is the true motivator behind all of us. As humans we all want to connect with each other, it's why we do what we do. With clear and concise communication, anyone can connect to a wider audience, even you. From research to project managing to social media relations, we can help you make that message clear and easier for others to hear.

Leonel Aguilar : Research Analyst

Upon transferring to CSULB as a Public Relations major, I have grown a love for research. I believe that the beauty of research is within the truth that we pursue. Doing research is vital to anything that we do in our daily lives. I feel that everything that we do will involve some sort of research factor, whether it's looking up a nearby restaurant's reviews or looking up meal preps, that is research. I have always had a hunger for learning and bettering myself. I have also been an advocate for social justice. I am passionate about music, movies and pop culture. In my spare time I love going to concerts and music festivals, live music is just an amazing experience.

Campaign Overview

Chef Nelson German comes from a diverse Dominican background and that is evident in his branding. He has a goal of bringing culture and unique food/drink pairings to the table that are evident with his seafood at AlaMar, and his Afro-Latin-inspired food at SobreMesa. This campaign is a way to communicate German's overall identity and message to his targeted publics, and also empower Cocktails and Bites when it premieres.

He has lots of good media coverage that have showcased his appearances at Food festivals or honored the culinary work of his restaurants. Reputable sources such as The Washington Post, Forbes, and San Francisco Chronicle have done feature stories on German.

On Instagram, Chef German is good about regularly posting content and interacting with followers in the comments. He has posts showcasing important partnerships with other brands to help bring in more support. A more cohesive branding and a stronger username could be implemented, but for the most part, his Instagram is strong. His follower count could be increased from 23.5 k to at least 100k with the positive promotion of this new show. His Facebook and Twitter are very inactive and need some structured rebranding. On Facebook especially, German could be utilizing more tactics to really reach his publics. There are a lot of food lover groups on Facebook that would tune into this show. Chef Nelson German has no TikTok account, which is also a big fault in today's branding.

German is adamant about bringing Afro-Latino culture to the table, and this is an exciting and unique perspective that should be implemented into his production. However, German needs are more proactive about using his social media to promote the new show.. It is evident that feels strongly about the cultured food he makes. But, there needs to be more clarity on what he wants his messaging for both himself and the production to be and if that messaging is cohesive or unique to each entity. German has an interesting story that can be introduced to the world with some strong campaign tactics.

This campaign aims to address all weaknesses listed above and implement strong tactics that will help generate awareness and support for Cocktails and Bites. We want to increase support through strengthening social media and relationships with news outlets. This campaign is a tool for you to take sample materials and ideas to help Cocktails and Bites flourish once it airs.

Situation Analysis

Introduction:

In the situation analysis, our team will examine our client's strengths and challenges in this campaign. The purpose of this analysis is to take into consideration our client's current capabilities in order to form realistic strategies and tactics that will meet our realistic goals. Through our research, we are able to analyze and assess the situation facing the campaign. From this frame of mind, we compiled a list that contains background information, challenges, opportunities, analysis, and a conclusion.

Background:

Our client is working on a new show in development called Cocktails and Bites. The show brings a blend of community and our client's own heritage. The client has established his own place in the culinary industry with previous ventures such as Top Chef. The client has forged his own reputation within this industry as a charismatic leader with a passion for building community while incorporating his own skill sets.

Situation:

The set of conditions facing the client include:

Awareness for the client's new show in production called Cocktails and Bites.

Crossing over from a different industry while maintaining his existing audience.

Avoiding confusion over the show's concept in order to not mislead any viewers.

Opportunities and Challenges:

Opportunities:

EXPAND:

The concept for the show allows the client to expand to a different audience while also building up past audiences.

ACCESSIBLE:

The community aspect is accessible because one audience, in particular, is not being targeted.

Allowing the audience to follow him on his journey does not start with the production of the show, it can also start with more consistent social media posts.

SOCIAL MEDIA:

A lack of social media presence isn't always a bad thing, from a different perspective, this is a clean slate.

The social media route is a way to control the client's own narrative. Social media is a form of storytelling

MULTIFACETED:

The client will have an easier time switching aesthetics or having a multifaceted perception by the public.

Challenges:

COMMUNICATION:

The client lacks consistent communication with potential audiences, even with his existing audience. The client should begin taking more opportunities to implement two-way communication.

The client lacks a marketing team.

AWARENESS:

At the start, there was a lack of a consistent social media presence. This lack of engagement led to a decrease in the awareness of the client.

ENGAGEMENTS:

The client does have a following but engagements are low. This includes very few comments and shares on a post. Engaging with followers is the key to community building. At the time of research, the client had an estimated 24.2k followers on Instagram and 1.2% engagement on each post. When analyzing the number of followers, the client should be receiving a higher level of engagement.

Public Opinion:

Generally speaking, many viewers are aware of a limited amount of cooking shows. In order for culinary shows to draw in audiences, people need to be able to recognize what makes a show special. If a cooking show is able to stand on its own without a specific host or concept but based on an audience alone, the show does better. A show that can build a consistent and engaged audience will have a greater chance at longevity.

Internal Environment:

The client's internal environment consists of a niche audience. A good majority of the followers are familiar with the client because of his past appearance in Top Chef. This was a great opportunity for viewers to take an interest in the client and this sets him apart from his peers.

Public Perception:

Based on our findings, many Top Chef viewers generally have a good perception of the client. However, there is a disconnect between our client's community and his latest ventures because there is a lack of consistent communication. Meaning previous audiences are not aware of the client's new show in production. In the beginning stages, the client had little to no exposure so the public opinion was limited to previous projects.

External Environment:

The client's external environment includes previous audiences fostered by the show Top Chef. Supporters of the show and people who are familiar with the culinary industry will reside in this environment. However, given the competitive nature of the industry, some competitors could impact the way this campaign intends to operate. The client will need to evolve with the industry's rapidly changing environment.

Supporters:

Based on the research found later in our Key Publics, the audience the client should target is primarily women. Women from the age of 18 to 49 in particular. Also, industry workers are another audience the client should focus his attention on. The show Cocktails and Bites has an element of including mixologists, which is another target audience the client can shift a focus on. This group is also primarily women.

Competitors:

Based on previous research, the client's biggest competitors are other cooking shows. These cooking shows include Chef's Table (Netflix), Chopped (Hulu), and Gordon Ramsay's Road Trip (Tubi). The client needs to have the ability to stand out in a market that is producing various cooking shows by providing innovative ideas.

Conclusion of Situation Analysis:

The situation analysis our team compiled shares an understanding of the client's internal and external environment. The SWOT chart communicates the strengths, weaknesses, opportunities, and threats facing the campaign. Through this analysis, our team was able to spot how the client will need to create consistent two-way communication moving forward. To build a community surrounding the show consistent communication will need to be the top priority. This communication could be through more personal posts on social media, sharing an exclusive look at the campaign, and finding a niche audience. While public opinion and public perception of the client are favorable, there is low awareness in a highly competitive industry. This is why targeting specific audiences will benefit the campaign greatly. There is plenty of room for the awareness of the client to grow, but it will need to be intentional. Moving forward, it is critical for the client to pinpoint who his key publics are. This will be discussed more in-depth in the next section.

SWOT

Strengths:

The client is inclusive of different cultures while sharing his culture with audiences.

The client can cross over to a different market, like leaving a cooking show and starting his brand.

The client is aware of his audience instead of trying to appeal to everyone, he focuses on the audience.

Weaknesses

The platforms he is active on are inconsistent. People tend to unfollow inactive users, which means fewer people for the client.

Client lacks a consistent message across his platforms; a cohesive brand is easier to digest and easier to look at.

Opportunities

The client will have an easier time building his own niche in his business if he continues to prioritize a community.

The client has a creative concept which is a considerable advantage in entertainment. A show runs into issues if it is similar to others; this creates competition.

