

CLIENT NAME:

Lavanda Cafe

PROJECT NAME:

Speed Dating Series

PREPARED FOR:

Ms. Sebelius

Project Proposal

25 April, 2025

ADDRESS:

160 Princess St,
Winnipeg, MB R3B 1K9

PHONE:

204-599-0590

WEB:

PurpurPublicity.com

Cover Letter

April 25, 2025

Marcede Sebelius
Owner
Lavanda Cafe
3-185 Smith Street
Winnipeg, MB

Dear Ms. Marcede,

This is a proposal for the launch of a series of speed dating events hosted by Lavanda Cafe. This campaign aims to increase awareness of Lavanda Cafe and grow the subscriber base of both the loyalty program and the Secret Sips membership program.

The speed dating events will accomplish these goals because it is timely, relevant, and caters to the target audience and communication strategy.

This campaign targets young influencers who can spread word of Lavanda Cafe to their follower base. We will reach business professionals in the area through this audience.

The communications strategy is to use social media channels, primarily TikTok and Instagram, to reach our online audience of influencers. Short TikTok videos and Instagram Reels would be posted leading up to the event.

The success of this campaign will be evaluated based on social media metrics and subscriber growth for both the loyalty program and the Secret Sips membership.

We here at Purpur Publicity are excited for the chance to work with you on these speed dating events. We would be pleased to answer any questions you may have regarding anything detailed within this proposal. We can be reached at 204-555-1234 or email at dpurpur@rrc.ca from the hours of 8 A.M. to 4 P.M.

Thank you for this opportunity and we look forward to discussing it with you further.

Sincerely,

Darren Purpur

Table of Contents

1 Purpose Statement

2 Situation Analysis

4 Key Publics

5 Desired Outcomes

6 Strategy

7 Rationale

8 Budget

9 Evaluation

11 Sample Tactic

Purpose Statement

The purpose of this plan is to generate more brand awareness and increase subscribership for Lavanda Cafe, generating as much publicity, notoriety, and momentum for the establishment as possible, using the tactics of PR.

Situation Analysis

S

Strengths

- Lavanda's location in the Smith Street Lofts building makes it convenient for tenants to come in before their commute to work. This makes them a market that we could focus on when communicating.
- The plant-based menu targets a niche that other coffee shops in the area do not. This can be used to our advantage by finding ways for members of the vegan community to share Lavanda with other members.
- The owner of Lavanda, Marcede, has a relationship with Sheepdog Brew Co., Wolseley Kombucha, and Low Life Barrel House. These connections can be leveraged by performing cross-promotional marketing to reach new audiences.
- The patio space doubles the total capacity during the summer. This offers opportunities for events that cannot be held during colder months.

W

Weaknesses

- Use of the patio space means potential events will be weather dependent. We can combat this by having potential ticketed events take place inside Lavanda.
- Limited storage space means we cannot store items used for our communications tactic on location. This can be avoided by considering other storage options or not hosting events that require the space.
- Marcede being an owner of multiple businesses means time management and attention could become an issue. This will be considered and compensated for by the communications team by proposing tactics within a reasonable scope.

This situation analysis has been created to identify the **strengths, weaknesses, opportunities, and threats** facing Lavanda Café (henceforth referred to as Lavanda). This foundational knowledge will allow us to build an effective communications plan that leverages and mitigates factors facing Lavanda where appropriate.

O

Opportunities

- Downtown Winnipeg is a hub for businesspeople with a high disposable income who are concerned with value over price. This mirrors Lavanda's beliefs and should be used when considering messaging and promotion.
- Downtown events like First Fridays in the Exchange bring foot traffic to the area and can be capitalized on with events and marketing that take place at the same time.
- Sustainability is a popular belief held by the audience that frequents a plant-based coffee shop like Lavanda. Including the message of sustainability in our marketing can help us get the attention of this audience.
- Downtown Winnipeg BIZ offers promotion for members. Lavanda is listed in the directory as a member and could use promotion to attract new customers.
- Apps, loyalty programs, and subscriptions have become a standard expectation for people. The loyalty program Lavanda already has along with the Secret Sips membership that will be launched will benefit from this expectation.

T

Threats

- Downtown Winnipeg has a reputation for criminal violence which deters people from visiting the area. We can avoid this by directing our communication to people who live and work in the area already.
- Rent prices are relatively expensive in the Smith Street Lofts (currently \$1,585 for a one bedroom). This could prevent our closest market from purchasing expensive café items. This can be addressed by excluding those with that mindset from consideration in our communications plan.
- Coffee shops are plentiful within the area, and they may already have an established clientele. We can combat this by showcasing the factors that make Lavanda unique, including the plant-based menu, focus on sustainability, and cocktail offerings.
- Parking around Lavanda is minimal, which makes it difficult for people to visit. We can mitigate this issue by focusing our efforts on those who live nearby or need to travel for work.

Key Publics

1

Primary Public: “Business Becky”

Age: 30 - 35
Income: \$90,000 - \$110,000
Education: Bachelor’s degree

Becky is an actuary working at Canada Life who lives with her husband, Thomas, in a home in the River Heights neighbourhood. She spends her day hard at work and briefly checks her social media between breaks. She is a vegan who believes in ethically sourced products and values quality over cost. She and Thomas dine at high-end restaurants like SMITH and InFerno’s Bistro and ski in the winter when possible. They share a Tesla Model X (although they regret it now).

Becky buys her groceries at Red River Co-op and gets her news from podcasts she listens to during work, physical media on her walk home, and CTV News that plays in the background while she makes dinner.

2

Secondary Public: “Chronically Online Olivia”

Age: 25 - 28
Income: \$60,000 - \$80,000
Education: Diploma or bachelor’s degree

When Olivia isn’t working hard as a nurse at the Health Sciences Centre, she is on her phone scrolling through Instagram and watching her follower count. She likes to stay up to date on what’s going on in the city and attends cultural events like First Friday’s. She experiences FOMO and stays engaged with the city’s cultural scene. She records episodes of her lifestyle podcast on her off days in her apartment at Smith Street Lofts and makes TikToks to promote herself to her audience of engaged followers. She uses the bus to get around and spends her money on nights out with her friends at places like Rosé Coffee & Wine and King + Bannatyne.

Olivia buys her groceries at Safeway and attends paint nights and local music shows. She gets her news from online sources like Instagram. She is single and “ready to mingle.”

Desired Outcomes

“Chronically Online Olivia”

- Increase TikTok followers by 100% percent (currently at 212 followers)
- Gain 100 subscribers for an email marketing list

“Business Becky”

- Secure one catering contract with a downtown business
- Gain 20 subscribers to the Secret Sips program

Combined

- Increase loyalty memberships by 50% (currently at approximately 500)

All desired outcomes are targeted to be fulfilled by August 31, 2025

We could tap into Olivia’s podcast and social media audience to reach people who, like Olivia, might be interested in visiting Lavanda. To do this, we will push physical marketing in the Smith Street Lofts advertising events and opportunities at Lavanda to get Olivia’s attention and give her something to post to her story and talk about on her podcast. By breaking through to the podcast audience, we can extend our reach to people like Becky, who gets her cultural news from local podcasts like Olivia’s. With Becky working at Canada Life, a relatively large business in the city with many employees, word of mouth could spread.

With Lavanda being so close to Becky’s workplace, she may find it convenient to go and build it into her schedule. If we win important, wealthy changemakers like Becky, we could secure catering contracts with big businesses that would bring a reliable source of monthly revenue. Both Olivia and Becky are likely to sign up for the loyalty program, but Becky has the disposable income necessary to spend on the Secret Sips membership.

Strategy

Action

We propose hosting a series of speed dating events at Lavanda Café targeting our “Chronically Online Olivia” public detailed previously. The space at Lavanda is already set up perfectly for an event like this because of the two-person tables and sofa area that could act as a place for people to chat further while not on a date. We would use the patio area to increase attendance and earn the attention of foot traffic passing by.

We would sell tickets online through Eventbrite for a low price, making management simple and easy. After taking attendance and ensuring everyone has arrived, we would assign one person per table and have the rest rotate through the tables, giving each date two minutes to meet each other. Patio space allowing, tickets would be capped at 20, giving each attendee the opportunity to meet 10 potential mates.

The first speed dating event would be targeted at heterosexual people, but future events would feature LGBTQIA+ nights, particularly during pride month, for inclusivity and further reach.