Threats

Another threat is his plan to include influencers in his show. Influencers are beginning have cracks in their influence, and many people nowadays consider them out of touch with reality

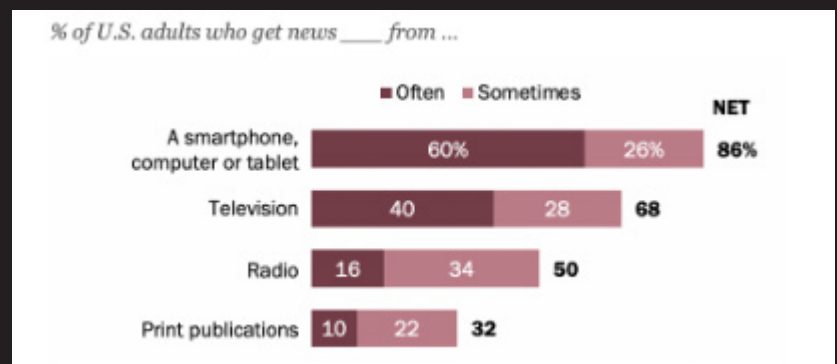
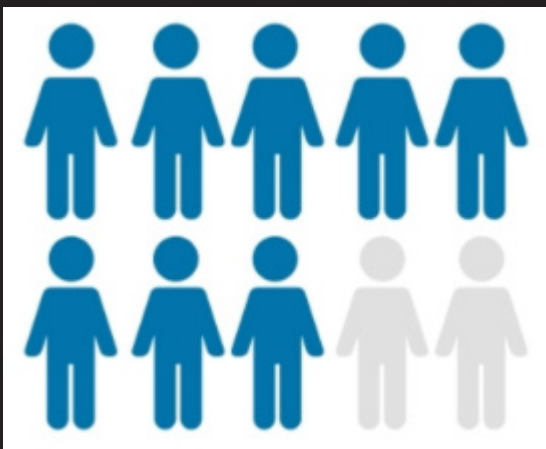
This is a double-edged sword for a show that wants to center on community.

Research

In order to get a better understanding on who we will reach out to we had to do some research to figure out who those people are. First off, who is watching cooking/food shows? Next, where does that demographic get their information from? Then we need to find out who are the best publics to reach out to, and make sure that they will engage and relate to the objective, mission and message of the show. Based on that, we were then able to narrow it down to the key publics that we want to focus and rely on. Here is what we found.

Who is watching cooking shows?

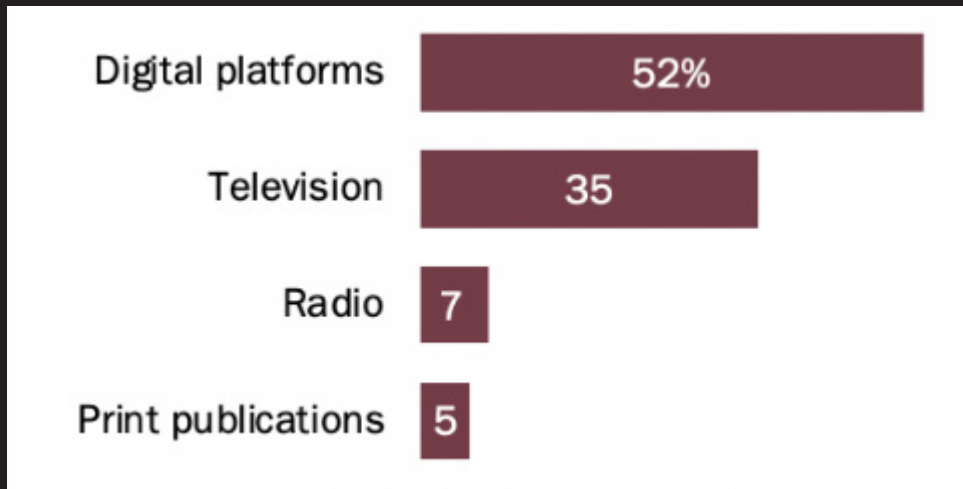
According to MarketingCharts.com, 8 in 10 US adults watch cooking shows. Women are more likely to watch Food Network (which can be paralleled to Top Chef viewers) when compared to men. 58% of the viewership is composed of women. Many young viewers are also attracted to Food Network, 54% of the audience is in the key 18-49 age demographic. The average age that someone watches Food Network is 43.



Where does this demographic get their information?

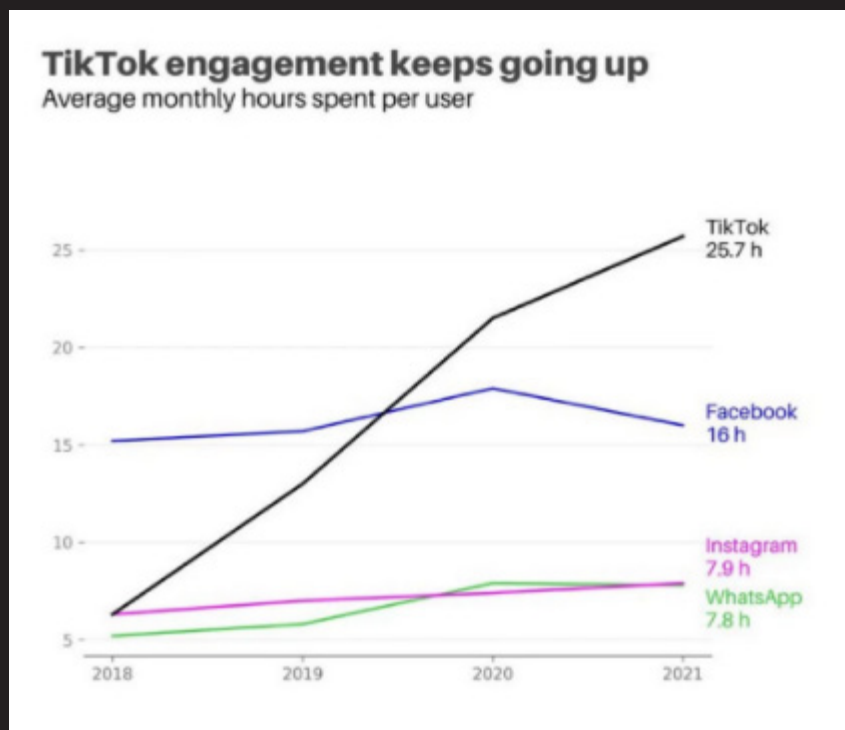
The dominant demographic of cooking show viewers, industry workers and mixologists are women. Based on gender and ages (18-49), research was done to see where this demographic obtains information. According to PewReserach.org, a large majority of Americans get their news and information from digital devices. Which means that people are on their phones.

PewResearch.org states that Americans prefer digital platforms to consume news and all other media.



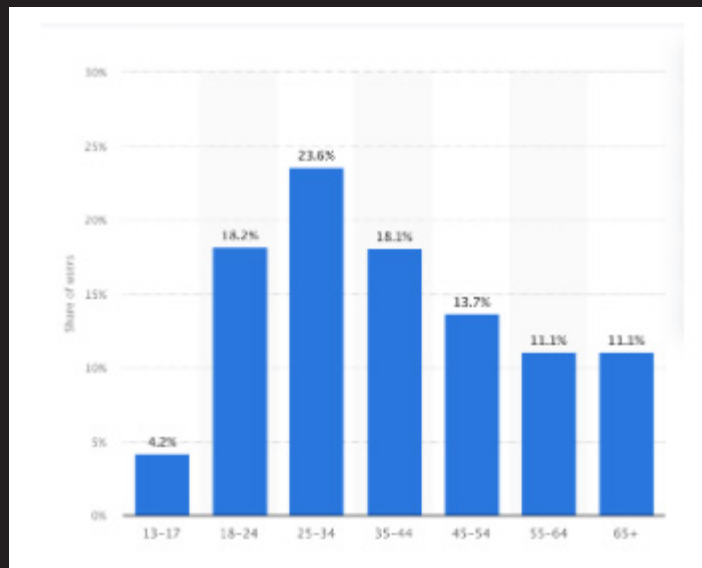
What social media outlets are they using to get their information/media from?

Social media outlets where people get their news are Facebook, Instagram and TikTok. YES, Tiktok. According to PewResearch.org, the share of adults getting their news on TikTok has tripled in the last two years as other social media platforms are slowly seeing declines. From 2020 to 2022, news consumption on TikTok is on the rise.