Lavanda will be closed to the public during the event to give attendees a better environment to meet and mingle. We would host it in the evening, which will offer attendees the opportunity to order from the cocktail menu. After all dates have ended, we will keep Lavanda closed to the public to let dates that hit it off to meet up again and mingle. The speed dating would officially last for one hour with 10 minutes of introduction and setup, 20 minutes of dating, and 30 minutes of independent mingling.

Communication

We will rely on social media to communicate the event to the public. Our secondary public, “Chronically Online Olivia,” is an avid social media user and will influence our primary public, so social media channels will work best to persuade her to come. As noted in the key publics section, Olivia is single and looking for a partner (based on census data), so this event provides value for her.

Instagram and TikTok will be our target channels. We would schedule posts for one month, two weeks, one week, and three days before the event. This will keep us active and in the minds of those attending, which will keep them talking about it to their social circles. We will record during the event and post a recap afterwards to promote future speed dating sessions.

Rationale

Rationale

The proposed event series will be successful because it leverages our key publics by playing them off each other. “Chronically Online Olivia” is single, looking for dates, posts about things in her life to social media, and hosts a podcast dedicated to her everyday life in Winnipeg. “Business Becky” is a hard audience to reach because we need to earn her trust. We can do this through Olivia, someone Becky trusts, via her recommendations.

Social media is the right way to get Olivia’s attention because it’s what she interacts with the most. She lives in Smith Street Lofts and already knows about Lavanda Cafe. If we give her a reason to talk about it with her audience by offering her value in the form of dates, we can get her to share it and reach a new audience, Becky.

Speed dating itself works because post-pandemic, people are still bemoaning the dating scene. There is a fatigue associated with dating apps that we can offer a solution to. It is a niche activity, and Lavanda is a niche café. The two pair well together. Setting it during evening hours would mean people get a chance to try out the cocktail menu as well.

In 2022, Eventbrite reported a 63% increase in speed dating event popularity. This further supports our concept and shows there is interest in the concept.

The event series creates value for both the target audience and Lavanda. It offers them a chance to find a date while trying out some delicious cocktails, and it gives us leverage our audience and reach new markets.

Evaluation

Desired Outcomes

Desired outcome:

- Increase TikTok followers by 100% percent (currently at 212 followers) by August 31, 2025.

Measurement:

- We will monitor Lavanda's TikTok account for new followers before and after the event and cross-reference to find the increase

Desired outcome:

- Gain 50 subscribers for an email marketing list by August 31, 2025.

Measurement:

- We will track Lavanda's subscriber list before and after the event and cross-reference to find the increase.

Desired outcome:

- Gain 20 subscribers to the Secret Sips program by August 31, 2025.

Measurement:

- We will track Secret Sips subscribers before and after the event and cross-reference to find the increase.

Desired outcome:

- Increase loyalty memberships by 50% (currently at approximately 500) by August 31, 2025.

Measurement:

- We will track the loyalty memberships before and after the event and cross-reference to find the increase.

Communication

Action and Communication

Social media posts:

- We will create and post social media content in the months leading up to the event on TikTok and Instagram.

Measurement:

- We will track the metrics of each post individually, including likes, comments, shares, and saves, as well as what is being said in the comments section.

Event survey:

- After the event, we will hand out printed coupons for attendees offering a discount on their next purchase with completion of a survey they can reach via QR code. The survey will ask the attendee questions about their experience at the event and their thoughts on Lavanda itself.

Measurement:

- One week after the event, we will check the survey result metrics to see what people thought about the event and Lavanda.

Follow-up email:

- We will send an email after the event to all attendees with the same coupon as the printed version and a link to the same survey as an attempt to catch attendees who may have lost or disregarded the printed version.

Measurement:

- This survey will be linked with the printed event survey. Results will be measured similarly.

Overall Communication

Our focus with communication will be on awareness about the Lavanda brand. We will use social media to reach our target audience and use that target audience to further spread the word to those they have influence over. We will track social media engagement on Instagram and TikTok, and we will monitor Google Analytics for website traffic statistics. After the event, the posted survey will let us see overall satisfaction of speed dating and their thoughts on Lavanda itself.