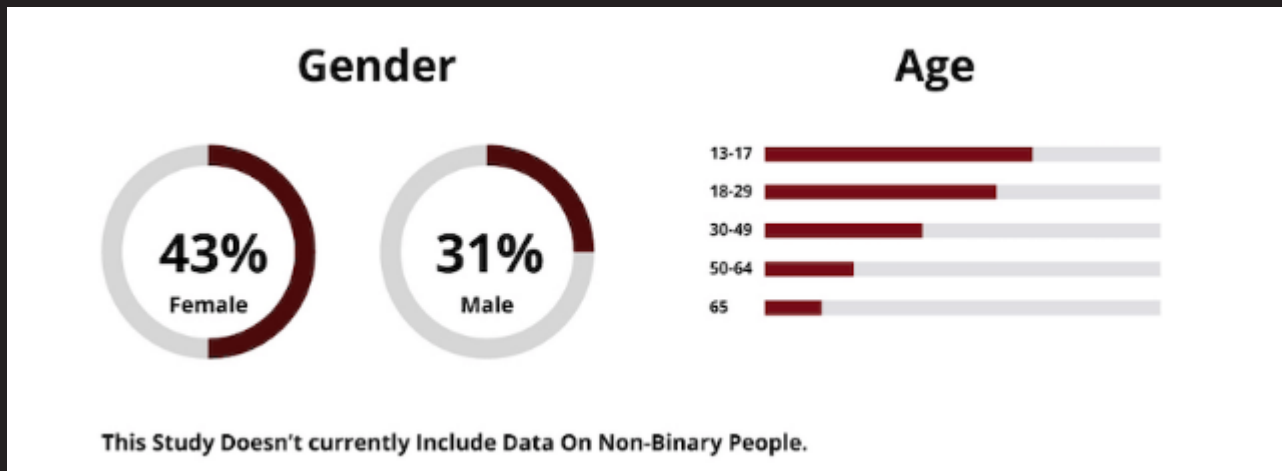
Who is using Facebook?

According to a study from 2022 on Statista.com, the ages 18-24 make up 18.2%, ages 25-34 make up 23.6%, ages 35-44 make up 18.1% and ages 45-54 make up 13.7%. From the given data, the ages 24-34 (23.6%) count for the largest number of Facebook users. 54.2% of US Facebook users are female.



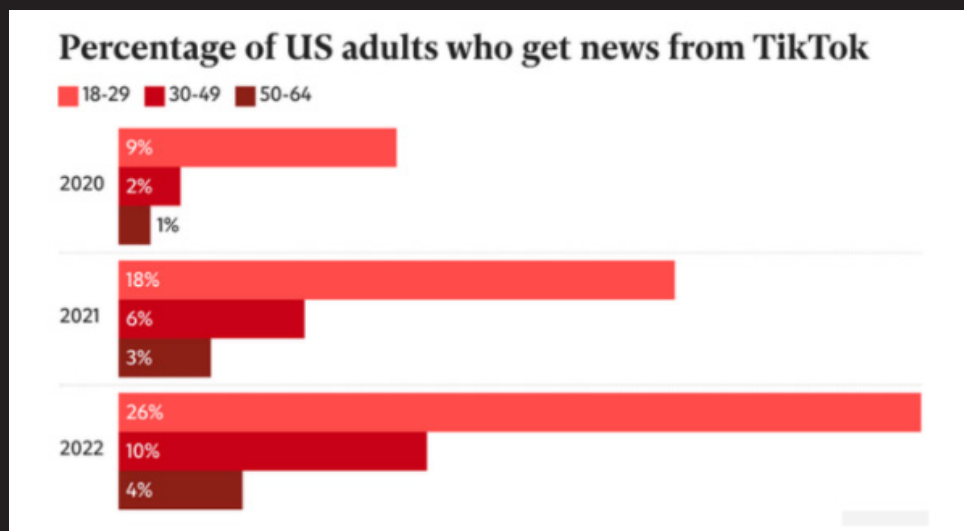
Who is using Instagram?

As of September 2022, 31.2% of Instagram users in the US were ages between 18-30 years old while 43% of Instagram users are female.



Who is using TikTok?

According to explodingtopics.com, 57% of TikTok users are female between the ages of 18-34. TikTok is the fastest growing social media platform. It reached 1 billion users back in 2021 which according to Sproutsocial.com, is a record and impressive compared to the 8 years it took for both Facebook and Instagram to hit that milestone. The table below shows how TikTok usage is just increasing overtime, meaning that people spend time swiping through videos.



Other Information

Facebook is one of the best platforms to pivot quickly and be able to change and adapt. Facebook has adapted short videos called Reels which can be compared to Instagram Reels or TikTok videos. Many users on TikTok/Instagram can also share their posts on Facebook which can reach the Facebook audience. As social media users we are always seeking content drive, experience driven and something that is simple and creates a connection with the social media user.



What we found.

Based on research, women between the ages of 18-49 are watching cooking shows and using social media to get their information. Out of the three social media platforms where they consume information, it was decided that the best option to focus on is TikTok. TikTok is growing in popularity and all ages are joining because of the simplicity of its features.

Now who do we reach out to?

KEY PUBLICS.

After completing the research we were able to determine the key publics.

The key publics are:

1. Cooking Show Enthusiasts: Which include existing Top Chef fans, Netflix cooking shows viewers, Chef Nelson's fans/following and Food Network audience.

Why?: Based on our research this public is already watching cooking/food shows. Encountering Cocktails & Bites will spark an interest and this key public is most likely to engage.

2. Restaurant Industry Workers: Includes bartenders, cooks, waitresses, at home bartenders and any other service workers.

Why?: The show centers will center around foods/bites and drinks, workers in the industry will engage and relate to this because of this.

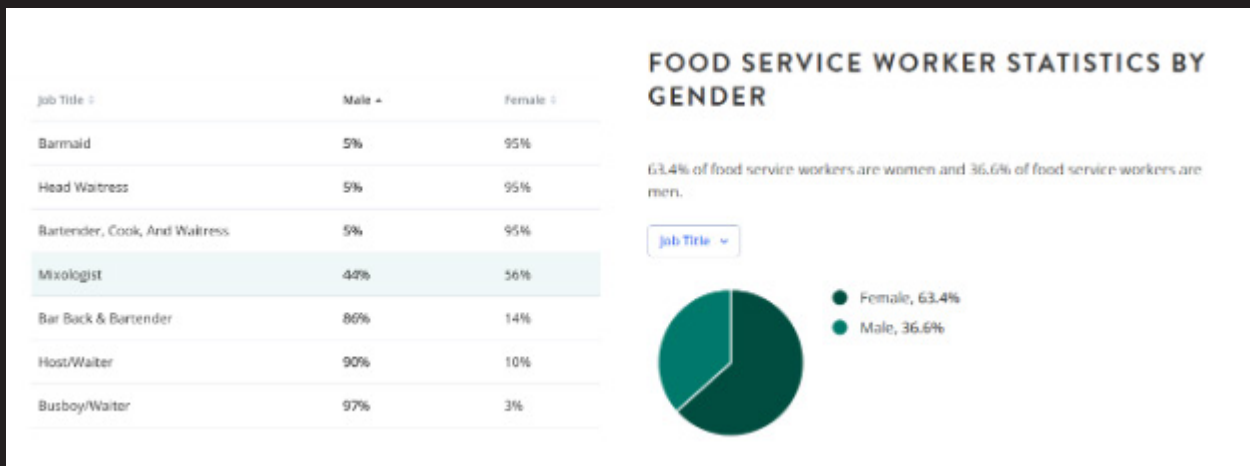
3. Mixologists Enthusiasts: Fans of shows such as Drink Master, YouTube channels like How to Drink, TikTok creators like @shawnsoole.

Why?: The show will feature a signature cocktail made that will go along with the bite. Mixologists everywhere are always looking for the latest cocktail trends to be unique. Encountering cocktails being made on the show will also allow mixologists to copy and make their own version of the drink, which can lead to them making Reels/TikTok videos of making the drinks on the show and help popularize the drinks all over social media.

After finding our KEY PUBLICS we did more research.

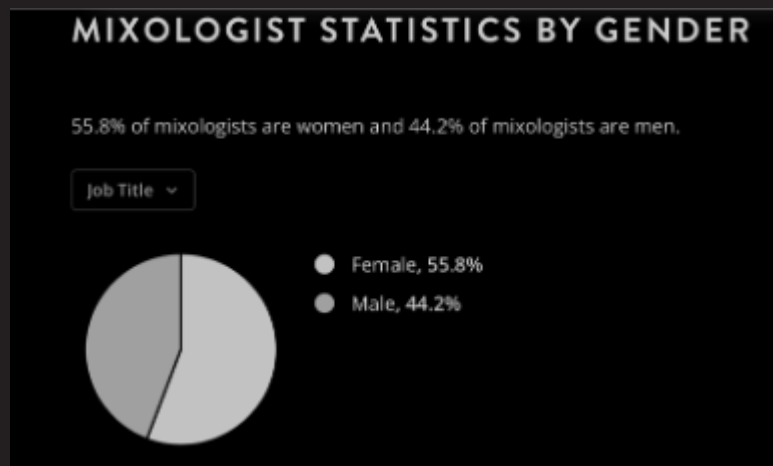
Who works in the industry?

The demographics of industry workers are as follows, 63.4% (bartenders, cooks, waitresses) are female and 36.6% are male. The industry is female led. Information was gathered from Zippia.



Who is a mixologist?

According to Zippia, 55.8% of mixologists are women while 44.2% are men and the average age of mixologists is 34.



Summary — Our research findings:

Majority of women watch cooking/food related shows.

Majority of women work in the restaurant industry

Majority of mixologists are women.

Who runs the world? GIRLS

Something to also consider.

Many people during the pandemic have picked up cooking and becoming their own bartenders. Statistics from brands, e-commerce websites and industry analysis websites state that during 2020-2021, drink enthusiasts purchased mixers and liqueurs with the intention of learning to build their own cocktails. These people, who can be considered mixologists, would be a great public and will engage with the show to get ideas from it to make their own cocktails.



Secondary Publics

Additional people who will receive information about the show via our campaign.

1. Netflix Viewers

According to Statista, Netflix has 221.6 million paid subscribers in the first quarter of 2022. Netflix viewers are always browsing to see what they can watch and if something catches their eye then they will engage. But how do they decide what to watch?

According to a Nielsen Survey, 52% of Netflix subscribers say they let what they see on social media sway their decision of what to stream. The social media posts stated in the tactics page will help spread the show's presence and attract viewers to come engage with Cocktail & Bites.

2. Men

Since the majority of our demographic are women, we found a way for men to also tune in. According to Zippia, there are 145,115 chefs currently employed in the US. 74.8% of those are men. Chef Nelson Geman's appearance alone will get men to tune in. We will use social media to highlight Chef Nelson German and show his skills in a TikTok video (which can be shared on Instagram & Facebook) to get the male presence to show up for Cocktail & Bites.

3. Latino/Hispanic Community

According to a Nielsen study, Latinos are more likely to watch tv shows when they see themselves on-screen. In order to have any sort of engagement, representation needs to be present. The show will showcase the Afro-Latino vibe and environment and community will engage. On Social Media we will showcase Chef Nelson German's background which will allow viewers to relate.

Key Publics

1. Restaurant Industry Workers

Ways of Reaching This Public: Social media, owned media, word of mouth, getting promoted through other accounts where we can promote them on the show as well

Rationale:

Like cooks, mixologists, and servers specifically because they understand everything that goes into the industry, it's a family and they really relate to shows like what C&B wants to be. An example would be, The Bear, on Hulu. It attracted so much attention and love from people in the industry

2. Mixologists / bar workers & liquor connoisseurs

Ways of Reaching This Public: Social Media - send promotional drink mixers, glasses and branded tequila deal (maybe with Casa Mexico Tequila), along with word of mouth which is huge in this industry

Rationale:

Mixologists are often forgotten and this would be a perfect way to showcase their art. They are usually your first experience at a restaurant with a sip of their cocktails. Finally, a show highlighting their work, what goes into it, seasonal menu changes will really make them feel seen

3. Followers / Top Chef fans

Ways of Reaching This Public: Through his personal existing social media and the social media for Top Chef to target both communities.

Rationale: They have an understanding of who he is and Chef Nelson German has built a following from the show or restaurants. They are loyal fans and will want to follow him to see what he does with his own new personal show.

Challenges and Opportunities

In this assignment, you will conduct a brief situation analysis and provide a list of three obstacles your client faces and three opportunities that can be used to overcome them. You may use information you gathered in the Client and Media Analysis assignment.

Please do this assignment individually. Having a wide range of answers will help your group to develop the most effective campaign possible.

Assignment Requirements

You can either write one or two paragraphs or list in bullet points the answers to the following

information about your agency's client:

- Based on your initial client meeting, what are the client's goals of the public relations campaign?

Based off the client meeting, my assumption is they want us to find what we believe to be the most successful avenue from the options that were given to us based on what the show could be. They want us to then be able to mesh our clients ideals with the best avenue.

- Analyze the public relations environment the organization is in:

- Do you have any personal experiences with the client?

no

- Search for articles online and review the client's owned media (website, social media, flyers, etc) that explain the environment that the client currently is in.

The environment that our client is in currently isn't very much of an environment other than just the simplicity of being a chef with a michelin star restaurant and being featured on top chef.

He is very accepted online with no controversy

- Do the client's publics seem to know about the client and its initiatives? If they do, what do they know? Is the sentiment positive or negative? Is there any engagement on social media to indicate what the environment might be?

There is not much information of this future show available online, so the assumption that this class and production are some of the few people who are involved

Since there is not much sentiment, I would describe it as very positive, as anyone who has followed him must have either enjoyed his appearance on top chef, or been to a restaurant and enjoyed it so much that they followed the chef. I mean I've never done that so I would assume his food must be very good

The engagement on social media seems to be decreasing steadily. Though this could also be attributed to the changes within the Instagram algorithm to push videos over pictures. As his videos seem to get a lot of views, while engagement on his pictures seems to be decreasing steadily.

This creates an environment that is ripe for growing his audience even further, he needs to lean into the algorithm and start pushing more videos over pictures.

- If the client's publics don't seem to be aware of the issue, are there other publics that seem to know about it? You may wish to review the client's (and competitor/general supporters of similar) social media, website or other news media to see if there is any information, posts or coverage.

There is not much of an issue other than a slight difference between the exact reasoning as to why he left Top Chef. It is described on any interview that he is on as he had an injury that led to his performance suffering on the show, whereas a deep dive on reddit about him shows that he just underperformed on his last 3 episodes and was ultimately booted from the show for not cooking tuna thoroughly. This has created a small conspiracy within our group as to the real reason he left the show.

I think that if he actually did have an injury, there's no reason to bring this up in his own show unless it is still physically affecting him, and if he was booted from the show for just simply underperforming, then only look at Top Chef from his own show as the stepping stone that it was that put him in the spotlight enough to have people wanting to create a show with him.

- Do any partner organizations tout their relationship with the client or share information about/tag them on their website or social media channels?

None are "touting" him in a way that is true promotion in itself. There are podcast episodes with him and other news coverage of him, though any partnerships and hard to find.

- Review the client's communication channels:

– What are they? Think beyond the first tier of channels that are directly connected to the client and their partners. Do they have communication channels other than social Media?

Restaurant website, yelp, nelson instagram, nelson reddit, nelson twitter

– What is your initial reaction about these channels?

Very sterile, I mean it's a chef, or a restaurant, even if it's a vibey or fun space, so are a lot of other restaurants, spaces etc. And while his engagement isn't awful, it's not growing either, if anything it is diminishing ever since his appearance on Top Chef. As much as the pictures are beautiful, they are not inviting, they are so posed and perfect that it feels like a space that the average person of the community would feel like they would need to dress a certain way or even just try to have to act a certain way to fit in. Not like we are trying to make this a Denny's, but Oakland is a very diverse, and some parts impoverished neighborhood, and the upscale aspect of this bar makes it seem as though some of the more average people of Oakland would not fit in.

Like diverse, but only for the pretty and diverse people.

- Do you find them effective or not in reaching their publics? What are the Reasons?

I don't believe he is effective in creating this community that he is so passionate about. I believe that there is only so much community that can be created from a restaurant, yes you can have regulars and the staff of the restaurant can be like a family, but if it's just in that restaurant space, then the only real way to showcase that, is to become apart of that family yourself. Either by working or being there or at least having been there in the past. Trying to push this community through social media is only going to get you so far, because in the end, if it's not engaging enough for that person to want to come into the restaurant, they are just

going to scroll and forget about it by the end of the day. This is exacerbated when the public that he is trying to reach is not actively within reach of that restaurant/bar/event.

- Conduct a quick research of similar campaigns

- Do a quick review of other competitors who are reaching the publics that your client seeks (not just other similar nonprofits, but organizations that have similar publics).

I would say that many restaurants create this community in their own individual towns and cities, though this isn't DIRECT competition, it actually seems as though chef Nelson wanted people to be able to find restaurants and places like this in their own area.

I think the biggest issue is that it is only accessible if you are nearby.

Nelson needs to have collaboration, not competition as the focus.

- What does their environment seem to be? Is it similar or different than the client? What channels do they use? Who are their partners?

There are a lot of different restaurants. If I did this thoroughly it would be 8 pages long.

Based on your findings, list three Obstacles and three Opportunities that your campaign faces

Obstacles

How to get people to care. If they do care, what should they care about, should it be the community, the restaurant, chef Nelson, the restaurant staff, etc.

Unorganized, an audience is unclear

Having a restaurant that is in one spot makes it very difficult to expand past that one spot unless it is going to be franchised. And if this restaurant were to be franchised, it would be much less of a community vibe, and more of a chain, and Chef Nelson himself would be lost in that franchising

Opportunities

Finding a way to make people care. Since they are not limited, there are many different ways that this show can come across to make people want to care about at least some aspect of the show.

Can create an organization method for them, that way they have this method for continuing well beyond what this class campaign is.

Even if you can't travel there, you can get these things and have a taste of us at your home.

Finding partners for Chef Nelson to be able to create and share dishes with other similar restaurants and you can try this dish if you are in __ city at __ restaurant.

Key Messages

What?

1. Food and drink brings us together.
2. Supporting local small businesses is essential in this post pandemic world, especially those hit hardest like POC owned/restaurants.
3. Chef Nelson's roots and heritage create a space of community for all.

Expand

1. Nothing brings a community together like a good meal and nice cool drink.
2. It's our goal to bring communities together, especially in these trying times. We welcome everyone, no matter who or what you look like.
3. All ethnicities and cultures deserve to have a spot on the menu, and Chef Nelson does just that. Food is a key component of culture, and Chef Nelson brings just as much diversity with food as he would with his culture.

List of who can present messages:

- Chef Nelson
- Production Crew
- Food Influencers
- Leader in the current community

List of channels of communications:

- Email (use this!!)
- Social media (Twitter, Instagram, Reddit, etc.)
- Brochures
- News releases
- Radio/Podcasts
- TV Interviews

Theme

Overall, we love this idea of an intimate jungle retreat.

This can be best displayed through overall dark coloring with the brightness and excitement of this jungle being seen in the “exotic” foods and drinks.

This intimacy is best displayed through showing couples, or small groups having a good time at the restaurant. When big parties would be displayed it would need to have context of that party being there for a reason more than just someones birthday or graduation, as while that is great for them. Large parties would invade on the space of the intimacy that is being displayed so well through the website and vibes section of the website.

This retreat can be best displayed by showing the relaxed nature of the restaurant, while its foods are premium the nice yet casual clothing attire from its patrons will also put this on display quite well.

All of these can be followed by not focusing nearly as much on the clientele of the restaurant but of the cuisine and drinks being created. I mean, would it really be very intimate for someone to have a camera crew in their face while they are trying to enjoy a night out at an expensive restaurant?

Goals, Objectives and Rationale

GOAL:

Create a supportive community for the show.

OBJECTIVES:

Become social by interacting with fans/public on social media

Increase social media engagement by posting every other day and increase followers on Instagram and TikTok by 45% and Twitter by 25%.

Achieve at least 10 media hits from publications.

RATIONALE:

Creating a fanbase of support for this show will help establish a strong audience right at the premier, instead of waiting for the show to gain natural momentum after it has already premiered.

GOAL:

Draw in audiences outside of the cooking industry to create more diverse viewership

OBJECTIVE:

Create a TikTok that gets 10k followers by the time the show airs and post videos and do duets with creators/influencers on the show.

RATIONALE:

We want to expand the audience of the show beyond the typical foodies and Chef Nelson German fans. We would like to expand to diverse communities and cultures to make this show as big as it can possibly be.

GOAL:

Create a social media presence for the show that builds a consistent and engaging following

OBJECTIVES:

Increase audience engagement with social media by 30% before the show's premiere.

RATIONALE:

We know that the entire world of publicity exists mostly on social media at this point in time. It is incredibly important to have both a prominent and active social media presence to keep the fanbase alive.

GOAL

Create prestige around Chef Nelson as a thought/creative leader in his cuisine style

OBJECTIVE:

Create and maintain at least 2 two-way communication channels.

RATIONALE:

We want people to tune into the show not only because they enjoy food and drinks, but because they are intrigued by the show's leader, Chef Nelson German. We want him to be more than just a chef, but a leader in the community that inspires many to tune into his show.

Tactics, Budgeting and Strategy

Social Media Campaign

Hire a social media manager

Create a social media calendar - Provided in Appendix

Produce TikTok/Reels videos with trending audios of Chef making cocktails or food and other sneak peaks of the show - Sample Posts Provided in Appendix

Costs:

Hiring a Social Media Manager for a Year- Roughly \$10,000

Promote Show to Media Outlets:

Creating a press release will tell the story of the show and be free way to get the word out - Provided in Appendix

Dispersing this press release to media outlets that have previously covered Chef Nelson German in a positive light - List of Media Outlets Provided in Appendix

Costs:

No costs - \$0 / time

Send PR Package to Mixologists

Send TikTok mixologists branded shakers, glasses and some ingredients to make a drink and post for their followers.

Costs:

Branded Materials - Roughly \$500

Shipping Branded Materials to Mixologists- Roughly \$400

Watch Party at his Restaurant

Get an overhead projector screen and projector to make this be a way for the series to be shown in the restaurant while maintaining the more “vintage” dark vibe without tv’s.

Incorporate promotional material to go on coasters in his restaurants SobreMesa and Alamar. This QR code will lead to his linktree so people can learn more about him and the show.

Costs:

Overhead Projector Rental/Step and Repeat/Decorations - Roughly \$2,000

QR Code Coasters - Roughly \$500

Food/Drinks for All Attending - Roughly \$3,000

Promotional Billboard


























Create a billboard to get the general public excited and aware of the show

Costs:

Roughly \$10,000 for 3 months

For the Social Media Aspect of this Campaign, it is more detailed under the Social Media Timeline

Social Media Timeline

JANUARY 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2   	3	4	5	6   	7
8	9 	10  	11	12	13 	14  
15	16 	17	18  	19	20 	21
22  	23 	24	25	26  	27 	28
29	30   	31				

Youtube:

Behind the scenes videos from:

- The Netflix filming
- TikTok Content

How-to

- Make drinks
- Make the food
- Make the videos

TikTok:

There are many different ideas to follow of what is popular on TikTok, basically anything made high quality with a theme has the opportunity to go viral.

All of these are Linked to videos that will showcase the different routes that can be taken

ASMR Style

Storytelling

Informative

Behind the Scenes

Collaborations

Mini-Series

Thought Leader

Any route that is picked, or all, needs to be followed through and continued.

Instagram / Facebook:

Stories

Should post small snippets of whatever the host deems to be entertaining to the audience

Must include:

A preview of each “post” saying check out the most recent post

Teasers for any upcoming content on all platforms

Every reel posted must go on the story

Every thing posted on other platforms needs to be shown here

Teasers for the Netflix Special

Posts

This should include the staff of all parts of the show, from production, to restaurant staff, and any people important to the production. They should be shouted out and commended for their work in the creation of this project.

There can be little snippets or bloopers that didn’t make the actual cut of the show that can display Chelf Nelson’s more funny and charismatic side

Occasionally, there can be recipe posts following an episode to help increase audience engagement and their connected feel to the show

Reels

Each time a TikTok is posted, it should also be uploaded as a Reel on Instagram, this will increase engagement.

Stick to the trending audios if original content is made for the instagram.

Twitter

There should be an accompanying tweet (if twitter is still alive by the time the show airs) that would notify audiences of when new youtube videos are posted or other important content that you want to notify audiences about.

For all platforms:

Use consistent hashtags

Keep video and photo quality as high as possible

Upload consistently

#weekendwednesdays

This hashtag doesn’t have to just be about the show, but about the community and vibe that’s being showcased here.

Showcase Personality

People don't come back to content they enjoy just because of the style of content, they come back because of the person that they enjoy that's making that content.

Flexibility

If anything goes viral, grab onto what helped it do that and continue doing it. Expand upon it, and create longer form content out of it.

Have crisp, appetizing, beautiful shots taking center stage within the first second of any video content.

Keep all shots from a similar angle, with as high of quality as possible

Consistency!

Within hashtags, messaging, filming, quality, angles, posting etc. People like what they like and if it is constantly changed up on them they will enjoy it less and come back less.

Engage

Talk to the audience that is being curated on all platforms. Push to watch the show and follow at the end of each post.

Other Tactics Explained

Billboard

Either use our example one, provided in the Appendix. Or create your own

This is by far the most expensive route to take.

This is more traditional advertising although that can still be effective

You can make content from creating the billboard all the way to the host seeing it for the first time

This is also create promotional material

Being able to use the content of the host in front of the billboard as a way to enforce how excited they are about the series premier is fantastic viral like content

TedTalk

Nominate the host for a TedTalk with this form

<https://speaker-nominations.ted.com/>

Read over this FAQ

<https://www.ted.com/about/conferences/speaking-at-ted>

Write the Talk and be prepared to present it and travel where they would like to have the host speak.

Have everyone nominate the host for a Ted Talk and it is much more likely to happen.

PR Packages

Alcohol brands that the show is partnered with can send in their bottles, where you can rebrand it. Also known as, applying stickers over existing labels.

Include the recipe for the drinks

Include contact information

Include a QR code that would link to the Youtube video of Chef Nelson making these drinks himself.

Be sure to email or get in contact the intended influencers before sending out the package and see if they want to do this video for free or if they want some form of payment.

Set the boundaries of what is expected from them when doing this video before sending out the package, that way they know what to do and can unbox on stream/in a video.

Cost of Roughly \$1,000 to create all promotional material and send it out. Some influencers may want some payment as this is essentially a sponsored post without it being outright sponsored.

Show Premiere at Sobre Mesa

- Set up a Projector and enjoy the show

- This is also a great place to film and create content for all social media outlets

- Picture of everyone who comes goes on the Instagram

- Reels created from this can be for instagram

- TikToks created for TikTok

- This is also great promotional material

- Serving food that was created in the episode as the “featured” dish of the night

Other Promotional Material

- QR code coasters

Press Kit

- Shown in the Appendix

Prepare Press Releases for videos that go viral as well, this can be great to send out to reporters who need to hit a quota for clicks on their website.

Bouncing on already trending topics and ideas and essentially “viral-jacking” instead of the traditional “news-jacking” is a great way to generate clicks

Press Tour

Going on different News Outlets, local, national, within the Netflix bubble and outside of it.

- Collaborating with the people on those shows will generate cross content.

Promoting within Existing Channels

- Promoting on all of the hosts and crew’s socials

- This includes the Netflix crew and the restaurants crew

Create Website for CocktailsNBites

This website can be the central hub for everything that is happening around the show, the host and any other collaborations

- Link out to all sponsors

- Blog posts and thank yous to all sponsors and collaborators

Link out to all social media content created

Can categorize each video/reel/tiktok/post under each type of dish, that way those who are most interested in certain drinks/cuisines from the show can see all social media content about those drinks and dishes.

Will be a great way to organize existing

Great for SEO search if someone sees a video that went viral, but can't find who did it

Caption all videos in this website so that the SEO is pristine

Blog Posts

Have a weekly blog post from the host themselves showcasing what they find to be the most interesting thing they wish to talk about that week.

Social media is the fastest growing way to build and capture an audience's attention. To personalize a brand that builds an effective relationship with the public, who then give their support. Brands are building their own social media presence and doing so with other creatives at times. Here are some content ideas for the show to build a following and other brands posts that we love, and think would be great for Cocktails & Bites to bring in the most engagement:

Videos/Posts ideas to get optimal engagement (can be used for TikTok, Instagram reels, Facebook, or YouTube Shorts)

- TikToks/Reels of Chef cooking or mixing to build his credibility online
- The process of making a cocktails, like sharing different recipes

- The differences between types of liquors

- Detail shots of making a drink or dish

- Videos or photos highlighting the influencer and restaurants that will be featured on each episode before it airs

- Stiches with other creators while they make drinks

- Highlighting locally owned restaurants

- Explaining and showing types of ethnic food

- Small interview clips of other chefs or mixologists giving advice

- Instagram and Facebook posts that really emphasize the connection that comes from food, drinks, dining out and creating these cocktails & bites.

- Highlighting some of the small farms Chef might source from in Instagram posts
- Before visiting a city, running IG story polls on views favorite spots or dishes/drinks most popular there

Content from other food/mixology accounts that do well:

- 818 Tequila on Instagram does a really nice job maintaining a cohesive feed, which captures the audience's attention more. They also stay true to the source of the brand, like posting reels about tequila's origins and their growers. Also, different cocktails buyers can make with 818.

o <https://www.instagram.com/reel/CgxNJgyDpCl/?igshid=YmMyMTA2M2Y=>

@advancedmixology on Instagram, does a really nice job posting close ups and clean cut videos of making different cocktails and explaining in the captions about the drink. Getting 50k + views per reel.

o <https://www.instagram.com/reel/Ck1Bh6xJQke/?igshid=YmMyMTA2M2Y=> ● The Great British Bakeoff does a wonderful job posting teasers for upcoming episodes to intrigue the audience and posting videos of funny moments during the show to connect the audience and grow the audience even more through humor.

o <https://www.instagram.com/reel/CkllkityjQeb/?igshid=YmMyMTA2M2Y=> ● @join_jules build a following on TikTok for her mixology work. Sharing the upclose details and recipes to drinks that she makes.

o <https://www.tiktok.com/t/ZTRxWDuuX/>

● Here are some more accounts that post consistently well ranking food videos in the community

o <https://www.instagram.com/reel/CkrfRbGPOwV/?igshid=YmMyMTA2M2Y=> o https://www.instagram.com/reel/Ckmx_qmDbup/?igshid=YmMyMTA2M2Y=

For the PR Package

We would recommend sending PR packages to the influencers you want to have on the show before they air and popular mixologist accounts on TikTok and Instagram. 61% of Instagram users aged 18-32 purchase and/or follow brands that influencers post about. You would ask the receivers of the package to make a drink using the branded goods and post a video or photo of the goods being used or staged next to the finished cocktail.

In the package we could put branded bar tools like shakers, jiggers, stirring glass and rocks glasses. It would also be nice to add in some ingredients you want them to use or even cocktails made on the show. Doing a collaboration with a liquor company like Casa México, a tequila brand, would be good exposure and build some more credibility since they are already well established among liquor lovers. Doing the collaboration with a limited-edition bottle that has the Cocktails & Bites logo on it. Then, also sending these bottles out in the PR packages and to restaurants featured in the show. In Chef's current restaurant, if he had some of these branded items and the limited-edition tequila bottle, it could help start conversations between customers and those who work at the restaurant about the show. Other restaurants that will be on the show might be willing to use the branded products as well, not only promoting their inclusion on the show but the show itself. Plus, working in Cocktails & Bites favor, so much of the restaurant industry is word of mouth. Even though the industry is big, the people part of it are close and value each other's expertise.

Re-emphasizing the Rule of Sevens, see something seven times and you are more likely to act on it. This is an effective way to get brand exposure and build an audience for the show before and during release.

Here are some mockup ideas for the PR package:

“Cocktails & Bites: where food meets booze”

Evaluation Plan

It's always important for us to evaluate our goals and objectives as it allows us to measure how successful a campaign is. Analyzing the goals and objectives created will give us an accurate evaluation of what worked and didn't work.

Here are some evaluations that can be made to measure the success of our campaign:

Goal 1: Improve the client's reputation on social media to make that connection with the audience and tell them about the show.

Objective 1: Increase social media presence by posting every other day and increase followers on Instagram and TikTok by 45% and Twitter by 25%.

Evaluation: Review the engagement levels on social media posts and compare the before and after the campaign (Including followers, likes, reposts, shares, etc.)

Goal 2: Get Chef Nelson connected to people outside of the cooking industry to bring in a more diverse audience for viewers

Objective 2: Create a TikTok that gets 10k followers by the time the show airs and post videos and do duets with creators/influencers on the show.

Evaluation: Review profiles on social media and send out surveys to see how diverse the audience is and review the engagement on the TikTok reels.

Goal 3: Develop a strong sense of community surrounding the show.

Objective 3: Increase audience engagement with social media by 30% before the show's premiere. In order to create that support, it's essential to jump on top of the support that already exists for small businesses.

Evaluation: Much like with Goal 1 and Objective 1, we can measure the levels of engagement through social media posts (Likes, reposts, comments, etc.) and gauge people's attitude toward the show and if it's getting enough recognition.

Goal 4: Create prestige around Chef Nelson as a thought/creative leader in his cuisine style

Objective 4: In order to gain that prestige within Chef Nelson as a thought leader in the space, he should create and maintain at least 2 two-way communication channels.

Evaluation: Review social media posts or other types of media to see if the public is talking about their experience with Chef Nelson.

Goal 5: Create a promotional event for people to come to see the show

Objective 5: Inviting people from social media where people can come and be on the show and also learn some drinks/food from the chef himself in order to increase engagement from the fans.

Evaluation: Develop a survey to see how positive or negative the feedback was for the promotional event, as well as see the viewership for the show after.

Executive Summary

What Connective Communications aims to achieve for this public relations campaign is to grab viewers' attention, prior and during release, to build a community that continuously supports Cocktails n' Bites. Cocktails & Bites has the potential to bring in a huge audience given that Chef Nelson is known from being on Top Chef, which already brings credibility to this new show. Even without Chef, the show needs to be able to stand alone, and it will with our plan. One of the target audiences we want to reach is local restaurant owners and lovers, really highlighting the importance of dining out. How being at a table with food and drinks can be one of the best things. We also want to draw in other publics, like fans of the influencers that will be on the show, Top Chef viewers, and restaurant industry workers, mixologists in general, since there isn't a show yet highlighting all that they do until now.

We will do this by first building a social media presence to gain recognition in the community. TikTok and Instagram reels are helping small creators and big businesses grow at the fastest rate ever. Taking advantage of this to personalize the brand by posting Instagram stories daily to engage followers and posting TikToks and Reels 3 times a week to bring in new potential viewers. Sending out PR packages of branded goods to influencers before the show comes out will get people excited for the release also and seeing the Cocktails N' Bites logo. The more they see this, the more likely they are to engage with the show after release. Since the show will be bringing on Influencers this gives us an even bigger reach if they post about their feature on the show and direct their audience to Cocktails n' Bites. Other tactics to make the show a success and building a community that Connective Communications wants to use is getting Chef on Podcasts. Talking about his experience in the industry, really highlighting the creativity and diversity in his style of cooking to represent a much larger public. Sending out email blasts weekly with sneak peaks, recipes or events going on keeps our current audience engaged.

Part of our plan also dives deeper into our public's demographics to better connect with them. There is also a breakdown of an ideal budget for public relations that we believe will be the most beneficial in the show's success. All in all we want to highlight the importance that food and drinks bring to our culture to build a lasting relationship with everyone who watches. Reminding them of that special connection that comes from cocktails and bites.

Appendix



Logo :

This is the logo we created, we like the simplistic style that can be appropriated in many different formats

The simple cocktail itself allows for use of just it for logo retention inside the restaurant. It separates the restaurant from the show

The name cocktails and bites being in lowercase lets people see the casual nature of what is trying to be conveyed through the community nature of the show

Where food meets booze is a beautiful and simplistic motto for the show

For Twitter :

If twitter is still around, and non controversial by the time the show comes out it would be best to keep the tweets to promotional material. Sharing content that is created on tiktok, sharing content created for the show, sharing dates for important events like the show premiering in person.

Though since this is such a controversial app at this time, we would suggest limiting it's use



CocktailsNBites
@CocktailsNBites



We have just posted a behind the scenes video from our latest TikTok showcasing how to make our signature cocktail! [#MixologyMonday](#)

12:00 PM · Jun 14, 2023

20 Retweets 2 Quote Tweets 3.3K Likes



CocktailsNBites • [Follow](#)



cocktails
& bites

where food meets booze



Liked by john and 1,560 others

CocktailsNBites Welcome to Cocktails and Bites! We are so excited to be premiering on Netflix!

[#mixologymonday](#) [#reels](#) ... more

[View all 20 comments](#)

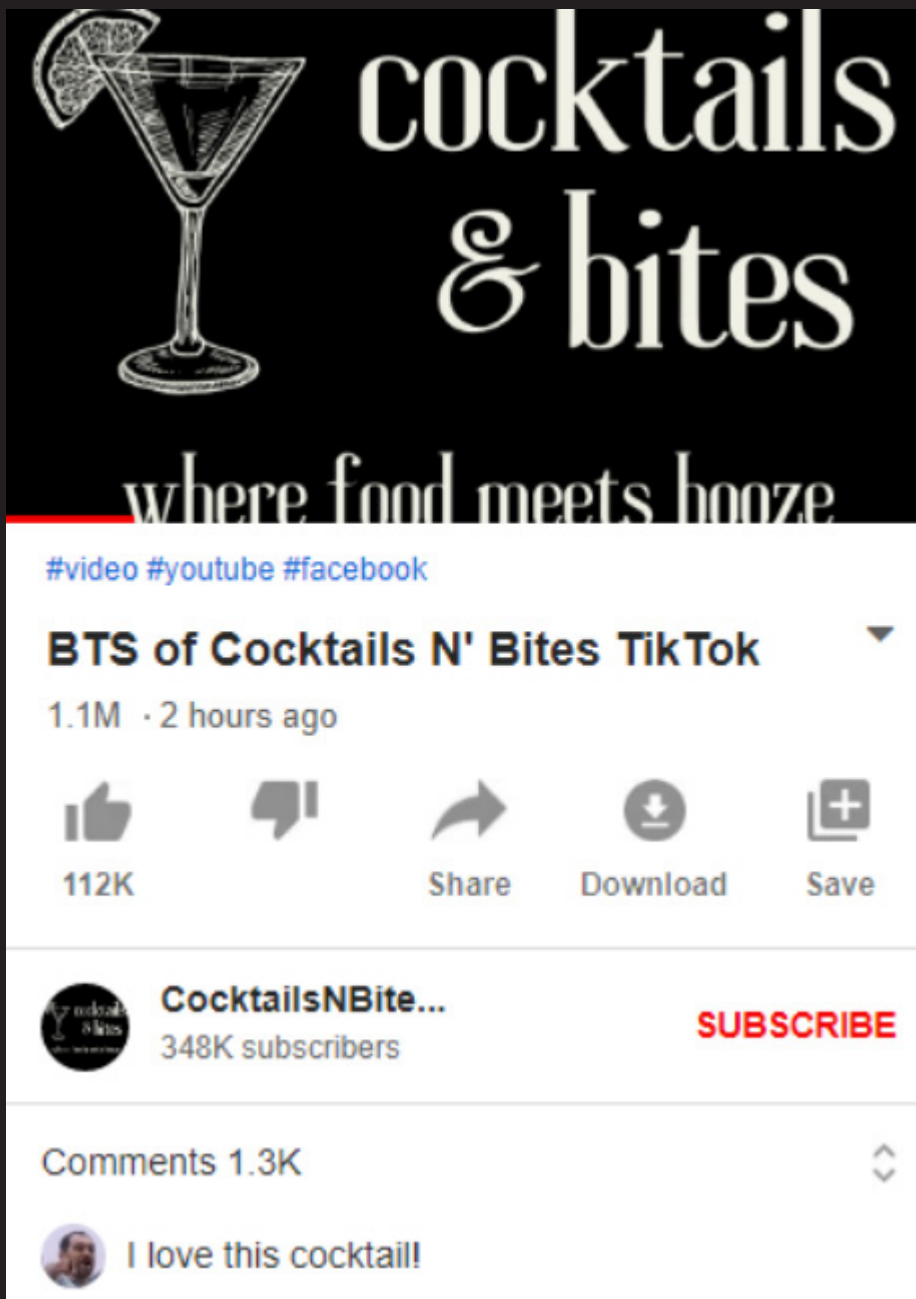
5 MINS

Instagram :

This could be an example post for Instagram. This would be great for a first post.

Other things that could be displayed is the cast, the crew, the drinks, cuisine and vibes of the show.

We think that keeping the captions simple is the best and following whatever current standards are set by Netflix for hashtags, though we would insist on a simple hashtag like [#weekendwednesdays](#)



Youtube :

While we ourselves are unable to produce content for this show we think that the idea of creating a youtube channel for the show is extremely important. This can be done in a few ways, but having all tiktoks and reels also uploaded to youtube would very much help with algorithms and help introduce people to the show

A typical format for a video would include some behind the scenes content from either the creation of the show itself or from the creation of the drinks.

Being able to have the host really dive into the inspiration behind all the drinks and cuisine that they believe to be the most influential to their career is extremely important.

Being able to maybe teach the audience how to create these drinks and cuisine that are so important to the show will

also drive people to watch the show itself.

Be sure to include the rule of 7s in every video created. While growing a userbase on YouTube is great it is not the main idea behind what is trying to be done here. With YouTube we want to create viral, engaging content that will drive people to watch the show on netflix. Make sure that message is being conveyed along with all other content that is behind created

Link out in the description how to watch the show. Link out accessibility. Link out to events, link out to as much as possible

There can also be a trailer for the channel on YouTube and when creating that trailer, you can also create more traditional advertisements to promote the show. This may require a modest to moderate budget but will greatly increase the chances of engagement.

When creating ads for YouTube, remembering that the first 5 seconds are unskippable and you have those 5 seconds to create an incredible hook to have people forget what they were originally trying to watch.



Billboard :

Though we like the idea of it being with a black background, with the logo very clear

With little text that states “premiering on netflix” drives curiosity while the graphics on the screen allude to the intimate exciting jungle oasis that is the visual that is trying to be portrayed so highly on the Sobre Mesa website.



A PR Package that would be sent out. This would be simple with a shaker and shot measurer with the logo.

This PR Package would also need to come with the ingredients needed to create what the host would want to portray as the signature drink of the show.

Ideally something that could also have the capability

of being created by the viewers of the influencers that this package is being sent out to

This could also come with a “loose” script for the influencer to follow and with this we would simply ask the influencer to promote the show, and if at all possible, we can ask them to join the show for an episode of filming. This would be great cross promotion, and having a small segment with rotating influencers who would teach the viewer how to create the drink or cuisine could be a great 5 min segment to the show while also allowing for the viral nature of collaborative work to do its magic.





Coasters :

This could be a mockup for a QR code on the coasters. We didn't have a perfect link that we could use but we did use Chef Nelsons linktree.

We would suggest a little cleanup on that linktree before the show premier whether or not it is used for this coaster

We would want this coaster to take you to a linktree that would give you the option to:

- Watch the show

- Follow the socials

- Upcoming events

These would be the major ones worth linking out to, though any other content created is also just as important to link out to as well. We ideally would like it to be separated from the work that chef nelson is doing compared to the work that the show is trying to display. This would create that divide that allows for the show and the chef to flourish, separately, and at the same time, very well.



Show Premier :

We really want this idea to become a staple in the restaurant. We hope that while the show is airing and on Netflix that there is a large event that allows for all cast and crew to come in, this creates a party that can be replicated on smaller scales.

We don't want this party to become too intrusive. So we hope that once we finish the once a week premier, that the events would tone down to around once a month after that.

PRESS RELEASE

FOR IMMEDIATE RELEASE

[Insert Issue Date Here]

Contact:

Connective Communications

Susie Lopez

(714) 402 - 5336

ConnectiveCommunicationLB@gmail.com

Introducing a New Cooking Show: Cocktails and Bites

[Los Angeles, California] - Chef Nelson German, previous star of Top Chef Season 18, is bringing all the fun and flare on a new show, Cocktails and Bites. This nationally broadcasted television show will have its Netflix launch on [Insert Launch Date]. The show's premise will center around tasting various tapas or appetizers and pairing them with corresponding cocktails. Chef Nelson German will work to construct the bites, while featured mixologists will produce the alcoholic beverages.

Directed by [Insert Director Name Here] and produced by Chef Nelson German, the show has a vision for intertwining community and food. Complex and culturally diverse foods will be included in the show with a wide range of exciting cocktails. This show wants to send a message of inclusivity and openness to food lovers from all over the world. Chef German values authenticity in his cooking and wants to bring this same persona to the show.

As an individual, Chef Nelson German holds several achievements under his belt. He is owner of two restaurants, AlaMar, a Michelin-recommended seafood spot, and SobreMesa, an Afro-Latino restaurant. Both restaurants reside in Oakland, California, where Chef Nelson German has spent countless hours creating and connecting his love and passion for food.

Cocktails and Bites is innovative and inspiring of the hard work that comes with authentic and culturally-diverse foods. This show will draw its audience in with unique food and drink pairings, and the warm Charisma that Chef Nelson German will bring the table. It is not a show that any foodie lovers will want to miss.

Be sure to visit <https://www.netflix.com/> on [Insert Launch Date] to witness the fun.

###

Publications and Contacts with Previous Positive Coverage of Chef Nelson German

Publication: Eater LA
Mona Holmes, Reporter
mholmes@eaterla.com

Publication: The Mercury News in San Jose
Linda Zavoral, Journalist
lzavoral@bayareanewsgroup.com

Publication: San Francisco Chronicle
Janelle Bitker, Journalist
janelle.bitker@sfnchronicle.com

Publication: Forbes
Chelsea Davis, Freelance Journalist
Cheychey514@gmail.com

Publication: CBS News
Shawn Chitnis, Reporter
smchitnis@cbs.com

Publication: Ebony Entertainment
Jenn Barthole, Journalist
jbarthole@ebony.com

Publication: The Oaklandside
Joanna Della Penna, Journalist
jdellapenna@gmail.com

Publication: FSR Magazine
Nicole Dunkan, Writer
ndunkan@fsr.com

Publication: Diablo Magazine
Ethan Fletcher, Writer
efletcher@Diablomag.com

Thank You!

We want to thank you for your time and the opportunity to work with you all. As many of us are graduating either this or the upcoming semester it would be greatly appreciated if any opportunities arise in the future that you believe we would be suited for, to please reach out to us!

To get in contact with us about this project in particular, please reach out to this email

: ConnectiveCommunicationLB@gmail.com

We are happy to help you with anything that we can to help this project and our vision for Cocktails n' Bites become a reality.

If you want to get in touch with us, these are our linked in handles and our biographies at the beginning describe the roles that we embodied for this project, though we can attest to all of us being highly capable of handling any aspect of this vision.

<https://www.linkedin.com/in/sarahturneyy/>

<https://www.linkedin.com/in/madelyndroessler/>

<https://www.linkedin.com/in/leonel-aguilar-b42619175/>

<https://www.linkedin.com/in/josephvphan/>

<https://www.linkedin.com/in/susie-lopez-5b1823211/>

<https://www.linkedin.com/in/rebecca-hernandez-439191201/>